

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – First Semester
DEVELOPMENT OF PSYCHOLOGICAL THOUGHTS(BA AP-102)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Why should we study the history of psychology? 10
- Q.2 Describe the development of psychology from philosophy. 10
- Q.3 According to you describe any one experiment in psychology, which has had a big impact on the study of psychology? 10
- Q.4 Describe positive psychology and discuss its relevance in today's world. 10
- Q.5 Write short notes on any two of the following:
a) Behaviourism.
b) Psychoanalysis.
c) Gestalt Psychology.
d) Existential Psychology. 5x2

PART-B

- Q.6 Is Psychology a Science or an Art? Elaborate in detail. 10

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – Third Semester
PERSONALITY(BAAP-301)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- | | | |
|-----|--|----|
| Q.1 | State and explain any definition of 'personality'. | 10 |
| Q.2 | Describe the classical freudian perspective in detail. | 10 |
| Q.3 | Describe the type theory of personality by Eysenck. | 10 |
| Q.4 | What are trait theories? Describe the work of Allport and Cattell in detail. | 10 |
| Q.5 | Describe the 'need theory' by Murray. | 10 |

PART-B

- Q.6 Write brief notes on any two of the following:
- a) Biological determinants of personality.
 - b) Social determinants of personality.
 - c) Cultural determinants of personality.
 - d) Field theory of personality.
- 5x2

End Semester Examination, Dec. 2016
BA (Applied Psychology) – Third Semester
DEVELOPING LEADERSHIP SKILLS(BA AP-322)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 In your own words, explain what "Leadership" means to you. 10
- Q.2 Describe any one Leadership Style in detail. 10
- Q.3 According to you which major theory of Leadership has the greatest practical application? Explain. 10
- Q.4 What are some of the contemporary issues on Leadership? 10
- Q.5 Write short notes on any two of the following:
a) Leadership Development.
b) Emotional Intelligence and Leadership.
c) Women as Leaders.
d) Psychological pressures on Leaders. 5x2

PART-B

- Q.6 Select any one Great Leader of your choice. Describe his or her Psychological Profile in detail. 10

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – First Semester
PSYCHOLOGY OF EVERYDAY LIFE-I (BAAP-101)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all.

- Q.1 Describe any five disciplines of psychology and their applications in real life settings. 10
- Q.2 Discuss any two research methods in detail and explain at least one application of each in real life. 10
- Q.3 Explain theories of learning from behaviorist point of view. Name any two phobias and discuss them in the above context. 10
- Q.4 List Piaget's stages of cognitive development and the concepts mastered in each stage in detail. 10
- Q.5 Describe the unit 'neuron' and discuss how the neurons communicate with each other. Name any three neurotransmitter and their functions. 10
- Q.6 Describe different types of 'anxiety disorders'. Write any one recent experience in your life that caused anxiety. 10
- Q.7 What is schizophrenic? Describe in detail the signs and symptoms of it. 10

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – First Semester
PHYSIOLOGICAL PSYCHOLOGY(BAAP-103)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Describe the different methods of investigation that are used in physiological psychology. 10
- Q.2 What is nerve impulse? Explain electrical depolarization in detail. 10
- Q.3 Describe the physiological bases of learning in detail. 10
- Q.4 Describe the structure and functions of eye in detail. 10
- Q.5 Describe the structure of brain and its different lobes in detail. 10
- Q.6 Describe the structure and functions of neuron in detail. 10

PART-B

- Q.7 Write short notes on the following:
- a) Neurotransmitter.
 - b) Engram.
 - c) Limbic system.
 - d) Types of neuron.

2½x4

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – First Semester
ENVIRONMENTAL SCIENCE(BA-AP-111)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Part-A is compulsory. Attempt any EIGHT questions from part-B. Marks are indicated against each question.

PART-A

- Q.1 Write short notes on:
- a) Biodiversity and its types.
 - b) Ecological pyramids.
 - c) Sustainable development and threats to sustainability.
 - d) Ecosystem and its types.
 - e) Environmental studies and its importance. 2x5

PART-B

- Q.2 Write definition and sources of air pollution. Is air pollution also responsible for global warming? 5
- Q.3 Differentiate between 'food chain' and 'food web'. Also explain their role in ecosystem in brief. 5
- Q.4 Describe different sources of noise pollution contributing to environment hazards. Suggest methods for control of noise pollution. 5
- Q.5 How is atmospheric pollution leading to ozone layer depletion? What would be the possible impacts of ozone layer depletion? 5
- Q.6 Briefly explain the role of an individual in conservation of natural resources. 5
- Q.7 What do you understand by endangered and endemic species and also explain measures to prevent them from hunting? 5
- Q.8 Define 'sustainability' and also explain threats to sustainability in brief. 5
- Q.9 What is disaster management? Explain role of an individual activities in aggravating disaster occurrence. 5
- Q.10 Explain nitrogen cycle in brief. 5
- Q.11 What do you understand by water pollution and what all measures you will take to prevent your society from water pollution? 5

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – Third Semester
PSYCHOLOGICAL TESTING AND PSYCHOMETRIC ASSESSMENT
(BAAP-302)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 What is psychological testing? What are the different types of testing? 10
- Q.2 What is a 'good test'? Mention the characteristics of a good test in detail. 10
- Q.3 What is reliability? What are the types of reliability? 10
- Q.4 What is validity? What are the types of validity? 10
- Q.5 Give detailed description of personality testing and explain any one personality test in detail. 10
- Q.6 Give detailed description of intelligence testing and explain any one intelligence test in detail. 10

PART-B

- Q.7 A test of personality was created and administered on a group of student over the period of two months. The scores obtained by the group of students is as follows:

Sr. No.	Scores at first administration	Scores at second administration
1	12	10
2	15	13
3	13	11
4	10	12
5	16	14
6	14	12
7	14	14
8	12	11
9	15	14
10	12	10

Calculate the reliability from the above data and explain the relevance of type of reliability in the context present above. 10

End Semester Examination, Dec. 2016
B.A. (Applied Psychology) – Third Semester
DOMAINS OF PSYCHOLOGICAL APPLICATION(BAAP-303)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Describe the relevance of psychology in dealing with social issues in detail. 10
- Q.2 What is educational psychology? How an exceptional child should be dealt with? 10
- Q.3 Describe an environmental problem and suggest measures to resolve the problem as a psychologist. 10
- Q.4 What is the role of psychology in improving the wellbeing of the people? 10
- Q.5 "Adolescence is the age of stress and storms". Validate the quote with reasonable arguments. 10
- Q.6 How can psychology help in bridging the gender gap and gender specific perception in India? 10

PART-B

- Q.7 Write short notes on the following:
- a) Fields of applied psychology.
 - b) Psychology and culture.

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – First Semester
FOOD AND BEVERAGE PRODUCTION THEORY-I (BHHA-111)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SI

X questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

- Q.1 a) Write the French terms of the following:
(i) Mushroom (ii) Spinach (iii) Egg Fish
b) Define the terms: 'Espagnole, Julienne'.
c) Give the ingredients to make one litre béchamel sauce.
d) Name any four thickening agents with name of the dish in which they are used.
e) Differentiate between 'puree soup' and 'cream soup'.
f) What are condiments and spices?
g) Differentiate between 'poaching' and 'simmering'.
h) Explain 'pot roasting'.
i) Name three stem and bulbous roots vegetables.
j) Write four different roles and use of eggs in cooking. 2x10

PART-B

- Q.2 Describe the classification of cooking methods with the help of diagrams. 6
- Q.3 Describe the kitchen brigade of five star hotels. 6
- Q.4 Give the classification of the soup with one example for each category. 6
- Q.5 Give the classification of raising agents with one example for each. 6
- Q.6 Describe the constituent of an egg with the help of a diagram. 6
- Q.7 List down the personal qualities of a good chef. 6
- Q.8 List the different cuts of vegetables with their dimensions and uses. 6
- Q.9 What is stock? Classify different types of stocks with their uses. 6

End Semester Examination, Dec. 2016
B.Sc. (Hotel Management) - First Semester
FOOD AND BEVERAGE SERVICE THEORY-I (BHHA-112)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt SIX questions in all; Part-A is compulsory. Attempt any FIVE questions from Part-B.

PART-A

Q.1 Define the following terms:

- a) Bain Marie.
- b) Kitchen Stewarding.
- c) Side Board.
- d) Misc en-Scene.
- e) Grill Room.

4x5

PART-B

- Q.2 Classify Food and Beverage Service equipments by providing examples of each. 6
- Q.3 Define the role and functions of Kitchen stewarding. 6
- Q.4 Elaborate Eleven course French Classical Menu. 6
- Q.5 Explain the step by step process for a guest walking into the restaurant. 6
- Q.6 What are the different forms of service? Explain each in two statements. 6
- Q.7 Explain the production of coffee with the help of a flow-chart. 6

End Semester Examination, Dec. 2016
B.Sc. (Hotel Management) - First Semester
ROOMS DIVISION (THEORY)-I (BHHA-113)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt SEVEN questions in all; PART-A is compulsory. Attempt any FIVE questions from Part-B.

PART-A

Q.1 Define the following terms:

- a) Motel.
- b) HRACC.
- c) Occupancy.
- d) Franchise.
- e) Reservations.

2x5

Q.2 Write short notes on any five of the following:

- a) Mention the importance of housekeeping.
- b) What do you understand by term eye for detail?
- c) What are the various mechanical method of cleaning?
- d) What are the cleaning agents? Which cleaning agent is considered the most important cleaning agent?
- e) Name five manual cleaning equipments.
- f) What do you understand by the term 'layout of a guest room'?
- g) What are the various furniture components of a standard guest room?

2x5

PART-B

Q.3 What are guest amenities? Give examples.

6

Q.4 Discuss guest cycle and its stages in detail.

6

Q.5 How do Housekeeping coordinates with engineering department?

6

Q.6 What are the areas that constitute the layout of a Housekeeping Department?

6

Q.7 Draw a neat format of a Guest registration card.

6

Q.8 How are cleaning agent classified?

6

Q.9 What are the cleaning equipments? Give some examples of cleaning equipments. 6

Q.10 Explain classification of hotels. Discuss various modes of classification of hotels in brief.

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – First Semester
ENVIRONMENTAL STUDIES (BHHA-114)

Time: 3 hrs

Max Marks:50

No. of pages:1

Note: Attempt any SEVEN questions in all. Part-A is compulsory. Attempt any SIX questions from Part-B.

PART-A

- | | | |
|-----|---|---|
| Q.1 | a) Define 'ecotel' with an example. | 3 |
| | b) Describe all three ecological pyramids. | 3 |
| | c) Explain about in-sitel conservation of biodiversity. | 3 |
| | d) What are the threats to sustainability? | 3 |
| | e) Explain nitrogen cycle with a suitable diagram. | 2 |
| | f) Define: i) Photoperiodism ii) Phytoplanktons iii) Photosynthesis | 6 |

PART-B

- | | | |
|-----|---|---|
| Q.2 | What do you mean by deforestation? What are the problems caused by deforestation and how to control it? | 5 |
| Q.3 | Describe the major mineral resources of India. | 5 |
| Q.4 | Define 'ecosystem' and its types with an example. | 5 |
| Q.5 | Define 'biodiversity' and its types. Also discuss the factors affecting biodiversity in brief. | 5 |
| Q.6 | Define 'pollution'. What are the causes of water pollution and how to prevent water pollution? | 5 |
| Q.7 | Define 'sustainable development'. Briefly describe the concept and important pillars of sustainable developments. | 5 |
| Q.8 | What are the biotic and abiotic components of an ecosystem? | 5 |
| Q.9 | Write in detail the control measures of soil pollution. | 5 |

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) - First Semester
PRINCIPLES OF MANAGEMENT (BHHA-115)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt anyFIVE questions in all;Part-Ais compulsory.Attempt anyFOURquestions from Part-B. Each questions carry equal marks.

PART-A

Q.1 Define the following(any ten):

- a) Management.
- b) Policy.
- c) Organizational culture.
- d) Planning.
- e) Autocratic leadership.
- f) Zero based budgeting.
- g) Productivity.
- h) Innovation.
- i) Controlling.
- j) Feedback.
- k) Horizontal communication.
- l) Management levels.

1x10

PART-B

Q.2 Elaborate the management principles proposed by Henry Fayol with examples.10

Q.3 What is meant by risk? What are the various types of risks? What are the various measures to deal with the risks associated hazards? 10

Q.4 What is organizational culture? Explain the types of organizational culture in detail. 10

Q.5 A business organization has impact from both internal and external factors. List and explain all these factors and what impact they possibly can have on the operation of a firm. 10

Q.6 Define a decision making process. Explain the process followed while making a decision in a normal situation. 10

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – First Semester
TRAVEL AND TOURISM (BHHA-116)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-A is compulsory. Attempt any FOUR questions from PART-B.

PART-A

Q.1 Write short notes on any five of the following:

- a) Define 'tourism'.
- b) Eco-tourism.
- c) Cuisines of India.
- d) Objectives of tourism.
- e) Types of tourism.
- f) Economic impact of tourism.
- g) Sports tourism.
- h) Role of travel agencies.

2x5

PART-B

- Q.2 Assess the role of media in marketing of tourism in detail. 10
- Q.3 Describe the role of tourism on environmental in detail. 10
- Q.4 What are the causes of growth in tourism in recent times? 10
- Q.5 Explain the different components of tourism in detail. 10
- Q.6 Discuss the role of fairs and festivals in promoting tourism in detail. 10
- Q.7 Explain the different qualities that a professional of hospitality must possess. 10
- Q.8 Explain the different tourist attractions in Delhi NCR. 10

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – First Semester
NUTRITION(BHHA-117)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SEVEN questions in all; PART-A is compulsory. Attempt any SIX questions from PART-B.

