End Semester Examination, Dec. 2018
M. Tech. – First Semester
DISASTER MANAGEMENT (AC-M-102)

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. Marks are indicated against each question.

Q.1  a) Give examples of natural disasters.
     b) What is mean by ecosystem?
     c) Explain about nuclear hazards.
     d) Define epidemic disasters.
     e) Write the various types of volcano.
     f) Define disaster management.
     g) State the concept of risk in disaster management.
     h) Define the term rehabilitation.
     i) What is the emergency state in disaster management?
     j) Discuss the different stages and relief process.  2×10

PART-A

Q.2  Write down the difference between hazard and disaster explain with some natural and manmade disasters.  20

Q.3  Discuss in detail about the following:
     a) Destruction of ecosystem due to hazards.
     b) Impact of disasters in economic.  10×2

Q.4  Describe in detail about which are the areas prone to cyclonic and coastal hazards in India.  20

PART-B

Q.5  Write down the applications of remote sensing technology in disaster management.  20

Q.6  Give the details of the following process:
     a) Techniques of risk assessment.
     b) People’s participation in risk assessment.  10×2

Q.7  Explain in detail about the disaster mitigation process.  20
Q.1 a) Give examples of natural disasters.
b) What is mean by ecosystem?
c) Explain about nuclear hazards.
d) Define epidemic disasters.
e) Write the various types of volcano.
f) Define disaster management.
g) State the concept of risk in disaster management.
h) Define the term rehabilitation.
i) What is the emergency state in disaster management?
j) Discuss the different stages and relief process.

PART-A

Q.2 Write down the difference between hazard and disaster explain with some natural and manmade disasters.

Q.3 Discuss in detail about the following:
a) Destruction of ecosystem due to hazards.
b) Impact of disasters in economic.

Q.4 Describe in detail about which are the areas prone to cyclonic and coastal hazards in India.

PART-B

Q.5 Write down the applications of remote sensing technology in disaster management.

Q.6 Give the details of the following process:
a) Techniques of risk assessment.
b) People’s participation in risk assessment.

Q.7 Explain in detail about the disaster mitigation process.
End Semester Examination, Dec. 2018
M. Tech. – First Semester
STRESS MANAGEMENT BY YOGA (AC-M-107)

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 Write short notes on **(any two)** of the following:
   a) Benefits of Bhramari Pranayaam.
   b) What are 8 limbs of Yoga.
   c) Define Pranayam with an example.
   d) What are four important sources of energy?

**PART-A**

Q.2 What do you understand by Yam? What are different types of Yam? Explain in detail. **10**

Q.3 What is third limb of Ashtanga yoga called? What is Surya Namaskar or Sun Salutations? **10**

Q.4 What is Vajrasana? What are benefits of this asana? **10**

**PART-B**

Q.5 What do you understand by Niyamas’s? Explain various Niyama’s in brief. **10**

Q.6 What is Anulom Vilom Pranayam? What are its benefits? **10**

Q.7 What do you understand by the term YOG? How is it beneficial for all round excellence? **10**
Q.1 Write short notes on (any two) of the following:
   a) Benefits of Bhramari Pranayam.
   b) What are 8 limbs of Yoga.
   c) Define Pranayam with an example.
   d) What are four important sources of energy? 2x5

**PART-A**

Q.2 What do you understand by Yam? What are different types of Yam? Explain in detail. 10

Q.3 What is third limb of Ashtanga yoga called? What is Surya Namaskar or Sun Salutations? 10

Q.4 What is Vajrasana? What are benefits of this asana? 10

**PART-B**

Q.5 What do you understand by Niyamas’s? Explain various Niyama’s in brief. 10

Q.6 What is Anulom Vilom Pranayam? What are its benefits? 10

Q.7 What do you understand by the term YOG? How is it beneficial for all round excellence? 10
Q.1 a) Give the English term for the following:
   i) Poulet
   ii) Champignon
   iii) Oeuf
   iv) Estouffade.
b) Define the terms:
   i) Espagnole.
   ii) Julienne.
c) List the ingredients with quality to make 01 ltr béchamel sauce.
d) What is a thickening agent? Give four examples.
e) Differentiate between bisque and chowder.
f) What is a consommé? Describe.
g) Differentiate between blanching and boiling.
h) Define pot roasting.
i) Name four each of stems and tubers as vegetables.
j) Write two derivatives of each:
   i) Hollandaise.
   ii) Mayonnaise

**PART-A**

Q.2 Give the classification of cooking methods, with the help of diagram.  

Q.3 Write a short note on cooking of sugar, explaining the different stages of sugar cooking.  

Q.4 Give the classification of the soups with one example for each category.  

Q.5 List down the different attributes and personal qualities of a good chef.  

Q.6 Draw structure of an egg and list its different constituents. Describe role of egg in cookery.  

Q.7 What is stock? Classify different types of stocks with their use.  

Q.8 List down the duties and responsibilities of the Executive chef.  

Q.9 Define Shortening. Explain the different roles of shortening in food.  

**PART-B**

Q.10 Discuss the importance of personal for a chef. Describing the terms:
   i) PPE and Uniform
   ii) Contamination
   iii) Food Safety.
   iv) Danger Zone.
   Discuss their role in food business.  

Q.10 Discuss the main points for cooperation between the food production departments with other functional departments in a hotel.
Q.11 Discussing the different aspects of cooking the food, explain the aims and objectives of cooking. List few DO’s and Don’ts of cooking.
End Semester Examination, Dec. 2018  
B. Sc. (Hospitality and Hotel Administration) — First Semester  
FOOD AND BEVERAGE SERVICE THEORY-I (BHHA-2-112)

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

Note: Attempt NINE questions in all; PART-A is compulsory. Attempt any EIGHT questions from Part-B. Marks are indicated against each question.

**PART-A**

Q.1 a) **Translate the following terms in French:**  
   i) Napkin.  
   ii) Waiter.  
   iii) Soup.  
   iv) Tumbler.  
   v) Coffee cup.  
   vi) Spoon.  
   vii) Breakfast.  
   viii) Wine waiter.  
   ix) Knife.  
   x) Plate.  
   
   **1x10**

b) **Write short notes on the following:**  
   i) Pantry.  
   ii) Food pick-up area.  
   iii) QSR.  
   iv) Banquet.  
   v) Dispense bar.  
   
   **2x5**

**PART-B**

Q.2 Differentiate between (any two) of the following:  
a) Coffee shop and Specialty restaurant.  
c) Briefing and De-briefing.  

**5x2**

Q.3 What are the duties and responsibilities of a restaurant manager?  

**10**

Q.4 Draw a neat sketch of dummy waiter and its uses in restaurant.  

**10**

Q.5 Classify non-alcoholic beverages with suitable examples.  

**10**

Q.6 Discuss the origin and manufacturing process of tea.  

**10**

Q.7 a) What are the various types and brands of coffee available?  
    
    **5**

b) What are fast food outlets? Name three Indian and three international brands.  

**5**

Q.8 Design an 11 course French classical menu by providing two examples of classical dishes from each course.  

**10**

Q.9 What are the different types of catering establishments? Explain airline catering in brief.  

**10**

Q.11 a) Draw the organizational chart of a food and beverage department of a large hotel.  
    
    **5**

b) Discuss the role of kitchen stewarding and enlist various jobs performed by it.  

**5**
PART-A

Q.1 Define the key words:
   a) Floatels.
   b) B & B hotels.
   c) Ecotels.
   d) Transient Hotels.
   e) Time Share.

   Differentiate between the following:
   f) Adjoining and adjacent room.
   g) Chain hotel and stand alone hotel.
   h) Cabana and lanai room.
   i) FIT and GIT.
   j) Front office and reception.

PART-B

Q.2 Draw the organization chart of front office department and write the duties and responsibilities of a front desk agent.

Q.3 List the different sections of front office and briefly explain the activities of each section.

Q.4 Define the term hotel and classify it on different basis (the entire classification chart).

Q.5 Define the term 'Resort'. Give any eight examples of alternative accommodation and explain each briefly.

Q.6 Briefly explain any ten personality traits of front office staff.

Q.7 Differentiate between downtown hotel and sub-urban hotel with suitable explanation and examples.

Q.8 Trace the history of hotel industry. Enlist the name, year of foundation, present company and product line of five Indian hotel chains.

PART-C

Q.9 Front office department has a great role in establishing the first impression of the hotel in the guests mind. Discuss.

Q.10 Rooms are the most precious and perishable commodity in a hotel. Discuss.
End Semester Examination, Dec. 2018  
B.Sc. (Hotel and Hospitality Administration) – First Semester  
HOUSEKEEPING (THEORY)-I (BHHA-2-114)

Time: 3 hrs    Max Marks: 100  
No. of pages: 2

Note: All sections are mandatory. Part-A is compulsory. Attempt any SIX questions from Part-B and One question from Part-C. Marks are indicated against each question.

**PART-A**

Q.1 Define the following key terms in one line:  
a) Box sweeper.  
b) Role of valet in Housekeeping.  
c) Foyer.  
d) Twin Room.  
e) Skirting.  

Expand the following key terms:  
f) SB.  
g) DND.  
h) WC.  
i) HWC.  
j) EPNS.

Answer the following questions:  
k) Why maid’s trolley should be park in front of the guest room that is being cleaned?  
l) Why brushes should be stored with their bristles positioned upward?  
m) How will you ensure utmost hygiene and work safety in cleaning operation?  
n) Differentiate between florist and horticulturist.  
o) What are the advantages of a vacuum cleaner?

**PART-B**

Q.2 Differentiate between guest amenities and guest essentials with two examples of each.  

Q.3 Discuss some design features that ease cleaning. What cleaning principles one should follow while cleaning a guest room?  

Q.4 Discuss what a guest room means to a guest? What is the role of housekeeping department in guest’s satisfaction and repeat business?  

Q.5 Write short notes on (any two):  
a) Abrasives.  
b) Detergents.  
c) Floor Sealers.  

Q.6 Which are the departments that housekeeping has to co-ordinate in a hotel and why? Explain with suitable examples.  

Q.7 Which four attributes are absolutely essential in housekeeping staff? Justify your answer.  

Q.8 Draw a neat layout of housekeeping department and explain various functions of the department.

**PART-C**
Q.9 Enlist five manual and five mechanical cleaning equipments. Explain their usage, care and storage.

Q.10 The success of hotel depends entirely on the co-ordination and co-operation of Front office and House Keeping. Explain the statement. Discuss significance of inter-departmental coordination.
End Semester Examination, Dec. 2018  
B.Sc. (Hotel and Hospitality Administration) – First Semester  
NUTRITION (BHHA-2-116)

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

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

**PART-A**

Q.1 **Describe the following in brief:**
   a) Colloids.
   b) Pectin.
   c) Gelatin.
   d) BMR
   e) Pasteurization.

   **Differentiate between:**
   f) Saturated fats and unsaturated fats.
   g) Mono saccharine carbs and D:saccharide carbs.
   h) Pasteurization and Homogenization.
   i) Sucrose and pruchose.
   j) Macro and micro nutrients.

2 × 5

Q.2 **Describe carbohydrates, its types with suitable examples in detail.**

6

Q.3 **Draw the diagram of food pyramid and explain its importance in detail.**

6

Q.4 **Write about the importance of BMR in nutrition.**

6

Q.5 **What are proteins? Why proteins are essential for our body?**

6

Q.6 **Plan a meal for the age group of teens for a hostel considering the nutritional requirements.**

6

Q.7 **What are colloids? What are emulsions? How we make emulsions?**

6

Q.8 **Discuss about the importance of water in human life. Write about food borne diseases.**

6

Q.9 **What happen with the deficiency of the following?**
   a) Protein.
   b) Vitamin A
   c) Vitamin B
   d) Sodium.
   e) Calcium.

6

Q.10 **Discuss about the importance of minerals in our body. What are their food source?**

6
End Semester Examination, Dec 2018  
B.Sc. (Hotel and Hospitality Administration) – First Semester  
TRAVEL AND TOURISM (BHHA-2-117)

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

Note: All sections are mandatory. **Part-A is compulsory.** Attempt any **SEVEN** questions from **Part-B**. Marks are indicated against each question.

**PART-A**

Q.1 Write short notes on *(any six)* of the following:
   a) Economic impact of tourism.
   b) Sustainable tourism.
   c) Types of tourism.
   d) Role of travel agencies.
   e) Culture as a tourism product.
   f) Destination marketing.
   g) Business Tourism.
   h) Role of marketing in tourism. 5x6

**PART-B**

Q.2 What is tourism marketing and why is it essential? 10

Q.3 What are the causes of growth in tourism in recent times? Discuss the latest trends with examples. 10

Q.4 Explain the different components of tourism. 10

Q.5 How the technology changed the tourism industry? Explain with examples. 10

Q.6 Explain the different qualities that a professional of hospitality must possess. 10

Q.7 Discuss the role of attractions in tourism. Can attractions be created? Explain with examples. 10

Q.8 Discuss the role of tourism in Nation building with examples. 10

Q.9 Critically discuss the major concerns arising internationally due to growth and expansion of tourism. 10

Q.10 What are the important aspects that a tourist would consider before he chooses his destination for leisure? Discuss with examples. 10
PART-A

Q.1  a) What do you mean by the statement "Psychology is the study of human behavior and mental processes"? Why is such a subject relevant in the field of hospitality?  
     10
     
b) How will you ensure emotion regulation at workplace setting? Explain with special reference to hospitality.  
     10

PART-B

Q.2  With the help of the principles of operant conditioning, explain how you will ensure employee productivity?  
     10

Q.3  With special reference to hospitality settings, how do the various sensations combine to create a pleasant experience for you customer? Explain with relevant example pertaining to each sense organ.  
     10

Q.4  Explain the steps in the process of problem solving with special emphasis on problem solving in hospitality sector.  
     10

Q.5  How will the process of inductive and deductive reasoning help in understanding and solving difficult issues in hospitality sector?  
     10

Q.6  What are the different strategies you will use to ensure heightened motivation at the workplace?  
     10

Q.7  With special reference to hospitality sector, what personality traits would you looks for while hiring a:  
     a) Chef.  
     b) Front Desk Manager.  
     c) Head Housekeeper.  
     10

Q.8  What psychological strategies will you use to maximize customer satisfaction? Explain in detail.  
     10

PART-C

Q.9  Suppose, you are working as a front desk manager at a reputed hotel. During late night hours, a big family consisting of 2 adults (mother and father) and their 6 children unexpectedly check in. Out of their 6 children, one child, aged 8, has special needs. The entire family is extremely tired and stressed out and the children are very fussy, irritated and angry. They shall be staying at the hotel for one week.  
     What psychological strategies will you use to ensure that they have a pleasant stay and how will you ensure that the young 8 year old child with special needs in cared for?  
     20

Q.10 Suppose you are working in a hotel at a tourist place. There are many competitor hotels around you. Every day, there is an influx of many guests in the tourist place, but, your hotel is not able to attract the tourists, due to which, you are running in losses. Explain,
with the help of psychological principles and strategies, how will you secure the attention of the tourists and persuade them to stay at your hotel?
End Semester Examination, Dec. 2018  
B.Sc. (Hotel and Hospitality Administration) – First Semester  
FOOD AND BEVERAGE PRODUCTION THEORY-I (BHHA-111)

Time: 3 hrs                    Max Marks: 50
No. of pages: 1
Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B. Marks are indicated against each questions.

PART-A

Q.1  a) Give the French terms for the following:
   i) Potato.  
   ii) White Sauce.  
   iii) Egg.  
   iv) Cauliflower.  
b) Define the terms:
   i) Espagnole  
   ii) Julienne.  
c) List the ingredients with quantity to make 01 ltr béchamel sauce. 
d) Give any four thickening agents and the dish in which they are used.  
e) Differentiate between Puree soup and Cream soup.  
f) What is consommé? Describe.  
g) Differentiate between poaching and simmering.  
h) Explain pot roasting.  
i) Name 3 each of stem and bulbous roots vegetables.  
j) Write two derivatives of each:  
   i) Béchamel.  
   ii) Mayonnaise.  

2x10

PART-B

Q.2  Give the classification of cooking methods, with the help of diagram.  

Q.3  Explain the aims and objectives of cooking food.  

Q.4  Give the classification of the soups with one example for each category.  

Q.5  Draw structure of an egg and list its different constituents. Describe role of egg in cookery.  

Q.6  List down the different attributes and personal qualities of a good chef.  

Q.7  Write a short note on ‘sugars and describe the different cooking stages of sugar’.  

Q.8  Define ‘shortening’. Explain the different roles of shortening in food.  

End Semester Examination, Dec. 2018  
B.Sc. (HHA) - First Semester  
FOOD AND BEVERAGE SERVICE THEORY-I (BHHA-112)

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

Note: Attempt **SEVEN** questions in all. **PART-A is compulsory.** Attempt any **FIVE** questions from **PART-B.** Marks are indicated against each question.

**PART-A**

Q.1 Write down the accompaniments for the following:
   a) Roast mutton.
   b) Minestrone.
   c) Caviar.
   d) Cheese.
   e) Roast chicken.  

Q.2 Define the following terms:
   a) Specially restaurant.
   b) Kitchen stewarding.
   c) Room service.
   d) Vending machines.
   e) Coffee shop.  

**PART-B**

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

Q.4 Explain the roles and functions of Kitchen Stewarding.  

Q.5 Why it is important for a Food and Beverage Service personnel to come in proper grooming. Discuss?  

Q.6 What are the different types of meals served in a hotel by providing suitable examples for each?  

Q.7 What are the different forms of service? Explain briefly.  

Q.8 Define Menu. What factors you consider while planning a Menu?
End Semester Examination, Dec., 2018  
B.Sc.(HHA)-First Semester  
FOOD AND BEVERAGE SERVICE (BHHA-112)

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

Note: Attempt **SEVEN** questions in all. **PART-A is compulsory**. Attempt any **FIVE** questions from **PART-B**. Marks are indicated against each question.

**PART-A**

Q.1 Write down the accompaniments for the following:  
   a) Roast Mutton  
   b) Minestrone  
   c) Caviar  
   d) Cheese  
   e) Roast Chicken  
   2x5

Q.2 Define the following terms:  
   a) Specially Restaurant  
   b) Kitchen Stewarding  
   c) Room Service  
   d) Vending Machines  
   d) Coffee Shop  
   2x5

**PART-B**

Q.3 Classify Food and Beverage Service equipment by giving two examples for each.  
   6

Q.4 Explain the roles and functions of Kitchen Stewarding.  
   6

Q.5 Why it is important for a Food & Beverage Service personnel to come in proper grooming. Discuss.  
   6

Q.6 What are the different types of meals served in a hotel by providing suitable examples for each.  
   6

Q.7 What are the different forms of service? Briefly explain.  
   6

Q.8 Define Menu. What factors you consider while planning a Menu?  
   6
Q.1 Answer (any five) of the following:
   a) List out various departments the Housekeeping co-ordinates with.
   b) Signify the importance of Housekeeping
   c) What are cleaning agents? Which cleaning agent is considered to be the most important cleaning agent?
   d) Name five Manual cleaning equipments.
   e) Name five Mechanical cleaning equipments.
   f) Define the key words:

Q.2 What are the skills and personal traits of a Housekeeping professional?  5

Q.3 Discuss the inter departmental relationship between housekeeping and front of department.  5

Q.4 How the Housekeeping does coordinate with the front office?  5

Q.5 What are the areas that constitute the layout of a Housekeeping department?  5

Q.6 What do you understand by the Term Cleaning Organization?  5

Q.7 How are the cleaning agents classified? Explain with examples.  5

Q.8 Draw the organization chart of front office department and write the duties and responsibilities of a front desk agent.  5

Q.9 Draw the layout of front office department and indicate the location of various sections of front office department.  5

Q.10 Define the term bell desk and give step-by-step procedure for handling luggage on guest arrival.  5

Q.11 Explain the various functions of concierge (any ten).  5

Q.12 Trace the history of hotel industry. Enlist the name, year of foundation, present company and product line of five Indian and five international hotel chains.  5
PRINCIPLES OF MANAGEMENT (BHHA-115)

Q.1 Define (any ten) of the following in brief:
   a) Management.
   b) Organization.
   c) Planning.
   d) University of Management.
   e) Purpose of Visio statement.
   f) Policy Framework.
   g) Autocratic leadership.
   h) Productivity.
   i) Innovation.
   j) Feedback.
   k) Horizontal communication.

PART-B

Q.2 Briefly discuss the role of experience is shaping up of an efficient manager. 6

Q.3 Who is a Manager? What are various roles of a manager in their day to day business activities? 6

Q.4 What are the different levels of Management? Discuss in detail the POLC framework giving suitable examples of activities for each stage of this framework. 6

Q.5 Define what is meant by strategy? With help of a relevant example, mention the various stages of strategy planning. 6

Q.6 Define what is meant by Risk? What are the various types of risk? What are the various measures to deal with the risk and its associated hazards? 6

Q.7 What does Maslow’s hierarchy of needs inform us about the requirements of people? Discuss the complete model in detail. 6
PART-A

Q.1 Write short notes on the following:
   a) Role of fats in our body.
   b) Food pyramid.
   c) Nutrients.
   d) Roles of carbohydrate.
   e) Pasteurization.

PART-B

Q.2 Describe fats with suitable examples in detail.

Q.3 What are micronutrients? Explain its role in our body in detail.

Q.4 Differentiate between the following:
   a) Homogenization and Pasteurization.
   b) Saturation and Winterization.

Q.5 Write about the effects of cooking on the following:
   a) Carbohydrates.
   b) Proteins.

Q.6 What are micro nutrients? Explain their roles in detail.

Q.7 Draw food pyramid and label it.
End Semester Examination, Dec. 2018  
B.Sc. (Hotel and Hospitality Administration) – First Semester  
INTRODUCTION TO PSYCHOLOGY (BHHA-121)  

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

Note: Attempt **Four** questions in all; **PART-A** is **compulsory**. Attempt any **THREE** questions from **PART-B**. Marks are indicated against each question.

**PART-A**

Q.1 Write short notes on (any five) of the following:  
a) Role of creativity.  
b) Factors affecting problem solving.  
c) Anticipating of guest needs.  
d) Role of personality in hospitality.  
e) Attention and its role in hospitality.  
f) Customer satisfaction.  
g) Motivation at workplace.  

**PART-B**

Q.2 What do you understand by psychology? How can an understanding of psychology help us in the field of hospitality? Explain with examples.  

Q.3 What is perception? What are the different factors influencing perception of an individual?  

Q.4 Define ‘personality’. What personality traits should a hospitality professional possess?  

Q.5 What is creativity? How can creativity help in problem solving? Explain with examples.  

Q.6 What is adaptability? How can an organization help its employees to learn this skill?
End Semester Examination, Dec. 2018  
B.Sc. (Hospitality & Hotel Administration) – Second Semester  
FOOD AND BEVERAGE PRODUCTION-II (BHHA-211)  

Time: 3 hrs.                      Max Marks: 50  
Note: Attempt SIX questions in all; Part-A is compulsory. Attempt any FIVE questions from Part-B. Marks are indicated against each question.

PART-A

Q.1 Attempt the following:  
a) What is offal? Name few.  
b) What is thickening agent? Name 2 thickening agents with the dishes where they are used.  
c) What is homogenization?  
d) Describe the different types of creams.  
e) What is green Meat?  
f) Give example of three types of leavening and the dishes in which they are used.  
g) What is emulsification? Give example.  
h) Describe the external conditions required for good fermentation with yeast.  
i) Write the French terms for, 1) chicken, 2) cauliflower, 3) Potato, 4) Lemon.  
j) Explain choux paste.  

2×10

PART-B

Q.2 What are the steps in bread making? Explain in detail.  
Q.3 Describe their role in bakery. A) Flour B) Sugar C) Yeast D) Salt.  
Q.4 Explain the steps in slaughtering of an animal.  
Q.5 Drawing a diagram of wheat explain different parts of wheat.  
Q.6 Describe different pastries and name few products, made from each of the pastry.  
Q.7 Give the classification of fish and list the cuts of fish.  
Q.8 Explain the steps in making of cheese, with the help of a flow chart.
End Semester Examination, Dec. 2018  
B.Sc. (Hospitality & Hotel Administration) – Second Semester  
FOOD AND BEVERAGE SERVICE (THEORY II) (BHHA-212)

Time: 3 hrs.  
Max Marks: 50

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

PART-A

Q.1 Define the following terms:
   a) Ale.  
   b) Lager.  
   c) Cheese.  
   d) Maturation.  
   e) Single malt.  
   f) Cocktail.  
   g) Digestif.  
   h) Cognac.  
   i) Angel’s share.  
   j) Distillation.  

   2x10

PART-B

Q.2 Differentiate between pot still and continuous still distillation methods.  

Q.3 Explain the production of brandy with the help of a flow-chart. Give any four brands of Cognac.  

Q.4 Write down the recipe of one Vodka and Gin based classic cocktail with their glassware and garnish.  

Q.5 Define ‘cigars’. Classify cigars according to size, shape and structure.  

Q.6 Define ‘liqueurs’. List any five liqueurs with their flavorings and spirit base.  

Q.7 What is bitter? Explain any three bitters which can be served as aperitifs.  

6
End Semester Examination, Dec. 2018
B. Sc. (Hospitality and Hotel Administration) - Second Semester
ROOMS DIVISION THEORY-II (BHHA-213)

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

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

**PART-A**

**Q.1** Attempt any five:
Define the following terms:
a) Stay over.
b) Floor limit.
c) Cutoff date.
d) Walk in guest.
e) Rooming the guest.
f) G.I.T.  

Describe any five of the following key terms:
g) Threshold levels of pest.
h) Log Book.
i) Role of Valet.
j) Layout of the Laundry.
k) Water conservation.
l) Grandmaster key.
m) Vermicomposting.

**PART-B**

**Q.2** Define ‘guest history’. How does it help in generating repeat business? Draw the format of guest history card.  

**Q.3** What is guest complaint? What steps are to be followed in order to resolve the complaint?  

**Q.4** Discuss the importance of briefing before the start of a shift. What points are discussed in a shift briefing at the front office department?  

**Q.5** Front office and housekeeping departments of the hotel have greatly interconnected roles. Discuss with suitable examples.  

**Q.6** Why is control desk crucial to the housekeeping department? Discuss the documentation maintained by the housekeeping control desk.  

**Q.7** Discuss integrated pest management.  

**Q.8** Discuss stain removal under the following heads: a) Classification of Stain b) Identification of stain.  

**Q.9** What is energy conservation? Discuss methods that may be adopted by eco-sensitive hotels for energy conservation.
End Semester Examination, Dec. 2018
B. Sc. (Hospitality and Hotel Administration) — Second Semester
VALUE, ETHICS, CSR (BHHA-214)

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

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

PART-A

Q.1 Write short notes on (any ten) of the following:
   a) Integrity as a value.
   b) CSR.
   c) Gender discrimination.
   d) Whistleblower.
   e) Role of employees in business ethics.
   f) Ethical conflicts.
   g) Responsibility of business towards community.
   h) Stakeholders.
   i) What are values and how they affect human conduct?
   j) Marketing and ethics.
   k) Cybercrimes.
   m) Consumer protection. 10×2

PART-B

Q.2 Discuss the role and responsibilities of business towards its society? 6
Q.3 Why is the communication of CSR initiatives to stakeholders important? 6
Q.4 Discuss the CSR initiatives of any two organizations in India? 6
Q.5 Explain the concept of “Equal opportunity” in today’s work scenario. You may explain with examples? 6
Q.6 In terms of values and ethics what are the responsibilities of an employee towards his organization? 6
Q.7 Explain ethics in global marketing and advertising with suitable examples. 6
Q.8 What responsibilities does an organization have towards safety of women at workplace? 6
PART-A

Q.1 Write short notes on the following:
   a) BIS and ISO comparison.
   b) Classification of contracts.  

PART-B

Q.2 Define “Food” and “Unsafe food” according to food safety and standards act. 2006. Write down salient features of food safety and standards act (FSSA), 2006.

Q.3 What is AGMARK? Differentiate between AGMARK and FSSAI.


Q.5 Write down powers of central government under environment protection Act, 1986.
Q.1 Answer the following questions:
   a) Give any four classifications of events.
   b) Write the full form of M.I.C.E. segment of events.
   c) What is meant by “Contracting”?
   d) Define “Event Design Feasibility”.
   e) Define “Commercial Events”.
   f) What are the four major components of a pre-event checklist?
   g) What are the four major qualities required in an event co-coordinator?
   h) Name four most commonly used equipments in an event.
   i) What is meant by “Logistics”?
   j) Define “Celebrity Management”.

2×10

PART-B

Q.2 What are the different requirements of an event client? As an event manager what would you do to understand your client’s needs? 6

Q.3 Who is an event planner? Define the role of event planner from conceptualizing the event till its successful execution. 6

Q.4 Discuss the importance of venue in event management highlighting its major concerns. 6

Q.5 Explain the organizational skills essential for conducting an event. 6

Q.6 Discuss in details the steps involved in managing an educational competition/event like “ANVESHAN 2018” held at Manav Rachna campus in the month of February 2018. 6

Q.7 Discuss the steps involved in managing a convention. 6
End Semester Examination, Dec. 2018
B. Sc. (Hospitality and Hotel Administration) — Second Semester
OPERATIONAL SAFETY AND HACCP (BHHA-218)

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

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

PART-A

Q.1 Define briefly the following:
   a) FSSAI.
   b) Food adulteration.
   c) Critical control point.
   d) Pathogens.
   e) Chemical hazards.  
   4×5

PART-B

Q.2 What is occupational health and safety? What are the do’s and don’ts at work place.  
   10

Q.3 What is the SOP for ALTO Sham?  
   10

Q.4 Describe seven principles of HACCP.  
   10

Q.5 What are the common causes of accidents in hotel industry in order to ensure food safety? What are the precautions should we take during food storage.  
   10
PART-A

Q.1 Answer (any four) of the following questions:
   a) What is consumerism?
   b) What is creativity?
   c) Differentiate between need and want.
   d) Different types of learning.
   e) Explain values and ethics.
   f) How the attitude is formed?

PART-B

Q.2 "Knowledge of psychology is critical to the success of any business”. Discuss the statement in light of the hotel industry.

Q.3 Suppose you are a restaurant owner. You are facing a problem of deteriorating customer service. What steps would you take to motivate your employees to serve the customer in the best possible way?

Q.4 What is learning? Explain the theory of classical conditioning of learning in detail.

Q.5 What is perception? Explain, how perception is formed.

Q.6 Explain the process of decision making with the help of an example.

Q.7 Analyze the following advertisement:

Save Water and Save Life

Save Water. Save Life.
End Semester Examination, Dec. 2018
B. Sc. (Hotel and Hospitality Administration) – Third Semester
FOOD AND BEVERAGE PRODUCTION THEORY-III (BHHA-311)

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

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

PART-A

Q.1 Define the following in brief:
   a) Yakhani
   b) Lukmi
   c) Dhansak
   d) Wazwan
   e) Laal Maas
   f) Ghevar
   g) Name five Punjabi dishes
   h) Name five Gujrate dishes
   i) Indian curry
   j) Idli

   2×10

PART-B

Q.2 Describe institutional catering in detail.  

Q.3 Differentiate between:
   a) Airline catering and cruise catering.
   b) Pulao and biryani.  

   3×2

Q.4 Discuss about Goan Cuisine.  

Q.5 What is indenting? Plan a 5 course menu at per plate cost of ₹400/-. Prepare the indent for 500 pax. Take out profit percentage.  

