End Semester Examination, May 2015
B. Sc. (Hotel Management) - First Semester
FOUNDATION COURSE IN FRONT OFFICE (FMS-HM-103)

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) **Fill in the blanks:**
   i) Kashmir is famous for boat house; they are good examples for a _________ type of accommodation.
   ii) The hotels where guests stay for longer durations like 6 months or a year are called as ________.
   iii) Penthouse is located on ________ floor of a hotel.
   iv) The earliest type of travel was for the purpose of ________.
   v) The national air line for India is named ________.
   vi) EPABX section in a hotel comes under the ________ department.
   vii) The Ashok, New Delhi is an example of ________ category of hotel.
   viii) The ________ department makes booking for hotel rooms.
   ix) The bell desk generally comes under ________ section of front office.
   x) The rooms having a door in the common wall are called ________.

b) **Write short notes on (ANY FIVE):**
   i) American plan.
   ii) Star rating of hotels.
   iii) FO and HK interdepartmental communication.
   iv) A resort.
   v) Guest folio.
   vi) A studio room.

**PART-B**

Q.2 Define “tourism”. Discuss briefly various components of tourism industry. 6

Q.3 List and define the core areas of a hotel along with any two ancillary departments. 6

Q.4 Considering the types of clients as the basis of classification, discuss the various categories of hotel classifications. 6

Q.5 Name and explain about any three meals used in the hotels. 6

Q.6 Why inter-departmental co-ordination is necessary in hotels? 6

Q.7 With the help of a neat labeled diagram, discuss the layout of a front office department of a five star hotel. 6
End Semester Examination, May 2015
B. Sc. (Hotel Management) - First Semester
INTRODUCTION TO PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR
(FMS-HM-105)

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 Fill in the blanks:
   a) ________ means looking ahead and chalking out future courses of action.
   b) The managerial function of ________ involves manning the organization structure through proper and effective selection, appraisal and development of the personals to fill the roles assigned to the employers/workforce.
   c) ________ is a process in which the managers instruct, guide and oversee the performance of the workers to achieve predetermined goals.
   d) Human skills are critical for all managers because of the highly ________ nature of managerial work.
   e) ________ is the ability to influence others to perform tasks.
   f) The contingency approach believes that it is impossible to select one way of managing. It suggests the managers to keep a ________ plan ready.
   g) The ________ environment is also known as the task environment and operating environment because these forces have a direct bearing on the operations of the firm.
   h) CSR stands for ________.
   i) Code of moral principles that guide the action of people and groups is called ________.
   j) ________ is a broad long term plan. It provides guideline for achieving the objectives of the organization.

Write short notes on (ANY FIVE):
   k) The M.B.O process.
   l) Span of control.
   m) Organization hierarchy chart.
   n) Job description.
   o) Political environment.
   p) Competition.

PART-B

Q.2 In a brief, explain what is meant by ‘Mission’ and ‘Objectives’ of an organization. 6

Q.3 Write a short note on values and ethics and discuss its importance in management. 6

Q.4 Motivation is a very important management function. What is meant by motivation? How does the management ensure the achievement of motivation levels in its employees? 6

Q.5 List and briefly explain the factors that determine an individual’s personality. 6
Q.6  Communication is absolutely necessary for an organization to exist and function smoothly. Explain importance of communication with suitable examples  

Q.7  How important is the understanding of personality traits and characteristics in an organization for a professional?
End Semester Examination, May 2015
B. Sc. (Hotel Management) - Second Semester
FOOD AND BEVERAGE PRODUCTION (FMS-HM-201)

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 in one line:
   a) Yeast.  
   b) Stock. 
   c) Goujons.  
   d) Univalve. 
   e) Offals.  
   f) Consomme. 
   g) Spring lamb.  
   h) Sugar. 
   i) Rigor Mortis.  
   j) Tenderloin.  

   Fill in the blanks:
   k) Classical accompaniment for fried fish is __________.  
   l) __________ is the number of fillets obtained from flat fish. 
   m) Meat from more than one year old goat and sheep is called __________. 
   n) __________ is the classical sauce served with roast chicken. 
   o) Parmesan cheese is from __________.  

PART-B

Q.2 Explain different kinds of flours. 6
Q.3 With the help of a diagram, explain the structure and composition of an egg. 6
Q.4 Plan a three course continental menu along with plan of work and indent for 4pax. 6
Q.5 Explain wheat grain with the help of a diagram. 6
Q.6 Explain in details the primal cuts of lamb. 6
Q.7 Give five varieties of:
   a) Apple.  
   b) Cheese.  

   3x2
End Semester Examination, May 2015
B. Sc. (Hotel Management) - Second Semester
FOOD AND BEVERAGE SERVICE OPERATIONS THEORY (FMS-HM-202)

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 in one line:
   a) KOT.
   b) Errand card.
   c) Sake.
   d) Perry.
   e) Cider.
   f) Viticulture.
   g) Viniculture.
   h) BOT.
   i) Cigar.
   j) Agrafe.

   Fill in the blanks:
   a) The bitters added to the beer are also named as ________.
   b) ______ is the time period set for a wine to declare a vintage.
   c) Liqueur de tirage comprises of ________.
   d) ______ is added to wine and vine to protect it from pests and harmful yeasts.
   e) The cloudy appearance on the skin of the grape is called ________.

   1x10

PART-B

Q.2 Explain viticulture and classify methods, grape varieties and diseases. 6

Q.3 Describe venification and the process involved in details. 6

Q.4 Explain the beer manufacturing process from grain to bottling. 6

Q.5 Explain cheeses, its classification and serving accompaniments. 6

Q.6 What is Tabacco? Explain the difference between cigars and cigarettes. Give some brand names of both as examples. 6

Q.7 Give five names of:
   a) Fortified wine.
   b) White wine.
   c) Red grapes. 6
End Semester Examination, May 2015
B. Sc. (Hotel Management) - Second Semester
FRONT OFFICE OPERATIONS (FMS-HM-203)

Time: 3 hrs
Max Marks: 50
No. of pages: 2

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

PART-A

Q.1 State whether TRUE or FALSE:
   a) Reservation reports are useful for planning the expansion of the hotel.
   b) GDS is among the good source for reservation request.
   c) SABRE is a well known central reservation system.
   d) Form F requires the necessary data to be taken from each and every hotel guest.
   e) The guest who arrives at a hotel with very little or no baggage is known as walk-in guest.
   f) The person who does the job of locating a guest in a specified location in the hotel is known as a page boy.
   g) Master cards and visa cards are examples of credit cards.
   h) One should have a saving account in the bank to get a credit card.
   i) Settlement of accounts means zeroing the credit and debit balances in the guest folio.
   j) Traveller’s cheques and personal cheques are the same.

   Fill in the blanks:
   a) __________ check out may not require queuing at the front desk.
   b) Hotel should obtain license from ________ to deal with foreign currency.
   c) Travel agent issues _________ to their clients for the settlement of hotel bills.
   d) The facility of awakening guest at a time requested by them is known as ________ facility.
   e) A _________ tag is attached to every article that is kept in the left luggage room.
   f) __________ is a proof of nationality.
   g) A document that contains the information required to be sent to FRRO in case of a _______
   h) Full form of FRRO is __________.
   i) Full form of GDS is __________.
   j) __________ plan includes room rent and all meals in tariff.

PART-B

Q.2 What are the different bases of charging a room rent? Which criteria is most suitable for a commercial and why?

Q.3 What do you understand by a meal plan? Explain different meal plans offered by hotels.

Q.4 What do you understand by a guest cycle? Describe the four phases of a guest cycle.

Q.5 What are the various sources of making a reservation?
Q.6 What is a registration? Explain the legal implications of registration for the guest and for the hotel.

Q.7 Explain form F and Form C in detail.

Q.8 What are the possible causes of complaints by guests? How should a front office assistant handle the complaints?

Q.9 What precautions should the front desk cashier take while accepting currency notes, credit cards and travel agent vouchers for setting the guest accounts?
End Semester Examination, May 2015  
B. Sc. (Hotel Management) - Second Semester  
ACCOMODATION OPERATIONS THEORY  
(FMS-HM-204)  

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 the following terms:**  
i) Duvets. 
ii) Sico Beds. 
iii) Smart Cards. 
iv) Dirty dozen. 
v) Preventive maintenance. 
vi) Runners. 
vii) Turn down service. 
viii) On-change room. 
ix) Jacuzzis. 

(b) **Fill in the blanks:**  
i) ________ is the sanitary fitting consisting of toilet bowl and the cistern.  
ii) ________ is a key used by the deputy or assistant housekeeper.  
iii) ________ stands for SOP.  
iv) ________ is done for folding sheets or blankets at the corners during bed making.  
v) ________ is a situation in which housekeeping department description of rooms status different from the room status information with the front office.  
vi) ________ is a guest supply that are expected to use or take away when leaving the property.  
vii) ________ is a miniature refrigerator stocked with juices, liquor, and snacks in every room.  
viii) ________ is a cot for babies provided to guests on request.  
ix) ________ are the three elements of design.  
x) ________ steam bath cubicles made of wood or glass.  

**PART-B**

Q.2  
Discuss the principles to achieve a good interior design.  

Q.3  
What is the key control procedures followed in a housekeeping department?  

Q.4  
Draw a sample checklist for room inspection. Describe the typical areas that are usually neglected special attention is required during room inspection.  

Q.5  
Explain the term: and a public area. What is the procedure of cleaning guest elevators?
Q.6  What are the basic principles for requisitioning guest supplies and cleaning supplies?

Q.7  What is bed making? Describe the procedure of turn down service.
End Semester Examination, May 2015  
B. Sc. (Hotel Management) - Second Semester  
HUMAN RESOURCE MANAGEMENT (FMS-HM-205)

Time: 3 hrs  
Max Marks: 50  
No. of pages: 2

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

PART-A

Q.1 Multiple choice question:

a) ________ is a written record of duties, responsibilities and conditions of the job.  
i) HRIS  
ii) Skills inventory.  
iii) Job analysis.  
iv) Job description.

b) In this method of training, an effort is made to expose participants to concepts and theories, basic principles and pure applied knowledge in any subject area.  
i) Experimental methods.  
ii) Knowledge based methods.  
iii) Simulation methods.  
iv) Mentoring.

c) In ________ the philosophy is more based on “stick approach” rather than “carrot approach”.
   i) Human resources planning.  
ii) Motivation.  
iii) Human resource development.  
iv) Personnel management.

d) Which of the following may be related to forecasting manpower requirements?  
i) Mathematical projections.  
ii) Job vacancy advertisements.  
iii) Staffing.  
iv) Hiring.

e) Which of the following is not an external source of recruitment?  
i) Advertisement.  
ii) Promotion.  
iii) Employment agencies.  
iv) Employee referrals.

f) The term “training” indicated any process by which the aptitude skills and abilities of employees to perform specific jobs are ________.
   i) Evaluated.  
ii) Rated.  
iii) Decreased.  
iv) Increased.

g) Human resource planning is essential because of frequent ________.
   i) Complaints.  
ii) Labour turnover.  
iii) Employee training.  
iv) Competition.

h) The best medium to reach a ‘large audience’ for the process of recruitment is:
   i) Casual applicants.  
ii) Advertising.  
iii) Employee referrals.  
iv) Employment agencies.

i) ________ is one of the acceptable method for obtaining a feedback in training.
   i) Structured interview.  
ii) Performance after training.  
iii) Improvement after training.  
iv) Employee turnover rate.

j) This method is generally used to collect employee’s opinion about the factors which affect morale and their effect on personnel objectives.
   i) Interview method.  
ii) The questionnaire method.  
iii) Brainstorming.  
iv) Focus group.
**Fill in the blanks:**

a) The process of studying and collecting an information relating to the operations and responsibilities of a specific job is known as _______.

b) _______ is a document that contains information about the personal qualities, skills and formal education required to perform a job efficiently.

c) A process of finding and attracting capable applicants for employment is known as _______.

d) _______ is the process of choosing the right candidate from the pool of applications received in the recruitment process.

e) _______ increases the performance level of employees.

f) _______ is an internal source of recruitment.

g) _______ is an external source of recruitment.

h) _______ is a planned introduction of new employees to their jobs, their co-workers, the management and the organization.

i) _______ is a document that contains a list of duties, responsibilities and all tasks that constitute a job position.

j) _______ is the process of estimating the future manpower requirements.  

**PART-B**

Q.2 Define human resource and its importance. Explain the functions of human resource department of a hotel.  

Q.3 Discuss the various appraisal rating systems and the methods of appraising employee performance in hotels.  

Q.4 “Motivation of employees is important in an organization” Discuss.  

Q.5 What are the components of employee welfare?  

Q.6 Define training. Discuss the importance of training and a proper trainer in hotel industry.  

Q.7 Critically examine the role of various determinants that influence compensation policy of a hospitality organization.  

Q.8 Discuss the importance of employee safety and health in HR management.
End Semester Examination, May 2015  
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 a) Fill in the blanks:  
i) SOP stands for ________.  
ii) Cash paid to guest by the hotel is called ________.  
iii) ________ is charged to a guest for cancelling a confirmed booking one day before arrival.  
iv) ________ is included with room charges in a continental meal plan.  
v) Form filled to register the details of foreign guest is called __________.  
vi) Wake-up call is delivered to the guest room by __________ section of front office department.  
vii) PMS is a ________ system used in hotels.  
viii) ARR means ________.  
ix) Booking a room in hotel for a guest is called ________.  
x) ________ handles the baggage in a hotel.  

b) Write short notes on (ANY FIVE):  
i) City ledger.  
ii) Night audit.  
iii) Off season discount.  
iv) Travel agent’s hotel package.  
v) Corporate rates.  
vi) Concierge.  

PART-B

Q.2 With the help of a neatly labeled format, describe a registration form REG card.  

Q.3 List out any six foreign currencies with their countries of use. Also, mention their exchange rate in Indian rupee.  

Q.4 Hotels offer a privilege of express check-in and express check-out to a selected VIP guest. What is the procedure for the each of them? Explain briefly.  

Q.5 Comment on the utility of property management system and how its use has improved the efficiency and effectiveness of front office departmental activities.  

Q.6 Discuss the role of HRACC, a committee that regulates the star classification of hotels and restaurants in India. Who are the members of it?  

Q.7 Enlist the steps you would take as a front office associate on a complaint received from a guest late in the night about the loud music being played in his adjacent room.
End Semester Examination, May 2015
B.Sc. (Hotel Management) – First Semester
FOUNDATION COURSE IN FOOD AND BEVERAGE SERVICE
(FMS-HM-102)

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) Write short notes on the following:
   i) Tongs
   ii) Salver
   iii) Tea pot
   iv) Saucer
   v) Table
   2x5

   b) Fill in the blanks:
      i) ________ glass is used to serve water.
      ii) ________ is size of full plate.
      iii) ________ and ________ are table condiments.
      iv) ________ is an example of preserves.
      v) BOT stands for ____________.
      2x5

PART-B

Q.2 Describe the different equipments used in the restaurants. 6

Q.3 What are the basic etiquettes of a food and beverage personnel? 6

Q.4 Explain French classical course in detail. 6

Q.5 Name different types of cutlery used in a restaurant. 6

Q.6 Describe beverage chart in detail. 6
Q.7 Explain in detail the difference between a la carte and tdh menu.
End Semester Examination, May 2015
B.Sc. (Hotel Management) – First Semester
FOUNDATION COURSE IN ACCOMODATION OPERATIONS-I
(FMS-HM-104)

Time: 3 hrs
Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any Five questions from PART-B.

Max Marks: 50
No. of pages: 1

PART-A

Q.1   a) Define the following terms (ANY TEN):
   i) Orthodox cleaning
   ii) Dust sheets
   iii) E.H.K.
   iv) Buddy
   v) Druggets
   vi) Janitor’s Trolley
   vii) Par stock
   viii) Turn down service
   ix) Sundry equipments
   x) Scrim
   xi) Crinkle sheet
   1x10

b) Fill in the blanks:
   i) __________ is the sanitary fitting consisting of toilet bowl and the cistern.
   ii) _______________ consists of metallic handle which is used to remove excess water from the surface being cleaned.
   iii) __________ is a thin layer of corrosion that forms over the surface of metals.
   iv) __________ is an agreement between two parties negotiating a business deal.
   v) __________ stands for DND.
   2x5

PART-B

Q.2   What are the cleaning agents? Discuss their classifications and describing each category of cleaning agent briefly.
   6

Q.3   What are skills and personal traits of a housekeeping professional?
   6

Q.4   Draw and explain the layout of a housekeeping department.
   6
Q.5 How does housekeeping coordinate with the following?
   a) Engineering
   b) Human resource
   c) The Food and Beverage department

Q.6 Draw the organizational hierarchy chart of a housekeeping department.

Q.7 What are different types of methods that can be used to protect a metal surface?

Q.8 What are general principles of cleaning?
End Semester Examination, May 2015
B. Sc. (Hotel Management) - Second Semester
LAW AND THE HOSPITALITY INDUSTRY (FMS-HM-206)

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.

\[ \text{PART-A} \]

Q.1 Fill in the blanks:
\( a) \) A contract that is made by words either spoken or written is said to be ________.
\( b) \) The term ‘Goods’ in the Sale of Goods Act means __________.
\( c) \) If the factory employs more than 1000 workers, they should appoint a qualified ________ to carry out the prescribed duties.
\( d) \) A person who has ultimate control over the affairs of the factory under Factories Act, 1948 is called as ________.
\( e) \) The Consumer Protection Act 1986 extends to ________.
\( f) \) ________ means unfair use of one’s superior power in order to obtain the consent of a person, who is in a weaker position.
\( g) \) A contract of sale made without consideration is ________.
\( h) \) Under the Consumer Protection Act, ________ shall constitute State Consumer Protection Council.
\( i) \) What is the full form of PFA ________ and when was it established?
\( j) \) The presence of grievances among employees may cause ________.

\[ \text{2x10} \]

\[ \text{PART-B} \]

Q.2 What are the rights and duties of an unpaid seller? 6

Q.3 What are the duties of a food inspector? 6

Q.4 Explain the following:
\( a) \) AGMARK.
\( b) \) FPO standard. 6

Q.5 Explain the modes of discharge of a contract. 6

Q.6 Explain the water (Prevention and Control of Pollution) Act in brief. 6

Q.7 What are the powers available to dispute redressal agencies under the Consumer Protection Act? 6
End Semester Examination, May 2015
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 SIX questions in all; PART-A is compulsory. Attempt any Five questions from PART-B.

PART-A

Q.1 a) Write short notes on:
   i) Rim
   ii) Stirrer
   iii) Garnish
   iv) Cheese
   v) Terroir
   2x5

b) Fill in the blanks:
   i) Whisky is served in __________ glass.
   ii) Champagne is served in __________ glass.
   iii) __________ is used as a garnish for bloody mary.
   iv) _____________ herb is used in virgin mojito.
   v) _____________ is the wine brand of India.
   2x5

PART-B

Q.2 What is viticulture? Explain in detail.
   6

Q.3 What do you understand by the process “Vinification”? Explain its basic steps.
   6

Q.4 Explain French classical course in detail.
   6

Q.5 What is a cocktail? Explain the different parts of it.
   6

Q.6 Give five names of wine/whisky/beer/vodka/rum.
   6

Q.7 Explain in detail the solera system used to make fortified wines.
   6
End Semester Examination, May 2015
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 SIX questions in all; PART-A is compulsory. Attempt any Five questions from PART-B.

PART-A

Q.1 a) Define the following terms (ANY TEN):
   i) Linen chute
   ii) Monogramming
   iii) Moribana
   iv) Thimbles
   v) Steam press
   vi) Antichlors
   vii) OPL
   viii) Snag list
   ix) Ergonomics
   x) Cut downs
   xi) Seamstress
   xii) Par level

1x10

b) Fill in the blanks:
   i) __________ is the process involves altering the structure of existing property in a part or whole.
   ii) ______________ is the process of cleaning fabrics in a non aqueous solution.
   iii) _____________ is another term for salt of lemon.
   iv) ______________ are large presses that are meant for large bedcovers and bed sheets.
   v) __________ is a place where the washing and finishing of clothes and other washable articles can be done.