PART-A

- Q.1
- a) Give two good sources of "Vitamin C" and "Vitamin A".
 - b) Iron is found in food like _____ & _____ and required in our body for _____ & _____.
 - c) Mention four plant based food items which are good sources of protein.
 - d) According to the food pyramid, which food is to be taken most and which one least?
 - e) What are emulsions?
 - f) Write two good sources of "Vitamin D" and "Vitamin E".
 - g) Define 'balanced diet'.
 - h) Define BMR and SDA.
 - i) Name the five groups of food with examples.
 - j) What is dextrinization? 2x10

PART-B

- Q.2 What are macro nutrients? Explain its role in body functioning and importance of balanced diet in detail. 5
- Q.3 Describe the different browning effects seen in the food. 5
- Q.4 Explain the importance of knowledge of nutrition for a professional chef. 5
- Q.5 What role cooking and processing plays on the nutrition of the food and how is it important. 5
- Q.6 Explain the balancing of diets and food pyramid indicating the requirement for our body. 5
- Q.7 Define refining, winterization and hydrogenation of oils and importance of it. 5
- Q.8 What happens to protein when cooked? Why overcooked proteins become indigestible? 5
- Q.9 Describe the factors which affect a meal planning. 5

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – First Semester
INTRODUCTION TO PSYCHOLOGY (BHHA-121)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-Bis compulsory. Attempt any FOUR questions from PART-A.

PART-A

- | | | |
|-----|---|----|
| Q.1 | Describe the model and types of memory in detail. | 10 |
| Q.2 | Describe perception and perceptual organization in detail. | 10 |
| Q.3 | What is cognition? Describe one cognitive process in detail. | 10 |
| Q.4 | What is psychology? What are the fields of psychology? | 10 |
| Q.5 | Define 'emotion'. Describe the major theories of emotion in detail. | 10 |
| Q.6 | What is personality? Why studying personality is important? | 10 |

PART-B

Q.7 Write short notes on the following:

- a) Biological bases of behavior.
- b) Need Hierarchy Model.

5x2

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Second Semester
FOOD AND BEVERAGE PRODUCTION(BHHA-211)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

- Q.1 a) List the cuts of chicken.
b) What is laminated yeast dough? Name its three products.
c) What is offal? Name few.
d) What is thickening agent? Name two thickening agents with the dishes where these are used.
e) Name three chemical leavening agents and the dishes in which they are used.
f) What is emulsification? Give an example.
g) Define 'pasteurization'.
h) Describe the external conditions required for good fermentation with yeast.
i) Write the French terms for the following:
 i) Apple ii) Fish stock iii) Beef iv) Brown stock
j) Explain choux paste. 2x10

PART-B

- Q.2 What are the steps in bread making? Explain them in brief. 6
- Q.3 Describe their role in bakery: a) Flour b) Sugar c) Yeast d) Salt. 6
- Q.4 Write the points of quality testing for buying a fish. 6
- Q.5 Explain cream and its types available in brief. 6
- Q.6 What is shortening? Describe different shortenings used in cooking. 6
- Q.7 Give the classification of fish and list the cuts of fish in brief. 6
- Q.8 Explain the steps in making of cheese with the help of a flow chart. 6

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Second Semester
FOOD AND BEVERAGE SERVICE THEORY-II (BHHA-212)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

Q.1 Briefly explain the following terms:

- a) Armagnac.
- b) Cheese.
- c) Devil's Share.
- d) Single Malt.
- e) Campari.

2x5

Q.2 Name five proprietary liqueurs with their country of origin and flavorings:

Liqueur Name	Country of Origin	Flavoring

2x5

PART-B

- Q.3 List down the factors to be considered in 'menu planning and menu designing'. 6
- Q.4 Define cigar and classify it further on the basis of its shape, size and colour and structure. 6
- Q.5 With the help of a flow chart explain the production of Cognac. 6
- Q.6 Define 'Aperitifs'. Name three bitters with their country of origin and flavor. 6
- Q.7 Name one Gin and Tequila based cocktail with their ingredients, glassware and garnishes. 6
- Q.8 Differentiate between 'pot-still' and 'patent-still' methods. 6

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Second Semester
ROOMS DIVISION–II (THEORY) (BHHA-213)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

Q.1 Explain any five in brief:

- a) Guest feedback cards.
- b) Express check-in.
- c) Retention policy upon cancellation.
- d) Meal plans.
- e) Different types of tariffs.
- f) Bouncing a guest.
- g) Up-selling.

2x5

Q.2 Discuss the S. O. P. for handling of the luggage left behind by the guest once they have vacated the room and checked out of the hotel. 10

PART-B

Q.3 Explain any five in brief:

- a) Format of room occupancy report.
- b) List three large laundry equipments and three small laundry equipments.
- c) Format of Lost & Found register.
- d) Effective ways to reduce cost of servicing a room.
- e) List down and briefly discuss three eco-friendly measures used in hotels.
- f) Process of sorting of soiled linen.
- g) S. O. P. of guest room inspection.

4x5

Q.4 Discuss in detail the operations of a laundry in a five star hotel in detail. Explain it with a neat diagram of laundry cycle. 10

End Semester Examination, Dec. 2016
B.Sc. (Hotel Management) – Second Semester
VALUE, ETHICS AND CSR (BHHA-214)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SEVEN questions in all; PART-A is compulsory. Attempt any SIX questions from PART-B.

PART-A

Q.1 Answer any ten questions:

- a) Define business ethics.
- b) What is CSR?
- c) What is TQM?
- d) What is Whistle Blower Policy?
- e) What is ISO-9001 certification?
- f) Distinguish between 'corporate management' and 'corporate governance'.
- g) Write a short note on 'corporate laws'.
- h) Explain the role of employees in business ethics.
- i) Give two examples of corporate scams in India.
- j) Give two features of good corporate governance.
- k) Define 'ethical conflicts'.
- l) Give two measures to solve unethical issues relating to the environment.
- m) What are values and how do they affect human conduct?
- n) Discuss the responsibility of business towards community in brief.
- o) Explain two important points of organizational culture? 2x10

PART-B

- Q.2 List your top five personal values and also discuss why these values are important in your life? 5
- Q.3 Why is it legal for schools and companies to monitor student/employee's computer use? 5
- Q.4 What do you understand by the term 'gender discrimination'? Why the glass ceiling is often invisible? 5
- Q.5 Explain Kyoto protocol in brief. 5
- Q.6 Discuss the importance of 'corporate social responsibility' in an organization. 5
- Q.7 There is an old saying that "the customer is always right." What do you think that means? Do you agree with it? What would you do if you thought a customer was deadly wrong? 5
- Q.8 Suppose you have some personal problems that are troubling you. Is it okay to attend to these problems while you are at work? To what degree or under what circumstances, do you think it's okay to deal with your own personal affairs on company time? 5
- Q.9 When you accept a job, what does the employer owe you, and what do you owe the employer? 5

End Semester Examination, Dec. 2016
B. Sc. (Hospitality and Hotel Administration)— Second Semester
HOSPITALITY LAW (BHHA-215)

Time: 3 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt ANY FIVE questions from Part-B. Marks are indicated against each question.

PART-A

- Q.1 a) X offered to sell his house to Y for ₹50,000/-. Y accepted the offer by e-mail. On the next day Y sent a fax revoking the acceptance which reached X before the e-mail. Is the revocation of acceptance valid? Would it make any difference if both the e-mails of acceptance and the fax of revocation of acceptance reach X at the same time? 10
- b) A agrees to pay ₹1000/- to B if it rains, and B promises to pay a like amount to A, if it does not rain. Comment on the nature and enforceability of this agreement? 10

PART-B

- Q.2 What are the essential elements of a valid contract? 6
- Q.3 Explain the acts regarding prevention of food adulteration. 6
- Q.4 Write a brief note on Shop and Establishment Act. 6
- Q.5 Explain Environmental Protection Act. Also explain how to prevent the environment pollution. 6
- Q.6 Write a note on "Consumer Protection Act 1986". 6
- Q.7 Define the following:
a) AGMARK.
b) ISI. 3×2

End Semester Examination, Dec. 2016
B. Sc. (Hospitality and Hotel Administration)— Second Semester
EVENT MANAGEMENT (BHHA-217)

Time: 3 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt ANY FIVE questions from PART-B. Marks are indicated against each question.

PART-A

- Q.1 a) Develop a detailed marketing proposal for any one of the following events:
- i) Music concert.
 - ii) Exhibition.
 - iii) Award show. 10
- b) As an introduction to an academic awards ceremony in the town hall, you have been asked to organize a performance by contemporary or indigenous dancers. Unfortunately, the Town Hall is a large space, with limitations in terms of lighting effects. There will also be a significant difference between the requirements of the performance and the requirements of the awards presentation, which is a formal, traditional daytime event. Investigate the option for props and drapes, and or create a model of the stage setup for dance production. Remember that the set will have to be easily removed or somehow integrated with the awards presentation.
- Questions:
- i) Explain the characteristics of the best events.
 - ii) Planning and organization is the key element that determines the success of an event. Discuss. 5 × 2

PART-B

- Q.2 What do you mean by an event? 6
- Q.3 What are the different categories of an event? 6
- Q.4 What factors are to be kept in mind while choosing the site for an event? 6
- Q.5 Explain the importance of licensing for an event. 6
- Q.6 Explain importance of code of ethics in event management. 6
- Q.7 What is the importance of crowd management in an event? 6

End Semester Examination, Dec. 2016
B. Sc. (Hospitality and Hotel Administration)— Second Semester
PSYCHOLOGY AND CONSUMERISM (BHHA-221)

Time: 3 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt ANY FIVE questions from Part-B. Marks are indicated against each question.

PART-A

Q.1 Answer the following questions (ANY FOUR):

- a) Steps an organization can take to encourage creativity.
- b) Anticipation of guest needs.
- c) Factors affecting problem solving.
- d) Explain attitude and its impacts at workplace.
- e) Explain attention and importance in the field of hospitality.
- f) Explain values and ethics.

5 × 4

PART-B

- Q.2 What is psychology? Explain the importance of psychology in the hotel industry in detail. 6
- Q.3 What is perception? Why is it important to understand guest's perception? 6
- Q.4 "Problem solving is a skills and can be acquired".Discuss with suitable examples. 6
- Q.5 Define 'motivation'.What steps can an organization take to ensure that its employees are motivated? 6
- Q.6 Define 'creativity'.Discuss the nature and characteristics of creativity in detail. 6
- Q.7 Define 'learning'.Discuss the factors affecting learning in detail. 6

End Semester Examination, Dec. 2016
B. Sc. (Hospitality and Hotel Administration)— Third Semester
FOOD AND BEVERAGE PRODUCTION-III (BHHA-311)

Time: 3 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt ANY FIVE questions from Part-B. Marks are indicated against each question.

PART-A

Q.1 Define the following terms in brief:

- a) Wazwan.
- b) Dastarkhan.
- c) Maawal.
- d) Maanskasoola.
- e) Safedmaans.
- f) Dal baati.
- g) Upperi.
- h) Meenmoilice.
- i) Lassi.
- j) Besibelebhaat.

2×10

PART-B

Q.2 Define 'Kashmiri cuisine' in detail.

6

Q.3 Define 'Rajasthanicuisine' in detail.

6

Q.4 Prepare a five course Hyderabadi menu. Make an indent sheet. If we cater 500 *pax* at the rate of ₹200/- plate then take out the profit percentage.

6

Q.5 Differentiate between 'institutional catering' and 'industrial catering'.

6

Q.6 List down the factors effecting a menu planning.

6

Q.7 Differentiate between 'cuisines of India on the basis of geography' and 'local availability'.

6

End Semester Examination, Dec. 2016
B.Sc. (Hospitality & Hotel Administration) – Third Semester
FOOD AND BEVERAGE SERVICE THEORY-III (BHHA-312)

Time: 3 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; Part A is compulsory. Attempt any FIVE questions from Part B.

PART-A

Q.1 Explain the following terms:

- a) Viticulture.
- b) Solera System.
- c) Sensory Evaluation.
- d) Fermentation.
- e) Wine Faults.

4 × 5

PART-B

- Q.2 Briefly explain wine regions of France with sub-regions. Give two examples of wines from each region. 6
- Q.3 What is method Champenoise? Explain it with the help of a flow-chart. 6
- Q.4 Give classification of wines on the basis of manufacturing, colour, sweetness and body by providing one example for each. 6
- Q.5 Write down the service procedure for Pousse Fume. 6
- Q.6 With the help of a flow-chart, explain the production of Red Wine. 6
- Q.7 Which factors affect the quality of wine production? 6

End Semester Examination, Dec. 2016
B.Sc. (Hospitality & Hotel Administration) – Third Semester
ROOMS DIVISION-THEORY-III (BHHA-313)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FOUR questions in all;Part A is compulsory. Attempt any TWO questions from Part B.

PART-A

- Q.1 a) Define the following (any five):
- i) PMS.
 - ii) GDS.
 - iii) Cyber security.
 - iv) Central reservation system.
 - v) Flash report.
 - vi) Block out periods. 2×5
- b) Attempt (any five):
- i) What is foliage? Give five examples.
 - ii) What is a Duvet?
 - iii) Enlist five essential Florist equipments.
 - iv) What is a contract?
 - v) Enlist different types of contract service provided by housekeeping department.
 - vi) Describe the points to be considered for hiring the staff effectively.
 - vii) List the various kinds of windows.
 - viii) What do you understand by the term cross-training? 2×5

PART-B

- Q.2 As a supervisor how will you handle the following situations:
- a) Theft in guest room.
 - b) Guest room change request when the category is not available.
 - c) Arrival of a reserved guest but room is not available. 5×3
- Q.3 What is meant by Night Audit? Explain in detail the entire process of night audit. 15
- Q.4 Attempt any five of the following:
- a) What are the responsibilities of a laundry department in hotel operations? 3
 - b) What is linen room? What are its main features? 3
 - c) Define flower arrangement. Elaborate the guidelines followed for flower arrangement in the hotel industry. 3
 - d) What are the needs of taking contract in housekeeping? Discuss the pros and cons of a contract service. 3
 - e) What are the various ways of scheduling housekeeping employees for a day's work? 3
 - f) What is a staffing guide? What is the procedure of developing a staffing guide for a hotel property? 3
 - g) Enlist and discuss the various ways in which interior designing can be carried out in hotels. 3
 - h) Describe the following types of wall covering:
- i) Paints.
 - ii) Wallpaper.
 - iii) Wood. 1×3

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Third Semester
HOTEL INFORMATION SYSTEM (BHHA-314)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt any FIVE questions from PART-A, FIVE questions from PART-B and SIX questions from PART C.

