PART-A

Q.1 Discuss Employee State Insurance Act, 1948 in detail.  
10

Q.2 Discuss Law of Negligence and various types of negligences in health care sector.  
10

Q.3 Briefly discuss any two:  
b) Infectious Disease Act.  
c) Drugs Advertisement Act, 1954.  
5×2

Q.4 Discuss in detail Consumer Protection Act and how it is useful for consumers?  
10

Q.5 Explain the implications of Indian Evidence Act, 1872 in healthcare sector.  
10

Q.6 Explain the principles of medical ethics and importance of ethics in detail.  
10

PART-B

Q.7 Woman Given Prescription for 100 Milligram Dosage of Phenergan Which Was Filled By Pharmacy Despite Claims That Prescribing Physician Called to Cancel Prescription Due to Dosage Error - Resulting in Lingering Tinnitus - $1.4 Million Verdict.

The plaintiff, age forty-eight, went to her primary care physician, defendant "A" in October 2008. The plaintiff was suffering symptoms associated with food poisoning. Defendant "A" gave the plaintiff a prescription for Promethazine (Phenergan) for 100 milligrams to be taken once a day. The plaintiff’s husband took the prescription to a local pharmacy to have it filled. Prior to the prescription being filled, defendant "A"s office allegedly notified the pharmacy to cancel the prescription because the dosage was incorrect. The pharmacy, however, filled the prescription in the amount originally written. The plaintiff took 100 milligrams of the drug that evening and began experiencing dizziness, shakiness, anxiety, agitation, difficulty speaking, and impaired vision. After several hours she also developed a ringing sound in her head. Shortly after the plaintiff took the medication, a pharmacy employee called to notify the plaintiff of the error and advised the plaintiff to not take the medication, and to bring it back for a refund. The plaintiff’s husband took the plaintiff to the nearest emergency room after being advised to do so by the poison control center. The plaintiff was treated and released. The plaintiff continued to have ringing in her ears (tinnitus) and saw a neurologist who advised the plaintiff that the tinnitus was due to the overdose of Promethazine.
a) According to you what should be the verdict of this case?
b) Explain with the help of an example whether Doctor should be penalized for prescribing incorrect dosage or not.

5×2

End Semester Examination, May 2016
MBA – Third Semester
ENTREPRENEURSHIP (P-303)

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 Write short notes on:
a) Evolution of concept of entrepreneurship.
b) Attributes and characteristics of a successful entrepreneur. 5x2

Q.2 Discuss the various techniques of generating business ideas. 10

Q.3 What are the options available for entrepreneurs to finance their new ventures? As an entrepreneur which would you prefer and why? 10

Q.4 What are the issues and challenges faced by women entrepreneurs? What can be done to support women entrepreneurs? 10

Q.5 Explain any two terms of the following:
a) Growth strategies.
b) Exit and harvesting a business.
c) Intrapreneur vs Entrepreneur. 5x2

Q.6 What is a business plan? Write a sample business plan for a venture that you plan to open. 10

PART-B

Case study:

Q.7 Read the case study carefully given on the next page and answers the following questions:
a) Do you think Nirmal Jain took a gamble by starting Indiainfoline? 5
b) What are the external factors at work which prompted Nirmal Jain to take the plunge? 5

CASE 1 IT’S ALL ABOUT MONEY, HONEY
(TAG LINE OF INDIAINFOLINE.COM)

Nirmal Jain came from a family of commodity traders. Over the years, they had made and lost large sums of money. After completing his postgraduate from IIM Ahmedabad, he decided to start his own venture rather than take up a job in the corporate world. Starting Probity Research, an equity research firm, really paid off. The nineties was the time the Indian masses had discovered the stock exchange as an investment vehicle and they needed all the advice they could get to understand this uncertain
environment. By 1991, Probity Research had a turnover of almost one crore and things were looking good. But Nirmal was not happy; he wanted to try for something much bigger.

It was around that time that the Internet too was having an impact on business and society in India. Anybody who knew a little about it was getting into some business based on the Net in the fear of missing out on something big. Nirmal too was excited about this new medium of communicating and doing business. He took a big risk and put all his content online by launching Indiainfoline.com. This put an end to the way he was conducting his business and opened up entirely new possibilities. Not everyone was convinced that he was on the right track. Many members of his top management at Probity Research left him and his family was apprehensive that he had prematurely ended a good business.

Initially things seem to have worked out for the better. Even though he had not started making profits, Indiainfoline was making a name for itself and was able to gain very high visibility in the right circles. He was attracting interest from banks and venture capitalist alike. Indiainfoline became the first company to offer e-broking in India and Nirmal was even contemplating starting a TV channel.

With the dot-com bust, everything seemed to come apart. Good employees left the firm, financier pulled out and revenues plummeted. The stock market plummeted and that affected his basic business premise.

As a reaction to the macro-economic changes, he scaled down operations, got rid of all frills and concentrated on e-broking and financial services. He persevered with his new business model through some harrowing times and finally things started looking up in 2003. Currently Indiainfoline has revenues of over ? 300 crore and annual profits of over * 60 crore. Nirmal Iain's stake in Indiainfoline is likely to be worth over ?: 300 crore.
QUALITY ASSURANCE FOR HEALTH CARE/HOSPITAL (EPHC-402)

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 role of quality assurance programs in improving the quality of care in a hospital.  
10

Q.2 What are the constraints in rendering quality care with context of Indian health systems?  
10

Q.3 Write short notes on:
   a) Quality management in Hospitals.  
   b) Standards of accreditation.  
   5x2

Q.4 Explain the need and importance of NABH guidelines for assuring quality of services in hospitals.  
10

Q.5 What are the specialized requirements of accreditation for quality management in hospitals?  
10

**PART-B**

Q.6 Explain how public and private partnership in health care sector helps in improving the overall health status of a population.  
10
Note: Attempt **FIVE** questions in all; **Part B is compulsory.** Attempt any **FOUR** questions from **Part A.**

**PART-A**

Q.1 Prepare a detailed marketing plan for a hospital proposed to the low income group and wants to make a profit.
   10

Q.2 Discuss the factors considered for segmenting and targeting the service market for the health care industry in India.
   10

Q.3 How will you design communication mix for promoting healthcare services? Explain.
   10

Q.4 What do you mean by service positioning? Discuss how the dimensions of service quality can be used for positioning a newly launched multi specialty hospital of your city.
   10

Q.5 Write short note on **any two** of the following:
   a) Impact of globalization and privatization of healthcare services in India.
   b) Challenges involved in pricing of healthcare services.
   c) Market environment scanning process for healthcare industries in India.
   d) Customer's relationship strategies for healthcare services.
   \(5 \times 2\)

**PART-B**

Q.6 Study the following case and answer the questions given at the end:

Until recently the healthcare industry was at the cross roads, still unsure which way to go. Today, it is in for exciting times. Low costs, combined with excellent facilities, have provided the perfect formula for India to become a major player in the $2.8 trillion worldwide healthcare industry. Today the cost of healthcare in India is only one-tenth the cost in the US in cases of major surgeries. With cost of providing healthcare low, and with global standards available, the world cannot compete with US. The cost of a heart surgery at Apollo is $2,500 as compared to $30,000 in the US. Bone marrow transplants cost $ 50,000 in India as against $4,00,000 in US.

India's attraction as a low cost, high-quality centre for healthcare may be new but the signs are visible. In 1998-99, Apollo Hospitals conducted heart surgeries on 91 patients from Tanzania. In Chennai, Apollo treats around 30 Sri Lankans a day. As many as 40 patients from Muscat are registered in Apollo hospitalsand clinics in Delhi, Chennai and Hyderabad "Healthcare not only brings in direct purchase of healthcare, but it also encourages a lot of expenditure, on travel, lodging and boarding. Which, translated, means foreign exchange" And India has enough Embassies and Tourism Development Corporations to spread the message.

However government policies, as they stand, are not conducive to more private participation in healthcare, when compared to neighboring countries "Sri Lanka, offers a 100% customs duty exemption on all equipment for the hospital, medical or otherwise. And if the project cost were to exceed ₹100 crore, the hospital would be eligible for a 12-year tax holiday" However such elaborate incentives are not necessary, though some basic incentives need to be provided. The government does not provide any money to this sector, and it should not, it should act as a facilitator "Lot of foreign investors are keen on investing here, but are shying due to the lack of tax and other incentives".
a) Design effective strategies to make India a low cost healthcare destination.
5
b) What are the opportunities and challenges involved in attracting overseas customers for healthcare services in India?
5
PART-A

Q.1 Discuss the potential reforms in the healthcare sector.
10

Q.2 “Is privatization a boon or bane to Indian healthcare system”? Comment with suitable examples.
10

Q.3 Compare healthcare strategies adopted by India and China.
10

Q.4 “Inspite of impressive strides taken, Indian healthcare system still lags behind many countries in Asia”. What are the reasons for its tardy growth?
10

Q.5 Discuss in detail challenges faced by Indian healthcare system.
10

PART-B

Q.6 Critically review the Indian health policy. Suggest suitable measures to improve the role of government in healthcare services.
10
PART-A

Q.1 What are the objectives of conducting performance appraisal? Discuss any two methods of conducting performance appraisal.

10

Q.2 Discuss performance management practices of any two organizations. What are the various elements of performance management system?

10

Q.3 What is a high performance work system? What are new organizational forms and how are they different from traditional organizations?

10

Q.4 Enumerate some steps that an organization can take to unblock creative potential of their employees.

10

Q.5 Write short notes on (any two):
   a) Job analysis.
   b) Performance feedback.
   c) Team based functioning.
   d) Strategies for innovation.

5×2

PART-B

Q.6 Case study:

Infosys has now hired global HR consultant Mercer to work on the overhaul its Performance Appraisal system and the process will be completed before June. “Our current performance management system does not meet the requirements of a 100,000-plus organization. The new system is undergoing evaluation by Mercer”, TV Mohandas Pai, Infosys' director for HR, education, research and administration.
The key aspects being looked at in the new system include sharper focus on technology, condensing the number of roles while increasing span of control. The new system will seek to define roles more clearly and try to more carefully match roles to employee aspirations.
“All programmers may not want to become managers. As we grow and move up the value chain there will be more opportunities for engineers to either go deeper into technology areas or take up senior managerial roles. The overhaul will provide us with room to create more options and multiple career streams for employees”, Mr.Pai added, while declining to share specific details on the overhaul.
The current span of control is 1:2:5.5. That is, on an average for every one project manager there are two managers and 5.5 developers. Now, with the increasing number
of employees this could increase. On the other hand programmers who don't want to be managers can opt for hi-tech areas like technology architecture, system designers and so on.

Incidentally, TCS, which has over 130,000 staff, had also overhauled its structure in April last year. "We had put in place a new structure about nine months back to manage the large employee numbers. Under this we became more vertically focused and now have 18 industry solution units", said Ajoy Mukherjee, global head of HR for TCS. The overhauled system while catering to a larger employee base will also try and create more opportunities to move up the ladder. "The larger companies (like TCS, Infosys) are looking at the structure keeping in view the growing employee base and challenges they might face a decade or two from now. At present the employee force is young and most of them are programmers. They may not like to be programmers as the workforce ages. The overhaul will help meet those challenges", said executive search firm EMA Partners managing partner (India).

After reading the case given above, comment on steps taken by Infosys to overhaul its performance appraisal system.

10
End Semester Examination, May 2016
MBA – Third Semester
ORGANIZATIONAL CHANGE AND DEVELOPMENT (EPHR-302)

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 a) Define Organizational Development.
b) What are the characteristics of Organizational Development?

5\times2

Q.2 Distinguish between first order change and second order change.

10

Q.3 Explain the Weisbord’s (Six Box) model for organizational diagnosis.

10

Q.4 Explain the Grid Organizational Development.

10

Q.5 Explain briefly the 7 phases of Organizational Development programs?

10

Q.6 Explain the process of managing organizational change with the aid of a model.

10

PART-B

Q.7 Read the case-let carefully and answer the questions:

Hallmark cards, based in Kansas City, Missouri, and sells 44% of the 7.3 billion birthdays, Christmas, and other kinds of cards sold each year in the United States. In the 1990s, it has come under increasing attack from smaller and agile players who design new cards and sell them, often at discount stores. Hallmark’s top managers realized that they needed to respond to these changes need to be made.

Top management began this evaluation by placing hundred managers into teams to analyze Hallmark’s competitors, the changing nature of customer needs, the organizational structure the company was using to coordinate its activities, and the ways the company was developing; distributing and marketing its cards-its basic business processes. What the teams found startled managers from the top down and showed that there was a need for change. Managers discovered that although Hallmark had the world’s largest creative staff-over 700 artists and writers who design over 24,000 new cards each year- it was taking over three years to get a new card to market. Once an artist designed a new card and a writer came up with an appropriate rhyme or message, it took an average of three years for the card to be produced, packaged, and shipped to retailers. Information on changing customer needs a vital input into decisions about what cards should be designed took many months to reach artists. That delay made it difficult for Hallmark to respond quickly to its competitors. Armed with this information, the hundred team managers presented top management with a hundred recommendations for changes that would allow the company to do its work more quickly and effectively. The recommendations called for complete changes in the way the company organized its basic business processes. The managers proposed a complete reengineering and restructuring if the company’s activities to achieve those
two goals: to get new cards to market in under a year, to create new kinds of products to appeal to changing customer desires, and reducing costs. How was the company to achieve these ambitious goals? Hallmark began by completely restructuring its activities; the organization had been using a functional structure. Artists worked separately from materials management, printing, and manufacturing personnel. These functions were often located far apart from each other. From the time a card went from the creative staff to the printing department, twenty-five hand-offs (work exchanges between functions) were needed to produce the final product, and 90% of the time work was simply sitting in somebody’s in-or out-basket. Taking the advice of the teams, Hallmark changed to a cross-functional team structure. People from different functions—artists, writers, editors, and so on—were grouped into teams responsible for producing a specific kind of card, such as Christmas cards, get-well cards, or new lines of specialty cards. To eliminate the need for hand-offs between departments, each team is responsible for all aspects of the design process. To reduce the need for hand-offs within a team, all team members’ work together from the beginning to plan the steps in the design process, and all are responsible for reviewing the success of their efforts. To help each team evaluate its efforts and to give each team the information it needs about customer desires, Hallmark introduced a computerized point-of-sales merchandising system in each of its Hallmark card stores. Through this each team has instant feedback on what and how many kinds of card designs to attract more customers. The effects of these changes have been dramatic. Not only are cards introduced in less than one year, but also some reach the market in a matter of months. Quality has increased as each team focuses on improving its cards, and costs have fallen because the new work system is so efficient. The new streamlined, more flexible Hallmark is now able to keep up with smaller competitors. It continually creates new cross-functional teams to speed the introduction of new lines of cards and to keep up the pace of change.

a) What was the need for change at Hallmark?
b) What was the strategy adopted by Hallmark to bring about the change?

5×2
MBA – Third Semester
EXECUTIVE COMPENSATION AND WAGES ADMINISTRATION
(EPHR-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 What are stock options? Enumerate the financial and market performance indicators for determining the pay for senior management in the organization. 

Q.2 What are incentives? What is the difference between benefits and incentives (while evaluating compensation types)?

Q.3 What are external and internal tools to determine compensation in the organization?

Q.4 Write a short note on any two wage components with a focus on Indian scenario.

Q.5 Enumerate five ways to align compensation to organization culture.

PART-B

Q.6 If you wanted to create a work environment where employees offered more new products suggestions, and suggested new industries where these suggestions might be applied, what type of compensation plan would you recommend? What are some of the problems you need to be aware of?
PART-A

Q.1 State difference between universalistic and contingency models of strategic human resource management.
10

Q.2 Define organizational career system. Explain linear and transitory direction pattern model of career system.
10

Q.3 Write short notes on (any two):
   a) Workmen’s Compensation Act 1923.
   b) Employee’s State Insurance Act 1948.
   c) Payment of Bonus Act 1965.
   d) Corporate Ethics.
5 × 2

Q.4 Discuss advantages and disadvantages of HRIS.
10

Q.5 Describe strategic HR planning process. How does restructuring and collaboration strategies form part of strategic HR planning?
10

PART-B

Q.6 Case Study:

A Kodak Change Story: Provoking Reactions

Could this be the beginning of one of the biggest turnarounds in American corporate history or one of the most public and embarrassing busts? After more than a century of producing traditional film cameras, Kodak announced in September 2003 that it would cut this line of production. In Western countries, this involves a complete move away from traditional products within the film industry by the end of 2004 and a full-scale launch into digital technology. The move is slated "to generate $16 billion in revenue by 2006 and $20 billion by 2010." At an investor conference, CEO David A. Carp said:

We are at the dawning of a new, more competitive Kodak, one that is growing, profitably, that has a more balanced earnings stream, and that will have a dramatically lower cost structure... To compete in digital markets, we must have a business model that lets us move even faster to take full advantage of the profitable growth that digital promises.

Implementing this change would require Kodak to cut their dividend and to raise capital for new technology purchases. Further elaboration of this strategy occurred in January 2004 when it was announced that to reach the proposed savings of between $800 million and $1 billion by 2007, Kodak needed to make two physical changes to the organization. First, there would be a reduction in the square footage of Kodak facilities worldwide by consolidating current operations and divesting unnecessary assets. Second, Kodak intended to reduce employment worldwide with up to 15,000 jobs to be cut by 2007.

Investor Reactions

The announcement in September 2003 took many external experts by surprise. At a series of post-announcement meetings with investor groups, their reactions were not overly supportive, particularly to the news that their dividends would be severely cut. 
They were conscious of promises to increase the company's revenue which were not realized. It was feared that this would become another "half-hearted transition"—as with the $1 billion launch into APS cameras in 1996 that ended in failure. They also pointed to the risk in moving in this direction given the competitive market with rivals such as Hewlett-Packard, Canon Inc., and Seiko Epson Corp., which were already ahead in digital technology research and product development. Carp's response was to stand firmly by his decision to pursue digitalization of Kodak.

**Staff Reactions**
For many of Kodak's employees, the future looked bleak regardless of the success of the company in moving into digital technology. Employees were rightly concerned about losing their jobs in light of the proposed 20 percent worldwide cutback in employment. Downsizing is not new at Kodak. From 1997 to 2003, the company reduced its workforce by 30,000. As argued in The Wall Street Journal, this type of change "moves parallel [to] those at many companies whose comfortable business models have been threatened by rapid changes in information technology." As one union representative explained, the stress on workers in one Kodak production plant has been made worse than necessary because "management has not sought to reassure [Kodak employees] that they have got any long term future. When people have families to raise, financial commitments, that's a very difficult environment to work in."

Hence, along with having to convince investors that the path of change is the right one for Kodak, Carp also had to manage the adverse effects of an ongoing program of downsizing and restructuring.

Read the case study carefully given above and answer the question:
How was change strategy executed at KODAK? Describe the environmental challenges faced by KODAK while moving into digital technology.

End Semester Examination, May 2016
MBA – Fourth Semester
CROSS CULTURAL MANAGEMENT (EPHR-402)
Note: Attempt **FIVE** questions in all; **PART-B** is **compulsory**. Attempt any **FOUR** questions from **PART-A**.

**PART-A**

Q.1 Discuss the recruitment methods the MNCs use to recruit international managers.  

Q.2 Explain the model of cross cultural training with the help of Hofstede’s cultural frame.  

Q.3 Explain the factors which help expatriates to cope with unforeseen events in the new culture and reduce conflict due to unexpected situations and actions.  

Q.4 Discuss the globe project of cultural awareness in detail.  

Q.5 Describe the issues and challenges faced by HR managers in international performance management system.  

**PART-B**

Q.6 A management consultant is hired by an internationally reputed IT firm to determine the best site for its next production facility in India. The consultant has had several meeting with the company’s senior executive regarding the factors to be considered when making the recommendations. Discuss the HR issues that should be considered by the consultant in selection of the site. Elaborate your answer with example of the site.
Q.1 Does the concept of trade blocs support trade protectionism? Explain.

Q.2 How is SAARC helping India in developing trade? Is India being able to take advantage of this trade bloc?

Q.3 The economy of many European countries is struggling. Will this have an impact on the European countries? Discuss.

Q.4 Has the US been dominating the NAFTA? Discuss the issues coming in the way of regional development under NAFTA.

Q.5 How is business culture an important factor in determining business success in foreign market? Explain with an example.

PART-B

Q.6 Read the case study and answer the question given at the end:

**Case Study: China to Ban Foreign Companies from Online Media Business**

The ruling Chinese Communist Party has announced new regulations that will ban foreign companies from publishing online media, games and other “creative” content within China’s borders from next month. The “Regulations for the Management of Online Publishing Services” also ban foreign-invested joint ventures from engaging in online content provision, according to a copy of the rules posted on the official website of China's Ministry of Industry and Information Technology. And any Chinese companies wishing to produce online creative content, including audio, video, games and animations, must first seek official approval from the country's media regulator.

Any organization in breach of the rules will be issued with a “warning letter”, as well as an order to remove the “illegal content”, according to Clause 51 of the regulations, which also require licensed online content providers to use service and storage facilities located in China. While content producers will be tasked with self-censorship, local governments will also be required to monitor creative content providers in their region and oversee their annual inspection, the regulations say. The move shows Beijing taking a much harder line towards foreign-produced online content than under previous rules, which allowed licensed foreign-invested joint ventures to publish original and adapted creative content online.

It comes as the administration of President Xi Jinping rolls out a raft of new legislation aimed at minimizing foreign influence in the country in the name of “national security”, analysts said. "It means that they want to prevent 'foreign forces' from exerting any influence on China's online content industry", Hu said. "Of course, this is going to affect foreign companies who have already invested in this industry in China", he said.

'Growing assertiveness'

According to a recent article in the National Law Review, Xi’s new emphasis on national security is “an integral part of... a growing assertiveness of the Chinese government in its dealings with foreign governments and businesses”. “This focus on national security has important implications for companies and governments with current or potential interests in China”, the article said.

The new rules come after Xi told an Internet conference in Wuzhen, Jiangsu last year that each country should be able to control its own corner of cyberspace. “We should respect each country’s right to choose its own approach in internet governance”, Xi told delegates. “Cyberspace is not a place beyond the rule of law”. Beijing is extremely concerned about the impact of the Internet on public opinion in China.
“As more and more information becomes available online, in particular as more and more foreign content flows into mainland China, they will step up controls again and again, so as to maintain control over the Internet”, he said.

a) In today’s times of online communication, will china’s strictness towards online media content affect its business? Discuss.

b) Is online content the only way in which “national security” may be at risk? Is foreign business expansion a threat to home countries? Explain.

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End Semester Examination, May 2016
MBA – Fourth Semester
INTERNATIONAL TRADING OPERATIONS AND PRACTICES (EPIB-402)

Time: 3 hrs                      Max Marks:   50
No. of pages:  4

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

PART-A
Q.1 “Do you think that EDI system can bring sufficient changes to organizations”? Discuss.

10

Q.2 Write short notes on:
a) Custom clearance of export cargo. 
b) Export oriented units and their role.

5x2

Q.3 Discuss the need and importance of new export-import policy.

10

Q.4 “Documentary credit method of payment reconciles the conflicting interests of buyers and sellers”. Discuss. Also explains mechanism of payment under documentary credit.

10

Q.5 Comment on the following statements:
a) Bill of lading is not a document of title.
b) Under consignment inspection each consignment is not inspected.

5x2

PART-B

Case study: Documentary Credit

M/S Auto India

Introduction
M/S Auto India is a public limited company; they manufacture SUVs (sports utility vehicle), in technical collaboration with General Motors of USA. The company has established their manufacturing base at Ranjangaon in Pune. They have acquired an area of 250 acres and the total project cost is estimated at Rs 1500 crores. As per the projections, the company is slated to achieve a 25% market share in the Indian market, within a period of two years.

Out of the total project cost, 49% is brought in by General Motors and the rest is tied up with financial institutions, international banks and Indian banks. The working capital is financed by a consortium of banks in which Global bank, Pune branch, is the leader. The company imports many parts of the car engine in a CKD (completely knocked down) condition from General Motors, Detroit, after establishing import letters of credit through its main bankers, Global Bank, Pune Branch.

M/S Auto India approached Global Bank, Pune for opening of import letter of credit as per UCP ICC 600 for USD 100,000, on sight basis, in favour of General Motors, Detroit.

<table>
<thead>
<tr>
<th>Type of credit</th>
<th>- Irrevocable negotiable</th>
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<tbody>
<tr>
<td>Application</td>
<td>- UCP ICC 600</td>
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<tr>
<td>Applicant</td>
<td>- M/S Auto India, Pune, India</td>
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<tr>
<td>Beneficiary</td>
<td>- M/S General Motors, Detroit, USA</td>
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<tr>
<td>Issuing Bank</td>
<td>- Global Bank, Pune, India</td>
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<td>Advising Bank</td>
<td>- The American Bank, New York</td>
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<td>Negotiating Bank</td>
<td>- The American Bank, New York</td>
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<td>Reimbursing Bank</td>
<td>- International Bank, New York</td>
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<td>Availability</td>
<td>- Negotiable at sight</td>
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Circumstances
Issuing Bank
Global Bank, Pune issued its irrevocable negotiable credit through its head office in Pune since Global Bank co-ordinated all its accounting and communication functions at its head office. The Bank’s head office transmitted the credit through Swift network as instructed by its Pune branch to General Motors, Detroit, through The American Bank, New York.

Advising Bank
The American Bank, New York advised the credit to General Motors, Detroit on receipt of the swift transmission.

Credit
Along with other conditions, the credit clearly stated that the negotiating bank was to forward the documents directly to Global Bank’s head office at Pune.

Beneficiary
After export of the consignment, General Motors, Detroit presented the documents under the credit to The American bank, New York.

Negotiating Bank
The American Bank, New York, examined the documents presented by General Motors and determined that they were in compliance with the terms and conditions of the credit. The American bank negotiated the documents and forwarded the documents, as per the credit terms, to the HO of Global Bank in Pune and claimed reimbursement from International bank, New York.

Reimbursing Bank
International Bank, New York honoured the reimbursement claim by crediting the current account of the American Bank, New York and debiting the account of Global Bank, Pune, in its books.

Issuing Bank Head Office
Global Bank’s Head Office, at Pune, received the documents and after internal registration of the documents, forwarded the documents to its Pune Branch by inter-office mail.