2x5

PART-B

Q.2 What are the steps of Laundry cycle?
   6

Q.3 What are the different categories of stains?
   6

Q.4 What are the basic guidelines for handling uniform issuing process?
   6
Q.5 Explain the various activities carried out in sewing room.

Q.6 List 15 different flowers and foliage used in flower arrangements.

Q.7 What is renovation? Why do hotels need to renovate their properties?

Q.8 Explain the process of stocktaking of Linen.
PART-A

Q.1  a) Define the following terms (ANY TEN):
   i) Journal
   ii) Trial Balance
   iii) Revenue
   iv) Petty cash book
   v) BRS
   vi) Cash sales
   vii) Subsidiary books
   viii) Discount
   ix) Creditors
   x) Share capital
   xi) Bad debts
   1x10
   
   b) Prepare a petty cash book of M/s Shree Santosh Kumar Gupta from following transactions:

<table>
<thead>
<tr>
<th>2005</th>
<th>Particulars</th>
<th>Amount (`)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 1</td>
<td>Received for petty cash</td>
<td>`100</td>
</tr>
<tr>
<td>Jan 5</td>
<td>Paid for conveyance</td>
<td>`05</td>
</tr>
<tr>
<td>Jan 8</td>
<td>Paid for postage</td>
<td>`03</td>
</tr>
<tr>
<td>Jan 10</td>
<td>Paid for travelling expenses</td>
<td>`09</td>
</tr>
<tr>
<td>Jan 15</td>
<td>Paid for advertising</td>
<td>`20</td>
</tr>
<tr>
<td>Jan 25</td>
<td>Paid for stationary</td>
<td>`03</td>
</tr>
</tbody>
</table>

   PART-B

Q.2   From the following Trial balance of M/s. Anil Kumar, prepare Trading a/c, Profit and Loss a/c and balance sheet.

<table>
<thead>
<tr>
<th>Debit balances</th>
<th>`</th>
<th>Credit balance</th>
<th>`</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Stock</td>
<td>2,740</td>
<td>Sales</td>
<td>40,216</td>
</tr>
<tr>
<td>Purchases</td>
<td>28,395</td>
<td>Purchase returns</td>
<td>115</td>
</tr>
</tbody>
</table>
Q.3 Explain the factors for determining working capital.

Q.4 Differentiate between:
   a) Capital expenditure and revenue expenditure.
   b) Fixed assets and current assets.

Q.5 Explain the importance of capital budgeting and their methods.

Q.6 Explain the purpose of preparing a balance sheet.

Q.7 Journalise the following transactions in journal and post them into ledger.

<table>
<thead>
<tr>
<th>Date</th>
<th>Transaction</th>
<th>Amount (’/)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01-09-05</td>
<td>Paid into the bank for opening account</td>
<td>20,000</td>
</tr>
<tr>
<td>02-09-05</td>
<td>Bought furniture for cash</td>
<td>50,000</td>
</tr>
<tr>
<td>05-09-05</td>
<td>Deposited cash into bank</td>
<td>1,50,000</td>
</tr>
<tr>
<td>06-09-05</td>
<td>Returned goods to XYZ</td>
<td>6,000</td>
</tr>
<tr>
<td>07-09-05</td>
<td>Goods taken by the proprietor for personal use</td>
<td>15,000</td>
</tr>
<tr>
<td>08-09-05</td>
<td>Paid salaries</td>
<td>2,000</td>
</tr>
<tr>
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End Semester Examination, May 2015
B.Sc. (Hotel Management) - Fourth Semester
FOOD PRODUCTION MANAGEMENT THEORY (FMS-HM-401)

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

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

**PART-A**

Q.1 Explain the followings:
   a) Sandwich  b) Compound salad
c) Dressings  d) Garnishes
e) Salsa  f) Force meat
g) Sushi  h) Compound butter
i) Chaud froid  j) Brine

Q.2 Write briefly about an Italian cuisine.

Q.3 Discuss why Chinese cuisine has emerged as a popular cuisine in the international front.

Q.4 Differentiate between:
   a) Aspic and Jelly
   b) Terrine and Gelatin

Q.5 Why a quality and quantity control is essential in production of food?

Q.6 Write ten different food items with their French names.

Q.7 Discuss the role of icing and mention its advantages in confectionery.
End Semester Examination, May 2015
B.Sc. (Hotel Management) - Fourth Semester
FOOD AND BEVERAGE SERVICE MANAGEMENT THEORY
(FMS-HM-402)

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

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

PART-A

Q.1 a) Define the following terms:
   i) Budget
   ii) Fromage
   iii) Breakeven point
   iv) Closing stock
   v) Labour cost
   vi) Inventory
   vii) Food cost
   viii) Buffet
   ix) Steak diane
   x) Flambe

1x10

b) Fill in the blanks:
   i) Chardonnay is _________ variety of grape.
   ii) _________ is the grape spirit used for flambé.
   iii) Liqueur de expedition comprises of _________.
   iv) Labor cost will be considered under _________ cost.
   v) Danger zone is in between _______ to _________ degree celsius.

2x5

PART-B

Q.2 Explain food and beverage controls in a hotel in detail.
6

Q.3 Describe in detail the white and red wine making process and differentiate between them.
6

Q.4 Explain a function catering. Describe atleast ten setups done in a banquet function with a diagram.
6
Q.5 What is a Gueridon trolley? Explain different types of trolleys with its advantages and disadvantages.

Q.6 Explain the French classical course menu with examples.

Q.7 What is a menu management? Explain the planning considerations and constraints while planning a menu.
End Semester Examination, May 2015
B.Sc. (Hotel Management) – Fourth Semester
FRONT OFFICE MANAGEMENT THEORY (FMS-HM-403)

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) State whether TRUE or FALSE:
    i) No-show means the guest does not want to show their identity proof.
    ii) Forecasting can be done by any employee at the front desk.
    iii) Lowest rate for a given day is known as hurdle rate.
    iv) Last minute cancellation made by travel agents is known as wash out factor.
    v) Budget is a plan of how to spend a mentioned amount of money over a particular period of time.
    vi) Master budget is also known as final budget.
    vii) Demand is a want which is backed by the ability and willingness to pay for the product.
    viii) Benchmarking is an increasingly popular tool.
    ix) Seiri is sorting through the contents of the workplace and removing unnecessary items.
    x) Travel technology may also be referred as e-tourism.

1x10

b) Fill in the blanks:
    i) The maximum revenue that can be generated from the operation of any business is known as ________ revenue.
    ii) When a guest departs from the hotel before his expected date of departure, it is called ________ stay?
    iii) When a guest departs from the hotel after his expected date of departure, it is called ________ stay.
    iv) The ratio of total output generated to actual potential is known as ________.
    v) ________ can be used as a tool for control.
    vi) Marketing of regions, cities, leisure spots is known as ________ marketing.
    vii) Golden triangle consist of ____________.
    viii) TQM stands for ____________.
    ix) ____________ involves cleaning everything keeping it clean daily and suing cleaning to inspect the workplace and equipments.
    x) ____________ typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attraction.

1x10

PART-B
Q.2 Explain how selective overbooking improves revenue generation.

Q.3 What is meant by forecasting of room availability? What points should one keep in mind while forecasting?

Q.4 What do you understand by marketing mix? Explain with suitable examples.

Q.5 What do you understand by the term “budgetary control”? Explain its major advantages.

Q.6 Define quality especially in the context of hotel industry.

Q.7 Discuss destination marketing with special emphasis to tourism sustainability.

Q.8 Discuss the role of event management in hospitality.
End Semester Examination, May 2015
B.Sc. (Hotel Management) – Fourth Semester
ACCOMODATION OPERATIONS AND MANAGEMENT (FMS-HM-404)

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  a) Define the following terms (any ten):

i) Decorative design  
ii) Hue  
iii) Parquet  
iv) Gauge  
v) Threshold levels  
vi) Pest  
vii) Three Es of safety  
viii) Napping  
ix) Damask  
x) First aid  
xi) MSDS  
xii) CPR  

1x10

b) Fill in the blanks:

i) _______ refers to brightness or dullness of a color.  
ii) _______ refers to a plan done for uncertain events.  
iii) _______ is the process of making yarn from fibers.  
iv) _______ indicates the number of warp ends weft picks per unit of measure of fabric.  
v) _______ stands for OSH standards.  
vi) _______ are small metal of plastic containers with lids which are kept in toilets for the collection of soiled sanitary towels.  
vii) _______ is a miniature refrigerator stocked with juices, liquor, and snacks in every room.  
viii) _______ is another term for termites.  
ix) _______ are the three elements of design.  
x) _______ stands for HPMV.  

1x10

**PART-B**

Q.2  What are methods of controlling (a) Silverfish, (b) Bats, (c) Houseflies?  

6

Q.3  How do design pattern influence the interior decoration of a room?  

6
Q.4 Classify various types of lightening on the basis of their functions.

Q.5 What types of colors should be used in different areas of a hotel?

Q.6 How are fibers classified? Discuss with examples.

Q.7 What is a fire? What are the different classes of fire?
End Semester Examination, May 2015
B.Sc. (Hotel Management) – Fourth Semester
STRATEGIC MANAGEMENT (FMS-HM-405)

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 (ANY TEN):
   i) Strategy formulation
   ii) Upscale
   iii) Threats
   iv) Task environment
   v) TOWS matrix
   vi) Product portfolio
   vii) Benchmarking
   viii) Contextual fit
   ix) Corporate strategy
   x) Product policies
   xi) SFAS
   xii) BCG matrix

   1x10

b) Fill in the blanks:
   i) __________ is a broad plan developed by an organization.
   ii) Strategic management involves two concepts __________ and __________.
   iii) __________ is the selection of decision rules in each functional area.
   iv) __________ stands for SFAS.
   v) __________ involves planning, organizing, staffing, directing.

   2x5

PART-B

Q.2 Explain the process of strategy management.
6

Q.3 Define policy. Explain financial policy, role of personnel policy and marketing policy in brief.
6
Q.4 What is a blue ocean strategy? How is it different from a traditional approach to strategic analysis?

Q.5 Describe the synthesis of internal forces and how it can be used for crafting a strategy.

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

Q.7 Discuss SWOT analysis and its components.
End Semester Examination, May 2015
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 a) Define the followings:
   a) Preventive maintenance
   b) Fire extinguisher
   c) Rain water harvesting
   d) Hard water
   e) Travelator
   f) Exhaust
   g) Ventillation
   h) LED
   i) Refrigeration
   j) Waste segregation

   2x10

PART-B

Q.2 Who is a Chief Engineer? Draw the organizational structure of maintenance department in a hotel. 6
Q.3 Discuss the essential points to be kept in mind while planning a commercial kitchen. 6
Q.4 Discuss how design, planning and architectural consideration are prime factors in facility planning. 6
Q.5 Mention the eco-friendly practices which must be adopted during a facility planning. 6
Q.6 Discuss the importance of a safety and security system in facility management. 6
Q.7 What are the different types of fires? Explain the process of dealing with each type of fire in brief. 6

End Semester Examination, May 2015
B. Tech. (Integrated) – Sixth Semester
ENTREPRENEURSHIP DEVELOPMENT AND MANAGEMENT (HM-I-601)

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 a) What competencies are required for a successful entrepreneur?
b) What is the procedure for registration of a small scale industry?
c) What is the importance of inventory management?
d) What are the objectives of good industrial relations?

**PART-A**

**Q.2** Explain the role of DICs and commercial banks in supporting entrepreneurs.

**Q.3** Explain in steps, how would you start a small scale industry.

**Q.4** How would you prepare a techno-economic feasibility of a project report?

**PART-B**

**Q.5**

a) Discuss basic principles of financial management.
b) Discuss any five good marketing techniques in detail.

**Q.6** Discuss Factory Act in detail.

**Q.7** Discuss workers participation in management. What are its forms? List the objectives and importance of the same.

**End Semester Examination, May 2015**

B. Tech. – Seventh / Eighth Semester

**PROJECT MANAGEMENT (HM-823)**

Time: 3 hrs  
Max Marks: 100

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** Explain briefly:

a) How many stages does project management consist of?
b) Type of contract.
c) Team work.
d) Sub-contracting.
e) Forecasting.
f) Principle of successors.
g) Post project review.
h) Types of projects.
i) Definitions of project management.
j) Control mechanism.

**PART-A**

**Q.2**

a) What is taxonomy of projects? Explain.
b) Explain the difference between backward and forward integration projects.

**Q.3**

a) What is project scheduling? Explain.
b) Explain the points which are involved in commercial appraisal.

**Q.4** The three time estimates of a project are given below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Optimistic time (t₀)</th>
<th>Most likely time (tₘ)</th>
<th>Pessimistic (Tₚ)</th>
</tr>
</thead>
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1-2 | 4 | 6 | 14  
1-3 | 7 | 11 | 15  
2-4 | 6 | 15 | 18  
3-4 | 2 | 5  | 8   
4-5 | 6 | 10 | 14  
3-5 | 7 | 16 | 19

a) Draw a PERT diagram.  
b) Calculate total project duration.  
c) Mark critical path.  
d) Find the probability that the project will be completed in 35 days.

**PART-B**

Q.5 a) Explain ‘ABC’ analysis of inventory control and its relevance for project.  
b) Give a detailed account of materials requirement planning (MRP).

Q.6 a) Explain the pure project organizational structure with a diagram.  
b) Explain the type of work breakdown structure.

Q.7 a) Explain the causes of project terminator.  
b) What are the qualities project manager must possess?

End Semester Examination, May 2015  
B. Tech. – Seventh / Eighth Semester  
HUMAN RESOURCE MANAGEMENT (HM-822)

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) What are the roles and responsibilities of a HR manager?  
b) What are the purposes of recruitment?  
c) How is succession planning important?  
d) What is the role of HR in mergers and acquisitions?

**PART-A**

Q.2 Discuss the scope of management with the help of suitable examples.  

Q.3 What is HRP? Explain various manpower forecasting techniques followed in the industry.

Q.4 How recruitment is affected by various environmental influences? What are the objectives of induction and socialization of new employees in an organization?

**PART-B**

Q.5 Define training. How would you design and administer a training program?  

Q.6 What is PMS? Explain the process of performance management.
Q.7  
a) What is the role of HR in virtual organization?  
b) How is international HRM different from national HRM?  

End Semester Examination, May 2015 
B. Tech. – Eight Semester 
MARKETING MANAGEMENT (HM-821)  

Time: 3 hrs  
Max Marks: 100  

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

Q.1  
a) Explain strategic business units.  
b) Explain positioning.  
c) What is demographic segmentation?  
d) Concept of freed motivation.  
e) What is differentiated pricing?  
f) What is segmentation and its need?  
g) What is hierarchy in product line?  
h) What is cause related marketing?  
i) Explain the importance of marketing plan.  
j) Discuss the concept of corporate social responsibility.  

2x10  

PART-A  

Q.2  
a) What is holistic marketing concept? Explain with a suitable example.  
10  
b) Differentiate between the corporate and divisional strategic planning.  
10  

Q.3  
Explain the following terms:
  a) Datamining.  
  b) Information system (sales).  
  c) Customer satisfaction.  
  d) Data warehousing.  
5x4  

Q.4  
What is motivation? Explain the motivation theories as given by “MASLOW” and “HERZBERG” in detail with suitable examples.  
20  

PART-B  

Q.5  
What is competitive strategies for market leaders? Differentiate between proactive and defensive marketing with suitable examples.  
20  

Q.6  
Explain the following terms:  
a) Product line analysis.  
b) Product levels.  
c) Product classifications.  

35/4
Q.7  
   a) Discuss the role of marketing communications in marketing management.  
      10  
   b) Explain in detail the communication process models.  
      10

End Semester Examination, May 2015
B. Tech. – Eight Semester
TOTAL QUALITY MANAGEMENT (HM-623)

Q.1  Explain in brief:
   a) Quality.
   b) Quality planning.
   c) Pillers of TQM.
   d) Concept of TQM.
   e) Dimensions of quality.
      5x4

PART-A

Q.2  How quality is linked to the cost of the product and what are its cost components.  
     Also explain quality and cost relationship with sketch.
     20

Q.3  Explain employees involvement works in maintain TQM in an organization.
     20

Q.4  a) Explain-‘New Seven Management Tools’ and how they act?
     10  
   b) Explain with sketch ‘Quality circle’.
     10

PART-B

Q.5  What is QFD-quality function deployment, and what is its process.
     20

Q.6  Explain-how quality is interconnected with organitional culture.
     20

Q.7  Explain-‘quality auditing’ and what is its need?
     20

End Semester Examination, May 2015
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 How many 3-digit numbers can be formed from the digits 2, 3, 5, 6, 7 and 9, which are divisible by 5 and none of the digits is repeated?
   a) 5.     b) 10.
   c) 15.    d) 20.

Q.2 In how many different ways can the letters of the word 'OPTICAL' be arranged so that the vowels always come together?
   a) 120.   b) 720.
   c) 4320.  d) 2160.

Q.3 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?
   c) 2/7.    d) 5/7.

Q.4 How many terms are there in the G.P. 3, 6, 12, 24, ....... , 384 ?
   a) 7.     b) 8.
   c) 9.     d) 10.

Q.5 In a division sum, the remainder is 0. As student mistook the divisor by 12 instead of 21 and obtained 35 as quotient. What is the correct quotient?
   a) 0.     b) 12.
   c) 13.    d) 20.

Q.6 It was Sunday on Jan 1, 2006. What was the day of the week Jan 1, 2010?
   a) Wednesday. b) Friday.
   c) Saturday.  d) Sunday.

Q.7 Find the missing number in the following number series:
   2, 3, 5, 7, 11, x, 17
   a) 13. b) 12.
   c) 14. d) 15.

Q.8 A large cube is formed from the material obtained by melting three smaller cubes of 3, 4 and 5 cm side. What is the ratio of the total surface areas of the smaller cubes and the large cube?
   a) 2:1.     b) 3:2.

Q.9 The H.C.F. of two numbers is 23 and the other two factors of their L.C.M. are 13 and 14. The larger of the two numbers is:
   a) 276.    b) 299.
   c) 322.    d) 345.

Q.10 It takes eight hours for a 600 km journey, if 120 km is done by train and the rest by car. It takes 20 minutes more, if 200 km is done by train and the rest by car. The ratio of the speed of the train to that of the cars is:
   a) 2:3.    b) 3:2.
   c) 3:4.    d) 4:3.

Q.11 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) ¾.
   c) 7/19.    d) 8/21.

Q.12 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.13 A vessel is filled with liquid, 3 parts of which are water and 5 parts syrup. How much of the mixture must be drawn off and replaced with water so that the mixture may be half water and half syrup?
   a) 1/3.     b) ¼.
   c) 1/5.     d) 1/7.

Q.14 There are two examinations rooms A and B. If 10 students are sent from A to B, then the number of students in each room is the same. If 20 candidates are sent from B to A, then the number of students in A is double the number of students in
B. The number of students in room A is:
   a) 20.       b) 80.
   c) 100.      d) 200.

Q.15 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.16 A man has Rs. 480 in the denominations of one-rupee notes, five-rupee notes and ten-rupee notes. The number of notes of each denomination is equal. What is the total number of notes that he has?
   a) 40.      b) 60.
   c) 75.      d) 90.

Q.17 Free notebooks were distributed equally among children of a class. The number of notebooks each child got was one-eighth of the number of children. Had the number of children been half, each child would have got 16 notebooks. Total how many notebooks were distributed?
   a) 256.     b) 432.
   c) 512.     d) 640.

Q.18 The price of 2 sarees and 4 shirts is Rs. 1600. With the same money one can buy 1 saree and 6 shirts. If one wants to buy 12 shirts, how much shall he have to pay?
   a) Rs. 1200.     b) Rs. 2400.
   c) Rs. 2300.     d) None of these.