PART-A

Q.1 Explain in brief any five of the following:

- a) CRS.
- b) GDS.
- c) IDS.
- d) VOIP.
- e) POS.
- f) CAS.
- g) GIS.

2x5

PART-B

Q.2 Attempt any five of the following:

- a) What do the terms data and information mean?
- b) What is in-room beverage service system?
- c) What do you understand by the term 'in-room movie'?
- d) What are the three basic operations of energy control strategies that may be used by an energy management system?
- e) How technology can help to improve decision-making?
- f) How is RFID technology used?

2x5

PART-C

- Q.3 What is management information system? What are its components? 5
- Q.4 What are the most common front office components of a property management system? 5
- Q.5 How has computerization helped both revenue and non-revenue generating departments of a hotel? 5
- Q.6 Enlist the factors of selecting and implementing computer systems for a hotel. 5
- Q.7 Discuss the components of food and beverage management applications in brief. 5
- Q.8 What are the different types of reports generated by room management module? 5
- Q.9 Discuss the components of accounting applications in brief. 5

End Semester Examination, Dec. 2016
B.Sc. (Hospitality & Hotel Administration) – Third Semester
HUMAN RESOURCE MANAGEMENT (BHHA-315)

Time: 3 hrs.

Max Marks: 50

No. of pages: 1

Note: Attempt FOUR questions in all; Part A is compulsory. Attempt any THREE questions from Part B.

PART-A

Q.1 Write short notes on (any ten):

- a) Appraisal.
- b) Job specification.
- c) Recruitment.
- d) Employee grievance.
- e) Training and development.
- f) Key result area.
- g) Career progression.
- h) Provident fund.
- i) Job description.
- j) Empowerment.
- k) Employee termination.
- l) Departmental co-ordination.

2 × 10

PART-B

- Q.2 Explain the various sources of recruitment in detail. 10
- Q.3 Define 'induction'. What are the main elements which should be included in an induction programme? 10
- Q.4 What is the need of employee training? Explain its various techniques in detail. 10
- Q.5 "Good performance appraisal will create an effective management." Discuss. 10
- Q.6 What are the factors influencing promotions and appraisals? Discuss. 10

End Semester Examination, Dec. 2016
B.Sc. (Hospitality & Hotel Administration) – Third Semester
CUSTOMER RELATIONSHIP MANAGEMENT (BHHA-316)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FOUR questions in all;Part A is compulsory. Attempt any THREE questions from Part B.Each questions carry equal marks.

PART-A

Q.1 Write short notes on (any ten):

- a) E-marketing.
- b) Customer satisfaction.
- c) Direct sales.
- d) Customer retention.
- e) Publicity.
- f) Grievances and feedback.
- g) Customer delight.
- h) Types of customers.
- i) Relationship marketing.
- j) Types of customer value.
- k) "Voice of customer".
- l) Loyalty programs.
- m) Customer expectations.
- n) Elements of CRM.

2×10

PART-B

- Q.2 Define 'customer satisfaction' and discuss how companies attract customers and retain them. 10
- Q.3 Define 'customer relationship management'. What are the benefits of effective CRM to companies? 10
- Q.4 What is e-CRM and what are the advantages of using technology to the companies? 10
- Q.5 What is customer relationship? Discuss the different stages of relationship with customers. 10
- Q.6 Explain in detail how CRM helps in marketing. 10

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Third Semester
FACILITY MANAGEMENT (BHHA-319)

Time: 3 hrs

Max Marks:50

No. of pages:1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

- Q.1 a) List some of the support services in BPO.
b) List different types of facility layouts.
c) Define 'services recovery'.
d) Define 'service gap'.
e) Define 'preventive maintenance and AMC'.
f) List the dimensions of the 'service quality'.
g) Describe the concept of vendor development.
h) Explain the principles of 'material management'.
i) On what basis should one select a supplier?
j) Define 'inventory management'. 2x10

PART-B

- Q.2 Define the 'energy conservation'. Explain the green building concept in detail. 6
- Q.3 Describe service value chain. Explain its role and importance in facility management in detail. 6
- Q.4 Write the meaning and purpose of the material management and its importance for a facility manager. 6
- Q.5 Considering yourself as a facility manager of a university, enlist the "need to have" and "nice to have" support services in their order of preference. 6
- Q.6 Listing the duties and responsibilities, explain the role of a facility manager. 6
- Q.7 Write a short note on 'network administration and its importance in facility management'. 6
- Q.8 Define the facility planning and list down the core attributes of it. State the differences between facility planning and facility management. 6

End Semester Examination, Dec. 2016
MBA – First Semester
FOREIGN LANGUAGE-I (GERMAN)
(CP-110)

Time: 3 hrs

Max Marks: 50
No. of pages: 2

Note: Attempt all questions

Q.1 Put the sentences in the right order so as to make a dialogue.

- a) Was trinken Sie?
- b) Ja klar, bitte. Sind Sie auch im Deutschkurs?
- c) Ehmm, Orangensaft.
- d) Entschuldigung, ist hier noch frei?
- e) Ich bin Katja Borowska aus Russland.
- f) Zwei Orangensaft, bitte.
- g) Ja, im Kurs A1. Ich heie Samira Sundaram. Ich komme aus Indien. 10

Q.2 a) Spell the number.

Ex: 31 – einunddreiig.

65 –

15 –

982 –

753 –

520 –

9625 –

b) What is the number?

i) Einhunderteinundachtzig –

ii) Fnfundsiebzig –

iii) Sechzig –

iv) Neunundneunzig –

10

Q.3 Spell the date and the timing.

Ex: 12.1.2009 18.30 – am zwlfsten Januar zweitausendneun – halbsieben

a) 2.12.1955 14:00

b) 17.5.1685 08:30

c) 26.9.2011 00:00 10

Q.4 Chose the right answer (grammatically suitable)

a) Ich esse Fisch. Was du?

i) essen

ii) isst

iii) esst

iv) esse

b) er den Kaffee immer so?

i) mache

ii) machst

iii) macht

iv) machen

c) Wo Sie die Getrnke?

i) kauft

ii) kaufen

iii) kaufe

iv) kaufst

d) Ich gebe dem Jungen eine Mark. Was du ihm?

i) gebst

ii) gibt

iii) gibst

iv) geben

e) Wir kaufen das Brot immer bei Schulze. Aber Hans es bei Lehmann.

i) kuft

ii) kaufst

iii) kauft

iv) kaufen

f) Ich trage den Koffer. du die Tasche?

i) Trgst

ii) Tragt

iii) Trgt

iv) Tragst

g) Ich wasche die Wschen nicht selbst. du sie selbst?

- i) Wäscht ii) Waschst
- iii) Wascht iv) Wäschst
- i) er den nichtgern?
- i) Wandern ii) Wandere
- iii) Wanderst iv) Wandert
- j) Er seineGästefreundlich.
- i) empfängt ii) empfängt
- iii) empfangen iv) empfängst
- k) Warum du unsnicht?
- i) helfst ii) hilfst
- iii) helfe iv) helfst

10

Q.5 Read the texts and answer the questions.

Biografien

- a) Heidi Klum kommt aus Bergisch Gladbach. Sie ist Model und präsentiert Mode von internationalen Designern. Sie hat eine Mode-Kollektion und sie macht Werbung für H & M und McDonalds. Heidi Klum arbeitet international, in Paris, New York, Mailand und Düsseldorf. Sie spricht Deutsch, Englisch und Französisch. Heidi Klum wohnt in Manhattan und in Bergisch Gladbach. Sie hat eine Tochter, Leni. Designer-Mode ist ihr Job, zu Hause mag sie aber Jeans und T-Shirts. Sie macht viel Sport: Ballett und Jazz-Dance.
- b) Arnold Alois Schwarzenegger – seine Freunde sagen Arnie – kommt aus Österreich, aus Thal in der Steiermark. Sein Hobby und sein Beruf in Österreich war Body Building. Er lebt seit 21 Jahren in Amerika. Er hat in Los Angeles Ökonomie studiert. Er spricht Deutsch, Englisch und ein bisschen Spanisch: Hasta la vista Baby – ein Satz aus dem Film "Terminator 2". Arnold Schwarzenegger ist verheiratet mit Maria Shriver. Sie haben vier Kinder. Die Familie wohnt in Kalifornien. Er war Filmstar, jetzt ist er Politiker: Gouverneur von Kalifornien. Eine fantastische Karriere!
- i) kommt aus Steiermark.
- ii) ist Model.
- iii) arbeitet international.
- iv) war Filmstar und ist heute Politiker.
- v) spricht Deutsch, Englisch und Französisch.
- vi) hat eine Tochter.
- vii) wohnt in Manhattan.
- viii) mag Ballett und Jazz-Dance.
- ix) hat in Los Angeles studiert.

10

End Semester Examination, Dec. 2016
MBA – Second Semester
FOREIGN LANGUAGE-II (GERMAN)
(CP-210)

Time: 3 hrs

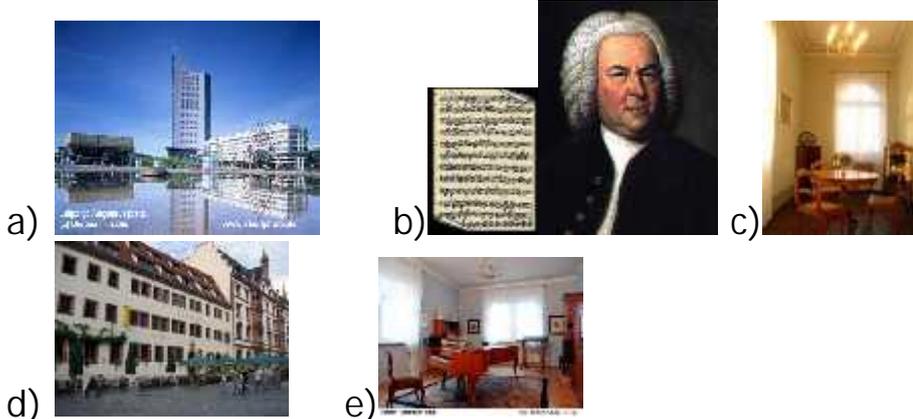
Max Marks: 50

No. of pages: 3

Note: Attempt all questions.

Q.1 Leipzig-Quiz. Lesen Sie die Texte.

A) Ordnen Sie die Fotos den Texten zu.



Example: Das Schumann-Haus in der Inselstrasse war von 1840 bis 1844 die Wohnung von Clara und Robert Schumann. Clara war Komponistin und eine bekannte Pianistin und Robert war ein berühmter Komponist. Anfang 1841 komponierte er in dem Haus in der Inselstrasse die Frühlingssinfonie. Das Klavierkonzert in a-Moll machte die Schumanns weltweit bekannt.

Die Universität Leipzig am Augustusplatz gibt es schon seit 1409. Seit 1415 kann man hier Medizin studieren. Der Dichter Goethe und der Autor Jean Paul waren Studenten an der Universität Leipzig. Im Jahr 1760 leben 30 000 Menschen in der Stadt und die Universität hat schon 600 Studenten. Die moderne Universität hat heute mehr als 30 000 Studenten.

Die Alte Nikolaischule am Nikolaihof war ab 1511 die erste Schule in Leipzig. Der Philosoph und Mathematiker Wilhelm Leibniz, der Komponist Richard Wagner und der Sozialist Karl Liebknecht waren Schüler der Nikolaischule. Heute gibt es in der Nikolaischule Diskussionsforen, Theaterprojekte und Konzerte.

Der berühmte Komponist Johann Sebastian Bach war Thomaskantor in der Stadt Leipzig. Das Bach-Archiv im Böhsehaus ist am Leipziger Thomaskirchhof. Das Böhsehaus war von 1723 bis 1750 das Wohnhaus der Familie Bach. Im Bach-Archiv gibt es heute Spezialbibliothek zum Thema Bach und ein Bach-Museum.

Im Mendelssohn-Haus in der Goldschmidtstrasse 12 war die Wohnung von Felix Mendelssohn Bartholdy (1809 – 1847). Mendelssohn war ein berühmter Komponist und grosser Musiker. Heute ist in dem Haus ein Museum. Hier können Sie die Wohnung der Familie Mendelssohn sehen. Im Musiksalon finden oft Konzerte statt.

10

B) Kreuzen Sie die richtige Antwort an.

a) Wie alt ist die Universität Leipzig im Jahr 2009? Sie ist ...

i) 100 Jahre alt. ii) 250 Jahre alt. iii) 600 Jahre alt.

- b) Wogibtes in Leipzig Theaterprojekte und Konzerte?
 i) Im Bach-Archiv. ii) In der Nikolaischule. iii) Im Schumann-Haus.
- c) Welcher deutsche Dichter war nicht Student in Leipzig?
 i) Goethe. ii) Schiller. iii) Jean Paul.
- d) Clara Schumann war eine berühmte ...
 i) Musikerin. ii) Philosophin. iii) Dichterin.
- e) Wie heisst die erste Schule Leipzigs?
 i) Bachschule. ii) Nikolausschule. iii) Nikolaischule.
- f) Welcher berühmte Komponist wohnte bis 1847 in Leipzig?
 i) Johann Sebastian Bach. ii) Felix Mendelssohn-Bartholdy. iii) Robert Schumann.
- g) Was ist am Thomaskirchhof?
 i) Das neue Messezentrum. ii) Das Bosehaus. iii) Die Universität.
- h) Was war Wilhelm Leibnitz?
 i) Philosoph und Mathematiker. ii) Dichter und Komponist. iii) Thomaskantor.

10

- Q.2 Jelenas Terminkalender. Ergänzen und konjugieren Sie die Verben.
 Das (1) (sein) Jelenas Terminkalender.
 Am Montag (2) (lernen) sie immer von neun bis eins Deutsch.
 In der Pause um zehn (3) (machen) sie schnell Passfotos für ihr neues Studentenvisum.
 Sie (4) (haben) am Dienstag um vier einen Termin beim Ausländeramt.
 Am Mittwoch (5) (gehen) sie nach dem Unterricht um halb zwei zum Frisör. Von halb sechs bis halb sieben (6) (spielen) sie Tennis.
 Am Donnerstag (7) (treffen) sie Ulrike um sechs.
 Am Freitag um zehn (8) (schreiben) sie einen Test. Um fünf nach zwei (9) (nehmen*) sie den Zug nach Dresden und (10) (fahren*) am Abend um fünf nach halb acht wieder nach Hause.
 Am Sonntag um zwölf (11) (kommen) Pedro. Sie (12) (kochen) zusammen Mittagessen.