Issuing Bank Branch
On receipt of the documents by the Pune branch of Global Bank, they examined the documents and determined that they were discrepant. They were (a) 60 units were shipped instead of 50 units, thereby overdrawing the credit value by USD 2000 (b) Inspection certificate by Auto Inspection Council, USA is not submitted, as per credit terms. Global Bank contacted Auto India for waiver of the discrepancies.

Applicant
Auto India requested for copies of the documents to be forwarded by fax and after reviewing the same, they refused to waive the discrepancies.

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<th>Expiry</th>
<th>- At the counters of The American Bank, New York</th>
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<tr>
<td>Amount</td>
<td>- USD 100,000</td>
</tr>
<tr>
<td>Merchandise</td>
<td>- Car engine parts</td>
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<tr>
<td>Quantity and price</td>
<td>- 50 units @ USD 2000 per unit</td>
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</table>
Global Bank, Pune Branch instructed its HO to transmit an authenticated swift to The
American Bank, New York stating that Global Bank had rejected the documents for the
noted discrepancies, requesting the American Bank’s instructions as to disposal of the
documents, and demanding a refund of the funds reimbursed.

Issuing Bank Head Office
The HO of the Global Bank sent the authenticated swift message to the American Bank,
New York, as instructed by its Pune Branch.

Negotiating Bank
On receipt of the swift notification advising that Global Bank had rejected the
documents for the stated discrepancies, the American Bank informed Global Bank that
it did not accept the rejection of the drawing since the Global Bank did not comply with
UCP 600 sub-article 14 for standard examination of documents. Therefore, Global Bank
was said to be stopped from dishonouring its irrevocable obligation.

Issuing Bank
Global Bank, Pune Branch responded by stating that they acted in accordance with UCP
article 14, since their action did not exceed five banking days following the day of
receipt of the documents at their branch counters after which they scrutinised the
documents and determined to refuse them. They maintained that as per article 14 of
UCP 600, they notified about the rejection of the documents, by swift, not later than
the close of the fifth banking day following the day of receipt of the documents. They
had pointed out all the discrepancies and had informed American Bank, New York that
they were holding the documents at the latter’s disposal.

Negotiating Bank
The American Bank, New York replied as follows:-
We disagree with your position that you acted in accordance with UCP 600 article 14.
Documents were delivered by courier to your HO as per the terms of the credit, on
Monday, January 7, 2008. Your swift notifying rejection of the documents was not sent
until Wednesday, Jan 16, 2008 that is, on the eighth banking day after receipt of the
documents by your bank.

Issuing Bank
Global Bank, Pune Branch, responded by stating that even though its HO received the
documents on January 7,2008; the Global Bank’s Pune Branch did not receive the
documents until the following Thursday, January 10, 2008, and the swift advice
rejecting the documents was sent within the time period permitted in UCP article 14.

Negotiating Bank
The American Bank, New York, replied that it was not their concern how Global Bank’s
operational policy impacted on their inability to comply with UCP. The American Bank,
New York stated that in accordance with the credit terms and conditions, documents
were negotiated by them and forwarded to Global Bank’s HO by courier. The documents
were received by Global Bank on Jan 7, 2008, and any notice of rejection of the
documents should have been given within the close of the fifth banking day following
receipt of the documents. Global Bank’s Pune Branch failed to do so. Therefore, the
American Bank, New York’s position was firm relative to UCP 600 article 14 and they
would not refund the funds reimbursed.

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

a) Was Global Bank, Pune Branch correct in its argument, as the credit issuing bank?
b) Was the stand taken by The American Bank, New York correct, as the negotiating
bank? 5x2
End Semester Examination, May 2016
MBA – Fourth Semester
SYSTEM ANALYSIS AND DESIGN (EPIS-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.

**PART-A**

Q.1  a) Explain the system development life cycle in detail.  
     b) Describe the various kinds of feasibility study that should be undertaken at the time of designing a system.
Q.2 Elaborate the various traditional and modern approaches to determine information requirements. Explain the advantages and disadvantages of each.  

Q.3 What is data flow diagram? How can data-flow diagrams be used as analysis tools by system analysts? Explain the various guidelines for drawing DFD’s.  

Q.4 Define the terms: Association, Generalization, Aggregation and State Transition with examples.  

Q.5 What can be the reasons of system implementation failure? List and define the factors that are important to successful implementation efforts.  

Q.6 Write short notes on:  
    a) Vendor selection.  
    b) JAD and Agile methodologies.  

Q.7 Assume you are designing a database for a local used car dealership. Attributes for a car include the vehicle identification number, stock number, make, model, year and trim. What would you use for the primary key in this entity? What attributes are likely to be foreign keys associated with other entities?

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End Semester Examination, May 2016  
MBA – Fourth Semester  
INFORMATION SYSTEM AND BUSINESS INTELLIGENCE SYSTEMS  
(EPIS-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 Define heuristic programming. Describe the benefits and use of heuristics.  

Q.2 Define Business Analytics. What are the reasons for business analytics projects to fail?  

Q.3 What do you mean by structured and semi structured decision? Discuss in detail the steps involved in decision making process.
Q.4 Write short notes on any two:
a) Data mining
b) Data warehousing
\[5x2\]
c) OLAP

Q.5 Define systems. Discuss the components of systems and the importance of feedback in systems. 10

Q.6 Discuss the technologies that have contributed in supporting knowledge management. 10

**PART-B**

**Case study:**

**Introduction**
ABB is a global leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. ABB has approximately 152,000 employees in more than 100 countries. It is constantly developing new automation technology solutions to help its customers to optimize their productivity. These solutions include simulation, control and optimization strategies, the interaction between people and machines, embedded software, mechatronics, monitoring, and diagnosis. The intent is to develop a common industrial IT architecture for real-time solutions across the business enterprise.

**The Decision Support System Solution**
ABB has expertise in developing such systems, and it developed one for its own use in a textile division. ABB automation’s decision support system captures and manages information from ABB’s range MES package for managers to use in their analysis and decisions-making. The primary purpose of the DSS is to provide managers with technology and tools for data warehousing, data mining, and decision support, ideally leading to better and faster decision-making. The system provides:

- Storage of production data from a distributed control system (DCS) in a data warehouse.
- Data capture without burdening the control system hardware.
- Site-wide access to data for decision support through data visualization tools (a Web based interface) that are easily used by nontechnical site staff.
- Pre-configured windows to the data (for structured queries)
- Capability to access data for ad hoc reports and data analysis.
- Access to real-time operating data (for analysis)

**Details of the DSS and its use**
The DSS provides a method for flexible-term storage (warehousing) and analysis of important data. It is part of the managerial supervisory control system (MSS) and summarizes data for each process area in a plant. In addition to DSS, MSS includes lot tracking, history, and process data. The DSS has a flexible, accessible architecture facilitating generation of reports, information searches and flexible term data storage that is easily accessible. A web-based dashboard (an enterprise information portal) is used for views in the data warehouse. The production system status (overall efficiency and of each lot and summary data) can be monitored graphically in near real-time.
Equipment failures, off-quality production, and their causes are quickly identified and rectified. Process improvements through time are tracked. Analysis is performed by through data mining and online analytical processing (OLAP) technologies by accessing production data from the data warehouse. Resources consumption, energy consumption and other production factors are also monitored.

Results
The DSS enables the user to make decisions for more consistent and efficient operation and to monitor and manage costs of producing high-quality goods. It provides a near real-time display of operating data, detailing range stops and associated downtime, to eliminate major causes of downtime. The ultimate challenge is to improve management of the manufacturing process by leveraging the large quantities of production data available. The DSS gives managers plant-wide access to relevant plant-floor production data leading to more informed decisions and increased profits.

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

a) What DSS technologies does ABB automation use to improve productivity?

b) How does ABB automation use DSS to make faster decisions?

5x2
Required:
Explain how the information above would affect the preparation of A’s consolidated financial statements to 31 Mar 16.

Q.2 In its first year of trading to 31 Jul 16 ABC incurred the following expenditure on research and development, none of which related to the purchase of property, plant and equipment.
   a) $12,000 on successfully devising processes to convert the sap extracted from mangroves into chemicals X, Y and Z.
   b) $60,000 on developing an analgesic medication based on chemical Z.
      No commercial uses have yet been discovered for chemicals X and Y.
      Commercial production and sales of the analgesic commenced on 1 Apr 16 and are expected to produce steady profitable income during a five year period before being replaced. Adequate resources exist for the company to achieve this.
   Required:
   Calculate the maximum amount of development expenditure that may be carried forward at 31 Jul 16 under IAS 38.

Q.3 Explain initial recognition and initial measurement criteria for Financial Assets.

Q.4 What are the external indicators of potential impairment loss?

Q.5 What is the initial recognition and initial measurement criteria for Intangible Assets?

PART-B

Q.6 On 1 April 2016 A issued a $3 million 6% convertible loan note at par. The loan note is redeemable at a premium of 10% on 31 March 2020 or it may be converted into ordinary shares on the basis of 50 shares for each $100 of loan note at the option of the holder. The interest (coupon) rate for an equivalent loan note without the conversion right would have been 10%. In the draft financial statements A has paid and charged interest of $180,000 and shown the loan note at $3 million in the statement of financial position.

   The present value of $1 receivable at the end of each year, based on discount rates of 6% and 10% can be taken as:

   \[
   \begin{array}{cccc}
   \text{End of year} & 1 & 2 & 3 & 4 \\
   6\% & 0.94 & 0.89 & 0.84 & 0.79 \\
   10\% & 0.91 & 0.83 & 0.75 & 0.68 \\
   \end{array}
   \]

   Required:
   Calculate the values at which the bond will be included in the financial statements of the entity at 31 March 2017.
PART-A

Q.1 An entity has three sources of borrowing in the period:

<table>
<thead>
<tr>
<th>Outstanding Liability</th>
<th>Interest charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 year loan</td>
<td>8,000</td>
</tr>
<tr>
<td>25 year loan</td>
<td>12,000</td>
</tr>
<tr>
<td>Bank overdraft</td>
<td>4,000</td>
</tr>
</tbody>
</table>

Required:

a) Calculate the appropriate capitalization rate if all the borrowings are used to finance the production of qualifying assets but none of the borrowings relate to a specific qualifying asset.

b) If the 7 year loan is an amount which can be specifically identified with a qualifying asset, calculate the rate which should be used on the other assets.
Q.2 An item of equipment acquired on 1 Jan 14 for $100,000 has an estimated useful life of 10 years with a residual value of zero. The asset is being depreciated on a straight line basis. The asset was revalued to $104,000 on 31 December 15.

**Required:**
Calculate the depreciation charge for the years 3 to 10.

Q.3 Explain recognition of inventories as an expenses and as an asset.

Q.4 Briefly explain major and intragroup adjustments of consolidation and also explain how to calculate goodwill while preparing consolidated financial statements.

Q.5 What is the measurement criteria subsequent to initial recognition for items of Property, Plant and Equipments?

**PART-B**

Q.6 From the financial statements given below, prepare consolidated statement of financial position as at 31 Dec 2016.

**Balance Sheet**
As at 31 Dec 2016

<table>
<thead>
<tr>
<th></th>
<th>Parent$</th>
<th>Subsidiary$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>tangible</td>
<td>1,000</td>
<td>600</td>
</tr>
<tr>
<td>Investment in subsidiary</td>
<td>1,200</td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>500</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td><strong>2,700</strong></td>
<td><strong>1,200</strong></td>
</tr>
<tr>
<td>Issued capital</td>
<td>100</td>
<td>50</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>2,600</td>
<td>1,150</td>
</tr>
<tr>
<td></td>
<td><strong>2,700</strong></td>
<td><strong>1,200</strong></td>
</tr>
</tbody>
</table>

Further information:

a) Parent bought 80% of subsidiary two years ago.
b) Subsidiary’s reserves were $150 at the date of acquisition.
c) Goodwill has been impaired by $200 since the date of acquisition.
d) Non-controlling interest is valued at the proportionate share of the subsidiary’s identifiable net assets.

2½×4
End Semester Examination, May 2016
MBA – Fourth Semester
INDUSTRY PROJECT (EPMC-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.

PART-A

Q.1 What do you mean by public relations? Give recent examples of public relation campaign done to promote tourism by Indian Government. 10

Q.2 Differentiate between any two:
  a) Public relation and Publicity.
  b) Advertising and Publicity. 10
Q.3 Discuss the importance of corporate communication management in detail. 10

Q.4 Write short notes on:
   a) Media planning.
   b) Content writing. 5x2

Q.5 Your are hired as a manager for deciding media strategy for promoting Faculty of Management Studies. Draft a plan for the same. 10

 PART-B

Nestle has launched brands quality Stree, Lion and After Eight (Chocolates). These brands are being imported from Europe. Quality street is an assortment of chocolates priced at Rs. 175 for 218 gm. After Eight is a popular adult chocolate priced at Rs. 125 for 200 gm and Lion is a caramel wafer bar priced at Rs. 20 for a 45 gm bar. (Kit Kat is priced at Rs. 6 for a 17 gm bar and has a chocolaty taste while Lion has a crunchy taste). The brands have different tastes and will appeal to different target segments (though the target segment is one which may have already been exposed to these brands during visits abroad). These brands have been introduced in metros in upmarket stores which sell brands bears the label “imported by Nestle India Ltd.” indicating that they may be better than smuggled ones (which may be stale).

Q.6 After reading the case study above, suggest suitable media / media vehicles for promoting these brands. Give reasons in support of your answer. 10

End Semester Examination, May 2016
MBA – Fourth Semester
GENERAL EMPLOYABILITY (EPMC-402)

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 importance and role of communication in modern business organization? “Verbal communication is more important than nonverbal communication” Comment. 10

Q.2 a) List and explain the essentials of a good business letter? 5
   b) What factors should be kept in mind while using audio and visuals aids during presentation? 5

Q.3 Do you think it is also necessary for the interviewer to prepare for an interview? What kind of preparations would you recommend for him? 10
Q.4  a) You are the sales manager of a furniture manufacturing firm. Write a letter of apology to the retailer for being late in delivery of some items of furniture.  
   b) Imagine a situation in which a manager gives only oral instructions to his subordinates. What problem do you think can crop up in such a situation?  

Q.5  a) Write an application offering your candidature for the post of management trainee, which was recently advertised in the Time of India?  
   b) Clearly elucidate the meaning of the terms: Email etiquettes, Press release and Telephone etiquettes.  

PART-B  

Q.6  Describe the names of standard parts of a business letter. Write a business letter to introduce your product.  

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End Semester Examination, May 2016  
MBA – Third Semester  
CONSUMER BEHAVIOUR (EPMK-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  How does research support consumer behaviour? What tools may be applied to conduct research on consumers of `contact lenses'?  
   10  

Q.2  Can one make conclusions about consumer choices on the basis of market segments? Discuss the basis of segmentation.  
   10  

Q.3  Taking three examples of TV advertisements shown on TV, explain how brands make customers learn about their products.  
   10
Q.4 What are low involvement products? How can marketers build a positive attitude for such products?  
10

Q.5 Who are opinion leaders? Why are they important in politics?  
10

PART-B
Q.6 Taking the example of ‘Kaun Banega Crorepati’ (KBC), explain how the concepts of perception, culture and social class led to the success of the show.  
10

End Semester Examination, May 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 FOUR questions from Part A.

PART-A
Q.1 Discuss the sales process in detail with the importance of each step.  
10

Q.2 Write short notes on:
   a) Sales Management.
   b) Sales Quota.  
   5×2
Q.3 “Personal selling is a two-way communication best suited to product with a poor brand loyalty”. Comment.

Q.4 a) ‘Quota’ can act as a ‘motivator’ as well as ‘demotivator’. Comment.
b) In what ways do the sales and distribution function complement each other?

Q.5 Explain in brief:
a) Channel conflicts and resolution.
b) Channel training programs.

PART-B

Q.6 Case Study: Alice's Dressings

Distribution systems may evolve over time as a business grows and changes. Consider a small one-store family restaurant named Alice's, with delicious, unique, homemade salad dressings (e.g., Pomegranate Vinaigrette, Rum-Raisin-Orange Ranch, Blue Cheese Catalina). Initially, the dressings were only available to customers eating at Alice's. Then customers begin requesting bottles to buy. Initial sales and distribution of Alice's Salad Dressings were from the restaurant to walk-in customers. The product was packaged in a 32-ounce canning jar with a handmade label.

New distribution channels cause packaging and pricing changes. Then Alice's Dressings were sold to a local grocery store at a discounted wholesale price. 28 percent less per ounce than the retail restaurant price, packaged in a smaller, 26-ounce bottle. As local demand grew, Alice decided to have the dressings made in an independent packing facility and sold to other stores in the area, which initially raised the cost of making the dressings. Alice's husband, brothers, and a sister-in-law divided up initial sales responsibilities to call on local and regional stores in their spare time.

The popularity of Alice's Dressings caused Alice to consider the possibility of selling large pallet quantities to distributors in other states. The distributors needed another 25 percent discount from wholesale price, along with free shipping. Sales brokers were also recommended, at 5 percent commission on net distributor sales, since the family could no longer call on everyone. A separate company would have to be set up to market the salad dressings; an enterprise requiring full-time management.

Alice's restaurant could have made several different distribution decisions, with different packaging and pricing results:

- **Sell the salad dressings only from the restaurant** in 32-ounce jars with handmade black and white labels at $5.00 each. This distribution and sales decision requires the least amount of extra resources, spending, and risk. This also provides the smallest potential sales return.

- **Sell the dressings directly to all consumers** through mail order or other marketing channels with family members handling both marketing and sales. This distribution and sales decision is a variation on selling only from the restaurant and may require additional resources to manage and grow, but it delivers better returns than selling only to local restaurant customers.

- **Sell through DSD (Direct Store Delivery) distributors.** This distribution and sales decision requires financial resources, management time, personnel, higher margins, and spending support, but may be the fastest way to grow the business.
• **Hire brokers for store and/or distributor sales.** This sales decision depends upon scope of operations and geographic and distribution channel expansion plans.

• **Combine several distribution channels simultaneously.** This distribution and sales decision calls for the largest amount of resources, time and personnel, with the objective of growing the business as fast as possible.

• **License the formulas and restaurant name to another manufacturer** and receive a 4 percent to 5 percent royalty on net sales. This distribution and sales decision is also low-risk, with low-resource requirements. The long-term potential return is much higher than selling out of a single restaurant.

• **Sell a different size bottle or jar directly to stores only,** as Alice finally decided to do. This distribution and sales decision preserves higher gross margins and eliminates discounts to distributors and possibly sales commissions to brokers, but requires more financing, management personnel and time.

Read the case study carefully given above and answer the following questions:

a) Based on your personal research, what distribution approach(es) would you use if you Alice’s was your company? Why?  
5

b) How do your ideas relate to your target market?  
5

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**End Semester Examination, May 2016**  
**MBA – Fourth Semester**  
**SERVICES MARKETING (EPMK-401)**

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 Creating and managing positive business relationships with customers is important. Suggest relationship management strategies to Olx.in and quikr.com companies for sustainable growth in severe competitive environment.  
10
Q.2 Discuss the possibilities of service failure for a car rental company. Also mention the strategies for service recovery.
10

Q.3 How do television channels implement the following strategies?
   a) Shift demand.
   b) Chase demand.
   5×2

Q.4 Explain in detail, the concept of ‘zone of tolerance’, with respect to different levels of customer expectations.
10

Q.5 Explain how the following can use a value-based pricing strategy?
   a) Domestic airlines.
   b) Indian Railways.
   5×2

Q.6 Why is the service industry ‘emotionally challenging’ for employees? Explain with an example.
10

PART-B

Q.7 Read the enclosed case study and answers the questions that follow:

Meredith Corporation drives success using a single customer view across all channels.

ABOUT
Meredith Corporation is one of the nation’s leading media and marketing companies, using multiple distribution platforms - including broadcast television, print, digital, mobile, tablets and video - to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners. Meredith's National Media Group reaches 100 million unique American women, including 60 percent of millennial women. Meredith is the leader in creating content across media platforms in key consumer-interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents and All recipes. With more than 100 million names in its customer database, covering over 80 percent of American homeowners, the publishing giant needed a best-in-class service to maintain the quality of its most valuable resource: its extensive customer data, more than half of which they have online and offline relationships with. Having a single customer view was essential for Meredith’s cross-sell, up-sell, and prospecting and reactivation programs. The publisher needed to understand and demonstrate a single view of its audience members and their activities across all channels to monetize their data effectively.

OBJECTIVES
Meredith required a service to integrate and link its disparate data in order to deliver an integrated, accurate and persistent view of its customers and prospects. Because Meredith maintains an in-house customer relationship management (CRM) system, it needed a process to: •Recognize who the customer was in real time and integrate his or her activity into a single view •Use the single view of the customer to improve up-sell and cross-sell opportunities through improved targeting •Monetize data by increasing ad sales both online and in printed publications.

SOLUTIONS
Meredith implemented Experian Marketing Services' proprietary advanced linkage technology that leverages its core capabilities and data assets to meet Meredith’s
specific marketing needs. Single customer view: Using a persistent ID to link disparate data and customer profiles across the entire customer database, Meredith was able to see all the activities associated with an individual across all channels. Through this lens, Meredith was better able to deliver relevant content to its customers, and digital audiences to their advertisers. The linkage service offered cost savings, streamlined functionality and, most importantly, improved accuracy within Meredith's data assets and overall campaign strategy. Consumer intelligence Meredith used Experian Marketing Services' rich data to leverage predictive insights to understand and better anticipate evolving consumer and audience behaviors and channel preferences. It instituted a daily feed of data to ensure it is using the most relevant data possible, including individual activity data. Meredith used this data to enrich what it knew about its customers and prospects, in order to deliver a highly relevant message. This included appending life events — such as becoming a new parent or homeowner — to help Meredith target an ever-renewing group of customers that could benefit from Meredith's content. Using this life-stage data helped Meredith increase up-sell by 7 percent - 10 percent and deliver improved product recommendations. Meredith is now able to target its existing customers more accurately as they move through these life stages, strengthening campaign response rates and overall revenue. Data hygiene Experian Marketing Services provided Meredith with a suite of data-hygiene tools that maximize address deliverability, including an ongoing database maintenance process that ensures its CRM is continually updated with the most recent and corrects information. Using additional data-enrichment functionality, Meredith was able to strengthen its prospect environment by capturing promotional history and easily eliminating duplicates. These services improved Meredith's ability to understand its relationship with its customers and prospects.

a) How should Meredith use 'life-stage' data to its advantage? Indicate with respect to gold, silver and lead customers.

10

End Semester Examination, May 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 Write short notes on:
   a) Advantages of online advertising.
   b) Internet as marketing communication medium.

Q.2 What according to you are the biggest barriers of e-commerce and how can those be addressed?

10
Q.3 Write short notes on:
   a) E-mail marketing.  
   b) Blogging.  

Q.4 Explain how will you measure the effectiveness of an online marketing campaign. Can social media be used as a brand monitoring tool?  

Q.5 How will you decide internet marketing mix?  

**PART-B**

**Case study:**

Light impressions direct, a multi-million dollar supplier of archival supplies, realized early on that a strong E-commerce site would allow them to facilitate business, but the company’s first online endeavor fell short of expectations. The majority of traffic to the web site was driven by either branded search, which is people typing their brand name in the search box, or from catalog mailings. New customer acquisition cost had been rising steadily with cost of printing and mailing expensive catalogs as well as the reduced conversion rates from direct mail advertising. Light impressions is a premier catalog and direct marketer using all types of sales channels to drive sales. Light impressions had an outdated looking web site that did not rank well for its target keyword terms. Light impressions direct realized that current online marketing efforts weren’t accomplishing the desired goals. That’s when light impressions direct engaged active web group (AWG) to improve their organic search engine rankings in the major search engines such as Google, Yahoo and Bing, to boost sales and lower new customer acquisition costs. Active web group was chosen because of the speciality and focus on internet marketing. AWG uses a 2 pronged approach: getting your name out there is key, but more importantly converting that traffic into the eventual results, either a lead or in this case a sale, is the “sweet spot” that we specialize in.

The light impressions web site had only a few indexed pages in Google. The search engine spider was not seeing the thousands of product pages of the site because of the way the database code and web site code were designed. The on-page SEO methods and content of the site also were very weak, and would require a complete analysis and upgrade. The site had very little inbound linking from relevant sources and multiple internal broken links. Light impressions also had issues with duplicated content and repetitive inbound footer links from sister sites. The bottom line here is that work needed to be done, and light impressions direct felt 100% confident that their decision to use AWG was the right decision. Results speak for themselves.

Q.6 Read the case study carefully given above and answers the following questions:
   a) What challenges the light impression direct was facing?  
   b) If you were in place of AWG, what solutions you would have suggested to overcome the problems.
End Semester Examination, May 2016
B.Sc. (Hotel Management) – First Semester
FOUNDATION COURSE IN FOOD PRODUCTION (FMS-HM-101)

Time: 3 hrs                          Max Marks: 50
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) Ladle.
   b) Zester.
   c) Oven.
   d) Slicer.
   e) Deep fat fryer.
   f) Boiling.
   g) Streaming.
   h) Danger Zone.
   i) Icing Sugar.
   j) Demi glaze.

PART-B

2x10
Q.2 Write short notes on:
   a) Burrie Maine.
   b) Consomme Alexandra.

Q.3 List down the equipments used in a basic kitchens.

Q.4 What is a soup? Classify soups with an example of each.

Q.5 Explain Egg with a well-structured diagram. What are the different kinds of eggs used in food industries?

Q.6 Draw the organization chart of kitchens. Explain the duties and responsibilities of a Commis chef.

Q.7 What are different mother sauces? Explain in detail with derivatives of each.

End Semester Examination, May 2016
B.Sc. (Hotel Management) - First Semester
FOUNDATION COURSE IN FOOD AND BEVERAGE SERVICE
(FMS-HM-102)

Time: 3 hrs                       Max Marks: 50
Note: Attempt any SIX questions in all. Part-A is compulsory. Attempt any FIVE questions from Part-B.

PART-A

Q.1 a) Write down the accompaniments for the following:
   i) Roast beef.
   ii) Minestrone.
   iii) Caviar.
   iv) Cheese.
   v) Roast duck.

b) Define the following terms:
   i) Grill Room.
   ii) QSR.
   iii) Room Service.
   iv) Vending Machine.
   v) Coffee Shop.