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

Q.20 A student multiplied a number by 3/5 instead of 5/3, what is the percentage error in the calculation?
   a) 34 %.     b) 44 %.
   c) 54 %.     d) 64 %.

Q.21 Communication is:
   a) Getting Understood.
   b) Understanding others
   c) Both.       d) None.

Q.22 I am good at understanding a person by his attire, hairstyle, car etc. I am good at.
   a) Chronemics. b) Haptics.
   c) Objectics.  d) Oculesics

Q.23 I respect time. I am punctual and expect others to behave in a similar manner. I am
   a) Monochronic. b) Polychronic.
   c) Both.       d) None.

Q.24 I like to evaluate myself, observe my behaviors, find my areas of improvement and work on them. I possess the following type of intelligence.
   a) Special.    b) Intrapersonal.
   c) Interpersonal. d) Rhythmic.

Q.25 The social distance should be
   a) More than 12 feet.
   b) Between 4 to 12 feet.
   c) 18 inches to 12 feet.
   d) More than 18 feet.

Q.26 The Politician’s handshake is also known as:
   a) Elbow grasp.
   b) Glove handshake.
   c) The wrist holds.
   d) The firm handshake.

Q.27 Rubbing the palm together indicates.
   a) Dubious situation.
   b) Negative situation.
   c) Positive Expectation.
   d) Confident situation.

Q.28 Arms tightly folded across the chest mean.
   a) Defense.     b) Submission.
   c) Offense.     d) None.
Q.29 The intention of the double handed handshake is to show:
   a) Sincerity.
   b) Trust.
   c) Depth of the Feeling.
   d) All of the above.

Q.30 When you have to speak about a topic without preparation, it is called:
   a) Extempore.
   b) Debate.
   c) Declamation.
   d) None.

Q.31 We should pick up our phone ideally in ____ or less rings
   a) 1.
   b) 2.
   c) 3.
   d) 6.

Q.32 Passing somebody’s work as your own work is called
   a) Imitation.
   b) Copy.
   c) Plagiarism.
   d) None of the above.

Q.33 The communication through touch is known as:
   a) Proxemics.
   b) Chronemics
   c) Haptics
   d) Kinesics

Q.34 Which of the following objects communicate non verbally:
   a) Clothing.
   b) Hair style.
   c) Accessories.
   d) all of the above.

Q.35 Vocalics includes.
   a) Rate of Speech.
   b) Volume.
   c) Intonation.
   d) All of the above.

Q.36 If I encourage participation from everybody in a GD then I am a.
   a) Initiator.
   b) Channelizer.
   c) Moderator.
   d) Concluder.

Q.37 It is advisable to reach the interview venue early by
   a) 10 minutes.
   b) 30 minutes.
   c) 60 minutes.
   d) 1 minute.

Q.38 What would you like to put in the end while writing an email?
   a) Content.
   b) Signatures.
   c) Recipient id.
   d) None.

Q.39 Who is responsible for Audience analysis, Selection of medium, drafting an effective message and feedback?
   a) Sender.
   b) Receiver.
   c) Moderator.
   d) Facilitator.

Q.40 If I am an active listener, I will
   a) Paraphrase.
   b) Ask and Answer questions.
   c) Delay Judgment.
   d) All of the above.

Q.41 In order to be an influential participant in a GD one should be
   a) Assertive yet humble.
   b) Speak continuously.
   c) Dominating.
   d) Keep looking at the Jury/Panel.

Q.42 Which of these is not a myth about a GD?
   a) The initiator is the sure winner.
   b) Good communication is about. Speaking in stylish accent.
c) Speaking a lot is influencing.
d) Start only when you are aware of the subject.

Q.43 Which of the following should be avoided in a CV?
   a) Skills.
   b) Education.
   c) Hobbies.
   d) Religious affiliation.

Q.44 A personal interview stresses on the following areas:
   a) Goal clarity.
   b) Knowledge.
   c) Personality trait.
   d) All of the above.

Q.45 Which of the following is a strict NO during an interview?
   a) Making excuses.
   b) Making negative comments.
   c) Taking a cell phone call.
   d) All of the above.

Q.46 CV is a:
   a) Formality.
   b) Mandatory Employment Document.
   c) Selling Tool.
   d) None of the above.

Q.47 Which of the following is the correct chronology of a cover letter.
   a) Source, Educational/ Experience details, Sales Pitch, Conclusion.
   b) Educational/ Experience Details, Conclusion, Sales pitch, Source.
   c) Sales Pitch, Educational/ Experience Details, Conclusion, Source.
   d) None of the Above.

Q.48 You’re asked a really difficult question. You don’t know the answer off the top of your head, so you:

   a) I remember having read this but I’m really not sure and I won’t like to make a try.
   b) Say the first thing that comes to mind.
   c) Take a deep breath and think of an answer while paraphrasing the question.
   d) None of the Above.

Q.49 Which of the following is a negative role in a group discussion?
   a) Channelizer.
   b) Confrontationist.
   c) Initiator.
   d) Moderator.

Q.50 A re-statement of a text or passage is also known as:
   a) Paraphrasing.
   b) Greeting.
   c) Referencing.
   d) Encoding.
End Semester Examination, May 2015
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 briefly:
   a) Discuss the nature of management.
   b) What is the importance of planning as a management function?
   c) What are the objectives of good industrial relations?
   d) What is the meaning and need of entrepreneurship?
   5x4

PART-A

Q.2 Define management. Discuss the principles of organizing function of management.
   20

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

Q.4 What is inventory management? Discuss the associated costs and EOQ technique of inventory control.
   20

PART-B

Q.5 What is workers participation in management? How it is important? Discuss its types and advantages in detail.
   20

Q.6 Discuss the role of following in supporting entrepreneurs:
   a) District Industry Centres.
      10
   b) State Financial Corporations.
      10

Q.7 Write short notes on:
   a) Importance of industrial relations.
      10
   b) Role of NABARD in supporting entrepreneurs.
      10
Q.1  a) Define key functions of management.
    b) What are the important factors that determine ‘plant location’?
    c) Briefly mention some of the important duties of stores and purchases department.
    d) Mention a few aspects of employee welfare.
    e) What is the major role played by banks towards entrepreneurship development?

4x5

PART-A

Q.2  What is staffing function of management? Mention key components of this function and how are these carried out in a manufacturing organization

20

Q.3  Explain the importance of inventory management. How does an efficient inventory management help towards better profitability of business company?

20

Q.4  What are the major steps that an entrepreneur usually takes to find a suitable location for his/her business company?

20

PART-B

Q.5  What is meant by industrial relations? Specify the importance of industrial relations towards better productivity and profitability of a manufacturing company.

20

Q.6  Name a few Central and State Govt. Organizations that support industrial development and entrepreneurship in India. What are their major roles?

20

Q.7  If you plan to set up a business company after your degree course, what is the line of business you will select and what are the important initial steps you will take to set up such business.

20
Q.1 The average age of a family of 5 members is 20 years. If the age of the youngest member be 10 years then what was the average age of the family at the time of the birth of the youngest member?
   a) 13.5.  
   b) 14.  
   c) 15.  
   d) 12.5.

Q.2 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) 18.  
   d) 16.

Q.3 The length of a rectangle is increased by 60 %. By what percent would the width have to be decreased to maintain the same area?
   a) 37.5.  
   b) 35.53.  
   c) 36.5.  
   d) 40.5.

Q.4 A cinema hall has four entry gates and three exit gates. In how many ways can a person enter the cinema hall and comes out?
   a) 7.  
   b) 12.  
   c) 14.  
   d) 24.

Q.5 A hall is 15 m long and 12 m broad. If the sum of the areas of the floor and the ceiling is equal to the sum of the areas of four walls, the volume of the hall is:
   a) 720.  
   b) 900.  
   c) 1200.  
   d) 1800.

Q.6 If A’s salary is 20 % lower than B’s salary, then how much present is B’s salary higher than A’s?
   a) 15 %.  
   b) 20 %.  
   c) 25 %.  
   d) 33 1/3 %.

Q.7 How many times do the hands of a clock point opposite in a day?
   a) 24.  
   b) 20.

Q.8 The ratio of boys and girls in a class of 72 is 7:5. How many more girls should be admitted to make the number of boys and girls equal?
   a) 9.  
   b) 12.  
   c) 220.  
   d) 240.

Q.9 A, B and C can complete a piece of work in 24, 6 and 12 days respectively. Working together, they will complete the same work in:
   a) 1/24 day.  
   b) 7/24 day.  
   c) 24/7 days.  
   d) 4 days.

Q.10 A large tanker can be filled by two pipes A and B in 60 minutes and 40 minutes respectively. How many minutes will it take to fill the tanker from empty state if B is used for half the time and A and B fill it together for the other half?
   a) 15.  
   b) 20.  
   c) 27.5.  
   d) 30.

Q.11 A takes twice as much time as B or thrice as much time as C to finish a piece of work. Working together, they can finish the work in 2 days. B can do the work alone in(days):
   a) 4.  
   b) 6.  
   c) 8.  
   d) 12.

Q.12 Find the remainder when 75^{80} is divided by 5.
   a) 0.  
   b) 3.  
   c) 2.  
   d) 6.

Q.13 What number should be subtracted from 3938 if it is to be perfectly divisible by 3?
   a) 41.  
   b) 39.  
   c) 13.  
   d) None.
Q.14 The product of two numbers is 507 and their H.C.F. is 13. The numbers are:
   a) 13,49. b) 13,39. c) 39,15. d) None of these.

Q.15 How many 2-digit distinct nos. can be formed from digits 1, 2, 3, 4, 5, 6?
   a) 36 b) 25. c) 24. d) 65.

Q.16 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.17 If a man runs at 3m/s, how many kilometers does he run in 1 h 40 min?
   a) 18 km. b) 12 km. c) 20 km. d) 22 km.

Q.18 If a selling price of Rs. 24 results in a 20 % discount of the list price, the selling price that would result in a 30 % discount of the list price is?
   a) Rs. 16. b) Rs. 21. c) Rs. 25. d) Rs. 31.

Q.19 A man buys a cycle for Rs. 1400 and sells it at a loss of 15 %. What is the selling price of the cycle (in rupees)?
   a) 1090. b) 1160. c) 1190. d) 1202.

Q.20 A vendor bought toffees at 6 for a rupee. How many for a rupee must he sell to gain 20 %?
   a) 3. b) 4. c) 6. d) 5.

Q.21 What Is Pareto principle?
   a) 30/40 rule. b) 50/50 rule. c) 60/40 rule. d) 80/20 rule.

Q.22 When an unexpected task comes in that is neither important nor urgent, how should you respond?
   a) Ask someone else to do it. b) Do it now, yourself. c) Don’t do it at any time. d) Do it as soon as you can.

Q.23 Which characteristic represents the procrastinator?
   a) Fear of offending. b) Postponing the tasks. c) Desire to help others. d) Cannot say no.

Q.24 A method of prioritization is:
   a) First, second, third and fourth. b) Short task and long task. c) Immediate, short term, medium, long term. d) Immediate task and medium task.

Q.25 Time management is an essential skill for people who want to be more:
   a) Efficient. b) Excited. c) Dramatic. d) Pragmatic.

Q.26 By prioritizing, you will become:

Q.27 Standards used to determine the best solution:

Q.28 Members of a(n) ______ team have been cross-trained so each person is able to perform the duties of all the other team members.
Q.29 Which of the following is an example of a constraint to solving the problem of arriving late to work?
   a) Not having a car.
   b) Having dependable public transportation.
   c) Having enough time to get to work from class.
   d) All the above.

Q.30 The process of making an expectation a reality.
   a) Brainstorming.
   b) Problem solving.
   c) Criteria.
   d) Goal.

Q.31 Which is the first step in problem solving?
   a) Identify and analyze the problem.
   b) Observe, evaluate, and adjust.
   c) Collect and analyze data.
   d) Consider possible solutions.

Q.32 You are trying to calm down a colleague who has worked herself into a fury because the driver of another car has cut dangerously close in front of her. What do you do?
   a) Tell her to forget about it-she's OK now and it is no big deal.
   b) Put on one of her favorite tapes and try to distract her.
   c) Join her in criticizing the other driver.
   d) Tell her about a time something like this happened to you, and how angry you felt, until you saw the other driver was on the way to the hospital.

Q.33 Problem-solving method in which all members of a group fully accept and support a decision.
   a) Norm.
   b) Compromise.
   c) Goal.
   d) Consensus.

Q.34 You are a college student who had hoped to get an A in a course that was important for your future career aspirations. You have just found out you got a C- on the midterm. What do you do?
   a) Sketch out a specific plan for ways to improve your grade and resolve to follow through.
   b) Decide you do not have what it takes to make it in that career.
   c) Tell yourself it really doesn't matter how much you do in the course, concentrate instead on other classes where your grades are higher.
   d) Go see the professor and try to talk her into giving you a better grade.

Q.35 Which of the following aspects is not recognized as Emotional Intelligence?
   a) The effective and 'proper' management of emotions.
   b) A lack of self motivations.
   c) Controlling one's emotions.
   d) Knowing one's emotions.

Q.36 What is meant by the concept of 'social awareness'?
   a) Recognizing emotions in others.
   b) Knowing one's emotions.
   c) Controlling one's emotions.
   d) Controlling emotions in others.

Q.37 Which choice about customer service is true?
   a) Average customer service will always be sufficient.
   b) Customer service is boring.
   c) Businesses must provide excellent customer service or expect failure.
   d) Customers lost through poor customer service are easy to replace.

Q.38 Customers, suppliers, distributors and community groups are:
   a) Stockholders.
   b) Stakeholders.
c) Shareholders.
d) None of the above.

Q.39 Which of the following does NOT result in quality customer service?
   a) Lowering prices.
   b) Defining the types of customer it has.
   c) Regular communication with customers to determine their needs and expectations and what they value.
   d) Continual improvement to meet and exceed customer needs and expectations.

Q.40 Why is customer service mandatory?
   a) Customer service is mandatory as required by law.
   b) Customer service is mandatory because without it a company will lose customers.
   c) Customer service is mandatory because people require it.
   d) Customer service is mandatory because CEOs like to spend money on it.

Q.41 Customer is treated like as if he is:
   a) God. 
   b) King.
   c) Human Being.
   d) Buyer.

Q.42 Personal selling involves the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or a group's:
   a) Self-esteem.
   b) Team spirit.
   c) Relationship model.
   d) Purchase decision.

Q.43 What is FAB?
   a) Future and benefits.
   b) Further and benefits.
   c) Features and buyer.
   d) Features and benefits.
Q.47 In an interview when you do not know an answer, you should:
   a) Keep guessing.
   b) Remain quiet.
   c) Bluff.
   d) Admit you do not know the answer.

Q.48 The group discussion evaluates the candidate’s ability to:
   a) Control others.
   b) Discuss with others on a given subject.
   c) Argue with others.
   d) Lead others.

Q.49 The first objective in a group discussion is to:
   a) Create sub-groups.
   b) Catch the group’s attention.
   c) Prove your superiority.
   d) Act as a self-appointed leader of the group.

Q.50 What are FAQ’s?
   a) Frequently answered questions.
   b) Frequently asked questions.
   c) Fairly asked questions.
   d) Fondly answered questions.

End Semester Examination, May 2015
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 briefly:
   a) Discuss nature of management.
   b) Elaborate factors determining location of a factory.
   c) Explain VED analysis of inventory control.
   d) Write a note on quality circles in management.
   5x4

PART-A

Q.2 Define management. Discuss the process of planning.
Q.3 What is a plant layout? Discuss the types of plant layout with the help of diagrams.  

20

Q.4 Discuss the procedure of method study with a diagram.  

20

PART-B

Q.5 Discuss ABC analysis of inventory control in detail.  

20

Q.6 Discuss workers participation in management.  

20

Q.7 Define quality control. Discuss the methods of quality control.  

20

End Semester Examination, May 2015  
B. Tech. – Fifth / Sixth Semester  
INDUSTRIAL MANAGEMENT (HM-501)

Time: 3 hrs  
Max Marks: 100

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) Explain planning function of management.  
b) What are the various types of associated charts with method study?  
c) Draw a bin card.  
d) What is the importance of quality control?  
5x4

PART-A

Q.2 What is management? Discuss directing and controlling in detail.  

20

Q.3 a) What is the importance of plant layout?  
10

b) Discuss the problems of layout.  
10

Q.4 Define work sampling. Discuss the steps involved in work sampling technique.  

20

PART-B
Q.5 What is inventory management? Discuss ABC technique in detail. 
20

Q.6 a) What are the objectives of industrial relations? 
5
b) Explain the concept of workers participation in management in detail. 
15

Q.7 What is TQM? Discuss the three parameters associated with TQM. How do quality circles help in enhancing quality of products? 
20

End Semester Examination, May 2015
B. Tech. – Fourth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I
(HM-403)

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 Look at this series: 2, 1, (1/2), (1/4), ... What number should come next?
   a) (1/3)       b) (1/8).
   c) (2/8)       d) (1/16).

Q.2 After getting 2 successive discounts, a shirt with a list price of Rs. 150 is available at Rs. 105.
   If the second discount is 12.55, find the first discount.
   a) 50.         b) 20.
   c) 67.         d) 40.

Q.3 Two discounts of 40 % and 20 % equal to a single discount of:
   a) 50.         b) 45.
   c) 46.         d) 48.

Q.4 Find the ratio in which rice at Rs. 7.20 a kg is mixed with rice at Rs. 5.70 a kg to produce a
   mixture worth Rs. 6.30 a kg.
   a) 1:3.         b) 2:3.
   c) 3:4.         d) 4:5.

Q.5 The curved surface area of a cylindrical pillar is 264 m² and its volume is 924 m³. Find the
   ratio of its diameter to its height.
   a) 3:7.         b) 7:3.

Q.6 8 liters 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 water
   is 16:81. How much wine (in liters) did the cask hold originally?
   a) 18.         b) 24.
   c) 32.         d) 42.

Q.7 When a number is multiplied by 13, it becomes greater to 105 by an amount with which it is
   lesser to 105 by now. What is the number?
   a) 15.         b) 13.
   c) 17.         d) 19.

Q.8 When asked in an exam how much time is left, the teacher answered that the amount of time
   left is 1/5 of the time already completed. How much time is left?
   a) 10.         b) 12.
   c) 23.         d) 5.

Q.9 Look carefully for the pattern, and then choose which pair of numbers comes next.
   36 31 29 24 22 17 15
   a) 13 11.       b) 10 5.
   c) 13 8.       d) 10 8.

Q.10 How many bricks, each measuring 25 cm x 11.25 cm x 6 cm, will be needed to build a wall of
     8 m x 6 m x 22.5 cm?
     a) 5600.        b) 6000.
     c) 6400.        d) 7200.

Q.11 My successor’s father is my father’s son. And I don’t have any brothers or sons. Who is my
     successor?
     a) Nephew.      b) Niece.
     c) Daughter.     d) Myself
Q.12 If the cost of x meters of wire is d rupees, then what is the cost of y meters of wire at the same rate?
   a) xd.    b) yd.    c) yd/x.    d) x/xd.

Q.13 How many bricks, each measuring 25 cm x 11.25 cm x 6 cm, will be needed to build a wall of 8 m x 6 m x 22.5 cm?
   a) 5400. b) 6000. c) 6400. d) 7200.

Q.14 An error 2% in excess is made while measuring the side of a square. The percentage of error in the calculated area of the square is:
   a) 2%. b) 2.02%. c) 4%. d) 4.04%.

Q.15 A rectangular field is to be fenced on three sides leaving a side of 20 feet uncovered. If the area of the field is 680 sq. feet, how many feet of fencing will be required?
   a) 34. b) 40. c) 68. d) 88.

Q.16 Which of the following will replace ‘?’ in the series given below:
   2, 8, 13, 24, 41, (?)
   a) 70. b) 80. c) 75. d) 85.