10

- Q.3 Wollen, Müssen oder Können? Ergänzen Sie das passende Modalverb.
- a) Morgen ist der Test! Ich noch die Vokabeln lernen.
- b) ihr mich bitte heute Abend abholen? Mein Auto ist kaputt.
- c) Erika das Konzert von Anne-Sophie Mutter sehen, aber ein Ticket kostet 90 Euro. Das ist leider zu teuer für sie.
- d) Ich verstehe das nicht. Sie das noch einmal erklären?
- e) Nächstes Jahr meine Schwester in Deutschland studieren. Aber sie noch viel Deutsch lernen.
- f) Ich schaffe das nicht allein. du mir helfen?
- g) Meine Lehrerin sagt, ich die Hausaufgaben nicht bis Montag fertig machen. Ich Sie am Mittwoch auch noch ins Sekretariat bringen.

10

- Q.4 Artikel. Ergänzen Sie das passende Artikel.
- a) Vormir liegt _____ Zeitung.
 i) einer ii) eine iii) einen iv) einem
- b) Gestern hat sie _____ Kleid gekauft.
 i) eines ii) einen iii) eines iv) ein
- c) Gibtes in eurer Schule _____ grossen Lesesaal?
 i) einen ii) einer iii) eines iv) eine
- d) Die Arbeit _____ Fliegern ist nicht leicht.
 i) dem ii) der iii) des iv) den
- e) Was willst du _____ Freundin zum Geburtstagschenken?
 i) die ii) dem iii) der iv) den
- f) Wir hängen das Bild an _____ Wand.

- i) den ii) der iii) dem iv) die
- g) Ins Theater fahren wir mit _____ Bus.
i) den ii) der iii) des iv) dem
- h) Das Dorf lag an _____ Fluss.
i) ein ii) einer iii) einem iv) einen
- i) Stellen Sie den Tisch in _____ Arbeitszimmer!
i) das ii) die iii) den iv) dem
- j) Stelle diese Bücher in _____ Schrank.
i) dem ii) des iii) den iv) das

End Semester Examination, Dec. 2016
MBA – Second Semester
FOREIGN LANGUAGE-II (GERMAN)
(CP-210)

Time: 3 hrs

Max Marks: 50

No. of pages: 3

Note: Attempt all questions.

Q.1 JelenasTerminkalender.Ergänzen und konjugierenSie die Verben.

Das (1)..... (sein) JelenasTerminkalender.

Am Montag (2) (lernen) sieimeer von neunbiseins Deutsch.

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sieschnellPassfotosfürhrneuesStudentenvisum.

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Am Mittwoch (5) (gehen) sienachdemUnterricht um halbzweizumFrisör. Von
halbsechsbishalbsieben (6) (spielen) sie Tennis.

Am Donnerstag (7) (treffen) sie Ulrike um sechs.

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zusammenMittagessen. 10

Q.2 Artikel.ErgänzenSie das passendeArtikel.

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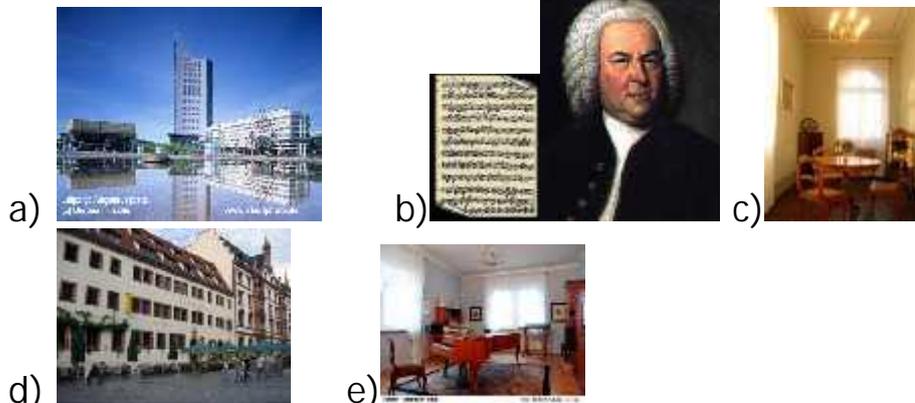
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End Semester Examination, Dec. 2016
MBA – Third Semester
CONSUMER BEHAVIOUR(EPMK-301)

Time: 3 hrs

Max Marks: 50
No. of pages: 2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Marketers have targeted all of our senses in their attempts to reach consumers. Can you give any personal examples of how marketers have used vision, smell and colour to enhance your perception of their offerings? 10
- Q.2 There is a natural and automatic impact of culture on all of us. As an Indian discuss any five aspects of culture which affect your consumption patterns everyday. Clearly explain the cultural aspect, the product you consumer/use because of it and its indications for marketers. 10
- Q.3 How can consumer durables giants work on their media campaigns, so that it is 'retained' by consumers? 10
- Q.4 From a marketing manager's viewpoint, what are advantages and problems associated with each type of reference group influence? 10
- Q.5 Why is shopping through the internet not perceived as a comfortable option for purchasing? What should e-marketers do to change this perception? 10

PART-B

- Q.6 Attempt the following questions on the basis of the advertisement given overleaf:
- a) In what ways may Aviva motivate people to invest in insurance? What needs does this product seek to fulfill?
- b) In a market like life insurance where product differentiation is low, what steps should be taken by Aviva to ensure a long term relationship with customers? 5x2

End Semester Examination, Dec. 2016
MBA– ThirdSemester
SALES AND DISTRIBUTION MANAGEMENT (EPMK-303)

Time: 3 hrs.

Max Marks:50

No. of pages:2

Note: Attempt FIVE questions in all;Part B is compulsory. Attempt any FOURquestions from Part A.

PART-A

- Q.1 Explain the selling process. What precautions a salesperson has to take at each of these levels in order to achieve sales? 10
- Q.2 Write short notes on:
a) Sales territory.
b) Sales quota. 5×2
- Q.3 How effective do you think a training programme is for increasing the motivation level of an employee? 10
- Q.4 Consider an FMCG company trying to distribute its products directly to its consumers. What would be the major hurdles if this strategy is followed? What would be the advantages and disadvantages by following this strategy? 10
- Q.5 Explain in brief:
a) Channel Information System.
b) Channel Conflict. 5×2

PART-B

- Q.6 Chandrika Devan has spent 10 years in the industry before she moved into a new company called Bonington Systems, a company specializing in computer peripherals. She heads the sales department with six sales staff reporting to her. Out of six people, three are not a problem but other three are troublemakers. Bonington System compensates the salespeople by a combination of salary and commission linked to the sales performance. The sales staff receives almost 60 percent of their income as straight salary and the rest through commissions. Chandrika is faced with the problem of motivating these three salespeople to become the part of the sales team and respect the rules and regulations of the organization. These three people priorities their own goals to the organization's policy. She decided to put down the details of these three sales staff.
- Rajat Mukherjee is a graduate from Jadavpur University in West Bengal and tops the sales figure among all the six people. He has very good relations with customers and gets his job done. He is not a team player. Deepak Sivdasani is with Bonington Systems for last ten years and was there before Chandrika moved to this company. He is hard working salesman, is an average worker, and is well liked by customers. He is extremely moody and his performance is slipping over the months. He often complaints about company policies and procedures. Ravi Vasudev, on the other hand has a good potential and possess good interactive skills and found to be extremely intelligent. He is a party animal and enjoys life and is found to be extremely lazy with a poor performance level.
- Chandrika thinks that Rajat has to be made a team man. He does not respect her because he earns more than her. He is egoistic and makes a lot of money. She has heard that Deepak wanted managerial position but now he is 40 years old and knows that it is not possible. He is believed to be living alone after separation from his working wife. Ravi did not achieve the target last year and will probably have the same fate this

year. He is not applying himself as hard as he can and his annual performance review is low, but it seems he is not bothered about this evaluation. Chandrika must find certain ways to motivate these three salespeople.

a) What kind of motivational programme should be designed for each one of them? 10

End Semester Examination, Dec. 2016
MBA – Fourth Semester
SERVICE MARKETING(EPMK-401)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A. Each question carries equal marks.

PART-A

- Q.1 What factors have led to the high contribution of the services sector to India's GDP?10
- Q.2 Explain the process of new product development in services with the help of supportive examples. 10
- Q.3 How should a four-star hotel ensure revenues during the off-season? 10
- Q.4 Choose a service company with which you are familiar and discuss how each of the eight elements (8Ps) of integrated service management applies. 10
- Q.5 From a customer perspective, what serves to define value in the following services?
a) A hairdressing salon.
b) A legal firm specializing in business and taxation law.
c) A health club. 10

PART-B

Q.6 Case study:

A manager at a local firm that designs web sites and software for clients in India and abroad, Chakrabarty, 34, comes home each night to a cramped, two-bedroom apartment he shares with his parents, wife and 2-year-old daughter. The family makes do with a single small bathroom and swelters through summer nights without air conditioning. Their living room looks out on an air shaft.

But Chakrabarty and his wife, a customer representative at a financial-services firm, are nothing if not upwardly mobile. They recently bought their first car, a used MarutiCompact, watch movies on a new video-compact-disc player and regularly visit the malls and chain stores springing up all over town.

Chakrabarty's success story has echoes throughout India. Twelve years after the government began liberalizing the economy, service industries such as banking, insurance, health care — and, most visibly, anything related to information technology — are booming in the world's second-most populous nation, driving an unprecedented and long-awaited expansion in the ranks of the middle and upper classes.

Read the case study given above and answers the following questions:

- a) What all services have been mentioned in the given case study? 5
- b) For the upcoming middle class, what all services may marketers offer. 5

End Semester Examination, Dec. 2016

MBA – Fourth Semester

INTERNET MARKETING(EPMK-402)

Time: 3 hrs

Max Marks: 50

No. of pages:2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 How are internet marketing communications different from traditional marketing communications? 10
- Q.2 Write short notes on:
a) Search engine optimisation. 5
b) Interactive marketing. 5
- Q.3 Mention the various techniques through which communication between different market segments are achieved. 10
- Q.4 Explain how can social media be used as a brand monitoring tool along with the other tools of measuring effectiveness of online marketing campaign. 10
- Q.5 Write short notes on:
a) Affiliate marketing. 5
b) Pay-per-click. 5

PART-B

Case study:

In an increasingly digitalized world, the brick and mortar business in India may cease to exist in the current form by 2023, said Niti Aayog, CEO, Amitabh Kant. Kant said brick and mortar businesses will move towards ecommerce, which means companies will be increasingly driven by technology.

"India is the only country with a billion mobile phones and biometrics. In the last 6-7 months we have added almost 28 crores bank accounts. In the last 45 years we have given license to 19 banks but in the last nine months we have given license to 23 payment banks, and many of them are telecom companies including Paytm and Airtel. The brick and mortar sector will go dead," said Kant.

As products and services move online and the world gets connected, traditional businesses will have to go digital, something that is already clearly visible in the retail industry. "We are just close to \$18-19 billion market in e-commerce and take it from me we will be a \$300 billion market by 2023. E-commerce is at the very beginning of its radical revolution and as the Internet and smartphones grow, you will also see leapfrog intechology".

Kant went on to explain that similarly the traditional banking sector in the form of brick and mortar presence banking will face a decline. "It will all be mobile, telephonic transaction. India will leap frog again. This is because today we are about 350 million using the Internet but 2020-23 there will be about 1 billion people in India using the Internet. Similarly, usage of the Internet will increase with more people on smart

phones. A billion Indians with access to the Internet, biometric and using the smart phones we will radically alter the world," said Kant.

Kant added that even manufacturing world is getting digitized and the small and medium enterprises must understand that it is digitization of manufacturing process which will lead to higher level of productivity. "Across the world, whether you look at trends in Japan, US or Germany everywhere is getting digitized. It is inevitable".

- Q.6 Read the case study carefully given above and answers the following questions:
- a) Do you agree with the statement of Amitabh Kant? Justify your response. 5
 - b) What factors do you think contribute to the growth of online retail in India? 5

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Third Semester
FOOD AND BEVERAGE SERVICE OPERATIONS AND MANAGEMENT
(FMS-HM-302)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

- Q.1 a) Explain the following terms in brief:
- i) Liqueur.
 - ii) Grappa.
 - iii) Calvados.
 - iv) Cask.
 - v) Fortified Wine.
- b) Name five single Malt Scotch and Blended Scotch Whiskies.

2x5

1x10

PART-B

- Q.2 What is the difference between 'menus planning' and 'menu merchandising'? 6
- Q.3 What is the Methode Champenoise? Explain briefly. 6
- Q.4 With the help of a flow chart explain the production of Brandy. 6
- Q.5 What factors need to be considered while designing a restaurant? 6
- Q.6 Define 'cocktails'. Name different types of cocktail, preparation by providing one example for each. 6
- Q.7 Briefly explain the production of Sherry Wine. 6

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Third Semester
FRONT OFFICE OPERATION(FMS-HM-303)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: PART-A is compulsory. Attempt any THREE questions from PART-B. Each question carries equal marks.

PART-A

- Q.1
- a) What records are maintained in a 'city ledger'?
 - b) What is meant by 'guest account settlement'?
 - c) Discuss 'express check-in'.
 - d) Write the S. O. P. of payment in a foreign currency.
 - e) Discuss 'express check out'.
 - f) Discuss contracted rates for travel agents.
 - g) What are Off season discount?
 - h) What is P. M. S.?
 - i) Discuss the utility of a P. M. S. in a hotel.
 - j) Draw the format for a 'registration card'.