Q.6 Write about Tamil cuisine in detail.  

Q.7 What is volume feeding? List out 10 equipments used in volume catering.  

6
**PART-A**

**Q.1 Fill in the blanks:**

a) __________ is termed as a small amount of cane sugar and yeast in old wine.

b) __________ is unfermented juice or the mixture of pulp, juice, skin and seeds.

c) __________ is a metal clasp to secure the cork of Champagne bottle.

d) __________ is dense, white frothy yeast developed on the surface of ageing sherry.

e) __________ refers to year in which grapes were harvested and fermented to make a wine.

**Match the following:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>f)</td>
<td>Barbera</td>
</tr>
<tr>
<td>g)</td>
<td>Vin de goutte</td>
</tr>
<tr>
<td>h)</td>
<td>Pupitre</td>
</tr>
<tr>
<td>i)</td>
<td>Anada</td>
</tr>
<tr>
<td>j)</td>
<td>Chardonnay</td>
</tr>
</tbody>
</table>

**Write in 2-3 lines:**

f) Still wine.
g) Wine Tasting.
h) Wine Decanting.
i) Methode Champenoise.
j) Degorgement.

**PART-B**

**Q.2** Define Fortified Wines. What are the types of fortified wines describe in one line each. 6

**Q.3** Define wine and explain the classification of wine. 6

**Q.4** What are the different wine faults? Explain in detail. 6

**Q.5** What are the steps that are involved in the production of red wine and explain each step in 1-2 lines? 6

**Q.6** Explain Solera System in detail. 6

**Q.7** What is sparkling wine and explain Methode Champenoise. 6
PART-A

Q.1 Attempt (any ten) of the following:
   a) What do you understand by the term foliage? Give five examples.
   b) What do you understand by the term Inventory?
   c) Enlist five essential Florist equipments.
   d) Enlist different type of contract service provided by Housekeeping Department.
   e) Describe the points to be considered for hiring the staff effectively.
   f) What do you understand by the term cross-training?
   g) What is linen room? What are its main features?
   h) Corporate rate
   i) Theft by hotel staff
   j) Safe deposit
   k) No-shows
   l) Stay over
   m) Skipper
   n) Floor limit

PART-B

Q.2 What are the responsibilities of a laundry department in hotel operations? 5

Q.3 What are the needs of taking contract in housekeeping? Discuss the pros and cons of contract service. 5

Q.4 What is a staffing guide? What is the procedure of developing a staffing guide for a hotel property? 5

Q.5 Enlist and discuss the various ways in which Interior designing can be carried out in hotels? 5

Q.6 Describe the following types of wall covering:
   a) Paints.
   b) Wallpaper. 2½×2

Q.7 Describe the duties and responsibilities of night auditor. 5

Q.8 Explain the various types of possible frauds in hotel operations. 5

Q.9 What are the dos and don'ts in case of fire? How will you handle food poisoning of a guest? 5

Q.10 Enlist the step by step SOP for the check-in of a group. 5

Q.11 What is meant by yield? Explain how to calculate potential yield and actual yield with suitable examples? 5
End Semester Examination, Dec. 2018
B.Sc. (Hospitality and Hotel Administration) – Third Semester
HOTEL INFORMATION SYSTEM (BHHA-314)

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

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

PART-A

Q.1 Attempt any ten of the following:
   (a) Affiliate system.
   (b) Inter sell agencies.
   (c) Guest folio.
   (d) Night audit.
   (e) Price look up dish.
   (f) Glass sensor.
   (g) POS terminal.
   (h) In room movie system.
   (i) Energy management system.
   (j) Call accounting system.
   (k) Menu mix report.
   (l) Room management module. 2x10

PART-B

Q.2 What is Management information system? What are its components? 6
Q.3 How the computerization helped both revenue and non-revenue generating departments of a hotel? 6
Q.4 If you have asked to select and implement a PMS, what steps will you take for the same? 6
Q.5 What are the most common from office components of a property management system? 6
Q.6 How does the operation of a central reservation system differ from a global distribution system? 6
Q.7 How does computerization help in the account module process? 6
Q.8 What are the basic components of an automated beverage control system? 6
End Semester Examination, Dec. 2018
B. Sc. (Hotel and Hospitality Administration) – Third Semester
HUMAN RESOURCE MANAGEMENT (BHHA-315)

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

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

**PART-A**

Q.1 Define briefly:
   a) Appraisal.
   b) Recruitment.
   c) Employee grievance.
   d) Training and development.
   e) Key result area.
   f) Career progression.
   g) Provident fund.
   h) Job description.
   i) Employee termination.
   j) Departmental co-ordination.

**PART-B**

Q.2 Explain the various sources of recruitment in an organization.

Q.3 Define 'induction'. What are the main elements which should be included in an induction programme?

Q.4 What is the need of employee training? Discuss its advantages in detail.

Q.5 “Good performance appraisal will create an effective management.” Discuss the statement.

Q.6 What are the factors influencing promotions and appraisals?

Q.7 What is organizational culture? Explain the types of organizational cultures in detail.
End Semester Examination, Dec. 2018
B.Sc. (Hotel and Hospitality Administration) – Third Semester
CUSTOMER RELATIONSHIP MANAGEMENT (BHHA-316)

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

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

PART-A
Q.1 Write short notes on (any five) of the following:
   a) Data Mining and its role in CRM.
   b) E marketing.
   c) Loyalty programmes.
   d) "Voice of customer".
   e) Customer retention.
   f) Customization.

PART-B
Q.2 What is CRM and its benefits? Define the elements of CRM in detail.
Q.3 How has the advent of technology based ECRM helped the companies in maintain better relationships with customer?
Q.4 Explain the various types of CRM in detail.
Q.5 Explain what customer satisfaction is and what methods can be employed by a company to measure customer satisfaction?
Q.6 What are the different stages of relationship with customers? What are the attributes of a developed relationship?
PART-A

Q.1 Describe the following in brief:
   a) Blind receiving.
   b) Credit sales.
   c) Standard purchase specification.
   d) Transfer notes.
   e) Variable cost.

Q.2 What is bin card? Draw a well labelled format of it.

Q.3 List down the duties and responsibilities of a purchase officer.

Q.4 With the help of a flowchart explain food control cycle.

Q.5 Describe in detail the different procedures of purchasing.

Q.6 Differentiate between:
   a) Standard purchases specification and standard order purchase.
   b) Fixed cost and variable cost.

Q.7 What is sales control? What are bar frauds?
End Semester Examination, Dec. 2018
B. Sc. (Hospitality and Hotel Administration) — Third Semester
MANAGING FOOD AND BEVERAGE COMPANY (BHHA-318)

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

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

PART-A

Q.1 Define the following terms:
   a) Competitive advantage.
   b) Customer experience.
   c) Market lifecycle.
   d) Positioning.
   e) Brand familiarity.

   4×5

PART-B

Q.2 Explain the concept of customer value in the context of food and beverage companies. 6

Q.3 Differentiate between ‘product oriented companies’ and ‘market oriented companies’. 6

Q.4 There is a value in being local in the global market and in being global in the local market. Discuss in detail. 6

Q.5 What is the role of tradition and innovation in creating products along with customer experience? 6

Q.6 List down customer touch points to reach the audience effectively. 6

Q.7 What is niche market and mass market? Is there any one best strategy? 6
PART-A

Q.1  a) Define indent/requisition and purchase order.
    b) Differentiate between ‘effectiveness’ and ‘efficiency of service’.
    c) Define ‘green building’.
    d) List some of the support services in a five star hotel.
    e) Define a preventive maintenance and AMC.
    f) List the 5R’s of material management.
    g) Define LIFO and FIFO.
    h) State the basic rules for vendor selection.
    i) Define ‘par stock’.
    j) Define the service gaps.  

PART-B

Q.2  Define the energy conservation. Explain the green building concept in detail.  

Q.3  Describe service value chain. Explain its role and importance in facility management.  

Q.4  Explain the service area traffic flow in a cafeteria with the help of a layout.  

Q.5  Considering yourself as a facility manager of Q Block in this university, give your suggestions for the improvement of support services.  

Q.6  Explain the role of a facility manager listing the duties and responsibilities.  

Q.7  Define contract purchasing and explain the purchase cycle.  

FOOD AND BEVERAGE PRODUCTION THEORY-IV (BHHA-411)

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

Note: Attempt FOUR questions in all; PART-A is compulsory. Attempt any THREE questions from PART-B. Marks are indicated against each.

PART-A

Q.1 Define the following in brief:
   a) Cocoa butter
   b) Chocolate liquor.
   c) Aspic.
   d) Chaud Proid
   e) Lard.  4X5

PART-B

Q.2 What is Ham, bacon and Gammon? What are the differences between them? What is Green bacon?  10

Q.3 Write in detail about Italian cuisine?  10

Q.4 What is chocolate? How it is manufactured? What is tempering of chocolate? What preventive measures should we take while tempering chocolate?  10

Q.5 What are sausages? How they are made? What precautions should we take while handling natural casings?  10
Q.1 Explain the following terms:
   a) Menu planning.
   b) Free pouring.
   c) Front bar.
   d) ODC.
   e) Seminar and conferences.  

Q.2 Draw an organization chart of a banquet and enlist the duties and responsibilities of a banquet manager.  

Q.3 What do you mean by menu planning? Explain the various factors to be considered while planning the layout of a specialty restaurant.  

Q.4 Explain how you will deal with the following situation:
   a) Guest in a hurry.
   b) Guest who has had too many alcoholic drinks.  

Q.5 List four advantages of buffet service. Briefly explain the concept and variety of buffet.  

Q.6 What are the different types of banquet found in a hotel? Neatly sketch the format of function prospectus.  

Q.7 Explain how you would decide the colour, decor and interiors in a banquet hall for a wedding reception.
End Semester Examination, Dec. 2018
B.Sc. (Hospitality and Hotel Administration) – Fourth Semester
ROOMS DIVISION THEORY-IV (BHHA-413)

Time: 3 hrs. Max Marks: 50
Note: Attempt SEVEN questions in all; Part-A is compulsory. Attempt any SIX questions from Part-B. Marks are indicated against each question.

PART-A

Q.1 Attempt (any five) of the following:
   a) Rack rate and special rate.
   b) No show percentage.
   c) House count
   d) Yield percentage
   e) Room occupancy percentage
   f) Overstay percentage
   g) ‘Guest satisfaction’
   h) Operating budget.
   i) Types of renovation.
   j) OSHA.
   k) Procedure for dealing with accidents and injuries.
   l) Ergonomics in hotel housekeeping.
   m) Snag list.
   n) Environmental friendly housekeeping. 2×10

PART-B

Q.2 What are the various segments of market that provide hotel with clientele? Explain in brief about any five of them. 5

Q.3 Mention the tactics of controls to be applied during High Demand by a Business Hotel. 5

Q.4 Discuss the various ways in which the operations of a business hotel are different from the operations of a luxury resort. Give the clientele suitable for each of these different hospitality establishments. 5

Q.5 Hotel Luxury has 400 rooms. On 1st July 2018, there shall be 10 out of order rooms and 160 stayovers. There are 120 guests with reservations expected to arrive and the no-show percentage has been calculated at10%. It is forecasted that 10 understays and 18 overstays are to be expected that day.
   a) Give the room availability forecast formula.
   b) Using that formula, calculate the number of rooms still to be sold for 100% occupancy on 01.06.2017 using the above given information showing each step. 5

Q.6 Discuss the process of calculating expenses for operating budget? 5

Q.7 List the tasks involved in typical refurbishing and renovation programme? 5

Q.8 Discuss the changing role of professional housekeeper in housekeeping industry. 5

Q.9 What are the steps to be taken by an employee in a fire emergency? 5
PART-A

Q.1 a) Describe about casters and rollers used in heavy equipments.
   b) Describe 4 concepts of commercial kitchen layouts.
   c) Describe the double jacket steam cooking vessels, used in commercial kitchens.
   d) In kitchen layout work triangle is formed between ________, ________ and ________.
   e) Define any two different commercial kitchen layout configurations.
   f) Give full form of PERT and CPM.
   g) Star classification of the hotels is done by the committee called ________.
   h) Star classification for the hotel is awarded for ________ years.
   i) Heritage hotels are further divided in three categories called ________, ________, and ________.
   j) Describe “S”, in PQRST of every layout. 2×10

PART-B

Q.2 Explain the design considerations to be kept in mind while designing the hotel. 6
Q.3 Write a short note on importance of Systematic Layout Patterns. 6
Q.4 Explain the SLP patterns, using the P Q R S T. 6
Q.5 Draw different commercial kitchen layout configurations. 6
Q.6 Explain the different functional areas of a main kitchen and give the %ages of the estimated space allocated for different functional areas, out of total space allocated for the main kitchen. 6
Q.7 Explain the finalization process and points to be considered before finalizing any commercial equipment. 6
End Semester Examination, Dec. 2018
B.Sc. (Hospitality & Hotel Administration) – Fourth Semester
HOSPITALITY SALES AND MARKETING (BHHA-415)

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

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

PART-A

Q.1 Attempt (any ten) questions of the following:
   a) Forecasting.
   b) Customer satisfaction.
   c) Direct sales.
   d) Role of sales person.
   e) Publicity.
   f) Grievances and feedback.
   g) Customer delight.
   h) Relationship marketing.
   i) Customer expectations.
   j) Sales budget.
   k) Sales territory.
   l) Mobile marketing.

2×10

PART-B

Q.2 Discuss the unique characteristics of services that differentiate them from products. 6

Q.3 What do you understand by the term consumer behaviour, discuss different external factors that influence consumer behaviour? 6

Q.4 What is SWOT analysis and why is it essential for business? 6

Q.5 Define the products of sales and marketing in context of hospitality. 6

Q.6 Discuss the P’s of marketing in detail. 6

Q.7 What is customer retention and why is it critical from business point of view? 6

Q.8 Explain the steps for identifying the potential market for hotel business. 6

Q.9 Discuss how the value chain analysis helps in keeping business profitable? 6

Q.10 Why is important to take customer feedback, explain with examples? 6
End Semester Examination, Dec. 2018  
B.Sc. (Hospitality & Hotel Administration) – Fourth Semester  
ENTREPRENEURSHIP MANAGEMENT (BHHA-416)

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

Note: Attempt FOUR questions in all; Part A is compulsory. Attempt any THREE questions from Part B. Marks are indicated against each question.

**PART-A**

Q.1 Attempt any ten questions of the following:
   a) Entrepreneur.
   b) Innovation versus invention.
   c) Sustainable advantage.
   d) Business plan.
   e) Mission statement.
   f) Vision statement.
   g) SWOT analysis.
   h) Market structure.
   i) Advertorial.
   j) Advertising.
   k) Market size versus market share.  

2×10

**PART-B**

Q.2 a) When McDonald's started its operations in India ab initio, did it qualify as entrepreneurship? Why or why not?  
5

b) What methods are available to an entrepreneur to protect its intellectual property?  
5

Q.3 Think about it for a moment. Is there the best car? The best hamburger. The best mobile phone. The best hotel. In the vast majority of business, there is simply no such thing as “the best”. In most industries, there are many different customers with different needs. The best depends on what you are trying to accomplish. Do you agree? Why or why not? In the light of your answer, explain competition and strategy.  
10

Q.4 You were employed as General Manager Marketing for Yo China! in NCR. The business quadrupled in just one year. You now contemplate to go beyond NCR in the smaller towns. You write a strategic plan for your key team. What would be the contents of your strategic plan? Briefly write each component of it.  
10

Q.5 Your father has bought you a franchise for Patanjali in your hometown. Write financial and operations plan for it. What is confidentiality agreement? Why is it needed when you have invited a few investors to share your plan?  
10
End Semester Examination, Dec. 2018  
B.Sc. (Hospitality and Hotel Administration) – Fourth Semester  
WORLD OF DIGITAL MARKETING (BHHA-417) 

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

Note: Attempt **FOUR** questions in all; **Part-A is compulsory.** Attempt any **THREE** questions from **Part-B.** Marks are indicated against each question.

**PART-A**

Q.1 Attempt *(any five)* questions of the following:
   a) Mention the significance of e-business.
   b) What are the advantages and disadvantages of online advertising?
   c) How Mobile Marketing is an important tool for the hotel business?
   d) What are the social media rules for engaging the customers?
   e) What is Email marketing and how it can benefit the business?
   f) What are the merit and demerits of Mobile Marketing?
   g) Discuss advantages and disadvantages of Internet technology.
   h) Demonstrate an appropriate use of digital marketing in hospitality sector.  

**PART-B**

Q.2 How is digital technology influencing consumer behaviour? Why do the contemporary organizations need one?  

Q.3 What is a search engine? How does it work? Give few examples.  

Q.4 Why is web-site an important tool for marketing? How one can build an effective web-site?  

Q.5 What is online PR and why it is pivotal to the online success of an organization.  

Q.6 Identify the role of digital marketing in different sectors of the international as well as domestic industry.
Q.1 a) Booking calendar.
b) Define ‘tariff’.
c) Name any four market segments that hotel industry caters to.
d) Time share concept of accommodation.
e) What is ‘corporate tourism’?
f) Comment on the role of Online Travel Agents (OTA).
g) Define the term multiple occupancy.
h) What are the ‘blocked’ dates?
i) Define ‘average daily rate’.
j) What is meant by ‘GOPPAR’?

PART-B

Q.2 ‘Hotel room is the most perishable commodity’. Discuss with suitable examples and justifications.

Q.3 In what all ways, is it possible for the hotel to earn twice the revenue than actual on one particular room?

Q.4 Business intelligence has a critical utility for optimum revenue generation. Discuss the insights and necessary information for a successful implementation of revenue management.

Q.5 Discuss in detail any five steps that a front office team should take during a high demand period for a hotel.
End Semester Examination, Dec. 2018
B.Sc. (Hospitality and Hotel Administration) – Fourth Semester
RETAIL MANAGEMENT (BHHA-420)

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

Note: Attempt **FOUR** questions in all; **Part-A is compulsory**. Attempt any **THREE** questions from **Part-B**. Marks are indicated against each question.

**PART-A**

Q.1 Suppose a customer complains of being charged very high prices (25% higher than competing stores) for apparel.
   a) What strategies may be implemented for handling this complaint?
   b) How can the store improve its pricing strategy to avoid such complaints? 10×2

**PART-B**

Q.2 What is retailing? Explain the benefits which retailing provides to customers? 10

Q.3 What is the ‘wheel of retailing’? Describe the various stages, with examples. 10

Q.4 As a retail consumer in a metro city, what types of retail store options are available to you? Answer with respect to retail store formats. 10

Q.5 QSRs are gaining market share and revenue. Discuss the challenges which this store format is encountered with. 10

Q.6 CEOs of a number of leading retail stores call themselves ‘customer service representatives’. What does this indicate about the importance of the sales/service function for retailing? What are the essential qualities of a retail salesperson? 10
PART-A

Q.1 Answer the following questions:
   a) Write the French terms for the following:
      i) Mushroom
      ii) Spinach
      iii) Egg
      iv) Fish
   b) Define the terms: Espagnole, Julienne
   c) List the ingredients with quantity to make 01 ltr béchamel sauce.
   d) Name any four thickening agents with name of the dish in which they are used.
   e) Differentiate between 'puree soup' and 'cream soup'.
   f) What are unpass soups?
   g) Differentiate between 'poaching' and 'simmering'.
   h) Explain 'shallow frying'.
   i) Name any three stem vegetables.
   j) Write four different roles of egg in cookery.

PART-B

Q.2 Draw the classification of cooking method as a diagram.

Q.3 List down the aims and objectives of cooking food in brief.

Q.4 Draw the classification of the soup with one example for each category.

Q.5 Describe the classification of raising agents with one example for each.

Q.6 Describe the constituent of an egg with the help of a diagram.

Q.7 List down the personal qualities if a good Chef.

Q.8 List the different cuts of vegetables with their dimensions and uses.

Q.9 What is stock? Classify different types of stocks with their uses.
End Semester Examination, Dec. 2018
BA (Liberal Arts) — First Semester
INTRODUCTORY MICROECONOMICS (BLA-EC-101)

Time: 3 hrs.  Max Marks: 100
No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 (Part-A) and Q.2 (Part-B) are compulsory.
Attempt any THREE questions from PART-C. Marks are indicated against each question.

PART-A

Q.1 Answer the following questions:
   a) Explain the assumption of Transitivity.
   b) Define Giffen goods with suitable example.
   c) Explain the quasilinear preferences.
   d) Define the diseconomies of scale.
   e) Explain the concept of expansion path.
   f) Define the Lexicographic preferences with the help of examples.
   g) What does ‘consumer surplus measures’?
   h) What is meant by variable returns and constant returns?
   i) Define average cost and marginal cost.
   j) If the price of good 1 doubles and price of good 2 triples, does the budget line become flatter or steeper? Explain.

2×10

PART-B

Q.2 Attempt (any four) questions out of the following:
   a) Outline the assumption of revealed preference theory of demand. Distinguish between the Weak Axiom of revealed preference and Strong Axiom revealed preference.
   b) With the help of diagram, define the ridge lines and the economics and non-economics region of production.
   c) Derive the demand curve from the law of diminishing marginal utility.
   d) A firm’s TFC is 500 and its MC schedules is give below. Workout on TC, TVC, AC, AVC and AFC schedules and sketch them on the same graph.

<table>
<thead>
<tr>
<th>Output</th>
<th>0</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>18</th>
<th>20</th>
<th>22</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC</td>
<td>-</td>
<td>340</td>
<td>300</td>
<td>200</td>
<td>150</td>
<td>120</td>
<td>120</td>
<td>130</td>
<td>150</td>
<td>175</td>
<td>215</td>
<td>300</td>
<td>340</td>
</tr>
</tbody>
</table>

5

   e) Depict the pollution on X-axis and electricity on Y axis, what would the indifference curve look like if,
      i) Pollution is a bad commodity and electricity is a good commodity.
      ii) Pollution is a neutral commodity and electricity is a good commodity.

5

PART-C

Q.3 a) Explain the concept of linear break even analysis. What is the significance in production decision in the short run?
   b) Obtain the expression and graph for the break even outputs with or without profits.

10

Q.4 The marginal product of a variable input at different levels of employment is given as below:

<table>
<thead>
<tr>
<th>Input</th>
<th>0</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP</td>
<td>0</td>
<td>3</td>
<td>9</td>
<td>11</td>
<td>13</td>
<td>15</td>
<td>16</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>-2</td>
<td>-4</td>
</tr>
</tbody>
</table>

10
a) Determine the total and average product of the input and graph them. Distinctly mark off different stages of production on your graph and outline their distinctive features.

b) What are the isoquants? Explain their essential features with the help of diagrams.

Q.5 A consumer faces price of hot dogs and burgers of $1 each. Consumption of the two commodities at various weekly incomes are shown as follows:

<table>
<thead>
<tr>
<th>Income</th>
<th>Hot Dogs</th>
<th>Burgers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>15</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>20</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

a) Use the information to sketch the income consumption curve.

b) Define the Engel curve and draw the Engel curves for hot dogs and burgers.

Q.6 a) Define the elasticity of factor substitution. Show that it is constant for cob-douglas production function.

b) Given the output function, \( Q = 1000L^{1/2}K^{1/2} \) and the consumers budget is \( 3000 = 100L + 50K \), determine the equilibrium level of employment for the producer.

Q.7 Suppose the weak and strong axioms of the revealed preference theory with specific reference to their distinguishing features.

A consumer buying behavior of goods X and Y of two price situation is observed as follows:

<table>
<thead>
<tr>
<th>Observation</th>
<th>Price</th>
<th>Bundles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>( P_x )</td>
<td>( P_y )</td>
</tr>
<tr>
<td>1</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Which consumption bundle has revalue preference to other? Does this buying behavior reveal violation of the WRAP?
End Semester Examination, Dec. 2018
B.A. (Liberal Arts) — First Semester
INTRODUCTION TO ENGLISH LITERATURE (BLA-EL-101)

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. Marks are indicated against each question.

Q.1 Answer (any four) of the following questions:
   a) Brief the condition of the students in the Lowood School in the novel "Jane Eyre".
   b) Give the reference to the context of the lines below:
      “At the door of the hut father and son sat silently by a burnt-out fire; inside, the
      son's young wife Budhiya lay in labor, writhing with pain. And from time to time
      such a heart-rending scream emerged from her lips that they both pressed their
      hands to their hearts. It was a winter night; everything was drowned in desolation.
      The whole village had been absorbed into the darkness”.
   c) Write the character sketch of Nick Dunne in Gilian Flynn’s "Gone Girl".
   d) Write about the character Swami in the novel "Swami and Friends".
   e) Is justice achieved in "To Kill a Mockingbird"? Justify.
   f) Mention the types of written communication.

PART-A

Q.2 Delineate the role of Mr. Darcy in the novel "Pride and Prejudice"? Explain how does his pride get dissolved? Explain. 20

Q.3 Discuss the main themes in the novel "Swami and Friends". 20

Q.4 Critically analyze the text Premchand’s in "The Shroud". 20

PART-B

Q.5 Discuss Harper Lee’s "To Kill a Mockingbird" as a humorous novel depicting the serious issues. 20

Q.6 Evaluate Rabindra Nath Tagore’s poem "Oh! Where is the Light?” as a poem of morality. 20

Q.7 Critically analyze the text Gilian Flynn’s in "Gone Girl". 20
End Semester Examination, Dec. 2018  
B.A. (Liberal Arts)—First Semester  
INTRODUCTORY MICROECONOMICS (BLA-EC-101)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 2

Note: Attempt FIVE questions in all; Q.1 (Part-A) and Q.2 (Part-B) are compulsory. Attempt any three questions from PART-C. Marks are indicated against each question.

**PART-A**

**Q.1 Answer the following questions:**

a) Explain the assumption of Transitivity.

b) Define Giffen goods with suitable example.

c) Explain the quasilinear preferences.

d) Define the diseconomies of Scale.

e) Explain the Concept of Expansion Path.

f) Define the Lexicographic preferences with the help of example.

g) What does Consumer Surplus measures?

h) What is meant by Variable returns and constant returns?

i) Define Average Cost and Marginal Cost.

j) If the price of good 1 doubles and price of good 2 triples does the budget line become flatter or steeper. Explain.  

**PART-B**

Attempt any FOUR questions out of the following:

**Q.2**

a) Outline the assumption of revealed preference theory of demand. Distinguish between the Weak Axiom of Revealed Preference and Strong Axiom Revealed preference.  

b) With the help of diagram, define the ridge lines and the economics and non-economics region of production.  

c) Derive the demand curve from the law of diminishing marginal utility.  

d) A firm’s TFC is 500 and its MC schedules is given below, workout on TC, TVC, AC, AVC and AFC schedules and sketch them on the same graph.

<table>
<thead>
<tr>
<th>Output</th>
<th>0</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>18</th>
<th>20</th>
<th>22</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC</td>
<td>-</td>
<td>340</td>
<td>300</td>
<td>200</td>
<td>150</td>
<td>120</td>
<td>120</td>
<td>130</td>
<td>150</td>
<td>175</td>
<td>215</td>
<td>300</td>
<td>340</td>
</tr>
</tbody>
</table>

b) With the help of diagram, define the ridge lines and the economics and non-economics region of production.  

c) Derive the demand curve from the law of diminishing marginal utility.  

d) A firm’s TFC is 500 and its MC schedules is given below, workout on TC, TVC, AC, AVC and AFC schedules and sketch them on the same graph.

<table>
<thead>
<tr>
<th>Output</th>
<th>0</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>18</th>
<th>20</th>
<th>22</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC</td>
<td>-</td>
<td>340</td>
<td>300</td>
<td>200</td>
<td>150</td>
<td>120</td>
<td>120</td>
<td>130</td>
<td>150</td>
<td>175</td>
<td>215</td>
<td>300</td>
<td>340</td>
</tr>
</tbody>
</table>

e) Depict the pollution on X-axis and electricity on Y axis, what would the indifference curve look like if,

a) Pollution is a bad commodity and electricity is a good commodity.

b) Pollution is a neutral commodity and electricity is a good commodity.

**PART-C**

Attempt any THREE questions out of the following:

**Q.3**

a) Explain the concept of linear break even analysis. What is the significance in production decision in the short run.

b) Obtain the expression and graph for the break even outputs with or without profits.  

**Q.4**

The marginal product of a variable input at different level of employment is given as below:
c) Determine the total and average product of the input and graph them. Distinctly mark off different stages of production on your graph and outline their distinctive features.

d) What are the isoquants? Explain their essential features with the help of diagram. 20

Q.5 A consumer faces price of hot dogs and burgers of $1 each. Consumption of the two commodities at various weekly incomes are shown as follows:

<table>
<thead>
<tr>
<th>Income</th>
<th>Hot Dogs</th>
<th>Burgers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

a) Use the information to sketch the income consumption curve.
b) Define the Engel curve and draw the Engel curves for hot dogs and burgers. 20

Q.6 a) Define the elasticity of factor substitution. Show that it is constant for cob-dougous production function.
b) Given the output function, \( Q = 1000L^{1/4}K^{3/4} \) and the consumers budget is \( 3000 = 100L + 50K \), determine the equilibrium level of employment for the producer. 20

Q.7 Suppose the weak and strong axioms of the revealed preference theory with specific reference to their distinguishing feature. 20

A consumer buying behavior of good X and Y is two price situation is observed as follows:

<table>
<thead>
<tr>
<th>Observation</th>
<th>Price</th>
<th>Bundles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>( Px )</td>
<td>( Py )</td>
</tr>
<tr>
<td>1</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>

Which consumption bundle has revalue preference to other. Does this buying behavior reveal violation of the WRAP?
Time: 3 hrs. Max Marks: 100
No. of pages: 1

Note: Attempt FIVE questions in total from Part-A, Part-B and Part-C. Q.1 (Part-A) and Q.2 (Part-B) are compulsory. Attempt any THREE questions from Part-C. Marks are indicated against each question.

PART-A

Q.1 Answer the following questions:
   a) What is political science?
   b) What are the different form of political participation?
   c) Explain normative political theory.
   d) What is Marxist feminism?
   e) What is the aim of feminist movement?
   f) What is the post modern era?
   g) What do you mean by democracy?
   h) How does a direct democracy work?
   i) What is meant by negative freedom?
   j) Explain the concept of equality of opportunity. 2×10

PART-B

Q.2 Attempt (any four) of the following:
   a) How does political science intersects with other fields?
   b) What are the approaches to the study of politics?
   c) Explain the key features of democracy.
   d) What is the difference between positive liberty and negative liberty?
   e) What is an egalitarian society? Why is egalitarianism important? 5x4

PART-C

Q.3 a) Is there a relationship between freedom for individual and freedom for the nation? 10
    b) What is positive freedom? Give an example of positive freedom? 10

Q.4 a) Why is equality important?
    b) Do we have an equal society? Justify your answer.
    c) What is equality of opportunity?
    d) What is natural inequality? 5x4

Q.5 a) Why is deliberation important in a democracy? 7
    b) Why are representative democracies called liberal democracies? 5
    c) Is there any connection between democracy and nationalism? 8

Q.6 a) Examine the main features of historical approach to the study of political theory. 10
    b) Write a short essay on the liberal tradition of political theory. 10

Q.7 Write short notes on the following:
   a) Feminist approach to the study of political philosophy.
   b) Conservatism.
   c) Capability and empowerment.
   d) Role of radical feminism in understanding gender inequality. 5×4
Q.1 Answer the following:
a) What are the measures of central tendency?
b) What is the relationship between SD and Variance?
c) While conducting T test we refer to ________ for standard critical ratio.
d) Chi square is being conducted to measure ________.
e) Product Moment correlation coefficient was provided by ________.