Q.17 The sum of third and ninth term of an A.P is 8. Find the sum of the first 11 terms of the progression.
   a) 44. b) 22. c) 19. d) None of these.

Direction Q.18-Q.19: Study the following figure and answer the questions given below:

Q.18 How many doctors are neither artists nor players?
   a) 17. b) 5. c) 10. d) 30.

Q.19 How many artists are neither players nor doctors?
   a) 10. b) 17. c) 30. d) 15

Q.20 Women can complete a work in 7 days and 10 children take 14 days to complete the work. How many days will 5 women and 10 children take to complete the work?
   a) 3.
b) 5.  
c) 7.  
d) Cannot be determined.

Q.21 42 oranges are distributed among some boys and girls. If each boy gets 3 then each girl gets 6. But if each boy gets 6 and each girl gets 3, it needs 6 more. The number of girls is:  
a) 4  
b) 6.  
c) 8.  
d) 10.

Q.22 Santosh was travelling in a railway compartment. There he met a man and five women. Each woman had a child in her arms. How many were there in the compartment?  
a) 9.  
b) 10.  
c) 11.  
d) 12.

Q.23 If a person walks at 14 km/hr instead of 10 km/hr, he would have walked 20 km more. The actual distance travelled by him is:  
a) 50 km.  
b) 56 km.  
c) 70 km.  
d) 80 km.

Q.24 If $A = x \%$ of $y$ and $B = y \%$ of $x$, then which of the following is true?  
a) A is smaller than B.  
b) A is greater than B  
c) Relationship between A and B cannot be determined.  
d) None of these.

Q.25 Find the lowest common multiple of 24, 36 and 40.  
a) 120.  
b) 240.  
c) 360.  
d) 480.

Q.26 In how many ways a committee, consisting of 5 men and 6 women can be formed from 8 men and 10 women?  
a) 266.  
b) 5040.  
c) 11760.  
d) 86400.

Q.27 If the number $91876 * 2$ is completely divisible by 8, then the smallest whole number in place of * will be:  
a) 1.  
b) 2.  
c) 3.  
d) None of these.

Q.28 If 40 % of a number is equal to two-third of another number, what is the ratio of first number to the second number?  
a) 2 : 5.  
b) 3 : 7.  
c) 5 : 3.  
d) 7 : 3.

Q.29 If one-third of one-fourth of a number is 15, then three-tenth of that number is:  
a) 35.  
b) 36.  
c) 45.  
d) 54.

Q.30 A two-digit number is such that the product of the digits is 8. When 18 is added to the number, then the digits are reversed. The number is:  
a) 18  
b) 24.
Q.31 Career planning is a:
   a) One time process.
   b) Life long process.
   c) Yearly process.
   d) Monthly process.

Q.32 Team is a diverse group of people with ________ skills.
   a) Similar.
   b) Different.
   c) Complimentary.
   d) All of the above.

Q.33 A goal is a dream with a __________.
   a) Decision.  b) Dedication.
   c) Direction.  d) Deadline.

Q.34 Inept Leader ________.
   a) Does not solicit member contributions.
   b) Does not delegate.
   c) Has no vision.
   d) All of the above.

Q.35 Passing somebody's work as your own work is called.
   a) Imitation.
   b) Copy.
   c) Plagiarism.
   d) None of the above.

Q.36 When making reference to a work whose author is not known, for citing we use.
   a) Anon.  b) n. d.
   c) Unknown.  d) Unnamed.

Q.37 Which of these is not a part of Career planning process?
   a) Research.
   b) Decision Making.
   c) Retiring.
   d) Referencing.

Q.38 Employability is:
   a) Gain Initial Employment.
   b) Obtaining New Employment.
   c) Maintaining Employment
   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) All of the above.
Q.40 Which one of following is not a barrier to Reflection?
   a) Low Confidence.
   b) Lack of Interest.
   c) Unclear Intent.
   d) Lack of Awareness.

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 reason for Citation and Referencing.
   a) It is a sound academic practice.
   b) To give credit to the concepts and ideas of other authors.
   c) To enable those who read your work to locate the cited references easily.
   d) All of the above.

Q.43 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.44 Which of the following helps in Reducing Stress?
   a) Taking up a hobby
   b) Doing regular exercises.
   c) Learning to say "no."
   d) All of the above.

Q.45 ______ is a continuous experience of feeling overwhelmed, oppressed, and behind in our responsibilities. It is the all encompassing sense of being imposed upon by difficulties with no light at the end of the tunnel.
   a) Distress.
   b) Eustress.
   c) Pestress.
   d) Estress.

Q.46 Android Kit Kat and Android Jelly bean are what type of Innovations?
   a) Continuous.
   b) Incremental.
   c) Both.
   d) None of the Above.

Q.47 Creative thinking is related to _______ brain
   a) Left.
   b) Posterior.
   c) Rear.
   d) Right.

Q.48 The statement “Innovation is generation of new ideas.” is it:
   a) Correct.
   b) Incorrect.
   c) Partially correct.
d) Partly incorrect.

Q.49 Visual, Auditory and Kinesthetic are examples of:
   a) Learning Styles.
   b) Presentation styles.
   c) Audience Analysis.
   d) Effective opening techniques in presentation.

Q.50 Which of the following is a part of Audience Analysis in a presentation?
   i) Who are your audience?
   ii) What is their relationship to the topic?
   iii) How long will the presentation take?
   iv) How well are they informed?
   v) What do they need to know?

   a) i) ii) iv) v).
   b) i) ii) iii) iv).
   c) ii) iii) iv) v).
   d) All of the above.

End Semester Examination, May 2015
B. Tech. – Fourth Semester
CAREER SKILLS-II (HM-402)

Time: 2 hrs 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 If \( b \) equals 10 \% of \( a \) and \( c \) equals 20 \% of \( b \), then which one of the following equals 30 \% of \( c \)?
  a) 0 \%.  
  b) 5 \%.  
  c) 10 \%.  
  d) 40 \%.

Q.2 To complete a piece of work \( A \) and \( B \) take 8 days, \( B \) and \( C \) 12 days. \( A, B \) and \( C \) take 6 days. \( A \) and \( C \) will take:
  a) 7 days.  
  b) 7.5 days.  
  c) 8 days.  
  d) 8.5 days.

Q.3 Two pipes can fill the cistern in 10 hr and 12 hr respectively, while the third empty it in 20 hr. If all pipes are opened simultaneously, then the cistern will be filled in:
  a) 7.5 hr  
  b) 8 hr.  
  c) 8.5 hr.  
  d) 10 hr.

Q.4 How many prime numbers are there in the first 100 natural numbers?
  a) 22.  
  b) 23.  
  c) 24.  
  d) 25.

Q.5 12 points lie on a circle. How many cyclic quadrilaterals can be drawn by using these points?
  a) 490.  
  b) 492.  
  c) 495.  
  d) None of these.

Q.6 In a box, there are 5 black pens, 3 white pens and 4 red pens. In how many ways can 2 black pens, 2 white pens and 2 red pens be chosen?
  a) 180  
  b) 160  
  c) 200.  
  d) 220.

Q.7 In how many ways playing eleven can be selected from 16 players of a cricket team?
  a) \( {16 \choose 11} \).  
  b) \( {16 \choose 11} \).  
  c) 16.  
  d) None of these.

Q.8 Two numbers are respectively 20 \% and 50 \% more than a third number. The ratio of the two numbers is:
  a) 2:5.  
  b) 3:5.  
  c) 4:5.  
  d) 5:4.

Q.9 In a mixture 60 liters, the ratio of milk and water 2:1. If this ratio is to be 1:2, then the quantity of water to be further added is:
  a) 20 l.  
  b) 30 l.  
  c) 40 l.  
  d) 60 l.

Q.10 Walking at the rate of 4kmph a man cover certain distance in 2hr 45 min. Running at a speed of 16.5 kmph the man will cover the same distance in
  a) 12 mins.  
  b) 25 mins.  
  c) 40 mins.  
  d) 60 mins.

Q.11 Excluding stoppages, the speed of a bus is 54 kmph and including stoppages, it is 45 kmph. For how many minutes does the bus stop per hour?
  a) 4.  
  b) 6.  
  c) 8.  
  d) 10.

Q.12 In what ratio must rice at Rs. 9.30 per Kg be mixed with rice at Rs. 10.80 per Kg so that the mixture be worth Rs 10 per Kg?
  a) 6:5.  
  b) 8:7.  
  c) 3:7.  
  d) 6:1.

Q.13 A girl wrote all the numbers from 100 to 200. Then she started...
counting the number of one's that has been used while writing all these numbers. What is the number that she got?

a) 111.       b) 120.
c) 119.       d) 121.

Q.14 The LCM of two numbers is 280 and their ratio is 7:8. The two numbers are:
a) 70, 80.       b) 35, 40.
c) 42, 48.       d) 28, 32.

Q.15 Find the remainder when $2^{31}$ is divided by 5.
a) 3.       b) 4.
c) 5.       d) Cannot be determined.

Q.16 66 cubic centimeters of silver is drawn into a wire 1 mm in diameter. The length of the wire in meters will be:
a) 84.       b) 90 C.
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a) 3.6 kg.       b) 3.696 kg.
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a) 108.       b) 162.
c) 156.       d) 148.

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Q.20 39 persons can repair a road in 12 days, working 5 hours a day. In how many days will 30 persons, working 6 hours a day, complete the work?
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a) 22.       b) 11.
c) 33.       D) 44.

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a) 145 deg.       b) 155 deg.
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a) 64.       b) 1296.
c) 1300.       d) None of these.

Q.24 The length of the bridge, which a train 130 meters long and travelling at 45 km/hr can cross in 30 seconds, is:
a) 200 m.       b) 225 m.
c) 245 m.       d) 250 m.

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c) 18.       d) 25.

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a) 45.       b) 55.
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Q.48  14 Mega pixel Camera & 16 Mega pixel camera is an example of:
a) Incremental.
b) Continuous.
c) Both.
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c) Smart.
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Q.50  Plagiarism is:
a) Unethical.
b) Passing of others’ work as your own.
c) Both.
d) None of the above.
Q.1 If b equals 10% of a and c equals 20% of b, then which one of the following equals 30% of c?
   a) 0%       b) 5%       c) 10%       d) 40%

Q.2 To complete a piece of work A and B take 8 days, B and C 12 days. A, B and C take 6 days. A and C will take:
   a) 7 days   b) .7.5 days   c) .8 days   d) 8.5 days

Q.3 Two pipes can fill the cistern in 10hr and 12 hr respectively, while the third empty it in 20hr. If all pipes are opened simultaneously, then the cistern will be filled in
   a) A. 7.5 hr   b) 8 hr   c) 8.5 hr   d) 10 hr

Q.4 How many prime numbers are there in the first 100 natural numbers?
   a) 22       b) 23       c) 24       d) 25

Q.5 12 points lie on a circle. How many cyclic quadrilaterals can be drawn by using these points?
   a) 490     b) 492     c) 495     d) None of these

Q.6 In a box, there are 5 black pens, 3 white pens and 4 red pens. In how many ways can
   2 black pens, 2 white pens and 2 red pens can be chosen?
   a) 180     b) 160     c) 200     d) 220

Q.7 In how many ways playing eleven can be selected from 16 players of a cricket team?
   a) 16 C 11     b) 16 P 11     c) 16!     d) None of these

Q.8 Two numbers are respectively 20% and 50% more than a third number. The ratio of
   the two numbers is
   a) 2:5       b) 3:5       c) 4:5       d) .5:4

Q.9 In a mixture 60 liters, the ratio of milk and water 2:1. If this ratio is to be 1:2, then the
   quantity of water to be further added is
   a) 20 l       b) 30 l       c) 40 l       d) 60 l

Q.10 Walking at the rate of 4kmph a man cover certain distance in 2hr 45 min. running at a
    speed of 16.5 kmph the man will cover the same distance in
Q.11 Excluding stoppages, the speed of a bus is 54 kmph and including stoppages, it is 45 kmph. For how many minutes does the bus stop per hour?
   a) 4       b) 6       c) 8       d) 10

Q.12 In what ratio must rice at Rs 9.30 per Kg be mixed with rice at Rs 10.80 per Kg so that the mixture be worth Rs 10 per Kg? The
   a) 6:5    b) 8:7  c) 3:7       d) 6:1

Q.13 A girl wrote all the numbers from 100 to 200. Then she started counting the number of one's that has been used while writing all these numbers. What is the number that she got?
   a) 111    b) 120    c) 119    d) 121

Q.14 The LCM of two numbers is 280 and their ratio is 7:8. The two numbers are
   a) 70,80    b) 35,40    c) 42,48    d) 28,32

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Answer: **E**

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a) Unethical  b) Passing of others’ work as your own  c) Both  d) None of the above 1
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 Kunal walks 10 km towards North. From there he walks 6 Km towards South. Then, he walks 3 Km towards east. How far and in which direction is he with reference to his starting point?
   a) 5 Km North.  
   b) 5 Km South.  
   c) 5 Km East.  
   d) 5 Km North-East.

Q.2 Pointing to a girl in photograph. Amar said, "Her mother's brother is the only son of my mother's father." How the girl's mother related to Amar?
   a) Mother.  
   b) Sister.  
   c) Aunt.  
   d) Grandmother.

Q.3 If TAP is coded as SZO, then how is FREEZE coded?
   a) ATSSTS.  
   b) EQDDYD.  
   c) ESDDYD.  
   d) EQDDZD.

Q.4 Complete the series, 1, 4, 9, 16, 25, a) 36. b) 38. c) 49. d) 52.

Q.5 The number of boys in a class is three times the number of girls. Which one of the following numbers cannot represent the total number of children in the class?
   a) 48.  
   b) 44.  
   c) 42.  
   d) 40.

Q.6 Reena is twice as old as Sunita. Three years ago, she was three times as old as Sunita. How old is Reena now?
   a) 6 years.  
   b) 12 years.  
   c) 14 years.  
   d) 16 years.

Q.7 What least number must be subtracted from 427398 so that remaining number is divisible by 15?
   a) 3.  
   b) 5.  
   c) 7.  
   d) 9.

Q.8 LCM of two numbers is 7700 and HCF is 11. If one number is 308 then other number is.
   a) 269.  
   b) 285.  
   c) 300.  
   d) 275.

Q.9 Average of all prime numbers between 30 to 50.
   a) 37.  
   b) 37.8.  
   c) 39.  
   d) 39.8.

Q.10 Average age of boys in a class is 16 years and average age of girls is 15 years, what is the average age of all.
   a) 15.5.  
   b) 15.  
   c) 16.  
   d) Can't be computed.

Q.11 Raju age after 15 years will be 5 times his age 5 years back, what is the present age of Raju.
   a) 15.  
   b) 14.  
   c) 10.  
   d) 8.

Q.12 An inspector rejects 0.08 % of the meters as defective, How many meters he examine to reject 2 meters.
   a) 1200.  
   b) 2400.  
   c) 1400.  
   d) 2500.

Q.13 If 15 % of 40 is greater than 25 % of a number by 2, the number is:
   a) 14.  
   b) 16.  
   c) 18.  
   d) 20.

Q.14 A and B can together complete a piece of work in 4 days. If A alone can complete the same work in 12 days, in how many days can B alone complete that work?
   a) 4 days.  
   b) 5 days.  
   c) 6 days.  
   d) 7 days.

Q.15 A does a work in 10 days and B does the same work in 15 days. In how many days they together will do the same work?
   a) 5 days.  
   b) 6 days.  
   c) 7 days.  
   d) 8 days.

Q.16 A train covers a distance in 50 minutes, if it runs at a speed of 48kmph on an average. Find the speed at which the train must run to reduce the time of journey to 40 minutes.
   a) 50.  
   b) 60.
Q.17 A train is 100 meter long and is running at the speed of 30 km per hour. Find the time it will take to pass a man standing at a crossing.
   a) 10 sec.  
   b) 12 sec.  
   c) 14 sec.  
   d) 16 sec.

Q.18 A man can row upstream 10 kmph and downstream 20 kmph. Find the man rate in still water and rate of the stream?
   a) 0,5.  
   b) 5,5.  
   c) 15,5.  
   d) 10,5.

Q.19 Two pipes A and B can fill a tank in 20 and 30 minutes respectively. If both the pipes are used together, then how long it will take to fill the tank?
   a) 10 min.  
   b) 12 min.  
   c) 15 min.  
   d) 20 min.

Q.20 A cistern can be filled by a tap in 4 hours while it can be emptied by another tap in 9 hours. If both the taps are opened simultaneously, then after how much time cistern will get filled?
   a) 7 hrs.  
   b) 7.1 hrs.  
   c) 7.2 hrs.  
   d) 7.3 hrs.

Q.21 Sahil took a loan for 6 years at the rate of 5 % per annum on Simple Interest, if the total interest paid was Rs. 1230, the principal was:
   a) 4100.  
   b) 4200.  
   c) 4300.  
   d) 4400.

Q.22 A sum of Rs. 12,500 amounts to Rs. 15,500 in the 4 years at the rate of simple interest. Find the rate percent?
   a) 6 %.  
   b) 7 %.  
   c) 8 %.  
   D) 9 %.

Q.23 Find the compound interest on Rs. 7500 at 4 % per annum for 2 years, compounded annually.
   a) 610.  
   b) 612.  
   c) 614.  
   d) 616.

Q.24 At what rate of compound interest per annum will a sum of Rs. 1200 become Rs. 1348.32 in 2 years?
   a) 3 %.  
   b) 4 %.  
   c) 5 %.  
   d) 6 %.

Q.25 One side of rectangular field is 15 meter and one of its diagonals is 17 meter. Then find the area of the field?
   a) 120 sq m.  
   b) 130 sq m.  
   c) 140 sq m.  
   d) 150 sq m.

Q.26 The perimeters of two squares are 40 cm and 32 cm. Find the perimeter of a third square whose area is equal to the difference of the areas of the two squares?
   a) 22 cm.  
   b) 24 cm.  
   c) 26 cm.  
   d) 28 cm.

Q.27 Find the surface area of a 10 cm*4 cm*3 cm brick.
   a) 154 cm sq.  
   b) 156 cm sq.  
   c) 160 cm sq.  
   d) 164 cm sq.

Q.28 How many cubes of 10 cm edge can be put in a cubical box of 1 m edge?
   a) 10000.  
   b) 1000.  
   c) 100.  
   d) 50.

Q.29 How many words can be formed by using all letters of TIHAR?
   a) 100.  
   b) 120.  
   c) 140.  
   d) 160.

Q.30 How many words can be formed from the letters of the word "AFTER", so that the vowels never come together?
   a) 48.  
   b) 52.  
   c) 72.  
   d) 120.

Q.31 Three unbiased coins are tossed, what is the probability of getting at least 2 tails?
   a) 1/3.  
   b) 1/6.  
   c) 1/2.  
   d) 1/8.

Q.32 What is the probability of getting a sum 9 from two throw of dice?
   a) 1/3.  
   b) 1/9.  
   c) 1/12.  
   d) 2/9.
Q.33 A flagstaff 17.5 metre high casts a shadow of length 40.25 metre. The height of building, which casts a shadow of length 28.75 metre under similar condition, will be?
   a) 12 m.    b) 12.5 m.  
   c) 13.5 m.   d) 14 m.

Q.34 36 men can complete a piece of work in 18 days. In how many days will 27 men complete the same work?
   a) 24 days.   b) 28 days.  
   c) 34 days.   d) 35 days.

Q.35 Sumit and Ravi started a business by investing Rs. 85000 and 15000 respectively. In what ratio the profit earned after 2 years be divided between Sumit and Ravi respectively?
   a) 17:1.     b) 17:2.   
   c) 17:3.     d) 17:4.

Q.36 Rs. 700 is divided among A, B, C so that A receives half as much as B and B half as much as C. Then C's share is?
   a) Rs. 200.   b) Rs. 300.  
   c) Rs. 400.   d) Rs. 500.

Q.37 \(\log_5(0) = ?\)
   a) 5.        b) 1.  
   c) 0.        d) None.