2x10

PART-B

- Q.2 As a front office supervisor, discuss how you will handle a check-in of a walk-in guest who is travelling with no luggage or a very less baggage with him. What are the issues involved in the given situation? 10
- Q.3 A guest has checked-in into your hotel with a revolver and its bullets in his baggage. What is the security protocol involved here in this situation? Write some necessary steps you should take to conduct a smooth check in of this guest. 10
- Q.4 Discuss in detail the complete standard operating procedure of conducting a check-in for an F. I. T. guest right from his arrival at the hotel porch. 10
- Q.5 Discuss in detail the various modules of P. M. S. and name the subsection of the Front Office department that uses each of these modules. 10

End Semester Examination, Dec. 2016
B.Sc. (HM) – Fourth Semester
FOOD PRODUCTION MANAGEMENT (THEORY)(FMS-HM-401)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

Q.1 Answer in brief:

- a) Define 'coco butter'.
- b) Name few compound butters.
- c) Describe the hors d'oeuvre.
- d) Define 'yield management'.
- e) Explain Chaudfroid.
- f) What is pannada?
- g) Define 'compound salads'.
- h) Define 'production forecasting'.
- i) Name different food regions in Chinese cuisine.
- j) Define 'force meat'.

2x10

PART-B

- | | | |
|-----|--|---|
| Q.2 | Write a short note on 'sugar cooking and sugar craft work'. | 6 |
| Q.3 | Describe the production planning, forecasting and yield management in brief. | 6 |
| Q.4 | Explain different force meat preparations in brief. | 6 |
| Q.5 | Give classification of salads with few examples for each category. | 6 |
| Q.6 | List different types of sandwiches with one example for each. | 6 |
| Q.7 | Explain the source and making process of chocolate. | 6 |
| Q.8 | Write a short note on 'cold meat preparations – Cold cuts'. | 6 |

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Fourth Semester
FOOD AND BEVERAGE SERVICE MANAGEMENT THEORY (FMS-HM-402)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

- Q.1 a) Define the following terms:
- i) Breakeven point.
 - ii) Standard yield.
 - iii) Minimum stock-level.
 - iv) Invoice.
 - v) Standard portion size.
 - vi) Leadtime.
 - vii) Function Prospectus.
 - viii) Perpetualinventory.
 - ix) Misc en scene.
 - x) Physical inventory. 1x10
- b) Draw the format for the following:
- i) Function prospectus.
 - ii) Standard recipe Card. 5x2

PART-B

- Q.2 Elaborate the process of food and beverage control cycle and checks to be implemented at all stages. 6
- Q.3 Define Gueridonservice. List down its advantages and disadvantages in brief. 6
- Q.4 Differentiate between menu planning, menu designing and menu merchandising. 6
- Q.5 What is function catering? List down the information taken while making a reservation for a banquet hall. 6
- Q.6 Define 'buffet'. Briefly explain different types of buffet in detail. 6
- Q.7 Define 'food cost'. Discuss the different elements of cost in detail. 6

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Fourth Semester
FRONT OFFICE MANAGEMENT(FMS-HM-403)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: PART-A is compulsory. Attempt any THREE questions from PART-B.

PART-A

- Q.1 a) Overbooking means _____.
b) Define advance payment guaranteed reservation.
c) Explain the term 'skipper'.
d) Define the term 'service quality'.
e) List various meal plans. Write the components of each meal plan.
f) What do you understand by 'destination wedding'?
g) Discuss briefly 'adventure tourism' with a suitable example.
h) Comment on the role of Online Travel Agents (OTA).
i) Define the term 'occupancy percentage' with the formula.
j) What are the sold out dates? Discuss with examples.

2x10

PART-B

- Q.2 What is meant by forecasting? How has it helped the hotel professionals to keep their occupancy level high and considerably increase their revenues? What all records are required to make accurate forecasting? 10
- Q.3 What are the 4 P's marketing? In concern of a hotel property, what is the role of a front office department in the overall marketing activities and initiatives of increasing sales? 10
- Q.4 What is meant by 'sustainable tourism'? Suggest ten measures for a sustainable tourism at a resort destination from the perspective of a safe environment. 10
- Q.5 Dealing with the guest in a hotel presents itself with numerous situations. What is the ideal way to deal when the in house guest gets drunk at the bar and is now creating a difficult situation at the lobby? Also his check at the bar is unsigned. What suitable precautions you would take to avoid inconvenience to other guests and stop this matter from escalating further? 10

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Fourth Semester
ACCOMMODATION OPERATIONS AND MANAGEMENT-II (FMS-HM-404)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SEVEN questions in all; PART-A is compulsory. Attempt any SIX questions from PART-B.

PART-A

Q.1 Write short notes on (any ten):

- a) Area inventory list.
- b) Frequency schedules.
- c) Productivity standards.
- d) Time and Motion study in housekeeping operations.
- e) Standard Operating Procedure.
- f) Job allocation.
- g) Work schedules.
- h) Budgetary controls in housekeeping.
- i) Energy conservation.
- j) Water conservation.
- k) Waste management.
- l) Contract services.
- m) Horticulture.

2x10

PART-B

- | | | |
|-----|---|---------|
| Q.2 | Describe the emerging trends in housekeeping at hospitality properties in brief. | 5 |
| Q.3 | List the applications of information technology in the housekeeping department. | 5 |
| Q.4 | Discuss the significance of contracts and outsourcing in the hospitality and housekeeping properties. | 5 and 5 |
| Q.5 | What are the ways of pricing contracts? | 5 |
| Q.6 | Explain the importance of horticulture as an aspect of housekeeping. | 5 |
| Q.7 | Discuss the trends of creative use of bonsai plants in hotels. | 5 |
| Q.8 | Describe the basics of first-aid in brief. | 5 |
| Q.9 | What are the different plans to prevent guest and employee thefts? | 5 |

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Fourth Semester
STRATEGIC MANAGEMENT (FMS-HM-405)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; Attempt any FOUR questions from PART-A and PART-B is compulsory. Each questions carry equal marks.

PART-A

- Q.1 The consideration of environmental factors is important in strategy formulation. Discuss the important environmental factors that need to be considered. 10
- Q.2 Write short notes on:
a) Porter's five forces model.
b) McKinsey's 7s framework. 5x2
- Q.3 SWOT analysis is an important tool used in strategy formulation. Elaborate on the statement with a company's example. 10
- Q.4 Discuss strategy analysis at the corporate level with emphasis on BCG and GE nine cell models. 10
- Q.5 Discuss the problems encountered in the process of strategy implementation by a firm in detail. 10

PART-B

- Q.6 The purpose of strategy is to acquire a "competitive advantage" over the rivals. Discuss two firms which have acquired a competitive advantage over their rivals by innovations in either product, services, transactions or technology. 10

End Semester Examination, Dec. 2016
B.Sc. (Hotel and Hospitality Administration) – Fourth Semester
FACILITY PLANNING AND MANAGEMENT (FMS-HM-406)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B.

PART-A

- Q.1 a) List few common equipments found in kitchen stewarding department.
b) List different types of facility layouts.
c) What is dumb waiter?
d) Define 'service gap'. What is HVAC system?
e) Define 'preventive maintenance and AMC'.
f) List the dimensions of the service quality. What is 3R concept in energy conservation?
g) What is a travelator?
h) What is rain water harvesting?
i) On what basis should one select any equipment?
j) Define 'work flow, for facility planning.' 2x10

PART-B

- Q.2 Define the 'energy conservation'. Explain the Green building concept in brief. 6
- Q.3 Describe the classification of fire and list the different class of extinguishers used for each. 6
- Q.4 Draw the organization structure of the maintenance department. Write the duties and responsibilities of head of the maintenance department. 6
- Q.5 Explain the waste management system adopted in five star hotels. 6
- Q.6 Describe the in-house laundry setup in good five star hotels. 6
- Q.7 Describe the factors that affect kitchen design and its planning in brief. 6
- Q.8 Define the facility planning and explain systematic layout planning pattern in detail. 6

End Semester Examination, Dec. 2016
MA (Applied Psychology) – First Semester
PSYCHOLOGY OF COGNITIVE PROCESSES(MA AP-101)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 In your own words, explain what Cognitive Psychology means to you? 10
- Q.2 Describe in detail, a simple experiment by which we can attempt to measure the speed of thought. 10
- Q.3 Discuss the application of Cognitive Psychology in the real world, while citing cognitive psychology articles. 10
- Q.4 How can you help a person be better at problem solving? 10
- Q.5 Write short notes on any two of the following:
a) Experimental Research.
b) Signal Detection Theory.
c) Mnemonics.
d) Stages of Language Acquisition. 5x2

PART-B

- Q.6 Can the creators of advertisements use the concepts of Cognitive Psychology to increase the effectiveness of their advertising? Discuss with examples. 10

End Semester Examination, Dec. 2016
MA (Applied Psychology) – First Semester
APPLIED SOCIAL PSYCHOLOGY(MA AP-103)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Describe the different research methods used in social psychology and explain why your preferred method of investigation is better than other research methods. 10
- Q.2 How attitude of individual changes? What are the reasons of persuasion? 10
- Q.3 What are the measures through which society influences the individual? 10
- Q.4 Describe some of the response of society to its specific part and how these reactions can be abated from social behavior. 10
- Q.5 Describe the helping behavior in human being. Present the detailed model of helping. 10
- Q.6 How social psychologists can contribute to resolve the social problems? Explain with examples. 10

PART-B

- Q7 Write short notes on the following:
a) Social Psychology and Crime.
b) Observation Method. 5x2

End Semester Examination, Dec. 2016
M.A. (Applied Psychology) – First Semester
SYSTEMS AND THEORIES OF PSYCHOLOGY (MA AP-111)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Elaborate the transition of psychology from a philosophical to a scientific discipline. 10
- Q.2 Explain the Freudian concepts of psychic structure and personality in detail. 10
- Q.3 What key factors are integral to learning in behaviourism? Illustrate with some real life examples. 10
- Q.4 Explain the main tenets of Humanistic and Existential theories in detail. 10
- Q.5 What are ego defense mechanisms? Explain in detail. 10

PART-B

- Q.6 Write short notes on any two of the following:
- a) Structuralism.
 - b) Functionalism.
 - c) Gestalt Psychology.
 - d) The Future of Psychology.

5x2

End Semester Examination, Dec. 2016
MA (Applied Psychology) – Third Semester
PSYCHOLOGY OF HEALTH AND WELLBEING(MA AP-301)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Discuss the historical roots and background of health and wellness in detail. 10
- Q.2 Discuss any three positive subjective experiences and their importance in detail. 10
- Q.3 Elaborate on the components and the barriers of the concept of flow. 10
- Q.4 Describe the most impressive finding in the field of positive psychology which will convince anyone of the importance of this field. 10
- Q.5 Write short notes on any two of the following:
a) Virtues and strength of character.
b) Positive Education.
c) Positive ageing.
d) Positive emotions. 5x2

PART-B

- Q.6 Design and describe a project that you would propose and implement in your local neighborhood to increase happiness and wellness amongst the residents. 10

End Semester Examination, Dec. 2016
MA (Applied Psychology) – Third Semester
PSYCHOLOGY AND MEDIA(MA AP-321)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 In your own words, explain what media psychology means to you? 10
- Q.2 “We live in a mediated culture where media reflects and creates the culture” Discuss the link between media and culture with reference to the above sentence. 10
- Q.3 Discuss the application of psychology in the development of a marketing campaign for the launch of a new product. 10
- Q.4 Discuss the impact of television and movies in the shaping of our values. 10
- Q.5 Write a short note on any two of the following: 5x2
- a) Role of Psychologists in Media Psychology
 - b) Media and Ethics.
 - c) Internet Addiction.
 - d) Media and Regulation.

PART-B

- Q.6 You are invited to a school to meet with a large group of parents. Your topic for discussion with them is ‘Mass Media – The Need to Protect Young Impressionable Minds’. Keeping in mind the research articles you have read and all that you have studied in psychology, what do you plan to say to them? 10

End Semester Examination, Dec. 2016
MA (Applied Psychology) – Third Semester
PSYCHODIAGNOSTICS (MA AP-341-2)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Enumerate different types of interview techniques and the functions they serve in a clinical setting. 10
- Q.2 What are intelligence tests? Describe any two of them in detail. 10
- Q.3 Which of the personality questionnaires are used in clinical setting? Discuss one of them in detail, including its merits and demerits. 10
- Q.4 Report writing is integral to diagnosis and treatment. Detail the characteristics that need to go into it. 10
- Q.5 Write short notes on any two of the following:
a) Reliability.
b) Validity.
c) Norms.
d) Standardization. 5x2

PART-B

- Q.6 Describe in detail The Rorschach Test OR The Thematic Apperception Test (TAT). 10

End Semester Examination, Dec. 2016
MA (Applied Psychology) – Third Semester
PSYCHOTHERAPY (MA AP-341-3)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Discuss the advantages of the traditional Eastern Systems of healing in detail. 10
- Q.2 Discuss the limitations of Group Therapy in detail. 10
- Q.3 Explain the effectiveness of Dance Therapy and Drama Therapy in detail. 10
- Q.4 Discuss the origins and the history of Community Mental Health Services (CMHS) in detail. 10
- Q.5 Write short notes on any two of the following:
a) Cognitive behavior therapy.
b) Couple therapy.
c) Feminist therapy.
d) Client centered therapy. 5x2

PART-B

Case study:

- Q.6 Read the case study carefully given below and answers the following questions:

History:

A 27-year-old man presents with a 6-month history of increasing repetitive behavioral routines. He is now unable to leave the house without undertaking lengthy repetitive checking of locks, taps and switches. He is taking longer and longer so that he is often late for work. He is worried about losing his job as other colleagues have been made redundant. He had a similar episode when he was 19 around the time of his 'A level' Examinations but that settled within a few weeks which is why he has delayed seeking help. He wants to know what is wrong with him and what treatment options there are that do not require medication.

Mental State Examination:

His eye contact is good. He is anxious and gently rubs his hands together without looking at them. His mood is not low subjectively or objectively. His speech is normal. There are no delusions or hallucination and nothing else of note.