PART-B

Q.2 Answer (any four) of the following:
a) Describe different types of statistics.
b) Calculate the mean from the following data:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Class Interval</th>
<th>Frequencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-15</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>16-20</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>21-25</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>26-30</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>31-35</td>
<td>5</td>
</tr>
</tbody>
</table>

c) Calculate the SD from the following data:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Class Interval</th>
<th>Frequencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-15</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>16-20</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>21-25</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>26-30</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>31-35</td>
<td>5</td>
</tr>
</tbody>
</table>

d) Calculate the rank order correlation from the following data:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>R₁</th>
<th>R₂</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

e) Solve the following by applying appropriate method:

<table>
<thead>
<tr>
<th>Group</th>
<th>Population Mean</th>
<th>Sample Mean</th>
<th>SD</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>120</td>
<td>100</td>
<td>13</td>
<td>At 0.05-2.36 At 0.01-1.66</td>
</tr>
</tbody>
</table>
f) What is Normal Distribution and what are its characteristics?

**PART-C**

Q.3 Describe the nature and meaning of statistics. Describe the different usages of statistics in detail.

Q.4 Calculate the product moment correlation from the following:

<table>
<thead>
<tr>
<th>Obs_1</th>
<th>Obs_2</th>
<th>Obs_3</th>
<th>Obs_4</th>
<th>Obs_5</th>
<th>Obs_6</th>
<th>Obs_7</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>16</td>
<td>23</td>
<td>20</td>
<td>21</td>
<td>29</td>
<td>42</td>
</tr>
<tr>
<td>y</td>
<td>8</td>
<td>10</td>
<td>11</td>
<td>3</td>
<td>12</td>
<td>24</td>
</tr>
</tbody>
</table>

Q.5 Describe the measures of central tendency from with the help of following data:

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>70</td>
<td>57</td>
<td>73</td>
<td>55</td>
<td>59</td>
<td>64</td>
</tr>
<tr>
<td>60</td>
<td>48</td>
<td>58</td>
<td>54</td>
<td>69</td>
<td>51</td>
<td>63</td>
</tr>
<tr>
<td>75</td>
<td>64</td>
<td>65</td>
<td>57</td>
<td>71</td>
<td>78</td>
<td>76</td>
</tr>
<tr>
<td>49</td>
<td>66</td>
<td>62</td>
<td>76</td>
<td>61</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>52</td>
<td>76</td>
<td>71</td>
<td>61</td>
<td>53</td>
<td>56</td>
<td>67</td>
</tr>
</tbody>
</table>
End Semester Examination, Dec. 2018
B.A. (Liberal Arts) — First Semester
INTRODUCTION TO SOCIAL WORK (BLA-SW-101)

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

Note: Attempt FIVE questions in total from Part-A, Part-B and Part-C. Q.1 (Part-A) and
Q.2 (Part-B) are compulsory. Attempt any THREE questions from Part-C. Marks are
indicated against each question.

PART-A

Q.1 Answer the following questions:
   a) What is charity? Explain with an example.
   b) What are the functions of social work?
   c) Differentiate between social reform and social justice.
   d) Explain what you understand by privatization of social work practice.
   e) What skills are required for social work practice? 4×5

PART-B

Q.2 Answer (any four) of the following:
   a) Explain the objectives of social work.
   b) Explain the role of social worker while working with women.
   c) What are the qualities of a professional social worker?
   d) Explain the term "Shramdan" with relevant examples.
   e) How does religion influence the philosophy of social work? 5x4

PART-C

Q.3 a) Discuss the various factors motivating voluntary action in social work. 10
   b) Explain the different roles of professional social workers. 10

Q.4 Explain the ethical principles of social work practice. Explain with examples. 20

Q.5 Explain the problems associated with youths in India. 20

Q.6 How did social work emerge in Europe? Explain in detail. 20

Q.7 Discuss the model code of ethics with reference to social work in India. 20
End Semester Examination, Dec 2018
B.Sc. (Hotel and Hospitality Administration) – First Semester
ENVIRONMENTAL STUDIES (CH-202B)

Time: 3 hrs                    Max Marks: 100
No. of pages: 2

Note: Attempt **SEVEN** questions in all; **Part-A is compulsory**. Attempt any **SIX** questions from **PART-B** and **One** question from **PART-C**. Marks are indicated against each question.

**PART-A**

Q.1 **Fill in the blanks:**
   a) _______ means that the land is barren and covered in thin dust and cracks appear in the earth.
   b) __________ is clearing Earth’s forests on a massive scale often resulting in damage to quality of the land and related ecosystem.
   c) ___________ is a socio-ecological process characterized by the fulfillment of human needs while maintaining the quality of natural environment.
   d) _______ is the interlocking pattern of various food chains in an ecosystem.
   e) __________ is the term used to describe a gradual increase in the average temperature of Earth’s atmosphere and its ocean.  

**Match the following:**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>f)</td>
<td>Bio Degradable</td>
<td>Environmental Movement</td>
</tr>
<tr>
<td>g)</td>
<td>Silent Valley</td>
<td>Paper</td>
</tr>
<tr>
<td>h)</td>
<td>Coal</td>
<td>Biodiversity Hotspot</td>
</tr>
<tr>
<td>i)</td>
<td>Ponds, Streams, Lakes, Rivers etc.</td>
<td>Non-renewable Resource</td>
</tr>
<tr>
<td>j)</td>
<td>Western Ghats</td>
<td>Aquatic Ecosystem</td>
</tr>
</tbody>
</table>

1x5

**Define the following in 2-3 lines:**
   a) Ecotels.
   b) 3 R.
   c) Noise pollution.
   d) Food chain.
   e) Disaster management.  

2x5

**PART-B**

Q.2 Discuss the various environmental movements. 10

Q.3 Difference between renewable and Non-Renewable resources. 10

Q.4 Difference climate change. What are the causes of climate change? 10

Q.5 Define Waste. Discuss the controlling measures of solid waste management. 10

Q.6 Explain:
   a) Water Act.
   b) Forest Act. 5x2

Q.7 Discuss the multidisciplinary nature of environmental studies. 10

Q.8 Define ‘deforestation’. What are the impacts of deforestation? 10
PART-C

Q.9  a) Define ‘biodiversity’.  
     b) Write about threats to biodiversity.  
     c) Explain conservation methods of biodiversity.

Q.10 a) Define ‘ecosystem’.  
      b) Explain the structure of an Ecosystem.  
      c) Functions of an Ecosystem.
Q.1 Fill in the blanks:
   a) Basic objective of financial management is ____________.
   b) ___________ and ___________ are modern techniques of capital budgeting.
   c) Degree of operating leverage = ___________ / ___________.
   d) Cost of retained earning is equal to the cost of ________.  
   e) If the production cycle is longer then the working capital requirement will be ___________.
   f) Two techniques of inventory management are ________ and __________.
   g) Net working capital = _____________.

State whether the following statements are TRUE or FALSE:
   h) Dividend decision is one of the major functions of finance manager.
   i) ARR and IRR give same results in almost all situations.
   j) The capital structure is ideal when the cost of capital is maximum.
   k) Combined leverage = financial leverage + operating leverage
   l) NOI is a theory of dividend.

Write short notes on:
   m) Cash budget.
   n) Operating leverage.
   o) Capital rationing.
   p) Weighted average cost of capital.

UNIT-I

Q.2 “Modern approach is an improvement over the traditional approach of financial management”. Do you agree? Give explanation.

Q.3 “The prominent area of financial decision making today are considerably different from what they were few years ago”. Discuss.

UNIT-II

Q.4 A choice is to be made between two proposals which require an equal investment of Rs. 1.00,000 each and are expected to generate cash flow as under

<table>
<thead>
<tr>
<th>Year</th>
<th>Project X</th>
<th>Project Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>50,000</td>
<td>20,000</td>
</tr>
<tr>
<td>2</td>
<td>30,000</td>
<td>24,000</td>
</tr>
<tr>
<td>3</td>
<td>20,000</td>
<td>36,000</td>
</tr>
<tr>
<td>4</td>
<td>Nil</td>
<td>50,000</td>
</tr>
<tr>
<td>5</td>
<td>24,000</td>
<td>16,000</td>
</tr>
<tr>
<td>6</td>
<td>12,000</td>
<td>8,000</td>
</tr>
</tbody>
</table>

The cost of capital is 10%. Which project should be chosen under a) payback period b) NPV method? [Discount factors at 10% are 0.909, 0.826, 0.751, 0.683, 0.621, and 0.564 for 1 to 6 years.]
Q.5 What is significance of cost of capital? How do you calculate cost of debt, preference share capital and retained earning?  

UNIT-III

Q.6 What is net operating income approach of capital structure? Explain it fully with a diagram and example.  

Q.7 a) What do you mean by financial leverage? Why it is called double-edged weapon?  

b) A company has sales of Rs. 4,00,000, variable cost is 30%, fixed costs are Rs. 1,00,000 and burden of interest is Rs. 10,000. By using the concept of leverage find out:  
   i) increase in taxable income if EBIT increase by 10%  
   ii) decrease in EBIT if sales decrease by 10%.  
   iii) increase in taxable income if sales increase by 10%.  

UNIT-IV

Q.8 Explain the determinates of dividend policy in detail.  

Q.9 a) What are the objectives of holding inventory? Explain its techniques in brief.  

b) What are the factors affecting the cash needs of a firm?
PART-A

Q.1 How can the elements of consumer perception be utilized for packaging? Explain with the help of any two examples. 10

Q.2 Explain how children are increasingly becoming decision makers for family consumption. 10

Q.3 What do you understand by enculturation and acculturation? Explain with respect to usage of certain products in India. 10

Q.4 What kinds of appeals may be used for persuasive communication? Give one example of each kind of appeal. 10

Q.5 Why are companies including non-traditional distribution and communication media to their marketing plans? Explain in terms of the A-I-O framework. 10

PART-B

Read the following advertisement and answer the questions given at the end:

Q.6 a) Which is the target market for the above communication? Explain with respect to the basis of market classification.

b) What are the cues which the above advertisement provides to its readers? What motivation may it lead to? 5×2
End Semester Examination, Dec. 2018  
B. Sc. (Hotel Management) - First Semester  
INTRODUCTION TO PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR  
(FMS-HM-105)

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

PART-A

Q.1 Attempt (any ten) questions.  
a) Define ‘customer value and satisfaction’. 
b) Describe organization behavior.  
c) Briefly describe what functions a manager perform in an organization?  
d) What are the big five personality traits? 
e) Explain hospitality retailing.  
f) Define hospitality product and its characteristics with an example. 
g) Explain the term: SWOT analysis.  
h) What managers do in terms of functions, roles, and skills? 
i) Define ‘planning and its importance for an organization’.  
j) Differentiate between directing and controlling.  
k) Mention any four reasons for conflict.  
l) Give some guidelines for effective communication.  

PART-B

Q.2 What is meant by ‘Mission’ and ‘Objectives’ of an organization? Explain in brief.  

Q.3 What is personality? How do we typically measure it? What factors determine personality?  

Q.4 Discuss the purpose of mission, vision and objectives in an organization.  

Q.5 List and briefly explain the factors that determine an individual’s personality.  

Q.6 Discuss the impact of motivation on work behavior.  

Q.7 How important is the understanding of personality traits and characteristics in an organization for a professional?  

Q.8 Differentiate between intra-personnel process and inter-personnel process. 

Q.9 Differentiate between directing and controlling.

Q.10 Explain the term: SWOT analysis.
End Semester Examination, Dec. 2018  
B. Sc. (Hotel Management) - Second Semester  
HUMAN RESOURCE MANAGEMENT (FMS-HM-205)  

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. Marks are indicated against each question.

PART-A

Q.1 Write short notes on:  
a) Job analysis  
b) Employment interview  
c) Reference checks  
d) Internal recruitment  
e) Job specification  
f) Employee counseling  
g) On-the-job training  
h) Motivation of employees  
i) Employee safety  
j) Job rotation  

2x10

PART-B

Q.2 Discuss the role of Human Resource department in an organization.  

6

Q.3 What are the internal and external sources of recruitment?  

6

Q.4 Explain the importance of performance appraisal.  

6

Q.5 Explain the factors which influence worker’s health.  

6

Q.6 How is 'Employee Appraisal' an effective way to retain talent in an organization?  

6

Q.7 What are the objectives of the human resource management?  

6
End Semester Examination, Dec. 2018  
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. Marks are indicated against each question.

**PART-A**

Q.1 a) Give one word for the following:
   i) Almond flavored syrup.
   ii) The scale which determines that 100 degree proof-57.1% alcohol.
   iii) Fermented liquid destined to be distilled.
   iv) Amount of alcohol lost during maturation.
   v) Italian wine made from grape husk.  2x5

b) Name five single Malt Scotch and five Blended Scotch Whiskies.  10

**PART-B**

Q.2 What is the difference between ‘menus planning’ and ‘menu merchandising’?  6

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

Q.4 What factors need to be considered while designing a restaurant?  6

Q.5 Define Liqueurs. Give two examples of herb flavoured, Coffee flavoured and Orange liqueurs.  6

Q.6 Briefly explain the production of Sherry Wine.  6

Q.7 Other than food and beverage, what factors need to be considered to create the overall dining experience.  6
End Semester Examination, Dec. 2018  
B.Sc. (HM) – Fourth Semester  
FOOD PRODUCTION MANAGEMENT (THEORY) (FMS-HM-401)

Time: 3 hrs                    Max Marks: 50

No. of pages: 1  
Note: Attempt SIX questions in all; PART-A is compulsory. Attempt any FIVE questions from PART-B. Marks are indicated against each question.

PART-A

Q.1 Answer in brief:
   a) Define ‘coco butter’.
   b) Name few compound butters.
   c) Describe the hors d’oeuvre.
   d) Define ‘yield management’.
   e) Explain Chaud froid.
   f) What is pannada?
   g) Define ‘compound salads’.
   h) Name few dishes from Arabic cuisine.
   i) Name different food regions in Chinese cuisine.
   j) Define ‘force meat’.

2x10

PART-B

Q.2 Explain role and importance of accompaniments and garnishes in international cuisines. 6
Q.3 Describe the production planning, forecasting and yield management in brief. 6
Q.4 Explain different cold desserts made in confectionery. 6
Q.5 Give classification of salads with few examples for each category. 6
Q.6 Explain the different types of sandwiches with one example for each. 6
Q.7 Explain the source and making process of chocolate. 6
Q.8 Write a short note on cold meat preparations (cold cuts). 6
End Semester Examination, Dec. 2018
B.Sc. (Hotel Management) - Fourth Semester
FOOD AND BEVERAGE SERVICE MANAGEMENT (FMS-HM-402)

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

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

PART-A

Q.1 a) Explain the following terms:
   i) Function prospectus.
   ii) Bar accessories.
   iii) Trade fair.
   iv) ODC.
   v) Cocktail parties.  2×5

b) Differentiate between the following:
   i) Physical inventory and perpetual inventory.
   ii) Standard yield and standard recipe.  5×2

PART-B

Q.2 What is budget? List the objectives of keeping the budget in food and beverage service operations.  6

Q.3 Draw an organization chart of a banquet and enlist the duties and responsibilities of a banquet manager.  6

Q.4 Define “buffet service”. Prepare a checklist of misc-en-place for buffet service.  6

Q.5 List down the possible bar frauds in a standard bar.  6

Q.6 Define “menu”. Differentiate between menu merchandising and menu engineering.  6

Q.7 Explain the different stages of food and beverage control cycle in detail.  6
End Semester Examination, Dec. 2018  
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. Marks are indicated against each question.

PART-A

Q.1 Define the following briefly:
   a) Central reservation system.
   b) Meal plans.
   c) PMS.
   d) Retention policy.
   e) Scanty baggage guest.
   f) Feedback process.
   g) Express check-in.
   h) Different types of tariffs.
   i) Bouncing a guest.
   j) Up-selling.  
   2×10

PART-B

Q.2 What is meant by YIELD? Give the formula to calculate the same. Explain in detail.  
   6

Q.3 With the introduction of PMS into the operations of the hotel front office, the day to day activities have become simpler and more efficiently handled. Discuss with relevant examples.  
   6

Q.4 Explain how overbooking helps the hotel to attain optimum occupancy and revenues?  
   6

Q.5 Enlist and discuss the various ways in which interior designing can be carried out in hotels?  
   6

Q.6 What is a valet service? What are the duties and responsibilities of a hotel?  
   6

Q.7 Explain the role of front office manager in evaluating, forecasting and planning to improve the business of hotel.  
   6
PART-A

Q.1 Define the following (any five):
   a) R.O.I.
   b) Resource allocation.
   c) S.W.O.T.
   d) Merger
   e) Stability strategy.
   f) Forward integration.

PART-B

Q.2 Explain the role of leadership in implementation of strategy.

Q.3 What is business environment scanning? Explain the PESTLE model with examples.

Q.4 Define the main features of conflict management.

Q.5 Elaborate of the Mckinsey 7S framework.

Q.6 Briefly explain the external business environment.

Q.7 Share a strategic plan that you will use to launch a new product in a market.
PART-A

Q.1 a) What is 3R Concept in energy conservation?
b) What is travelator?
c) Define rain water harvesting.
d) Give four basic points, considered important, for equipment selection.
e) Define work flow, used for layout planning.
f) Name four important equipments used in kitchen stewarding.
g) Name four different types of kitchen layouts.
h) Define dumb waiter.
i) Full form of HVAC is _________________.
j) Define preventive maintenance and AMC.

PART-B

Q.2 Describe in house laundry setup. Make a list of laundry equipments, used in good five star Hotels.

Q.3 Describe the Factors that affect kitchen design and it’s planning.

Q.4 Define Facility Planning and explain Systematic Layout planning Pattern.

Q.5 Describe Green Building and explain the concept of energy conservation.

Q.6 Classify different types of fire. Give different category of extinguishers used for each fire.

Q.7 Write the Duties and Responsibilities of head of the maintenance department.

Q.8 Explain the waste management system adopted in five star hotels.
Q.1 Convert the following sentences in the correct tense as stated against each sentence (any ten of the following):

a) They (pay) for everything. (Present perfect)
b) He (run) very fast! (Present Continuous)
c) Kate (lie) in bed now. (Present Continuous)
d) You (help) me a lot. (Past Perfect)
e) Lately, I (exercise) quite frequently. (Present Perfect Continuous)
f) They (visit) us often. (Simple Present)
g) Stella (cook) dinner for two hours. (Past Perfect Continuous)
h) We (live) in the city for twenty years. (Past Perfect)
i) Lorie (travel) to Paris every Sunday. (Simple Present)
j) I (bake) cookies. (Past Perfect)
k) You always (teach) me new things. (Simple Past)
l) She (help) the kids of the neighborhood. (Past Continuous)
m) Shanaya (take care) of her sister. (Present Continuous) 1x10

PART-A

Q.2 a) Use the words in sentences (Any Five):

i) Versatile      ii) Spacious      iii) Except
iv) Concern      v) Amicable      vi) Clarity 1x5

b) Identify the underlined words as Parts of Speech (Any Five):

i) I helped him carry it.
   ii) The weather was very cold.
   iii) My friend said, "Oh! What a cold weather!"
   iv) We didn't spend the night there.
   v) We got back home late at night but we didn't go to sleep immediately.
   vi) You are an amazing actor. 1x5

Q.3 Write a paragraph of approximately 150 words on the topic “The plight of slum dwellers.” 10

Q.4 “FDI in retail sector is going to benefit Indian economy”. Write a debate in favour or against this statement. (100 words) 10

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 audience to vote for him might say that he alone can save the country from a terrible war. These words are intended to fill the audience with fear, thus making them want to vote for him. Similarly, a charity organization that helps animals might show an audience pictures of injured dogs and cats. These images are intended to fill the viewers with pity. If the audience feels bad for the animals, they will be more likely to donate money. Logos is the use of facts, information, statistics, or other evidence to make your argument more convincing. An audience will be more likely to believe you if you have data to back up your claims. For example, a commercial for soap might tell you that laboratory tests have shown that their soap ills all 7,000,000 of the bacteria living on you hands right now. This piece of information might make you more likely to buy their brand of soap. Presenting this evidence is much more convincing than simply saying “our soap is the best!” Use of logos can also increase a speaker’s ethos; the more facts a speaker includes in his argument, the more likely you are to think that he is educated and trustworthy. Although ethos, pathos, and logos all have their strengths, they are often most effective when they are used together. Indeed, most speakers use a combination of ethos, pathos, and logos to persuade their audiences. The next time you listen to a speech, watch a commercial, or listen to a friend try to convince you to lend him some money, be on the lookout for these ancient Greek tools of persuasion.

Answer the following question based on the above passage:

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

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

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

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

Q.6 Write a letter to the Director of your Institution requesting her/him to allow you to join the Institute 15 days after the Commencement of Formal Academic session. Give suitable reason(s) for your request.

Q.7 Write a conversation between two friends expressing their views on “Coming of an unwanted guest” (12 dialogues each).
End Semester Examination, Dec. 2018
B. Sc. (Data Science) – First Semester
PROFESSIONAL COMMUNICATION-I (HM-104)

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

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory.** Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

**Q.1** Short answer type questions (any five):
   a) What is Extensive Reading?
   b) What do you understand by the term “retention”?
   c) What is non-verbal communication?
   d) What is SQ3R theory?
   e) Explain any two factors that affect speaking skills.
   f) How can visual aids act as a support in presentation?
   g) What is motor-ocular discrimination?

2×5

**PART-A**

Q.2 What is SWOT analysis? Give a detailed SWOT analysis on yourself for personal development.

10

Q.3 Write an email to a prospective employer expressing your candidature for a job. Assume relevant details.

10

Q.4 Explain in detail various barriers to effective communication.

10

**PART-B**

Q.5 Explain the difference between skimming and scanning. Give examples.

10

Q.6 Write a paragraph on “If I were the prime minister”.

10

Q.7 Read the following passage carefully and answers the questions that follow:

A series of research projects in recent years have looked at the small, spiny, marine invertebrate known as the sea urchin. The sequence of their genetic code has been successfully analyzed, revealing a remarkably close resemblance to that of humans. This provides a firmer foundation for the claim that humans and sea urchins share a common ancestor, which must have lived over 540 million years ago.

The red sea urchin, found off the West coast of North America and elsewhere, was considered a pest in the 1960s and attempts were made to eradicate it wherever locals were farming kelp. In the 1970s, though, American sea fisheries discovered a lucrative market in Japan, where certain internal organs of these creatures were considered a delicacy, and by the 1990s they had become one of the most valuable marine resources.

There are implications for these fisheries in the latest findings about the way sea urchins mature. Not only are the invertebrates capable of reaching an age of 200 years or more, but they also show no signs of age-related degeneration. In fact, the more advanced the age of an urchin is, the more enhanced its powers of reproduction seem to be. On the other hand, population growth is limited due to the ease with which juvenile urchins fall prey to a range of environmental threats.

Studies have also looked at growth rates, using measures of carbon-14, which has increased in all living organisms following the atmospheric testing of atomic weapons in the 1950s. These studies confirmed earlier findings, obtained using injections of...
tetracycline, that the process of enlargement never reaches a ceiling. Growth rates may diminish to only an extra millimeter in circumference per year but they do not cease.

Choose the correct answer from the following:

a) According to the passage, what do red sea urchins eat?
   i) Rotting animal matter       ii) Tetracycline
   iii) Microscopic animal life   iv) Kelp

b) What can we learn from the passage about the techniques to measure the increase in the size of urchins as they age?
   i) One technique was not possible before the 1950s.
   ii) They are generally unreliable.
   iii) The latest technique involves using tetracycline.
   iv) Atmospheric tests affect the growth rates.

c) Which of the following is NOT true?
   i) Sea urchins first appeared no more than 540 million years ago.
   ii) Harvesting sea urchins was a profitable business in the 1960s.
   iii) There are no similarities between the DNA of sea urchins and that of humans.
   iv) The red sea urchin is not found only off the West coast of America.

d) According to the passage, there are not more sea urchins in the oceans because...
   i) Of contamination from carbon-14.
   ii) Age-related degeneration is widespread.
   iii) Of the vulnerability of very young urchins.
   iv) Sources of kelp have drastically declined.

e) Sea urchins that have lived for a very long time...
   i) Lose their ability to reproduce.
   ii) Do not suffer from the effects of ageing.
   iii) Start to show a slight reduction in size.
   iv) Are more easily attacked by other marine animals.
Reading Comprehension

Some time ago, there lived a king. The king should have been contented with his life, given all the riches and luxuries he had. However this was not the case, the king always found himself wondering why he just never seemed contented with his life.

Sure, he had the attention of everyone wherever he went, attended fancy dinners and parties, but somehow, he still felt something was lacking and he could not put his finger on it. One day the king had woken up earlier than usual to stroll around his palace. He entered his huge living room and came to a stop when he heard someone happily singing away. Following this singing, he saw that one of the servants was singing and had a very contented look on his face.

This fascinated the king and he summoned this man to his chambers. The man entered the King's chambers as ordered. The King asked why he was so happy. To this the man replied, "Your Majesty, I am nothing but a servant, but I make enough of a living to keep my wife and children happy. We don't need too much, a roof over our heads and warm food to fill our tummy. My wife and children are inspiration; they are content with whatever little I bring home. I am happy because my family is happy."

Hearing this, the King dismissed the servant and summoned his Personal Assistant to his chambers. The King related his personal anguish about this feelings and then related the story of the servant to his Personal assistant, hoping that somehow he will be able to come up with some reasoning that here was a King who could have anything he wished for at a snap of his fingers and yet was not contended, whereas his servant having so little, was extremely contended. Personal assistant listened attentively and came to a conclusion. He said, "Your Majesty, I believe that the servant has not been made part of The 99 Club."

"The 99 Club? And what exactly is that?" The King inquired.

To which the Assistant replied, "Your Majesty, to truly know what The 99 Club is, you will have to do the following Place 99 gold coins in a bag and leave it at the servant's doorstep. You will understand what "The 99 Club" is. That very same evening, the king arranged for 99 gold coins to be placed in a bag at the servant's doorstep. Although, he was slightly hesitant and thought he should have put 100 gold coins into the bag, yet since his assistant had advised him to put 99 that is what he did.

The servant was just stepping out of his house, when he saw a bag at his doorstep, wondering about its contents, he took it into his house and opened the bag. When he opened the bag, he let out a great big shout of joy, "Gold Coins. So many of them." He could hardly believe it. He called his wife to show her coins. He then took the bag to a table and emptied it out and began to count the coins. Doing
so, he realized that there were 99 gold coins and he thought it was an odd number, so he counted again and again only to come to the same conclusion- 99 gold coins. He began to wonder what could have happened to that last one coin. For no one would leave 99 coins. He began to search his entire house, looked around his backyard for houses, not wanting to lose out that one coin. Finally, exhausted, he decided that he would work harder than ever to make up for that one gold coin to make his entire collection an even 100 gold coins.

He got up the next morning in an extremely horrible mood, shouting at the children and his wife for his delay, not realizing that he had spent most of the night conjuring ways of working hard, so that he had enough money to buy himself that gold coin. He went to work as usual but not in his usual best mood, singing happily, as he grumpily did his daily errands.

Seeing the man’s attitude change so drastically, the king was puzzled. He promptly summoned his Assistant to his chambers. The King related his thoughts about the servant and once again his Assistant listened. The King could not believe that the servant who until yesterday had been singing away and was happy and contended with his life and had taken a sudden change of attitude even though he should have been happier after receiving the gold coins.

To this the Assistant replied, “Ah I But your Majesty, the servant has now officially joined “The 99 Club”. He explained”, The 99 Club is just a name given to those people, who have everything but yet are never contended; therefore they are always working hard and striving for that extra one to round it out to 100. We have so much to be thankful for and we can live with very little in our lives but the minute we are given something bigger and better we want even more! We are not the happy contended person we used to be. We want more and more and by wanting more and more we don’t realise the price we pay for it. We lose our sleep our happiness; we hurt the people around us just as a price to pay for our growing needs and desires. That is what joining The 99 Club is all about.” Hearing this the King decided that from that day onwards he was going to start appreciating all the little things in life.

Striving for one is always good but let’s not strive so hard and for much that we lose all those near and dear to our hearts. We shouldn't compromise our happiness for moments of luxuries.
Q.1 Why did the King summon the servant?
   a) Because the servant was singing a sad song
   b) Because he was fascinated by the happiness of servant
   c) Because the servant had shown disrespect to him
   d) Because the servant was also assigned the job of a spy

Q.2 What was/were the reason(s) for the servant's happiness?
   A) He was not a part of The 99 Club
   B) He was too poor to look after his family
   C) His family was happy.
   a) A and B  b) B and C
   c) A and C  d) All of these

Q.3 What was not the effect of placing the bag containing 99 gold coins at the servant's doorstep?
   a) The servant became overjoyed to find the bag containing gold coins.
   b) He counted the gold coins again and again to confirm whether they were just ninety nine or a hundred.
   c) He began to search last one coin in and around the house.
   d) Finally he could find the last one coin the backyard.

Q.4 What happened to the servant, when he became part of the 99 Club?
   a) He got up the next morning in a horrible mood.
   b) He rebuked the members of his family.
   c) He did his work grumpily.
   d) All of the above.

Q.5 In the context of the passage, what to do you mean by The 99 Club?
   a) The 99 Club is a group of rich people.
   b) It is a club of dissatisfied people.
   c) It is a club of ministers of the royal court.
   d) It is the club of people.

Q.6 Choose the word, which is the most similar in meaning to the word 'Fascinated' given in bold as used in the passage.
   a) Bored  b) Attracted
   c) Repulsed  d) Exhausted

Q.7 Choose the word, which is the most opposite in meaning to the word ‘Stroll’ given in bold as used in the passage.
   a) Excursion  b) Lazy walk
   c) Survey  d) Breath

Q.8 Choose the word, which is the most similar in meaning to the word 'Drastically' given in bold as used in the passage.
   a) Vehemently  b) Effectively
   c) Firmly  d) Compulsively
   v) Emphatically

Q.9 Moral of the story is
   a) Be contended in life
   b) Appreciate all small things in life
   c) All of the above
   d) None of the above
Q.10 In the line “Striving for one”, word striving means:
   a) Make great efforts
   b) Struggle
   c) All of the above
   d) None of the above

   Read each sentence to find out whether there is any grammatical error in it. If there is no error, the answer is d).

Q.11 Solve as per the direction given above:
   a) We discussed about the problem so thoroughly
   b) On the eve of the examination
   c) That I found it very easy to work it out
   d) No error

Q.12 Solve as per the direction given above:
   a) An Indian ship
   b) Laden with merchandise
   c) Got drowned in the Pacific Ocean
   d) No error

Q.13 Solve as per the direction given above:
   a) I could not put up in a hotel
   b) Because the boarding and lodging charges
   c) Were exorbitant
   d) No error

Q.14 Solve as per the direction given above:
   a) The Indian radio
   b) Which was previously controlled by the British rulers
   c) Is free now from the narrow vested interests
   d) No error

Q.15 Solve as per the direction given above:
   a) If I had known
   b) this yesterday
   c) I will have helped him.
   d) No error

Q.16 Which one of the following is not listed in the SMART acronym for assessing a set of goals?
   a) Specific     b) Rewarded
   c) Measurable   d) Achievable

Q.17 A clearly stated Goal looks at:
   a) What you want
   b) When you want to get it
   c) How will you get it
   d) All of the above

Q.18 What is the best reason for setting a goal?
Q.19 When writing an email message, paragraphs should
   a) Be long    b) Be short
   c) Be indented  d) Be invisible

Q.20 The best way to make several points in an email is:
   a) Include all points in the first paragraph
   b) Include all points in the last paragraph
   c) Use bullet points
   d) None of the above

Q.21 I should only forward email when:
   a) I feel it's important
   b) I know the other person should have the information
   c) Information important for all readers
   d) Its ok to forward all mails

Q.22 If you know the recipient is often in a hurry, the best way to send a supporting
document is:
   a) Put it directly in the body of the message
   b) Attach it as a separate document
   c) Type slowly
   d) Have it delivered by carrier pigeon.