PART-B

Q.3 Classify Food and Beverage Service equipment by given two examples for each.

Q.4 Explain the role and function of Kitchen Stewarding.
Q.5 Write down the etiquette’s and grooming standards of Food and Beverage Service personnel.

Q.6 Briefly explain different types of meals.

Q.7 What are the different forms of service?

Q.8 Define menu. What factors will you consider while planning a menu?

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**End Semester Examination, May 2016**

B.Sc. (Hotel Management) - First Semester

**FOUNDATION COURSE IN FRONT OFFICE (FMS-HM-103)**

Time: 3 hrs  
Max Marks: 50

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

**PART-A**

Q.1 Write short notes on:
   a) Online Travel Agency (OTA).
   b) Guest cycle.
   c) Room reservations.
   d) Resorts.
   e) Meal Plans.

Q.2 Fill in the blanks with suitable words:
   a) __________ takes care of guest baggage.
   b) Fitness center in a hotel comprise of ________, ________, ________ and ________.
   c) ________ is responsible of classification of Hotels.
   d) ________ is the government owned hotel chain in India.
   e) ________ is a hotel on a Highway.
   f) The head of front office department in a hotel is __________.
   g) The most premium room category in most of the hotels is called __________.
   h) There are __________ stages in a guest on arrival at a five star deluxe hotel.
   i) __________ is offered to a guest on arrival at a five star deluxe hotel.
   j) House phone is used for __________.

**PART-B**

Q.3 What is the importance of classification of hotel? Give the classification of hotels.
Q.4 What do you understand by tourism? How are tourism and hospitality industries connected each another?  

Q.5 Define various classification models used in Hotel industry. List down various sub categories also.  

Q.6 What are various levels of hierarchy in a hotel’s front office? Explain with a help of a hierarchy chart.  

Q.7 Discuss the interdepartmental co-ordination that front office has with any two departments of a hotel in detail.  

Q.8 What are the quality attributes that are necessary to be successful Front Office professional?  

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End Semester Examination, May 2016  
B.Sc. (Hotel Management) - First Semester  
INTRODUCTION TO PRINCIPLES OF MANAGEMENT AND ORGANISATION BEHAVIOUR (FMS-HM-105)  

Time: 3 hrs                       Max Marks: 50  
No. of pages: 2  
Note: Attempt any FIVE questions in all. Part-A is compulsory. Attempt any Four questions from Part-B.  

PART-A  

Q.1 a) A feature of McGregor’s Theory X is:  
   i) Workers enjoy work and responsibility.  
   ii) Workers view physical and mental effort as a natural part of work.  
   iii) Workers like to show initiative.  
   iv) Workers dislike work.  

b) Which one of the following is not a characteristic of a bureaucratic organization?  
   i) Authority.  
   ii) Regulations.  
   iii) Command structure.  
   iv) Changes.  

c) Which feature does not form one of Fayol’s principles of management?  
   i) Esprit de corps.  
   ii) Initiative.  
   iii) Order.  
   iv) Individualism.  

d) What is a definition of an objective?  
   i) A defined specified outcome to be achieved in the long-term.  
   ii) A clean set of goals to be attained given a set number of resources.  
   iii) A clearly defined and measurable outcome to be achieved over a specified timeframe.  
   iv) A set standard of performance agreed by workers and managers.  

e) What is a succession plan?  
   i) Dismissing an employee for a more favorable employee.  
   ii) A formal process of planning to fill a role that will become vacant.  
   iii) A vote of no confidence in a board member.
iv) The formal process of acquiring a new staff member.

f) How does lateral communication in an organization occur?
   i) Information passes upwards.
   ii) Information passes downwards.
   iii) Information is a two-way process.
   iv) Information passes between different department and functions.

g) What is the term for a market that is defined by specific characteristics?
   i) Market niche.
   ii) Market division.
   iii) Market characteristic.
   iv) Market segment.

h) Which of the following is not an effective listening technique?
   i) Avoiding premature evaluation.
   ii) Avoiding eye contact.
   iii) Exhibiting affirmative node and appropriate facial gestures.
   iv) Finding an area of interest in what the other person is saying.

i) __________ are important at all level of the management, and a lack of these skills will usually limit managerial advancement, even when other skills exist.
   i) Interpersonal skills.
   ii) Informational skills.
   iii) Entrepreneurial skills.
   iv) None of the above.

j) A plan developed to carry out a course of action that is not likely to be repeated in the future is called:
   i) Single use plan.
   ii) Specific plan.
   iii) Reaction plan.
   iv) Directional plan.

**PART-B**

Q.2 a) Differentiate between Authority and Responsibility.
   b) Define ‘management’. Explain nature and scope of management in detail.

Q.3 Write short notes on:
   a) Management as a process.
   b) Management as a profession.

Q.4 a) Define ‘change’. Explain the process of changes in detail.
   b) What is ‘stress’? How can people cope with the stress situation? Explain with an example

Q.5 a) What is communication process? Differentiate between verbal and non-verbal communication.
   b) Define Maslow hierarchy of need.

Q.6 a) Define Mintzberg’s managerial role.
   b) What is personality? Define the role of personality in management.
End Semester Examination, May 2016  
B.Sc. (Hotel Management) - Third Semester  
FOOD PRODUCTION OPERATIONS AND MANAGEMENT THEORY  
(FMS-HM-301)

Time: 3 hrs                       Max Marks: 50  
No. of pages: 1

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

**PART-A**

Q.1 Explain the following terms:  
   a) Ghosht.  
   b) Portion.  
   c) Salamander.  
   d) Panchporan.  
   e) Dum.  
   f) Zafraan.  
   g) Stone grinder.  
   h) Standard Recipe.  
   i) Broiling.  
   j) Chettinad masala.  

2x10

**PART-B**

Q.2 Write short notes on:  
   a) Waaz Waan.  
   b) Kachey Ghosht ki Biryani.  

3x2

Q.3 List down the major equipment’s used for production in bulk cooking.  

6

Q.4 What is menu planning? Explain the basic principles while planning a menu.  

6

Q.5 Write briefly about the Rajasthani cuisine. Describe the famous dishes produced in Rajasthani cuisine.  

6

Q.6 Who is a CDP? Explain the duties and responsibilities of a CDP.  

6

Q.7 What is IN FLIGHT catering? Explain its importance in travel and tourism industry.  

6
End Semester Examination, May 2016
B.Sc. (Hotel Management) - Third Semester
FOOD AND BEVERAGE SERVICE OPERATIONS AND MANAGEMENT
(FMS-HM-302)

Time: 3 hrs                      Max Marks: 50
No. of pages: 1

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

PART-A

Q.1  a) Explain the following terms:
   i)  Bitter.
   ii) Menu.
   iii) Weber Blue Agave.
   iv) Cask.
   v) Fermentation.
   2x5

   b) Name any five liqueurs with country of origin.
   10

PART-B

Q.2  What is the difference between pot still and patent still?
   6

Q.3  What is Methode Champenoise? Explain briefly.
   6

Q.4  With the help of a flow chart explain the production of Rum.
   6

Q.5  What factors to be considered while staffing in a restaurant?
   6

Q.6  Define cocktail. What are the different parts of a cocktail?
   6

Q.7  Explain the production of Fortified Wine.
   6
End Semester Examination, May 2016  
B.Sc. (Hotel Management) - Third Semester  
FRONT OFFICE OPERATIONS AND MANAGEMENT (FMS-HM-303)  

Time: 3 hrs                       Max Marks: 50  
No. of pages: 1  

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

PART-A  

Q.1 Write short notes on:  
a) Online Travel Agency (OTA).  
b) Modes of guest account settlement.  
c) Pages on guest arrival.  
d) VIP guest check-in process.  
e) Travel packages.  

2x5  

Q.2 Fill in the blanks with suitable words:  
a) P.O.S. stands for ____________.

b) The machine used for swiping credit/ debit cards in hotels is called _________.

c) American Plan includes ________ meals with the room as a part of package.

d) Non guest account pertains to billings of _________ guests.

e) Travel Agent Voucher has _________ number of copies issued.

f) PMS stands for ________.  

g) Airline guests in hotel are called _____________.

h) _________ is the guest who makes a reservation but does not arrive.

i) ____________ is the section of front office that deals with all types of guest special requests.

j) __________ is the guest who leaves the hotel without settling the bills.  

1x10  

PART-B  

Q.3 Discuss the economic importance of ‘travel agencies’ and ‘tour operations’ in hotel operations.  

6  

Q.4 Explain the process of “Bill to Company”.  

6  

Q.5 “Usage of PMS has brought about a lot of ease to the hotel operations”, explain the statement.  

6  

Q.6 Explain in brief the concept of department budgeting. How is the Front Office budget is prepared?  

6  

Q.7 Discuss the steps you shall take as a FOA when the guest wishes to settle his accounts in a foreign currency.  

6  

Q.8 What is the concept of City Ledger? What financial transaction are recorded in it?  

6  

Q.9 How can a hotel boost its sales during the off season period?  

6
End Semester Examination, May 2016
B.Sc. (Hotel Management) - Third Semester
ACCOMODATION OPERATIONS AND MANAGEMENT-I (FMS-HM-304)

Time: 3 hrs                      Max Marks:    50
No. of pages: 1

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

PART-A

Q.1 Define the following terms (ANY TEN):
f) Moribana.
g) Stocktaking.
h) Anticholors.
i) Discarded Linen.
j) Seams.
k) Cut downs.
l) Likebana.
m) Gaberdine.
n) Par Stock.
o) Redecoration.
p) Monogramming.

Q.2 Fill in the blanks:
k) __________ is another term of green floral foam.
l) __________ is responsible for the activities carried out in sewing room.
m) __________ is another term for pin holders used in flowers arrangement.
n) __________ are large presses that are meant for large bedcovers and bed sheets.
o) __________ is a place where the washing and finishing of cloths and other washable articles can be done.

PART-B

Q.3 What are the different categories of stains? 6
Q.4 What are skills and personal traits of a housekeeping professional? 6
Q.5 Draw the layout of the laundry with pencil of 250-300 rooms property. 6
Q.6 Explain the various activities carried out in linen and uniform room. 6
Q.7 Enumerate the steps to be taken to make flower arrangement in detail. 6
Q.8 Write down the job description of seamstress. 6
Q.9 List the tasks and procedures involved in typical refurbishing and renovation programmes. 6
PART-A

a) What does PMS stands for?
   i) Proper Management System.
   ii) Property managing society.
   iii) Property Management System.

b) People often call ______________ as the brain of computer system.
   i) Control Unit.
   ii) Arithmetic Logic Unit.
   iii) Central Processing Unit.
   iv) Storage Unit.

c) Which operation is not performed by computer?
   i) Inputting.
   ii) Processing.
   iii) Controlling.
   iv) Understanding.

d) The word processing task associated with changing the appearance of a document is:
   i) Editing.
   ii) Writing.
   iii) Formatting.
   iv) All of above.

e) Central Processing Unit is a combination of:
   i) Control and storage.
   ii) Control and output unit.
   iii) Arithmetic logic and input unit.
   iv) Arithmetic logic and control unit.

f) An example of a point-and draw device is:
   i) Printer.
   ii) Scanner.
   iii) Keyboard.
   iv) Mouse.

g) Pick the one that is used for logical operations or comparisons such as less than equal to or greater than.
   i) Arithmetic and Logic Unit.
   ii) Control Unit.
   iii) Both of above.
   iv) None of the above.

h) HVAC controls:
   i) Heating.
   ii) Leaning.
   iii) Cooking.
   iv) None of these.

i) Digital devices are:
   i) Digital Clock.
   ii) Automobile speed meter.
   iii) Clock with a dial and two hands.
   iv) All of the above.

j) PMS applications in the front office do not include:
   i) Reservation module.
   ii) Housekeeping module.
   iii) Cashier module.
   iv) Rooms module.

k) Which of the following is not an input device?
   i) OCR.
   ii) Optical scanners.
   iii) Voice recognition device.
   iv) COM (Computer Output to Microfilm).

l) Intersell agencies handle reservation of:
   i) Hotels.
   ii) Restaurants.
iii) Hospitals.
iv) None of these.
m) CD-ROM stands for:
i) Compactable Read Only Memory.
ii) Compact Data Read Only Memory.
iii) Compactable Disk Read Only Memory.
iv) Compact Disk Read Only Memory.

n) ALU is:
i) Arithmetic Logic Unit.
ii) Array Logic Unit.
iii) Application Logic Unit.
iv) None of above.
o) WAN stands for:
i) Wap Area Network.
ii) Wide Area Network.
iii) Wide Array Net.
iv) Wireless Area network.
p) MICR stands for
i) Magnetic Ink Character Reader.
iii) Magnetic Ink Cases Reader.
iv) None of the above.
q) The basic operations performed by a computer are:
i) Arithmetic operation.
ii) Logical operation.
iii) Storage and relative.
iv) All of the above.
r) The brain of any computer system is:
i) ALU.
ii) Memory.
iii) CPU.
iv) Control Unit.

s) The two kinds of main memory are:
i) Primary and secondary.
ii) Random and sequential.
iii) ROM and RAM.
iv) All of the above.
t) Which of the following storage devices can store the maximum amount of data?
i) Floppy Disk.
ii) Hard Disk.
iii) Compact Disk.
iv) Magneto Optic Disk.

PART-B
Q.2 Define the terms: "data" and "information". 5

Q.3 What is an input device? Name some commonly used input devices. 5

Q.4 What are the most common front-office components of a property management system? 5
Q.5 What is Property Management System? List some PMS's with their features.
5

Q.6 Draw a block diagram to illustrate the basic organization of a computer system and explain the functions of the various units.
5

Q.7 What is a management information system (MIS)? What are its components?
5

Q.8 Why is a computerized reservation system used in hotels?
5
PART-A

Q.1 Define the following terms (ANY TEN):
   a) Discount.
   b) Business finance.
   c) Double entry system.
   d) Cash book.
   e) Personal accounts.
   f) Subsidiary books.
   g) Contra entry.
   h) Balance sheet.
   i) Creditors.
   j) Share capital.
   k) Revenue expenditure.

1x10

PART-B

Q.2 Enter the following transactions in the Sale Returns book of Sharan & Sons:
   2007
   Jan 1. Returned by Akash Gupta & Sons
         20 bags Coffee @Rs. 500 per bag
            10 Chests Tea @Rs. 300 per chest
   Jan 31. Return by Bhagwan Bros.
            5 Tins of Wheat @Rs. 2000 per tin

Q.3 Journalise the following transactions:
   2005
   Rs.
   Jan 1. Anil Kumar started business with cash 10,000
   Jan 2. Goods purchased for cash 3,000
   Jan 3. Goods sold for cash 1,000
   Jan 4. Paid for interest 100
   Jan 5. Paid for salaries 300
   Jan 6. Withdrew cash for buying computer 20,000
   Jan 7. Bank charged Commission 3,000
   Jan 8. Closing Stock 1,000

Q.4 Prepare a two column Cash Book from the following transactions of Shri Ram Kumar:
   2005
   Rs.
   Jan 1. Cash in hand 2,000
   Jan 5. Cash purchases 1,000
   Jan 8. Cash Sales 3,000
   Jan 10. Cash received from Ramesh Gupta 990
            And allowed him a discount 10
   Jan 15. Paid for wages 20
   Jan 25. Cash paid to Ram 200

Q.5 a) How is journal subdivided in a large business? Explain briefly.
    b) Define accounting. State briefly the functions of an accountant.

Q.6 Differentiate between Cash Book and Cash A/c.
End Semester Examination, May 2016
B.Sc. (Hotel and Hospitality Administration) - First Semester
FOUNDATION COURSE IN ACCOMMODATION OPERATIONS
(FMS-HM-104)

Time: 3 hrs                     Max Marks: 50
No. of pages: 1

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

PART-A

Q.1 Define the following terms (any ten):
a) Room status report.
b) Murphy bed.
c) DND.
d) Orthodox cleaning.
e) Double locked.
f) Selvedge.
g) Druggets.
h) Shoe mitt.
i) Maid’s cart.
j) Scrim.
k) Occupancy report.

Q.2 Fill in the blanks:
a) ___________ is made of skin of the chamois goat antelope and is used for cleaning of windows.
b) ___________ is the status of the room that is not rentable because it is being repaired or redecorated.
c) ___________ stands for EPNS.
d) ___________ is the name given to stream-bath cubicle made of wood or glass.
e) ___________ is small metal or plastic containers with lids, kept in toilets or the collections of soiled sanitary towels.

PART-B

Q.3 How does housekeeping coordinate with the following?
a) The Front Office.
b) Maintenance.
c) The Food and Beverage department.

Q.4 Write a short note on cleaning of leather.

Q.5 Draw the organizational hierarchy chart of housekeeping department in a large hotel.

Q.6 Which three attributes, in your opinion are absolutely essential in housekeeping staff?

Q.7 Define housekeeping. How does housekeeping contribute to earning profits in a hotel?

Q.8 List the duties and responsibilities of:
a) Deputy Housekeeper.
b) Houseman.

End Semester Examination, May 2016
B. Sc. (Hotel Management) – Second Semester
FOOD AND BEVERAGE SERVICE OPERATIONS (FMS-HM-202)

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) Briefing explains the following terms:
i) Sake
ii) Vinification
iii) Cider
iv) Viticulture
v) Time Management

b) Name any two international brands for the following beverages:
   i) Fortified Wine
   ii) Cheese
   iii) Sparkling Wine
   iv) Draught Beer
   v) Cigar


PART-B

Q.2 Classify wines by giving two examples of each?

Q.3 What do you understand by Food and Wine harmony?

Q.4 Name different types of cheese giving one example of each and its country of origin.

Q.5 Explain the importance and functions of Food & Beverage control system.

Q.6 Briefly explain the procedure of room-service order-taking.

Q.7 Explain the solera system of aging the wine.
Q.1 Write short notes on:
   a) Location of a hotel property.
   b) Room rate discount.
   c) Room reservations.
   d) American plan.
   e) G.I.T guests.
   f) Cancellation of rooms.
   g) Guest folio.
   h) Left luggage handling.
   i) Electronic card key.
   j) Handling wake up calls.
   
   \[2 \times 10\]

   **PART-B**

Q.2 Explain the S.O.P. for a guest check out from the hotel.
   
   6

Q.3 There is a scheduled V.I.P. arrival at the hotel for which you have reserved a suite room. How will you execute the necessary check in formalities for this V.I.P. and who all are the people that need to be present for his welcoming at the lobby upon arrival?
   
   6

Q.4 “Guest arrival and registration are not just necessary activities from guest service point of view but also equally important legally”. Give the details about guest registration and check in procedures from both the aspects.
   
   6

Q.5 Enlist any three major issues that a guest faces during check out. How do you suggest these issues can be handled in a way that the overall guest experience stay impressive at your hotel?
   
   6

Q.6 What are the different types of room reservations? Give details.
   
   6

Q.7 How are the tariffs at the five star hotel property finalized? Explain few considerations with suitable examples.
   
   6
PART-A

Q.1   a) What are two types of negligence?
     b) What is an agreement?
     c) Define dependent.
     d) You can prevent potential legal action against your business in the following ways:
        i) Staff training.
        ii) Record keeping.
        iii) Standard operating procedure.
        iv) All the above.
     e) What is a defect?
     f) What are the different methods of recruitment?
     g) Define unsafe food.
     h) Define proposal.
     i) What is a complaint?
     j) What is a green hotel?

PART-B

Q.2   What are the powers and duties of a Food Inspector?

Q.3   What are the objectives of Food Adulteration Act, 1954?

Q.4   What is the significance of HACCP?

Q.5   Define contract. List all the valid elements of contract.

Q.6   What provisions are given under the Air Prevention and Control of Pollution Act?

a) Dressings  
b) Salads  
c) Basil  
d) Forcemeat  
e) Brine  
f) Garnish  
g) Sandwich  
h) Larder  
i) Basting  
j) Micro Greens  

2×10

PART-B

Q.2 Write short notes on:
   a) Pate
   b) Terrine
   3×2

Q.3 Name the different types of breads produced in a bakery. Write down a recipe for White Sandwich bread.
   6

Q.4 What are the different types of icings used in a confectionary? Name any ten pastries.
   6

Q.5 Write briefly about the Chinese cuisine and its regions. Write down the famous ingredients used in Chinese cuisine.
   6

Q.6 What is larder? Explain its role in a hotel.
   6

Q.7 What is Charcutiere? What are its components? What is a difference between Ham and Bacon?
   6

End Semester Examination, May 2016  
B. Sc. (Hotel Management) – Fourth Semester  
FOOD AND BEVERAGE SERVICE MANAGEMENT (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) Safety stock.
   ii) Crepe suzette.
   iii) Minimum stock level.
   iv) Overhead cost.
   v) Standing order.
   vi) Lead time.
   vii) Function prospectus.
   viii) Standard yield.
   ix) Budget.
   x) Menu merchandising.
   1×10

b) Draw the format for the following:
   i) Standard recipe card.
   ii) Purchase specification.
   2×5

PART-B

Q.2 Briefly explain food and beverage control cycle.  
6

Q.3 Define Gueridon Service. List down its advantages and disadvantages.  
6

Q.4 What is ‘menu management’? What factors needs to be considered while planning a menu?  
6

Q.5 Explain name different frauds possible in a bar operation.  
6

Q.6 What do you understand by function catering? Write down the cooking procedure of a toast.  
6

Q.7 Explain the different types of budgets prepared in hotels.  
6
Note: Attempt any SIX questions in all. Part A is compulsory. Attempt any FIVE questions from Part B.

**PART-A**

Q.1 a) A hotel has an inventory of 100 rooms, 70 rooms are deluxe category and 30 are premium rooms. The tariff for deluxe rooms is INR 7000 per night for both single and double occupancy.

Premium room has a tariff for INR 10000 per night for both single and double occupancy. On a given day, the closing was 80%, 65 deluxe and 15 premiums.

For the deluxe room the occupancy break up is given below:
   i) Business conference: 10 rooms @ INR 6000.
   ii) Travel Agent group: 25 rooms @ INR 6500.
   iii) Wedding block: 30 rooms @ INR 7000.

Premium rooms have the following break up:
   iv) Business conference: 5 rooms @ INR 9000.
   v) Wedding block: 10 rooms @ 9500.

Form the details given calculate:
   vi) Total revenue of the hotel for that night.
   vii) Potential revenue when no room is out of order.
   viii) Yield percentage.

b) Define Forecasting as applicable to rooms division department in a hotel. What are the factors that are used to help in making a precise forecast? What measures can you suggest in case the hotel predicts a very low occupancy status for a specified future period?

**PART-B**

Q.2 If you are employed at a hotel front office and the hotel has a website, discuss what measures/options you can suggest for the website to be better appealing to the guest and ensure a sale whenever the guest log into it.

6

Q.3 What are "moments of truth" in a service delivery occasion? How can a front office manager identify them and what steps are taken to enhance guest satisfaction levels?

6

Q.4 Upon check-in, a guest indicates that the reservation agent misquoted his room rate at INR 9500 CPAI when it should have been INR 8500 CPAI per night. The front desk associate responds, "Sir, you will have to discuss that with the cashier when you check out in three days. I can only register you with the rate that was entered into the computer. What steps you suggest that the associate should take to ensure that the checkout time hassle can be avoided?

6

Q.5 What is a point-of-sale front office? Why is the front office often considered an extension of the marketing and sales department?

6

Q.6 Write short notes on:
   a) ADR.
   b) Yield.

3×2

Q.7 Explain the following terms:
   a) RevPAR.
   b) Wash down factor.

3×2

Q.8 Discuss the importance of occupancy figures and ADR to judge the operational efficiency of the hotel.

6
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) Outsourcing
   b) Acoustics
   c) Ecotels
   d) MSDS
   e) Safety
   f) OHSMS
   g) Bonsai
   h) Cross Training
   i) Motion Study
   j) Lead Time

**1x10 Fill in the blanks:**

k) ________ full form of GRN.
  
l) ________ items essential to day to day housekeeping operations including guest supplies and cleaning supplies.
  
m) ________ the system of scheduling, a new GRA is paired with another experienced GA in servicing a room.
  
n) ________ is an agreement between two parties negotiating a business deal.
  
o) ________is a process by which an employee is periodically evaluated by his or her manager to assess job performance.
  
p) ________is another name given to floral foam.
  
q) ________is a detailed report that list every job function performed in the housekeeping department.
  
r) ________are small metal or plastic containers with lids which are kept in toilets for the collection of soiled sanitary towels.
  
s) ________is the science of growing plants or of gardening,
  
t) ________is the plant material used to hide stems or foam in the flower arrangement.

**PART-B**

Q.2 Explain the budget planning process in detail?
   **6**

Q.3 How hiring of a contractor is done by housekeeping department in a hotel?
   **6**

Q.4 Explain the principles of First Aid.
   **6**

Q.5 Explain ‘Hygiene, not just Cleanliness’ in brief.
   **6**

Q.6 Discuss the measurement of sound and control of noise in hotels?
   **6**

Q.7 What are the eco-friendly ways of controlling horticulture pests?
   **6**
PART-A

Q.1 a) Define the following terms:
   i) Strategy Formulation
   ii) Mission
   iii) Environment Scanning
   iv) SWOT
   v) Evaluation
   vi) Policy
   vii) Backward linkages
   viii) SEBI
   ix) Corporate strategy
   x) Budget

   1×10

b) Fill in the blanks:
   xi) ________ converts the chosen strategy into organizational action so as to achieve strategic goals and objectives.
   xii) Strategy may operate at different levels of an organization ________, ________, and ________.
   xiii) ________ is the selection of decision rules in each functional area.
   xiv) ________ consists of factors related to technology used in the production of goods and services.
   xv) ________ are important and specific occurrences taking place in different environmental sectors.

   2×5

PART-B

Q.2 Explain the phases involved in strategic management process?
   6

Q.3 Explain the classification of environmental sectors?
   6

Q.4 There are different levels at which strategy operates. Explain the types of strategies and the levels at which these are operated. Explain the relative importance of each level of strategy.
   6

Q.5 Describe the contents of good working strategic plan for a large business group of public sector enterprise in India.
   6

Q.6 What are the challenges faced in strategy formulation and how can they be mitigated?
   6

Q.7 Discuss SWOT Analysis?
   6
End Semester Examination, May 2016
B. Sc. (Hotel Management) – 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 Write short notes on any ten of the following:
   a) SLP.
   b) Importance of kitchen stewarding.
   c) Fire hazards.
   d) Refrigeration.
   e) Waste segregation.
   f) HVAC.
   g) OSHA.
   h) Possible members of hotel classification committee.
   i) Energy management system.
   j) Approximate cost of construction estimation.
   k) Concept of 3R.
   l) FSI.
   m) FAR.