Q.38 It was Sunday on Jan 1, 2006. What was the day of the week Jan 1, 2010?
   a) Monday.   b) Friday.  
   c) Sunday.   d) Tuesday.

Q.39 Today is Monday. After 61 days, it will be?
   a) Monday.   b) Friday.  
   c) Sunday.   d) Saturday.

Q.40 How many times do the hands of a clock coincide in a day?
   a) 20.       b) 22.  
   c) 21.       d) 23.

Q.41 The angle between the minute hand and the hour hand of a clock when the time is 8.30, is?
   a) 15.       b) 30.

Q.42 In a certain code '13' means 'stop smoking' and '59' means 'injurious habit'. What is the meaning of '9' and '5' respectively in that code?
   I. '157' means 'stop bad habit'.  
   II. '839' means 'smoking is injurious'.
   a) If the data in statement I alone are sufficient to answer the question
   b) If the data in statement II alone are sufficient answer the question
   c) If the data either in I or II alone are sufficient to answer the question;
   d) If the data even in both the statements together are not sufficient to answer the question

Q.43 Which of the following Venn diagram correctly illustrates the relationship among the classes Tennis fans, Cricket players, Students:
   a) 1.     b) 2.   
   c) 3.     d) 4.

Q.44 If A is the brother of B; B is the sister of C; and C is the father of D, how D is related to A?
   a) Brother.   b) Sister.  
   c) Nephew.   d) Cannot be determined.

Q.45 Four usual dice are thrown on the ground. The total of numbers on the top faces of these four dice is 13 as the top faces showed 4, 3, 1 and 5 respectively. What is the total of the faces touching the ground?
   a) 12.       b) 13.  
   c) 15.       d) None.

Q.46 Find \(4 + 7 + 10 + 13 + 16 + \ldots \) up to 20 terms?
   a) 600.      b) 620.  
   c) 640.      d) 650.
Q.47 Which one will replace the question mark?

\[
\begin{array}{ccc}
5 & 19 & 3 \\
4 & ? & 6 \\
7 & 5 & 2 \\
5 & 4 & 7
\end{array}
\]

a) 25.  b) 37.  c) 41.  d) 47.

Q.48 If hospital management requires only married trained nurses for operation theatre, which part of diagram should be chosen by him?

\[
\begin{array}{ccc}
3 & 6 & 8 \\
1 & ? & 5 \\
7 & 2 & 4
\end{array}
\]

a) 4.  b) 5.  c) 6.  d) 7.

Q.49 Decide which of the given conclusions follows from the given statements.

Statements: 1. Some actors are singers 2. All the singers are dancers.

Conclusions: 1. Some actors are dancers 2. No singer is actor

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

Q.50 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.
End Semester Examination, May 2015
B. Tech. – Second Semester
PROFESSIONAL COMMUNICATION-II (HM-204)

Time: 2 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) What is the concept of communication?
   b) Write down the difference between oral and written communication.
   c) Name the different barriers of communication.
   d) What are Netiquettes?
   e) Name 5 ‘C’s of communication.
   f) What is the significance of encoding in the stages of communication? 2x5

   PART-A

Q.2 a) Fill in the blanks with appropriate options of phrasal verbs given below:

<table>
<thead>
<tr>
<th>Look, go, turn, break, take, get.</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) I have invited all my friends to the party but I don’t know who will ______ up.</td>
</tr>
<tr>
<td>ii) We usually ______ up early to go jogging in the morning.</td>
</tr>
<tr>
<td>iii) Many bands ______ up even though they are successful.</td>
</tr>
<tr>
<td>iv) George decided to ______ up golf.</td>
</tr>
<tr>
<td>v) ______ up the company’s phone number in the yellow pages.</td>
</tr>
</tbody>
</table>

   1x5

   b) Write the meaning and origin of the following words, attempt (any five):

   Replica -
   Graffiti -
   Stiletto -
   Ballerina -
   Scenario -
   Booze -
   Cigar –

   5

Q.3 What is the importance of technical communication? 10

Q.4 Write down the suggestions that are useful for content organization in presentation skills. 10

   PART-B

Q.5 Explain your views on the topic “Women safety in India.” 10

Q.6 Draft an email assuming that you’re sending information about the product details of your company and thereby informing them the specifications about the same. 10

Q.7 Prepare a cover letter for a company where you’re applying as a fresher for employment. 10
Q.1 Which of the following is not a major greenhouse gas?
   a) Carbon Dioxide
   b) Methane
   c) Water vapour
   d) Calcium Carbonate

Q.2 The 1987 Montreal Protocol was signed for which of the following reasons?
   a) To ban nuclear testing in tropical oceans.
   b) To phase out the use of CFC's, found to be causing depletion of the ozone layer.
   c) To stop the global trade in products made from endangered tigers.
   d) To begin converting from fossil fuel use to more renewable energy sources to reduce the anthropogenic greenhouse effect.

Q.3 An example of a renewable resource is:
   a) Clay
   b) Sand
   c) Water
   d) Fossil Fuel

Q.4 In water pollution, industries are said to be the
   a) Point Source
   b) Line Source
   c) Area Source
   d) All of these

Q.5 Smog is the combination of
   a) Fire and water
   b) Smoke and fog
   c) Water and smoke
   d) All of these

Q.6 Biological oxygen demand of ______ is the least.
   a) Sewage
   b) Smoke and fog
   c) Water and smoke
   d) All of these

Q.7 Compounds of ______ cause Minamata disease.
   a) Mercury
   b) Cadmium
   c) Cobalt
   d) Fertilizers

Q.8 Due to Eutrophication___________.
   a) BOD increases
   b) BOD decreases
   c) Algae are destroyed
   d) Water becomes less harmful

Q.9 Which is the first step of sewage treatment?
   a) Precipitation
   b) Chlorination
   c) Sedimentation
   d) Aeration
Q.10  World Environment Day is celebrated every year on ___________.
   a) 5th March  b) 15th April  c) 15th May  d) 5th June 1

Q.11  We and our surroundings together are called
   a) Environment  b) Atmosphere  c) Lithosphere  d) Hydrosphere 1

Q.12  Which of the following is not an environmental problem?
   a) Wastage of water  b) Conservation of water  c) Deforestation  d) Land erosion 1

Q.13  Volcano is ______ source of pollution.
   a) Artificial  b) Natural  c) Both  d) Man-made 1

Q.14  Which rays strike on earth due to depletion of ozone layer?
   a) Ultraviolet  b) Infrared  c) Visible light  d) Microwaves 1

Q.15  Which method is used for the removal of sulphur dioxide and ammonia from the polluted air?
   a) Wet scrubbers  b) Absorption  c) Gravitational method  d) Electrostatic precipitator 1

Q.16  What is the full form of AIDS?
   a) Acquired Immune Deficiency System  b) Accurate Immune Deficiency System  c) Acquired Immune Disease System  d) Acquired Immunity Deficiency System 1

Q.17  The concentration of which gas is highest in our environment?
   a) Oxygen  b) Hydrogen  c) Nitrogen  d) Carbon dioxide 1

Q.18  Biotic environment includes:
   a) Producers  b) Consumers  c) Decomposers  d) All the above 1

Q.19  Decomposers include
   a) Bacteria  b) Fungi  c) Both  d) Animals 1

Q.20  The groups of organisms which convert light into food are called
   a) Autotrophs  b) Heterotrophs  c) Decomposers  d) Omnivores 1

Q.21  The overall objective of resettlement and rehabilitation is
   a) The affected labor force will be re-employed  b) The affected production base will be restored,  c) Both  d) None 1

75/4
Q.22  Kyoto Protocol is for
   a) Global Warming protection  
   b) Ozone layer Depletion  
   c) Both  
   d) None  

Q.23  Chief source of energy in environment is
   a) Fire  
   b) Moon  
   c) Sun  
   d) Stars  

Q.24  Sustainable development means that the
   a) Pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come.
   b) No agreement at all.
   c) Pattern of resource use that aims to meet human needs.
   d) The human needs can be met only in the present, and not for generations to come.  

Q.25  The species with thin population localized within restricted area is said to be
   a) Rare  
   b) Threatened  
   c) Endangered  
   d) Endemic  

Q.26  The reason for certain animals getting endangered are
   a) Hunting
   b) Pollution of Environment
   c) Natural Calamities
   d) All of the above  

Q.27  The Red Data Book maintains a record of the
   a) Plants and animals present in the whole world.
   b) Relationship between man and biosphere.
   c) Plants and animals which are known to be endangered.
   d) Forest wealth in the whole world.  

Q.28  Planting trees in a deforested land is known as
   a) Aforestation
   b) Deforestation
   c) Silviculture
   d) Sericulture  

Q.29  Kaziranga national park is for protection of
   a) Lion
   b) Elephant
   c) Rhinoceros
   d) Tiger  

Q.30  The endangered animal of the following is
   a) Blue Whale
   b) Lion
   c) Monkey
   d) Bear  

Q.31  The tropical forests in India are located in
   a) Himachal Pradesh
   b) Jammu & Kashmir
   c) Orissa
   d) Rajasthan  

Q.32  Bharatpur bird sanctuary is situated in
   a) Rajasthan
   b) Delhi
   c) Karnataka
   d) Haryana  

76/4
Q.33 What is the harm from the depletion of Earth's ozone layer?
   a) The average temperature of earth's surface will increase gradually.
   b) The oxygen content of the atmosphere will decrease.
   c) Increased amount of Ultra violet radiation will reach earth's surface.
   d) Sea levels will rise as the polar ice caps will gradually melt.  

Q.34 Acid rain is formed due to contribution from the following pair of gases
   a) Methane and ozone
   b) Oxygen and nitrous oxide
   c) methane and sulphur dioxide
   d) Carbon dioxide and sulphur dioxide  

Q.35 Which of the following is negative effects on the soil and water due to conventional, mechanized farming practices?
   a) Soil compaction
   b) Soil erosion
   c) Leaching of pesticides and fertilizers into the groundwater
   d) All of the above  

Q.36 A non-renewable source of energy is
   a) Wildlife
   b) Fossils fuels
   c) Water
   d) Forest  

Q.37 An example of Ex-Situ Conservation is
   a) Seed Bank
   b) National Marks
   c) Biosphere reserve
   d) None  

Q.38 Chipko Movement is related to
   a) Individuals in a species
   b) Species in a community
   c) Communities in an ecosystem
   d) Individuals in a family  

Q.39 Human Population growth curve is
   a) J shaped
   b) S shaped
   c) Parabola
   d) Zigzag  

Q.40 Carrying Capacity of a population is determined by:
   a) Population growth rate
   b) Natality
   c) Mortality
   d) Limiting Resources  

Q.41 Floods can be prevented by:
   a) Afforestation
   b) Cutting of trees
   c) Both
   d) Remove the top soil  

Q.42 Which of the following wastes cannot be decomposed by bacteria to form compost?
   a) Kitchen wastes
   b) Plastic and polythene bags
   c) Dead plants
   d) Bodies of insects living in the soil
Q.43 Which of the following problems is not created by noise pollution?
   a) Diarrhea
   b) Hypertension
   c) Deafness
   d) Irritation  

1. Q.44 Medicine of quinine is provided by:
   a) Eucalyptus plant
   b) Aconite plant
   c) Cinchona plant
   d) Money plant  

1. Q.45 When trees are cut, amount of oxygen
   a) Decreases
   b) Increases
   c) Both a) and b)
   d) remain same  

1. Q.46 There are _______ Hotspots in the world.
   a) 25
   b) 34
   c) 80
   d) 10  

1. Q.47 Floods which is caused by local rain fall.
   a) Flash Flood
   b) Coastal Flood
   c) Seasonal Flood
   d) None  

1. Q.48 Illegal killing of prohibited endangered animals is known as
   a) Biomagnification
   b) Poaching
   c) Endemism
   d) All  

1. Q.49 The term Ecosystem was coined by:
   a) Haecckel
   b) Charles
   c) Edison
   d) None  

1. Q.50 Kaveri water dispute is in
   a) Tamilnadu and Kerala
   b) Kerala and Karnataka
   c) Tamilnadu and Orissa
   d) Tamilnadu and Karnataka  

1
End Semester Examination, May 2015  
B. Tech. – Second Semester  
PERSONALITY AND SOFT SKILLS DEVELOPMENT (HM-201A)

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

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 Rearrange these words to make meaningful sentences:

a) Were / hurt / the / seriously / in / accident / Many people.

b) Full / I had / a / I feel / lunch / very / because / heavy.

c) My grandmother / during / was captured / the Japanese / by / the war.

d) Colorful / pretty / The / flowers / make / the garden / look.

e) Parts / many / coffee / popular / in / world / the / is / very / of.

Answer:

a) ___________________________________________________________________

b) ___________________________________________________________________

c) ___________________________________________________________________

d) ___________________________________________________________________

e) ___________________________________________________________________

2x5

PART-A

Q.2 Fill in the blanks with correct form of verbs given in the brackets:

a) __________________ (ever break) your arm?

b) Her cat ___________ (bring) in a mouse yesterday morning.

c) In Shanghai a lot of high rises ________________ (be, build) at the moment.

d) The beautiful house sadly _____________ (burn) to the ground.

e) That’s a lovely handbag! Did you buy it at the fake market? I ___________ (buy) mine there.

1x5

Q.3 Choose the most appropriate options from the options given below:

a) You doswim everyday ________________?

i) Do you.  
ii) Don’t you.  
iii) Can you.  
iv) Can’t you.

b) We don’t have a choice ________________.

i) Have we.  
ii) Don’t we.  
iii) Do we.  
iv) Haven’t we.

c) It doesn’t snow in Delhi______________?

i) Does it?  
ii) Won’t it?  
iii) Would it?  
iv) Wouldn’t it.

d) I abide by the rules and regulations of the institution, it’s __________duty.

i) My.  
ii) Mine.  
iii) Our.  
iv) Your.

e) Did you get a new mobile ________________?

i) No i didn’t.  
ii) No, i don’t.  
iii) No i haven’t.  
iv) No i hadn’t.

2x5

Q.4 Write three rhyming words for the following words:

79/4
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Word</th>
<th>Rhyming word 1</th>
<th>Rhyming word 2</th>
<th>Rhyming word 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Care</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mug.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Date</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Tweet</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Zero</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Bag</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>Folder</td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>Mood</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>Drop</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Get</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PART-B**

**Q.5** Circle the odd one:

a) Walk, talk, shock, wait.

b) Sale, whale, Dale, duck.

c) Brood, mood, good, dome.

d) Fat, cat, sat, bad.

e) Fake, make, sake, check.

f) Meet, tweet, sweet, cute.

g) Shirt, dirt, blurt, bought.

h) Zoom, bleak, groom, bloom.

i) Wait, bait, weight, shoot.

**Q.6** Mark the functions below as permission, request, offering, departing, Agreeing, greetings.

a) May I have a glass of water?

b) Can I come home tonight? ‘Yes, please do.

c) Can I get you some water?

d) See you later.

e) May I sit here?

f) I agree with what you say.

g) How are you doing?

h) Kindly help yourself.

i) I second your comment.

j) Bon voyage.
Q.7 Write appropriate dialogue for the given situations:
   a) How will you introduce yourself while you’re in an Interview situation?

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

   b) Apologize to your Boss for being late for the Meeting.

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

   c) Your Colleague is sitting at your desk and you’ve to finish some important task. How would you make a polite request to him to leave your desk?

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

   d) You’re taking a telephonic Conference, how would you connect with people involved.

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

   e) How would you greet your School Teacher when you happen to meet him at a Seminar?

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

Q.8 Explain Goal Setting. Chalk out a situation which involves the process of goal setting. 10

Q.9 Explain with examples: Kinesics, Oculoics, Haptics, Vocalics. 10

Q.10 What is team building? Write down any activity that can improve team building. 10

End Semester Examination, May 2015
B. Tech. – First / Second Semester
PROFESSIONAL COMMUNICATION-I (HM-104)

Time: 3 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 Spot the error in the following sentences and rewrite them after correcting those errors. (Any Ten of the following):
   a) You are not the first man that have ever been deceived by appearances.
   b) One of his good traits are modesty.
   c) Treasure island is one of the best pirate stories that was ever written.
   d) All failed except he.
   e) This is one of the best novels that was published this year.
   f) He is one of the brightest boys that has passed through our school.
   g) You and me are invited to tea this morning.
   h) One of the greatest judges that has ever lived laid this down as law.
i) She likes to feed the poors.
j) My hairs are grey.
k) He did good.
l) He sings good.

**PART-A**

Q.2  a) Bring out the difference of the meanings of the following words given in the pairs by using them in sentences. *\textbf{(Any Five)}:*

i) Being-Been

ii) Effect-Affect

iii) Accept-Except

iv) Whether-weather

v) Aloud-Allowed

vi) Insure-Ensure

b) Rewrite the following sentences replacing the underlined words with their appropriate synonyms. *\textbf{(Any Five)}:*

i) You are testing my patience.

ii) I really relish eating Chinese cuisine.

iii) They are loyal workers.

iv) I am mad at you.

v) 5 lakhs rupees can brighten anybody’s life.

vi) The banning of wine shops around college campus is a progressive step.

**Q.3** Write a paragraph of approximately 100 words on the topic “Movie that I enjoyed the most”.

**Q.4** “Examinations should be abolished from our education system”. Write a debate in favour or against this statement. (100 Words)

**PART-B**

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 an audience to vote for him might say that he alone can save the country from a terrible war. There 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.

Now answer the following questions passed 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 Director of your institution requesting him/her to provide you with extra time to deposit your semester fees.

Q.7 Write a conversation between two friends expressing their concern over increase in crime against women. (15 dialogues each).
Q.1  Spot the error in the following sentences and rewrite them after correcting the error.
   a) Have you packed your luggages?
   b) He gave me advice.
   c) I have an important work to do.
   d) What an allowful weather!
   e) All failed except he.
   f) Switzerland is known for its beautiful sceneries.
   g) One of his many good traits are modesty.
   h) You are not the first man that have ever been deceived by appearances.
   i) My hairs are grey.
   j) I like to running.

2x10

Q.2  a) Make sentences using the following foreign words to bring out their meaning:
   i) Chauffeur
   ii) Déjà Vu
   iii) Kindergarten
   iv) Embarrassment
   v) Bona fide
   vi) Kindergarten
   vii) Adios
   viii) Kudos
   ix) Replica
   x) Scenario

1x10

b) Fill in the correct form of one of the phrasal verbs from the following:
   i) She carried on/ out playing for a year after the injury, but she was never the same player.
   ii) We “need to set away/ off early if we want to nuss the traffic.
   iii) My more told me down /off for learning foot points on the carpet.
   iv) Take a deep breath and try to calm overs/down. It’s not worth getting upset about.
   v) Hold on/up lighting to your bag. There are lot of pick pockets around here.
   vi) Can you call me back/down when you get his message?
   vii) Slow back/down! Now, tell me again what happened.
   viii) You should cut out/down on the amount of work you do at the weekend and spend more time with family.
   ix) I’ll try one more time. If that doesn’t work, I give up/down.
x) My sister broke up/down with her boyfriend last month, but they’re back together now.

1x10

Q.3 "NEN are better managers than woman”. Write a debate in favour or against the topic (150-200 words)

20

Q.4 Write a paragraph on the topic “pollution”. (150-200 words)

20

**PART-B**

Q.5 Express your views on any one of the topic: (150-200 words)
   a) Female foeticides.
   b) Cricket World Cup 2015.

20

Q.6 Write a letter to the director of your institute apologizing for not carrying the I-card to college.

20

Q.7 Develop a discussion between two friends discussing the performance of India in World Cup 2015.