Q.23 What is a benefit of practicing good personal hygiene?
   a) Improved self-esteem
   b) Better health
   c) Others will have a better perception of you
   d) All of the above

Q.24 During the presentation the attention span of the audience is maximum during
   a) Opening    b) Closing
   c) Both        d) None of these

Q.25 Your friend from college joins your company at a senior level to you. How should you
   interact with her in the office?
   a) Talk informally and don't take her orders seriously
   b) Break your friendly ties with her completely and maintain only a professional
      relationship
   c) Treat her like a senior in the office and as a friend outside
   d) None of the above

Q.26 Self-awareness is
   a) Knowing yourself
   b) Ability to think about your own thought process
   c) Both a) and b)
   d) None of the above.

Q.27 Self-awareness affects our
   a) Behaviour
   b) Attitude
Q.28 The following is not a learning style
   a) Auditory  b) Visual  
   c) Reading  d) Kinesthetic

Q.29 Grooming includes:
   a) Neat and clean clothes all the time
   b) Hair neatly brushed and combed
   c) Usage of mild deodorant/perfume
   d) All of the above

Q.30 Kinesthetic learning style involves:
   a) Learning through listening
   b) Learning through seeing
   c) Learning though practical hands on experience
   d) None of the above

Q.31 The best way to apply for a job is to submit a resume that is:
   a) Specifically written for that particular job
   b) Suitable for any job
   c) Self-recommending
   d) Full of personal information

Q.32 The group discussion evaluates the candidate's ability to:
   a) Control others
   b) Argue with others
   c) Lead others
   d) Confer with others on a given subject

Q.33 The cover letter is:
   a) A summary of your qualifications and experiences
   b) A foreword
   c) A statement of your job objective
   d) A description of your core strengths and suitability for the job

Q.34 The heading of a resume includes
   a) Personal information such as name and contact details
   b) Names of references
   c) Title of the most recent job
   d) Career objective

Q.35 A resume can be as many pages as a job-seeker needs to include all his or her pertinent job, skills, and education information.
   a) True
   b) False
   c) Not sure
   d) Don't write any resume

Q.36 To be able to give a good presentation, a full rehearsal is:
   a) Necessary  b) Audience based
Q.37 Just reading out the slides during the presentation is:
   a) Helpful  
   b) Not allowed
   c) Allowed  
   d) Dull

Q.38 To select the content of your presentation, you should know:
   a) Your purpose
   b) The audience’s needs
   c) The time limit
   d) All of the above

Q.39 Which of these should you avoid while giving your presentation?
   a) Repeating yourself and going off topic
   b) Using occasional pauses
   c) Talking slowly
   d) Making frequent eye contact with your audience

Q.40 Why should you keep text to a minimum on slides?
   a) So the focus is on you as the speaker
   b) So the pictures are easier to see
   c) To help make your presentation longer
   d) To make sure the audience can read everything you have to tell them

Q.41 Extrinsic personality includes
   a) Style of Dressing
   b) Communication Style
   c) All of the above
   d) None of the above

Q.42 Communication Discipline is
   a) No aggressive behaviour
   b) Keeping in mind the cultural difference
   c) Awareness of your surroundings
   d) All of the above

Q.43 Auditory learners prefer to
   a) Work in quieter places
   b) Prefer to hear spoken information
   c) Like background information
   d) All of the above

Q.44 Knowledge of your learning style helps
   a) To learn faster
   b) Makes us inflexible
   c) Doesn’t make any difference
   d) Complicates our learning

Q.45 Presentation Skills helps in improving our
   a) Communication skills
   b) Team work dynamics
   c) Leadership qualities
   d) All of the above
Q.46 The following is not a communication style:
   a) Assertive
   b) Passive Aggressive
   c) Submissive
   d) Passive Assertive

Q.47 There are vowel sounds in spoken English
   a) 25  b) 20
   c) 12  d) 18

Q.48 The following is not a vowel sound
   a) “th”  b) “oo”
   c) “aw”  d) “ae”

Q.49 21 consonants make consonant sounds in English language.
   a) 80  b) 21
   c) 24  d) 22

Q.50 Phonetics is
   a) Study of speech sounds as produced by human beings
   b) Another name for telephone etiquette
   c) It is a foreign language which is a dialect of Hebrew
   d) None of the above
End Semester Examination, Dec. 2018
B. Tech. – Third Semester
CAREER SKILLS-I (HM-302)

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

Note: All questions are compulsory. Each question has FOUR options with ONE correct answer. Select the correct answer. All questions are of ONE mark each. There is no NEGATIVE marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.

<p>| | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
</tr>
<tr>
<td>31</td>
<td>32</td>
<td>33</td>
<td>34</td>
<td>35</td>
<td>36</td>
<td>37</td>
<td>38</td>
<td>39</td>
<td>40</td>
</tr>
<tr>
<td>41</td>
<td>42</td>
<td>43</td>
<td>44</td>
<td>45</td>
<td>46</td>
<td>47</td>
<td>48</td>
<td>49</td>
<td>50</td>
</tr>
</tbody>
</table>
Q.1 If South-East becomes North, North-East becomes West and so on. What will West become?
   a) South East  b) North East
   c) South       d) East

Q.2 In a certain code, TRIPLE is written as SQHOOKD. How is DISPOSE written in that code?
   a) CHRONRD    b) DSOESPI
   c) ESJTPTF    d) ESOPSID

Q.3 In a certain code, ’247’ means ‘spread red carpet’; ’256’ means ‘dust one carpet’ and
   ’234’ means ‘one red carpet’. Which digit in that code means ‘dust’?
   a) 5          b) 2
   c) 6          d) 7

Q.4 In a certain code language, ’134’ means ‘good and tasty’; ’478’ means ‘see good
   pictures’ and ’729’ means ‘pictures are faint’. Which of the following digits stands for
   ‘see’?
   a) 9          b) 2
   c) 5          d) 8

Q.5 The last day of a century cannot be:
   a) Monday       b) Wednesday
   c) Friday       d) Tuesday

Q.6 In alphabet series, some alphabets are missing which are given in that order as one of
   the alternatives below it. Choose the correct alternative: _ _ aba _ _ ba _ ab
   a) abbbba       b) abbab
   c) baabb        d) bbaba

Q.7 A’s son B is married with C whose sister D is married to E the brother of B. How D is
   related to A?
   a) Sister
   b) Daughter's-in-law
   c) Sister-in-law
   d) Cousin

Directions for Q. 8-12: Which one will replace the question mark in the following figures?

Q.8
   a) 5          b) 6
   c) 7          d) 9
Q.10

Q.11

Q.12

Q.13 If A is to the south of B and C is to the east of B, in what direction is A with respect to C?
   a) South-East   b) North
   c) None of These d) South-West

Q.14 In a class, 18 boys are over 160 cm tall. If these constitute three-fourths of the boys and the total number of boys is two-thirds of the total number of students in the class, what is the number of girls in the class?
   a) 6    b) 12
   c) 18   d) 24

Q.15 In the AMS club, all the members participate either in the Tambola or the Fete. 420 participate in the Fete, 350 participate in the Tambola and 220 participate in both. How many members does the club have?
   a) 410   b) 550
   c) 440   d) 140

Q.16 In alphabet series, some alphabets are missing which are given in that order as one of the alternatives below it. Choose the correct alternative.
   ab _ aa _ bbb _ aaa _ bbba
   a) abba   b) baab
   c) aaab   d) abab

Q.17 The C.P of 21 articles is equal to S.P of 18 articles. Find the gain or loss percent?
   a) 10%    b) 15%
   c) 16 2/3% d) 20%

Q.23 The average weight of 8 person’s increases by 2.5 kg when a new person comes in place of one of them weighing 65 kg. What might be the weight of the new person?
Q.24 The value of a machine depreciates at the rate of 10% every year. It was purchased 3 years ago. If its present value is ₹8748, its purchase price was?
   a) 11,000   b) 12,000
c) 15,000   d) 20,000

Q.25 The percentage discount offered for "Buy 6 get 1 free is"?
   a) 14.285%   b) 15%
c) 16%   d) 18%

Q.26 Entry fee in an exhibition was ₹1. Later, this was reduced by 25% which increased the sale by 20%. The percentage increase in the number of visitors is?
   a) 50%   b) 55%
c) 70%   d) 60%

Q.27 Puneet sold an album for $735 and made a profit of 22.5%. The cost price of the album went up by $120 and so Puneet increased the selling price by $120. What is his profit % now?
   a) 18.75%   b) 19%
c) 22%   d) 15%

Q.28 The ratio of the number of ladies to gents at a party was 1:2 but when 2 ladies and 2 gents left, the ratio became 1:3. How many people were at the party originally?
   a) 36   b) 24
c) 12   d) 6

Q.29 ₹160 contained in a box consists of one rupee, 50 paisa and 25 paisa coins in the ratio 4:5:6. What is the number of 25 paisa coins?
   a) 100   b) 120
c) 150   d) 200

Q.30 Find the simple interest on ₹500 for 9 months at 6 paisa per month?
   a) 270   b) 250
c) 220   d) 200

Q.31 Sonika deposited ₹8000 which amounted to ₹9200 after 3 years at simple interest. Had the interest been 2% more, she would get how much?
   a) 9688   b) 9680
c) 9655   d) 9580

Q.32 How much interest can a person get on ₹8200 at 17.5% p.a. simple interest for a period of two years and six months?
   a) ₹3770   b) ₹2850.50
c) ₹3587.50   d) ₹3750

Q.33 If a sum of money at compound interest amounts to thrice itself in 3 years, then in how many years will it be 9 times itself?
   a) 12 years   b) 6 years
c) 9 years   d) 15 years

Q.34 On what sum will the difference between the simple and compound interests for 3 years at 3 per cent per annum amount to ₹27.27?
Q.35 A and B together can do a piece of work in 8 days. If A alone can do the same work in 12 days, then B alone can do the same work in?

a) 20 Days   b) 24 Days   c) 15 Days   d) 22 Days

Q.36 On what sum will the difference between the simple and compound interests for 3 years at 3 per cent per annum amount to ₹27.27?

a) ₹5000   b) ₹10000   c) ₹8000   d) ₹9000

Q.37 The ratio of income of A and B is 3:4. The Ratio of expenditure of both is 2: 3 and each saves ₹200. Find the income of A and B.

a) ₹500,600   b) ₹600,800   c) ₹600,900   d) ₹800,1000

Q.38 A person covers a certain distance by Train, Bus and Car in the ratio 4:3:2. The ratio of fare is 1:2:4 per km. The total expenditure as a fare is ₹720. Then, total expenditure as fare on train.

a) ₹140   b) ₹150   c) ₹160   d) ₹170

Q.39 Average cost of 5 apples and 4 mangoes is ₹36. The average cost of 7 apples and 8 mangoes is ₹48. Find the total cost of 24 apples and 24 mangoes.

a) 1044   b) 2088   c) 720   d) 344

Q.40 The average of runs of a cricket player of 10 innings was 32. How many runs must be made in his next innings so as to increase his average of runs by 4?

a) 70   b) 72   c) 74   d) 76

Q.41 A car owner buys petrol at ₹7.50, ₹8 and ₹8.50 per litre for three successive years. What approximately is the average cost per litre of petrol if he spends ₹4000 each year?

a) ₹7.98   b) ₹8   c) ₹8.50   d) ₹9

Q.42 Two students appeared at an examination. One of them secured 9 marks more than the other and his marks was 56% of the sum of their marks. What are the marks obtained by them?

a) 42, 33   b) 44, 36   c) 43, 36   d) 42, 36

Q.43 When a number is first increased by 10% and then reduced by 10%, the number is:

a) No change   b) Decreases by 1%   c) Increases by 1%   d) None of these
Q.44 The average age of three boys is 25 years and their ages are in the proportion 3 : 5 : 7. The age of the youngest boy is:
   a) 21  b) 18  c) 15  d) 9

Q.45 By selling 45 lemons for ₹40, a man loses 20 %. How many should he sell for ₹24 to gain 20 % in the transaction?
   a) 16  b) 18  c) 20  d) 22

Q.46 A shopkeeper cheats to the extent of 10% while buying and selling, by using false weights. His total gain is.
   a) 20%  b) 21%  c) 22%  d) 23%

Q.47 If the cost price is 25% of selling price. Then what is the profit percent.
   a) 150%  b) 200%  c) 300%  d) 350%

Q.48 In the first 10 overs of a cricket game, the run rate was only 3.2. What should be the run rate in the remaining 40 overs to reach the target of 282 runs?
   a) 6.25  b) 6  c) 7  d) 9

Q.49 Average of five numbers is 27. If one number is excluded the average becomes 25. The excluded number is:
   a) 35  b) 45  c) 55  d) 65

Q.50 A fruit seller had some apples. He sells 40% apples and still has 420 apples. Originally, he had:
   a) 900  b) 700  c) 1100  d) 1200
End Semester Examination, Dec. 2018  
MCA – Third Semester  
EMPLOYABILITY ENHANCEMENT PROGRAMME-II (HM-305) 

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

Note: All questions are compulsory. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted. 

<table>
<thead>
<tr>
<th>51.</th>
<th>52.</th>
<th>53.</th>
<th>54.</th>
<th>55.</th>
<th>56.</th>
<th>57.</th>
<th>58.</th>
<th>59.</th>
<th>60.</th>
</tr>
</thead>
<tbody>
<tr>
<td>61.</td>
<td>62.</td>
<td>63.</td>
<td>64.</td>
<td>65.</td>
<td>66.</td>
<td>67.</td>
<td>68.</td>
<td>69.</td>
<td>70.</td>
</tr>
<tr>
<td>71.</td>
<td>72.</td>
<td>73.</td>
<td>74.</td>
<td>75.</td>
<td>76.</td>
<td>77.</td>
<td>78.</td>
<td>79.</td>
<td>80.</td>
</tr>
<tr>
<td>81.</td>
<td>82.</td>
<td>83.</td>
<td>84.</td>
<td>85.</td>
<td>86.</td>
<td>87.</td>
<td>88.</td>
<td>89.</td>
<td>90.</td>
</tr>
<tr>
<td>91.</td>
<td>92.</td>
<td>93.</td>
<td>94.</td>
<td>95.</td>
<td>96.</td>
<td>97.</td>
<td>98.</td>
<td>99.</td>
<td>100.</td>
</tr>
</tbody>
</table>
Q.1  Looking at a portrait of a man, Harsh said, "His mother is the wife of my father's son. Brothers and sisters I have none." At whose portrait was Harsh looking?  
   a) His son  b) His cousin  
   c) His uncle  d) His nephew

Q.2  Rahul's mother is the only daughter of Monika's father. How is Monika's husband related to Rahul?  
   a) Father  b) Son  
   c) Mother  d) Daughter

Q.3  A girl introduced a boy as the son of the daughter of the father of her uncle. The boy is girl's.  
   a) Brother  b) Son  
   c) Uncle  d) Son-in-law

Q.4  A person crosses a 600 m long street in 5 minutes. What is his speed in km per hour?  
   a) 7.2  b) 8  
   c) 7  d) 9

Q.5  How long will a boy take to run round a square field of side 35 meters, if he runs at the rate of 9 km/hr?  
   a) 50 Secs  b) 56 Secs  
   c) 40 Secs  d) 52 Secs

Q.6  A man in a train notices that he can count 41 telephone posts in one minute. If they are known to be 50 metres apart, then at what speed is the train travelling?  
   a) 100 Km/hr  b) 110 Km/hr  
   c) 120 Km/hr  d) 80 Km/hr

Directions (Q.7 to Q.11): A cube painted red on two adjacent faces and black on the faces opposite to the red faces and green on the remaining faces, is cut into 64 smaller cubes of equal size.

Q.7  How many cubes are there which have no face painted?  
   a) 0  b) 4  
   c) 8  d) 16

Q.8  How many cubes have only one face painted?  
   a) 8  b) 4  
   c) 24  d) 32

Q.9  How many cubes have less than three faces painted?  
   a) 44  b) 24  
   c) 48  d) 36

Q.10  How many cubes are there with three faces painted?  
   a) 4  b) 8  
   c) 16  d) 24
Q.11 How many cubes have one face green and one of the adjacent faces black or red?
   a) 8  b) 16  c) 24  d) 28

Q.12 What letters are missing from cube 4?
   \[
   \begin{array}{ccc}
   & M & E \\
   & E & T \\
   & Y & L \\
   \end{array}
   \]
   a) YZ  b) LR  c) CX  d) DW

Q.13 Choose the box that is similar to the box formed from the given sheet of paper (X)?

a) B and C only  b) A, C and D only  c) B and D only  d) A and D only

Q.14 In a certain code 'MISSIONS' is written as 'MSIISNOS'. How is 'ONLINE' written in that code?
   a) OLNNIE  b) ONILEN  c) NOILEN  d) LNOENI

Q.15 If in the English alphabet, every alternate letter from B onwards is written in small letters while others are written in capitals, then how will the 3rd day from Tuesday will be coded?
   a) W e D N e S d A Y  
b) W E d n E S d A Y 
c) T H U R S d A Y 
d) f r I d A Y

Q.16 If white is called blue, blue is called red, red is called yellow, yellow is called green, green is called black, black is called violet and violet is called orange, what would be the color of human blood?
   a) Blue  b) Yellow  c) Black  d) Violet

Q.17 In alphabet series, some alphabets are missing which are given in that order as one of the alternatives below it. Choose the correct alternative:
   _ aba _ cabc _ dcba _ bab _
   a) abdca  b) bcadc  c) abcdcd  d) cbdaa

Q.18 In alphabet series, some alphabets are missing which are given in that order as one of the alternatives below it. Choose the correct alternative:
Q.19 What will be the day of the week 15th August, 2010?
   a) Sunday  b) Monday  c) Tuesday  d) Friday

Q.20 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) 20  b) 40  c) 10  d) 50

Q.21 Fourteen machines can produce 500 units in 12 hours. After four hours production, two more machines were started. How many hours will it take to complete the production of 500 units?
   a) 7  b) 8  c) 15  d) 20

Q.22 The product of 4 consecutive even numbers is always divisible by:
   a) 364  b) 384  c) 390  d) 370

Q.23 Find the unit's digit in $(264)^{102} + (264)^{103}$.
   a) 2  b) 5  c) 0  d) 10

Q.24 Deepanshu started walking positioning his back towards the sun. After some time, he turned left, then turned right and towards the left again. In which direction is he going now?
   a) North or East  b) North or South  c) East  d) West

Q.25 Reena walked from A to B in the East 10 feet. Then she turned to the right and walked 3 feet. Again she turned to the right and walked 14 feet. How far is she from A?
   a) 4 feet  b) 3 feet  c) 10 feet  d) 5 feet

Q.26 Raman is performing yoga with his head down and legs up. His face is towards the west. In which direction, will his left hand be?
   a) East  b) North  c) South  d) West

Q.27 A is B's sister. C is B's mother. D is C's father. E is D's mother. Then, how is A related to D?
   a) Mother  b) Granddaughter  c) Sister  d) Father

Q.28 Kailash remembers that his brother Deepak's birthday falls after 20th May but before 28th May, while Geeta remembers that Deepak's birthday falls before 22nd May but after 12th May. On what date Deepak's birthday falls?
   a) 20th May  b) 21st May  c) 22nd May  d) Cannot say
Q.29 Which is the third number to left of the number which is exactly in the middle of the following sequence of numbers?
1 2 3 4 5 6 7 8 9 2 4 6 8 9 7 5 3 1 9 8 7 6 5 4 3 2 1
a) 3 b) 4
c) 5 d) 6

Q.30 Select a figure from amongst the Answer Figures which will continue the same series as established by the five Problem Figures.

Problem Figures:       Answer Figures:

A.  B.  C.  D.  (E)  (1)  (2)  (3)  (4)  (5)
a) 1 b) 2
c) 3 d) 4

Directions: In each of the following questions, find out which part of the sentence has an error:

Q.31 a) A. In management, as you rise higher,
b) the problems you face become more unstructured and
c) you just can’t fall back on
d) the tools you have been taught
e) No error

Q.32 a) Remember that you are part of the team and
b) your success depends on the support
c) you are able to give and get
d) from your team members
e) No error

Q.33 a) The teacher promised
b) that she would explain it
c) If they came
d) before school the following day
e) No error

Q.34 a) My friend asked me
b) if I can lend him my
c) Parker pen for a day
d) No error

In the following questions, there is a sentence with jumbled up parts. Rearrange these parts, which are labelled a, b, c and d, to produce the correct sentence. Choose the proper sequence.

Q.35 A) She wondered if
B) work hard for a living
C) he would ever
D) because he was so rich
a) abcd b) abdc
c) acbd d) bcda

Q.36 A) I was certain
B) the management meeting
C) be allowed to attend
Choose the right option:

Q.37 Weather report: "It's seven o'clock in Frankfurt and ..... ."
   a) there is snow   b) it's snowing
   c) it snows   d) it snowed

Q.38 What time.....
   a) the train leaves?
   b) leaves the train?
   c) is the train leaving?
   d) does the train leave?

Use the correct form of tenses from the options given below each question:

Q.39 She _______ a maid by next month
   a) Employs   b) Employed   c) Has employed   d) Will have employed

Q.40 He ____ never _____ since he nearly _______
   a) Has, swum, drowned
   b) Had, swum, was drowning
   c) Was, swimming, drowned
   d) Did, swum, had drowned

Pick out the most effective word(s) from the given words to fill in the blank to make the sentence meaningfully complete

Q.41 He lives near a lovely ________ of countryside.
   a) length   b) piece   c) section   d) stretch

Q.42 Owing to the power cut in the area, the companies are forced to ______ men.
   a) throw away   b) send off   c) put off   d) lay off

Q.43 A sanguine outlook is associated with the _______.
   a) Rationalist   b) Socialist
   c) Optimist   d) Philanthropist

Q.44 The synonym for the word “WISE” is:
   a) Momentous   b) Pragmatic
   c) Judicious   d) Delay

Q.45 The antonym for the word “PERRENIAL” is:
   a) Frequent   d) Regular
   c) Lasting   d) Rare

Read the passage below and answer the questions that follow:

The sky was already full of rusting wings. But when Jean stepped into the still lusterless water, he seemed to be swimming in an indeterminate darkness until he saw the streaks of red and gold over the horizon. Then he suddenly swam back to land and climbed up the winding path to his house. After a great deal of panting he reached a little gate, pushed it open and climbed a stairway. The house above the world had its huge bay-windows through which one could see the horizon from one edge to the other. Here, no one complained of exhaustion. Everyone
had his joy to conquer, every day.

Q.46 Which of the following is indicated by the description in the passage?
   a) Time before sunrise
   b) Time after sunset
   c) Clouds
   d) None of the above

Q.47 “The house above the world” in the passage means:
   a) Jean’s house was very beautiful
   b) His house was on top of a hill
   c) The house was very shabby
   d) All of the above

Q.48 “Horizon” in the passage means:
   a) Perception
   b) Skyline
   c) View
   d) None of the above

Q.49 Was Jean too tired to walk up to his house?
   a) Yes
   b) No
   c) Maybe
   d) Cant be determined

Q.50 Jean’s exhaustion evaded after seeing the
   a) Sun    b) Clouds
   c) Sea    d) Horizon
### End Semester Examination, Dec. 2018
#### B. Tech. – Fourth Semester
**CAREER SKILLS-II (HM-402)**

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

**Note:** *The paper consists of fifty multiple 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. Calculators not allowed. Mention the correct option for each question in the blank answer key given herein below. (Answer sheets with empty answer keys despite the correct options being ticked, will not be evaluated)*

<table>
<thead>
<tr>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
<th>6.</th>
<th>7.</th>
<th>8.</th>
<th>9.</th>
<th>10.</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.</td>
<td>22.</td>
<td>23.</td>
<td>24.</td>
<td>25.</td>
<td>26.</td>
<td>27.</td>
<td>28.</td>
<td>29.</td>
<td>30.</td>
</tr>
<tr>
<td>31.</td>
<td>32.</td>
<td>33.</td>
<td>34.</td>
<td>35.</td>
<td>36.</td>
<td>37.</td>
<td>38.</td>
<td>39.</td>
<td>40.</td>
</tr>
<tr>
<td>41.</td>
<td>42.</td>
<td>43.</td>
<td>44.</td>
<td>45.</td>
<td>46.</td>
<td>47.</td>
<td>48.</td>
<td>49.</td>
<td>50.</td>
</tr>
</tbody>
</table>
Q.1 Group discussions are conducted to test the following
   a) Knowledge       b) Communication
   c) Leadership       d) All of these

Q.2 Which of the following is a “No” in the group discussion?
   a) Dominate the discussion
   b) Grabbing attention
   c) Give others chance
   d) Both a) and b)

Q.3 Which of the following is the correct body language in group discussion?
   a) Display of confidence
   b) Outburst of emotions
   c) Angry expressions
   d) Faking figures

Q.4 If the name (Robin John) is provided, which is the correct salutation?
   a) Dear Mr. John
   b) Dear Mr. Robin
   c) Dear Mr. Robin John
   d) None of the above

Q.5 Cover letter should be adapted to:
   a) The employee changes
   b) Employer
   c) Application purpose
   d) None of the above

Q.6 Resume should include the following:
   a) Work Experience, Internships, Projects, Personal Dossier
   b) Internships, Projects, Hobbies, Personal Dossier
   c) Work Experience, Internships, Strengths, Weaknesses
   d) None of the above

Q.7 Which of the following is correct with respect to resume writing?
   a) Use of fancy font styles
   b) Use of slangs
   c) Incorrect information
   d) Restrict to one page

Q.8 Which of the following statements is not true w.r.t. eye contact?
   a) Making eye contact gives you confidence
   b) It inspires others to listen to you
   c) It denotes an open communication.
   d) It symbolizes that you are not sleeping.

Q.9 A good hand shake would mean:
   a) Eye contact with the person.
   b) Holding the hand firmly.
   c) Maximum surface contact of the palms
   d) All of these

Q.10 The test of “A good impression” would mean:
   a) Good Verbals and Non-verbals
b) Good academic records.
c) Good sport records.
d) Good extracurricular records.

Q.11 “If you are early, you are on time. If you are on time, you are late”, it means:
a) Reach the venue exactly on time
b) Reach the venue 15 minutes before the start of Interview
c) Reach the venue 5 minutes before the start of Interview
d) It’s ok to be late at times.

Q.12 An interview portfolio bag should have:
a) Master Application
b) Copies of resume
c) Certificates and Accomplishments
d) All of these

Q.13 Answer to the question “What are your long term goals”?
a) A high standard of living
b) To move up and succeed in a company like yours
c) I want your job
d) None of the above

Q.14 What should you not do in an interview?
a) Maintain eye contact with all panellists
b) Sit smartly
c) Smile incessantly
d) Dress neatly

Q.15 The answer to the question “How long would you expect to work for us if hired”? Would be:
a) Till 5 o clock
b) Till I keep getting foreign assignments.
c) Till I keep getting good salary.
d) Till I feel challenged professionally.

Q.16 Answer to the question “What are your long term goals“?
a) A high standard of living
b) To move up and succeed in a company like yours.
c) I want your job.
d) All of these.

Q.17 What questions should not be asked to the interviewer?
a) What will be my salary
b) My work timings
c) When will I get the promotion
d) All of the above

Q.18 The career planning process is an ongoing process of:
a) Continuously fine tuning your work and learning plans to help you manage your professional life.
b) Getting employment.
c) Maintain the employment by functioning successfully.
d) All of these
Q.19 Chronology of events in a CV is
a) First to Current
b) Current to First
c) Both a) and b)
d) None of these

Q.20 Which of the following is okay to do at an interview?
a) Ask the employer questions.
b) Answer your cell phone.
c) Be a few minutes late.
d) All of these.

Q.21 A man walks 5 km toward north and then turns to the left. After walking 3km he turns to the left and walks 5km. Now in which direction is he from the starting place?
a) East  b) West
c) North-East  d) South-West

Q.22 Golu started from his house towards North. After covering a distance of 4 km. he turned towards right and covered a distance of 3km. What is the shortest distance now from his house?
a) 5 km  b) 2 km
c) 14 km  d) 16 km

Q.23 In an examination, the highest marks are 300. Vijay gets 225 marks. What is the percent marks scored by Vijay?
a) 25%  b) 75%
c) 50%  d) 40%

Q.24 What is 30% of 90?
a) 27  b) 15
c) 30  d) 24

Q.25 What should replace “A” to make the number “3241A4” divisible by 9?
a) 1  b) 5
c) 4  d) 2

Q.26 Which of the following numbers is divisible by 3?
a) 3020  b) 3960
c) 5350  d) 2140

Q.27 What is the average of 10, 20 and 60?
a) 30  b) 20
c) 10  d) 40

Q.28 The average age of 4 students is 20 years. What is the total sum of their ages?
a) 40  b) 5
c) 60  d) 80

Q.29 What is the simple interest on ₹1000 at 10% for two year?
a) 10  b) 20
c) 30  d) 40
Q.30 Simple Interest on certain sum at the rate of 20% per annum for 3 years is ₹600. What is the sum?
   a) ₹1500  b) ₹2000  c) ₹1000  d) ₹1200

Q.31 The sum of ages of 3 children born at the intervals of 3 years each is 27 years. What is the age of the youngest child?
   a) 6 years  b) 8 years  c) 4 years  d) None of these

Q.32 A man is 24 years older than his son. In two years, his age will be twice the age of his son. The present age of his son is?
   a) 14 years  b) 18 years  c) 20 years  d) 22 years

Q.33 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) Can’t be determined.