- a) Discuss the various treatment options available for this man. 5
- b) Which treatment option would you choose and why? 5

End Semester Examination, Dec. 2016
M.A. (Applied Psychology) – Third Semester
ORGANIZATIONAL DESIGN, CHANGE AND ITS MANAGEMENT
(MA AP-343-3)

Time: 3 hrs

Max Marks:50

No. of pages: 2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Define and explain 'organizational development' in your own words. 10
- Q.2 Explain the similarities and the differences between organizational development and change management in detail. 10
- Q.3 Elaborate on any two organizational development interventions, of your choice in detail. 10
- Q.4 Discuss your opinion of the future of organizational development in the times to come.10
- Q.5 Write short notes on any two of the following:
a) Ethical dilemmas in organizational development.
b) Competencies of an organizational development practitioner.
c) Action research model.
d) Lewin's change model. 5x2

PART-B

Case study: - Sunflower Incorporated

Sunflower Incorporated is a large distribution company with over 5000 employees and gross sales of over \$700 million (1991). The company purchase and distributes salty snack foods and liquor to independent retail stores throughout the United States and Canada. Salty snack foods include corn chips, potato chips, cheese curls, tortilla chips, and peanuts. The United States and Canada are divided into 22 regions, each with its own central warehouse, salespeople, finance department, and purchasing department. The company distributes national as well as local brands and packages come items under private labels. The head office encourages each region to be autonomous because of local tastes and practices. The northeast United States, for example, consumes a greater percentage of Canadian whisky and American bourbon, while the West consumes more light liquors such as vodka, gin and rum. Snack foods in the Southwest are often seasoned to reflect Mexican tastes. Early in 1989, Sunflower began using a financial reporting system that compared sales, costs, and profits across regions. Management was surprised to learn that profits varied widely. By 1990, the differences were so great that management decided some standardization was necessary. They believed that highly profitable regions were sometimes using lower quality items, even seconds, to boost profit margins. This practice could hurt Sunflower's image. Other regions were facing intense price competition in order to hold market share. National distributors were pushing hard to increase their market share. Frito-lay, Bordens, Nabisco, Procter and Gamble (Pringles), and Standard Brands (Planter's peanuts) were pushing hard to increase market share by cutting prices and launching new products.

As these problems accumulated, Mr. Steelman, president of Sunflower, decided to create new position to monitor pricing and purchasing practices. Ms. Agnes Albanese was hired from the finance department of competing organization. Her new title was Director of Pricing and Purchasing; and she reported to the vice President of Finance, Mr. Mobley.

Steelman and Mobley gave Albanese great latitude in organizing her job and encouraged her to establish whatever rules and procedures were necessary. She was also encouraged to gather information from each region. Each region was notified of her appointment by an official memo sent to the regional managers. A copy of the memo was posted on each warehouse bulletin board. The announcement was also made in the company newspaper.

After 3 weeks on the job, Albanese decided that pricing and purchasing decisions should be standardized across regions. As a first step, she wanted the financial executives in each region to notify her of any change in local prices of more than 3%.

She also decided that all new contracts for local purchases of more than \$5000 should be cleared through her office. (Approximately 60% of items distributed in the regions was purchased in large quantities and supplied from the home office. The other 40% was purchased and distributed within the region) Albanese believed that the only way to standardize operations was for each region to notify the home office in advance of any change in prices or purchases. Albanese discussed the proposed policy with Mobley. He agreed, so they submitted a formal proposal to the President, and Board of Directors, who approved the plan. Sunflower was moving into the peak holiday season, so Albanese wanted to implement the new procedures right away. She decided to send an email to the financial and purchasing executives in each region notifying them of the new procedures. The change would be inserted in all policy and procedures manuals throughout Sunflower within 4 months.

Albanese showed a draft of the email to Mobley and invited his comments. Mobley said the Internet was an excellent idea but wondered if it was sufficient. The regions handle hundreds of items and were used to decentralize decision making. Mobley suggested that Albanese ought to visit the regions and discuss purchasing and pricing policies with the executives.

Albanese refused, saying that the trips would be expensive and time-consuming. She had so many things to do at headquarters that a trip was impossible. Mobley also suggested waiting to implement the procedures until after the annual company meeting in 3 months. Albanese said this would take too long because the procedures would not take effect until after the peak sales season. She believed that the procedures were needed now. The email went out the next day.

During the next few days, replies came in from most of the regions. The executives were in agreement with the email and said they would be happy to cooperate.

Eight weeks later, Albanese had not received notices from any regions about local price or purchase changes. Other executives who had visited regional warehouses indicated to her that the regions were busy as usual. Regional executives seemed to be following usual procedures for that time of year.

- Q.6 Read the case study carefully given above and answers the following questions:
What should Agnes Albanese have done differently and what should she do now? 10

End Semester Examination, Dec. 2016

B. Tech.–FirstSemester

APPLIED MATHEMATICS-I (MA-101A)

Time: 3 hrs.

Max Marks: 100

No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 is compulsory. Attempt any TWO questions from Part A and TWO questions from Part B. Each question carries equal marks.

Q.1 a) Examine the convergence of $\sum_{n=1}^{\infty} \left(\frac{n}{n+1}\right)^{n^2}$.

b) Find n^{th} differential coefficient of 2^x

c) Expand $\tan^{-1} x$ in powers of x .

d) Evaluate: $\lim_{(x,y) \rightarrow (0,0)} \frac{(1+x^2)\sin y}{y}$.

e) If $u = \log_e \left(\frac{x^4 + y^4}{x + y}\right)$, show that $x \frac{\partial u}{\partial x} + y \frac{\partial u}{\partial y} = 3$.

f) Change the order of integration in $\int_0^{1-x} \int_0^x xy \, dy dx$ and hence solve it.

g) Evaluate: $s \left(\frac{5}{2}, \frac{3}{2}\right)$.

h) Show that $\vec{v} = (x+3y)\hat{i} + (y-3z)\hat{j} + (x-2z)\hat{k}$ is solenoidal vector.

i) Solve: $(\sec x \tan x \tan y - e^x) dx + \sec x \sec^2 y \, dy = 0$.

j) If $x = r \cos \theta$, $y = r \sin \theta$ then

Evaluate $\left(\frac{\partial x}{\partial r}\right)_\theta, \left(\frac{\partial y}{\partial r}\right)_\theta, \left(\frac{\partial r}{\partial x}\right)_y, \left(\frac{\partial \theta}{\partial x}\right)_y$ 2 × 10

PART-A

Q.2 a) Discuss the convergence of the series:

$$\frac{1}{2}x + x^2 + \frac{9}{8}x^3 + x^4 + \frac{25}{32}x^5 + \dots \quad 10$$

b) Test the convergence and absolute convergence of the series: $\sum_{n=1}^{\infty} C - D^n \frac{n}{n^2 + 1}$. 10

Q.3 a) Express the polynomial $3x^3 + 2x^2 + x - 5$, in terms of $(x-2)$ by using Taylor's theorem. 10

b) By forming a differential equation, expand $e^{m \cos^{-1} x}$ upto x^5 term. 10

Q.4 a) If $u = r^m$ and $r^2 = x^2 + y^2 + z^2$; prove that $u_{xx} + u_{yy} + u_{zz} = m(m+1)r^{m-2}$. 10

b) Find the minimum distance of the point $(3, 4, 12)$ from the sphere $x^2 + y^2 + z^2 = 1$. 10

PART-B

Q.5 a) State and prove the relationship between Beta and Gamma functions. 10

b) Change the order of integration in $\int_0^3 \int_1^{\sqrt{4-y}} (x+y) dx dy$ and hence evaluate it. 10

Q.6 a) If $\vec{R} = \hat{i}x + \hat{j}y + \hat{k}z$ and $r^2 = x^2 + y^2 + z^2$

Prove that i) $\nabla\left(\frac{1}{r^2}\right) = -\frac{2\vec{R}}{r^4}$

ii) $\text{div}(r^n\vec{R}) = (3+n)r^n$

iii) $\nabla\left(\frac{\nabla\cdot\vec{R}}{r}\right) = -\frac{3}{r^3}\vec{R}$

10

- b) The velocity vector is $\vec{F} = y\hat{i} + 2z\hat{j} + xz\hat{k}$, show that the flux of water through the parabolic cylinder $y = x^2, 0 \leq x \leq 3, 0 \leq z \leq 2$, is $69m^3 / \text{sec}$.

10

- Q.7 a) If $\frac{d^4x}{dt^4} = m^4x$, show that

$$x = C_1 \cos mt + C_2 \sin mt + C_3 \cosh mt + C_4 \sinh mt$$

6

- b) Find Plof $\frac{d^3y}{dx^3} + y = \sin 3x$.

4

- c) Solve the following simultaneous equations:

$$\frac{dx}{dt} + y = \sin t$$

$$\frac{dy}{dt} + x = \cos t$$

Given that, $x = 2$ and $y = 0$, when $t = 0$.

10

End Semester Examination, Dec. 2016

MA (Applied Psychology)– FirstSemester RESEARCH METHODOLOGY-I (MA-AP-102)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FIVE questions in all;Part B is compulsory. Attempt any FOURquestions from Part A.

PART-A

- Q.1 Differentiate between 'random' and 'non-random' sampling methods. What is systematic random sampling method? Explain with an example. 10
- Q.2 Calculate partial and multiple correlations for $r_{12}=0.30$, $r_{13}=0.40$ and $r_{23}=0.20$. 10
- Q.3 Describe the relationship between sample size and sampling errors. How can sampling errors be reduced? List the various methods underlying ANOVA. 10
- Q.4 What is focus group discussion and how the information obtained from focus group discussion can be analyzed and interpreted? 10
- Q.5 What are the different types of survey research? Explain the methods used in collecting data through a survey research. 10
- Q.6 Determine the appropriate correlation from the following data.

X	7	8	10	12	15	20	13	17	18	9
Y	9	6	7	8	9	10	11	12	10	15

10

PART-B

- Q.7 Partition the sum of squares and degree of freedom for a $3 \times 4 \times 5$ factorial design. Calculate means sum of squares for $A \times C$ of the $2 \times 2 \times 3$ factorial design with $n=10$ from the following matrix:

	C1	C2	C4
A1	30	40	20
A2	25	30	35

10

End Semester Examination, Dec. 2016
MA (Applied Psychology) – Third Semester
PSYCHOLOGY OF ADVERTISING (MA-AP-343-2)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Evaluate the advantages and disadvantages of using fear appeal on the basis of an advertising campaign. Find an example of an advertising campaign that supports your arguments for and against the use of fear. 10
- Q.2 Discuss the pros and cons of using a celebratory endorsement. Find few current examples where marketer is using celebrities and evaluate the decisions to do so. 10
- Q.3 a) What is advertising? Discuss the importance of advertising? 5
b) Elucidate the different ethical issues in advertising? 5
- Q.4 a) "The success of the advertising campaign depends on proper selection of the media". 5
b) Why do retailers advertise so heavily in local newspapers? 5
- Q.5 Write short notes on any two of the following:
a) Push and Pull advertising.
b) Legal aspects of advertising.
c) Functions of advertising agencies.
d) AIDA theory of advertising. 5x2

PART-B

- Q.6 Which advertising media would you suggest for advertising the following products and why? Explain with suitable examples.
a) Books.
b) Sports goods.
c) Soft drinks.
d) Motorcycle parts. 2½x4

End Semester Examination, Dec. 2016
MBA - First Semester
MARKETING MANAGEMENT-I (MBA-103)

Time: 3 hrs

Max Marks:50

No. of pages: 1

Note: Attempt FIVE questions in all. Part-Bis compulsory. Attempt any FOUR question from Part-A. Each questions carry equal marks.

PART-A

- Q.1 'Marketing is too important to be left to marketing department'. Do you agree with the statement? 10
- Q.2 Explain the components that makes the micro environment. Why is it necessary for firms to be alert to what their competitors do? 10
- Q.3 As a Marketing Manager, propose and formulate STP strategy for the following products giving the justification for your answer:
- i) Five star deluxe hotel. 5
 - ii) Home fitness kit. 5
- Q.4 Prepare a marketing plan for a new business of scented candles to be launched during the festive season. Make the required assumption and also state them clearly. 10
- Q.5 Explain the Consumer Buying Process. Does the buying process really proceed in a sequential manner as the marketers believe it to be? Give examples/evidences in support of your answer. 10

PART-B

Case study:

Dabur took the following steps in the beginning of this century to widen its consumer base. It expanded to cover international markets and within India, it focused on regions like southern India. It repositioned itself as a FMGC (Fast Moving Consumer Goods) company, offering a wide range of herbal products, thereby moving away from its earlier image of an Ayurvedic Medicine manufacturer. The company began offering new products and changed packaging. It also introduced new advertisement featuring bollywood stars and sports person. It moved away from the umbrella branding strategy and went in for individual branding. Dabur even redesigned its old logo.

- Q.6 Read the case study carefully given above and answer the following questions:
- a) To boost company sales and profit, identify the elements of marketing mix and explain them in brief. 5
 - b) Dabur is in which stage of Product Life Cycle? Discuss. 5

End Semester Examination, Dec. 2016
MBA – Third Semester
BUSINESS MODELING(MBA-052)

Time: 3 hrs.

Max Marks:50

No. of pages: 2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A. Each question carry equal marks.

PART-A

- Q.1 Suggest some data that a manager of a hotel might want to collect about their guests. How might these data be used in a business modeling framework to support decisions at the hotel? 10
- Q.2 How a retailer can increase sales by variety of decisions taken prior to and during the selling season? That is, what kind of data to collect and what kind of decisions to consider for his context to support his decision making through the business modeling framework? 10
- Q.3 What are the roles of a spreadsheet modeling and spreadsheet engineering in business modeling? Develop a business model of outsourcing, and discuss how the above two considerations would make the model more powerful. 10
- Q.4 What is the role of simulation in business modeling? Illustrate with some examples why would it improve decision making? 10
- Q.5 In the present dynamic business environment, what is the nature of complexity that exists in business modeling and why specifically uncertainty should be taken into account? 10

PART-B

Case study:

Domino's Navratri Pizza

For Domino's, India is an important market where it operates with over 1,000 stores in nearly 250 cities, its largest outside the United States. It is also the largest pizza brand in India with roughly 70 percent of the market share.

Domino's Pizza has been struggling to sell pizzas and other products in India. Jubilant Food Works, the exclusive India franchisee for Domino's Pizza and Dunkin' Donut, announced a 3.2 percent year-on-year drop in same-store sales growth during the period between April and June.

Domino's rivals have tried tinkering with their food menus to better serve Indians as well. KFC, for instance, occasionally increases its vegetarian offering and Indians seem to be loving it. In 2014, for instance, after KFC introduced "so veg, so good" offer, the sales of its vegetarian items increased by 50 percent.

As per Domino's Pizza India President, DevAmritesh to Economic Times, "Consumption of non-vegetarian food reduces significantly during this time we are a global brand, we are conscious about consumer needs. It's about making a statement to consumers."