20
End Semester Examination, May 2015  
B. Tech. – First Semester  
COMMUNICATION SKILLS (HM-101A)  

Time: 1 hrs  
Max Marks: 100  
No. of pages: 4  

**Note: Attempt ALL questions:**

Q.1 Rewrite the following sentences after correcting them for grammatical errors:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>I think we gonna win the game.</td>
</tr>
<tr>
<td>b)</td>
<td>What time we leaving.</td>
</tr>
<tr>
<td>c)</td>
<td>I writed him a letter already.</td>
</tr>
<tr>
<td>d)</td>
<td>I like to running.</td>
</tr>
<tr>
<td>e)</td>
<td>I have an important work to do.</td>
</tr>
<tr>
<td>f)</td>
<td>You want get something to eat later.</td>
</tr>
<tr>
<td>g)</td>
<td>She is one of the best writes that has ever lived.</td>
</tr>
<tr>
<td>h)</td>
<td>Much need to be done to eradicate poverty.</td>
</tr>
<tr>
<td>i)</td>
<td>One of his good traits are modesty.</td>
</tr>
<tr>
<td>j)</td>
<td>Neither Ajay nor his brother are able to run fast.</td>
</tr>
<tr>
<td>k)</td>
<td>All failed except he.</td>
</tr>
<tr>
<td>l)</td>
<td>This is one of the best novels that was published this year.</td>
</tr>
<tr>
<td>m)</td>
<td>The patient died before the doctor arrive.</td>
</tr>
<tr>
<td>n)</td>
<td>You and me are invited to tea this morning.</td>
</tr>
<tr>
<td>o)</td>
<td>None of the two sisters can swim.</td>
</tr>
<tr>
<td>p)</td>
<td>She likes to feed the poors.</td>
</tr>
<tr>
<td>q)</td>
<td>My hairs are grey.</td>
</tr>
<tr>
<td>r)</td>
<td>He did good.</td>
</tr>
<tr>
<td>s)</td>
<td>She is oldest of four sisters.</td>
</tr>
<tr>
<td>t)</td>
<td>Ms. Smita is a M.A. in history.</td>
</tr>
</tbody>
</table>

1x20

Answers:

<p>| | |</p>
<table>
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<tr>
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<tbody>
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<td>a)</td>
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<td>c)</td>
<td></td>
</tr>
<tr>
<td>d)</td>
<td></td>
</tr>
<tr>
<td>e)</td>
<td></td>
</tr>
<tr>
<td>f)</td>
<td></td>
</tr>
</tbody>
</table>

86/4
Q.2 Make two different sentences of the following Homonyms (Noun and Verb):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a)</strong> Tear</td>
<td>Noun</td>
</tr>
<tr>
<td></td>
<td>Verb</td>
</tr>
<tr>
<td><strong>b)</strong> Well</td>
<td>Noun</td>
</tr>
<tr>
<td></td>
<td>Verb</td>
</tr>
<tr>
<td><strong>c)</strong> Trunk</td>
<td>Noun</td>
</tr>
<tr>
<td></td>
<td>Verb</td>
</tr>
<tr>
<td><strong>d)</strong> Race</td>
<td>Noun</td>
</tr>
<tr>
<td></td>
<td>Verb</td>
</tr>
<tr>
<td><strong>e)</strong> Row</td>
<td>Noun</td>
</tr>
<tr>
<td></td>
<td>Verb</td>
</tr>
</tbody>
</table>

2x5
Q.3 Write your views on the topic "disadvantages of Social Media" in the space given below (180-200 words):

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

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______________________________________________________________________

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______________________________________________________________________

______________________________________________________________________

Q.4 Make sentences using the following phrases in such a way to bring out their meanings:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Pissed off</td>
</tr>
<tr>
<td>b)</td>
<td>Double whammy</td>
</tr>
<tr>
<td>c)</td>
<td>Beating around the bush</td>
</tr>
</tbody>
</table>
d) Fool’s paradise

Q.5 Fill in the blanks by selecting appropriate words given in the brackets:

a) This is against my ___________ (principal/principle)

b) ___________ (cheque/check) the details before you sign the papers.

c) I have ___________ (known oceans/no notions) that you yourself couldn’t imagine.

d) If you listen you can hear the ___________ (night rain/night train)

e) I’m taking ___________ (a nice/an ice) hot shower

f) I was ___________ (weighting/waiting) for her on the platform for two hours.

g) In India everyone has the ___________ (right/write) to vote.

h) She was ___________ (adapted/adopted) Mr. Kapoor.

i) Switch ___________ (of/off) the bulb.

j) That’s the ___________ (biggest hurdle/biggest turtle) I’ve ever seen!  1x10

Q.6 Give one word substitutes for the group of words given below:

a) A flesh eating animal

b) One hundred years


c) Government of the people, for the people, by the people

d) One who cannot speak

e) A one who loves owns country

f) One who walks on foot

g) Accidents will happen

h) Barking up the wrong tree

i) By the book

j) Animals which give milk  1x10

Q.7 Match the following words with their antonyms and write the answer in the given column:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Words</th>
<th>Antonyms</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Voluntary</td>
<td>Stingy</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Vanish</td>
<td>Compulsory</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Generous</td>
<td>Supply</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>----------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>d)</td>
<td>Giant</td>
<td>Hope</td>
<td></td>
</tr>
<tr>
<td>e)</td>
<td>Opaque</td>
<td>Dwarf</td>
<td></td>
</tr>
<tr>
<td>f)</td>
<td>Intentional</td>
<td>Failure</td>
<td></td>
</tr>
<tr>
<td>g)</td>
<td>Demand</td>
<td>Transparent</td>
<td></td>
</tr>
<tr>
<td>h)</td>
<td>Despair</td>
<td>Appear</td>
<td></td>
</tr>
<tr>
<td>i)</td>
<td>Melt</td>
<td>Accidental</td>
<td></td>
</tr>
<tr>
<td>j)</td>
<td>Narrow</td>
<td>Freeze</td>
<td></td>
</tr>
</tbody>
</table>
End Semester Examination, May 2015
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 Design an E-marketing programme for a consumer durable company. 10
Q.2 Write short notes on:
   a) E-mail marketing.
   b) Blog, podcasting and RSS. 10
Q.3 Recently many have started to deactivate their facebook profiles. Are they bored with facebook? Was social media a fad? Critically discuss the advantages and disadvantages of social media and make an argument as to whether social media is a fad or a permanent feature of modern social life. 10
Q.4 What are the various factors which need to be considered while designing a B2B website as compared to B2C website? Explain with examples. 10
Q.5 Explain the various techniques of measuring website effectiveness? Why it is important to measure the website effectiveness for a company? In the same context explain the terms: Hits page impression, referring pages, click through. 10

PART-B

Case study:

Q.6 Read the case study carefully given below and answer the questions given at the end:

IndiaProperties.com is India’s largest and most comprehensive Property Listing Company. Through its easy-to-use Listing Services, IndiaProperties assists individual customers and real estate industry professionals in the sale, purchase and leasing of all types of property located across the length and breadth of India. IndiaProperties leverages technology extensively to offer the most effective and efficient medium that also provides the best value for money. This site offers thousands of properties for sale and rent in 215+ cities across India. More than 180,000 visitors from over 145 countries search their site every month for their residential and commercial real estate needs. Properties of 27 categories like flats and apartments are listed or advertised and allow to search, buy, rent or take on lease. Property owners list their properties for sale or rent; developers and builders list to advertise their projects to a global audience; real estate consultants and brokers list properties to expand their market place.

IndiaProperties was soon facing some problems. They were site had low traffic as well as lesser listings...
a) How can a company promote itself through a search website? What’s the difference between organic vs. paid results? Discuss the various tactics which can be undertaken to obtain a high-ranking placement in the search results page?
Q.1 “Service sector is said to be the engine of growth for an economy”. Justify this statement with special reference to India. Discuss the drivers for growth of the service sector.

Q.2 In what way can the following businesses use the service scope to their advantage?
   a) Administrative/booking offices of real estate companies.
   b) Dog-care clinics.
   c) Old age homes.
   d) Wedding.
   e) Service centres for mobile / cellular phones.

Q.3 How can the following create a better relationships with customers?
   a) Multiplexes.
   b) Financial/ Wealth advisory services.

Q.4 For a multi-specialty hospital, discuss the possible service quality gaps. Also discuss the ways in which these gaps may be closed.

Q.5 Hotels often undergo low demand levels for their services. What strategies may they use for managing the demand and capacity?

PART-B

Q.6 Read the following case study carefully and answer the questions given at the end:

In today's world, internet is evolving rapidly into mainstream media accessed through multiple platforms like computers, phones, video games, etc. With increasing consumer usage of the internet, marketers have a whole new set of options to reach consumers in more effective and efficient way.

Internet marketing is the method to promote products and services through internet. Marketing via internet will not help only large businesses but it is also helpful for small businesses promotion. Professional search engine optimisation (SEO) companies which provide enterprise marketing solutions assess your current situation including major rivalry, current advertising and marketing program and give best internet solution for online business within your marketing budget.

Techniques of internet marketing

- **Website design**: The most important technique of promoting products and services is to create and design a website which must be user friendly and should be able to provide relevant details of products and services to the user. A content management system (CMS) is a computer program that allows publishing, editing and modifying website content as well as site maintenance from a central interface.

- **Website marketing**: It is essential to properly market the website in order to increase the web traffic. The best way of website marketing is the SEO, which allows companies to stand in top 10 search results.

- **Social media**: Another and the rapidly emerging method of digital marketing is the social media. Users can promote their products and services through social media like Facebook, LinkedIn, Twitter etc. and reach more and more customers.

- **Pay per click (PPC)**: It is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked.
a) Define in detail, the product 'P' of services for Internet marketing.  
b) Draw a blueprint for the process 'P' of services for customer who visits an online marketing website.
End Semester Examination, May 2015
MBA – Third Semester
SALES AND DISTRIBUTION MANAGEMENT (EPMK-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 ‘Physical distribution is the better half of marketing’. Discuss and show the major elements of physical distribution. 10

Q.2 Explain separately sales and distribution in sugar and insurance industry. 10

Q.3 What is a sales quota? Which points are essential for finalizing the allotment of quota to salespersons? 10

Q.4 Discuss in brief selection and training methods of sales representative. 10

Q.5 Briefly describe the personal selling process. How would the sales presentations differ in the following cases?
   a) Selling a pharmaceutical product.   b) Selling office furniture. 10

PART-B

Case study:

Q.6 Read the case study given below and answer the questions:
   In 1998, Classic refrigerator had a great year in Northern India. It swept the whole market winning every single one of the first ten places except ninth. The fact is that the company had a moderate product. The Chief Executive Officer of Classic decided to go directly to the customer. The idea – instead of concentrating company efforts and resources on improving the relations with the dealers – was to focus on enhancing relations, with the final consumer. With this strategy, the plan was to eliminate the dealer completely and replace him or her with agents. To say that the plan did not work well is an understatement. ‘Northend Co.’ distributors, who had represented Classic in North India, initiated legal action against Classic in four districts. All 120 Classic dealers felt betrayed by the elimination of their franchises. In spite of the fact that they were offered the opportunity to become agents, they were so opposed that they sued Classic and sought damages exceeding Rs. 10 crores. Classic’s top management decided that perhaps their original distribution system was not so bad after all.
   a) What channel alternatives were available to Classic?
   b) Did Classic fail to properly evaluate the existing distributors? Comment
   c) What do you know about channel selection and management that the Chief Executive Officer did not give full consideration to in the above case? 10
End Semester Examination, May 2015
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 What is market segmentation? How is it important for the study of consumer behavior? 10

Q.2 Outline the process of consumer decision making for organizational buying. 10

Q.3 What are the various ways in which individuals learn information? Discuss the theory of involvement in this context. 10

Q.4 What are reference groups? How do different types of reference groups have an impact on purchasing decisions? 10

Q.5 “Innovation is the key to success in today's market”. Discuss about two innovations which have been successful in the Indian market. How have these innovations been diffused into the market? 10

PART-B

Case study:

Q.6 Answer the following on the basis of the attached print advertisement.

How are the promoters of Accu-Chek trying to change the attitude of those seeking to check their blood sugar levels? Explain in terms of the theories of attitude information and change. 10
End Semester Examination, May 2015  
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 What are various elements of team work skills required to succeed in a corporate environment?
   10

Q.2 Define the importance of the followings:
   a) Quantitative aptitude for business.
   b) Logical reasoning aptitude for business.
   5x2

Q.3 Write short notes on:
   a) High impact written communication
   b) High impact non-verbal communication
   5x2

Q.4 Explain the importance of personal interview and organizational excellence while preparing for placement.
   10

Q.5 Write a note explaining the importance of creative thinking and analytical thinking as important qualities of employability skills.
   10

PART-B

Q.6 Your friend wants to apply for a job in the field of marketing as a manager in sales. Please help him in creating his resume. Explain him the difference between resume and curriculum vitae and also tell him about the importance of cover letter and the essentials to be kept in mind while writing it.
   10
End Semester Examination, May 2015
MBA – Fourth Semester
INDUSTRY PROJECT (EPMC-401)

Time: 3 hrs
Max Marks: 50

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 campaigns done by corporates in India?

10

Q.2 Differentiate between the following:
   a) Public relation and publicity.
   b) Advertising and publicity.

   5x2

Q.3 a) “Effective media skills are the key to success”, explain the statement.
   b) Discuss the importance of marketing communication management.

   5x2

Q.4 Write short notes on:
   a) Business development.
   b) Communication research.

   5x2

Q.5 Write notes on:
   a) Media spend management
   b) Client program management

   5x2

**PART-B**

**Case study:**

Airtel-The Story to Tell Through a Tale

The unprecedented growth in the mobile market is, perhaps, the most vivid facet of India’s economic transformation since the mid 1990s. Mobile technology and services came to India just about a decade ago. In the early days, a mobile was seen to be a fashion statement for the rich. Today, it is accepted as a basic communication medium for all socio-economic segments. The Indian mobile market is, today, amongst the fastest growing and the most competitive in the world. Today India has approximately 100 million phone connections as on July 2005 (Source: Cellular Operators’ Association of India and Association of Basic Telecom Operators). Out of which a little over half comprise of mobile subscribers. Airtel is one brand which has been instrumental in building up a vast subscriber base for itself. Airtel's journey to leadership began in Delhi in 1995. Since then, Airtel has established itself pan-India targeting the entire population of India. In the last ten years Airtel has achieved many firsts and unique records. It was the first to launch nationwide roaming operations, it
was the first to cross the one million and the five million customer marks. It was also the first to launch services overseas.

**Evolution of Airtel as a Brand**

Bharti Enterprises wished to transform itself from a Delhi cellular operator to a pan Indian telecom operator. The company worked on a three-layered branding architecture:

a) To create specific brands for each of its services.
b) Build sub-brands within each of these services.
c) Use Bharti as the umbrella brand.

In late-2002, Bharti Cellular Ltd. released a television commercial (TVC), which despite using the 'oft-repeated' celebrity endorsement route was unusual in terms of its celebrity selection. Instead of using the usual movie stars/sports celebrities, it chose one of the country's most successful music composers, A.R Rahman (Rahman) to promote its brand. The campaign attracted considerable media attention because this was the first time Rahman had agreed to do a television commercial and also because, Rahman had been paid Rs 10 million for the campaign, a sum usually unheard of, for celebrity endorsers in India. The campaign received brickbats as well as bouquets in the media, both for the selection of Rahman and the TVC's execution. However, Bharti claimed to have scored an ace in terms of getting Rahman to compose five exclusive symphonies downloadable as ring tones for Airtel users. The TVC was a part of the brand repositioning and restructuring efforts for Airtel, as part of which, Bharti changed the brand's tagline in early-2002 from 'Touch Tomorrow' to 'Live Every Moment.'

The company also decided to undertake a comprehensive brand building program for the company and chose the slogan 'Unlimited Freedom' for the same. Commenting on these changes, company sources said, "Airtel's brand identity and campaign will now have a new younger and international look and feel that builds on the earlier positioning."

Bharti's massive media expenditure plans were no surprise, considering the fact that it was the largest cellular telecom company in the country - reaching over 600 million people in 16 (out of 29) states of India. The Airtel brand (and the pre-paid card service brand, Magic) had top-of-the-mind recall amongst cellular phone users and enjoyed a leadership position in most markets. Industry observers primarily attributed it to Bharti's strong brand building and positioning strategies.

**Amalgamation of the Brands**

It was September 2004, when Bharti undertook yet another repositioning exercise. BTCL decided to unify its entire gamut of telecom services under the Airtel Brand. This was done with an intention to be seen as an integrated telecom services player rather than just operating in the mobile space. It was an attempt to change the perception from "Airtel equals mobile" to "Airtel equals telecom", and position Airtel as a complete telecom services brand. The company's telecom were clubbed under four heads -- Airtel mobile services, Airtel telephone and broadband services, Airtel long distance services and Airtel enterprise services. With Airtel's launch of Rs 200 denomination cards in early 2005, Airtel has targeted the low usage segment, thereby offering services to cater to all segments. The strategy of Airtel is gradually shifting to the mass market. By targeting the segment of lower income group the brand is also changing its communication strategy from the premium brand or the brand for high class society to the brand for all segments. Airtel as a brand seems busy in building a
mass franchisee for its target market. But Mr Sunil Mittal wants this brand to grow as the 'Most Preferred and Respected Brand of India'. The sales driven communication has a limited ability to promote the brand as the 'Most Preferred and Respected Brand of India'. One needs to use neutral methods of communication and public relation tools for building this level of brand recognition.

Q.6 Read the case study carefully given above and answers the following question:
   a) Analyze the brand image of Airtel and suggest suitable public relation and publicity strategy for making Airtel brand as the 'Most Preferred and Respected Brand of India'.

   10
End Semester Examination, May 2015
MBA – Third Semester
SECTOR OVERVIEWS (EPMC-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 Explain evolution and history of television and films. 10

Q.2 Explain concept of advertising and commercialization in radio and music sectors. 10

Q.3 Comment on “New trends in print, sports and cultural events industry - the future”. 10

Q.4 Comment on “New media industry and its future”. 10

Q.5 Explain print and events from concept to production. 10

**PART-B**

Case Study:

Q.6 You are the media planning manager of APC detergents. You need to make a television advertising campaign for the product detergent. Describe the campaign in terms of time slots, advertisement duration and any other details you may feel necessary. 10
Q.1 Explain the meaning of below mentioned documents with the help of an example:
   a) Internal reporting.
   b) External reporting.
   c) Three way match process.
   
Q.2 a) Explain procure to pay cycle in brief.
   
Q.3 On 31\textsuperscript{st} March 2015, ABC Ltd. has debtor of $100,000 which is due in 2 months time. On that date information has received that the debtor is in financial difficulties and he will not be able to make the payment on time. After discussion with the debtor, it is expected that it will only receive $50,000 after 2 years period.

   Required: Calculate the expected amount of loss which should be recorded in the books of the ABC on 31\textsuperscript{st} March 2015.

Q.4 List down all the differences between IFRS and IGAAP related to:
   a) Revenue IAS 18 and AS 9.
   b) Impairment of asset
   c) Lease accounting

Q.5 On 1\textsuperscript{st} April 2014, ABC Ltd. has issued 10,00,000 convertible bonds of `50 each at 6% interest which are redeemable at 31\textsuperscript{st} March 2017.

   Interest rate of similar kind of bond is 9% in the market.

   Required:
   a) Break the amount in equity and liability.
   b) Show the accounting for both the amount for all three years.
PART-B

Q.6 ABC Limited decided to change its depreciation method from WDV to SLM during financial year 2013-14. Due to this change, surplus arising from retrospective computation of depreciation from WDV to SLM amounted to Rs. 5,00,000/- and depreciation for the year based on SLM basis amounts to Rs. 10,00,000.

What will be treatment as per Indian GAAP and IFRS?