2×10

PART-B

Q.2 Define: hotel maintenance system in brief.

6

Q.3 Explain the usage of water management system in a hotel.

6

Q.4 Describe sustainability and its role in the overall business strategy of a hospitality operation.

6

Q.5 Describe some principal measures facilities which a manager can take to minimize and manage waste.

6

Q.6 Describe how to reduce occupational injury rates in the hospitality industry and outline how building design and maintenance affect safety.

6

Q.7 Describe the basic elements of human comfort and how HVAC systems affect this comfort.

6

Q.8 Define basic lighting terms. Explain how natural light can be used to meet a building's lighting needs.

6
Q.9 Why does the Government of India undertake classification of hotels? What purpose is solved by classification of hotels?

Q.10 Differentiate between the following:
a) Carpet area and plinth area.
b) Floor area and circulation area.

End Semester Examination, May 2016
B. Tech. – First Semester
PROFESSIONAL COMMUNICATION-I (HM-104)

Time: 2 hrs Max Marks: 50
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 Convert the following sentences in the correct tense as stated against each sentence (any ten of the following):
   a) I usually (go) to school. (Simple present)
   b) You (play) basketball. (Present Perfect Continuous)
   c) Tom (work) the entire day. (Present Perfect)
   d) He always (tell) us funny stories. (Simple Past)
   e) She (help) me with that! (Future)
   f) Martha and Kevin (swim) twice a week. (Future Continuous)
   g) In this club people usually (dance) a lot. (Simple Past)
   h) We (live) in the city for twenty years. (Past Perfect)
   i) Lorie (travel) to Paris every Sunday. (Simple Present)
   j) I (bake) cookies. (Past Perfect)
   k) You always (teach) me new things. (Simple Past)
   l) She (help) the kids of the neighborhood. (Past Continuous)
   m) Shanaya (take care) of her sister. (Present Continuous)

FIVE 1x10

PART-A

Q.2 a) Use the words in sentences. (Any Five):
   i) Timid
   ii) Urban
   iii) Inhumane
   iv) Rejuvenate
   v) Social
   vi) Presence

b) Identify the underlined words as Parts of Speech: (Any Five)
   i) The weather is cold here.
   ii) You have to believe in yourself if you ever expect to be successful at something.
   iii) We left for the mountain just before six in the morning.
   iv) We first went to the store to buy a few things.
   v) We had a breakfast at a café near the rail station.
   vi) My friend wasn’t strong enough to lift his heavy rucksack.

FIVE 1x5

Q.3 Write a paragraph of approximately 150 words on the topic “The plight of slum dwellers”

FIVE

Q.4 “Honesty has ceased to be the best policy”. Write a debate in favour or against this statement. (100 words)

Q.5 Read the following passage carefully:
Persuasion is the art of convincing someone to agree with your point of view. According to the ancient Greek philosopher Aristotle, there are three basic tools of persuasion: ethos, pathos, and logos. Ethos is a speaker’s way of convincing the audience that she is a credible source. An audience will consider a speaker credible if she seems trustworthy, reliable, and sincere. This can be done in many ways. For example, a speaker can develop ethos by explaining how much experience or education she has in the field. After all, you would be more likely to listen to advice about how to take care of your teeth from a dentist than a firefighter. A speaker can also create ethos by convincing the audience that she is a good person who has their best interests at heart. If an audience cannot trust you, you will not be able to persuade them.

Pathos is a speaker’s way of connecting with an audience’s emotions. For example, a speaker who is trying to convince audience to vote for him might say that he alone can save the country from a terrible war. These words are intended to fill the audience with fear, thus making them want to vote for him. Similarly, a charity organization that helps animals might show an audience pictures of injured dogs and cats. These images are intended to fill the viewers with pity. If the audience feels bad for the animals, they will be more likely to donate money.

Logos is the use of facts, information, statistics, or other evidence to make your argument more convincing. An audience will be more likely to believe you if you have data to back up your claims. For example, a commercial for soap might tell you that laboratory tests have shown that their soap kills all 7,000,000 of the bacteria living on your hands right now. This piece of information might make you more likely to buy their brand of soap. Presenting this evidence is much more convincing than simply saying “our soap is the best!” Use of logos can also increase a speaker’s ethos; the more facts a speaker includes in his argument, the more likely you are to think that he is educated and trustworthy. Although ethos, pathos, and logos all have their strengths, they are often most effective when they are used together. Indeed, most speakers use a combination of ethos, pathos, and logos to persuade their audiences.

The next time you listen to a speech, watch a commercial, or listen to a friend try to convince you to lend him some money, be on the lookout for these ancient Greek tools of persuasion.

Answer the following question based on the above passage:

a) Amy is trying to convince her mother to buy her a pair of $200 shoes. She says: “Mom, the shoes I have are really old and ugly. If I don’t get these new shoes, everyone at school is going to laugh at me. I will be so embarrassed that I will want to die.” What form of persuasion is Amy using here?

b) According to the passage, logos can build ethos because?

c) According to the passage, the most effective tool of persuasion is?

d) Imagine you wanted to convince an uninformed person to take a political position that is the same as yours. What issue would you try to talk to this person about? How would you include ethos, pathos, and logos in your persuasion? Make your case below.

Q.6 Write a letter to the competent authority requesting her/him to provide you with some extra time to deposit your semester fees.

Q.7 Write a conversation between two friends expressing their views on “The world in 2050” (12 dialogues each).
End Semester Examination, May. 2016
B. Tech. – First / Second Semester
ETHICS AND MORAL VALUES (HM-203)

Time: 1 hrs                   Max Marks: 50
No. of pages: 6

Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Select the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking.

Q.1 Being a student you have a preference value for:
   a) Studying hard.       b) Earning money.
   c) Family tour.        d) Social relationship. 1

Q.2 Universal values mean:
   a) Same for everyone.  b) Accepted by everybody.
   c) Both of the above.  d) Neither of the above. 1

Q.3 Which of the following is not a value under positive personal values?
   a) Affection.            b) Honesty.
   c) Anger.           c) Loyalty. 1

Q.4 Which of the following is not a characteristic of core values?
   a) Integrity.        b) Innovation.
   c) Greed.           d) Shared prosperity. 1

Q.5 Human Values are:
   a) Ethics+ morals+ values.     b) History+ Science+ discovery.
   c) Innovation+ Help+ Sincerity.    d) Nature+ Science+ Knowledge. 1

Q.6 Morals are:
   a) Standards of right and wrong.
   b) Principles to guide our behavior.
   c) Norms or principles of right and wrong.
   d) All of the above. 1

Q.7 Values are:
   a) Cooperative behaviour.        b) To be Strong or Vigorous.
   c) Codes for Moral behaviour.      d) All of the above. 1

Q.8 Who was the first person to use the plural form of ‘value’ as values to denote moral beliefs and attitudes?
   a) Rousseau.               b) Friedrich Nietzsche.
   c) Karl Marks.             d) Sigmund Freud. 1

Q.9 The term value is derived from:
   a) Latin word valerie.       b) French word valeur.
   c) English word evaluate.    d) None of the above. 1

Q.10 Ethics refers to:
   a) Philosophical science.
   b) The consideration of good and right for the society.
   c) Knowledge of basic principles of behavior.
Q.11 What among the following cannot be taken as a universal value?
   a) Truth.      b) Pride.      c) Charity.      d) Beauty.  
   d) All of the above.  

Q.12 Values are conditioned by:
   a) Socio - cultural trends.  b) Physical environment.  
   c) Personal conscience.  d) All of the above.  
   All of the above.  

Q.13 Principles of values help an individual:
   a) To prefer one type of values over others.  
   b) To value those who follow the values.  
   c) To distinguish between moral and immoral.  
   d) None of the above.  
   None of the above.  

Q.14 Principles of values do not refer:
   a) To prefer intrinsic values to those extrinsic ones.  
   b) To prefer permanent and productive values over less permanent and less productive ones.  
   c) To prefer economic values over social ones.  
   d) To select values on the basis of self-chosen ideals or ends.  
   All of the above.  

Q.15 The term ethics is derived from:
   a) French word ethos.  b) Greek word ethos.  
   c) English word ethnic.  d) French word ethnic.  
   Greek word ethos.  

Q.16 Modernization historically refers to the period when:
   a) The Industrial Revolution promised an exciting change in industry.  
   b) The French revolution revolutionized society by propagating the principles of ‘liberty, equity and fraternity’.  
   c) Charles Darwin with his publication of Origin of Species established that all species of life have descended over time from common ancestry.  
   d) Sigmund Freud developed Psychoanalysis, the study of human psychological functioning and behavior.  
   Charles Darwin with his publication of Origin of Species established that all species of life have descended over time from common ancestry.  

Q.17 Which among the following is not a characteristic of modernization?
   a) New in appearance and behavior.   b) Focused on development.  
   c) Effectiveness and efficiency.   d) Strife and turbulence.  
   Strife and turbulence.  

Q.18 What is not one of the benefits of modernization?
   a) Convenient and comfortable life style.  
   b) Improved health, sanitary and safety conditions.  
   c) Schism and alienation.  
   d) Enhanced credibility of institutions.  
   Schism and alienation.  

Q.19 Individualism is:
   a) An ideology.  b) Political and moral philosophy.  
   c) Social outlook.  d) All of the above.  
   All of the above.  

Q.20 The word ethos means:
   a) Morality.  b) Sensibility.  
   c) Character.  d) Integrity.  
   Integrity.  

Q.21 Which of the following statements about values is not correct?
a) All values are equal in merit.
b) Values are the powerful force affecting human thoughts, feelings and actions.
c) Values contain a judgmental element i.e. a person’s sense of right and wrong.
d) Values are relative in their worth.

Q.22 The negative emotions like anger, ill-will, lust, jealousy and so on, may most appropriately be termed as:
a) A-values. b) Non-values.
c) Anti-values. d) Negative-values.

Q.23 Scientism does not refer to:
a) Inadequacy of science while dealing with the realm of supernatural.
b) Authority of natural science over all other interpretations of life.
c) The capacity of science in solving all human problems and all aspects of human endeavor.
d) The use of the style, assumptions and techniques, specifically displayed by scientists.

Q.24 Who among the followings are not concerned with defining or interpreting the term Scientism?
a) Jurgen Habermas. b) Gregory R. Peterson.
c) Karl Jung. d) Mikael Stenmark.

Q.25 When applied appropriately individualism does not imply?
a) An individual’s independence.
b) An individual’s self reliance.
c) An individual’s persistent clash with society.
d) Opposition to undue societal interference by the individual.

Q.26 Individualism refers to the:
a) Moral worth of an individual.
b) Quality of being an individual.
c) A tendency towards self creation and experimentation.
d) All of the above.

Q.27 What among the following is not correct?
a) Individuality is the state or quality of being an individual.
b) Individual will is always against social norms.
c) Individuality of a person separates him/her from other persons.
d) Individuality of a person means possessing his / her own needs, goals and desires.

Q.28 Competition is a phenomenon that occurs between different:
a) Living organism. b) Non-living objects.
c) Neither of the above. d) Both of the above.

Q.29 What among the following is not correct about competition?
a) Competition is a natural phenomenon.
b) Competition occurs between two or more parties.
c) Competition always arouses ill-will between the rival parties.
d) Competition may give incentives for self improvement.

Q.30 Competition may be classified as:
a) Destructive and co-operative competition.
b) Comparative and commanding competition.
c) Ordinary and specific competition.
Q.31 Evolutionary biologists take competition as:
   a) The driving force of adaptation and ultimately of evolution of species.
   b) A mechanism for determining the best suited group - politically, economically and ecologically.
   c) Both of the above.
   d) Neither of the above.

Q.32 What among the following is not correct about cyber ethics?
   a) Cyber ethics is a part of cyber laws.
   b) Cyber ethics applies to online environment.
   c) Cyber ethics cannot be enforced by police.
   d) It includes concept of net etiquettes.

Q.33 Which of the following organizations is not related to cyber ethics?
   a) International Federation for Information Processing (IFIP).
   b) The Centre for Computing and Social Responsibility (CCSR).
   c) International Engineering Task Force (IETF).
   d) International Center for Information Ethics (ICIE).

Q.34 What is not a benefit of modernization?
   a) Drive Innovation.
   b) Improved relationship.
   c) Liberty of roaming around.
   d) Liberty to harm others.

Q.35 Challenges to modernization are:
   a) Knowledge about it.
   b) Social meetings.
   c) Planning and implementing change.
   d) None of the above.

Q.36 Stress is:
   a) Physical strain.
   b) Emotional strain.
   c) External strain.
   d) Emotional and physical strain.

Q.37 In the modern corporate context TQM stands for:
   a) Team quotient.
   b) Team quality management.
   c) Total quality management.
   d) Total quotient management.

Q.38 The Darshanas are based on:
   a) The Vedas.
   b) The Upanishads.
   c) Both of the above.
   d) None of the above.

Q.39 An engineer is a vital link between:
   a) Machine and Man.
   b) Man and Manners.
   c) Science and Society.
   d) Man and Society.

Q.40 A good life may be described as:
   a) A life of dignity and honour.
   b) A life of health and well being.
   c) A life of utilization of all opportunities.
   d) All of the above.

Q.41 What is not a feature of Gurukul System?
   a) Pursuit of knowledge and wisdom at the feet of the guru.
   b) Duties of Shishya.
   c) Government control.
   d) Practice of Brahmacharya.
Q.42 What among the following is not a negative consequence of competition?
   a) Drain of valuable resources and energy.
   b) Harm and injury to the organism involved.
   c) Compromise of ethical standards in order to gain an advantage.
   d) Natural selection and evolution of species.  

Q.43 Man started working in teams:
   a) From the primitive days of hunting and gathering food.
   b) From the time of Industrial revolution.
   c) From the beginning of the 20th century.
   d) With the commencement of the Corporate Age.  

Q.44 A “whistle blower” is a person who:
   a) Blows a whistle to organize a crowd.
   b) Blows a whistle to please himself.
   c) Tells the public or someone in authority about alleged illegal activities occurring in an organization.
   d) Is a professional who blows whistles in an orchestra.  

Q.45 Which among the following statements is incorrect?
   a) In direct competition products which perform the same function compete against each other.
   b) In direct competition products compete with their close substitutes.
   c) In indirect competition products compete with their close substitutes.
   d) Direct competition may be taken as the narrowest form of competition.  

Q.46 What among the following is not a quality possessed by a professional?
   a) Proficient in use of knowledge and expertise.
   b) Value orientation to services for the welfare of society.
   c) Adaptability to situation.
   d) An autocratic approach.  

Q.47 What is not a professional style?
   a) Ethical style. 
   b) Responsible style. 
   c) Legal style. 
   d) Committed style.  

Q.48 A professional:
   a) Contests elections.
   b) Participates in social festivities.
   c) Distinguishes right from wrong.
   d) Participates in unified professional developments.  

Q.49 Darshanas are believed to be written by:
   a) Ved Vyasa.
   b) Valmiki.
   c) Kalidas.
   d) None of the above.  

Q.50 What is not a component of emotional intelligence?
   a) Self awareness and self management.
   b) Financial management.
   c) Social awareness.
   d) Relationship management.
End Semester Examination, May 2016
B. Tech. – Second Semester
PROFESSIONAL COMMUNICATION-II (HM-204)

Time: 3 hrs                   Max Marks: 50
No. of pages: 1

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 Attempt (any five):
   a) Communication is a two way process. Explain.
   b) What is the importance of body language?
   c) Differentiate between a group and a team.
   d) What are the different barriers to communication?
   e) Decoding is essential for effective communication. Explain.
   f) What is the importance of correct pronunciation? 2x5

PART-A

Q.2 a) Explain the process of communication.
   b) Write a letter to the Commissioner of Municipal Corporation of Faridabad, complaining about the electricity problem in your area. 5x2
Q.3 What is inter-cultural communication? Why is it important to be sensitive to cultural differences? 10

Q.4 Prepare you resume which you shall use for the on-campus recruitment drive while graduating from Manav Rachna. 10

PART-B

Q.5 Prepare a cover letter to which you’ll annex your resume at the time of applying for a job off the campus. 10

Q.6 What are the 7 ‘C’s of effective communication? 10

Q.7 Prepare a presentation in about 20 slides on the topic “Global warming and the efforts individuals can take to counter it”. 10
Q.5 At 3:40, the hour hand and the minute hand of a clock form an angle of:
a) 120°  b) 125°  c) 130°  d) 135°

Q.6 John introduces Mary as the daughter of the only son of my father’s wife. How is Mary related to John?
a) Mother  b) Sister  c) Daughter  d) Niece

Q.7 The average of first 50 natural numbers is:
a) 12.25  b) 21.25  c) 25  d) 25.5

Q.8 In an election a candidate who gets 84% of the votes is elected by a majority of 476 votes. What is the total number of votes polled?
a) 672  b) 700  c) 749  d) 848

Q.9 Which of the following numbers should be added to 11158 to make it exactly divisible by 77?
a) 5  b) 7  c) 8  d) 9

Q.10 Find the sum of all odd numbers up to 100.
a) 2000  b) 2500  c) 3000  d) 3500

Q.11 How many terms are there in 2, 4, 8, 16, ............... 1024?
a) 8  b) 9  c) 10  d) 11

Q.12 In doing a division of a question with zero remainder, a candidate took 12 as divisor instead of 21. The correct quotient obtained by him was 35. The correct quotient is:
a) 0  b) 12  c) 13  d) 20

Q.13 The least multiple of 7, which leaves a remainder of 4, when divided by 6, 9, 15 and 18 is:
a) 74  b) 94  c) 184  d) 364

Q.14 Find the greatest number which on dividing 1657 and 2037 leaves remainders 6 and 5 respectively.
a) 125  b) 126  c) 127  d) 128

Q.15 A man is 24 years older than his son. In two years, his age will be twice the age of his son. The present age of the son is:
a) 14 yrs  b) 18 yrs  c) 20 yrs  d) 22 yrs

Q.16 A and B can do a work in 12 days, B and C in 15 days, C and A in 20 days. If A, B and C work together, they will complete the work in:
a) 5 days  b) 7 days  c) 9 days  d) 10 days

Q.17 The last day of the century cannot be:
a) Monday  b) Wednesday  c) Friday  d) Tuesday

Q.18 A bag contains 2 red, 3 green and 2 blue balls. Two balls are drawn at random. What is the probability that none of the balls drawn is blue?
a) 10/21  b) 11/21  c) 2/7  d) 5/7

Q.19 If two pipes function simultaneously, the reservoir will be filled in 12 hours. One pipe fills the reservoir 10 hours faster than the other. How many hours does it take the second pipe to fill the reservoir?
a) 10 hrs  b) 20 hrs  c) 30 hrs  d) 40 hrs

Q.20 Peter can cover a certain distance in 1 hr. 24 min. by covering two-thirds of the distance at 4 kmph and the rest at 5 kmph. Find the total distance.
a) 4 km  b) 5 km  c) 6 km  d) 7 km

Q.21 A sum of Rs. 12500 amounts to Rs. 15500 in 4 yrs at the rate of simple interest. What is the rate of interest?
a) 3%  b) 4%  c) 5%  d) None of these

Q.22 Pointing to a man in the photograph, a woman says, “His mother’s only daughter is my mother”. How is man related to woman?
a) Father  b) Uncle  c) Nephew  d) Son
Q.23 A man walks 5 km toward south and then turns to the right. After walking 3 km he turns to the left and walks 5 km. Now in which direction is he from the starting place?
   a) West b) North-East c) South d) South-West

Q.24 If PAINT is coded as 74128 and EXCEL IS CODED AS 93596 then how would you encode ACCEPT?
   a) 455978 b) 456789 c) 467589 d) 487956

Q.25 The average of 11 numbers is 10.9. If the average of the first six numbers is 10.5 and that of the last six numbers is 11.4, then the middle number is:
   a) 11 b) 11.3 c) 11.4 d) 11.5

Q.26 In a certain code language K is written as 11 and KEEP is written as 37. How will the word DRAFT be written in that code language?
   a) 45 b) 47 c) 49 d) 51

Q.27 A, P, R, X, S and Z are sitting in a row. S and Z are in the centre. A and P are at the ends. R is sitting to the left of A. Who is to the right of P?
   a) A b) X c) S d) Z

Q.28 Five girls are sitting on a bench to be photographed. Seema is to the left of Rani and to the right of Bindu. Mary is to the right of Rani. Reeta is between Rani and Mary. Who is sitting immediate right to Reeta?
   a) Bindu b) Rani c) Mary d) Seema

Q.29 In a box, there are 8 red, 7 blue and 6 green balls. One ball is picked up randomly. What is the probability that it is neither red nor green?
   a) 1/3 b) 3/4 c) 8/21 d) 9/21

Q.30 From a group of 7 men and 6 women, five persons are to be selected to form a committee so that at least 3 men are there on the committee. In how many ways can it be done?
   a) 725 b) 756 c) 675 d) 715

Q.31 Two pipes A and B can fill a tank in 6 hours and 4 hours respectively. If they are opened on alternate hours and if pipe A is opened first, in how many hours, the tank shall be full?
   a) 4 b) 5 c) 6 d) 7

Q.32 In how many different ways can the letters of the word 'CORPORATION' be arranged so that the vowels always come together?
   a) 50413 b) 50422 c) 50400 d) 50430

Q.33 Rahul put his timepiece on the table in such a way that at 6 P.M. hour hand points to North. In which direction the minute hand will point at 9.15 P.M.?
   a) South-East b) South c) North d) West

Q.34 3 pumps, working 8 hours a day, can empty a tank in 2 days. How many hours a day must 4 pumps work to empty the tank in 1 day?
   a) 8 b) 10 c) 12 d) 14

Q.35 If \( \log_{10} 2 = 0.3010 \), the value of \( \log_{10} 80 \) is:
   a) 1.9030 b) 1.6020 c) 1.7980 d) 1.2390

Q.36 If \( \log_{10} 5 + \log_{10} (5x+1)=\log_{10} (x +5)+1 \), then \( x \) is equal to:
   a) 7 b) 5 c) 3 d) 1

Q.37 Kim can do a work in 3 days while David can do the same in 2 days. Both of them finish the work together and get Rs.150. What is the share of Kim?
   a) Rs.30 b) Rs.60 c) Rs.70 d) Rs.75

Q.38 Function \( f \) is defined by \( f(x) = -2x^2+6x-3 \), find \( f(-2) \).
   a) 20 b) 21 c) 22 d) 23
Q.39 CMM, EOO, GQQ, _____, KUU
Find the missing term.
a) GRR  
  b) ISS  
  c) GSS  
  d) IRR

Q.40 A man travelled from the village to the post-office at the rate of 25 kmph and walked back at the rate of 4 kmph. If the whole journey took 5 hours 48 minutes, find the distance of the post-office from the village.
a) 10km  
  b) 20km  
  c) 30km  
  d) 40km

Q.41 The surface area of a cube is 486 cm$^3$. Find its volume?
a) 364 cm$^3$  
  b) 374 cm$^3$  
  c) 384 cm$^3$  
  d) 394 cm$^3$

Q.42 The height of a cylinder is 60 cm and the diameter of its base is 5 cm. The total surface area of the cylinder is:
a) 981 cm$^2$  
  b) 982.13 cm$^2$  
  c) 982.14 cm$^2$  
  d) None of these

Q.43 The radius of a cone is 4 m, height 5 m. Find the curved surface area?
a) 4 units  
  b) 5 units  
  c) 6 units  
  d) 8 units

Q.44 Two spheres of their radius in the ratio 4 : 3. Find its volumes ratio?
a) 64:27  
  b) 64:26  
  c) 64:25  
  d) None of these

Q.45 Statement: Should India encourage exports, when most things are insufficient for internal use itself?
Arguments:
1. Yes. We have to earn foreign exchange to pay for our imports.  
2. No. Even selective encouragement would lead to shortages.
a) Only argument I is strong  
  b) Only argument II is strong  
  c) Either I or II is strong  
  d) Neither I nor II is strong  
  e) Both I and II are strong

Q.46 Study the following figure and answer the questions given below.