Q.34 A cyclist covers a distance of 15 kms in 3 hours. Calculate his speed.
   a) 7km/hr  b) 7.5km/hr  c) 3 km/hr  d) None of these

Q.35 A boy walks at a speed of 4 kmph. How much time does he take to walk a distance of 28 km?
   a) 6 hours  b) 7 hours  c) 5 hours  d) 8 hours

Q.36 A coin is tossed 3 times. Find out the number of possible outcomes.
   a) 8  b) 2  c) 1  d) 5

Q.37 In how many ways can the letters of the word ‘PLAY’ be arranged?
   a) 16  b) 12  c) 120  d) 24

Q.38 What is the probability of getting a sum 9 from two throws of a dice?
   a) 1/8  b) 1/6  c) 1/9  d) None of these

Q.39 In a box, there are 9 red, 8 blue. One ball is picked up randomly. What is the probability that it is a red ball?
   a) 9/17  b) 8/17  c) 7/17  d) 8/9

Q.40 What should come next in the series - 4, 9,14,19,14,
   a) 39  b) 34  c) 29  d) 25
Q.41 The sides of a rectangle are in the ratio 4:3 and its area is 972sq.m find the perimeter of rectangle.
   a) 120 m    b) 122 m
   c) 124 m    d) 126 m

Q.42 The side of a square is 5cm. What is the area?
   a) 16 cm$^2$    b) 25 cm$^2$
   c) 20 cm$^2$    d) 24 cm$^2$

Q.43 Find the area of a triangle with Base 20cm and Height 10cm.
   a) 100 cm$^2$    b) 75cm$^2$
   c) 150 cm$^2$    d) None of these

Q.44 A and B can do a work in 12 days. A alone can do it in 8 days. How long will B take to do it alone?
   a) 16 days    b) 12 days
   c) 24 days    d) None of these

Q.45 The selling price of an article is ₹500. The cost price is ₹400. What is the gain/loss %?
   a) 20%    b) 25%
   c) 30%    d) None of these

Q.46 If one-third of a number is 25. What is the number?
   a) 30    b) 25
   c) 60    d) 75

Q.47 A and B get ₹1500 in the ratio 2:3. What is the share of B?
   a) 600    b) 900
   c) 500    d) 1000

Q.48 What is the LCM of 10, 15 and 20?
   a) 120    b) 30
   c) 60    d) 40

Q.49 The greatest number of four digits which is divisible by 15, 25, 40 and 75 is:
   a) 9600    b) 9400
   c) 9000    d) 9800

Q.50 If one card is selected, what is the probability of getting a face card (Jack, Queen and King) from a pack of 52 cards?
   a) 12/50    b) 3/13
   c) 3/26    d) 3/52
End Semester Examination, Dec. 2018  
B. Tech. – Fourth Semester  
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I  
(HM-403A)

Time: 2 hrs.  
Max Marks: 50  
No. of pages: 6

Note: The paper consists of fifty multiple 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. Calculator is not permitted.  
Mention the correct option for each question in the blank answer key given herein below. (Answer sheets with empty answer keys despite the correct options being ticked, will not be evaluated)

<table>
<thead>
<tr>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
<th>6.</th>
<th>7.</th>
<th>8.</th>
<th>9.</th>
<th>10.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>22.</td>
<td>23.</td>
<td>24.</td>
<td>25.</td>
<td>26.</td>
<td>27.</td>
<td>28.</td>
<td>29.</td>
<td>30.</td>
</tr>
<tr>
<td>31.</td>
<td>32.</td>
<td>33.</td>
<td>34.</td>
<td>35.</td>
<td>36.</td>
<td>37.</td>
<td>38.</td>
<td>39.</td>
<td>40.</td>
</tr>
<tr>
<td>41.</td>
<td>42.</td>
<td>43.</td>
<td>44.</td>
<td>45.</td>
<td>46.</td>
<td>47.</td>
<td>48.</td>
<td>49.</td>
<td>50.</td>
</tr>
</tbody>
</table>

Verbal Ability  
Read the following passage carefully and answer the following questions:  
At this stage of civilization, when many nations are brought in to close and vital contact for good and evil, it is essential, as never before, that their gross ignorance of one another should be diminished, that they should begin to understand a little of one another's historical experience and resulting mentality. It is the fault of the English to expect the people of other countries to react as they do, to political and international situations. Our genuine goodwill and good intentions are often brought to nothing, because we expect other people to be like us. This would be corrected if we knew the history, not necessarily in detail but in broad outlines, of the social and political conditions which have given to each nation its present character.
Q.1 According to the author of ‘Mentality’ of a nation is mainly product of its 
   a) Present character. 
   b) International position. 
   c) Politics. 
   d) History. 

Q.2 The character of a nation is the result of it’s... 
   a) Gross ignorance 
   b) Cultural heritage 
   c) Socio-political conditions 
   d) Mentality 

Q.3 The need for a greater understanding between nations.. 
   a) Is more today than ever before 
   b) Was always there always be there 
   c) Is no longer there 
   d) Will 

Q.4 Englishmen like others to react to political situations like... 
   a) Others  
   b) Us 
   c) Themselves  
   d) Each others 

Q.5 According to the author his countrymen should. 
   a) Read the story of other nations. 
   b) Not react to other actions. 
   c) Have a better understanding of other nations. 
   d) Have vital contacts with other nations. 

The sentences given in each question, when properly sequenced, form a coherent paragraph. Each sentence is labelled with a letter. Choose the most logical order of sentences from among the given choices to construct a coherent paragraph.

Q.6 i) For many scientists oceans are the cradle of life. 
   A. But all over the world chemical products and nuclear waste continue to be 
      dumped into them. 
   B. Coral reefs, which are known to be the most beautiful places of the submarine 
      world are fast disappearing 
   C. The result is that many species of fish die because of this pollution. 
   D. Of course, man is the root cause behind these problems. 

vi) Man has long since ruined the places he visits - continents and oceans alike. 
   a) ACBD   b) BACD 
   c) ABDC   d) BCAD 

Q.7 i) Am I one of the people who are worried that Bill Clinton’s second term might be 
   destroyed by the constitutional crisis? 
   A. On the other hands, ordinary citizens have put the campaign behind them. 
   B. In other words, what worries me is that Bill Clinton could exhibit a version of 
      what George Bush used to refer to as Big Mo. 
   C. That is he might have so much campaign momentum that he may not be able to 
      stop campaigning. 
   D. Well, it’s true that I have been wondering whether a President could be 
      impeached for refusing to stop talking about the bridge we need to build to the 
      21st century. 

vi) They now prefer to watch their favourite soaps and ads on TV rather than senators. 
   a) DBCA   b) ABDC
Q.8  
i) So how big is the potential market?
   A. But they end up spending thousands more each year on hardware overhaul and software upgradation.
   B. Analysts say the new machines will appeal primarily to corporate users.
   C. An individual buyer can pick up a desktop computer for less than $2,000 in America.
   D. For them, the NCs best-drawing card is its promise of much lower maintenance costs.

   vi) NCs, which automatically load the latest versions of whatever software they need could put an end to all that.
   a) BCAD  b) DABC  
   c) BDCA  d) DCAB

Q.9  
i) Historically, stained glass was almost entirely reserved for ecclesiastical spaces.
   A. By all counts, he has accomplished that mission with unmistakable style.
   B. "It is my mission to bring it kicking and screaming out of that milieu," says Clarke.
   C. The first was the jewel-like windows he designed for a Cistercian Church in Switzerland.
   D. Two recent projects show his genius in the separate worlds of the sacred and the mundane.

   vi) The second was a spectacular, huge skylight in a shopping complex in Brazil.
   a) CBAD  b) BADC  
   c) ABDC  d) DBAC

Q.10
A. It begins with an ordinary fever and a moderate cough.
B. India could be under attack from a class of germs that cause what are called a typical Pneumonia.
C. Slowly a sore throat progresses to bronchitis and then pneumonia and respiratory complications.
D. It appears like the ordinary flu but baffled doctors find that the usual drugs don't work.
   a) ABCD  b) BDAC  
   c) ADCB  d) BCDA

Determine the meaning of the expression in bold. Choose the best answer.

Q.11  
After going to the zoo, the mall, and the movies, Cassie was sick of bending over backwards to entertain her nieces.
   a) Cassie was doing very little to entertain her nieces.
   b) Cassie was making small efforts to entertain her nieces.
   c) Cassie was trying very hard to entertain her nieces.
   d) Cassie was not trying at all to entertain her nieces.

Q.12  
Bobby would have been playing ball until the cows came home if it hadn't been for Suzie dragging him home for dinner.
   a) Bobby was just about to stop playing ball.
   b) Bobby didn't even want to play ball to begin with.
   c) Bobby prefers nature to athletics.
   d) Bobby would have continued playing ball for a long time.

Q.13  
Eric wanted to fix his cousin's computer, but he was already having problems setting up his Aunt's Wi-Fi network and he didn't want to open a whole new can of worms.
a) Eric was sick of spending his time helping his family.
b) Eric wanted to go fishing instead of working on computers.
c) Eric was having difficulties untangling the computer wires.
d) Eric was not ready to begin working on a complicated new problem.

Q.14 Even though Candace already had a new job, she submitted her two-week notice and conducted herself in a professional way at her old job because she didn't want to burn bridges.
   a) Candace didn't want to ruin her positive relationship with her old employer.
b) Candace wasn't ready to start her new job.
c) Candace was really going to miss her old job.
d) Candace was waiting until her last day to rub it in everyone's face that she was leaving.

Q.15 World renowned country western super group The Mountain Boys can sell out an arena at the drop of a hat.
   a) The Mountain Boys may be able to sell out an arena, but it will take a long time.
b) The Mountain Boys can sell out an arena very quickly.
c) The Mountain Boys are always willing to perform at charity events.
d) The Mountain Boys enforce a dress code at all of their shows.

Choose the BEST preposition to fill the gap in the following sentences:

Q.16 We are delighted that you will be working with us, welcome!
   a) in b) aboard
c) to d) All of the above

Q.17 Can I come and sit _______ you?
   a) around b) next
c) beside d) All of the above

Q.18 They have achieved so much _______ the difficulties they have had to overcome.
   a) Regarding b) Against
c) Considering d) All of the above

Q.19 The cottage is nestled _______ woodland on one side and pasture land on the other.
   a) Between b) In
c) Behind d) All of the above

Q.20 This is the fourth floor and you need to go to the second floor to get to the bookshop. The _______ escalator is over there.
   a) Under b) Below
c) Down d) None of these

Q.21 The banker's discount on a bill due 4 months hence at 15% is ₹420. The true discount is?
   a) ₹400 b) ₹600
c) ₹700 d) ₹600

Q.22 The CP of 21 articles is equal to S.P of 18 articles. Find the gain or loss percent?
   a) 10% b) 15%
c) 16 2/3% d) 20%

Q.23 The average weight of 8 person’s increases by 2.5 kg when a new person comes in
place of one of them weighing 65 kg.
What might be the weight of the new person?
a) 36 Kg    b) 85 Kg
c) 50 Kg    d) 35 Kg

Q.24 The value of a machine depreciates at the rate of 10% every year. It was purchased 3
years ago. If its present value is
₹8748, its purchase price was?
a) 11,000    b) 12,000
c) 15,000    d) 20,000

Q.25 The percentage discount offered for “Buy 6 get 1 free is”?
a) 14.285%    b) 15%
c) 16%    d) 18%

Q.26 Entry fee in an exhibition was ₹1. Later, this was reduced by 25% which increased the
sale by 20%. The percentage increase in the number of visitors is?
a) 50%    b) 55%
c) 70%    d) 60%

Q.27 Puneet sold an album for $ 735 and made a profit of 22.5%. The cost price of the
album went up by $120 and so Puneet increased the selling price by $120. What is his
profit % now?
a) 18.75%    b) 19%
c) 22%    d) 15%

Q.28 The ratio of the number of ladies to gents at a party was 1:2 but when 2 ladies and 2
gents left, the ratio became 1:3. How many people were at the party originally?
a) 36    b) 24
c) 12    d) 6

Q.29 ₹160 contained in a box consists of one rupee, 50 paisa and 25 paisa coins in the ratio
4:5:6. What is the number of 25 paisa coins?
a) 100    b) 120
c) 150    d) 200

Q.30 Find the simple interest on ₹500 for 9 months at 6 paisa per month?
a) 270    b) 250
c) 220    d) 200

Q.31 Sonika deposited ₹8000 which amounted to ₹9200 after 3 years at simple interest. Had
the interest been 2% more, she would get how much?
a) 9688    b) 9680
c) 9655    d) 9580

Q.32 How much interest can a person get on ₹8200 at 17.5% p.a. simple interest for a
period of two years and six months?
a) ₹3770    b) ₹2850.50
c) ₹3587.50    d) ₹3750

Q.33 If a sum of money at compound interest amounts to thrice itself in 3 years, then in how
many years will it be 9 times itself?
Q.34 On what sum will the difference between the simple and compound interests for 3 years at 3 per cent per annum amount to ₹27.27?
   a) ₹5000    b) ₹10000
   c) ₹8000    d) ₹9000

Q.35 A and B together can do a piece of work in 8 days. If A alone can do the same work in 12 days, then B alone can do the same work in?
   a) 20 Days    b) 24 Days
   c) 15 Days    d) 22 Days

Q.36 A is thrice as efficient as B and is, therefore, able to finish a piece of work 10 days earlier than B. In how many days A and B will finish it together?
   a) 3 Days    b) 5 Days
   c) 2 Days    d) 10 Days

Q.37 A does half as much work as B in three-fourth of the time if together they take 18 days to complete a work. How much time shall B take to do it?
   a) 32 Days    b) 30 Days
   c) 28 Days    d) 25 Days

Q.38 A, B and C together earn ₹150 per day while A and C together earn ₹94 and B and C together earn ₹76. The daily earning of C is?
   a) 20    b) 25
   c) 30    d) 35

Q.39 A bottle contains three-fourths of milk and the rest water. How much of the mixture must be taken away and replaced by an equal quantity of water so that the mixture has half milk and half water?
   a) 25%    b) 33.33%
   c) 50%    d) 70%

Q.40 An alloy of gold and silver weighs 50g. It contains 80% gold. How much gold should be added to the alloy so that percentage of gold is increased to 90?
   a) 50 g    b) 60 g
   c) 30 g    d) 40 g

Q.41 The total age of A and B is 12 years more than the total age of B and C. C is how many years younger than A?
   a) 13    b) 14
   c) 15    d) 12

Q.42 In a certain code language COMPUTER is written as RFUVQNPC. How will MEDICINE be written in that code language?
   a) MFEDJJOE    b) EOJDEJFM
   c) MFEDJJOE    d) EOJDEJFM

Q.43 If wall is called window, window is called door, door is called floor, floor is called roof and roof is called ventilator, what will a person stand on?
   a) Window    b) Roof
   c) Door    d) Floor
Q.44 It was Sunday on Jan 1, 2006. What was the day of the week Jan 1, 2010?
   a) Saturday     b) Sunday
   c) Friday       d) Monday

Q.45 A dishonest milkman professes to sell his milk at cost price but he mixes it with water
and thereby gains 25%.
The percentage of water in the mixture is?
   a) 10%     b) 8%
   c) 20%     d) 25%

Q.46 What value should come in place of question mark (?) in the following equations?
   \[(1.2)\times(1.3)\times(1.4)\times(1.5)\times? = 39.312\]
   a) 13     b) 12
   c) 27     d) 25

Q.47 What value should come in place of “x” in the following questions (47-48)
   \[4096 \times 8^x \times 8^3 \div 512\]
   a) 2     b) 0
   c) 5     d) 6

Q.48 \[1599 \div 39 \times 289 - 345 + 423 = ?\]
   a) 11927     b) 15667
   c) 12579     d) 11937

Q.49 If three numbers in the ratio 3:2:5 are such that the sum of their squares is 1862, the
middle number will be?
   a) 10     b) 14
   c) 18     d) 5

Q.50 A merchant has 1000 kg of sugar, part of which he sells at 8% profit and the rest at
18% profit. He gains 14% on the whole. The quantity sold at 18% profit is?
   a) 150 kg     b) 200 kg
   c) 600 kg     d) 750 kg
End Semester Examination, Dec. 2018
B. Tech. – Fourth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I
(HM-403A)

Time: 1½ hrs. Max Marks: 50
No. of pages: 4

Note: All questions are compulsory. Each question has FOUR options with ONE correct answer. Select the correct answer. All questions are of ONE mark each. There is no NEGATIVE marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.
Q.1 What is the value of given expression: \[50 + 30 \times 2 - 40\]?
   a) 80   b) 60
   c) 70   d) 90

Q.2 What comes in the place of ‘?’ in the equation: 
   \((?)^2 + 62 = 61\).
   a) 5   b) 6
   c) 4   d) 3

Q.3 4.036 divided by 0.04 gives?
   a) 1.009   b) 10.09
   c) 100.9   d) None of these

Q.4 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) 6:7

Q.5 In an examination, the highest marks are 200. Vijay gets 150 marks. What is the percentage marks scored by Vijay?
   a) 75%   b) 25%
   c) 50%   d) 40%

Q.6 What is 30% of 80?
   a) 10   b) 15
   c) 30   d) 24

Q.7 What is the average of 10, 20 and 30?
   a) 10   b) 20
   c) 30   d) 40

Q.8 The average age of 4 students is 10 years. What is the total sum of their ages?
   a) 10   b) 20
   c) 30   d) 40

Q.9 What is the simple interest on ₹500 at 10% for one year?
   a) 80   b) 75
   c) 50   d) 100

Q.10 How many numbers from 10 to 100 are exactly divisible by 9?
   a) 8   b) 11
   c) 10   d) None of these

Q.11 Simple Interest on certain sum at the rate of 20% per annum for 3 years is ₹600. What is the sum?
   a) 1500   b) 1000
   c) 2000   d) 1200

Q.12 The sum of ages of 3 children born at the intervals of 3 years each is 27 years. What is the age of the youngest child?
   a) 4 years   b) 8 years
   c) 6 years   d) 5 years

Q.13. The selling price of an article is ₹500. The cost price is ₹400. What is the gain %?
   a) 20%   b) 25%
Q.14 If one-third of a number is 15. What is the number?
   a) 30  b) 25  c) 60  d) 45

Q.15 A and B get ₹1500 in the ratio 2:3. What is the share of A?
   a) 600  b) 900  c) 500  d) 1000

Q.16 Two numbers are in the ratio 3 : 4. If the sum of numbers is 63, find the greater number.
   a) 35  b) 36  c) 40  d) 27

Q.17 What must be added to each term of the ratio 2 : 3, so that it may become equal to 4 : 5?
   a) 2  b) 3  c) 5  d) 4

Q.18 Victor gets 92% marks in examinations. If these are 460 marks, find the maximum marks.
   a) 600  b) 900  c) 500  d) 1000

Q.19 If the cost price is 25% of selling price. Then what is the profit percent.
   a) 150%  b) 200%  c) 300%  d) 350%

Q.20 A man buys an item at ₹1200 and sells it at the loss of 20 percent. Then what is the selling price of that item?
   a) ₹660  b) ₹760  c) ₹860  d) ₹960

Q.21 If the cost price of 12 pens is equal to the selling price of 8 pens, the gain percent is?
   a) 12%  b) 30%  c) 50%  d) 60%

Q.22 The average of four consecutive odd numbers is 24. Find the largest number.
   a) 25  b) 27  c) 29  d) 31

Q.23 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  b) 16  c) 17  d) Can't be determined

Q.24 How much time will it take for an amount of ₹900 to yield ₹81 as interest at 4.5% per annum of simple interest?
   a) 2 years  b) 3 years  c) 1 year  d) 4 years
Q.25 A sum of money at simple interest amounts to ₹815 in 3 years and to ₹854 in 4 years. What is the sum?
   a) 650  b) 698
   c) 690  d) 700

Q.26 The population of a town is 40,000. It decreases by 20 per thousand per year. Find out the population after 2 years?
   a) 38484  b) 38266
   c) 38146  d) 38226

Q.27 At present, the ratio between the ages of Arun and Deepak is 4:3. After 6 years, Arun's age will be 26 years. What is the age of Deepak at present?
   a) 11 Years  b) 10 Years
   c) 15 Years  d) 20 Years

Q.28 A, B and C can do a piece of work in 7 days, 14 days and 28 days respectively. How long will they taken, if all the three work together?
   a) 3 Days  b) 4 Days
   c) 6 Days  d) 8 Days

Q.29 CI and SI for a certain sum at certain rate of interest for 2 years are ₹220 and ₹200. What is the principal (in ₹)?
   a) 2200  b) 200
   c) 500  d) 2000

Q.30 Today is Wednesday. What will be the day after 94 days?
   a) Saturday  b) Tuesday
   c) Wednesday  d) Sunday

Directions (Q. 31-35): In the following 5 questions, there is a sentence with jumbled up parts. Rearrange these parts, which are labelled a, b, c and d, to produce the correct sentence. Choose the proper sequence.

Q.31 a) I wanted to tell her
   b) not to talk to him
   c) not listen to me.
   d) but she would
   a) abcd  b) abdc
   c) adbc  d) bcad

Q.32 a) She wondered if
   b) work hard for a living
   c) he would ever
   d) because he was so rich.
   a) abcd  b) abdc
   c) acbd  d) bcd

Q.33 a) I was certain
   b) the management meeting.
c) be allowed to attend
d) that subordinates would not
   a) abcd          b) abdc
c) adcb          d) bcda

Q.34  a) The managing director
       b) in listening to her
       c) was not interested
       d) explanation about why profits were lessening.
           a) abcd          b) abdc
           c) bcda          d) acbd

Q.35  a) The CEO
       b) of making the right decision
       c) was not scared
       d) despite a loss in profits
           a) acbd          b) abdc
           c) abcd          d) bcda

Directions (Q. 36-38): Choose the right option.

Q.36  Weather report: "It's seven o'clock in Frankfurt and ..... ."
     a) there is snow          b) it's snowing
     c) it snows          d) it snowed

Q.37  What time ..... 
     a) the train leaves?
     b) leaves the train?
     c) is the train leaving?
     d) does the train leave?

Q.38  Jane: "What ..... in the evenings?"
       Mary: "Usually I watch TV or read a book."
     a) you doing      b) you do
     c) do you do      d) are you doing

Q.39  Jane ..... her blue jeans today, but usually she wears a skirt or a dress.
     a) wears          b) wearing
     c) wear          d) is wearing

Q.40  At a school dance:
       Jane: " ..... yourself?"
       Mary: "Yes, I'm having a great time!"
     a) You enjoying
     b) Enjoy you
     c) Do you enjoy
     d) Are you enjoying

Q.41  The synonym for the word “WISE” is:
     a) Momentous          b) Pragmatic
     c) Judicious          d) Delay
Q.42 One of the effective methods of speed reading is:
   a) SPR   b) SQR
   c) SWR   d) SQ3R

Q.43 The car broke down and we______ get a cab.
   a) have to   b) had to
   c) must   d) had got to

Q.44 Bread and milk ____ my favourite breakfast.
   a) is   b) are
   c) any of these   d) None of these

Q.45 The correct meaning of the prefix ”Neuro-“ in “NEUROLOGY” is:
   a) Brain   b) Head
   c) Nerves   d) None of these

Directions (Q. 46-50): Read the passage below and answer the questions that follow:
The sky was already full of rusting wings. But when Jean stepped into the still lusterless water, he seemed to be swimming in an indeterminate darkness until he saw the streaks of red and gold over the horizon. Then he suddenly swam back to land and climbed up the winding path to his house. After a great deal of panting he reached a little gate, pushed it open and climbed a stairway. The house above the world had its huge bay-windows through which one could see the horizon from one edge to the other. Here, no one complained of exhaustion. Everyone had his joy to conquer, every day.

Q.46 Which of the following is indicated by the description in the passage?
   a) Time before sunrise
   b) Time after sunset
   c) Clouds
   d) None of the above

Q.47 “The house above the world” in the passage means:
   a) Jean’s house was very beautiful
   b) His house was on top of a hill
   c) The house was very shabby
   d) All of the above

Q.48 “Horizon” in the passage means:
   a) Perception   b) Skyline
   c) View   d) None of these

Q.49 Was Jean too tired to walk up to his house?
   a) Yes
   b) No
   c) Maybe
   d) Can’t be determined

Q.50 Jean’s exhaustion evaded after seeing the
   a) Sun   b) Clouds
   c) Sea   d) Horizon
End Semester Examination, Dec. 2018  
B. Tech. – Third Semester  
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I  
(HM-403B)

Time: 1½ hrs.  
Max Marks: 50  
No. of pages: 5

Note: The paper consists of fifty multiple 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.  
Mention the correct option for each question in the blank answer key given herein below. (Answer sheets with empty answer keys despite the correct options being ticked, will not be evaluated)

<table>
<thead>
<tr>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
<th>6.</th>
<th>7.</th>
<th>8.</th>
<th>9.</th>
<th>10.</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.</td>
<td>22.</td>
<td>23.</td>
<td>24.</td>
<td>25.</td>
<td>26.</td>
<td>27.</td>
<td>28.</td>
<td>29.</td>
<td>30.</td>
</tr>
<tr>
<td>31.</td>
<td>32.</td>
<td>33.</td>
<td>34.</td>
<td>35.</td>
<td>36.</td>
<td>37.</td>
<td>38.</td>
<td>39.</td>
<td>40.</td>
</tr>
<tr>
<td>41.</td>
<td>42.</td>
<td>43.</td>
<td>44.</td>
<td>45.</td>
<td>46.</td>
<td>47.</td>
<td>48.</td>
<td>49.</td>
<td>50.</td>
</tr>
</tbody>
</table>
Q.1 Simplify: \( 142^2 \div \sqrt{1260.25} \).
   a) 586  
b) 578  
c) 568  
d) 566  

Q.2 Given that \( 10^{0.48} = x \), \( 10^{0.70} = y \) and \( X^Z = y^2 \), then the value of \( z \) is close to ____ ? HM-403B.1
   a) 3.7  
b) 2.7  
c) 3.6  
d) 2.9  

Q.3 The highest score in an inning was \( \frac{3}{11} \) of the total and the next highest was \( \frac{3}{11} \) of the remainder. If the score differ by 9, the total score was:
   a) 110  
b) 121  
c) 132  
d) 143  

Q.4 The least whole number which when subtracted from both the terms of the ratio 6 : 7 to give a ratio less than 16 : 21, is?
   a) 3  
b) 4  
c) 5  
d) 6  

Q.5 A, B, C started a business with their investments in the ratio 1:3:5. After 4 months, A invested the same amount as before and B as well as C withdrew half of their investments. The ratio of their profits at the end of the year is?
   a) 1 : 2 : 3  
b) 3 : 4 : 15  
c) 3 : 5 : 10  
d) 5 : 6 : 10  

Q.6 A man spends 35\% of his income on food, 25\% on children's education and 80\% of the remaining on house rent. What percent of his income he is left with?
   a) 6\%  
b) 8\%  
c) 10\%  
d) 12\%  

Q.7 1100 boys and 700 girls are examined in a test; 42\% of the boys and 30\% of the girls pass. The percentage of the total who failed is :
   a) 58  
b) 62.66  
c) 64.66  
d) 67  

Q.8 A dishonest dealer professes to sell his good at cost price but uses a false weight and thus gains 20\%. For a kilogram he uses a weight of.
   a) 700g  
b) 750g  
c) 800g  
d) None of these  

Q.9 If the manufacturer gains 10\%, the wholesale dealer 15\% and the retailer 25\%, then find the cost of production of a table if the retail price was ₹1265.
   a) ₹750  
b) ₹800  
c) ₹850  
d) ₹900  

Q.10 The average age of 8 men is increased by years when two of them whose ages are 21 years and 23 years are replaced by two new men. The average age of the two new men is?
   a) 20  
b) 30  
c) 40  
d) 50  

Q.11 The average age of 36 students in a group is 14 years. When teacher's age is included to it, the average increased by one. What is the teacher's age in years?
   a) 35 years  
b) 45 years  
c) 51 years  
d) 54 years
Q.12 If two times of the daughter’s age in years is included to the mother’s age, the total is 70 and if two times of the mother’s age is included to the daughter’s age, the total is 95. The Mother’s age is.
   a) 30 b) 38 c) 40 d) 41

Q.13 A number consists of 3 digits whose sum is 10. The middle digit is equal to the sum of the other two and the number will be increased by 99 if its digits are reversed. The number is:
   a) 253 b) 263 c) 273 d) 283

Q.14 A sum was put at simple interest at a certain rate for 3 years. Had it been put at 2% higher rate, it would have fetched ₹360 more. Find the sum.
   a) ₹4000 b) ₹9000 c) ₹5000 d) ₹6000

Q.15 The compound interest on rs.30000 at 7% per annum is ₹4347. The period is?
   a) 2 years b) 2.5 years c) 3 years d) 4 years

Q.16 A vessel is filled with liquid, 3 parts of which are water and 5 parts of syrup. How much of the mixture must be drawn off and replaced with water so that the mixture may be in ½ water and ½ syrup?
   a) 1/3 b) 1/4 c) 1/5 d) 1/7

Q.17 How many kilograms of sugar costing ₹9 per kg must be mixed with 27 kg of sugar costing ₹7 per Kg so that there may be a gain of 10 % by selling the mixture at ₹9.24 per Kg?
   a) 36 Kg b) 42 Kg c) 54 Kg d) 63 Kg

Q.18 There is a dishonest shopkeeper whose claim is that he sells a certain product at a cost of ₹23/kg, which actually costs him ₹25/kg. The shopkeeper says that he is taking the loss to let his customers get a better deal. When examined thoroughly, a policeman finds that the shopkeeper is actually using an 800 gms weight in place of a 1 kg weight. Does he gain or lose? If so, how much?
   a) 32.5% b) 43% c) 46.6% d) 53.2%

Q.19 Of the 1000 inhabitants of a town, 60% are males of whom 120% are literate. If, of all the inhabitants, 25% are literate, then what percent of the females of the town are literate?
   a) 32.5% b) 43% c) 46.6% d) 53.2%

Q.20 Proportion of Yuvaraj’s age to Ganguly’s age is 4:3. Yuvaraj will be 26 years old after 6 years. What is the age of Ganguly now?
   a) 17 years b) 15 years c) 19 years d) 12 years

Q.21 A sum of ₹1550 was lent partly at 8% p.A) simple interest. The total interest received after 3 years was ₹300. The ratio of the money lent at 5% to that lent at 8% is:
   a) 5:8 b) 6:7 c) 16:15 d) 17:18
Q.22 Find out from amongst the four alternatives as to how the pattern would appear when the transparent sheet is folded at the dotted line.

![Pattern Options]

a) 1  
b) 2  
c) 3  
d) 4

Q.23 Which one will replace the question mark?

![Options]

a) 8  
b) 14  
c) 1  
d) 6

Q.24 Which one will replace the question mark?

![Options]

a) 142  
b) 127  
c) 198  
d) 158

**Directions (Q.25 to Q.27):** In the following figure small squares represents the persons who know English, triangle to those who know Marathi, big square to those who know Telugu and circle to those who know Hindi. In the different regions of the figures from 1 to 12 are given.

Q.25 How many persons can speak English and Hindi both the languages only?

a) 5  
b) 8  
c) 7  
d) 18

Q.26 How many persons can speak Marathi and Telugu both?

a) 10  
b) 11  
c) 13  
d) None of these

Q.27 How many persons can speak only English?

a) 9  
b) 12  
c) 7  
d) 19

Q.28 From the four positions of a dice given below, find the colour which is opposite to yellow?

![Colour Options]
Directions (Q.29 to Q.30) : All the faces of a cube are painted with blue colour. Then it is cut into 125 small equal cubes.

Q.29 How many small cubes will be formed having only one face coloured?
   a) 54  b) 8  
   c) 16  d) 24

Q.30 How many small cubes will be formed having no face coloured?
   a) 27  b) 8  
   c) 16  d) 24

Directions (Q.31 to Q.3) : In each of the following questions, find out which part of the sentence has an error:

Q.31 a) Harish likes to play cricket
   b) and riding bicycle
   c) besides playing video games.
   d) No error

Q.32 a) Remember that you are part of the team and
   b) your success depends on the support
   c) you are able to give and get from your team.
   d) No error

Q.33 a) The teacher promised
   b) That she would explain it
   c) If they come before school the following day.
   d) No error

Q.34 a) My brother asked me
   b) If I can lend him my
   c) Blue shirt for a day
   d) No error

Directions (Q.35 to Q.36) : In given questions, there is a sentence with jumbled up parts. Rearrange these parts, which are labelled a, b, c and d, to produce the correct sentence. Choose the correct one.