10
End Semester Examination, May 2015  
MBA – Fourth Semester  
KPMG-PAPER-I (CORPORATE FINANCIAL REPORTING)  
(EPKPMG-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** ABC acquired a 75% holding in PQR two year ago when PQR’s retained earnings balance was $8,000. Their respective statements of profit or loss for the year ended 30 June, 2014 are as follows:

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>PQR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>4,034,00</td>
<td>1,93,000</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>-2,01,400</td>
<td>-92,600</td>
</tr>
<tr>
<td>Gross profit</td>
<td>2,02,000</td>
<td>1,00,400</td>
</tr>
<tr>
<td>Distribution costs</td>
<td>-16,000</td>
<td>-14,600</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>-24,250</td>
<td>-17,800</td>
</tr>
<tr>
<td>Profit before tax</td>
<td>1,61,750</td>
<td>68,000</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>-61,750</td>
<td>-22,000</td>
</tr>
<tr>
<td>PROFIT FOR THE YEAR</td>
<td>1,00,000</td>
<td>46,000</td>
</tr>
</tbody>
</table>

Additional information:  
During the year PQR sold some goods to ABC for $10,000, including 50% mark up. Half of these items were still in inventories at the year-end.

**Required**  
Produce the consolidated statement of profit or loss of ABC and its subsidiary for the year ended 30 June, 2014.

10

**Q.2** Explain the following terms with the help of examples:  
a) Goodwill  
b) Non controlling interest  
c) Deferred tax  
d) Tax base  
10

**Q.3**  
a) ABC acquires 60% of XYZ for cash consideration of $2,000.  
b) The fair value of XYZ net identifiable assets is $1,800  
c) The fair value of XYZ NCI is $800  
Calculate the amount of goodwill using:  
e) Proportionate interest method
f) Fair value method

Q.4 Arun Ltd. purchased a building in January 2014 for $4,00,000. For tax purposes, depreciation is 1,00,000 per year over 4 years. Depreciation for accounting purposes is 80,000 using the straight-line depreciation method. Useful life of building is 5 years. The tax rate is 40%.

Required
According to IAS 12 Income Taxes, show the deferred tax balance for all five years.

Q.5 XYZ purchased 70% of LMS for $5,000,000 2 years ago. On the date of acquisition the balance on its retained earnings was $3,000,000 and share capital was $1,000,000.

The Financial information of the two companies as at 31 March 2015 are as follows:

<table>
<thead>
<tr>
<th></th>
<th>XYZ</th>
<th>LMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share Capital</td>
<td>20,00,000</td>
<td>10,00,000</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>80,00,000</td>
<td>50,00,000</td>
</tr>
</tbody>
</table>

LMS shares were trading at $5 at the time of acquisition.
XYZ has policy to measure NCI at fair value.

Requirement
From the given information calculate the following for XYZ:

a) Goodwill
b) Retained earnings
c) Non controlling interest

10

PART-B

Q.6 ABC purchased 90% of PQR for $50,00,000 2 years ago. On the date of acquisition the balance on its retained earnings was $30,00,000.

The statements of financial position of the two companies as at 31st March, 2015 are as follows:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>ABC</th>
<th>PQR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-current assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment in PQR</td>
<td>5,000</td>
<td>0</td>
</tr>
<tr>
<td>Land and buildings</td>
<td>7,000</td>
<td>0</td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>3,000</td>
<td>4,500</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inventories</td>
<td>2,500</td>
<td>800</td>
</tr>
<tr>
<td>Trade receivables</td>
<td>3,000</td>
<td>1,200</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>250</td>
<td>200</td>
</tr>
</tbody>
</table>

\[
\begin{array}{c|c|c}
\text{Particulars} & \text{ABC} & \text{PQR} \\
\hline
\text{Non-current assets} & \$'000 & \$'000 \\
\text{Investment in PQR} & 5,000 & 0 \\
\text{Land and buildings} & 7,000 & 0 \\
\text{Plant and equipment} & 3,000 & 4,500 \\
\text{Current Assets} & \text{Inventories} & 2,500 & 800 \\
\text{Trade receivables} & 3,000 & 1,200 \\
\text{Cash and cash equivalents} & 250 & 200 \\
\text{Total} & 20,750 & 6,700 \\
\end{array}
\]
<table>
<thead>
<tr>
<th><strong>Equity</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Share capital -$1 ordinary shares</td>
<td>3,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>9,000</td>
<td>5,100</td>
</tr>
<tr>
<td>Revaluation surplus</td>
<td>3,750</td>
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<th><strong>Non-current liabilities</strong></th>
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<td>10% debentures</td>
<td>3,000</td>
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<tr>
<th><strong>Current liabilities</strong></th>
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<tbody>
<tr>
<td>Trade payables</td>
<td>2,000</td>
<td>600</td>
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<tbody>
<tr>
<td></td>
<td>20,750</td>
<td>6,700</td>
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</table>

The following additional information is available:

a) Including in trade receivables of ABC are amounts owned by PQR of $2,00,000.
b) PQR shares were trading at $10 just prior to acquisition by ABC.
c) ABC has policy to measure NCI at fair value.

**Required**

Prepare the consolidated statement of financial position for the ABC group of companies as at 31<sup>st</sup> March, 2015. It is the group policy to value the non-controlling interests at fair value.
End Semester Examination, May 2015
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 Review the major characteristics and capabilities of DSS. How do each of them relate to the major components of DSS?

10

Q.2 Discuss the main data-mining methods. What are the fundamental differences among them?

10

Q.3 What is data warehouse and what are its benefits? Why is web accessibility important with a data warehouse?

10

Q.4 Write short notes on any two:
   a) Web mining
   b) Artificial intelligence and expert systems
   c) Knowledge management

5x2

Q.5 Compare and contrast DMAIC model with the closed loop processes of BPM.

10

Q.6 Machine learning is a discipline that investigates how computers can learn from existing data. Scholars disagree about whether machines can really learn. Some insist that computers do not learn and are only taught by humans. Do you agree? Why or why not?

10

PART-B

Case study:
DATA MINING HELPS DEVELOP CUSTOM-TAILORED PRODUCT PORTFOLIOS FOR TELECOM COMPANIES

Background
The consulting group argonauten360° helps businesses build and improve successful customer relationship management (CRM). The company uses Relevanz-Marketing to create value by facilitating dialogue with relevant customers. Its clients include, among many others, BMW, Allianz, Deutsche Bank, Gerling and Coca-Cola.

The Problem
As a leading consulting company to the telecommunications industry, argonauten360° applies effective advanced analytic technologies for client scoring, cleansing and life time value computations as a routine part of its daily work. The requirements for flexible and powerful analytic tools are demanding because each project typically presents a new and specific set of circumstances, data scenarios, obstacles and analytic challenges. Therefore, the existing toolset needed to be augmented with effective, cutting-edge, yet flexible, data mining capabilities. Another critical consideration was for the solution to yield quick ROI. The solution had to be easy to apply with a fast learning curve, so that analysts could quickly take ownership of even the most advance analytic procedures.

The Solution
The company needed a unified, easy-to-use set of analytic tools with a intuitive user interface. The solution must enable to quickly explore and analyze data, validate assumptions and model relationships, and provide a consistent, intuitive framework for the analysis of data reflecting the evolution of telecommunications and CRM data. With a comprehensive set of analytic tools, the solution enabled the client to take control of the analysis process and interpret the findings in a clear and simple way. This approach allowed the client to develop a better understanding of its customers and make data-driven decisions that are critical to success in the highly competitive telecommunications industry.
Q.7  Read the case study carefully and answers the following questions:

   a) Why do you think that consulting companies are more likely to use data mining tools and techniques? What specific value proposition do they offer?
b) Why was it important for argonauten360° to employ a comprehensive tool that has all modeling capabilities?
c) What was the problem that argonauten360° helped solve for a call-by-call provider?

10

End Semester Examination, May 2015
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) What is a system development life cycle? How does it relate to system analysis? 6
b) Distinguish between initial investigation and feasibility study. 4

Q.2 Describe the process of designing interfaces and dialogues. What deliverables are produced from this process? Are these deliverables the same for all types of system projects? Why or why not? 10

Q.3 a) Compare and contrast the object oriented analysis and design models with structured analysis and design model. 6
b) Write a short note on Unified Modeling Language (UML). 4

Q.4 Explain the role of JAD and prototyping techniques for collecting information during analysis. How and in what way are they related? Are these two techniques better or worse than the traditional techniques? Elaborate. 10

Q.5 a) “Testing is vital to the success of the system”. Discuss. Draw activity networks for system testing and explain the activities contain there in. Differentiate between a unit testing and a program testing. 7
b) Write a short note on “Quality Assurance”. 3

Q.6 Write short notes on:
a) Hardware and Software selection. 5
b) Business process re-engineering. 2
**PART-B**

Q.7 Construct an E-R diagram for a car-insurance company whose customers own one or more cars each. Each car has associated with it zero to any number of recorded accidents. Include information like customer ID, name, address, car model, license year, accident location, year and date, damage amount etc.
Q.1 What are the various excise, customs and port formalities for an export shipment?
10

Q.2 Describe in detail a scenario of non-availability of pre-shipment and post-shipment credit in foreign trade. Your answer must cover all categories of pre and post shipment finance options.
10

Q.3 Describe the political, social, economic and other factors in the international business environment. How do these affect a country’s selection for new companies planning to enter in International market?
10

Q.4 Explain the characteristics of MNC’s. How are they different from domestic companies? How do MNCs take advantage in emerging economy like India and how do they benefit these economies?
10

Q.5 Write short notes on any two:
   a) Air and postal cargo
   b) IEC code
   c) Role of C and F agent
5x2

**PART-B**

**Case study:**

GMM is GM’s Mexican subsidiary and a vital part of GM’s North American operations. The company works with more than 1,700 suppliers that produce approximately 13,000 parts a day. From railcars to chartered planes, the company’s transportation network is both sophisticated and complex. With a reach that extends to more than 60 countries, logistics is no small challenge for GM. GMM selected Penske Logistics to be its lead logistics provider (LLP) in 2002. The fit was a natural one at the time, Penske Logistics had served as LLP for several of GM’s U.S. operations and had managed border crossings in Laredo, Texas for nearly two decades. With an acute understanding of the Mexican culture and GMM’s operating principles, Penske Logistics had a head start on helping GMM derive efficiency throughout all aspects of...
its distribution network. Within the first six months of partnership, transportation costs reduced significantly. And, more improvements were underway including the implementation of proprietary software to provide instant access to real-time updates from every supply chain participant.

Prior to 2002, GMM internally managed its complex transportation network, which consisted of eight operations on three sites in Ramos, Toluca and Silao. As higher demands continued to be placed on GMM’s production and distribution operations, its transportation network lacked collaboration. In effect, each operation was making individual logistics decisions, creating costly redundancies and inefficiencies throughout the supply chain.

As LLP, Penske was challenged with reducing costs and improving efficiency in GMM’s inbound transportation operations. Penske would now manage the inbound transportation of materials to each of the plants, as well as manage GMM’s carrier relationship. Penske presented a three-phase plan to be implemented within the first year with the first phase emphasizing on benchmarking with a span of 90 days, in which Penske would conduct a comprehensive study of GMM’s inbound transportation operations, including processes, infrastructure and personnel. In the second phase spanning 90 days, the focus was on process design and engineering where the new procedures would be developed based on inefficiencies and benchmarks discovered in the first phase. The third phase spanning 180 days focused on the implementation, in which Penske would implement these new procedures, ensuring full ramp-up in all three plants.

The phased plan began in February 2002, where Penske closely studied every aspect of GMM’s inbound transportation operations. From carrier negotiation to routing, each individual activity within the plants was process-mapped to identify inefficiencies. The conclusion was two-fold. Penske determined that GMM lacked overall supply chain visibility as well as quality control measures. GMM could not accurately forecast inventory needs at plants or monitor carrier progress. Carries lacked an efficient way to communicate the status of inbound shipments to plant operators. Plant operators were spending valuable time tediously tracking carrier status. Furthermore, there was no way to effectively identify low performers within the supply chain and hold them accountable to their actions. With the benchmarking phase complete, Penske outlined its plan for operational improvement. Penske would implement its proprietary Logistics Management System (LMS).

Q.6 Read the case study carefully given above and answers the following questions:
   a) General motors’ (GM) being a global organization faced additional complexities and uncertainties in its operations. Discuss the infrastructural inadequacies faced by organization operating in the global environment.
   b) Discuss what according to Penske Logistics were the challenges faced by GM’s Mexican subsidiary (GMM) and measures suggested by Penske Logistics to solve the inefficiencies at GMM as observed through its analysis. Also discuss the benefits derived by GMM.
End Semester Examination, May 2015  
MBA – Fourth Semester  
REGIONAL BUSINESS POLICIES (EPIB-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 Discuss implications of doing business in Japan in context with India.  
10

Q.2 Write a brief note on SAFTA and problem faced by SAFTA in further integration.  
10

Q.3 Discuss the outcome of integration of EU into a single market.  
10

Q.4 Discuss India’s initiative in Latin America and Indo-US relations in terms of business.  
10

Q.5 “The emergence of regional trade blocs has rendered the functioning of WTO redundant” Discuss.  
10

**PART-B**

*Case study:*

Nafta has limped toward its 20th anniversary with a beat-up image and a bad track record. Recent polls show that the majority of the U.S. people favors “leaving” or “renegotiating” the model trade agreement. While much has been said about its impact on U.S. job loss and eroding labor conditions, some of the most severe impacts of Nafta have been felt south of the border. Corn imports drove down farmers’ price, driving millions to migrate north. It lowered labor rights and environmental rules, hurting all workers.

Nafta has cut a path of destruction through Mexico. Since the agreement went into force in 1994, the country’s annual per capita growth flat-lined to an average of just 1.2 percent -- one of the lowest in the hemisphere. Its real wage has declined and unemployment is up. As heavily subsidized U.S. corn and other staples poured into Mexico, producer prices dropped and small farmers found themselves unable to make a living. Some two million have been forced to leave their farms since Nafta. At the same time, consumer food prices rose, notably the cost of the omnipresent tortilla.

As a result, 20 million Mexicans live in “food poverty”. Twenty-five percent of the population does not have access to basic food and one-fifth of Mexican children suffer from malnutrition. Transnational industrial corridors in rural areas have contaminated rivers and sickened the population and typically, women bear the heaviest impact. Not all of Mexico’s
problems can be laid at NAFTA’s doorstep. But many have a direct causal link. The
agreement drastically restructured Mexico’s economy and closed off other development
paths by prohibiting protective tariffs, support for strategic sectors and financial controls.
NAFTA’s failure in Mexico has a direct impact on the United States. Although it has declined
recently, jobless Mexicans migrated to the United States at an unprecedented rate of half a
million a year after NAFTA.

Workers in both countries lose when companies move, when companies threaten to move
as leverage in negotiations, and when nations like Mexico lower labor rights and
environmental enforcement to attract investment. Farmers lose when transnational
corporations take over the land they supported their families on for generations. Consumers lose
with the imposition of a food production model heavy on chemical use, corporate
centrality, genetically modified seed and processed foods. Border communities lose when lower
environmental standards for investors affect shared ecosystems. The increase in people living in
poverty feeds organized crime recruitment and the breakdown of communities. Increased border activity facilitates smuggling arms and
illegal substances.

After promising to renegotiate NAFTA for many of these reasons, the Obama administration
is now pushing the Trans-Pacific Partnership. The Pacific pact, which is a regional NAFTA-
style trade agreement, would grant even greater privileges to transnational corporations
and would exacerbate problems for Mexico and other developing countries.

Q.6 Read the case study carefully given above and answers the following questions:
   a) Considering the case of NAFTA, what considerations should individual member
countries negotiate for, when entering into a trade agreement?
   b) What are the benefits sought from membership into a trade bloc?
      5x2
Q.3 Discuss the different types of recruitment methods used in international recruitment.

Q.4 Describe the Geert Hoefstede cultural framework and contrast with TE hall work on cultural framework.

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

**Case study:**

Oyamada Industries is a Japanese multinational corporation that develops and produces a range of consumer electrical products including televisions, MP3 players and computer games consoles. It has recently moved into the personal computer market producing a range of notebooks, PDAs and peripherals. It has 46 subsidiary operations worldwide (the majority of which are in South-East Asia) with approximately 8000 employees. In 2000, Oyamada opened a greenfield plant producing LCD and plasma televisions for the European market in Bremen, Germany. After an extensive decision-making process, Oyamada had chosen to site the plan in Bremen to benefit from the available skills in the local and national labour markets and because it felt that, within a European context, Germany would represent a good ‘cultural fit’ with the Oyamada approach to labour relations and production. This was based on an assumption of similar degrees of collectivism which contrasted with its principle alternative option to build a plant in England.

When the plant first opened Oyamada Bremen it had a workforce of 250 employees. All production workers at the plant were German and recruited primarily from the local labour market. Many workers had previously been employed at a recently-closed German producer of electrical equipment for the automobile industry. Production at the plant is organised in a workers brought in from other Oyamada subsidiaries. Originally, all the senior managers at the plant were Japanese and had previously worked at other subsidiaries or Oyamada headquarters in Kyoto. All research and development activity continues to be done at the company headquarters.

Over the 1990s Oyamada saw significant growth in global market share in its core areas of operation. In particular, it saw its presence grow considerably in key markets in the USA and Western Europe. During much of this decade, the majority of its products were produced in its largest subsidiaries in other parts of South East Asia, particularly in China. At the time of its opening, Bremen represented one its largest investments outside of Asia. In all of its subsidiaries, Oyamada has sought to impose its core approach to HRM albeit tailored to fit with local legal requirements. Senior managers take the perspective that organisational culture can
together, senior managers were initially surprised by the degree of cooperation in worker consultation (for example, over substantive issues of work design). After six months, however, the company was forced to recall a number of the televisions produced at Bremen because of a safety fault. Upon investigation, the production manager attributed the problem to having emanated from a single operator on a highly-specialised piece of machinery having ‘informally’ trained a colleague to operate the machine, unbeknownst to management. Both workers were reprimanded but complained that workers should be trained across machinery rather than rigidly quality circles were also blamed for the quality problems. These have been implemented wholesale in the German plant but are deemed to have been unsuccessful, not least because workers feel that they conflict with the role of the works council. Moreover, quality circles often take place outside of normal working hours and involvement is unpaid. Meetings are, therefore, poorly attended.

A subsequent decline in the demand for Oyamada televisions produced in Bremen also saw the need for the plant to cut costs in order to maintain the levels of efficiency demanded by headquarters. Senior managers decided that the only way to achieve this was to make a number of workers redundant. The quality problems also saw the escalation of a number of employee relations problems at the plant. The operation of the works council became more conflictual with managers and union representatives failing to come to an agreement over a range of issues. The HR director felt that the union was simply being obstructive and argumentative and wanted
Q.6  Read the case study carefully given above and answer the following questions:

a) How might the changed attitude of the Japanese senior managers towards the works council be explained?

b) How might Oyamada have avoided the problems detailed in the case study? How might the company now address these problems?
End Semester Examination, May 2015
MBA – Fourth Semester
STRATEGIC HUMAN RESOURCE MANAGEMENT (EPHR-401)

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

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

**PART-A**

Q.1 What major issues does the corporate HR function face which are inhibiting it from becoming a strategic partner in business? What is relevance of human resource management in corporate strategic today?
10

Q.2 Why is it important to integrate a career development program with other programs in organizations (e.g. training, selection, compensation)? Offer some suggestions for how this can be done.
10

Q.3 Write short notes on:
   a) Payment of BONUS Act, 1965.
   b) Employees Provident Funds Act, 1952.
10

Q.4 What are various advantages and limitations of HRIS? What is meant by cost-benefit analysis, while selecting any HRIS package?
10

Q.5 "Configuration approaches focus on the realized pattern of multiple variables and how these variables interact over time and how the pattern is related to various organizational outcomes". Explain the above statement highlighting the difference between universalistic and configurational approach in strategic human resource management?
10

**PART-B**

Case study:

A Hewlett Packard Change Story: Managing a Merger

Around 7 a.m. on March 19, 2002, Hewlett Packard's CEO Carly Fiorina and CFO Bob Wayman were on the phone to Deutsche Bank trying to make one last ditch effort to convince them to vote yes. The vote, scheduled for later that morning, was an important one. It would determine the future of the proposed Hewlett-Packard (HP) and Compaq Computer Corp. merger and the future of HP as a major player in the technology industry. The months preceding the vote had been tumultuous. After the announcement of the proposed merger had taken place in September 2001, Walter Hewlett, the son of the co-founder of HP, had publicly opposed the proposition, which required shareholder approval. Fiorina and her team faced serious and accumulating opposition to the merger, but there was also growing concern for HP's future if the deal
In the lead up to the vote, HP was confident that a yes vote by Deutsche Bank was a sure thing. Representatives of Deutsche Bank, such as George D. Elling, had been public supporters of the merger and had reportedly even given HP a $1 million contract to uncover the voting plans of other institutions. Word of a change in Deutsche Bank’s thinking reached Wayman and, despite reassurances from his contacts that the merger would be supported, talk strongly suggested that they had, in fact, reversed their decision. On the morning of the vote, Fiorina and Wayman were given their first and only opportunity to pitch the deal to the investment team at Deutsche Bank. Fiorina, using her innate ability to impress, gave a compelling and persuasive argument questioning the company’s future if the merger did not go ahead. The Deutsche Bank team decided that a failure to continue with the merger would be more disastrous than the merger itself. On March 19, 2002, the merger was approved by a shareholder vote—a result that would have been more difficult had Deutsche Bank not supported the merger.