Q.47 A and B invest in a business in the ratio 3:2. If 5% of the total profit goes to charity and A’s share is Rs. 855, the total profit is:
a) 1000  
  b) 1500  
  c) 2000  
  d) 2500

Q.48 Statements: Some actors are singers. All the singers are dancers.  
Conclusions:
1. Some actors are dancers.  
2. No singer is actor.
a) Only (1) conclusion follows  
  b) Only (2) conclusion follows  
  c) Either (1) or (2) follows  
  d) Neither (1) nor (2) follows  
  e) Both (1) and (2) follow

Q.49 Question: In which year was Rahul born?
Statements:
1. Rahul at present is 25 years younger to his mother.  
2. Rahul’s brother, who was born in 1964, is 35 years younger to his mother.
a) I alone is sufficient while II alone is not sufficient  
  b) II alone is sufficient while I alone is not sufficient  
  c) Either I or II is sufficient  
  d) Neither I nor II is sufficient  
  e) Both I and II are sufficient

Q.50 The length of the side of a square is represented by $x+2$. The length of the side of an equilateral triangle is $2x$. If the square and the equilateral triangle have equal perimeter, then the value of $x$ is:
a) 5  
  b) 4  
  c) 3  
  d) 2
Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Tick (√) the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking.
Q.1 If the price of an item is decreased by 10% and then increased by 10%, the net effect on the price of the item is:
   a) A decrease of 99%  
   b) No change  
   c) A decrease of 1%  
   d) An increase of 1%  

Q.2 What was the day of the week on 17th June, 1998?
   a) Monday  
   b) Tuesday  
   c) Wednesday  
   d) Thursday  

Q.3 Given that on 10th November 1981 is Tuesday, what was the day on 10th November 1581.
   a) Monday  
   b) Thursday  
   c) Sunday  
   d) Tuesday  

Q.4 If \(\frac{5x-3y}{5y-3x} = \frac{3}{4}\), then the value of x:y is:
   a) 2:9  
   b) 7:2  
   c) 7:9  
   d) None of these  

Q.5 In a mixture, R is 2 parts, S is 1 part. In order to make S to 25% of the mixture, how much R is to be added?
   a) 1/2 part  
   b) 2/3 part  
   c) 1 part  
   d) 1 1/4 part  

Q.6 A can do a piece of work in 4 hours; B and C together can do it in 3 hours, while A and C together can do it in 2 hours. How long will B alone take to do it?
   a) 8 hours  
   b) 10 hours  
   c) 12 hours  
   d) 24 hours  

Q.7 The ratio between the speeds of two trains is 7 : 8. If the second train runs 400 km in 4 hours, then the speed of the first train is:
   a) 70 km/hr  
   b) 75 km/hr  
   c) 84 km/hr  
   d) 87.5 km/hr  

Q.8 A sum of money at simple interest amounts to Rs. 815 in 3 years and to Rs. 854 in 4 years. The sum is:
   a) Rs. 650  
   b) Rs. 690  
   c) Rs. 698  
   d) Rs. 700  

Q.9 How much time will it take for an amount of Rs. 450 to yield Rs. 81 as interest at 4.5% per annum of simple interest?
   a) 3.5 years  
   b) 4 years  
   c) 4.5 years  
   d) 5 years  

Q.10 Which number replaces the question mark?

\[
\begin{array}{c}
123 \\
\downarrow \\
2 \\
\downarrow \\
? \\
\uparrow \\
456 \\
\end{array}
\]

   a) 9  
   b) 10
Q.11 A can contains a mixture of two liquids A and B is the ratio 7 : 5. When 9 litres of mixture are
drawn off and the can is filled with B, the ratio of A and B becomes 7 : 9. How many litres of
liquid A was contained by the can initially?
a) 10 b) 20
c) 21 d) 25

Q.12 3 pumps, working 8 hours a day, can empty a tank in 2 days. How many hours a day must 4
pumps work to empty the tank in 1 day?
a) 9 b) 10
c) 11 d) 12

Q.13 A family consists of two grandparents, two parents and three grandchildren. The average age of
the grandparents is 67 years, that of the parents is 35 years and that of the grandchildren is 6
years. What is the average age of the family?
a) 28 4/7 years b) 31 5/7 years
c) 32 1/7 years d) None of these

Q.14 The probability of the success of three students X, Y and Z in an examination are 1/5, ¼ and 1/3
respectively. Find the probability of the success of at least two.
a) 1/6 b) ¼
c) 1/8 d) 1/3

Q.15 If a flight of 600 km an aircraft was slowed down due to bad weather. Its average speed for the
trip was reduced by 200 kmph and the time of flight increased by 30 mints. The duration of the
flight is:
a) 1 hr b) 2 hr
c) 3 hr d) 4 hr

Q.16 A man can row 15km/h in still water. If it takes him twice as long as to row up as to row down
the river, find the rate of stream.
a) 4 km/h b) 5 km/h
c) 6 km/h d) 2 km/h

Q.17 Two discounts of 40% and 20% equal to a single discount of:
a) 50 b) 45
c) 46 d) 48

Q.18 Kunal bought a suitcase with 15% discount on the labeled price. He sold suitcase for Rs 2880
with 20% profit on the labeled price. At what price did he buy the suitcase? (2040Rs)
a) 1040 b) 2040
c) 4040 d) 3040

Q.19 A jar full of whisky contains 40% alcohol. A part of this whisky is replaced by another
containing 19% alcohol and now the percentage of alcohol was found to be 26%. The quantity of
whisky replaced is:
a) 1/3 b) 2/3
c) 2/5 d) 3/5

Q.20 Question: In which year was Rahul born?

Statements:
I. Rahul at present is 25 years younger to his mother.
II. Rahul's brother, who was born in 1964, is 35 years younger to his mother.
a) I alone is sufficient while II alone is not sufficient.
b) II alone is sufficient while I alone is not sufficient.
c) Either I or II is sufficient.
d) Both I and II are sufficient.

Q.21 Which of the following diagrams indicates the best relation between Travelers, Train and Bus?

a) ![Diagram A]  
b) ![Diagram B]  
c) ![Diagram C]  
d) ![Diagram D]

Q.22. Statements: Some mangoes are yellow. Some tixo are mangoes.

Conclusions:
1. Some mangoes are green.
2. Tixo is a yellow.

a) Only (1) conclusion follows.
b) Only (2) conclusion follows.
c) Either (1) or (2) follows.
d) Neither (1) nor (2) follows.

Q.23 In each of the following questions find out the alternative which will replace the question mark.
Flow : River :: Stagnant : ?

a) Rain  
b) Stream  
c) Pool  
d) Canal

Q24 A boat can travel with a speed of 13 km/hr in still water. If the speed of the stream is 4 km/hr, find the time taken by the boat to go 68 km downstream.

a) 2 hours  
b) 3 hours  
c) 4 hours  
d) 5 hours

Q.25 In how many different ways can the letters of the word 'LEADING' be arranged in such a way that the vowels always come together?

a) 360  
b) 480  
c) 720  
d) 5040

Q.26 1367 X 1367 = ?

a) 1866239  
b) 1868689  
c) 1886869  
d) None of these

Q.27 The sum of ages of 5 children born at the intervals of 3 years each is 50 years. What is the age of the youngest child?

a) 4 years  
b) 8 years  
c) 10 years  
d) None of these

Q.28 Which one of the following is not a prime number?

a) 31  
b) 61  
c) 71  
d) 91

Q.29 A sum of Rs. 12,500 amounts to Rs. 15,500 in 4 years at the rate of simple interest. What is the rate of interest?

a) 3%  
b) 4%  
c) 5%  
d) 6%
Q.30  A father said to his son, "I was as old as you are at the present at the time of your birth". If the father's age is 38 years now, the son's age five years back was:
   a) 14 years   b) 19 years
   c) 33 years   d) 38 years

Q.31  Self assessment in career planning helps you to know.
   a) What your talents & strengths are
   b) The activities you get most satisfaction from
   c) The talents you achieve most with
   d) All of the above

Q.32  SWOT analysis helps you
   a) Plan Better
   b) Identify things that go in your favor
   c) Identify pitfalls
   d) All of the above

Q.33  Career Plan is:
   a) Life long process
   b) Acquiring skills
   c) Changing Careers
   d) All of the above

Q.34  I pass others’ work as in my own work I am indulging in:
   a) Compassion
   b) Altruism
   c) Plagiarism
   d) Benevolence

Q.35  “Green, et al., 1995” means:
   a) Green is the first author
   b) There are more than 4 authors
   c) Both a) and b)
   d) None of these

Q.36  Which of these is a characteristic of high performance team where members believe in the integrity, character and ability of each other?
   a) Openness   b) Worthiness
   c) Trust       d) Loyalty

Q.37  What is the tendency to postpone things called?
   a) Overreaching
   b) Procrastination
   c) Delegation
   d) Remuneration

Q.38  A back stage presentation would include:
   a) Defining Objectives
   b) Understanding audience
   c) Developing effective visuals
   d) All of the above

Q.39  The full form of SWOT is:
   a) Skills, Weaknesses, Opportunities, Threats
   b) Strength, Weaknesses, Opportunities, Threats
c) Strengths, Weaknesses, Opportunities, Time bound  
d) Strengths, Winning, Opportunities, Threats

Q.40 Which of these is a zero tolerance area?  
   a) Integrity  
   b) Communication skills  
   c) Problem solving  
   d) Time management

Q.41 For an effective cross cultural communication, one has to be particular about  
   a) Non verbal signals  
   b) Kinds of gifts that can be exchanged  
   c) Topics of discussion  
   d) All of the above

Q.42 The biggest barrier to cross cultural communication is:  
   a) Inability to accept another culture’s view  
   b) Different accent  
   c) Different style of clothing  
   d) An understanding of diverse market

Q.43 Effective team building needs to happen  
   a) During appraisals  
   b) Continuously  
   c) Every month  
   d) During presentations

Q.44 One of the best ways of improving people’s performance is:  
   a) Salary increment  
   b) Having lunch together  
   c) Providing timely feedback  
   d) Documenting

Q.45 Which of these is an unhealthy way of coping with stress?  
   a) Listen to music  
   b) Physical exercise  
   c) Over eating or under eating  
   d) Talking it out with family & friends

Q.46 Urgent and Important activities will find place in your Schedule as:  
   a) Could  
   b) Must  
   c) Should  
   d) None of these

Q.47 Which of the following should NOT be done in a team or group presentation?  
   a) Referring to your team members by name.  
   b) Planning so the whole presentation is consistent and complete.  
   c) Using 'I' when presenting ideas and information in your own section of the presentation.  
   d) Using 'we' when presenting the ideas and information in your own section of the presentation.

Q.48 Effective presentations require:  
   a) Good presentation skills and especially the ability to present material dramatically.  
   b) A pleasant smile, good eye contact, suitable clothes and a well-modulated voice.  
   c) Planning, practice and presentation skills.
d) Planning, a logical order of presentation and asking the class lots of questions.

Q.49 Audience engagement is used:
   a) To help the audience to understand the information.
   b) So that the audience may be part of the experience.
   c) To show the assessor how good you are at giving presentations.
   d) To keep the audience awake during the presentation.

Q.50 What type of written format should be taken into the presentation?
   a) A formal essay
   b) Note form using short simple sentences or bullet points
   c) A 'scripted' form to be read aloud
   d) Do not take in anything at all as it is an oral presentation
End Semester Examination, May 2016
B. Tech. – Fourth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I
(HM-403)

Time: 2hrs                   Max Marks: 50
No. of pages: 4

Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Select the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking.
Q.1 The price of a shirt is increased by 15% and then reduced by 15%. The final price of the shirt is
a) 1.25% increases.
b) 1.25% decreases.
c) 2.25% increases.
d) 2.25% decreases.

Q.2 The number which when subtracted from each of the terms of the ratio 19:31 reducing it to 1:4 is:
a) 15 b) 5
c) 1 d) None of these

Q.3 How many times do the hands of a clock point opposite each other in a day?
a) 22 b) 11
c) 44 d) 20

Q.4 A alone can do a piece of work in 6 days and B alone in 8 days. A and B undertook to do it for `3200. With the help of C, they completed the work in 3 days. How much is to be paid to C?
a) `375 b) `400
c) `600 d) `800

Q.5 If A^381 is divisible by 11, find the value of the smallest natural number A.
a) 5 b) 6
c) 7 d) 9

Q.6 If in a triangle, the area is numerically equal to the perimeter, then the radius of the inscribed circle of the triangle is?
a) 1 b) 1.5
c) 2 d) 3

Q.7 A and B can complete a work in 15 days and 10 days respectively. They started doing the work together but after 2 days B had to leave and A alone completed the remaining work. The whole work was completed in:
a) 8 days b) 10 days
c) 12 days d) 15 days

Q.8 Two pipes can fill a tank in 20 and 24 minutes respectively and a waste pipe can empty 3 gallons per minute. All the three pipes working together can fill the tank in 15 minutes. The capacity of the tank is:
a) 60 gallons b) 100 gallons
c) 120 gallons d) 180 gallons

Q.9 Six bells commence tolling together and toll at intervals of 2, 4, 6, 8, 10 and 12 seconds respectively. In 30 minutes, how many times do they toll together?
a) 4 b) 10
c) 15 d) 16

Q.10 There are 54 men in a room doing handshakes, what will be minimum required handshakes for minimum 1 handshake?
a) 2862 b) 1431
c) 1430 d) 53

Q.11 The LCM of two numbers is 4800 and their HCF is 160. If one number is 480, then the second number is:
a) 1200 b) 1500
c) 1600 d) 1800
Q.12 A team of 8 students goes on an excursion, in two cars, of which one can seat 5 and the other only 4. In how many ways can they travel?
   a) 9  b) 26  
   c) 126  d) 392

Q.13 If 0.75: x :: 5 : 8, then x is equal to:
   a) 1.12  b) 1.2  
   c) 1.25  d) 1.30

Q.14 Walking at \(\frac{3}{4}\) of its usual speed, a man is late by 2 \(\frac{1}{2}\) hr. the usual time is:
   a) 7.5  b) 6.5  
   c) 7  d) 5.5

Q.15 Excluding stoppages the speed of the bus is 54kmph. Including stoppages it is 45kmph. For how many mints does the bus stop per hour?
   a) 25  b) 15  
   c) 20  d) 10

Q.16 A thief steals a car at 2.30 pm and drives it at 60 kmph. The theft is discovered at 3 pm and the owner sets off in another car at 75 kmph, when he will overtake the thief:
   a) 4 pm  b) 5 pm  
   c) 4.30 pm  d) 5.15 pm

Q.17 Canal bought a suitcase with 15% discount on the labelled price. He sold suitcase for Rs 2880 with 20% profit on the labeled price. At what price did he buy the suitcase?
   a) 1040  b) 2040  
   c) 4040  d) 3040

Q.18 A machine is sold at a profit of 10%. Had it been sold for Rs.40 less, there would have been a loss of 10%. What was the cost price?
   a) `175  b) `200  
   c) `225  d) `250

Q.19 In what ratio must a grocer mix two varieties of pulses costing `15 and `20 per kg respectively so as to get a mixture worth ` 16.50 kg?
   a) 3:7  b) 5:7  
   c) 7:3  d) 7:5

Q.20 Divide 32 into four parts which are in A.P such that the product of extremes is to the product of means is 7:15?
   a) 2,6,10,14  b) 3,6,9,12  
   c) 4,8,12,16  d) 5,10,15, 20

Q.21 Find the sum of the numbers between 100 and 200, the sum of whose digits is divisible by 9?
   a) 1665  b) 1674  
   c) 1683  d) 1692  e) 1695

Q.22 There are 7 meetings A, B, C, D, E, F, G. One meeting should happen in one day. Meeting A is on Sunday. C and D meetings should happen after B. Then E, F, G meetings should occur in three consecutive days. And meeting G is on Saturday. Then meeting D should occur on which day?
   a) Sun  b) Mon  
   c) Wed  d) Fri
Q.23 A ladder 15 m long reaches a window which is 9 m above the ground on one side of a street. Keeping its foot at the same point, the ladder is turned to the other side of the street to reach a window 12 m high. Find the width of the street?
   a) 19m   b) 21m   c) 20m   d) 22m

Q.24 Tina, Mina, Gina, Lina and Bina are 5 sisters, aged in that order, with Tina being the eldest. Each of them had to carry a bucket of water from a well to their house. Their buckets' capacities were proportional to their ages. While returning, equal amount of water got splashed out of their buckets. Who lost maximum amount of water as a percentage of the bucket capacity?
   a) Tina   b) Mina   c) Gina   d) Bina

Q.25 A can contains a mixture of two liquids A and B is the ratio 7 : 5. When 9 litres of mixture are drawn off and the can is filled with B, the ratio of A and B becomes 7 : 9. How many litres of liquid A was contained by the can initially?
   a) 10   b) 20   c) 21   d) 25

Q.26 What is the probability of getting a sum 9 from two throws of a dice?
   a) 1/6   b) 1/8   c) 1/9   d) 1/12

Q.27 What percentage of numbers from 1 to 70 have 1 or 9 in the unit's digit?
   a) 1   b) 14   c) 20   d) 21

Q.28 Find the odd man out
   1, 3, 5, 11, 14, 17, 21
   a) 21   b) 17   c) 14   d) 3

Q.29 If the cost price of 20 articles is equal to the selling price of 16 articles, what is the percentage profit or loss made by the merchant?
   a) 20% Profit   b) 25% Loss   c) 25% Profit   d) 33.33% Loss

Q.30 Four horses are tied on the four corners of a square field of 14m length so that each horse can just touch the other two horses. They were able to graze in the area accessible to them for 11 days. For how many days is the ungrazed area sufficient for them?
   a) 3days   b) 4days   c) 5days   d) 2 days

Q.31 While working in a team, the team players while taking the decision should:
   a) Should not listen to others
   b) Should concentrate on their own decision
   c) Should brainstorm and involve everyone
   d) Should keep themselves away from the decision

Q.32 In SWOT analysis, T stands for:
   a) Tackling   b) Treatment
   c) Threat   d) Teaching

Q.33 While working in a team, delegation of task means:
   a) Assign the work to one individual
b) Assign the work to the best performers
c) Assigning the work among the team members as per the efficiency
d) Task should only be done by the team leader

Q.34 No. of pages in the resume should be:
a) 2
b) 3
c) 1
d) As per the choice

Q.35 The full form of CV is:
a) Career Vitae
b) Curriculum Vitae
c) Circular Virtue
d) None of the above

Q.36 Which is the best handshake?
a) Firm Handshake
b) Limp Handshake
c) Bone Crusher
d) None of the above

Q.37 The color of the belt should match with:
a) Shoes
b) Pants
c) Socks
d) Shirt

Q.38 The color of the socks should match with:
a) Shoes
b) Belt
c) Pants
d) Shirt

Q.39 In group discussion, the person who keeps a watch on the other individual and allows them to speak is called:
a) Moderator
b) Gate Keeper
c) Initiator
d) Concluder

Q.40 In group discussion, when you want to convey your message and wants to add something then you should:
a) Interrupt the person at the same time
b) Attack and snub the person
c) Raise your hand and use an appropriate phrase to interrupt
d) You should start shouting

Q.41 Effective teams can:
a) Be bought
b) Be created through trust and safety
c) Exist without having a common goal
d) None of the above

Q.42 At the start of the presentation, the best thing you can do is:
a) Fix your laptop
b) Get the audience’s attention
c) Directly start with the topic
d) None of the above
Q.43 What type of written format should be taken into the presentation?
   a) Formal essay
   b) Note form using short simple sentences or bullet points
   c) A 'scripted' form to be read aloud
   d) Do not take in anything at all as it is an oral presentation

Q.44 Audience engagement is used:
   a) To help the audience to understand the information.
   b) Audience should not be involved
   c) To show the assessor how good you are at giving presentations.
   d) To keep the audience awake during the presentation.

Q.45 The aim of cross-cultural communication training is:
   a) Improve Behavior
   b) Develop business etiquette
   c) Create strong cultural ties
   d) Give social status

Q.46 During the interview while answering the question one should:
   a) Should cross the hands
   b) Should fiddle with the hands
   c) Use hands and gestures
   d) Hands in the pockets

Q.47 Which is the best question to be asked to the interviewee?
   a) Salary Package
   b) Joining Date
   c) Roles and Responsibilities
   d) Never ask a question

Q.48 Self-assessment in career planning helps you to know
   a) What your talents & strengths are
   b) The activities you get most satisfaction from
   c) The talents you achieve most with
   d) All of the above

Q.49 Plagiarism is
   a) Unethical
   b) Passing of others’ work as your own
   c) Both
   d) None of the above

Q.50 When men choose accessories they must make sure that they:
   a) Choose a flashy watch in order to attract attention
   b) Choose a leather belt with a sleek buckle
   c) Never wear a watch
d) All of the above

End Semester Examination, May 2016
B. Tech. – Fifth / Sixth Semester
INDUSTRIAL MANAGEMENT (HM-501)

Time: 3 hrs                   Max Marks: 100
No. of pages: 1

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 Answer the following:
    a) Give two definitions of management.
    b) What is the importance of store management?
    c) What are the advantages of a product layout?
    d) What are the factors considered for selection of locality for a plant location?
    e) What is economic order quantity?
    f) What is the importance of good industrial relations?
    g) Define quality control.
    h) What is span of control?
    i) How does planning function assist the control function?
    j) Define time study.

PART-A

Q.2 a) What are functions of management? Discuss in detail. 10
    b) Explain the organizing functions in detail. 10

Q.3 Define work study. Discuss the various methods of time measurement. 20

Q.4 What is plant layout? What are objectives of a good plant? 20

PART-B

Q.5 a) Define material management and discuss its importance. 10
    b) Discuss the objectives and functions of purchase department in a plant. 10

Q.6 What is the concept of employee welfare? Discuss the various labour welfare practices in India. 20

Q.7 Define quality control. Discuss the importance and methods of quality control. 20
End Semester Examination, May 2016
B. Tech. – Fifth Semester
CAREER SKILLS-III (HM-503A)

Time: 2hrs                      Max
Marks: 50
No. of pages: 4

Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Tick (√) the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking.

Q.1 Amit started a business by investing Rs. 30,000. Rahul joined the business after some time and invested Rs. 20,000. At the end of the year, profit was divided in the ratio of 2 : 1. After how many months did Rahul join the business?
a) 9     b) 3
   c) 4     d) 5

Q.2 A person has to completely put each of the three liquids i.e. 403 liters of petrol, 465 litres of diesel and 496 liters of Mobil oil in bottles of equal size without mixing any of the three types of liquids such that each bottle is completely filled. What is the least possible number of bottles required?
a) 31     b) 34
   c) 31     d) None of these

Q.3 In a mixture of 120 litres, the ratio of milk and water is 2 : 1. If the ratio of milk and water is 1 : 2, then the amount of water (in litres) is required to be added is?
a) 20     b) 40
   c) 80     d) 120

Q.4 A reduction of 20% in the price of oranges enables a man to buy 5 oranges more for Rs. 10/- . Find the price of an orange before reduction.
a) 20 paise     b) 50 paise
   c) 40 paise     d) 60 paise

Q.5 Find at what time between 8 and 9 O’clock will the hands of a clock be in the same straight line but not together?
a) 120/11 past 8     b) 560/11 past 8
   c) 10 12/11min past 8    d) 10min past 8

Q.6 Statements: All thieves are men. All men are graduates. No graduates are employed.
Conclusions: (I) Some graduates are thieves. (II) No employed are thieves. (III) Some men are thieves. (IV) Some employed are men.
a) I, II and III follow
   b) II, III and IV follow
   c) Only I and II follow
   d) Only II and II follow

Q.7 25 men can reap a field in 20 days. When should 15 men leave the work if the remaining field is to be reaped in 40 days after they leave the work?
a) after 3 days     b) after 4 days
   c) after 5 days     d) after 6 days

Q.8 What is the value of M and N respectively if M8458N is divisible by 88, where M and N are single digits?
a) 5, 4     b) 8, 6
   c) 6, 4     d) 3, 2

Q.9 How many 4 digit odd numbers can be formed using digits 0, 1, 2, 3, 4, 5?
a) 540     b) 1080
   c) 900     d) None of these

Q.10 A thief steals a car and drives it at 15 km/hr. The theft has been discovered after one hour and the owner of the car sets off in
another car at 25 km/hr. When will the owner overtake the thief from the starting point?

a) 1 hr  

b) 1.5 hr  

c) 2 hr  

d) 2.5 hr

Q.11 A dealer professes to sell his goods at cost price and uses an 880gm weight instead of a kg. What is his percentage of gain?

a) 13.13%  

b) 13.33%  

c) 13.36%  

d) 13.63%

Q.12 Two vessels A and B contain spirit and water mixed in the ratio 5:2 and 7:6 respectively. Find the ratio in which these mixture be mixed to obtain a new mixture in vessel C containing spirit and water in the ratio 8:5?

a) 1:7  

b) 2:9  

c) 7:9  

d) 3:8

Q.13 If the length of the chord of a circle is 16 cm and chord is at a distance of 15 cm from the centre of the circle. Find the radius of the circle.

a) 15  

b) 16  

c) 17  

d) 24

Q.14 Two pipes can fill a tank in 20 and 24 min., respectively and a waste pipe can empty 6 gallon per min. All the three pipes working together can fill the tank in 15 min. Find the capacity of the tank?

a) 210 gallon  

b) 50 gallon  

c) 150 gallon  

d) 240 gallon

Q.15 When 3-coins are tossed together, what is the chance that all coins have same face up?

a) ¼  

b) ½  

c) ¾  

d) 1/8

Q.16 A train starts from Delhi at 6:00 am and reaches Ambala cantt. at 10am. The other train starts from Ambala cantt. at 8am and reached Delhi at 11:30 am, If the distance between Delhi and Ambala cantt is 200 km, then at what time did the two trains meet each other?

a) 8:46am  

b) 8:40am  

c) 8:56am  

d) 8:50am

Q.17 Find the next term in the series: 4, 9, 20, 43, 90, .......

a) 180  

b) 185  

c) 190  

d) 195

Q.18 A trader buys 150 pens for Rs.1000 and he marks each of them at Rs.10. He gives a discount of 20% on each pen and he gives 1 pen free on bulk purchases of 9 pens. What is his minimum possible overall percentage of profit?

a) 8%  

b) 10%  

c) 20%  

d) 5%

Q.19 Find the number of triangles in the given figure:

a) 15  

b) 21  

c) 24  

d) 27

Q.20 If a carton containing dozen mirrors is dropped, which of the following cannot be the ratio of broken mirrors to unbroken mirrors?

a) 2:1  

b) 3:1  

c) 3:2  

d) 1:1

Q.21 Pareto’s rule is also called

a) Kepplers Rule  

b) 80:20 Rule  

c) Doppler Rule  

d) Ishikawa Rule

Q.22 _________ drives demand for the product or service.

a) Sales  

b) Marketing  

c) Product Positioning  

d) Media Planning

Q.23 Scheduling is a term related to

a) Problem Solving  

b) Time Management  

c) Delegation  

d) Stress Management

Q.24 Social Networking is:

a) Urgent/ Important  

b) Urgent/ Not Important  

c) Not Urgent/ Not Important  

d) Not Urgent/ Important
Q.25 To create ‘Scarcity” and “Urgency” are the ways of
  a) Managing customers  
  b) Persuasion Skills  
  c) Customer delight  
  d) Selling skills

Q.26 Not Urgent and Not Important activities will find place in your Schedule as:
  a) Could  
  b) Must  
  c) should  
  d) None of these

Q.27 Time management matrix divides the work into:
  a) 4 quadrants  
  b) 6 quadrants  
  c) 2 Quadrants  
  d) 3 Quadrants

Q.28 Which of the following activities deserve some of your time?
  a) Urgent/ Important  
  b) Urgent/ Not Important  
  c) Not Urgent/ Not Important  
  d) Not Urgent/ Important

Q.29 Customer Service is provision of service:
  a) Before Purchase  
  b) During Purchase  
  c) After Purchase  
  d) All of the above

Q.30 Planning for your marriage is:
  a) Urgent/ Important  
  b) Urgent/ Not Important  
  c) Not Urgent/ Not Important  
  d) Not Urgent/ Important

Q.31 Which of the following techniques is not a part of problem solving process?
  a) Why Technique  
  b) Root Cause Analysis  
  c) Fish bone diagram  
  d) Zorbing

Q.32 If I am trying to minimize obstacles then I am
  a) Managing time  
  b) Decision Making  
  c) Problem Solving  
  d) None of the Above

Q.33 In Relationship selling what is a salesperson chasing.