Q.35 a) She wondered if
   b) work hard for a living
   c) he would ever
   d) because he was so rich.
   a) abcd   b) abdc
   c) acbd   d) bcda

Q.36 a) I was certain
   b) the management meeting.
   c) be allowed to attend
   d) that subordinates would not
   a) abcd   b) abdc
Directions (Q.37 to Q.38): Choose the right option.

Q.37 Weather report: “It’s seven o’clock in America and ...... .”
   a) there is snow    b) it’s snowing
   c) it snows        d) it snowed

Q.38 What time ......
   a) the bus leaves?
   b) leaves the bus?
   c) is the bus leaving?
   d) does the bus leave?

Directions (Q.39 to Q.40) : Use the correct form of tenses from the options for questions:

Q.39 He ______ a secretary by next month
   a) Employs    b) Employed
   c) Has employed
   d) Will have employed

Q.40 He ____ never _____ since he nearly _______.
   a) Has, swum, drowned
   b) Had, swum, was drowning
   c) Was, swimming, drowned
   d) Did, swum, had drowned

Directions (Q.41 to Q.43) : Pick out the most effective word(s) from the given words to fill in the blank to make the sentence meaningfully complete. HM-403B.5

Q.41 He lives near a lovely ________ of countryside.
   a) length    b) piece
   c) section   d) stretch

Q.42 Owing to the slump in the business, the companies are forced to ______ men.
   a) throw away  b) send off
   c) put off     d) lay off

Q.43 A sanguine outlook is associated with the ________.
   a) Rationalist   b) Socialist
   c) Optimist     d) Philanthropist

Q.44 The synonym for the word “WISE” is:
   a) Momentous   b) Pragmatic
   c) Judicious   d) Delay

Q.45 The antonym for the word “PERRENIAL” is:
   a) Frequent     b) Regular
   c) Lasting      d) Rare

Directions (Q.46 to Q.50): Read the passage below and answer the questions that follow.
The sky was already full of rusting wings. But when Jean stepped into the still lusterless water, he seemed to be swimming in an indeterminate darkness until he saw the streaks of red and gold over the horizon. Then he suddenly swam back to land and climbed up the winding path to his house. After a great deal of panting he reached a little gate, pushed it open and climbed a stairway. The house above the world had its huge bay-windows through which one could see the horizon from one edge to the other. Here, no one complained of exhaustion. Everyone had his joy to conquer, every day.

Q.46 Which of the following is indicated by the description in the passage?
   a) Time before sunrise
   b) Time after sunset
   c) Clouds
   d) None of the above

Q.47 “The house above the world” in the passage means:
   a) Jean's house was very beautiful
   b) His house was on top of a hill
   c) The house was very shabby
   d) All of the above

Q.48 “Horizon” in the passage means:
   a) Perception       b) Skyline
   c) View            d) None of these

Q.49 Was Jean too tired to walk up to his house?
   a) Yes
   b) No
   c) Maybe
   d) Cannot be determined

Q.50 Jean’s exhaustion evaded after seeing the
   a) Sun       b) Clouds
   c) Sea       d) Horizon
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.** Marks are indicated against each question.

Q.1 Answer (**any four**) of the following:
   a) Explain planning in context to management.
   b) Why plant location is important to any business?
   c) How work study improves productivity of an industry?
   d) Discuss the importance of inventory control.
   e) Briefly captain the term: ‘Quality Control’.  

   **5×4**

**PART-A**

Q.2 Define the term ‘management’. Explain the various functions of management with examples.  
20

Q.3 a) Explain the various principles of a plant layout in detail.  
10
   b) Describe the various types of plant layouts.  
10

Q.4 What do you understand by method study? Explain the process of method study. Also, explain the process to arrive at standard time of any process.  
20

**PART-B**

Q.5 a) What are the objectives of inventory control?  
10
   b) Explain the stores procedure used in ‘perpetual inventory control’.  
10

Q.6 a) What do you understand by ‘industrial disputes and its causes’?  
10
   b) What do you understand by workers participation in management?  
10

Q.7 a) Explain various types of inspection procedures used in industry.  
10
   b) What do you understand by TQM? Explain its importance in detail.  
10
Q.1 Answer the questions:
   a) Discuss the importance of management in business.
   b) What do you understand by locational economics?
   c) Briefly explain the objectives of work study.
   d) Why inventory control is important in any industry?
   e) What do you understand by industrial conflicts?

   \[4 \times 5\]

**PART-A**

Q.2 Define the term ‘management’. Explain the main functions of the management process.

\[20\]

Q.3 a) Describe the different types of plant layout.
   b) What are the various factors affecting the plant layout.

\[10\]

Q.4 What do you understand by method study? Explain the process of method study and the various recording techniques.

\[20\]

**PART-B**

Q.5 a) What are the various costs associated with inventory in any industry?
   b) Explain and derive ‘Economic Order Quantity’.

\[10\]

Q.6 a) Explain the term ‘industrial relations’ in context to modern business.
   b) What do you understand by industrial disputes and the various causes?

\[10\]

Q.7 a) Explain various types of inspection procedures used in industry.
   b) What are various types of quality control techniques?

\[10\]
Q.1 Answer (any four) of the following:
   a) Discuss the nature of management.
   b) Spell out main objectives of plant layout.
   c) What are the objectives of work study?
   d) Discuss the importance of store management.
   e) What is quality control? Spell out its importance.
   f) What are the main objectives of good industrial relations?  

   5×4

PART-A

Q.2 What is meant by “Controlling” aspect of “Management”? Discuss the process of “Controlling”, with the help of a block diagram.  
   20

Q.3 Define Plant Layout. Discuss various types of plant layout with suitable diagrams.  
   20

Q.4 What is meant by work sampling”? Discuss various steps involved in the process of work sampling.  
   20

PART-B

Q.5 Discuss the economic order quantity model of materials management.  
   20

Q.6 Explain the concept of workers participation in management.  
   20

Q.7 a) What is INSPECTION? Discuss its types.  
   b) What is meant by quality circles? Discuss its procedures.  
   10
### End Semester Examination, Dec. 2018

**B. Tech. – Fifth Semester**

**CAREER SKILLS-III (HM-503A)**

**Time: 1½ hrs.**

Max Marks: **50**

No. of pages: **4**

**Note:** All questions are compulsory. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>181.</td>
<td>182.</td>
<td>183.</td>
<td>184.</td>
<td>185.</td>
<td>186.</td>
<td>187.</td>
<td>188.</td>
<td>189.</td>
<td>190.</td>
</tr>
</tbody>
</table>
Q.1 Simplify the given expression: [50 + 30 \times 2 - 40].
   a) 80  b) 60  
   c) 70  d) 90

Q.2 What comes at the place of “?” in the given equation: (?)^2 + 6^2 = 61.
   a) 5  b) 6  
   c) 4  d) 3

Q.3 4.036 divided by 0.04 gives?
   a) 1.009  b) 10.09  
   c) 100.9  d) None of these

Q.4 Two numbers are respectively 20% and 50% more than a third number. The ratio of the numbers is?
   a) 2:5  b) 3:5  
   c) 4:5  d) 6:7

Q.5 In an examination, the highest marks are 200. Vijay gets 150 marks. What is the percentage marks scored by Vijay?
   a) 75%  b) 25%  
   c) 50%  d) 40%

Q.6 What is 30% of 80?
   a) 10  b) 15  
   c) 30  d) 24

Q.7 What is the average of 10, 20 and 30?
   a) 10  b) 20  
   c) 30  d) 40

Q.8 The average age of 4 students is 10 years. What is the total sum of their ages?
   a) 10  b) 20  
   c) 30  d) 40

Q.9 What is the simple interest on ₹500 at 10% for one year?
   a) 80  b) 75  
   c) 50  d) 100

Q.10 How many numbers from 10 to 100 are exactly divisible by 9?
   a) 8  b) 11  
   c) 10  d) None of these

Q.11 What is the probability of a getting head on tossing one coin?
   a) 1  b) 0  
   c) 1/2  d) 1/4

Q.12 What is the probability of getting even numbers in throwing one dice?
   a) 1  b) 1/3  
   c) 1/2  d) 1/4

Q.13 In how many ways we can make two digit numbers by using the digits 2,3 and 5 without repetition.
   a) 3  b) 6  
   c) 4  d) 2
Q.14 Find the area of triangle (in cm²) if base is 10 cm and height is 12 cm?
   a) 120   
   b) 60   
   c) 30   
   d) None of these

Q.15 Find the area of rectangle (in m²) if length is 10m and width is 15m?
   a) 150   
   b) 70   
   c) 75   
   d) None of these

Q.16 Find the volume of cube whose side is 5cm?
   a) 25   
   b) 125   
   c) 150   
   d) None of these

Q.17 A can do a work in 10 days and B in 15 days. If they are working together, in how many days the work will be done?
   a) 4   
   b) 10   
   c) 8   
   d) 6

Q.18 20 men complete the work in 10 days. In how many 10 men can complete the same work?
   a) 5   
   b) 10   
   c) 20   
   d) None of these

Q.19 What is the unit digit of the given product: 127 × 135 × 81?
   a) 5   
   b) 7   
   c) 1   
   d) None of these

Q.20 Find the HCF of 18 and 24?
   a) 2   
   b) 3   
   c) 8   
   d) 6

Directions (Q. 21 to Q. 25): Study the diagram given below and answer each of the following questions.

Q.21 How many persons who take tea and wine but not coffee?
   a) 20   
   b) 17   
   c) 25   
   d) 15

Q.22 How many persons are there who take both tea and coffee but not wine?
   a) 22   
   b) 17   
   c) 7   
   d) 20

Q.23 How many persons take wine?
   a) 100   
   b) 82   
   c) 92   
   d) 122

Q.24 How many persons are there who takes only coffee?
   a) 90   
   b) 45   
   c) 25   
   d) 20

Q.25 How many persons take all the three?
   a) 20   
   b) 17   
   c) 25   
   d) 15
Q.26 Choose the alternative which is closely resembles the water-image of the given combination.

bridge
(1) ♈ ♊ ♉ ♈ ♊ ♉ (2) ♈ ♊ ♉ ♈ ♊ ♉
(3) ♈ ♊ ♉ ♈ ♊ ♉ (4) ♈ ♊ ♉ ♈ ♊ ♉

a) 1  b) 2
c) 3  d) 4

Q.27 Choose the alternative which is closely resembles the water-image of the given combination.

N ⊘ T Q J 3
(1) ⊘ N ⊘ T Q J 3 (2) ⊘ N ⊘ T Q J 3
(3) ⊘ N ⊘ T Q J 3 (4) ⊘ N ⊘ T Q J 3

a) 1  b) 2
c) 3  d) 4

Q.28 Find out the alternative figure which contains figure (X) as its part.

(X)  (1)  (2)  (3)  (4)

a) 1  b) 2
c) 3  d) 4

Q.29 Choose a figure which would most closely resemble the unfolded form of Figure (Z).

a) 1  b) 2
c) 3  d) 4

Q.30 Find out which of the figures (1), (2), (3) and (4) can be formed from the pieces given in figure (X).

a) 1  b) 2
c) 3  d) 4

Q.31 Cover letter should NOT include:

a) Past professional background.
b) Suitability to the job.
c) Application purpose.
d) Family backgrounds.
Q.32 The answer to the question “How long would you expect to work for us if hired?” Would be:
   a) Till 5 o clock
   b) Till I get foreign assignments.
   c) Till I get good salary.
   d) Till I feel challenged professionally.

Q.33 The true purpose of an Interview is to:
   a) To get a job
   b) Take the experience of sitting in an interview.
   c) To know the kind of jobs available in the market.
   d) To see if your skills matches with job requirement

Q.34 The pre requisite of a group Discussion includes:
   a) Being Shy/ Isolated in GD
   b) Interrupting another participant before he finishes
   c) Analyzing the topic logically
   d) Changing Opinions

Q.35 If the name (Ravi Srivastava) is provided, which is the correct salutation?
   a) Dear Mr. Ravi
   b) Dear Mr. Srivastava
   c) Dear Mr. Ravi Srivastava
   d) None of the above

Q.36 “Good Posture” in interview would mean
   a) Lean and Forward
   b) Slouch and Hunch
   c) Straight and upright
   d) Slide and Comfortable.

Q.37 A “good impression” would mean
   a) Good verbals and Non verbals.
   b) Good academic records.
   c) Good sport records.
   d) Good extracurricular records.

Q.38 What should you NOT do in an interview?
   a) Maintain eye contact with all panellists
   b) Sit smartly
   c) Constantly grin and laugh
   d) Dress neatly

Q.39 Some of the stress busters include
   a) Meditation
   b) Taking a warm bath
   c) Time management
   d) All of the above

Q.40 Which one of the following quadrant should be minimized i.e. minimum time should be spent on which quadrant?
   a) Quadrant of Quality (important+ not urgent)
   b) Quadrant of Waste (not important+ not urgent)
c) Quadrant of Delegation (not important+ urgent)
d) Quadrant of Urgency (important+ urgent)

Q.41 Which one of the following is a cause of Environmental stress?
   a) Traffic Jam
   b) Pollution
   c) Political instability
   d) All of the above

Q.42 What is a simplex model?
   a) Problem Solving model
   b) Mathematical Model
   c) Model to make things simple
   d) None of the above

Q.43 Cover letter should be adapted to:
   a) The employee interests
   b) Employer’s requirements
   c) Job Description
   d) All of the above

Q.44 What are the “Do” in group discussion out of the following?
   a) Listen to others
   b) Make original points
   c) Modulate volume
   d) All of the above

Q.45 What is true for resume?
   a) Use colorful font
   b) Mention about your family background
   c) It is in reverse chronological order (Most Recent first)
   d) Resume is more than 1 page

Q.46 Which of the following statements is TRUE w.r.t. self-introduction?
   a) Sets a tone for the rest of the interview.
   b) It helps you to highlight your skills and achievements.
   c) You have about 60 seconds for self-introduction.
   d) All of the above

Q.47 The Simplex Process of problem solving was developed by:
   a) Daniel Goleman
   b) Min Basadur
   c) Joseph Luft
   b) Harrington Inghe

Q.48 Answer to the question “What are your long term goals”?
   a) A high standard of living
   b) To move up and succeed in a company like yours
   c) I want your job
   d) None of the above

Q.49 Which of the following is NOT true for an effective team?
   a) Everyone works together towards the main goal
   b) Everyone is concerned only about themselves
   c) Everyone is collectively accountable and responsible
d) A Team is a diverse group of people from different backgrounds

Q.50 Scheduling is a term related to
a) Problem Solving
b) Time Management
c) Delegation
d) Stress Management
Q.1 a) Discuss the nature and scope of management.
b) Discuss the significance of group layout.
c) Elaborate various functions of stores management.
d) Role of DICS in supporting entrepreneurs.
e) Define plant layout problems. 

\[5\times4\]

\textbf{PART-A}

Q.2 Define management? Explain in brief various roles of managers. \[20\]

Q.3 Discuss the advantages, disadvantages of urban, semi urban and rural location. \[20\]

Q.4 a) Explain the objectives of material management. \[10\]
   b) Elaborate ABC analysis. \[10\]

\textbf{PART-B}

Q.5 Discuss employee welfare concept, need and scope. \[20\]

Q.6 Explain the concept of entrepreneurship and define the qualities of a good entrepreneur. \[20\]

Q.7 Write short notes on:
   a) Role of SIDBI in supporting entrepreneurs.
   b) Participants in industrial relationship. \[10\times2\]
End Semester Examination, Dec. 2018
B. Tech. – Fifth 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. Marks are indicated against each question.

Q.1 a) What is the importance of functional management?
    b) What are the various factors influencing layout?
    c) What is entrepreneurial support system?
    d) Explain employee- welfare concept. 5×4

    PART-A

Q.2 Explain various functions of management. How can we plan a new organization events?
   Explain with example. 20

Q.3 What are the various steps used in finding plant location? 20

Q.4 Discuss the EOQ techniques of inventory control in detail. 20

    PART-B

Q.5 Explain workers participation in management. Explain its need and scope. 20

Q.6 Explain terms DIC’s, SISI’s, SIDBI in detail. 20

Q.7 How can we develop a business idea? Explain any entrepreneurial story with a suitable example. 20
End Semester Examination, Dec. 2018  
B. Tech. – Fifth Semester  
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-II  
(HM-505A) 

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

Note: All questions are compulsory. Each question has **FOUR** options with **ONE** correct answer. Select the correct answer. All questions are of **ONE** mark each. There is no **NEGATIVE** marking. Mention the correct option for each question in the blank answer key given herein below. Calculator is not permitted.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>231.</td>
<td>232.</td>
<td>233.</td>
<td>234.</td>
<td>235.</td>
<td>236.</td>
<td>237.</td>
<td>238.</td>
<td>239.</td>
<td>240.</td>
</tr>
<tr>
<td>241.</td>
<td>242.</td>
<td>243.</td>
<td>244.</td>
<td>245.</td>
<td>246.</td>
<td>247.</td>
<td>248.</td>
<td>249.</td>
<td>250.</td>
</tr>
</tbody>
</table>
Q.1 A thief running at 8 km/hour is chased by a policeman whose speed is 10 km/hour. If the thief is 100 meters ahead of the policeman, then the time required for the policeman to catch the thief will be:
a) 2 min.  b) 6 min.  c) 10 min.  d) 3 min.

Q.2 If a train runs at 40 km/hr, it reaches its destination late by 11 min. but if it runs at 50 km/hr it is late by 5 min. only. The correct time for the train to complete its journey is:
a) 13 min.  b) 15 min.  c) 19 min.  d) 21 min.

Q.3 A car travels the first one-third of a certain distance with a speed of 10 km/hr, the next one-third distance with a speed of 20 km/hr and the last one-third distance with a speed of 60 km/hr. The average speed of the car for the whole journey is:
a) 18 km/hr  b) 24 km/hr  c) 30 km/hr  d) 36 km/hr

Q.4 A train T1 starts from Ahmedabad to Mumbai at 7 a.m. and reaches at 12 noon. A second train T2 starts at 7 a.m. from Mumbai reaches Ahmedabad at 1 p.m. When did the two trains cross each other?
a) 10:13 am  b) 10:00 am  c) 9:43 am  d) 9:35 a.m.

Q.5 A steamer goes downstream from one port to another in 4 h. It covers the same distance upstream in 5 h. If the speed of the stream is 2 km/h, find the distance between the two ports?
a) 50 km  b) 60 km  c) 70 km  d) 80 km

Q.6 In a km race, A beats B by 100 m and B beats C by 150 m. In the same race, by how many metres does A beat C?
a) 250 m  b) 240 m  c) 225 m  d) 235 m

Q.7 Three persons A, B and C are running on a circular track of length of 1000 m with a speed of 10 m/s, 15 m/s and 20 m/s respectively. If they start simultaneously from point P in the same direction, after how much time will they meet for the first time?
a) 100 s  b) 40 s  c) 66.66 s  d) 200 s

Q.8 What least value should be assigned to * so that the number 63576*2 is divisible by 8?
a) 2  b) 1  c) 4  d) 3

Q.9 What is the highest power of 6 in 100!?
a) 33  b) 16  c) 17  d) 48

Q.10 A number when divided by 54 leaves a remainder of 31. Find the remainder when the same number is divided by 27?
a) 4  b) 23  c) 15  d) 1

Q.11 Find the remainder if 3040 is divided by 17.
a) 1  b) 2  c) 16  d) 15
Q.12 4a56 is divisible by 33. What is the value of 'a'?
   a) 3  b) 4  c) 5  d) 6

Q.13 What is the highest power of 5 that divides 90 \times 80 \times 70 \times 60 \times 50 \times 40 \times 30 \times 20 \times 10?
   a) 15  b) 12  c) 9  d) 10

Q.14 How many factors of 144 are even and how many are odd?
   a) 12, 3  b) 6, 6  c) 3, 12  d) 9, 6

Q.15 If PQ = 72, where P & Q are positive integers. Then, which of the following cannot be the value of P + Q?
   a) 16  b) 17  c) 18  d) 22

Q.16 If the LCM of two numbers is 576 and one of the two numbers is 36, what can be the smallest value of the second number?
   a) 36  b) 48  c) 64  d) None of these

Q.17 Three sets of English, Mathematics and Science Books containing 336, 240 and 96 books respectively have to be stacked in such a way that all the books are stored subject-wise and the height of each stack is the same. Total number of stacks will be:
   a) 14  b) 21  c) 22  d) 48

Directions Q. 18-20: A question and two statements are given. Give answer as -
A) If statement I alone is sufficient, while statement II is not sufficient.
B) If statement II alone is sufficient, while statement I is not sufficient.
C) If either statement I alone or in statement II alone is sufficient.
D) If both statements I and II together are necessary.

Q.18 Vinod’s and Javed’s salaries are in the proportion of 4 : 3 respectively. What is Vinod's salary?
   Statements:
   1. Javed’s salary is 75% that of Vinod’s salary.
   2. Javed's salary is ₹4500.

Q.19 How many New Year’s greeting cards were sold this year in your shop?
   Statements:
   1. Last year 2935 cards were sold.
   2. The number of cards sold this year was 1.2 times that of last year.

Q.20 What is the rank of P from the bottom in a class of 30 students?
   Statements:
   1. M is third from the top and there are five students between M and P.
   2. The rank of K is fourth from the bottom and there are 17 students between K and P.
Directions Q. 21 to 27: The pie chart below shows percentage of 4800 students of 7 different schools in 10th class. The table below shows ratio of boys and girls among these students.

<table>
<thead>
<tr>
<th>School</th>
<th>Boys : Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>7:9</td>
</tr>
<tr>
<td>B</td>
<td>5:4</td>
</tr>
<tr>
<td>C</td>
<td>5:7</td>
</tr>
<tr>
<td>D</td>
<td>6:5</td>
</tr>
<tr>
<td>E</td>
<td>3:5</td>
</tr>
<tr>
<td>F</td>
<td>7:4</td>
</tr>
<tr>
<td>G</td>
<td>7:5</td>
</tr>
</tbody>
</table>

Q.21 What is the ratio of boys in school F to girls in school E?
   a) 3 : 4  
   b) 5 : 7  
   c) 4 : 7  
   d) 7 : 5

Q.22 What is the ratio of girls in school D to boys in school C?
   a) 1 : 1  
   b) 5 : 7  
   c) 3 : 2  
   d) 7 : 5

Q.23 Which two schools have same number of boys?
   a) A and B  
   b) B and C  
   c) A and C  
   d) F and G

Q.24 What is the percentage of total number of students studying in school B as compared to the total number of students studying in school E?
   a) 150%  
   b) 200/3%  
   c) 100/3%  
   d) 120%

Q.25 What is the ratio of number of girls studying in school D and E?
   a) 1 : 4  
   b) 1 : 2  
   c) 2 : 1  
   d) 4 : 1

Q.26 Boys studying in school E are what percent of total number of students of all schools?
   a) 8%  
   b) 5%  
   c) 3%  
   d) 6%

Q.27 What is the difference in total number of students of school A and E?
   a) 360  
   b) 560  
   c) 520  
   d) 480

Q.28 Find the position of 62 in the following series 2, 5, 8, ....?
   a) 26  
   b) 21  
   c) 23  
   d) 20

Q.29 Find the sum of the first 12 odd numbers.
   a) 280  
   b) 180  
   c) 320  
   d) 144

Q.30 The value of log28 is
   a) 2  
   b) 3  
   c) 4  
   d) 1/2

Q.31 The first step of problem solving process is:
a) Evaluating & selecting alternatives  
b) Generating alternatives  
c) Defining the problem  
d) Implementing solutions

Q.32 Spending time on Social Networking sites comes under which of the following quadrant of Time Management Matrix?  
a) Urgent/ Important  
b) Urgent/ Not Important  
c) Not Urgent/ Not Important  
d) Not Urgent/ Important

Q.33 “If you are early, you are on time. If you are on time, you are late”, it means:  
a) Reach the venue exactly on time  
b) Reach the venue before the Interview 15 minutes before the Interview  
c) Reach the venue 1 hour before the interview  
d) It’s ok to be late at times.

Q.34 Cover letter should not include:  
a) Past professional background  
b) Suitability to the job  
c) Application purpose  
d) Family backgrounds

Q.35 Resume should not contain:  
a) Projects and Extracurricular activities  
b) Long Paragraphs  
c) Achievements  
d) Work Experience and Internships

Q.36 Which one of the following is true for resume  
a) You can use different fonts and font colours  
b) Resume can be of more than 1 page  
c) Should contain your family background  
d) None of the above

Q.37 Which of the following is NOT true for Self-Introduction during interviews?  
a) It should be for about 60 seconds  
b) It should include your general interests, achievements and skill set  
c) It should include your weaknesses  
d) It should include your academic background and experience

Q.38 Which of the following questions can be asked if you are asked “Do you have any questions at the end of an interview by the interviewer?  
a) Ask about interviewer’s salary  
b) What are the growth prospects in the company  
c) Do you offer free lunch?  
d) How many holidays I can take in a month?

Q.39 Which of the following is not an element of emotional intelligence?  
a) Sympathy
b) Self-awareness  
c) Self-regulation  
d) Social Skills

Q.40 The answer to the question “Why should we hire you?” should be:
   a) I am the best at everything.
   b) I am the best option you have
   c) Highlight your skills and relate them to the job
   d) Explain how desperately you want the money

Q.41 Which of the following is NOT a stress management technique?
   a) Meditation
   b) Physical exercise
   c) Substance Abuse (Smoking, Drinking etc)
   d) Time Management and Goal Setting

Q.42 Which of the following is NOT a good time management habit?
   a) Sleeping as less as possible
   b) Scheduling according to priorities
   c) Setting goals
   d) Making a to-do list

Q.43 What should you do if you did not understand the question that the interviewer asked?
   a) Guess the answer
   b) Politely request him to repeat
   c) Smile and ignore the question
   d) None of the above

Q.44 Group discussions are conducted to test the following
   a) Knowledge
   b) Confidence
   c) Leadership Skills
   d) All of the above

Q.45 Negative behaviour in a team means:
   a) Not listening to the team members
   b) Back biting and politics
   c) Withdrawing and not co-operating
   d) All of the above

Q.46 Which of the following quadrant of Stephen Covey’s Time Management Matrix is a quadrant of Waste?
   a) Important and urgent tasks
   b) Not Important and not urgent tasks
   c) Not important and urgent tasks
   d) Important and not urgent task
Q.47 Which one of the following quadrant should be given maximum time?
   a) Quadrant of Quality (important+ not urgent)
   b) Quadrant of Waste (not important + not urgent)
   c) Quadrant of Delegation (not important + urgent)
   d) Quadrant of Urgency (important+ urgent)

Q.48 What is the ratio of Pareto’s principle?
   a) 20:80    b) 80:25
   c) 25:80    d) 80:20

Q.49 What is another name of Positive stress is:
   a) Eustress    b) Postress
   c) Happy Stress d) None of these

Q.50 What are the steps of effective presentation?
   a) Plan-Prepare-Present-Practice
   b) Prepare-Practice-Present
   c) Practice-Present
   d) Plan-Prepare-Practice-Present
End Semester Examination, Dec. 2018  
B. Tech. – Fifth Semester  
FRENCH – I (HM 506)  

Time: 1½ hrs.  
Max Marks: 50  
No. of pages: 3  

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 a) Écrivez les nombres cardinaux et ordinaux en français  
(Write cardinal and ordinal numbers in French)  
Cardinaux  
| Ordinaux |
|----------|----------|
| a) 41 | ______________________ |
| b) 8 | ______________________ |
| c) 14 | ______________________ |
| d) 55 | ______________________ |
| e) 39 | ______________________ | 1×5

Q.2 Écrivez les salutations en français:  
(Write the salutations in French)  
a) Good morning _____________________________  
b) Bye-Bye _____________________________  
c) Goodnight _____________________________  
d) See you soon _____________________________  
e) Please _____________________________  
f) Have a nice journey _____________________________  
g) Madam/ Mrs. _____________________________ | 1×7

Q.3 Trouvez les questions:  
(Find out the questions)  
a) ____________________________________________  
   Je m'appelle Nick.  
b) ____________________________________________  
   J'ai vingt ans.  
c) ____________________________________________  
   Ça va bien.  
d) ____________________________________________  
   J'habite à Gurgaon.  
e) ____________________________________________  
   Je vais bien. | 1×5

Q.4 Complétez avec la conjugaison du verbe  
(Conjugate the verbs in present tense)  
a) Elle ______________________ belle. (Être)  
b) Il ______________________ deux stylos. (Avoir)
c) Elle __________________ au Canada. (Aller)

d) Je _________________ le gâteau. (Faire)

e) Nous___________________ une sœur. (Avoir)

f) Elles __________________ beaucoup. (Parler)

g) Tu __________________________ bien. (Chanter)

h) Les étudiants _________________ le professeur. (Écouter)

i) Ils _________________ à Paris. (Arriver)

j) Nous ______________________________ français. (Parler) 1×10

Q.5 Traduisez en anglais
(Translate in English)
a) Il fait beau. ___________________________________

b) Il fait du jour.  ___________________________________

c) Il fait de la nuit.  ___________________________________

d) Il fait froid. ___________________________________

e) Il fait chaud. ___________________________________

2½

Q.6 Remplissez les blancs
(Fill in the blanks)
a) _______________ est le onzième mois de l’année.

b) _______________ est le premier jour de la semaine.

c) _______________ est le cinquième jour de la semaine.

d) _______________ le sixième mois de l’année.

e) _______________ est le troisième jour de la semaine. 1×5

Q.7 Quelle heure est-il?
(What time is it?)
a) 8:30h ____________________________________________

b) 2:00h ____________________________________________

c) 23:15h ___________________________________________

d) 12:00 ____________________________________________

e) 18:45h ___________________________________________ 1×5

Q.8 Présentez-vous en 5 lignes
Ou (or)
Décrivez votre ami(e)
(Introduce yourself or describe your friend in 5 sentences)

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

142/4
Q.9  Complétez avec les articles définis
(Complete with definite articles : le, la, l’, les)
   a) ______________ père de Manuel est gentil.
   b) ______________ horloge est sur la mur.
   c) Il joue avec ______________ ballons.
   d) Elle parle avec ______________ mère.
   e) C’est ______________ robe de Maria.

Q.10  Lisez le passage et répondez aux questions suivantes
(Read the paragraph and answer the following questions)
Isabelle est allemande. Elle a les yeux bruns et les cheveux longs et noirs. Elle aime la couleur rouge. Elle est belle.
Jacques est français. Il a les cheveux (hair) courts et les yeux (eyes) verts. Il aime la musique classique. Il est beau.
Cochez la bonne réponse.
   a) Isabelle est
      i) Anglaise
      ii) Française
      iii) Allemande
   b) Jacques a les yeux
      i) Noirs
      ii) Bleus
      iii) Verts
   c) Isabelle a les cheveux
      i) Courts et bruns
      ii) Longs et rouges
      iii) Longs et noirs
Q.1 Sein oder haben? Fill in the given blanks with correct form of haben or sein.
   a) Das __________________________ gut.
   b) ______________________________ du Radiergummi?
   c) ______________________________ Sie Zeit?
   d) Wir ___________________________ in Hannover.
   e) Du ____________________________ ein neues Auto.
   f) Das Auto ______________________ kaputt (damaged).
   g) ______________________________ Sie krank (ill)?
   h) Ich ____________________________ Kopfschmerzen (headache).
   i) Ich ______________________________ keine Idee.
   j) ______________________________ du hungrig?