**Premerger**

Back in 1999 when Fiorina joined HP, the company was in serious need of guidance. The personal computer division faced growing competition, the sales force needed better coordination, and the company was losing market share to rivals such as Dell and Sun Microsystems. Fiorina joined the organization with aspirations, and external pressures, to change how it functioned. In her view, the culture of HP could be changed by “going back to the roots of the place.” One of the ways she set out to achieve this was by working with a local ad agency and the head of Human Resources to create a

She decided to restructure the company. Customers such as Ford and Boeing were frustrated by the separate sales teams from HP that were constantly marketing individual products to them. They wanted a complete package that addressed the needs they had in their entirety. In light of these uncommunicative operational units within HP, Fiorina reorganized the company into “quadrants,” creating two “front-end” sections that consisted of sales and marketing and two “back-end” functions where manufacturing and research occurred. There was considerable, but subtle, employee resistance to the change. Fiorina’s vision of HP creating a new interface with customers may have been sound, but, as a radical change, it was not widely welcomed by many who were part of the HP “system.”

**Post-Merger**

In the aftermath of the merger, and the ensuing lawsuit that opposed the merger and attempted to dissolve it, Fiorina had a huge task ahead of her. The integration of the two corporate cultures was made more difficult by the strained relations Fiorina had with her own staff, many expressing serious concerns regarding the merits of the merger. The transition was made slightly easier by the 65,000 new personnel who became a part of the HP community after the merger. They were more at ease with creating an organization in the way that Fiorina envisioned. According to Fiorina, the necessary cultural adjustment was simplified by this injection of “new DNA.”

Following the merger, Fiorina embarked on a series of technological symposiums and “coffee talks” with HP engineers. Although the merger had already been undertaken by HP and Compaq, there were still many employees who were not convinced of the validity of HP’s riskiest move, some of whom faced being victims of the job cuts resulting from the merger. To win over the 147,000 employees worldwide, Fiorina used a range of methods of communicating including the “management by walking around” style that Packard and Hewlett had originally advocated within the organization. A company employee commented on her style and interaction with all members of the company as follows:}
Q.6 Read the case study carefully given above and answer the following questions:

a) What are the important features of managing change enlisted in the case study?

b) How were the structure, technology and people targeted for organizational change in HP?

5x2
End Semester Examination, May 2015  
MBA – Third Semester  
EXECUTIVE COMPENSATION AND WAGE ADMINISTRATION  
(EPHR-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  What is meant by equity and how it is an important consideration in compensation? Explain.  

Q.2  “Employers depend on rewards to motivate prospective employees to join initially and to make employees perform effectively once they are employed”. In this context, classify the various types of rewards.  

Q.3  Explain the philosophical basic assumptions behind variable pay plans.  

Q.4  Explain the following:  
a) ESOP.  
b) Wage survey.  

Q.5  Discuss the various factors that may influence an organization’s compensation strategy.  

Q.6  Explain how executive compensation differs from the compensation packages provided for other employees in the organization. Identify the major criticism regarding executive compensation in India today.  

PART-B  

Q.7  Case study:  
In United States, profit sharing is the most common method that companies use to provide retirement income for their employees. Firms use it for any one or more of the following reasons: to provide a group incentive for increased productivity, to institute a flexible reward structure that reflects a company’s actual economic position, to enhance employee’s security and identification with the company, to attract and retain workers more easily, and to educate individuals about the factors that underlie business success and capitalistic system. Employees receive a bonus that is normally based on some %age (e.g. 10 to 30 %) of the company’s profits beyond some minimum level. Profit shares may be paid directly to employees at the end of the fiscal year (as is done by about 40 % of US firms), but more often they are deferred; that is, they are placed in a managed stock and bond fund or a guaranteed investment contract with an insurance company. Increasingly, however, both small and large businesses are offering employees more alternatives with their profit sharing and savings accounts. In fact, one survey of 812 employers found that 68 % made more than one investment option
available to employees. Du Pont started a most ambitious profit sharing program in 1988 for nearly all of its 20,000 managers and employees in the fibers business in the United States. Under the plan, employees can earn up to 12% of their base pay if the business exceeds its profit goals, but they also can lose part of their original increase if the profit goals are not met. In late 1990, when it appeared that workers would lose as much as 4% of their base pay as a result of poor sales in the fibers unit, discontent among workers was so high that Du Pont cancelled the plan. Although there were many reasons for the plan’s failure, two of the most telling were: (1) employees felt powerless to influence profits, and (2) employee resentment over loopholes for high-level managers in the fibers unit, who were still able to benefit from Du Pont’s company wide bonus program. That program is geared to the company’s total profits, not just to the profits of the fibers units.

Read the case let carefully and answer the questions:

a) In India, do you think profit sharing can be a desirable method of providing incentive to employees? Why?

b) With the advent of the MNCs, particularly the IT companies, ESOPs have come to be common among the various methods of incentive in India. Do you justify ESOPs as a means to retain employees in a company?
PART-A

Q.1 Comment on current Indian healthcare system and the challenges faced by it.

10

Q.2 How increasing healthcare access through healthcare delivery system reforms can impact the Indian health status?

10

Q.3 Discuss the potential reforms in the healthcare sector.

10

Q.4 Comment on the impact of increasing medical education on healthcare sector.

10

Q.5 How healthcare industry is realigning capacity through changes in the healthcare workforce? Explain.

10

PART-B

Case study:

In early 2013, the government announced provision of Universal Health Coverage (UHC) for all. Much like the Indian Constitution promises every citizen justice, liberty, equality and fraternity, the PM proposed health care be added, as a “fundamental right”, whether you’re above the poverty line or below it.

Soon after the announcement, at a high level ministerial meeting in Delhi almost every minister pledged to work together. In the months that followed, two ambitious programmes were announced: National Urban Health Mission (NUHM) and Free Essential Medicines. When implemented, it would cost the country Rs 22,000 crore and Rs 28,560 crore, respectively.

On December 27, 2013, representatives of various states fought fiercely over how the proposed food security bill ought to be financed. But when it came to the UHC, there seemed near consensus. For various reasons though, the idea didn’t take off. As things stand now, funding for the National Urban Health Mission and Free Essential Medicines have been deferred. While slow economic growth may come across as a plausible reason, truth is, nobody seems to be in charge.

As for the states, while providing health care is their responsibility, by all indications, they aren’t prepared. “Which state has projected its requirements for the medium term or has
Q.6 Read the case study carefully given above and answer the following questions:

a) What are the challenges in providing universal healthcare in India? 

b) According to you, what all should be included in universal health care?
End Semester Examination, May 2015
MBA – Fourth Semester
HEALTH CARE MARKETING AND COMMUNICATION (EPHC-403)

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 market environment for health care products development and commercialization.
10

Q.2 Write a brief note on health care services communication.
10

Q.3 Discuss dispersion of healthcare products/services prevalent in the market.
10

Q.4 Write a short note on data-managing and leveraging data availability.
10

Q.5 Discuss the channel multiplicity in healthcare industry.
10

PART-B

Case study:

Healthcare is such an emotional issue that basic economics is often taken for a ride. This explains quite well India’s intention-following the release of the National Health Policy 2015 late last year-to move towards providing healthcare as a fundamental right through a universal public healthcare system. With many other services in the market, it is well recognized that competition is good for the consumer. High prices may be a temporary pain for the poor who can’t afford a particular service, but high profits act as a strong incentive for competitors to enter the market. The result is greater competition and cost-saving innovation that eventually leads to higher supply, better products and lower prices for all. Such competitive mechanism fuelled the telecom revolution in India that made telecommunication that was initially available only to the rich to become affordable to Indians even in the lower rungs of the economy. It was not government legislation guaranteeing mobile phones as a fundamental right that made this happen, but pure market competition driven by the greed of private businessmen for profits. Yet healthcare is considered too sensitive a matter to be left to the whims of the market. This explains quite clearly why access to healthcare still remains a luxury to most people in India, even as access to telecommunication has become widespread. When a service is deemed too important to be left to market forces, the lack of competition to provide the service leads to low
supply and high price. High price, in other words, is merely a reflection of the underlying scarcity in the availability of healthcare. Often, however, it is argued that the healthcare market is vastly different from the market for other services. For one, it is believed that asymmetric information between patients and doctors could lead doctors to exploit patients. This, however, is nothing unique to the healthcare market. Imperfect information pervades any economy based on division of labor. The producer of a service, with vastly greater expertise in his domain, is likely to know better than the consumer. The relevant question to ask is if market competition exaggerates information asymmetry or minimizes it. Further, what incentive and knowledge do healthcare regulators possess to do better than the market? The market responds in various ways to the problem of asymmetric information-screening techniques used by patients, advertising, brand differentiation, private standards and certifications to better inform patients etc. Financial credit rating agencies are the most common example of private provision of information services, wherein investors outsource their information requirements to a third party. The failure of ratings agencies following the cartelization of the rating industry, thanks to entry barriers blocking hundreds of competitors, is well known. Expect similar results when government healthcare regulators are granted monopoly over the market for medical information services. The unpredictability of health troubles that can serve as a financial shock of poor patients is another argument against free market healthcare. Yet insurance in its various forms is a market product designed to deal exactly with such uncertainties. However, it is not uncertainty per se but affordability that often comes to the minds of many when talking about healthcare—adding more reason to tear down anti-competitive barriers that keep the price of healthcare high. Increased public funding is now seen as a panacea to the ills of the current system. But it is likely to create one that is irresponsible to patient demands and kill competition. Singapore’s healthcare system, although far from being laissez faire, helps show that public funding and regulation in the US and Europe is inefficient. Despite spending far lesser on healthcare, Singapore has much better health outcomes. While Singapore spends lesser than 5% of its gross domestic product (GDP) on healthcare, the US spends about 18% of its GDP. Yet Singapore has a far lesser infant mortality rate, higher life expectancy and employs far lesser doctors and care givers as compared to the US healthcare system. The reason lies in the fact that, as against public funding being dominant in the west, out-of-pocket spending by patients is far higher in Singapore. Thus, the system is more responsive to the demands of patients. It serves well to remember that competition is the only way to cheaper and better healthcare.

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

a) What are the merits and demerits of providing free healthcare services in India?

b) Is it possible to introduce free healthcare for a few segments or only a few services? Give suggestions.
End Semester Examination, May 2015
MBA – Fourth Semester
QUALITY ASSURANCE FOR HEALTH CARE/HOSPITAL (EPHC-402)

Time: 3 hrs
50
Max Marks:

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

PART-A

Q.1 What do you understand by the term ‘quality management system’? Briefly describe in context of Indian health systems.
10

Q.2 Write short notes on:
a) Quality management.
b) Constraints in rendering quality care.
10

Q.3 What do you understand by the term ‘standards of accreditation’? Elaborate it with respect to NABH guidelines.
10

Q.4 What are the specialized requirements of accreditation for quality management in hospitals?
10

Q.5 Describe the role of concurrent and retrospective quality assurance programs in improving the quality of care in a hospital.
10

PART-B

Q.6 Explore the various areas of public-private-partnership in health care sector in improving the overall health status of a population.
10
End Semester Examination, May 2015
MBA – Fourth Semester
LEGAL ASPECTS OF HEALTH CARE (EPHC-401)

Time: 3 hrs
Max Marks: 50

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

PART-A

Q.1 What are the objectives of law of tort and forms of negligence?
   10

Q.2 Describe the functions of each branch of government. What is the meaning of separation of powers?
   10

Q.3 Explain medical negligence. List the various rights and responsibilities of the patient.
   10

Q.4 Discuss the important documents and ethical codes in medical ethics.
   10

Q.5 What is professional secrecy? Discuss the exceptions to the rule of confidentiality.
   10

PART-B

Case study:

The CEO of your Managed Care Organization has asked you to discuss the importance of ethics in the workplace. He has directed to develop a mandatory ethics training for all employees.

Q.6 Device an ethics training that includes healthcare codes of ethics for managed care. Also, suggest five ways to improve ethics in the Managed Care Organization.
   10
End Semester Examination, May 2015
MBA – Fourth Semester
TECHNOLOGY MANAGEMENT IN LIVESTOCK PRODUCTS (EPAG-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 Discuss the developments in the livestock product industries over the last 10 years in India.  

Q.2 Explain the alternate methods of production and processing technologies used in meat and poultry industry.  

Q.3 What are the general methods for disease control in the livestock? Give suitable examples.  

Q.4 Discuss the current packaging and preservation techniques used in livestock production. Compare the packaging of livestock products with FMCG products.  

Q.5 Discuss the various methods of reducing losses during storage and transport of livestock products.  

Q.6 How is waste management done in the slaughter houses and processing units? What are the various environmental and legal implications attached to waste management in slaughter houses and processing units?  

**PART-B**

*Case Study:*

India’s largest poultry enterprise!

Suguna ranks among the top ten poultry companies worldwide. With operations in 16 states across India, it offers a range of poultry products and services. The fully integrated operations cover broiler and layer farming, hatcheries, feed mills, processing plants, vaccines and exports. Suguna markets live broiler chicken, value added eggs and frozen chicken. With the intent to provide consumers with fresh, clean and hygienic packed chicken.

Today, the company’s brand Suguna Chicken is a household name in India. With its Suguna Daily Fresh outlets, Suguna Home Bites, Suguna Anytime processed chicken and four varieties of specialty Suguna value added eggs, Suguna is the undisputed leader in poultry products. Suguna Home Bites being the latest in its product range is a new category of home meal replacements (HMR). With a vision to build great brands that are well accepted and appreciated, Suguna is constantly bringing you...
innovative products. Suguna’s efforts are well synchronized to offer you meaningful products that provide complete value, convenience and satisfaction.

In 1986, Mr. B. Soundararajan and Mr. G. B. Sundararajan set up a poultry farm with 200 layer birds at Udumalpet. During 1989-90, when chicken prices crashed because of an over-supply of birds in the local market, Suguna saw an opportunity for business growth by helping the poultry farmers who had bought feed and medicines on credit and could not clear their dues. To help them recover their money, these visionaries began to provide feed and health support to indebted farmers in return for the end product - eggs. The success of this exercise gave birth to the Suguna Integration Model.

The poultry integration model has set a win-win situation for both the farmer and the integrator. Farmers are provided with day-old chicks, feed and health support. Performance is monitored on a daily basis with Suguna staff visiting the farms to check on the health of the birds, feed intake, growth and mortality levels. In six weeks time, the birds are weighed and are ready to be sold by Suguna. Farmers are paid a handsome growing charge for the birds at the end of this period. Thus, Suguna takes this success model to the next level vision of energizing rural India benefiting the country, farmer and the company.

Till recently, the farm was running smoothly. Perturbed by the rapid rise of the company, their regular supplier stopped delivering Day Old Chicks. G.B. Sundararajan, joint managing director of Suguna Poultry, said, "It was a major problem for us. Without chicks, our growth would end. So, we decided to set up a hatchery to supply day-old chicks to our network of contract farmers. This taught us an important lesson - we had to integrate backward if we had to grow and make it big in the business." To overcome this problem, the company set up a hatchery. In 1993, the company extended its backward integration by establishing a parent farm in which parent breeds are reared (DOCs are hatched by these birds and are sent to contract farmers).

The company faced yet another challenge. It had heavily invested in a single market - Tamil Nadu. Due to excess production, it had to sell its products at a low price. This had a major impact on the company's margins. As a course of correction, it diversified and entered into neighboring states namely Karnataka, Andhra Pradesh and Maharashtra.

Q.6 Read the case study carefully given above and answer the question:

Suguna Foods Pvt. Ltd. has entered into new territories. Assume you are the marketing and sales manager or Suguna Foods Pvt. Ltd. discuss the various marketing and sales initiatives that you would undertake to ensure success in new territories specially keeping in mind that you would be dealing with a livestock product.
PART-A

Q.1 Discuss the role of fertilizers in agri-production. 10
Q.2 Describe the development of infrastructures for marketing and distribution of fertilizers. 10
Q.3 Discuss the scope of bio-fertilizers and also environmental pollution due to fertilizers. 10
Q.4 Discuss in brief the process of fertilizer quality control and pricing policy. 10
Q.5 Write short notes on:
   a) Fertilizer marketing systems.
   b) Methods of fertilizer recommendation for crops. 10

PART-B

Case study:

Q.6 Read the case study carefully given below and answer the questions give at the end.

Agriculture still forms the backbone of the Indian Economy. It has been the basic source of livelihood for centuries. Despite concerted efforts for industrialization, agriculture occupies a very important place in the national economy. Development of rural India is of national importance. Agriculture contributes to a major portion of the national income. Its contributions to the growth of the national economy are many fold. It dominates the economy in providing employment to a high proportion of working population. Over 76 % of the population is engaged in this sector. Agriculture has been an important source of supply of raw materials to a significant proportion of the industries which include sugar, cotton textiles. Food processing etc; Agriculture plays a dominant role in the field of exports also.¹

Agricultural development has shown a high degree of interdependence with the infrastructure industry-the transportation, warehousing, Packaging. Cooperative distribution channels and other service sector industries have tremendously grown. The purchasing powers as also the standard of living of the rural masses have improved consequent to the development in agriculture. Fertilizer has a dominant role to play in increasing the agricultural productivity, improving the purchasing power and thereby stimulating the rural markets for consumer products and consumer durable.

Fertilizer is the most effective and the most expensive of all the farm inputs. In India, Fertilizer has acquired a tremendous significance in the last two decades. The close linkage among fertilizer consumption and food production in India are obvious. Promoting the use of adequate doses of fertilizers has been a major component of the agricultural strategy that ushered the "Green Revolution" in India. As a natural sequence to this stram, marketing of fertilizers has become vital in the economic system of the country.
A study undertaken by a fertilizer manufacturing unit revealed that the per hectare consumption of fertilizers is highly correlated to the prosperity of the village. In a group of 27 villages adopted by Madras Fertilizers in northern Karnataka, the agricultural productivity went up by 233% in a four year period of the adoption. This was due to increased fertilizer consumption, scientific method of cultivation, among other factors. The entire village was transformed and the economy greatly improved. Agriculture productivity can create such dramatic changes in the economy. The study conducted before and after the adoption of the group of villages revealed the immense untapped potential. The group of villages showed demand for a variety of consumer products and consumer durable at the end of the adopted period. The study included control villages of the neighborhood for evaluation of the impact of the program. The study brought out that the farmers are willing to change and adopt better method of cultivation if they are properly guided and agricultural input are provided. An effective marketing management system in the fertilizer industry is needed to tap the vast hidden potential for fertilizer consumption.

a) Discuss your opinion about the importance of fertilizers for agricultural productivity.  

b) Highlight the marketing strategies adopted by various agencies to sell fertilizers.  

OR

c) How can companies improve the distribution of fertilizers among farmers?