Q.34 If I am selling 3 GB of RAM instead of 1 GB, I am.
  a) Up selling  
  b) Cross Selling  
  c) Mis-selling  
  d) None of the Above

Q.35 I am not familiar with the topic in a GD. However I listen to other participants in the first few minutes and create my content by changing the language. This makes me a.
  a) Initiator  
  b) Moderator  
  b) Loan Taker  
  d) Concluder

Q.36 If I sell a trolley with a washing machine then I am.
  a) Up selling  
  b) Cross Selling  
  c) Mis-selling  
  d) None of the Above

Q.37 Which one of these does not indicate why customer satisfaction is so important –
  a) It increases customer lifetime value.  
  b) It reduces negative word of mouth.  
  c) It’s cheaper to retain customers than acquire new ones.  
  d) One doesn’t need to persuade a satisfied customer.

Q.38 Summarize the list of benefits that the other person will receive, telling them completely what they are going to get in exchange of their money is what type to closing technique.
  a) Trial Close  
  b) Inducement Close  
  c) Alternative Close  
  d) Summary Close

Q.39 When you are explicit about wanting an order in return for the concession, closing technique is called:
  a) Trial Close  
  b) Inducement Close  
  c) Alternative Close  
  d) Summary Close

Q.40 You display a product function and give a proof to the customer there and then and immediately make a close. This closing technique is called:
  a) Action Close  
  b) Inducement Close  
  c) Alternative Close  
  d) Summary Close
Q.41 Your interviewer has asked you a question and you don’t know the answer. You should:
   a) Beat about the bush  
   b) Give any answer  
   c) Say that you don’t know the exact answer but would like to give it a try.  
   d) Just say I’m SORRY

Q.42 Customer satisfaction is:
   a) Meeting Promises  
   b) Exceeding Promises  
   c) Both  
   d) None of the above

Q.43 First Impression is:
   a) 55% Body Language  
   b) 38% Verbal Tone  
   c) 7% Verbal Content  
   d) All of the above

Q.44 I am a participant in a GD and I am the first one to speak. By doing so I am pitching myself as a.
   a) Leader  
   b) Good Communicator  
   c) Good Listener  
   d) None of the Above

Q.45 Group discussions are conducted to test the following:
   a) Knowledge  
   b) Communication  
   c) Leadership  
   d) All of the above

Q.46 Chronology of events in a CV is:
   a) Reverse Chronology  
   b) first to current  
   c) Both  
   d) None of the above

Q.47 Your interviewer asks you what you think about your previous boss. You didn’t get along with your previous boss. You answer.
   a) “He was alright, but we weren’t that close.”  
   b) “He was a good leader and really kept the team focused and on-task.”  
   c) “We didn’t exactly get along because he made a lot of impossible demands and was constantly on the phone.”  
   d) None of the Above

Q.48 Cover Letter and CV are best when:
   a) Standard  
   b) Customized  
   c) Both  
   d) None of the above

Q.49 Which of the following is okay to do at an interview?
   a) Ask the employer questions.
   b) Answer your cell phone.
   c) Be a few minutes late.
   d) None of the above

Q.50 Which one of the following is short lived?
   a) Emotions  
   b) Mood  
   c) Stress  
   d) Anxiety
End Semester Examination, May 2016
B. Tech. – Fifth / Sixth Semester
INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP (HM-504)

Time: 3 hrs
Max Marks: 100
No. of pages: 1

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 Answer the following:
a) Discuss the nature of management.
b) What are the objectives of a good plant layout?
c) Discuss VED analysis technique of inventory management.
d) What are the objectives of good industrial relations?
5×4

PART-A

Q.2 Define controlling. Discuss the process of controlling with the help of a diagram.
20

Q.3 Define plant layout. Discuss the types of plant layouts with the help of diagrams.
20

Q.4 Discuss ABC analysis technique of inventory management in detail.
20

PART-B

Q.5 Discuss workers participation in management in detail.
20

Q.6 Discuss the role of following supporting entrepreneurs:
a) Commercial banks.
b) District industry centres.
10×2

Q.7 a) Discuss the importance of industrial relations to an organisation.
10
b) Discuss in detail the role of NABARD in supporting entrepreneurs.
10
End Semester Examination, May 2016  
B. Tech. – Fifth Semester  
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-II  
(HM-505)

Time: 2hrs                   Max Marks: 50  
No. of pages: 5

Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Select the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking.
Q.1 The sum of two numbers is 528 and their H.C.F is 33. The number of pairs of numbers satisfying the above condition is
a) 4 b) 6
c) 8 d) 12

Q.2 Fresh fruit contains 68% water and dry fruit contains 20% water. How much dry fruit can be obtained from 100 kg of fresh fruits?
a) 20 b) 30
c) 40 d) 50

Q.3 The Indian Cricket team consists of 16 players. It includes 2 wicket keepers and 5 bowlers. In how many ways can a cricket eleven be selected if we have to select 1 wicket keeper and at least 4 bowlers?
a) 1024 b) 1900
c) 2000 d) 1092

Q.4 Two dice are thrown together .What is the probability that the sum of the number on the two faces is divided by 4 or 6?
a) 7/18 b) 14/35
c) 8/18 d) 7/35

Q.5 A and B are partners in a business. A contributes 1/4 of the capital for 15 months and B received 2/3 of the profit. For how long B's money was used?
a) 3months b) 6months
c) 10months d) 12months

Q.6 Three pipes A, B and C can fill a tank in 6 hours. After working at it together for 2 hours, C is closed and A and B can fill the remaining part in 7 hours. The number of hours taken by C alone to fill the tank is?
a) 10 b) 12
c) 14 d) 16

Q.7 A man sitting in a train which is travelling at 50 kmph observes that a goods train, travelling in opposite direction, takes 9 seconds to pass him. If the goods train is 280 m long, find its speed?
a) 60 b) 62
c) 64 d) 65

Q.8 A trader mixes 26 kg of rice at Rs. 20 per kg with 30 kg of rice of other variety at Rs. 36 per kg and sells the mixture at Rs. 30 per kg. His profit percent is?
a) 5% b) 8%
c) 10% d) None

Q.9 A bag contains 50 P, 25 P and 10 P coins in the ratio 5: 9: 4, amounting to Rs. 206. Find the number of coins of each type respectively?
a) 360,160,200 b) 160,360,200
c) 200,360,160 d) 200,160,300

Q.10 The distance between two cities A and B is 330 Km. A train starts from A at 8 a.m. and travel towards B at 60 km/hr. Another train starts from B at 9 a.m. and travels towards A at 75 Km/hr. At what time do they meet?
a) 10am b) 10.30am
Q.11 When A, B and C are deployed for a task, A and B together do 70% of the work and B and C together do 50% of the work. Who is most efficient?
   a) A  
b) B  
c) C  
d) Cannot be determined

Q.12 8 litres are drawn from a cask full of wine and is then filled with water. This operation is performed three more times. The ratio of the quantity of wine now left in cask to that of the water is 16:65. How much wine the cask hold originally?
   a) 18 ltrs  
b) 24 ltrs  
c) 32 ltrs  
d) 42 ltrs

Q.13 A man walked diagonally across a square lot. Approximately, what was the percent saved by not walking along the edges?
   a) 30  
b) 40  
c) 50  
d) 60

Q.14 In a dairy farm, 40 cows eat 40 bags of husk in 40 days. In how many days one cow will eat one bag of husk?
   a) 1  
b) 1/40  
c) 40  
d) 80

Q.15 Find the angle between the hour hand and the minute hand of a clock when the time is 3.25?
   a) 47.5º  
b) 57.5º  
c) 45.5º  
d) 55.5º

Q.16 Which one will replace the question mark?

```
[Image]
```
   a) 8  
b) 14  
c) 10  
d) 6

Q.17 Statements:
1. Some ants are parrots
2. All the parrots are apples
Conclusions:
1. All the apples are parrots
2. Some ants are apples
   a) If only (1) conclusion follows
   b) If only (2) conclusion follows
   c) If either (1) or (2) follows
   d) If neither (1) nor (2) follows

Q.18 Manoj, Prabhakar, Mash and Kamal are four friends. Who among them is the heaviest?
I. Prabhakar is heavier than Manoj and Kamal but lighter than Akash
II. Manoj is lighter than Prabhakar and Mask but heavier than Kamal
   a) Statement I alone is sufficient to answer the question
   b) Statement II alone is sufficient to answer the question
   c) Either I or II alone are sufficient to answer the question
   d) Both the statements together are needed
Q.19 The curved surface area of a cylindrical pillar is 264 m$^2$ and its volume is 924 m$^3$. Find the ratio of its diameter to its height?
   a) 3:7  
   b) 7:3  
   c) 6:7  
   d) 7:6  

Q.20 The total weight of a tin and the cookies it contains is 2 pounds. After $\frac{3}{4}$ of the cookies are eaten, the tin and the remaining cookies weigh 0.8 pounds. What is the weight of the empty tin in pounds?
   a) 0.2  
   b) 0.3  
   c) 0.4  
   d) 0.5  

Q.21 Behavioral based questions are best answered through the use of:
   a) Proof stories  
   b) Skill stories  
   c) Results stories  
   d) Personal stories.  

Q.22 Which of the following is a legal interview question?
   a) How old are you?  
   b) Do you have any children?  
   c) How did you get along with your previous supervisor?  
   d) What is your religious affiliation?  

Q.23 Dining etiquette can be important to a job candidate. Which of the following would be considered good dining etiquette advice?
   a) Place used silver on the dish to which it belongs  
   b) Help yourself from a dish first  
   c) Blow on your dish to cool it  
   d) Stack your dishes neatly when finished eating.  

Q.24 The final activity in the interview process is:
   a) the handshake  
   b) the negotiation  
   c) the thank-you note  
   d) the follow-up  

Q.25 When negotiating, what should be addressed first?
   a) Vacation  
   b) Salary  
   c) Benefits  
   d) Perks  

Q.26 Which type of interview questions are most meaningful to employers who want to assess how you will perform on the job?
   a) Traditional questions  
   b) Screening questions  
   c) Behavioral questions  
   d) All three  

Q.27 Generally, when asked about long-term goals, candidates should talk about where they want to be professionally in how many years?
   a) 3 years  
   b) 5 years  
   c) 10 years  
   d) 15 years
Q.28 In a group discussion, which of the following projective techniques would work best when dealing with socially or personally sensitive issues?
   a) laddering  
   b) personification  
   c) transference  
   d) half questions

Q.29 A focus group moderator can effectively establish rapport by employing a technique known as:
   a) Meta messaging  
   b) lateral thinking  
   c) mirroring  
   d) sample framing

Q.30 According to members of Lee's unit at work, Lee is an excellent manager. He knows what has to be done, gives his people clear orders, stays focused in the present, and generally directs people with skill. What type of leadership style best describes Lee?
   a) authoritarian  
   b) democratic  
   c) laissez faire  
   d) transformational

Q.31 Which of the following roles is not a responsibility of a member of a group?
   a) challenge unfounded conclusions  
   b) support other group members  
   c) avoid advocating personal beliefs  
   d) question other members

Q.32 Group members are generating ideas at rapid speed and the problem-solving process is clipping right along when suddenly Ripp blurts out, "Will somebody please give me a clear picture of all the things we've talked about so far?" By saying this, Ripp is:
   a) helping the group to manage conflict  
   b) helping the group summarize its progress  
   c) introducing conflict into the group process  
   d) showing that he has come prepared

Q.33 Mary Anne's group has been working hard and has now come up with several solutions to their problem. At this point, Mary Anne says, "Let's just list these and vote on the best one. It's the democratic way." What step has Mary Anne overlooked in the problem-solving process?
   a) She forgot to have the group identify any other possible solutions  
   b) She forgot to have the group consider the pros and cons of each solution  
   c) She forgot to have the group set up criteria for solving the problem  
   d) She forgot to have the group summarize all the problems suggested

Q.34 Which of the following suggestions is essential for a small group to function?
   a) a firm agenda  
   b) agreement among all members  
   c) a clear goal  
   d) an elected leader

Q.35 When participating in a group presentation, it is imperative to:
   a) ensure everyone makes equal contributions  
   b) solve the problem or issue as quickly as possible  
   c) incorporate every suggestion  
   d) ensure everyone understands the assignment
Q.36 Which statement about excellent customer service is correct?
   a) It results in a more positive business reputation
   b) It results in more promises and therefore more lawsuits.
   c) It results in fewer loyal customers
   d) It results in lower wages.

Q.37 What is the main reason that more businesses are not actually providing excellent customer service?
   a) They don't care about serving customers
   b) They don't know how to get started.
   c) They don't like people
   d) They see no value in it

Q.38 The left part of our brain controls:
   a) emotions
   b) creativity
   c) logic and reasoning
   d) imagination

Q.39 Emotional intelligence refers to qualities such as understanding your own feelings, empathy for others, and:
   a) Possessing above average verbal and math skills
   b) The ability to manage emotions
   c) Having a good sense of humor
   d) Understanding human relations research.

Q.40 A worker high in emotional intelligence would engage in such behaviors as:
   a) Recognizing when a coworker needs help but is too embarrassed to ask
   b) Dealing with the anger of a dissatisfied customer
   c) Being able to tell whether a customer's "maybe" means "yes" or "no"
   d) All of the above

Q.41 Which of the following is NOT a component of attitudes?
   a) Cognitive b) Affective
   c) Negative d) Behavioral

Q.42 The willingness to go beyond your job description to help the company, even if the act does not lead to an immediate reward is an employee attitude which is highly valued by employers. This behavior is often known as:
   a) Brown nosing
   b) Organizational citizenship
   c) Management behavior
   d) All of the above

Q.43 Which of the following is NOT one of the six spheres of life and happiness?
   a) Financial health
   b) Spiritual life or belief system
   c) Work and career
   d) Emotional superficial states

Q.44 The résumé of a fresh graduate is generally:
a) half a page
b) two pages long
c) three pages long
d) one page long

Q.45 The cover letter is:
  a) a foreword
  b) a description of your core strengths and suitability for the job
  c) a statement of your job objective
  d) a summary of your qualifications and experiences

Q.46 A summary placed at the beginning of the CV acts as a:
  a) statement of objectives
  b) synopsis
  c) letter of recommendation
  d) preface

Q.47 Which of the following strategies will help you avoid moving from argumentativeness to aggressiveness?
  a) Interrupting as needed to state your position fully.
  b) Emotional expression.
  b) Centering arguments on issues rather than personalities
  d) Stressing the specific areas of disagreement rather than generalizing

Q.48 A person using an "avoiding" style of engaging in conflict is likely
  a) irresponsible
  b) trying to ignore a problem
  c) trying to manipulate another person
  d) unlikable

Q.49 Understanding exactly why one is angry can help one to
  a) direct it
  b) hide it
  c) unleash it
  d) manage it

Q.50 What type of approach to conflict is "competing"?
  a) I lose -- you win
  b) I lose -- you lose
  c) I win -- you lose
  d) Be both win and lose
End Semester Examination, May 2016
B. Tech. – Sixth Semester
CAREER SKILLS-IV (HM-602)

Time: 2 hrs  
Max Marks: 50

No. of pages: 4

Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Select the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking.
Q.1 In spite of a discount of 20%, I managed to make a profit of 20%. What is the per-cent mark-up?
   a) 40%  b) 25%  c) 50%  d) 0%

Q.2 Three girls Anu, Babita and charu were paid in the ratio 4:5:6, respectively for doing a job. If the difference between the maximum amount and the minimum amount got by any two of them is `300/-, then what is the total amount got by Babita for doing the job?
   a) `750/-  b) `600/-  c) `2250/-  d) `150/-

Q.3 A bag contains 25-paise, 50-paise and l-rupee coins in the ratio 4:2:5. If the total value of all the coins in the bag is `770/-, then find the value of all the 25 paise and 50 paise coins in the bag.
   a) `220/-  b) `70/-  c) `110/-  d) `140/-

Q.4 Twenty five litres of a 40% milk solution is mixed with 30 litres of a 20% milk solution. What is the % of water in the resultant mixture?
   a) 30%  b) 30.9%  c) 29.09%  d) 35%

Q.5 The average rainfall for the first 5 days of a month in Chennai is 5 cm while the average rainfall for the next six days of the same month is 12 cm. If Chennai recorded a rainfall of 7cm on the 11th day of the month, find the average rainfall for the first 10 days of the month.
   a) 10 cm  b) 11 cm  c) 12 cm  d) 9 cm

Q.6 If 30 boys can do a piece of work in 40 days working 8 hours per day, in how many days can 20 boys working at half the efficiency for 10 hours per day do the same work?
   a) 36 days  b) 24 days  c) 72 days  d) 96 days

Q.7 A labour contract camp had food for 80 men which was to last 120 days. After 1/4th of the time 20 men left the camp. What is the total number of days that the food will now last?
   a) 120 days  b) 150 days  c) 90 days  d) 80 days

Q.8 The present age of a mother and daughter is in the ratio 8:5. If the difference in their ages is 12 years, what was the ratio of their ages three years ago?
   a) 17:29  b) 7:4  c) 29:17  d) None of these

Q.9 In a class of 40 students, the ratio of boys to girls is 5:3. If 30% of the students in the class are top academic performers out of which four are boys, then what is the % of girls who are top academic performers?
   a) 20%  b) 53.33%  c) 40%  d) 30%

Q.10 A number when divided by 5 and 3 leaves remainders of 3 and 1, respectively. Find the smallest such 3 digit number.
   a) 101  b) 103  c) 118  d) None of these
Q.11 Two parties contest in an election where all the eligible people vote. If the winner gets 60% of the total votes and wins by 150 votes, find the number of votes polled in favour of the losing party.

a) 300  
b) 750  
c) 450  
d) 500

Q.12 A trader sells an item at a mark-up of 20% and uses a weight of 800 grams instead of 1 kg. Find the overall profit or loss %.

a) 25% profit  
b) 45% profit  
c) 20% loss  
d) 50% profit

Q.13 An amount becomes four times itself in nine years at simple interest. In how many years will it become 16 times itself at the same rate?

a) 45  
b) 40  
c) 36  
d) None of these

Q.14 The ratio of the number of married to unmarried persons in an organization of 65 people is 5:8 a year ago. If 10 people got married during the last one year and an equal number of new people joined, 60% of whom were married; find the new ratio of unmarried to married persons in the organization.

a) 41:45  
b) 41:34  
c) 45:41  
d) 34:41

Q.15 How much quantity of wheat costing `24/kg must a person mix with 30 kg of wheat costing `40/kg such that on selling the mixture at `36/kg, there is a profit of 20%?

a) 50 kg  
b) 20 kg  
c) 10 kg  
d) 25 kg

Q.16 Two pipes can fill a tank in 8 hours and 12 hours respectively while a third pipe can empty the tank in 24 hours. If all the three pipes are opened when the tank is 50% full, in how much time will it get filled?

a) 3 hours  
b) 6 hours  
c) 15 hours  
d) None of these

Q.17 If the work done by two boys is equal to that done by three girls, find the total time taken by 12 boys and 15 girls to do a work which is done by 20 boys in 33 days.

a) 24 days  
b) 30 days  
c) 32 days  
d) 40 days

Directions for questions 18 and 19: A cube painted white or all the faces is cut into 125 cubes of equal sizes. Now answer the following questions.

Q.18 How many cubes are painted on one face only?

a) 54  
b) 8  
c) 16  
d) 27

Q.19 How many cubes are painted on two sides only?

a) 64  
b) 12  
c) 36  
d) 48

Q.20 Consider the following picture of a dice:

What is the number opposite 3?

a) 1
Q.21 In order to write effective emails:
   a) Do not use slangs.
   b) Avoid Abbreviations.
   c) Cover one topic per email.
   d) All of the above.

Q.22 Which of the following should be avoided in self-introduction?
   a) Anything that puts you in bad light.
   b) Very personal information.
   c) Your nick name.
   d) All of the above.

Q.23 Chronology of events in a CV is:
   a) Reverse Chronology.
   b) First to current.
   c) Both.
   d) None of the above.

Q.24 Group discussions are conducted to test the following:
   a) Knowledge.
   b) Communication.
   c) Leadership.
   d) All of the above.

Q.25 Which of the following is not a good question to be asked to the interviewer?
   a) About the job itself.
   b) Interviewer's contact number.
   c) Available learning opportunities.
   d) None of the Above.

Q.26 Your interviewer has asked you a question and you don't know the answer. You should...
   a) Beat about the bush and confuse the interviewer.
   b) Give any answer.
   c) Just say I'm SORRY.
   d) Say that you don't know the exact answer but would like to give it a try.

Q.27 You practise the philosophy of “You are ok, I am ok”. Which of the following behaviours do you exhibit?
   a) Assertive.
   b) Aggressive.
   c) Passive.
   d) Passive aggressive.

Q.28 KSS strategy post an interview helps in ... 
   a) Self-Motivation.
   b) Interviewer Analysis.
   c) Self-Assessment and Feedback.
   d) Organizational Analysis.

Q.29 Tick the incorrect statement about Group Discussion:
   a) You should cut down your opponents.
   b) Maintain a meaningful eye contact with all the participants.
   c) Maintain a smiling and pleasant disposition.
d) Avoid looking at the floor or ceiling as it communicates disinterest.

Q.30 Where do you see yourself 10 years from today? This is a question related to ......
a) Career aspiration.
b) Group behaviour.
c) Leadership qualities.
d) Communication skills.

Q.31 Being a limelight seeker in a GD...
   a) Helps you win.
   b) Is a decent strategy.
   c) Is a strict No-No.
d) None of the above.

Q.32 KSS stands for:
a) Keep it Short and Simple.
b) Keep, Stop, Start.
c) Keep Sure Short.
d) None of the above.

Q.33 Timelines, assignments, projects, respect for teachers and attendance in college are important for professional life as:
a) They habitually guide our behaviour in the corporate world.
b) They determine our grades in the college.
c) They are the foundation of our professional behaviour and attitude.
d) All of the above.

Q.34 Your interviewer has asked you about your weakness, what you should do?
a) Be honest and tell the truth.
b) Say that you have no weakness as you have worked upon all of them.
c) Talk about a genuine and obvious weakness which doesn’t impact the job followed by the steps taken to improve.
d) Tell a weakness which is more likely strength.

Q.35 The parameter on which you should be hired for in an engineering job.
a) Coach-ability.
b) Physical strength and looks.
c) Contacts within the company.
d) Family Background.

Q.36 Cover letter should be......
a) Customized b) Standard
   c) None of above d) Both

Q.37 STAR technique in skill based interview is:
a) Skill Task Action Result.
b) Situation Task Attitude Result.
c) Situation Target Action Result.
d) None of the above.

Q.38 Verbal communication includes
   a) Speaking.
b) Writing.
c) Both A & B.
d) None of the above.

Q.39 Which of the below are the qualities of an active listener?
a) They paraphrase.
b) They ask and answer questions.
c) They delay Judgment.
c) All of the above.

Q.40 Why is it important to do self-analysis in an interview?
a) It helps you project your best self.
b) To be able to work on your weakness.
c) To help your interviewer with his/ her hiring decision.
d) All of the above.

Q.41 Which of these is the most important characteristic of high performance team?
a) Openness.
b) Worthiness.
c) Trust.
d) Commercial Orientation.

Q.42 Which of the following is a Polychronic country?
a) Japan  
b) The US  
c) India  
d) The UK

Q.43 What’s the most important thing which an employer wants to find out about you in a job interview?
a) Your best fitment for the role and the organizational culture.
b) Your educational institutions.
c) Your family background.
d) Your extra-curricular activities.

Q.44 When you make a call the first step is to:
a) Identify yourself.
b) Greet.
c) State the purpose of the call.
d) Paraphrase.

Q.45 We should pick up our phone ideally in ____ or less rings.
a) 1  
b) 3  
c) 6  
d) 2

Q.46 Urgent and Important activities will find place in your Schedule as:
a) Could  
b) Must  
c) Should  
d) None of these

Q.47 You are writing an email to your client Jolina Carter. Which of the following is the most appropriate salutation?
a) Respected Madam  
b) Dear Ms. Carter  
c) Hi there!  
d) None of the above

Q.48 “After you”, “May I”, “Please allow me”, “Thank you” are examples of:
a) Punctuality  
b) Morality  
c) Courtesy  
d) Brutality

Q.49 Effective teams can:
a) Be bought.  
b) Be faked.  
c) Be created through trust and competency.  
d) Exist without having a common goal.
Q.50 What is the tendency to postpone things called?
   a) Overreaching
   b) Procrastination
   c) Delegation
   d) Remuneration
Q.1 A mixture of water and milk contains 80% milk. In 50 litres of such a mixture, how many litres of water is required to increase the percentage of water to, 50%?
   a) 20    b) 15    c) 30    d) 45
Q.2 In a zoo, there are Rabbits and Pigeons. If heads are counted, there are 200 and if legs are counted, there are 580. How many pigeons are there?
   a) 90    b) 100    c) 110    d) 120
Q.3 FRANK is coded as 93210, AFTER as 29463, MUFFET as 366. What is the code for “F”?
   a) 9    b) 3    c) 6    d) 1
Q.4 In certain military code, “SYSTEM” is written as “SYSMET”, and “NEARER” as “AENRER”, what will be code for “FRACTION”?
   a) CRAFNOIT    b) FRCAITNO    c) CARFNOIT    d) FRACNOIT
Q.5 How many squares are there in the following figure?
   a) 9    b) 11    c) 10    d) 12
Q.6 A cube is coloured in such a manner that its adjacent faces are not of the same colour. To do this how many minimum colours are required?
   a) 3    b) 4    c) 6    d) 2
Q.7 Two positions of a cubical block are given below, each face having small triangles. If there is triangle at the bottom how many triangles will be there on the top face?
   a) 4    b) 3    c) 2    d) 5

Directions for questions 8 to 12: Study the following information carefully and answer the questions given below:
Eight persons A, B, C, D, E, F, G and H are sitting around a rectangular table in such a way that two persons sit on each of the four sides of the table facing the centre. Persons sitting on opposite sides are exactly opposite to each other. D faces North and sits exactly opposite to H. E is to the immediate left of H. A and G sit on the same side. G is exactly opposite of B who is to the immediate right of C. A is next to the left of D.