But, the silver lining is, after the nine-day period, all the non-veg favorites will be back on offer. So, non-vegetarians, no need to give up on going to Dominos. As for the

vegetarians, this festive season might just be the best time to have family dinners at Dominos pizza outlets in India.

Questions for critical thinking and answering:

Q.6 Read the case study given above and answer the following questions:

- a) What are the risks that the firm may encounter while coming out with a product that too just for 9 days while stopping to serve the non-vegetarian food i.e., its hot selling product in the existing counters? 5
- b) What do you think and suggest that Domino's (and other Self-service Food Restaurants) should consider before and during the launch of a product in general, and for an exceptional product as the one above? 5

End Semester Examination, Dec. 2016

MBA – First Semester

MANAGERIAL ECONOMICS (MBA-101)

Time: 3 hrs

Max Marks:50

No. of pages: 2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 How does the study of Managerial Economics help a business manager in decision making? Illustrate your answer with the real world examples. 10
- Q.2 a) Why is demand analysis significant for management? What are the factors affecting demand for mobiles in India? Give examples. 10
b) Explain various methods of demand forecasting. Which methods of forecasting demand is appropriate for:
i) a new product.
ii) for an existing product. 5x2
- Q.3 Assume Indian airlines wish to introduce price discrimination across different types of travelers and explain how it can implement this strategy successfully. In this context be sure to illustrate the importance of knowledge of price elasticity of different types of travelers. 10
- Q.4 a) Explain which of the following market could be considered monopolistically competitive. Give reasons to your answer:
i) Automobiles.
ii) Restaurants. 5
b) What do you understand by inflation? Give its causes and effects on different sections of a society. 5
- Q.5 a) Classify the following pairs of goods into the categories of substitute and complementary product and indicate the nature of their cross price elasticity (whether positive or negative): 5
i) Cars and Scooters ii) Maruti Car and Padmini Car iii) Bread and Butter
iv) Shirt and Pant v) Bat and Ball vi) Shoes and Socks
b) Write short notes on the following:
i) Difference between 'indifference curve' and 'isoquant curve'.
ii) Business cycles.
iii) Balance of payment. 5

PART-B

Case study:

- Q.6 Read the case study carefully given below and answer the following questions:

HIGHWAY BLUES

Ratan Sethi opened a petrol-pump cum retail store on Delhi-Agra Highway, about two-hour drive from Delhi. His store sells typical items needed by highway travelers like fast foods, cold drink, chocolates, hot coffee, children's toys etc. He charges higher price compared to the sellers in Delhi, yet he is able to maintain brisk sale-particularly of "Yours' Special Pack" (YSP) consisting of soft drink in a disposable plastic bottle and a packet of light snacks. The Highway travelers prefer to stop at his store because; while

their cars wait for petrol-filling they in the meantime can enjoy Yours Special Pack (and, in some cases would help themselves with some other items in the store).

Each year he could substantially enhance his sales by providing Special Summer Price on YSP which is almost half of its regular price. Last year while returning from Delhi, Ratan found that a new, big and modern grocery shop has come up 15 kms from Delhi on the National Highway. It has affected his sales but only marginally. But last month another large convenience store has opened just, 5 km. away from his store. He knows that the challenge has come meet to his doorsteps and he expects to be adversely affected by the existence of these two stores. He needs to meet these challenges and decides to use the pricing strategy which he has been using quite effectively till recently. He now permanently reduces the price of USP to half of its existing price. But at the end of the year Ratan finds that his sale in general and of USP in particular has declined by 20 percent.

- a) Where has Ratansethi gone wrong?
- b) If he was managerial economist, how do you think he would have handled the situation?

End Semester Examination, Dec. 2016
MBA – First Semester
QUANTITATIVE TECHNIQUES FOR MANAGEMENT(MBA-102)

Time: 3 hrs

Max Marks: 50
No. of pages: 2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A. Each question carries equal marks.

PART-A

- Q.1 Discuss various measures of central tendency and variability of data. 10
- Q.2 What is time-series data? How is the trend analysis of time-series data a special cases of regression analysis? 10
- Q.3 What is inferential statics? Discuss the two types of errors in testing of hypothesis. 10
- Q.4 Suppose the CAT scores of students who are potential applicants to a university are normally distributed with a mean of 500 and a standard deviation of 100.
- What percentage of students will have scores exceeding 500?
 - What percentage of students will have scores between 600 and 700?
 - If the university wants only the top 75% of the students to be eligible to apply, what should be the minimum CAT score specified for eligibility?

[Use the accompanying normal probability table to compute required probabilities] 10

- Q.5 A furniture manufacturer makes wooden desks and tables. Each desk requires 2.5 hours to assemble, 3 hours for buffing, and 1 hour to create. Each table requires 1 hour to assemble, 3 hours to buff, and 2 hours to create. The firm can do only up to 20 hours of assembling, 30 hours of buffing, and 16 hours of crating per week. Profit is Rs. 700/- per desk and Rs. 1000/- per table. The manufacturer wants to maximize his profit.

Formulate a linear program for the above problem, that is, specify the objective function and the constraints assuming that decision variable X represents the number of wooden desks to be manufactured per week and the decision variable Y represents the number of tables to be manufactured per week. 10

PART-B

- Q.6 A specialist in hospital administration stated that the number of Full-Time Employees (Y) in a hospital can be estimated by counting the number of beds (X) in the hospital (a common measure of hospital size). A healthcare business researcher decided to develop a regression model in an attempt to predict the number of FTEs of a hospital by the number of beds. She surveyed 10 hospitals and obtained the following data. The data are presented in sequence, according to the number of beds.

Hospital	Number of Beds, X	FTEs, Y
1	29	95
2	29	102
3	35	118

End Semester Examination, Dec. 2016

MBA– FirstSemester FINANCIAL MANAGEMENT (MBA-104)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FIVE questions in all;Part B is compulsory. Attempt any FOUR questions from Part A.

PART-A

- Q.1 Differentiate between 'Capital' and 'Money Markets'. Discuss the instruments traded in the money market. 10
- Q.2 a) Give three practical business applications of the concept of time value of money. 3
b) What are the different types of bonds traded in the market? 2
c) A bond is issued at a face value of `100/- with a maturity of 5 years carrying a coupon interest of 10 percent. If two years from issue of the bond, the interest rate required by investors drops to 7 percent, what value should the bond be trading at? 5
- Q.3 a) State the Capital Asset Pricing Model (CAPM). What are its practical applications? 5
b) A stock currently gives a dividend of `4 which is expected to grow at 5 percent per annum forever. If the expected return of the equity investors is 12 percent, at what price should you expect the stock to be trading? 5
- Q.4 a) Evaluate between NPV and IRR as evaluation techniques for investments. 5
b) A project requires an investment of `100000/- and has a life of 5 years. The cash flows expected in the five years of its life are `20,000/-, `30,000/-, `10,000/-, `40,000/- and `30,000/-. If the expected return of the investor is 12 percent, is it advisable for the investor to undertake the project? 5
- Q.5 a) What is the difference between cash flow and net profit of a firm?
b) What are the types of business entities in India?
c) What is the financial objective of a firm?
d) What is the present value of a perpetual annuity of `10 if the expected interest rate is 5 percent?
e) Suggest two ways in which agency conflict between shareholders and managers can be reduced? 2×5

PART-B

Q.6 You have the following information available for TT Enterprises:

Cash balances	`25000/-
Inventories	`30000/-
Net plant and equipment	`140000/-
Accounts receivable	`35000/-
Accounts payable	`24000/-
Long term debt	`130000/-

- a) What is the shareholders' equity of the firm? Construct a balance sheet for TT enterprises basis the available information. 4

- b) The current year sales of the firm is ` 200000/-. Calculate the following ratios of the firm and interpret the numbers:
- i) Current Ratio.
 - ii) Quick Ratio.
 - iii) Debt to Equity ratio.
 - iv) Assets turnover ratio.

End Semester Examination, Dec. 2016
MBA – First Semester
ACCOUNTING FOR MANAGERS (MBA-105)

Time: 3 hrs

Max Marks:50

No. of pages:2

Note: Attempt FIVE questions in all;Part B is compulsory. Attempt any FOUR questions from Part A.

PART-A

Q.1 'According to the principle of 'Double Entry System', 'every debit has corresponding credit'. Is it being followed in the Balance Sheet Equation too, elucidate with the help of this equation. 10

Q.2 Journalize the following transactions for the month of December 2015. Also state the nature of each account involved in the Journal Entry.

Dec. 1: Ajit started business with cash Rs. 40,000/-.

Dec. 3: He paid into the Bank Rs. 2,000/-.

Dec. 5: He purchased goods for cash Rs. 15, 000/-.

Dec. 8: He sold goods for Cash Rs. 6,000/-.

Dec. 10: He purchased furniture and paid by cheque Rs. 5,000/-.

Dec. 12: He sold goods to Arvind Rs. 4,000/-.

Dec. 14: He purchased goods from Amrit Rs. 10,000/-.

Dec. 15: He returned goods to Amrit Rs 5,000/-.

Dec. 16: He received from Arvind Rs. 3,960/- in full settlement.

Dec. 18: He withdrew goods for personal use Rs. 1,000/-.

1 × 10

Q.3 Prepare a balance sheet as of 31^s March for the J.L. Gregory Company, using the following data (all amounts are in Rupees): 10

Accounts Payable	241,000	Cash	89,000
Accounts Receivable	505,000	Equipment (At cost)	761,000
Accrued Expenses	107,000	Estimated tax liability	125,000
Accumulated depreciation on Building	538,000	Inventories	513,000
Accumulated depreciation on equipment	386,000	Investment in the peerless company	320,000
Bonds payable	700,000	Land (at cost)	230,000
Buildings (at cost)	1,120,000	Marketable securities	379,000
Capital Stock	1,00,000	Notes Payable	200,000
-	-	Retained Earnings	?

(Note: Notes payable are usually debt instruments longer than one year, but in the absence of any details listing them as a current liability are acceptable.)

- Q.4 Depreciation is an expense or not. Explain with the types of depreciation methods used for financial reporting. 10
- Q.5 "Unlike the balance sheet and income statement, which are prepared directly from the firm's accounts, the cash flow statement is derived analytically from those accounts." Elucidate this on the basis of cash flow worksheet. 10

PART-B

- Q.6 The following is the Profit and Loss Account and Balance Sheet of Lal Companies Ltd. Redraft them for the purpose of analysis and calculate the following ratios:
- Gross profit ratio.
 - Overall profitability ratio.
 - Current ratio.
 - Debt-equity ratio.
 - Liquidity ratio.

Profit and Loss Account

Particulars	Rs.	Particulars	Rs.
Opening Stock of Finished Goods	1,00,000/-	Sales	10,00,000/-
Opening Stock of Raw Materials	50,000/-	Closing Stock of Raw Materials	1,50,000/-
Purchase of Raw Materials	3,00,000/-	Closing Stock of Finished Goods	1,00,000/-
Direct Wages	2,00,000/-	Profit on Sale of Shares	50,000/-
Manufacturing Expenses	1,00,000		
Administration Expenses	50,000/-		
Selling and Distribution Expenses	50,000/-		
Loss on Sale of Plant	55,000/-		
Interest on Debentures	10,000/-		
Net Profit	3,85,000/-		
	13,00,000/-		13,00,000/-

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share Capital:		Fixed Assets	2,50,000/-
Equity Share Capital	1,00,000/-	Stock of Raw Material	1,50,000/-
Preference Share Capital	1,00,000/-	Stock of Finished Goods	1,00,000/-
Reserves	1,00,000/-	Sundry Debtors	1,00,000/-
Debentures	2,00,000/-	Bank Balance	50,000/-
Sundry Creditors	1,00,000/-		
Bills Payable	50,000/-		
	6,50,000/-		6,50,000/-

2 × 5

End Semester Examination, Dec. 2016
MBA – First Semester
INTERNATIONAL BUSINESS(MBA-106)

Time: 3 hrs

Max Marks: 50

No. of pages:2

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 "Political, economic, social and other factors in international business environment affect country selection for new companies who are planning to enter into international markets"? Comment on this statement. 10
- Q.2 Is there a problem with BOP in India? If so analyse the reasons and discuss the foreign trade and BOP situations of India. 10
- Q.3 "WTO is more complex than removing non-tariff barriers and reducing tariff barriers." Discuss the above statement in the context of its various provisions impacting developing countries. 10
- Q.4 What evolutionary changes have been observed in international business and how they result in organizational structure? 10
- Q.5 "FDI has become an effective resource mobilization avenue as compared to FII". Justify the statement with examples and criteria for selecting investment destinations from investor's point of view. 10

PART-B

Case study:

PHARMA OFFSHORING MARKET: A BRIGHT FUTURE FOR INDIA

Business Process Outsourcing, Knowledge Process outsourcing and Legal Process Outsourcing have dominated Indian scene in the current decade. During the close of current decade India will witness another major sunrise segment in the business, Pharma off shoring.

Pharmaceutical off shoring in the country is poised to become a \$ 2.5 billion, nearly Rs. 12,000/- crore opportunities, according to Zinnov Management Consulting.

A beneficiary segment, the already booming clinical trials industry, alone will set to become a \$ 608 million (nearly Rs. 3,000 crore) industry by 2012.

RISING R & D COST ABROAD

A key driver of off shoring or outsourcing is the rising cost of R & D which is forcing majors in the US and Europe to look for low cost R & D destinations such as India, China and other Asian countries. On the uptrend is the off shoring of processes of the entire drug development value chain. Other areas are clinical trials, discovery research, clinical data management, bio-statistic, medical writing, marketing and sales.

TALENT AND COST RELATIONSHIP

Offshoring itself is aided by the rich pharma talent pool of 13.5 million science graduates and the spread of pharma educational institutes. There may be a demand for 1.6 lakh pharma translators by 2010, spurred by increased number of clinical trials that global majors are conducting in the country.

Another incentive is the cost of basic production in India, which is up to 50% lower than in the US FDA approved plants. It can be achieved at 30-50% lower costs than in the established markets in Europe. Contract manufacturing worth \$ 680 million was done in India in 2008 and may grow at 15%.

Tax incentives, though laws on data security and intellectual property related issues have also helped along with approvals of pharma SEZs, all enabling the growth of the pharma industry, according to the report of Indian Pharma Offshoring Landscape(POL).