Q.2 Hier fehlt der bestimmte Artikel! (Write definite articles)
   a) _________________ Buch
d) _________________ Kuli
e) _________________ Schwamm
f) _________________ Orangensaft
g) _________________ Tür
h) _________________ Tasche
i) _________________ Tasse
j) _________________ Glas
k) _________________ Heft
l) _________________ Projektor
m) _________________ Brot
n) _________________ Kellner
o) _________________ Student
p) _________________ Bleistift
q) _________________ Studentin
r) _________________ Handy
s) _________________ Kuchen
t) _________________ Cola

Q.3 Ja/ Nein fragen. (Write the answers in yes or no format)

Ist das eine Tür?

Ist das eine Tafel?

Ist das eine Tasche?

Ist das ein Stuhl?

Ist das ein Fenster?

Q.5 Ergänzen Sie die Tabelle. (Complete the given table)

<table>
<thead>
<tr>
<th>Artikel</th>
<th>maskulin</th>
<th>neutral</th>
<th>feminin</th>
<th>Plural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bestimmter Artikel</td>
<td></td>
<td></td>
<td></td>
<td>die</td>
</tr>
<tr>
<td>Unbestimmter Artikel</td>
<td></td>
<td></td>
<td></td>
<td>----</td>
</tr>
<tr>
<td>Negation Artikel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.6 Übersetzen Sie. (Translate the following sentences).
<table>
<thead>
<tr>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I am a Student.</td>
<td></td>
</tr>
<tr>
<td>b) This is a laptop.</td>
<td></td>
</tr>
<tr>
<td>c) She has a bottle.</td>
<td></td>
</tr>
<tr>
<td>d) I play Football.</td>
<td></td>
</tr>
<tr>
<td>e) Tomorrow is 15th August.</td>
<td></td>
</tr>
<tr>
<td>f) This is a book.</td>
<td></td>
</tr>
<tr>
<td>g) Is this a bag?</td>
<td></td>
</tr>
<tr>
<td>h) I am learning English.</td>
<td></td>
</tr>
<tr>
<td>i) Where are you from?</td>
<td></td>
</tr>
<tr>
<td>j) What is your name?</td>
<td></td>
</tr>
</tbody>
</table>
End Semester Examination, Dec. 2018
B. Tech. – Fifth Semester
SPANISH-I (HM-508)

Time: 1½ hrs.  Max Marks: 50
No. of pages: 2

Note: Attempt ALL questions are compulsory. Marks are indicated against each question.

Q.1 Relacion. (Match the following)
e.g. a. Miércoles - x. Wednesday

| a) Miércoles | i) March |
| b) Jueves    | ii) Friday |
| c) Diciembre | iii) January |
| d) Marzo     | iv) July |
| e) Sabado    | v) Saturday |
| f) Enero     | vi) December |
| g) Viernes   | vii) Monday |
| h) Diciembre | viii) June |
| i) Lunes     | ix) Thursday |
| j) Julio     | x) Wednesday |
| k) Domingo   | xi) Sunday |

1×10

Q.2 Convierte las siguientes frases en plural. (Convert the following phrases in plural.)
e.g. Esta novela es interesante.
    Estas novelas son interesantes.

a) La botella es util

b) El lápiz es blanco.

c) La mesa es bonita.

d) La novela es aburrida.

1×4

Q.3 Completa la table con la conjugación de los verbos abrir, escuchar y comer. (Complete the table with the conjugation of abrir, escuchar and comer.)

<table>
<thead>
<tr>
<th>Abrir</th>
<th>Escuchar</th>
<th>Comer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yo escucho</td>
<td></td>
<td>Tú comes</td>
</tr>
<tr>
<td>Él/ella/usted abre</td>
<td></td>
<td>Nosotros escuchamos</td>
</tr>
<tr>
<td>Vosotros abrís</td>
<td></td>
<td>Ellos/ellas/ustedes comen</td>
</tr>
</tbody>
</table>

6

Q.4 Hace diez oraciones con el verbo ‘ser’. (Make 10 phrases with the verb ‘ser’ using adjective/nationality / profession etc..)
e.g. Tú eres simpático. - Vosotros sois simpáticos.

a) __________________________________________________

b) __________________________________________________

c) __________________________________________________
Q.5 Complète con el artículo. (Complete with article.)
e.g. Los lápices.
   a) _____________________ canción.
   b) _____________________ mesas.
   c) _____________________ botella.
   d) _____________________ facultad.
   e) _____________________ profesión.
   f) _____________________ verdad.
   g) _____________________ silla.
   h) _____________________ cuadernos.

Q.6 Mira al dibujo y responde a las preguntas. (Look at the picture and respond to the questions.)

   e.g. ¿Quién es el padre de mi prima? Mi tío.

   ¿Quiénes son los hijos de mi padre?
   ¿Quién es la hermana de mi primo?
   ¿Quién es el hermano de mi madre?
   ¿Quiénes son los padres de mi prima?
   ¿Quiénes son los padres de mi hermano?
   ¿Quiénes son los padres de mi padre?
   ¿Quién es la mujer de mi padre?
   ¿Quién es la madre de mi prima?

Q.7 Complète con la forma adecuada de los verbos:
   (Complete with the appropriate form of AR, ER and IR ending verbs)
   a) Mi Madre ____________ (escribir) alemán
   b) Yo y mi hermana ____________ (bailar) cada día.
   c) Vosotros ____________ (escuchar) la canción
   d) Juan and Maria ____________ (Comer) frutas.
End Semester Examination, Dec. 2018  
B. Tech. – Sixth Semester  
CAREER SKILLS-IV (HM-602)  

Time: 2 hrs                       Max Marks: 50

No. of pages: 4

Note: The paper consists of FIFTY multiple choice questions; Each question has FOUR options with ONE correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking. Mention the correct options for each question in the answer key. (Answers marked outside the answer key will not be evaluated.) Calculator is not allowed.

<p>| | | | | | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>261.</td>
<td>262.</td>
<td>263.</td>
<td>264.</td>
<td>265.</td>
<td>266.</td>
<td>267.</td>
<td>268.</td>
<td>269.</td>
<td>270.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>291.</td>
<td>292.</td>
<td>293.</td>
<td>294.</td>
<td>295.</td>
<td>296.</td>
<td>297.</td>
<td>298.</td>
<td>299.</td>
<td>300.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.1 What is a cover letter?
  a) A one page formal document sent along with the resume.
  b) A document to be submitted during the interview
  c) Both the above
  d) None of the above.

Q.2 Writing the subject in a formal cover/business letter helps the receiver in?
  a) Sorting the mails
  b) Knowing the writer’s purpose
  c) It does not serve any purpose
  d) A & B above

Q.3 The points on which we should research about the prospective employer are:
  a) Company reputation
  b) Work culture
  c) Scope of self-development
  d) All of the above

Q.4 The best way of preparing for the “Tell me about yourself question” is:
  a) Preparing your script
  b) Memorizing what you have prepared
  c) Practice, practice and practice some more
  d) All of the above

Q.5 The dress code for making a perfectly groomed look for an interview will include:
  a) Take care of the body odor
  b) Display of tattoos as it makes us look ultra-modern
  c) The arms of the shirt should be folded if the weather is hot
  d) None of the above

Q.6 The answer to the question “Why should we hire you?” should be:
  a) I am the best and would do the job at my best.
  b) I am the best among the people you have just met.
  c) All my teacher and friends like me.
  d) It will give me a platform to showcase my skills.

Q.7 The answer to the question “How long would you expect to work for us if hired?” Would be:
  a) Till 5 o clock
  b) Till I keep getting foreign assignments
  c) Till I keep getting good salary.
  d) Till I feel challenged professionally

Q.8 Researching the organization is important because:
  a) To increase your general Knowledge
  b) To know what all company is doing
  c) To match your knowledge with the company profile
  d) To plan your career path with the company

Q.9 The question “Tell me something about yourself” is to check:
  a) How well you speak about yourself.
  b) The information in your CV is true or not.
  c) Your confidence about yourself and your skill sets
  d) How well versed you are about talking in English

Q.10 The true purpose of an Interview is to:
  a) To get a job
  b) Take the experience of sitting in an interview.
  c) To know the kind of jobs available in the market.
  d) To see if your skills matches with the company’s needs.

Q.11 Group discussions are conducted to test the following:
  a) Knowledge
  b) Communication
  c) Leadership
  d) All of the above

Q.12 Chronology of events in a CV is:
  a) First to Current
  b) Current to First
  c) Both
  d) None
Q.13 Which of the following is okay to do at an interview?
a) Ask the employer questions.
b) Answer your cell phone
c) Be a few minutes late
d) None of the Above

Q.14 Your interviewer asks you what you think about your previous boss. You didn’t get along with your previous boss. You answer?
a) “He was a good leader and really kept the team focused and on-task.”
b) “We didn’t exactly get along because he made a lot of impossible demands and was constantly on the phone.”
c) “He was alright, but we weren’t that close.”
d) None of the Above

Q.15 What’s the most important thing which an employer wants to find out about you in a job interview?
a) Your best fitment for the role and the organizational culture
b) Your educational institutions
c) Your family background
d) Your extra-curricular activities

Q.16 Cover letter should not include:
a) Past professional background
b) Suitability to the job
c) Application purpose
d) Family backgrounds

Q.17 Resume should not contain:
a) Work Experience & Internships
b) Strengths & Weaknesses
c) Achievements
d) None of the above

Q.18 Which of the following cannot be checked through a GD?
a) Analytical skills
b) Family Background
c) Social skills
d) Communication skills

Q.19 The preparation for a personal interview does NOT include:
a) Being up to date with your CV
b) Anticipating questions from the CV and identifying relevant answers/examples
c) Buying new fancy clothes for the interview
d) Researching about the organization and the job applied

Q.20 “Tell me something about yourself” should be answered with
a) Telling about your strengths only
b) Talking about your areas of improvement
c) Talking briefly about your family, education, industrial training, co-curricular activities, and work experience
d) None of the above

Q.21 The percentage increase in the area of a rectangle, if each of its sides is increased by 20% is:
a) 32%  
b) 34%
c) 42%  
d) 44%

Q.22 The area of a rectangle is 460 square meters. If the length is 15% more than the breadth, what is the breadth of the rectangular field?
a) 18 meter  
b) 20 meter
c) 22 meter  
d) 25 meter

Q.23 If $1000 is divided among the three people in the ratio 2:3:5, find the share of each?
a) $ 500,450,600  
b) $ 200,300,500
c) $ 550,650,700  
d) $ 450,600,800

Q.24 The average of runs of a cricket player of 10 innings was 32. How many runes must be made in his next innings so as to increase his average of runs by 4?
a) 70  
b) 72  
c) 74  
d) 76

Q.25 A car owner buys petrol at Rs.7.50, Rs. 8 and Rs. 8.50 per litre for three successive years. What approximately is the average cost per litre of petrol if he spends Rs. 4000 each year?
a) Rs. 7.98  
b) Rs. 8
c) Rs. 8.50  
d) Rs. 9
Q.26 Two students appeared at an examination. One of them secured 9 marks more than the other and his marks was 56% of the sum of their marks. What are the marks obtained by them?
   a) 42, 33  b) 44, 36  c) 42, 36  d) 43, 36

Q.27 When a number is first increased by 10% and then reduced by 10%, the number is:
   a) No change  b) Decreases by 1%  c) Increases by 1%  d) None of these

Q.28 The average age of three boys is 25 years and their ages are in the proportion 3: 5: 7. The age of the youngest boy?
   a) 21  b) 18  c) 15  d) 9

Q.29 By selling 45 lemons for Rs 40, a man loses 20 %. How many should he sell for Rs 24 to gain 20 % in the transaction?
   a) 16  b) 18  c) 20  d) 22

Q.30 Find the ratio of 2 hours and 115 minutes?
   a) 20:22  b) 24:23  c) 19:18  d) 25:27

Q.31 If the manufacturer gains 10 %, the wholesale dealer 15 % and the retailer 25 %, then find the cost of production of a table if the retail price was Rs 1265?
   a) 750  b) 800  c) 850  d) 900

Q.32 If the cost price is 25% of selling price. Then what is the profit percent?
   a) 150%  b) 200%  c) 300%  d) 350%

Q.33 Average of 10 numbers is zero. At most how many numbers may be greater than zero?
   a) 0  b) 1  c) 5  d) 9

Q.34 Average of five numbers is 27. If one number is excluded the average becomes 25. The excluded number is:
   a) 35  b) 45  c) 55  d) 65

Q.35 What percentage of numbers from 1 to 70 have 1 or 9 in the unit's digit?
   a) 21  b) 20  c) 18  d) 17

Q.36 A monkey starts climbing up a tree 20ft. tall. Each hour, it hops 3ft. and slips back 2ft. How much time would it take the monkey to reach the top?
   a) 21  b) 12  c) 18  d) 15

Q.37 If a merchant makes a profit of 20% after giving a 20% discount, what should be his mark-up?
   a) 20%  b) 40%  c) 50%  d) 60%

Q.38 What is the value of 37.5% of 488?
   a) 190  b) 183  c) 170  d) 173

Q.39 If 80% of A = 50% of B and B = x% of A, then the value of X is:
   a) 400  b) 300  c) 160  d) 150

Q.40 For a sphere of radius 10 cm, the numerical value of surface area is what percent of the numerical value of its volume?
   a) 10%  b) 30%  c) 40%  d) 20%

Q.41 A: B: C is in the ratio of 3: 2: 5. Then how much money will C get out of Rs 500.
   a) Rs 200  b) Rs 250  c) Rs 300  d) Rs 350

Q.42 Two numbers are in ratio 4: 5 respectively, if each number is reduced by 25, then the ratio becomes 3:4. Find the 2nd number?
   a) 120  b) 125  c) 130  d) 135

Q.43 Raja and Govind together can finish a job in 8 days. Raja can do the same job on his own in 12 days. How long will Govind take to do the job by himself?
   a) 16 days  b) 20 days  c) 24 days  d) 30 days
Q.44 What is the difference between the place values of 2 in the numeral 7229? 
a) 20  b) 200  c) 180  d) 18

Q.45 From a pack of 52 cards, two cards are drawn together, what is the probability that both the cards are kings. 
a) 2/121  b) 2/221  c) 1/221  d) 1/13

Q.46 Bag contain 10 back and 20 white balls, one ball is drawn at random. What is the probability that ball is white? 
a) 1  b) 2/3  c) 1/3  d) 4/3

Q.47 A person crosses a 600 m long street in 5 mints. What is his speed in km/hr: 
a) 3.6  b) 7.2  c) 8.4  d) 10

Q.48 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.49 If by selling an article for RS.100, a man gains Rs.15 then his gain percent is: 
a) 16 11/17%  b) 17 11/16%  c) 17 11/17%  d) 18 11/18%

Q.50 A fruit seller had some apples. He sells 40% apples and still has 420 apples. Originally, he had? 
a) 300  b) 700  c) 500  d) 400
End Semester Examination, Dec. 2018  
B. Tech. – Sixth Semester  
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-III  
(HM-603A)

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

Note: The paper consists of FIFTY multiple 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. Mention the correct option for each question in the blank answer key given herein below. (Answer sheets with empty answer keys despite the correct options being ticked, will not be evaluated)

<table>
<thead>
<tr>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
<th>6.</th>
<th>7.</th>
<th>8.</th>
<th>9.</th>
<th>10.</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.</td>
<td>22.</td>
<td>23.</td>
<td>24.</td>
<td>25.</td>
<td>26.</td>
<td>27.</td>
<td>28.</td>
<td>29.</td>
<td>30.</td>
</tr>
<tr>
<td>31.</td>
<td>32.</td>
<td>33.</td>
<td>34.</td>
<td>35.</td>
<td>36.</td>
<td>37.</td>
<td>38.</td>
<td>39.</td>
<td>40.</td>
</tr>
<tr>
<td>41.</td>
<td>42.</td>
<td>43.</td>
<td>44.</td>
<td>45.</td>
<td>46.</td>
<td>47.</td>
<td>48.</td>
<td>49.</td>
<td>50.</td>
</tr>
</tbody>
</table>
Q.1 The area of in-circle of an equilateral triangle of side 42 cm is?
   a) 462cm²  b) 452cm²  c) 442cm²  d) 432cm²

Q.2 The wheel of a motorcycle, 70 cm in diameter makes 40 revolutions in every 10 seconds. What is the speed of the motorcycle in km/hr?
   a) 30.68 km/hr  b) 31.68 km/hr  c) 32.68 km/hr  d) 33.68 km/hr

Q.3 A circular well with a diameter of 2 meters, is dug to a depth of 14 meters. What is the volume of the earth dug out?
   a) 40m³  b) 42m³  c) 44m³  d) 46m³

Q.4 If a right circular cone of height 24 cm has a volume of 1232 cm³ cube, then the area of its curved surface is?
   a) 450cm²  b) 550cm²  c) 650cm²  d) 750cm²

Q.5 The volume of the largest right circular cone that can be cut out of a cube of edge 7 cm is?
   a) 79.8cm³  b) 79.4cm³  c) 89.8cm³  d) 89.4cm³

Q.6 A metallic sheet is of rectangular shape with dimensions 48 m x 36 m. From each of its corners, a square is cut off so as to make an open box. If the length of the square is 8 m, the volume of the box is?
   a) 4120 m³  b) 4140 m³  c) 5140 m³  d) 5120 m³

Q.7 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) P  b) X  c) S  d) Z

Q.8 Pointing to a photograph, a woman says, "This man's son's sister is my mother-in-law." How is the woman's husband related to the man in the photograph?
   a) Grandson  b) Son  c) Son in law  d) Cousin

Q.9 Statements:
   All the windows are doors.
   No door is a wall.

Conclusions:
1. Some windows are walls.
2. No wall is a door.
   a) Only (1) conclusion follows
   b) Only (2) conclusion follows
   c) Either (1) or (2) follows
   d) Neither (1) nor (2) follows

Q.10 In a certain code language 'how many goals scored' is written as '5397'; 'many more matches' is written as '982'; and 'he scored five' is written as '163'. How is 'goals' written in that code language?
   a) 5
Directions (11-15): Study the following graph carefully to answer these questions.

Q.11 For state B the per cent rise in population from the previous year was the highest in which of the following years?
   a) 2008  
   b) 2006  
   c) 2005  
   d) 2004

Q.12 What was the average population of state B (in millions) for all the years together?
   a) 38.5  
   b) 28.5  
   c) 35   
   d) 37.5

Q.13 What is the per cent rise in population of state A in 2007 from the previous year?
   a) 25 2/5  
   b) 33 1/3  
   c) 33 4/5  
   d) 25 1/3

Q.14 What is the ratio between the total population of state A and that of state B respectively for all the years together?
   a) 37: 45  
   b) 37: 43  
   c) 43: 37  
   d) 45: 37

Q.15 The population of state A in 2005 is what percent of its total population for all the years together for the same state?
   a) 17 8/13  
   b) 16 5/33  
   c) 16 8/37  
   d) 17

Q.16 One side of rectangular field is 15 meter and one of its diagonals is 17 meter. Then find the area of the field?
   a) 120m^2  
   b) 130m^2  
   c) 140m^2  
   d) 150m^2

Q.17 The percentage increase in the area of a rectangle, if each of its sides is increased by 156/4
   b) 7  
   c) 3  
   d) Data is not sufficient
20% is:
   a) 32%  b) 34%
   c) 42%  d) 44%

Q.18 The ratio between the length and the breadth of a rectangular park is 3: 2. If a man cycling along the boundary of the park at the speed of 12 km/hr completes one round in 8 minutes, then the area of the park (in sq. m) is:
   a) 152600m²  b) 153500m²
   c) 153600m²  d) 153800m²

Q.19 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.20 The area of a rectangle is 460 square metres. If the length is 15% more than the breadth, what is the breadth of the rectangular field?
   a) 18 meter  b) 20 meter
   c) 22 meter  d) 25 meter

Q.21 If the ratio of the areas of two squares is 225:256, then the ratio of their perimeters is:
   a) 15:12  b) 15:14
   c) 15:16  d) 15:22

Q.22 In a throw of coin what is the probability of getting head?
   a) 1  b) 2
   c) ½  d) 0

Q.23 In a throw of coin what is the probability of getting tails?
   a) 1  b) 2
   c) 1/2  d) 0

Q.24 Two unbiased coins are tossed. What is probability of getting at most one tail?
   a) 1/2  b) 1/3
   c) 3/2  d) 3/4

Q.25 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.26 How many different words can be formed using letters of word” EQUATION”?
   a) 403  b) 40320
   c) 4032  d) None of these

Q.27 How many different words can be formed using letters of word” ENGINEERING”?
   a) 2772  b) 270000
   c) 277200  d) None of these

Q.28 From a pack of 52 cards, two cards are drawn together, what is the probability that both the cards are kings?
   a) 2/121  b) 2/221
   c) 1/221  d) 1/13

Q.29 The length of a rectangular plot is thrice its breadth. If the area of the rectangular plot is 867 sq m, then what is the breadth of the rectangular plot?
   a) 17 m  b) 15 m
   c) 20 m  d) 16 m
Q.30 If the sides of a triangle are 26 cm, 24 cm and 10 cm, what is its area?
   a) 120 square cm
   b) 150 square cm
   c) 180 square cm
   d) 200 square cm

Q.31 The elements of “Back Matter” in a report could be:
   a) References, Glossary, Bibliography, Appendices
   b) Summary, References, Introduction, Bibliography
   c) Introduction, Methodology, Conclusions
   d) Cover page, Table of contents, acknowledgement

Q.32 The type of reading used to gain mastery over pronunciation, phrasing, pausing, intonation etc. is called:
   a) Proof reading
   b) Skimming
   c) Fluency reading
   d) Speed Reading

Q.33 Complete the analogy:
   Tree : Walnut :: Bee : _____________
   a) Hive
   b) Nectar
   c) Queen
   d) Honey

Q.34 Select the correct answer from the options below: Each of the suspected men ______ arrested.
   a) Was
   b) Were
   c) Both of these
   d) None of these

Q.35 Carefully reading a text to find out errors is called:
   a) Reading
   b) Editing
   c) Proof reading
   d) None of these

Q.36 Spot the error in the following sentence:
   a) It is arrogant for
   b) you to assume
   c) that you will
   d) win every time

Q.37 The correct meaning of the idiom “To turn the tables” is:
   a) to welcome
   b) to give warning
   c) to reverse the situation
   d) to take revenge

Q.38 Complete the analogy: Ornithologist: Bird :: Anthropologist: __________
   a) Environment
   b) Mankind
   c) Animals
   d) Plants

Q.39 The ANTONYM of “DEXTROUS” is:
   a) Able
   b) active
   c) expert
   d) Inexpert

Q.40 The SYNONYM of “MELANCHOLY” is:
   a) Excited
   b) Happy
   c) Unhappy
   d) Joyous

Q.41 We are delighted that you will be working with us, welcome ______.
   a) in
   b) aboard
Q.42 Can I come and sit ______ you?
   a) around  b) next  
   c) beside  d) All of the above

Q.43 They have achieved so much ______ the difficulties they have had to overcome.
   a) regarding  b) against  
   c) considering  d) All of the above

Q.44 The cottage is nestled ______ woodland on one side and pasture land on the other.
   a) between  b) in  
   c) behind  d) All of the above

Q.45 I would like to ______ a reservation for next Wednesday.
   a) seek  b) keep  
   c) make  d) book

Directions (Q46 – Q50) Read the passage below and answer the questions that follow:

A little girl was learning a history lesson with her governess. All the morning she had been reading it over and hearing it explained by her governess, but no good came of either the reading or the teaching. The governess went over the lesson several times, explained the meaning, and for the last time, asked her pupil to read it over. After due time had been given, the girl was examined as to her knowledge of the lesson; but not a single answer could she give correctly. The governess lost patience with her, and threatened to punish her unless she could state where a certain treaty was signed.

Q.46 According to the passage, the little girl read the lesson and heard it all the morning because:
   a) The girl did not like her governess  
   b) The governess could not explain it long enough  
   c) The girl could not understand it  
   d) The girl read the lesson only once

Q.47 With reference to the passage, consider the following statements:
   1. The governess taught the same lesson several times.
   2. The governess wanted to complete her teaching work quickly. Which of the statements given above is/are correct?
   a) 1 only  b) 2 only  
   c) Both 1 & 2  d) Neither 1 nor 2

Q.48 After reading of the whole passage, which of the following impressions do you think is correct about the inability of the girl to answer questions correctly?
   a) The dullness of the girl  
   b) The incompetence of the governess  
   c) The governess felt that the girl cannot be taught  
   d) Lack of time

Q.49 Which of the following correctly expresses the meaning of “lost patience with her”?
   a) The inability of the governess to endure girl's failure  
   b) The governess lost the enthusiasm to teach the girl  
   c) The governess felt that the girl cannot be taught  
   d) The governess felt that she was not good enough

Q.50 The purpose of the author of the passage is:
   a) To inform us about a perplexing tale that does not make sense  
   b) To narrate a situation that could have a reason not mentioned in the passage  
   c) Both A and B  
   d) Neither A nor B
Q.1 Lisez la passage:-
Isabelle est allemande. Elle a des yeux bruns et les cheveux longs et noirs. Elle aime la couleur rouge. Elle est belle.
Jacques est français. Il a des cheveux (hair) courts et les yeux (ejes) verts. Il aime la musique classique. Il est beau.
a) Répondez par une phrase complète:
(Respond the questions)
i) Comment s’appellent les amis de Dominique?
ii) De quelle couleur sont les cheveux d’Isabelle?

b) Couchez la bonne réponse:
(Pick the right answer)
i) Isabelle est:
• Anglaise
• Française
• Allemande

ii) Jacques a des yeux:
• Noirs
• Bleus
• Verts

iii) Isabelle a des cheveux:
• Courts et bruns
• Longs et rouges
• Longs et noirs

Q.2 Mettez au pluriel:
(Make these sentences into plural)
a) Il donne un signal.

b) La fille prepare un gâteau.

c) C’est une femme.

d) Je choisis une glace.

e) Il invite un ami.

Q.3 Dites Vrai ou Faux:
(Tell True or False)
a) Le professeur travaille dans une banque. ________________________
b) L’architecte fait des pains. ________________________
c) Le musicien compose de la musique. ________________________
d) L’acteur travaille dans une école. ________________________
e) Le Boulanger conduit l’avion. ________________________

Q.4 Conjuguez les verbes :
(Conjugate the verbs)
a) Je _______________________ thé. (Detester)
b) Elle _______________________ une belle maison. (Avoir)
c) Nous _______________________ le dîner. (Manger)
d) Vous _______________________ dans la classe.(Être)
e) Ils _______________________ à l’école.(Aller)
f) Sonam _______________________ la chanson. (Chanter)
g) Je _______________________ mes devoirs. (Finir)

Q.5 Complétez avec les prépositions:
a) Le chien est _______________________ la table. (Under)
b) Le garage est _______________________ de la maison. (Behind)
c) La table est _______________________ des chaises. (Around)
d) Il y a un garçon _______________________ l’arbres. (On the left)
e) Les arbres sont _______________________ le jardin. (In)

Q.6 Traduisez en anglais:
(Translate in English)
a) Il fait beau: _______________________________________________________
b) Il neige: _______________________________________________________
c) Il fait froid: _____________________________________________________
d) Il fait du vent: ___________________________________________________
e) Il fait du soleil: ___________________________________________________
f) Il fait frais: ______________________________________________________
g) Il pleut: _______________________________________________________
h) Il fait chaud: ___________________________________________________ 1x8

Q.7 Remplissez avec l’adjectif possessif:
(Fill with adjective possessive)
(Mon, Ma, Mes............. Leur, leurs)
a) J’aime ______________________ montre.
b) Tu veux ______________________ stylo?
c) Ils parlent à ______________________ enfants.
d) Vous portez ______________________ chemise rouge pour la soirée.
e) Nous prenons ______________________ cartables du marché. 1x5

Q.8 Complétez les phrases avec la correcte forme des adjectifs
(Complete with the correct form of adjectives)
a) Il est beau. Elle est ________________________
b) Ils sont gros. Elles sont _______________________
c) Elle est mince. Il est _______________________
d) Ma mère est gentille. Mon père est _______________________.
e) Elle est petite. Il est ________________________ 1x5

Q.9 Décrivez votre maison. OU Écrivez votre journée quotidienne
(Describe your house while using prepositions OR Write your daily routine)
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

161/4
Q.1 Lesen sie und Beantworten sie die Fragen


a) Was suchen Sie?

b) Wie viele Person gibt in dem Text?

c) Was macht Frau Weichert beruflich?

d) Hat Sie viel Zeit für die Familie?

e) Wo wohnt Frau Weichert?

f) Schreiben Sie zwei Hobbies von Frau Weichert?

g) Wie viel Stunden arbeiten Sie?

h) Was essen Sie im Morgen und Mittag?

i) Schreiben Sie die 2 verben aus dem Text und machen Sie die Sätze?

Q.2 Schreiben Sie ein/eine/ ein/kein/keine:

a) Ist das _____________ Computer? Nein, das ist _____________ Computer.

b) Ist das _____________ Tafel. Nein, das ist _____________ Tafel.

c) Ist das _____________ Heft. Nein, das ist _____________ Wörterbuch.

d) Ist das _____________ Lampe? Nein, das ist _____________ Overhead-Projektor.

e) Ist das _____________ Schwamm? Nein, das ist _____________ Kreider.

Q.3 Schreiben Sie die Präteritum von „Haben“:

a) Gestern _____________ Markus Geburtstag.

b) Frau Maria und Frau Schmidt _____________ in dem Park.

c) Ich _____________ eine schöne Tasche.

d) _____________ ihr Radiergummi?
e) Wir _____________ einen Grillparty?  

Q.4 Schreiben Sie die Präteritum „Sein“:
  a) Wir _____________ beste Freundin seit der Kindheit.
  b) _____________ Ihr nette Kollegen?
  c) Leider _____________ ich Pause.
  d) _____________ du im Unterricht?
  e) Sie _____________ im Unterricht.  

Q.5 Schreiben Sie Ordinal und Cardinal Nummer:

<table>
<thead>
<tr>
<th>Nummer</th>
<th>Ordinal Nummer</th>
<th>Cardinal Nummer</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31.12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>01.06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.01</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.6 Schreiben Sie über ihre Familie
   Oder
Schreiben Sie über ihre lieblingsfest.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

10
Q.1 Completa con la forma adecuada de los verbos:
(Complete with the appropriate form of AR, ER and IR ending verbs)

a) Mi hermana __________________________ (escribir) francés
b) Yo y mi hermana __________________________ (bailar) cada día.
c) Nosotros __________________________ (escuchar) la canción
d) Juan and María __________________________ (hablar) francés.
e) Ellos __________________________ (vivir) muy cerca de mi casa.
f) Ella __________________________ (enseñar) matemáticas.
g) Mi madre __________________________ (trabajar) en un banco.
h) Ella __________________________ (Bailar) muy bien.
i) Mi abuelo __________________________ (leer) el periódico
j) Yo y Pablo __________________________ (comer) muchas frutas.