Q.8 Who is sitting opposite to A?
   a) G    b) D
Q.9 Who is next to E in clockwise direction?
   a) G  b) B  
   c) F  d) A or F

Q.10 Which of the following pairs of persons has both the persons sitting on the same side with first person sitting to the right of second person?
   a) DF  b) CB 
   c) EH  d) AG

Q.11 Who is sitting opposite to E?
   a) D  b) A  
   c) F  d) A or D

Q.12 Which of the following statements is definitely true?
   a) A is facing North  
   b) E is sitting opposite of F  
   c) F is to the left of G  
   d) C is to the left of A

Q.13 After deducting 10% from a certain sum, and then 20% from the remainder, `3600/- is left. Find the original sum.
   a) 5000  b) 2592  
   c) 4500  d) 3960

Q.14 In a mixture of 120 litres, the ratio of milk and water is 2:1. If the ratio of milk and water is 1:2, then the amount of water (in litres) is required to be added is:
   a) 20  b) 40  
   c) 80  d) 120

Q.15 What will be the amount when `10000/- is deposited in a bank at 10% per annum compounded annually for 3 years, when it is kept at compound interest?
   a) 13310  b) 13300  
   c) 13000  d) 13200

Q.16 A man, a woman and a boy can together complete a piece of work in 3 days. If a man alone can do it in 6 days and a boy alone in 18 days, how long will a woman take to complete the work?
   a) 9 days  b) 21 days  
   c) 24 days  d) 27 days

Q.17 A train approaches a tunnel AB. Inside the tunnel is a cat located at a point that is 3/8th of the distance AB measured from the entrance A. When the train whistles the cat runs. If the cat moves to the entrance of the tunnel, A, the train catches the cat exactly at the entrance. If the cat moves to the exit, B, the train catches the cat at exactly the exit. What is the ratio of the speed of the train to the speed of the cat?
   a) 8:1  b) 4:1  
   c) 5:3  d) 8:3

Q.18 A car covers four successive 3 km stretches at 10 km/hr, 20 km/hr, 30 km/hr and 60 km/hr respectively. Its average speed over this distance is:
   a) 10km/hr  b) 20km/hr
Q.19 One local and another express train were proceeding in the same direction on parallel tracks at 29 km/hour and 65 km/hour respectively. The driver of the former train notices that it took exactly 16 seconds for the faster train to pass by him. What is the length of the faster train?
   a) 60 m   b) 120m   c) 160 m   d) 240 m

Q.20 Rohit can row 40 km upstream and 55 km downstream in 13 hours and 30 km upstream and 44 km downstream in 10 hours. What is the speed of Rohit in still water?
   a) 6 km/h   b) 12 km/h   c) 3km/h   d) 8 km/h

Q.21 Which of the following is not one of the suggested strategies for preparing for your job interview?
   a) Conduct research on the company/industry.
   b) Prepare answers to possible interview questions.
   c) Gather key resources (extra resumes, reference list) to take with you.
   d) Research salaries so you can ask about salary and benefits at the beginning of the interview.

Q.22 How many pages should a resume have?
   a) 1   b) 2   c) 3   d) Depends on the requirement.

Q.23 When you dress up for the interview the colour of your belt should match with?
   a) Trousers   b) Socks   c) Shoes   d) Watch

Q.24 What is the best way to respond to, “tell me something about yourself”? 
   a) A 10-minute detailed story of your life, from birth to present.
   b) A concise narrative of your personal and professional background and goals and how they relate to the job at hand.
   c) A short narrative of your personal life, leaving nothing to the imagination.
   d) A long-winded account of what you want from the employer.

Q.25 Which of the following should be avoided in self-introduction?
   a) Anything that puts you in bad light.
   b) Very personal information.
   c) Your nick name.
   d) All of the above.

Q.26 In order to write effective emails:
   a) Do not use slangs.
   b) Avoid Abbreviations.
   c) Cover one topic per email.
   d) All of the above.

Q.27 Chronology of events in a CV is:
   a) Reverse Chronology.
   b) First to current.
   c) Both
   d) None of the above.

Q.28 Group discussions are conducted to test the following:
a) Knowledge.
b) Communication.
c) Leadership.
d) All of the above

Q.29 Where do you see yourself 10 years from today? This is a question related to……..
   a) Long term goals.
b) Group behaviour.
c) Leadership qualities.
d) Communication.

Q.30 Which of the following is appropriate to be asked to the interviewer?
   a) About the job itself.
b) Your typical day at work.
c) Available learning opportunities.
d) All of the Above.

Q.31 Your interviewer has asked you a question and you don’t know the answer. You should...
   a) Beat about the bush and confuse the interviewer.
b) Give any answer.
c) Just say I’m SORRY.
d) Say that you don’t know the exact answer but would like to give it a try.

Q.32 You practise the philosophy of “You are ok, I am ok”. Which of the following behaviors do you exhibit?
   a) Assertive.
b) Aggressive.
c) Passive.
d) Passive aggressive.

Q.33 Tick the incorrect statement about Group Discussion:
   a) You should cut down your opponents
   b) Maintain a meaningful eye contact with all the participants
   c) Maintain a smiling and pleasant disposition
   d) Avoid looking at the floor or ceiling as it communicates disinterest.

Q.34 Being a confrontationist in a GD...
   a) Helps you win.
b) Is a decent strategy.
c) Is a strict No-No.
d) None of the above.

Q.35 Polychronic and monochronic are:
   a) Terms used to describe attitude towards money.
b) Cultural concepts related to the attitude towards time.
c) Terms related to body language.
d) None of the above.

Q.36 Timelines, assignments, projects, respect for teachers and attendance in college are important for professional life as:
   a) They habitually guide our behaviour in the corporate world.
b) They determine our grades in the college.
c) They are the foundation of our professional behaviour and attitude.
d) All of the above.

Q.37 Your interviewer has asked you about your weakness, what you should do?
   a) Be honest and tell the truth.
b) Say that you have no weakness as you have worked upon all of them.
c) Talk about a genuine and obvious weakness which doesn’t impact the job followed
by the steps taken to improve.

d) Tell a weakness which is more likely strength.

Q.38 The best way to manage before an interview is by…
   a) Taking deep breath and smiling.
   b) Drinking a lot of water.
   c) Playing games on mobile.
   d) Using Facebook and WhatsApp.

Q.39 Cover letter should be.....
   a) Customized   b) Standard
   c) None of these   d) Both

Q.40 STAR technique in a skill-based interview is:
   a) Skill Task Action Result.
   b) Situation Task Attitude Result.
   c) Situation Target Action Result.
   d) None of the above.

Q.41 Verbal communication includes:
   a) Speaking.
   b) Writing.
   c) Both A and B.
   d) None of the above.

Q.42 Which of the below are the qualities of an active listener?
   a) They paraphrase.
   b) They ask and answer questions.
   c) They delay Judgment.
   d) All of the above.

Q.43 Why is it important to do self-analysis in an interview?
   a) It helps you project your best self.
   b) To be able to work on your weakness.
   c) To help your interviewer with his/ her hiring decision.
   d) All of the above.

Q.44 How would you answer the question "Tell me about your weakness"?
   a) Say that you don’t have any weakness.
   b) Tell a weakness which is more likely to be strength in disguise.
   c) Tell about an obvious weakness not deterrent to the role highlighting the actions being taken to overcome it.
   d) Be honest and say it all even if it costs you the job.

Q.45 Which of the following is a Polychronic country?
   a) Japan   b) Pakistan
   c) Australia   d) UK

Q.46 What’s the most important thing which an employer wants to find out about you in a job interview?
   a) Your best fitment for the role and the organizational culture.
   b) Your educational institutions.
   c) Your family background.
   d) Your extra-curricular activities.

Q.47 When you make a call the first step is to:
   a) Identify yourself.
   b) Greet.
   c) State the purpose of the call.
   d) Paraphrase.
Q.48 We should pick up our phone ideally in __________ or less rings.
   a) 1  b) 3  c) 6  d) 2

Q.49 You are writing an email to your client Josh Sanders. Which of the following is the most appropriate salutation?
   a) Hi Josh  b) Respected Josh Sanders  c) Dear Mr. Sanders  d) Dear Sanders

Q.50 “After you”, “May I”, “Please allow me”, “Thank you” are examples of:
   a) Punctuality  b) Morality  c) Courtesy  d) Brutality
e) 'Bench marking'.

PART-A

Q.2 What is principle of TQM and what are its elements? Explain in detail with TQM stresses?

Q.3 For continuous process of improvement, how 'KAIZEN' try to improve the process? Explain with a sketch.

Q.4 Explain 'process capability' and concept of 'Six Sigma' in detail.

PART-B

Q.5 What is Failure Model and Effect Analysis (FMEA)? Describe its various stages in detail.

Q.6 What is 'quality policy'? How can it be adopted with a proper 'leadership quality'? Explain.

Q.7 Explain 'quality auditing' and its need in detail.
Q.1 Explain:
   a) Total Quality Management.
   b) Customer Perception of Quality.
   c) How quality is built in the product.
   d) Sever Tools of Quality.
   e) What is ‘Bench Marking’?
4×5

PART-A

Q.2 What are ‘Objectives of Quality’ and its dimensions?
20

20

Q.4 What is ‘SPC’ (Statitical Process Control) and discuss the steps taken is ‘SPC’?
20

PART-B

Q.5 How do you interpret ‘Control Chart’ what are its objectives?
20

Q.6 Explain ‘Quality Council’. Which design the policy for making managerial action and achievement?
20

Q.7 Write short notes on:
   a) ISO – 9000.
   b) Quality Auditing.
   c) Quality Planning Process.
   d) 4-Pillers of TQM.
5×4

End Semester Examination, May 2016
B. Tech. – Eight Semester
MARKETING MANAGEMENT (HM-821)
Q.1 a) What is marketing? 
b) What is value delivery process? 
c) Differentiate between Macro and Micro environment. 
d) What is data warehousing? 
e) Give salient features of “fraud motivation”. 
f) What is segmentation? 
g) What is defensive marketing? 
h) What is product line analysis? 
i) Why company needs to contribute in social marketing? 
j) What are value networks? 

PART-A

Q.2 a) Explain the holistic marketing concept in detail. 
b) What is strategic business units? What are the resources to each SBU? 

Q.3 Explain the marketing research process in detail.

Q.4 a) Explain the five stages model of a buying decision process. 
b) Differentiate between business market and consumer market.

PART-B

Q.5 a) What are various product life cycle marketing strategies? 
b) Differentiate between demographic and behavioral segmentation.

Q.6 a) What is a product? What are various product levels? How products can be classified? 

b) Write short notes on: 
   i) Promotional pricing. 
   ii) Differentiated pricing. 

Q.7 a) Write short notes on: 
   i) Corporate social responsibility. 
   ii) Cause related marketing. 

b) What is the importance of marketing channels? Differentiate between hybrid and multi-channel marketing in brief.

End Semester Examination, May 2016
B. Tech. – Seventh / Eighth Semester
HUMAN RESOURCE MANAGEMENT (HM-822)

Time: 3 hrs

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 Answer in brief:
a) Discuss the objectives of HRP.
b) Discuss the purposes of recruitment process.
c) Importance of succession planning.
d) Importance of pay for performance.

5×4

PART-A

Q.2 Discuss the challenges faced by HRM and department in detail.
20

Q.3 What is HRP? Discuss the process of HRP in detail.
20

Q.4 Discuss the environmental influences on recruitment with suitable examples.
20

PART-B

Q.5 What is training? How can one design and administer a training program?
20

Q.6 What is compensation? How would you determine a compensation structure for a Public Ltd. Co.?
20

Q.7 Write short notes on the following:
a) Role of HR in virtual organization.
10
b) Employee leasing.
10
Q.1 Briefly explain the following:
   a) Project management vs general management.
   b) Project characteristics.
   c) Tendering process.
   d) Types of risks involved in projects.
   e) Project audit.
   \[4 \times 5\]

**PART-A**

Q.2 a) What are different types of projects? Distinguish between expansion and diversification projects.
   \[10\]
   b) What is a project cycle? Explain in detail.
   \[10\]

Q.3 a) How do you formulate or prepare the project? Explain.
   \[10\]
   b) What are project appraisal and its types? Discuss in detail.
   \[10\]

Q.4 a) Explain different types of floats and their importance.
   \[5\]
   b) For a given project the data is given below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predecessor</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D, E</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(t_o)</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>(t_m)</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>(t_p)</td>
<td>7</td>
<td>7</td>
<td>8</td>
<td>1</td>
<td>14</td>
<td>8</td>
<td>15</td>
</tr>
</tbody>
</table>

   i) Draw the project network and find the expected duration.
   \[10\]
   ii) What is the probability that project will be completed in 20 weeks?
   Note: The area under normal curve covered under \(+1\sigma\) from mean is \(0.3413\).
   \[5\]

**PART-B**

Q.5 a) Explain WBS and OBS and its integration with an example.
   \[10\]
   b) What is contract? Explain its types in detail.
   \[10\]

Q.6 a) Define project inventory and its classification in detail.
   \[10\]
   b) Explain inventory control and methods to control inventory in detail.
   \[10\]

Q.7 a) Why project termination is important? Explain the project termination process in detail.
   \[10\]
b) Write down the qualities and responsibilities of a project manager.

End Semester Examination, May 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 any SEVEN questions in all; PART-A is compulsory. Attempt any SIX questions from Part-B.

PART-A
Q.1 What is psychology? Explain the importance of psychology in the hotel industry in detail. 20

PART-B
Q.2 Define personality and explain various types of personalities in brief. 5
Q.3 Define social motives and explain the significance of social motives in the hotel industry. 5
Q.4 Define attitude and explain how attitude can be formed. 5
Q.5 Define principles of instrumental conditioning in brief. 5
Q.6 What are the various ways of improving memory? 5
Q.7 Differentiate between creativity and innovations. 5
Q.8 What is learning? Explain how learning can intact behaviour formation. 5
PART-A

Q.1 Discuss the importance of the Patient -Doctor Relationship

10

Q.2 State the diagnostic criteria for Panic Disorder.

10

Q.3 Discuss the clinical features of Antisocial Personality Disorder.

10

Q.4 With reference to Substance Related Disorders, explain the following:
   a) Addiction.
   b) Codependence.

5×2

Q.5 Discuss the etiological factors of Attention-Deficit/Hyperactivity Disorder (ADHD).

10

PART-B

Q.6 State and explain your diagnosis for the case below:

Mr. G was a successful, married, 28-year-old teacher who presented for a psychiatric evaluation to treat mounting symptoms of worry and anxiety. Mr. G noted that for the preceding year, he had become more and more worried about his job performance. For example, although he had always been a respected and popular lecturer, he found himself worrying more and more about his ability to engage students and convey material effectively. Similarly, although he had always been financially secure, he increasingly worried that he was going to lose his wealth due to unexpected expenses. Mr. G noted frequent somatic symptoms that accompanied his worries. For example, he often felt tense and irritable while he worked and spent time with his family, and he had difficulty distracting himself from worries about the upcoming challenges for the next day. He reported feeling increasingly restless, especially at night, when his worries kept him from falling asleep.

10
End Semester Examination, May 2016
MA (Applied Psychology) - Second Semester
ORGANIZATIONAL BEHAVIOR (AP-343-I)

Time: 3 hrs                   Max Marks: 50
No. of pages: 1

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

PART-A
Q.1 Write a short notes on the following:
   a) Process theories of motivation.
   b) Organizational development. 2x5

PART-B
Q.2 What is the importance of studying organizational behavior and what is its scope of study? 10
Q.3 Describe the content theories of motivation along with real life examples. 10
Q.4 What are the different theories of leadership in organizations? Explain some of them with examples. 10
Q.5 What are different job attitudes? How would you positively improve the attitude towards working in your organization? 10
Q.6 Describe the process of organization changes with suitable examples. 10
Q.7 How could you improve group effectiveness in an organization? 10
End Semester Examination, May 2016
MA (Applied Psychology) – Fourth Semester
PSYCHO DIAGNOSTICS AND PSYCHOTHERAPY (APCY-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.

PART-A

Q.1 What are the ethical issues that arise in assessment in clinical psychology? 10

Q.2 a) How would you assess the intelligence of an adult? 5
     b) Discuss the limitations of your assessment. 5

Q.3 Discuss the importance of projective techniques in psycho diagnostics. 10

Q.4 With reference to either The Rorschach Test or The Thematic Apperception Test, explain, the administration, scoring and analysis in detail. 10

Q.5 What are the advantages and limitations of group therapy? 10

PART-B

Case study:

Ms. B was a 29 year old computer programmer who presented for treatment after she was offered a promotion to a managerial position at her company. Although she wanted the raise and the increased responsibility that would come with the new job, which she had agreed to try on a probationary basis. Ms. B reported that she was reluctant to accept the position because it required frequent interactions with employees from other divisions of the company, as well as public speaking.

She stated that she had always felt nervous around new people, whom she worried would ridicule her for “saying stupid things” or committing social faux pas. She also reported feeling “terrified” to speak before groups. These fears had not previously interfered with her social life and job performance. However, since starting her probationary job, Ms. B reported that she had become problematic. She noted that when she had to interact with others, her heart started racing, her mouth became dry, and she felt sweaty. At meetings, she had sudden thoughts that she would say something very foolish or commit a terrible social gaffe that would cause people to laugh. As a consequence, she had skipped several important meetings and left others early.

Q.6 Read the case study carefully given above and answers the following questions:
   Discuss in detail your choice of therapy and method of treatment of Ms. B 10
PART-A

Q.1 What is human resource planning and what is the scope of human resource management? 10

Q.2 Define training and describe the various methods of training in detail. 10

Q.3 Discuss the major components of organizational development. Describe the classification of organizational intervention. 10

Q.4 What is the future of HR in India? How it would deal with cultural diversity? 10

Q.5 What is the role of ethics in HRM? Describe few best practices with examples. 10

PART-B

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

Amrit Electrical is a family owned company of approximately 250 employees. Mr. Rajesh Khaitan recently took over as President of the company. After joining the company in a short time, he began to following a discussion with the HR Director that the pay of the salaried employees was very much a matter of individual bargaining. Factory workers were not a part of the problem because they were unionized and their wages were set by collective bargaining. An examination of the salaried payroll showed that there were 75 employees ranging in pay from that of the President to that of Receptionist. A closer examination showed that 20 of the salaried employees were females. Five of these were front time factory supervisors and one was the HR Director. The other fourteen were non-management.

This examination also showed that the HR Director was underpaid and that the five female supervisors were paid somewhat less than any of the male supervisors. However, there were no similar supervisory jobs in which there were both male and female supervisors. When questioned, the HR Director said that she thought that the female supervisors were paid at a lower rate mainly because they were women and because they supervised less skilled employees than did the male supervisors. However, Mr. Khaitan was not convinced that this was true. He decided to hire a compensation consultant to help him. Together they decided that all 75 salaried jobs should be in the same job evaluation cluster, that a modified job evaluation method should be used and that the job descriptions recently completed by the HR Director were correct and usable in the study, the job evaluation also showed that the HR Director and the five female supervisors were being underpaid in comparison with the male employees.

Mr. Khaitan was not sure, what to do. If he gave these four female employees an immediate salary increase which may large enough to bring them upto where they should be, he was afraid the male supervisors could be upset and the female supervisors might comprehend the situation and demand arrears of pay. The HR Director agreed to take a sizeable salary increase with the no arrears of pay. So this part of the problem was solved. Mr. Khaitan believed that he had three choices relative to the female supervisors:
i) To gradually increase their salaries.
ii) To increase their salaries immediately.
iii) To do nothing.

a) What would you do if you were Mr. Khaitan?

5

b) How do you think the company got into a situation like this in the first place?

5
Note: Attempt FIVE questions in all; **PART-B** is compulsory. Attempt any FOUR questions from **PART-A**.

**PART-A**

Q.1 What is the importance of statistics? Explain the relevance of statistics in daily life? 10

Q.2 What are the measures of central tendency? Describe the formulas to calculate Mean Median and Mode with imaging figure.

Q.3 12, 15, 21, 23, 26, 27, 30, 33, 35, 36, 38, 39, 41, 42, 43, 44, 46, 47, 47, 48, 48, 50, 50, 51, 51, 52, 52, 53, 54, 54, 55, 56, 56, 57, 58, 59, 60, 62, 63, 64, 65, 65, 67, 68, 72, 75, 77
   Create a frequency distribution and frequency polygon from the provided data. 10

Q.4 What is Normal distribution curve? What are the characteristics of normal distribution curve? 10

Q.5 Define scaling and describe the different types of scaling. 10

Q.6 On the basis of given data please calculate the correlation between the two variables.

<table>
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<tr>
<th>Subject</th>
<th>Variable_1</th>
<th>Variable_2</th>
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<tbody>
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**PART-B**

Q.7 Calculate the F value for the data given below:

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<th>X_2</th>
<th>X_3</th>
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<td>9</td>
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</tbody>
</table>

On degree of freedom F (2,21) the critical values are at:
0.05-3.47
0.01-5.78

End Semester Examination, May 2016

125/5
B.A. (Applied Psychology) – Second Semester
SOCIAL PSYCHOLOGY AND ITS APPLICATIONS (BAAP-203)

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 application of social psychology in the Indian context. 10
Q.2 Explain when and why attitudes influence the behavior of a person. 10
Q.3 Discuss the determinants of interpersonal attraction in detail. 10
Q.4 Does the presence of others have an effect on performance? Discuss. 10
Q.5 Explain any two methods of research in social psychology with an example of each. 10

PART-B

Q.6 Write short notes on any two of the following key terms:
   a) Nonverbal communication.
   b) Attribution.
   c) Impression formation. 5x2
PART-A

Q.1 What is the importance of physiological psychology? 10

Q.2 Discuss the various research methods in physiological psychology. 10

Q.3 Explain the structure and function of the Neuron. 10

Q.4 Explain the physiology of vision. 10

Q.5 Differentiate between CNS and PNS. 10

PART-B

Q.6 Write a short note each of the physiological basis of any two of the following psychological processes:
   a) Learning.
   b) Memory.
   c) Motivation.
   d) Emotion. 5×2
Note: **Section-A** is compulsory. Attempt any **SIX** questions from **Section-B**. Marks are indicated against each question.

**SECTION-A**

Q.1 a) Official date of Earth Day is on _____________.
   i) April 22      ii) March 21     iii) May 22

b) All forms of water that comes down on Earth, including rain, show, hail etc. is known as _____________.
   i) Calcification     ii) Fixation     iii) Precipitation

c) The largest salty water lake situated in Asia is in Orissa. Which is the lake?
   i) Chilka lake     ii) Vembanad lake   iii) Woolar lake

d) A set of organisms that resemble one another in appearance and behaviour is called a _____________.
   i) Exons       ii) Prions      iii) Species

e) These are where all the living organisms interact with each other and their environment is _____________.
   i) Biosphere      ii) Exosphere    iii) Mesosphere

f) Green revolution is associated with _____________.
   i) Sericulture       ii) Agriculture   iii) Fish culture

g) World Water Day is celebrated on _____________.
   i) May 22      ii) June 05     iii) March 22

h) The components of LPG are _____________.
   i) Methane and Hexane   ii) Propane and Butane   iii) Ethane and Methane

i) Which chemical was responsible for Bhopal gas tragedy?
   i) Methyl Iso Cyanate ii) Benzene Hexa Chloride iii) Tri Nitro Toluene

j) Major consumer of wood from forest is _____________.
   i) Thermal Power Plant ii) Paper Industry   iii) Chemistry Industry

k) A combination of smoke, fog and chemical pollutants seen in industrialized cities is known as _____________.
   i) Sol        ii) Smog      iii) Fallout

l) The portion of the earth and its environment which can support life is known as _____________.
   i) Crust       ii) Biosphere     iii) Exosphere

m) Public awareness of environment creates _____________.
   i) Environment protection
   ii) Environment degradation
   iii) Environmental improvement
   iv) Environmental cultivation

n) The main energy source for the environment is _____________.
   i) Solar energy
   ii) Chemical energy
   iii) Bioelectric energy
   iv) Electrical energy

o) Which gas is likely to be reduced in the atmosphere by deforestation?
   i) Carbon dioxide    ii) Nitrogen     iii) Oxygen

p) What are rodenticides?
   i) That kills fishes    ii) That kill insects     iii) That kill crocos

q) Which of the following enhances soil fertility?
   i) Crop rotation   ii) Improved methods of agriculture

r) The historical monument that is affected by acid rain is
t) The area where all the living organisms interact with each other and their environment is _________.
   i) Biosphere     ii) Exosphere     iii) Mesosphere

SECTION-B

Q.2 What is biodiversity? Add a brief note on biodiversity of India.
   Or
   Describe different layers of atmosphere in brief. 5

Q.3 Write short notes on:
   a) Waste treatment
   b) Deforestation  5

Q.4 What is ecosystem? What do you mean by energy flow in ecosystem? 5

Q.5 What is air pollution? What are the main reasons of air pollution? Discuss the impact for air pollution on urban people. 5

Q.6 What is the importance of ozone layer in the atmosphere? How do greenhouse gases affect atmosphere? What are the measures needed to protect the ozone layer? 5

Q.7 What are the causes of soil degradation? 5

Q.8 What is food chain? Describe the different types of food pyramid with example. 5

Q.9 What do you mean by demography? What are the main factors of population growth in India? 5

Q.10 What do you mean by water-borne disease? Give two examples. 5

Q.11 Give a brief account on Bhopal Gas Tragedy. 5
PART-A

Q.1 What are the various methods of data collections? Discuss the ways of tabular presentation of collected data.  

Q.2 Discuss the importance of graphical presentation of data and the ways in which this can be done.  

Q.3 What is Normal Probability Curve and what are its characteristics?  

Q.4 What is sampling and why is it important? Discuss the commonly used sampling techniques in detail.  

Q.5 Discuss the Binomial and Poisson probability distributions.  