Zinnov's CEO, Mr.Pari Natrajan said, "Today, pharmaceuticals space is one of the most happening industries globally and India has the potential to become one of the key global players and also the backbone of offshore services. The influx of outsourced work from global pharmaceutical companies has given the necessary impetus for the creation of pharma SEZs which would be one of the key drivers of outsourced pharmaceutical services growth in the coming years."

The domestic drug industry, growing at over 7% CAGR is heading towards a \$12 billion, nearly Rs. 54,800 crores approximately. By 2010, it is expected to shift from being domestic led to exports driven. All Indian companies such-as Cipla, Torrent, Cadila, Himalayas, Dr.Reddy's Lab and Arabindo Pharma are physically present in every continent in the world. This has brought goodwill through Indian capability in this space.

Mr. Rishikesh Mandilwar, the Director, Zinnov, said, "Clinical trials today dominate the off shoring market landscape followed by clinical data management. Marketing and sales is the another key component of the drug development value chain and is currently a \$ 100 million market, which is expected to grow at a CAGR of 36% till 2012."

Yet, Indian Pharmaceutical companies need to penetrate further in the generics market in the regulated countries and also increase their investment in R & D to gain expertise in a higher value chain process. In the BPO and KPO segments, India was well prepared to focus well before other counterparts and grabbed the business opportunities against its counterparts. A number of drivers such as policies, education, business environment, infrastructure, stability of the government and payment modes play a catalytic role to boost this sector in India. The concern is, "Will India maintains the current dominant position consistently for the whole decade next?"

Q.6 Read the case study carefully given above and answers the following questions:

- a) Discuss the competitive advantages of India in pharma off shoring markets.
- b) Name major potential players who can succeed in such an avenue.
- c) Discuss various strategies that can be adopted to win off shoring business.
- d) Briefly mention various functions involved in pharma off shoring.

2½x4

End Semester Examination, Dec. 2016
MBA – First Semester
MANAGEMENT INFORMATION SYSTEMS(MBA-107)

Time: 3 hrs

Max Marks:50

No. of pages:3

Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A.

PART-A

- Q.1 Write short notes on the following:
a) Types of information systems.
b) Different types of topologies. 5x2
- Q.2 How could CRM and SCM systems help business in locking in their customers and suppliers by having better and long term relationships? Give examples. 10
- Q.3 Assume that you are the Chief Information and Security officer of ICICI Bank. List and describe the most common threats against your contemporary information systems may face. What measures will you undertake to promote the security of information systems? 10
- Q.4 An IT company has to replace their legacy systems. The IT Head wants it done at the earliest with the shortest downtime possible. What are new approaches for faster system-building in the digital era? 10
- Q.5 Explain the following (any two):
a) Intellectual property rights.
b) Artificial intelligence.
c) Prototyping. 5x2
- Q.6 "It has been said that the advantage that leading edge retailers such as Dell and Wall-Mart have over their competition isn't technology; it's their management". Do you agree? Why or why not? 10

PART-B

Case study:

THE PERILS OF TEXTING

Cell phones have become a staple of modern society. Nearly everyone has them, and people carry and use them at all hours of the day. For the most part, this is a good-thing: the benefits of staying connected at any time and at any location are considerable. But if you're like most Americans, you may regularly talk on the phone or even text while at the wheel of a car. This dangerous behavior has resulted in increasing numbers of accidents and fatalities caused by cell phone usage. The trend shows no sign of slowing down.

In 2013, a federal study of 10,000 drivers by the National Highway Traffic Safety Administration (NHTSA) set out to determine the effects of using cell phones behind the wheel. The results were conclusive: talking on the phone is equivalent to a 10- point reduction in IQ and a .08 blood alcohol level, which law enforcement considers intoxicated. Handsfree sets were ineffective in eliminating risk, the study found, because the conversation itself is what distracts drivers, not holding the phone. Cell phone use caused 955 fatalities and 240,000 accidents in 2012. Related studies indicated that drivers that talked on the phone while driving increased their crash risk fourfold, and drivers that texted while driving increased their crash risk by a whopping 23 times.

Since that study, mobile device usage has grown by an order of magnitude, worsening this already dangerous situation. The number of wireless subscribers in America has increased by around 1,000 percent since 2005 to nearly 300 million overall in 2013, and Americans' usage of wireless minutes increased by approximately 6,000 percent. This increase in cell phone usage has been accompanied by an upsurge in phone-related fatalities and accidents: In 2010, it's estimated that texting caused 5,870 fatalities and 515,000 accidents, up considerably from prior years. These figures are roughly half of equivalent statistics for drunk driving. Studies show that drivers know that using the phone while driving is one of the most dangerous things you can do on the road, but refuse to admit that it's dangerous when they themselves do it.

Of users that text while driving, the more youthful demographic groups, such as the 18-29 age group, are by far the most frequent texters. About three quarters of Americans in this age group regularly text, compared to just 22 percent of the 35-44 age group. Correspondingly, the majority of accidents involving mobile device use behind the wheel involve young adults. Among this age group, texting behind the wheel is just one of a litany of problems raised by frequent texting: anxiety, distraction, failing grades, repetitive stress injuries, and sleep deprivation are just some of the other problems brought about by excessive use of mobile devices. Teenagers are particularly prone to using cell phones to text because they want to know what's happening to their friends and are anxious about being socially isolated.

Analysts predict that over 800 billion text messages will be sent in 2014. Texting is clearly here to stay, and in fact has supplanted phone calls as the most commonly used method of mobile communication. People are unwilling to give up their mobile devices because of the pressures of staying connected. Neurologists have found that the neural response to multitasking by texting while driving suggests that people develop addictions to the digital devices they use most, getting quick bursts of adrenaline, without which driving becomes boring.

There are interests opposed to legislation prohibiting cell phone use in cars. A number of legislators believe that it's not state or federal government's role to prohibit poor decision making. Auto makers, and some safety researchers, are arguing that with the proper technology and under appropriate conditions, communicating from a moving vehicle is a manageable risk. Louis Tijerina, a veteran of the NHTSA and Ford Motor Co. researcher, notes that even as mobile phone subscriptions have surged to over 250 million during the past decade, the death rate from accidents on the highways has fallen.

Nevertheless, lawmakers are increasingly recognizing the need for more powerful legislation barring drivers from texting behind the wheel. Many states have made inroads with laws prohibiting texting while operating vehicles. In Utah, drivers crashing while texting can receive 15 years in prison, by far the toughest sentence for texting while driving in the nation when the legislation was enacted. Utah's law assumes that drivers understand the risks of texting while driving, whereas in other states, prosecutors must prove that the driver knew about the risks of texting while driving before doing so. Utah's tough law was the result of a horrifying accident in which a speeding college student, texting at the wheel, rear-ended a car in front. The car lost control, entered the opposite side of the road, and was hit head-on by a pickup truck hauling a trailer, killing the driver instantly. In September 2008, a train engineer in California was texting within a minute prior to the most fatal train accident in almost two decades. Californian authorities responded by banning the use of cell phones by train workers while on duty.

In total, 31 states have banned texting while driving in some form, and most of those states have a full ban for phone users of all ages. The remaining states are likely to follow suit in coming years as well. President Obama also banned texting while driving for all federal government employees in October 2009. Still, there's more work to be done to combat this dangerous and life-threatening practice.

Q.7 Read the case study carefully given above and answers the following questions:

- a) Which of the five moral dimensions of information systems are involved in this case?
- b) What are the ethical, social, and political issues raised by this case? Which of the ethical principles are useful for decision making about texting while driving?

End Semester Examination, Dec. 2016

MBA– FirstSemester PSYCHOLOGY OF WORK (MBA-108)

Time: 3 hrs.

Max Marks:50

No. of pages:2

Note: Attempt FIVE questions in all;Part B is compulsory. Attempt any FOURquestions from Part A.

PART-A

- Q.1 Do you think age diversity will create new challenges for managers? What types of challenges do you expect will be most proforma? 10
- Q.2 What is the Myers-Briggs type indicator and what does it measure? What are key tenets of expectancy theory? 10
- Q.3 How do you explain the growing popularity of teams in organizations? What are the strengths and weaknesses of group (Vs. individual) decision making? 10
- Q.4 Do you think leaders in military contexts inhibits the same qualities as organizational leaders? Why or why not? Entrepreneurs are driven by achievement motivation. Explain the validity of the above statement. 10
- Q.5 Why do organizational structure differ and what is difference between mechanistic and an organic structure? Why do you think a company like Apple is able to be creative with a strongly hierarchical structure? 10

PART-B

- Q.6 CASE INCIDENT 1 Choosing Your:

While much of this chapter has discussed methods for achieving harmonious relationships and getting out of conflicts, it's also important to remember there are situations in which too little conflict can be a problem. As we noted, in creative problem-solving teams, some level of task conflict early in the process of formulating a solution can be an important stimulus to innovation.

However, the conditions must be right for productive conflict. In particular, individuals must feel psychologically safe in bringing up issues for discussion. If people fear that what they say is going to be held against them, they may be reluctant to speak up or rock the boat. Experts suggest that effective conflicts have three key characteristics: they should (1) speak to what is possible, (2) be compelling, and (5) involve uncertainty,

So how should a manager "pick a light?" First, ensure that the stakes are sufficient to actually warrant a disruption. Second, focus on the future, and on how to resolve the conflict rather than on whom to blame. Third, tie the conflict to fundamental values. Rather than concentrating on winning or losing, encourage both parties to see how successfully exploring and resolving the conflict will lead to optimal outcomes for all. If managed successfully, some degree of open disagreement can be an important way for companies to manage simmering and potentially destructive conflicts.

Do these principles work in real organizations? The answer is yes. Dropping its old ways of handling scheduling and logistics created a great deal of conflict at Burlington Northern Santa Fe railroad, but applying these principles to managing the conflict helped the railroad adopt a more sophisticated system and recover its competitive position in the transportation industry. Doug Conant, CEO of Campbell Soup, increased functional conflicts in his organization by emphasizing a higher purpose to the organization's efforts rather than focusing on whose side was winning a conflict. Thus,

a dysfunctional conflict environment changed dramatically and the organization was able to move from one of the world's worst-performing food companies to one that was recognized as a top performer by both the Dow Jones Sustainability Index and Fortune 500 data on employee morale.

- a) How would you ensure sufficient discussion of contentious issues in a work group?
How can managers bring unspoken conflicts into the open without making them worse? 5
- b) How can negotiators utilize conflict management strategies to their advantage so that: differences in interests lead not: to dysfunctional conflicts but rather to positive integrative solutions? 5

End Semester Examination, Dec. 2016

MBA– FirstSemester

PRINCIPLES AND PRACTICES OF MANAGEMENT (MBA-110)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FIVE questions in all;Part B is compulsory. Attempt any FOUR questions from Part A.

PART-A

- Q.1 How has management evolved as a discipline? Discuss the various styles of management in brief. 10
- Q.2 Explain Fayol's principles of management. Discuss their relevance in present day organizations. 10
- Q.3 How is organization structure important for setting power and authority? 10
- Q.4 Write short notes on:
a) MBO.
b) Herzberg's theory of management. 5×2
- Q.5 Why is management required in administration? What are the skills which managers need to acquire as they have up the management hierarchy? 10

PART-B

- Q.6 Answer the following questions on the basis of the given case study:
a) What was the main reason for the failure of talent pad? Which functions of management need to be focused on, for a successful stint-up? In case of a failure, what steps should managers take? 10

Talent Pad: An Unsuccessful Start- up

Hiring is a space with a clear opportunity as it's in the center of a boom in new businesses. But a multitude of players are also finding it challenging to offer a clear value proposition. One of these was Talent Pad which shut down less than a year after it raised funding from Helion Ventures. The IIT and IIM alumni founded startup from Delhi had a curated marketplace model using analytics to find suitable candidates for its client companies. It even acquired its Bangalore-based rival Optimized Bits in May 2015 to boost its analytical capabilities. But months after that it abruptly shut shop with this cryptic missive: "We helped a lot of companies hire from some of the best tech talent in India and played a crucial role in their growth, while delivering the best customer experience. But, we failed to figure out a scalable business for a big enough market." India's engineering colleges produce over a million engineers each year, but fewer than 20 percent of them are employable. Finding suitable candidates, therefore, is no mean task. Hiring startups have to be nimble to figure out what works. Venturesity, for example, went from a hiring platform to a training platform before pivoting to a hackathon model for talent discovery. Another startup Hiree focuses on candidates "actively looking" for jobs, so that recruiters don't waste time on dead lists. Initially it began with candidates serving out their notice period but changed its name from My Notice Period to Hiree when it broadened its scope.

End Semester Examination, Dec. 2016
MBA / M.A. (Applied Psychology) / B.A. (Applied Psychology)– First Semester
BASIC STATISTICS (MBA-111/MA-AP-131/BA-AP-118)

Time: 3 hrs.

Max Marks:50

No. of pages:1

Note: Attempt FIVE questions in all;Part-B is compulsory. Attempt any FOUR questions from Part-A.

PART-A

- Q.1 Statistics is often defined as the science of numbers. Discuss the applications of mean, median, mode, geometric mean, range, quartiles, variance and standard deviation. 10
- Q.2 What is a normal probability curve and what are its characteristics? How is skewness and kurtosis of a data estimated and what does it convey about the data? 10
- Q.3 Assume the regression equation is given as $Y = a + bX$ and answer the following:
- a) Which is the independent and dependent variable in the equation? 2
 - b) What is the interpretation of coefficients “a” and “b”? 4
 - c) How is a regression analysis different from correlation analysis? 4
- Q.4 What are the characteristics of a good sample? Discuss five practical applications of the sampling technique with examples and indicate the sampling method adopted in each example. 10
- Q.5 Answer the following:
- a) A student tosses two dices. What is the probability of getting an exact sum of 7? 5
 - b) In a contest, if there are 7 teams and each team plays with one another once, then how many matches will take place? (use your understanding of permutation and combination). 5

PART-B

- Q.6 The data on price and demand of a commodity is given below (figures in '000). Calculate the coefficient of correlation between price and demand of the commodity and comment.

Price	5	6	7	8	9	11	10	12	13
Demand	222	25	27	29	33	32	31	35	40