PART-B

Q.6 Answer the following questions:
   a) When should a median be used in preference to mean?
   b) What is Mode of a data?
   c) How is standard deviation of a data estimated?
   d) What is the difference between covariance and correlation?
Q.2 Explain the difference between inductive and deductive reasoning with examples. 
10

Q.3 Define emotions and describe any one theory of emotions in detail. 
10

Q.4 Describe the steps of problem solving, using a real life example. 
10

Q.5 Define personality. Describe any one approach to explain personality. 
10

PART-B

Q.6 Write short notes on any two of the following:
   a) Developmental psychology.
   b) Cognitive development.
   c) Psychosocial development.
   d) Adolescence and adulthood.
   5×2
PART-A

Q.1 What is ethics? Describe the eastern and western perspectives on ethics.  

Q.2 Define morality and describe the stages of moral development.  

Q.3 What are the steps of ethical decision making? Describe with example.  

Q.4 What are the ethical principles that should be followed by a psychologist?  

Q.5 Describe the relation between ethics and leadership. What are the principles of ethical leadership?  

Q.6 Describe the deontological, teleological and virtue based perspective of ethics.  

PART-B

Case study:

A colleague of yours, Dr. Solomon, contacts you for advice regarding a new client she has just seen. The client, Mr. Don Tellanyone, is a 47-year old man who is seeking services for depression. During the initial phone contact, he asked repeatedly about privacy and wanted assurances that information discussed in session was confidential. The patient repeated this line of questioning during the first face-to-face session.

As the session progressed, he revealed that the source of his depression was the death of his mother one year ago. His mother had suffered from a combination of severe respiratory problem and Alzheimer’s Mr. Tellanyone had been caring for her and his father in his home for 6 years prior to her death. During the last two years, she required total care. He revealed that she had been suffering greatly and, out of compassion for her, he gave her an excess dose of her sleeping and pain pills. Medical personnel never questioned the death as the woman had been quite sick and “It was only a matter of time”.

Mr. Tellanyone goes on to explain that he is now caring for his father in similar circumstances, although there is no dementia. His father has declined rapidly since the death of his wife and now requires total care. Mr. Tellanyone reveals that recently he had a conversation with his father in which the father commented how peaceful his wife’s death was and how he hoped for a similar passing.

Mr. Tellanyone is feeling quite guilty about his mother. Simultaneously, he strongly believes he made the right decision. He would like help to work through the issues. He is also very concerned about confidentiality and wants assurances from Dr. Solomon.

Dr. Solomon, feeling uncomfortable with the situation, contacts you for a consultation about the potential ethical issues for this case.

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

a) What are the potential ethical issues in this case?  

b) What would you advise?  

5x2
End Semester Examination, May 2016
B.Sc. (Hotel and Hospitality Administration) - First Semester
FOOD AND BEVERAGE PRODUCTION THEORY(BHHA-111)

Time: 3 hrs                   Max Marks: 50
No. of pages: 1

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

PART-A

Q.1 Explain the following terms:
   a) Basting
   b) Grater
   c) Oven
Q.2 Write down short notes on the following:
   f) Consomme.
   g) Chinois.

Q.3 What is a Soup? Classify soups with an example of each.

Q.4 List down the equipment’s used in a basic kitchen.

Q.5 Draw the organization chart of a kitchen. Explain the qualities of a good chef.

Q.6 What are different mother sauces? Explain in details with derivatives of each.

Q.7 What is a stock? Write down the recipe of brown stock.
PART-B

Q.2 Write short notes on:
   h) Multi cuisine restaurant.
   i) Coffee shop.
   j) Night club.  

Q.3 Draw the organization chart of Food & Beverage department. What are the duties of a Steward?  

Q.4 What are the different equipment’s used in a restaurant?  

Q.5 Explain guest cycle with the help of a flow chart.  

Q.6 Explain step by step order talking procedure in a restaurant.  

Q.7 Describe the ancillary department of Food and Beverage service department. What is its importance?  

End Semester Examination, May 2016
B.Sc. (Hospitality and Hotel Administration) - First Semester
ROOMS DIVISION THEORY-I (BHHA-113)

Time: 3 hrs                       Max Marks: 50
No. of pages: 1

Note: Attempt any SEVEN questions in all. Q.1 is compulsory. Attempt any THREE questions from Part A and any THREE questions from Part B.

Q.1 Explain in brief:
   i) Hospitality industry.
   ii) Tourism industry.
   iii) H.R.A.C.C.
   iv) Front Office Manager.
   v) Meal plans.
   vi) Presidential suite.
   vii) Bell desk.
   viii) Safe deposit locker.
   ix) SPA package.
   x) Rooms categories.
   xi) Double Locker.
   xii) H.W.C.
   xiii) Room occupancy report.
   xiv) Box sweeper.
PART-A

Q.2 With suitable examples explain in detail the pre arrival stage of a guest cycle and mention all activities and interactions that occur between a guest and hotel in this stage.

Q.3 What are the various basis of classification of a hotel property? Suitably justify with examples.

Q.4 Define the staff hierarchy structure of Front Office of a hotel. What are the duties and responsibilities of a front office associate?

Q.5 Explain the process of guest escorting in detail.

PART-B

Q.6 Draw an organizational hierarchy chart of a five star hotel housekeeping department.

Q.7 Explain in detail the manual and mechanical equipments of cleaning used in housekeeping in detail.

Q.8 Explain the duties and responsibilities of the following:
   a) Deputy Housekeeper. b) Clock room attendants.

Q.9 How does the Housekeeping co-ordinates with the following departments:
   a) Engineering. b) Food and Beverage Service. c) Laundry.
i) Methyl Iso Cyanate  ii) Benzene Hexa Chloride  iii) Tri Nitro Toluene

j) Major consumer of wood from forest is ________________.
   i) Thermal Power Plant  ii) Paper Industry  iii) Chemistry Industry

k) A combination of smoke, fog and chemical pollutants seen in industrialized cities is known as ____________.
   i) Sol  ii) Smog  iii) Fallout

l) The portion of the earth and its environment which can support life is known as ____________.
   i) Crust  ii) Biosphere  iii) Exosphere

m) Public awareness of environment creates ____________.
   i) Environment protection  ii) Environment degradation  iii) Environmental improvement  iv) Environmental cultivation

n) The main energy source for the environment is ________________.
   i) Solar energy  ii) Chemical energy  iii) Bioelectric energy  iv) Electrical energy

o) Which gas is likely to be reduced in the atmosphere by deforestation?
   i) Carbon dioxide  ii) Nitrogen  iii) Oxygen

p) What are rodenticides?
   i) That kills fishes  ii) That kill insects  iii) That kill rats  iv) That kill crocos

q) Which of the following enhances soil fertility?
   i) Crop rotation  ii) Improved methods of agriculture

r) The historical monument that is affected by acid rain is ________________
   i) Taj Mahal  ii) Pyramid of Egypt  iii) Pisa Tower  iv) Golden Temple

s) The presence of which is necessary for photosynthesis
   i) Chloroform  ii) Chlorophyll  iii) Phosphorus  iv) Polymer

t) The area where all the living organisms interact with each other and their environment is ____________
   i) Biosphere  ii) exosphere  iii) mesosphere

1x20

PART-B

Q.2 Discuss various environmental practices that hotel industry needs to follow looking at the current scenario of global warming and ill effects of environmental pollution.

OR

Does the hotel staff play a role in conserving energy in the hotel? Explain. 5

Q.3 What is biodiversity? Add a brief note on biodiversity of India. 5

Q.4 What do you understand by natural resources? Classify natural resources and explain them in brief. 5

Q.5 Differentiate between renewable and non-renewable resources. 5

Q.6 Illustrate various points to be considered to ensure sustainable development. 5

Q.7 Explain the role of waste management in dealing with hazardous material in hotels. 5

Q.8 What are Ecotels-clarify the concepts and practices? 5

Q.9 How unplanned human activities aggravate the disaster occurrence? 5
Q.10 What are the diseases caused in human body due to water pollution?

End Semester Examination, May 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 any SIX questions in all. Part-A is compulsory. Attempt any FIVE questions from Part-B.

PART-A

Q.1 a) Define management.
b) List the different managerial roles listed by Mintzberg.
c) Differentiate between long term and short term plans.
d) Why controlling is important to managers.
e) What do you understand by the term stress?
f) Define Personality? What are the different types of personality you aware of?
g) Who gave bureaucratic management? List features of bureaucratic management.
h) What do you understand by the term Managerial communication?
i) Define the term mission with the help of an example.
j) Write the full form of MBO. 2x10

PART-B

Q.2 Briefly explain Fayol's 14 Principles of Management.

Q.3 Briefly describe the Mintzberg's managerial roles.

Q.4 What is conflict? How managers deal the situation of conflict in organizations.
Q.5 Comment on the contributions made by F W Taylor in the field of management.

Q.6 Explain the concept of Staffing along with its significance in the organizations?

Q.7 Compare the Maslows need hierarchy theory with Herzberg two factor theory.

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**End Semester Examination, May 2016**

B.Sc. (Hospitality and Hotel Administration) - First Semester

**TRAVEL AND TOURISM (BHHA-116)**

Time: 3 hrs                   Max Marks: 50

No. of pages: 3

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

**PART-A**

Q.1 a) Dharamshala is suitable for:

i) Those business men who can stay with graded hotels.
ii) Low income families.
iii) Only rich merchants.
iv) All the above.

b) What is the main feature of a time share establishment?

i) It is a private property.
ii) Its rooms / resources are shared by guests / tourists, according to specified time schedules.
iii) It is a facility of one star grade.
iv) None of these.

c) Where is hotel Ashok located in New Delhi?

i) JorBagh.
ii) Chanakyapuri.
iii) Sunder Nagar.
iv) New Friends Colony.

d) Which one of the following is not available in the in-flight menu?

i) Beer.
ii) Red wine.
iii) White wine.
iv) Cigarettes.

e) What is a motel?

i) A small hotel.
ii) A small hotel on the highway where motorists check in.
iii) A large hotel with packing facilities.
iv) A hotel with a restaurant.

f) Which one of the following Organizations is operating youthhostels around the world?

i) CARE.
ii) UNESCO.
iii) YMCA.
iv) UNHCR.

g) Why are electric kettles provided in four star and five star hotels?
i) So that guests could drink hot water.
ii) So that they could make tea or coffee on their own.
iii) So that they could use this water for washing purposes.
iv) None of these.

h) A Duplex room is a room with:
i) Air conditioner.
ii) Two storey’s connected by stairs.
iii) Room service facility.
iv) An extra bed.

i) A Hotel smaller in size with modest boarding and lodging facilities is known:
i) Downtown Hotel.
ii) Resort Hotel.
iii) Airport Hotel.
iv) Inns.

j) Founder of Hotel Taj Mumbai was:
i) Jamshedji Tata.
ii) Ghanshyam Das Birla.
iii) NusliWadia.
iv) Dhirubhai Ambani.

k) Cabana means:
i) Studio room.
ii) Twin rooms.
iii) Triple room.
iv) Room attached to the swimming pool ride for changing or resting.

l) Name the underlines cloth used on a restaurant table:
i) Slip cloth.
ii) Damask.
iii) Serviette.
iv) Baize cloth.

m) A Hotel employee who handles restaurant and tour reservations, travel arrangements etc. is:
i) Housekeeper.
ii) Chef De Cuisine.
iii) Concierge.
iv) None of these.

n) Food or beverages served in the guest room are known as:
i) Full service.
ii) Room service.
iii) Service station.
iv) None of these.

o) Which is the hotel on wheels?
i) Motel.
ii) Rotel.
iii) Floatel.
iv) Airtel.

p) Customers who want to stay for a longer period prefer:
i) Commercial Hotels.
ii) Resort Hotel.
iii) Residential Hotels.
iv) Motels.

q) Motels are located on:
i) Highways.
ii) Roadways.
iii) Sea side.
iv) None of these.

r) Name a country where we can see a capsule hotel:
i) China.
ii) Japan.
iii) Malaysia.
iv) None of these.

s) Chilika lake is in which state:
i) Orissa.
ii) Maharasthra.
iii) Uttarakhand.
iv) Madhya Pradesh.

r) Shimla is the capital of:
i) Madhya Pradesh.
ii) Punjab.
iii) Himachal Pradesh.
iv) Jammu & Kashmir.

PART-B

Q.2 Define tourism. State its components.

Q.3 Explain the nature and significance of tourism.

Q.4 Bring out the trend in the progress of tourism in India.

Q.5 What are the causes for the growth of tourism in recent times?

Q.6 Explain the qualities of guides and escorts.

Q.7 Bring out the different modes of transport employed in tourism.

Q.8 Describe the impact tourism on the environment.

Q.9 Explain the economic and social implications of tourism.
End Semester Examination, May 2016
B.Sc. (Hotel and Hospitality Administration) - First Semester
NUTRITION (BHHA-117)

Time: 3 hrs                   Max Marks: 50
No. of pages: 1

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

**PART-A**

Q.1 a) Write 2 good sources of each - “Vitamin D” and “Vitamin E”.
b) List the role of “Vitamin C” in our body and give its sources.
c) Give the role of Calcium” in our body and give its sources.
d) Name 5 plants food items, which are good source of protein.
e) According the food pyramid, which food is to be taken more and which ones Less.
f) Define balanced diet.
g) What is the meaning of mouth feel?
h) Describe BMR and SDA.
i) Name the five group of food with Examples.
j) What is winterization?

Q.2 What role cooking and processing plays on the nutrition of the food and how is it important?

Q.3 What are macro nutrient? Explain its role in body functioning and importance the balanced diet.

Q.4 What is refining of oil and why it is important.

Q.5 Classify the different types of browning reactions seen in food.

Q.6 Explain the importance of Knowledge of food science and nutrition for a professional chef.

Q.7 Write the diseases caused by the deficiency of -
   i) Iodine    ii) Vitamin E    iii) Vitamin C    iv) Vitamin A    v) Iron
Q.8 What happens to protein when cooked? Why overcooked proteins become indigestible?

Q.9 Describe the factors which affect meal planning. Write in detail. 

### End Semester Examination, May 2016

B.Sc. (Hospitality and Hotel Administration) - First Semester

**INTRODUCTION TO PSYCHOLOGY (BHHA-121)**

Time: 3 hrs                        Max Marks: 50

No. of pages: 1

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

**PART-A**

Q.1 Write short notes on the following:
   a) Psychology and its applications.
   b) Memory.

**PART-B**

Q.2 Define perception? Describe the perceptual organization in brief.

Q.3 Describe the biological basis of behavior.

Q.4 What is motivation? What are the theories of motivation?

Q.5 What is emotion? What are the theories of emotion?

Q.6 What is personality? What are the types of personality?

Q.7 What is cognition? Describe the cognitive processes in detail.
End Semester Examination, May 2016  
B. Sc. (Hospitality and Hotel Administration) – Second Semester  
FOOD AND BEVERAGE PRODUCTION THEORY-II (BHHA-211)

Time: 3 hrs.                     Max Marks:  50
No. of pages:  1

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

PART-A

Q.1 Explain the following terms:
   a) Brunoise.
   b) Skimmed Milk.
   c) Cream Cheese.
   d) Compound butter.
   e) Fillet.
   f) Tenderloin.
   g) Steak.
   h) Silverside.
   i) Ham.
   j) Bacon.

PART-B

Q.2 Write short notes on:
   a) Green bacon.
   b) Basting.

Q.3 What is the role of herbs in cooking? Write down at least 10 names of herbs used.

Q.4 What is poultry? Write down the different cuts of chicken with a well labeled diagram.

Q.5 Classify Fish and Seafood. Describe the steps to be considered while purchasing seafood (both fish and clams).

Q.6 Explain the wheat grain with its uses with a well labeled diagram. What are the different types of rice used?

Q.7 Explain Pork. What are the different cuts derived from pork? Write down any famous preparations from pork (any part).
End Semester Examination, May 2016
B. Sc. (Hospitality and Hotel Administration) – Second Semester
FOOD AND BEVERAGE SERVICE THEORY (BHHA-212)

Time: 3 hrs.                      Max Marks: 50
No. of pages: 1

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

PART-A

Q.1 Explain the following terms:
a) Single malt.  
b) Wash.  
c) Pot still.  
d) Hops.  
e) Bitters.  
f) Aperitifs.  
g) Filter.  
h) Lager.  
i) Ale.  
j) Angels share.

2x10

PART-B

Q.2 Write down the recipe for the following mentioning methods, ingredients, garnish and glassware:
a) Irish coffee.  
b) Long Island Ice Tea.

3x2

Q.3 Explain the production of whisky with the help of a flow chart.  

6

Q.4 Define cocktails. What are the different methods of making cocktails by giving one example for each?  

6

Q.5 Classify cheese. Name five international cheeses with country of origin.  

6

Q.6 What is tobacco? Explain the process of manufacturing cigars in brief.  

6

Q.7 Define liqueurs. Name two liqueurs with their predominant flavor, country of origin and base spirit.  

6
End Semester Examination, May 2016
B. Sc. (Hospitality & Hotel Administration) – Second Semester
ROOMS DIVISION–II (THEORY) (BHHA-213)

Time: 3 hrs

Max Marks: 50
No. of pages: 1

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

PART-A

Q.1 Define the following terms:
   a) S.O.P.
   b) Green building
   c) Par stock
   d) Stain removal
   e) Ecotels

   Fill in the blanks:
   a) ________ is known as levels of pest population at which you should take pest control action.
   b) ________ stands for CFC.
   c) ________ is the key kept under control of the Deputy Housekeeper and can open any door that is not double locked.
   d) ________ is another term for termites.
   e) ________ refers to the daily operational procedure whereby rooms are assigned to GRA for servicing.

   Differentiate between:
   a) Tentative and confirmed booking.
   b) Due out and departure.
   c) Credit settlement and cash settlement.
   d) Sold out and overbooked.

PART-B

Q.2 If you are employed at the front desk of a hotel, do you feel you are an extension of the marketing and sales department? Explain.

Q.3 How do well-constructed feedback systems help the front office department to ensure guest satisfaction and a repeat clientele? What should they cover? What do they tell management?

Q.4 Give examples of the financial transactions that may occur during a guest stay. Give examples of the financial transactions in which the nonregistered guest may be involved.

Q.5 How important do you think the guest's first contact with the hotel is in providing hospitality? Give examples from your experience as a guest in a hotel.

Q.6 Explain the term ‘laundry’. Discuss the types of laundry in detail.
Q.7 What is energy conservation? Discuss the methods adopted by eco-sensitive hotels for energy conservation.

6

Q.8 Discuss the importance of ‘Lost and Found’ procedure used in the hotels. Explain the steps involved.

6

Q.9 Explain the following registers and forms maintained by the HK control desk:
   a) Memo Book.    b) Log Book.    c) Baby Sitting register.  2×3
End Semester Examination, May 2016
B. Sc. (Hospitality and Hotel Administration) – Second Semester
VALUE, ETHICS AND CORPORATE SOCIAL RESPONSIBILITY
(BHHA-214)

Time: 3 hrs Max Marks: 50
No. of pages: 2

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

PART-A

Q.1 a) Business ethics deals primarily with:
   i) Social responsibility.  ii) The pricing of products and services.
   iii) Moral obligation. iv) Being unfair to the competition.

b) Benefits derived from social responsibility include:
   i) Enhanced organizational efficiency.
   ii) Producing better products.
   iii) Attracting people who want to work for the firm.
   iv) Both i) and iii).

c) Unethical behavior is often triggered by:
   i) Pressure from higher management to achieve goals.
   ii) An organizational atmosphere that condones such behavior.
   iii) Both i) and ii).
   iv) A system of checks and balances.

d) Building a sustainable environment includes:
   i) Developing a green supply chain. ii) Omitting hazardous emissions.
   iii) Both i) and ii). iv) Writing a code of ethics.

e) Fairness in employment practices centers on:
   i) Hiring no family members or friends.
   ii) Giving people equal rewards for accomplishing the same tasks.
   iii) Obeying equal employment opportunity legislation.
   iv) Avoiding conflicts of interest.

f) The ethical dilemma of choosing between two rights refers to:
   i) Choosing between the lesser of two evils.
   ii) Deciding which of two employee rights is the most important.
   iii) Deciding to offer a bribe or lose out on an important opportunity.
   iv) Choosing between the two types of sexual harassment.

g) A firm is said to have good corporate social performance when:
   i) Stockholders invest in socially responsible causes.
   ii) Charitable deductions are automatically deducted from pay without the consent of employees.
   iii) The company has not been convicted of ethical violations for five consecutive years.
   iv) Stakeholders are satisfied with its level of social responsibility.

h) A whistle blower is an employee who:
   i) Exposes organizational wrongdoing.
   ii) Complains a lot to company management.
   iii) Engages in unethical behavior.
   iv) Referees disputes with other employees.

i) Which one of the following approaches to creating an ethical and socially responsible workplace is likely to be the most powerful?
i) Passing out buttons with the statement “Just Say No to Bad Ethics”.
ii) Placing posters about ethics throughout the organization.
iii) Top management acting as models of the right behavior.
iv) Including a statement about ethics and social responsibility in the employee handbook.

j) A recommended way of minimizing unethical behavior is for employees to:
i) Write anonymous notes to ethical violators.
ii) Immediately report all suspicious behavior to top management.
iii) Spend part of their vacation preparing a personal philosophy of ethics.
iv) Confront fellow employees about ethical deviations.

State whether TRUE/FALSE:
k) In some situations a company action can be legal, yet still unethical.
l) Ethics is the study of moral obligation, or separating right from wrong.
m) Violating software agreements is so widely practiced, it is now considered no more illegal than an ablebodied person parking in a spaced reserved for physically disabled people.
n) Dheeraj is the human resources manager for a government agency. He faces a conflict of interest when his girlfriend's mother applies to the agency and he must provide input on whether the woman should be hired.
o) The concept of social responsibility holds that business organizations have a legal obligation to be good citizens.

Fill in the Blanks:
p) An acknowledged barrier to advancement in a profession, especially affecting women and members of minorities is known as __________.
q) __________ is an international treaty, which commits state parties to reduce greenhouse emissions.
r) __________ is the branch of philosophy that involves systematizing, defending and recommending concepts of right and wrong conduct.
s) __________ is unwelcome conduct that is based on race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability or genetic information.
t) __________ is a means of eliminating sex and race discrimination in the wagesetting system.

**PART-B**

Q.2 Discuss the elements of a safety and health management program.

6

Q.3 Differentiate between ethics and moral values.

6

Q.4 Explain the role of Ombudsman in society.

6

Q.5 Nestle India wants to produce its products locally. About half its 480 factories are located in developing countries. The company has introduced a water education program, has bored wells for nearly 100 village schools for children, and teaches hygiene programs.

a) Why is Nestle a socially responsible company?
b) How have social responsibly increased Nestle's profits?

3×2

Q.6 What obligations/duties does the employee owe to their employer?

6
Q.7 Differentiate between the greed and conflict of interest.

Q.8 What do you understand by the term Repressive Regime?

Q.9 Discuss the significance of consumer protection in product marketing.

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

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

PART-A

Q.1 a) Define food?
b) What is an adulterant and adulterated food?
c) Define contract and agreement?
d) Under which act private limited company is formed?
e) List all essential elements of contract?
f) What are the different methods of recruitment?
g) Who is guest? List different types of guest or visitors.
h) What do you mean by ecotourism?
i) What is a complaint?
j) Which form is to be filled to acquire license from FSSAI?

2×10

PART-B

Q.2 What are the salient differences between a private and a public limited company?

Q.3 Describe various options available to foreign corporate to set up their operations in India.

Q.4 What are wages? Explain the method of computing wages by giving examples.

Q.5 Overbooking is an issue that can impact a hotel's business resulting in turn away guests. How do hotels handle this?

Q.6 Explain the following:
a) Law of Torts.
b) Assault.
c) Battery.
d) Theft.

Q.7 Outline the licensing procedure as per Food Safety and Standards Act, 2006.

Q.8 What steps should be taken by a hotel kitchen to implement good hygiene practices?
Q.9 What are the sources, effects and control measures to ease noise pollution?

6

End Semester Examination, May 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 any SIX questions in all. Part A is compulsory. Attempt any FIVE questions from Part B.

PART-A

Q.1 Define the following terms:
a) Events.
b) Theme.
c) Event planning.
d) Brand building.
e) Market segmentation.
f) AV.
g) Classroom set up.
h) Early bird registration.
i) OHP.
j) VAT.

1×10

Fill in the blanks:
k) ______ notice board or video screen listing the day's events, times and locations within a venue.
l) ______ is a meeting or breakout session within a meeting where participants have open discussions on subjects of public interest or of interest to their particular sector.
m) A ______ is a tool which identifies tasks to be undertaken by whom and in what time-frame in order to ensure an event runs successfully.

n) Small group sessions, panels, workshops or presentations, offered concurrently within the event, formed to focus on specific subjects are known as ________.

o) ______ is a phone call which links up various phone lines in order that three or more parties may have a simultaneous conversation.

2×5

PART-B

Q.2 Explain Swot Analysis concept in brief.

6

Q.3 Explain the networking components involved in an event promotion.

6
Q.4 Discuss various criteria while choosing the event venue with appropriate examples.

Q.5 “Post-event follow up is important for an event Manager” Justify with suitable examples.

Q.6 Explain the characteristics of business events and retail events.

Q.7 Explain ‘brand building’ with suitable examples.

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End Semester Examination, May 2016
B. Sc. (Hospitality and Hotel Administration) – Second Semester
OPERATIONS SAFETY AND HACCP (BHHA-218)

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) Give full form of the following abbreviations:
   i) PPE
   ii) HACCP
   iii) FSSAI
   iv) USPH
b) Describe the food standards defined by FSSAI.
c) What is critical control point in HACCP?
d) Define ‘Hazard’.
e) Define ‘Temperature Danger Zone’.
f) Define “critical limits” for critical control point.
g) Give few examples of chemical hazards.
h) Define micro-organisms.
i) What is Ergonomics?
j) How can slipping in the hotel kitchen be avoided?

2×10

PART-B

Q.2 Describe the seven principals of HACCP.

Q.3 Explain the meaning of ‘Occupational Health and Safety’.

Q.4 Describe the common causes of accidents, in hotel industry.
Q.5 What is an SOP? Explain its usefulness in organizing an activity.

Q.6 Describe the role of FSSAI in hotel and catering industry.

Q.7 List down the do's and don'ts to ensure workplace hygiene.

Q.8 Explain the precautions to be taken, while storage of food, to ensure food safety.

Q.9 List down the common PPEs used in hotel industry and explain their importance in brief.