Q.2. Completa las frases usando ‘Estar + gerundio’ y traduce
(Complete the sentences using present continous and translate)

a) Ellos ____________ (estar) ____________ (trabajar) aquí

b) Ella ____________ (estar) ____________ (vivir) en España

c) Mis amigos ____________ (estar) ____________ (cocinar) la comida

d) ¿ Que ____________ (estar, tu) ____________ (hacer)?

e) Señor Rodriguez ____________ (estar) ____________ (comer) con sus amigos

Q.3 Escribe participio de presente de los verbos:
(Write present participle, 3rd form of the verbs)

<table>
<thead>
<tr>
<th>Verb</th>
<th>Participio de presente</th>
</tr>
</thead>
<tbody>
<tr>
<td>ier</td>
<td></td>
</tr>
<tr>
<td>ier</td>
<td></td>
</tr>
<tr>
<td>ier</td>
<td></td>
</tr>
</tbody>
</table>

Q.4 Completa y traduce (Complete and translate using present and present continous tense)
Me ____________ (llamarse) Jane. Estoy ____________ (vivir) en London con mis amigos.
Mi mejor amiga se llama Eva y esta ____________ (trabajar) en un banco y mi hermana
se llama Julia y esta ____________ (estudiar) marketing. Yo ____________ (tener) un
hermano y esta ____________ (aprender) francés.
Q.5  Escribe el adjetivo posesivo (mi, tu, tus, su, su, nuestro, nuestra) de forma correcta (Write the correct (my, your, his, her, its, our) of the verb).

<table>
<thead>
<tr>
<th>My House</th>
<th>Mi casa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our dog</td>
<td>____________ perro</td>
</tr>
<tr>
<td>His pens</td>
<td>____________ bolígrafos</td>
</tr>
<tr>
<td>Her Car</td>
<td>____________ Coche</td>
</tr>
<tr>
<td>My friends</td>
<td>____________ amigos</td>
</tr>
<tr>
<td>Their clothes</td>
<td>____________ ropas</td>
</tr>
</tbody>
</table>

Q.6  Completa con la forma adecuada del verbo ‘haber’ usando pretérito perfecto (Complete with the appropriate form of verb haber using present perfect tense)

a) Ellos ____________ (haber) comido.
b) Vosotros ____________ (haber) completado.
c) El ____________ (haber) aprendido.
d) Nosotros ____________ (haber) leido.
e) Juan and Pedro ____________ (haber) estado a mi lugar.

Q.7  Escribe un párrafo en diez líneas sobre tu familia o tus amigos. Write a paragraph in 10 lines about your family OR your friends

__________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

1×5

1×5

1×5

1×5
Q.1 Answer (any five) of the following questions:
   a) Discuss the role of senior management in an organization.
   b) How customer complaints should be dealt so as to retain the customers?
   c) What is six sigma? How is it important?
   d) Discuss the concept of total productive maintenance.
   e) How leadership is important for attaining quality?
   f) What is the importance of documentation in TQM?

PART-A

Q.2 What is TQM? Discuss the principles of TQM with potential benefits.

Q.3 a) Discuss the role of motivation in employee involvement.
    b) Discuss the concept of CRM.

Q.4 Discuss any five tools from the new seven management tools.

PART-B

Q.5 What is QFD? How would you build a house of quality? Discuss its process with benefits.

Q.6 a) What is partnering? How would you select a supplier?
    b) Discuss the principles of customer/supplier relations.

Q.7 What is a quality system? Discuss the implementation of a quality system.
End Semester Examination, Dec. 2018
B. Tech. – Seventh Semester
MARKETING MANAGEMENT (HM-821)

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 (any four) questions:
   a) Discuss the importance of marketing for any business.
   b) Define customer perceived value and customer satisfaction.
   c) Define product and its classification.
   d) What do you understand by consumer behavior and its importance?
   e) What is importance of ‘Promotion’ in marketing mix?

**PART-A**

Q.2 a) Discuss the functions and objectives of marketing management.
   10
   b) Briefly explain the ‘production concept’ and ‘product concept’ of marketing.
   10

Q.3 a) What do you understand by marketing research? Explain various tools used for it.
   10
   b) Explain total Customer value and total customer cost.
   10

Q.4 What do you understand by New Product Development? Explain the process involved.
   20

**PART-B**

Q.5 a) What are the various Price strategies used in any business?
   10
   b) What are the various factors which effect the price decision?
   10

Q.6 a) Discuss the factors which influence buying decision.
   10
   b) What are various types of consumer buying behavior?
   10

Q.7 Explain the term ‘Promotion’ as used in marketing mix. Explain its objectives and various promotion strategies used in any business.
   20
Q.1 Answer the following questions:
   a) What are the essential competencies required to be an effective HR manager?
   b) What is HRP? Discuss the purpose of HRP.
   c) Discuss the role of incentive plans in performance management.
   d) Discuss the importance of career planning and management.

**PART-A**

Q.2 What is HRM? Discuss the environmental challenges to human resource management.

Q.3 a) What are the objectives of HRP?
   b) Discuss any five forecasting techniques of human resource/manpower.

Q.4 What is recruitment? Discuss the process of recruitment in detail.

**PART-B**

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

Q.6 Define the performance management system. Discuss the process of PMS.

Q.7 a) Discuss the role of HR in virtual organization.
   b) Discuss the role of HR in knowledge industry.
End Semester Examination, Dec. 2018  
B. Tech. – Seventh 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 (any ten) of the following questions:  
a) Spell out overall importance of HRM.  
b) Define the role of HR managers.  
c) Why are training and development important in industry?  
d) What do you understand by recruitment?  
e) What is performance management?  
f) Why is HR important in knowledge industry?  
g) What is HR audit?  
h) What is succession planning?  
i) Define HRP.  
j) Give advantages of outsourcing of HR functions.  
k) What do you understand by compensation?  

PART-A

Q.2 a) What are the various functions of HRM? What is its strategic importance?  

b) Discuss the evolution of HRM and what is futuristic HRM going to be.  

Q.3 a) Distinguish between recruitment and selection.  

b) Explain the processes of recruitment and selection in detail.  

Q.4 a) Explain the process of HR planning. What factors affect HRP?  

b) How is forecasting of manpower carried out?  

PART-B

Q.5 a) Differentiate between training and development.  

b) Explain the process of training and development.  

c) What is orientation and how it is carried out?  

Q.6 a) What do you understand by performance management and state its importance?  

b) Distinguish between performance management and performance appraisal.  

c) What factors affect the performance appraisal?  

Q.7 Write short notes on the following:  
a) HR in virtual organizations.  

b) Employee leasing.  

c) HR in mergers and acquisitions.  

d) HR in multinational companies.  

5×4
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. Marks are indicated against each question.

Q.1 Answer (any four) from the following:
   a) Discuss the roles and responsibilities of human resource managers.
   b) List the objectives of human resource planning.
   c) Recall various purposes of recruitment.
   d) List the purposes of training and development.
   e) Recall the importance of pay for performance?
   f) Assess the need of international human resource management.

   5×4

**PART-A**

Q.2 Define human resource management. Comprehend the scope of management.  20

Q.3 How would you conduct human resource planning within an organization?  20

Q.4 Identify various environmental influences on recruitment? State with the necessary examples.  20

**PART-B**

Q.5 How would you design and administer a training programme?  20

Q.6 What is performance management system? Demonstrate the process of performance management system.  20

Q.7 a) Evaluate the role of human resource in knowledge industry.  10
    b) Discuss the role of human resource in mergers and acquisitions.  10
Q.1 Answer the following questions:
   a) What do you mean by project management?
   b) What is expediting in project management?
   c) List out the types of organization structure in project management.
   d) What are the methods available in budgeting the project?
   e) What are types of project termination?
   f) What is role of project inventory in project?
   g) What are hypothesis in project?
   h) Is project inventory evil or good for project?
   i) What are different sources of project finance?
   j) Describe functional organization.  

   2×10

PART-A

Q.2 a) Describe the four stages in a project life cycle.  

Q.3 a) Describe various factors to be considered in technical appraisal.  
   b) Explain different types of risks that a project may have to face.  

Q.4 a) Define normal time and crash time of an activity.  
   b) For the network shown in the figure calculate the probability of completing the project in 47 days.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Optimistic time (days)</th>
<th>Pessimistic time t_p (days)</th>
<th>Most likely time t_m</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4</td>
<td>6</td>
<td>4.5</td>
</tr>
<tr>
<td>B</td>
<td>2</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>4</td>
<td>2.5</td>
</tr>
<tr>
<td>E</td>
<td>6</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>F</td>
<td>12</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>G</td>
<td>6</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>H</td>
<td>10</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>I</td>
<td>1</td>
<td>2</td>
<td>1.5</td>
</tr>
</tbody>
</table>

PART-B

15
Q.5  a) What are major types of non-turnkey contracts? Explain them in brief.  
     b) Describe product organization what are its advantages over functional organization?  

Q.6  a) What is project termination? List various reasons for terminating a project.  
     b) Explain review process of project completion.  

Q.7  a) Explain ‘ABC analysis’ of inventory control and relevance for project.  
     b) What is meant by project monitoring? Enumerate the steps in project monitoring.
Q.1 a) What are the four stages in a project life cycle?
   b) Write down the names of various types of projects.
   c) What do you mean by 'Project direction'?
   d) What is the project approval process?
   e) What do you mean by ‘critical path’ in a network?
   f) What is a project risk?
   g) What is the need for project evaluation?
   h) What are the limitations of functional organization?
   i) What are the requirements of a project information system?
   j) What are the objectives of project negotiation? 2×10

PART-A

Q.2 a) What are the qualities and responsibilities of project manager? 10
   b) What are the different sources from which new project ideas can be formed? 10

Q.3 a) What do you mean by project appraisal? What are the various factors to be considered in technical appraisal? 10
   b) Organizing systems and procedures for implementing a project is essential for achieving the project objectives. Support this statement with your arguments and explain. 10

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Optimistic Time</th>
<th>Most Likely Time</th>
<th>Pessimistic Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–2</td>
<td>4</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>1–3</td>
<td>7</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>2–4</td>
<td>6</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>3–4</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>4–5</td>
<td>6</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>3–5</td>
<td>7</td>
<td>16</td>
<td>19</td>
</tr>
</tbody>
</table>

Arrive at the critical path and the expected project completion time. What is the probability that the project will be completed in 35 days? 20

PART-B

Q.5 a) Describe product organization. What are its advantages over functional organization? 10
   b) Why communications need to be much faster in a project organization? What steps are needed to make communication effective in a project organization? 10

Q.6 a) Is termination of project necessary? Describe the termination process and procedures. 10
   b) What are the objectives and parameters of project negotiation? 10

Q.7 a) What is inventory and types of inventory? What is the nature of project inventory? Why are they maintained? 10
b) What are the inventory management strategies? How are these strategies implemented in project?
End Semester Examination, Dec. 2018
MBA – First Semester
INTERNATIONAL BUSINESS (MBA-106)

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

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

PART-A

Q.1 Discuss any one innovative strategy used by international firms to face intense competition? 10

Q.2 While some see globalization as the avenue to the development of poor nations, others see it intensifying misery and inequalities. Critically examine the above statement in today’s context. 10

Q.3 Compare Heckscher ohlin and David Ricardo Models. Examine the two models in the light of global trade solution? 10

Q.4 MNC’s are supposed to build considerable market Power. How does it influence that host country? Elaborate your answer with examples. 10

Q.5 Explain the concept of country risk analysis. Comment on socio-Economic risk and its management. 10

PART-B

Case study:

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

   a) How Wight vs. pharmaceuticals and U.S customer benefit from the rise of Indian pharmaceuticals industry?
   b) What international trade theory or theories best explain the rise of India as a major exporter of pharmaceuticals? 5 x2
PART-A

Q.1 Discuss any one innovative strategy used by international firms to face intense competition?  
10

Q.2 While some see globalization as the avenue to the development of poor nations, others see it intensifying misery and inequalities. Critically examine the above statement in today’s context.  
10

Q.3 Compare Heckscher ohlin and David Ricardo Models. Examine the two models in the light of global trade solution?  
10

Q.4 MNC’s are supposed to build considerable market Power. How does it influence that host country? Elaborate your answer with examples.  
10

Q.5 Explain the concept of country risk analysis. Comment on socio-Economic risk and its management.  
10

PART-B

Case study: The Rise of India’s Drug Industry

One of the great success stories in international trade in recent years has been the strong growth of India’s pharmaceutical industry. The country used to be known for producing cheap knockoffs of patented drugs discovered by Western and Japanese pharmaceutical companies. This made the industry something of an international pariah. Because they made copies of patented products; and therefore violated intellectual property rights, Indian companies were not allowed to sell these products in developed markets. With no assurance that their intellectual property would be protected, foreign drug companies refused to invest in-partner with, or buy from their Indian counterparts, further limiting the business opportunities of Indian companies. In developed markets such as the United States, the best that Indian companies could do was to sell low-cost generic pharmaceuticals (genenc’pharmaceuticals are products whose patents have expired).

In 2005, however, India signed an agreement with the World Trade Organization that brought the country’ into compliance with WTO rules on, intellectual property rights. Indian companies stopped producing counterfeit products. Secure in knowledge that their patents would be respected, foreign companies started to do business with their Indian counterparts. For India, the result has been dramatic growth in its pharmaceutical sector. The sector generated sales of close to $30 billion in 2012, more than two and a half times the figure of 2005. Driving this growth have been surging exports, which grew at 15 percent per annum between 2006 and 2012. In 2000, pharmaceutical exports from India amounted to around $1 billion. By 2012, the figure was around $14 billion!

Much of this growth has been the result of partnerships between Western and Indian firms. Western companies have been increasingly outsourcing manufacturing and packaging activities to India while scaling back some of these activities at home and in places such as Puerto Rico, which historically has been a major manufacturing hub for firms serving the U.S. market. India’s advantages in manufacturing and packaging include relatively low wage rates, an educated workforce, and the widespread use of English as a business language. Western companies have continued to perform high value-added R&D, marketing, and sales activities, and these remain located in their home markets.
During India's years as an international pariah in the drug business, its nascent domestic industry set the foundations for today's growth. Local start-ups invested in the facilities required to discover and produce pharmaceuticals, creating a market for pharmaceutical scientists and workers in India. In turn, this drove the expansion of pharmaceutical programs in the country's universities, thereby increasing the supply of talent. Moreover, the industry's experience in the generic drug business during the 1990s and early 2000s has given it expertise in dealing with regulatory agencies in the United States and European Union. After 2005, this know-how made Indian companies more attractive as partners for Western enterprises. Combined with low labor costs, all these factors came together to make India an increasingly attractive location for the manufacturing of pharmaceuticals.

The U.S. Federal Drug Administration (FDA) responded to the shift of manufacturing to India by opening two offices there to oversee manufacturing compliance and make sure safety was consistent with FDA-mandated standards. Today, the FDA-teams issued approvals to produce pharmaceuticals for sale in the United States to some 900 plants in India, giving Indian companies a legitimacy that potential rivals in places such as China lack.

For Western enterprises, the obvious attraction of outsourcing drug manufacturing to India is that it lowers their costs, enabling them to protect their earnings in an increasingly difficult domestic environment where government health care regulation and increased competition have put pressure on the pricing of many pharmaceuticals. Arguably, this also benefits consumers in the United States because lower pharmaceutical prices mean lower insurance costs, smaller copays, and ultimately lower out-of-pocket expenses than if those pharmaceuticals were still manufactured domestically. Offset against this economic benefit, of course, must be the cost of jobs lost in U.S. pharmaceutical manufacturing. Indicative of this trend, total manufacturing employment in this sector fell by 5 percent between 2008 and 2010.

Q.6 Read the case study carefully given above and answers the following questions:
   a) How Wight vs. pharmaceuticals and U.S customer benefit from the rise of Indian pharmaceuticals industry?
   b) What international trade theory or theories best explain the rise of India as a major exporter of pharmaceuticals?
Time: 3 hrs                   Max Marks: 50  
No. of pages: 1

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

**PART-A**

**Q.1** State in detail different types of contract and what are the essential requirements for a valid contract?  

**Q.2** Explain different types of partnership?  

**Q.3** What do you mean by dissolution of partnership explain the process?  

**Q.4** C issues a cheque for Rs. 15 without writing the word ‘only’ and give it to D. D adds the words ‘hundred only’ after fifteen and adds two zeros after the figure 15 as there is sufficient space for making the additions. The bank pays Rs. 1,500 to D who absconds. Is the bank liable to C for excess payment?  

**Q.5** Explain in detail about the rights of an unpaid seller?  

**PART-B**

**Q.6 a)** Arun promises to pay Rs. 5,000 to Barun who is named as a witness in a suit against Arun, in consideration of Barun’s promise to abstain from the trial. Barun abstains, but Arun declines to make the payment. Can Barun recover the money?  

**b)** X, a minor, lent Rs. 1,000 to Y at the market rate of interest on the basis of a promissory note? A year thereafter, when X attained majority, he filed a suit against Y for recovery of the amount thereon. Y contended that since X was minor at the time when loan was advanced. The contract was void. Will Y succeed?
End Semester Examination, Dec. 2018
MBA – Second Semester
LEGAL ENVIRONMENT OF BUSINESS (MBA-204)

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. Marks are indicated against each question.

PART-A

Q.1 State in detail different types of contract and what are the essential requirements for a valid contract? 10
Q.2 Explain different types of partnership. 10
Q.3 What do you mean by dissolution of partnership explain the process? 10
Q.4 C issue a cheque for Rs. 15 without writing the word ‘only’ and give it to D. D adds the words ‘hundred only’ after fifteen and adds two zeros after the figure 15 as there is sufficient space for making the additions. The bank pays Rs. 1,500 to D who absconds. Is the bank liable to C for excess payment? 10
Q.5 Explain in detail about the rights of an unpaid seller. 10

PART-B

Q.6 a) Arun promises to pay Rs. 5,000 to Barun who is named as a witness in a suit against Arun, in consideration of Barun’s promise to abstain from the trial. Barun abstains, but Arun declines to make the payment. Can Barun recover the money? 5
b) X, a minor, lent Rs. 1,000 to Y at the market rate of interest on the basis of a promissory note? A year thereafter, when X attained majority, he filed a suit against Y for recovery of the amount thereon. Y contended that since X was minor at the time when loan was advanced. The contract was void. Will Y succeed? 5
End Semester Examination, Dec. 2018
MBA – Second Semester
LEGAL ENVIRONMENT OF BUSINESS (MBA-204)

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. Marks are indicated against each question.

PART-A

Q.1 Explain the different types of contracts. What are the essential requirements for a valid contract? 10

Q.2 Explain different types of partnership? 10

Q.3 What do you mean by dissolution of partnership? Explain its process in detail. 10

Q.4 C issue a cheque for Rs. 15 without writing the word ‘only’ and give it to D. D adds the words ‘hundred only’ after fifteen and adds two zeros after the figure 15 as there is sufficient space for making the additions. The bank pays Rs. 1,500 to D who absconds. Is the bank liable to C for excess payment? 10

Q.5 Explain the rights of an unpaid seller in detail? 10

PART-B

Q.6 a) Arun promises to pay Rs. 5,000 to Barun who is named as a witness in a suit against Arun, in consideration of Barun’s promise to abstain from the trial. Barun abstains, but Arun declines to make the payment. Can Barun recover the money? 5

b) X, a minor, lent Rs. 1,000 to Y at the market rate of interest on the basis of a promissory note? A year thereafter, when X attained majority, he filed a suit against Y for recovery of the amount thereon. Y contended that since X was minor at the time when loan was advanced. The contract was void. Will Y succeed? 5
Time: 3 hrs.  
Max Marks: **50**  
No. of pages: 1

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

**PART-A**

Q.1 What is the importance of ‘exploratory data analysis’? How is it different from machine Learning?  
10

Q.2 Explain how predictive analytics could lead to the wrong outcome, such as in law enforcement and what can be done to minimize these occurrences?  
10

Q.3 Give two examples of “bizarre and surprising insights” and provide a suggested explanation on why the insight makes sense.  
10

Q.4 Discuss the importance of data analysis for business decision making.  
10

Q.5 Provide two examples of a type of analysis that could be performed at each level of the Gartner Analytics Ascendancy Model. Provide the answer in the below format:

<table>
<thead>
<tr>
<th>Type of Analytics</th>
<th>Question answered</th>
<th>Example 1</th>
<th>Example 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Descriptive Analytics</td>
<td>What happened?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diagnostic Analytics</td>
<td>Why did it happen?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Predictive Analytics</td>
<td>What will happen?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prescriptive Analytics</td>
<td>How can we make it happen?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10

**PART-B**

Q.6 Describe how social media websites, such as Facebook and LinkedIn, predict who you could be friends with or connected to or a retailer, like Amazon or Netflix, recommends products for you and if you believe this is or is not a privacy concern.  
10
End Semester Examination, Dec. 2018
MBA – Fourth Semester
NEW VENTURE CREATION AND START UPS (MBA-054)

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

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

**PART-A**

Q.1 Why is entrepreneurship increasingly an important factor in determining national growth? Discuss. 10

Q.2 A well-documented business plan, backed with research may lead to the success of a project. Explain the constituents of a business plan, and the requirements thereof. 10

Q.3 Describe the methods through which new business ideas may be generated. What is the role of the business environment in generating ideas? 10

Q.4 What are MSMEs? Discuss a few initiatives taken by the govt, of India to promote them. 10

Q.5 What is the role of innovation, creativity and motivation in entrepreneurship? 10

**PART-B**

Case study:
Start-up Derailment

Almost two-thirds of 100 venture capital (VC) investors — 64% — polled in an IBM study claim 'unethical business conduct' is a major reason for startups failing in India. In response, entrepreneurs and industry experts argue that the issue is not so much to do with "unethical business conduct" but more about "poor corporate governance due to entrepreneurial inexperience," underscoring the often fractious relationship between investors and founders in India's vibrant but still nascent startup sector. The study titled 'Entrepreneurial India: How startups redefine India's economic growth' was commissioned in the second half of 2016. It had about 1,300 Indian respondents, around 600 of whom are entrepreneurs and another 100 venture capital investors, apart from leaders in enterprises, government and academia. The IBM report cited misreporting of financial and other data, misrepresentation of financial plans or achievements, and ignorance of regulatory requirements as factors of unethical business conduct. Over 3,000 startups have been funded in the past five years. Private equity and VC funds have infused more than $22 billion of capital into India since 2006, according to startups analytics firm Tracxn. "Thinking of that money as their own, as opposed to taking care of it because the capital is vested in a company or to build a certain technology, affects the organisation, and how people are treated," said Nipun Mehrotra, chief digital officer, IBM India and South Asia. Tracxn estimates that over 212 startups shut down in 2016, a 50% increase as compared to the previous year. Senior entrepreneurs and India-based investors contested the charge of 'unethical business conduct', and believed founders require more mentoring. Sameer Nigam, founder of digital payments venture Phone Pe, which is a part of India's most valuable startup-Flipkart, said "a lot of founders are engineers, who need mentorship and support in areas like accounting and finance." Nigam is the founder of US-based startup Mime360. Meena Ganesh, co-founder of investment firm Growth Story, which has backed companies like healthcare venture Portea and food portal Fresh Menu said, "lack of experience in founders may affect their judgement," citing the difference between 'booked revenue' (based on orders) and 'accrued revenue' (based on business serviced). First-time businessmen find it hard to understand the difference in applying the right accounting minutiae.

Q.6 Read the case study carefully given above and answer the following questions:
   a) What are the main reasons for start-up closing down in India?
   b) How should the govt. or the private sector initiate improvement in start-up success rate? Suggest a few measures. 5x2
End Semester Examination, Dec., 2018  
M.B.A.– First Semester  
MANAGERIAL ECONOMICS (MBA-101)  

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

Note: Attempt **FIVE** questions in all. Attempt any **FOUR** questions from **PART-A. PART-B is compulsory.** Marks are indicated against each question.

**PART-A**

Q.1 Suppose you are a Sales Manager of an organization, explain how the analysis of demand contributes to business decisions making in the light of the responsibilities of a Sales Manager? **10**

Q.2 State the Law of demand with demand schedule and graph. Explain with examples the difference in demand curve the substitutes and compliment products? **10**

Q.3 Describe the various terms of price discrimination. Is price discrimination a characteristic of monopoly or perfect competition? Explain with suitable example? **10**

Q.4 What are the causes of inflation in country? Discuss the corrective measurement to control the high price in country. **10**

Q.5 Write short notes on **any two** from the following:  
a) Govt. role in price stability  
b) Business cycles  
c) Monetary Policy  
d) Environment Scanning  
**5x2**

**PART-B**

Q.6 Which of the following commodities has most inelastic demand? Give reasons for your answer.  
a) Soap  
b) Salt  
c) Penicillin  
d) Ice-cream  
e) Cigarettes. **10**
End Semester Examination, Dec. 2018  
MBA – First Semester  
QUANTITATIVE TECHNIQUES FOR MANAGEMENT (MBA-102)  

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

Note: Attempt **FIVE** questions in all; **Part-B is compulsory.** Attempt any **FOUR** questions from **Part-A.** Marks are indicated against each question.  

**PART-A**  

Q.1  
a) For a certain purpose 4096 families each having 4 children were selected at random from a certain region of India for which the probability of male child is \( \frac{1}{2} \). By calculating the chance that a family has 0, 1, 2, 3, 4 children find expected frequencies using Binomial theoretical distribution.  

b) “Some Business situations require decision making with various risk considerations”. Discuss the role of probabilities in certain situations with examples.  

Q.2  
The diameter of longest lichens grown on gravestone were measured to establish a correlation between them.  

<table>
<thead>
<tr>
<th>Age of gravestone ( x ) (years)</th>
<th>Diameter of lichen ( y ) (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>44</td>
<td>22</td>
</tr>
<tr>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>53</td>
<td>35</td>
</tr>
<tr>
<td>61</td>
<td>22</td>
</tr>
<tr>
<td>63</td>
<td>28</td>
</tr>
<tr>
<td>63</td>
<td>32</td>
</tr>
<tr>
<td>64</td>
<td>35</td>
</tr>
<tr>
<td>64</td>
<td>41</td>
</tr>
<tr>
<td>114</td>
<td>51</td>
</tr>
<tr>
<td>141</td>
<td>52</td>
</tr>
</tbody>
</table>

Q.3  
a) The nine items of a sample had the following values: 40, 82, 48, 54, 45, 50, 44, 58, 50. Does the mean of the nine items differ from the population mean 46?  

b) “Statistics plays an important role in departmental functions”. Discuss five different statistical functions which are helpful in a business.  

Q.4  
a) A manufacturer of pins knows that on an average 5% of his product is defective. He sells pins in boxes of 100 and guarantee that not more than 4 pins are defective. What is the probability that a box will meet the guaranteed quality? (Given \( e^{-5} = 0.0067 \))  

b) The mean height of 1000 workers in a steel plant is 67 inch with a standard deviation of 5 inch. How many workers are expected to be above 72 inch in that steel plant?
Q.5  
a) A random sample of 100 measurements show a mean value 5. Can the random sample be regarded as drawn from a population with mean 5.64 and standard deviation of 1.5?  
b) Develop Free hand curve for the following time series and calculate slope of the series.

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>380</td>
<td>400</td>
<td>650</td>
<td>720</td>
<td>690</td>
<td>620</td>
<td>670</td>
<td>950</td>
</tr>
</tbody>
</table>

PART-B

Q.6  
The data in the following table shows the length and breadth (in mm) of a group of skull discovered during an excavation. Calculate regression line on length on breadth.

| Length (x) | 165  | 170  | 172  | 176  | 178  | 179  | 182  | 184  | 186  | 190  |
| Breadth (y) | 139  | 141  | 147  | 147  | 149  | 149  | 159  | 145  | 155  | 152  |

Find out length if breadth is 160.
PART-A

Q.1 The present day marketing is customer driven. Explain this statement with suitable example

Q.2 Explain the importance of analyzing marketing environment for any company to be successful.

Q.3 Explain the roles played by a buyer and explain how will you develop marketing mix for a quick service restaurant?

Q.4 You have been hired to open a gym for the kids below the age group of 12 for the same you have to strategize its marketing, how will you do it explain?

Q.5 Explain the STP process along with difference between point of parity and point of difference?

PART-B

Case study:

Sachine and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachine and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kg every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s. Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Q.6 Read the case study given above and answer the following questions:
   a) How will you advise Sachin and Vrag, as how to increase the consumer awareness about this new food?
   b) What would be your suggestions for distribution channel for mushrooms?
PART-A

Q.1 Describe the different components of Balance Sheet Equation with examples. What are the different accounts in accounting and their rules for marking debit and credit?  

Q.2 As per the Schedule III of Companies Act, 2013 write the format and its particulars for preparation of Balance Sheet and Statement of Profit and Loss of a company.  

Q.3 Lallan Prasad promoted Laxman Enterprises, his proprietary firm, to start a business of trading a product Y on 1 April, 2016. He hires an office, fitted with fans, lights and AC, at Dwarka New Delhi, @ ₹4,500 p.m. electricity connection already exists in the name of the owner Lallu P. Singh. Laxman Enterprises will pay the electricity consumed as per the bill received by the owner from BSES Yamuna Power Ltd. the followings are the details of the transactions entered into by the firm during the three month period of April to June and first week of July.

<table>
<thead>
<tr>
<th>Date</th>
<th>Tr. No</th>
<th>Transaction</th>
<th>Amount (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 1</td>
<td>1</td>
<td>Received cash from Mr. Lallan Prasad towards his capital</td>
<td>5,00,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>2</td>
<td>Opened a current account, no. 200, with Punjab National Bank, Dwarka</td>
<td>4,75,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>3</td>
<td>Issued cheque no. 1234 towards security deposit to Lallu P. Singh. Deposit</td>
<td>13,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>carries 10% p.a. interest receivable quarterly</td>
<td></td>
</tr>
<tr>
<td>Apr 1</td>
<td>4</td>
<td>Purchased one Nokia cell phone in cash from Mobile Corner</td>
<td>9,500</td>
</tr>
<tr>
<td>Apr 1</td>
<td>5</td>
<td>Booked, in cash, a pre-paid one year cell connection with Airtel</td>
<td>3,900</td>
</tr>
<tr>
<td>Apr 2</td>
<td>6</td>
<td>Purchased office furniture from Mod Furniture's, issued cheque 1235</td>
<td>25,400</td>
</tr>
<tr>
<td>Apr 2</td>
<td>7</td>
<td>Purchased one Hero Honda motorcycle from Bagga Auto. All initial cost</td>
<td>54,550</td>
</tr>
<tr>
<td></td>
<td></td>
<td>including insurance borne by the vendor issue cheque no. 1236</td>
<td></td>
</tr>
<tr>
<td>Apr 2</td>
<td>8</td>
<td>Purchased one atlas cycle from Meison store. Paid cash</td>
<td>1,650</td>
</tr>
<tr>
<td>Apr 2</td>
<td>9</td>
<td>Received printed stationery. Issued cheque no. 1237</td>
<td>1,250</td>
</tr>
<tr>
<td>Apr 2</td>
<td>10</td>
<td>Purchased other office stationery in cash from a local stationery shop</td>
<td>1,275</td>
</tr>
</tbody>
</table>

a) Write the Balance Sheet Equation, Debit and Credit, + and – signs of the entries.
b) For all the entries write in the following format (I expect the student with a better understanding of commerce should also mention the description for the entries).

<table>
<thead>
<tr>
<th>Tr. No</th>
<th>What account is to be Dr.?</th>
<th>What is to be Cr.?</th>
<th>Problem, if any in demarcation of accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Personal/Real/No.</td>
<td>Personal/Real/Nominal/Real/No.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>minal Account</td>
<td>Account</td>
<td></td>
</tr>
</tbody>
</table>

Q.4 What are the different methods of Depreciation methods available with the finance manager? Discuss the accounting entries for the Straight Line Method and WDV method?  

Q.5 “The general inventory valuation principle, deriving from the conservatism concept for reporting” Comment. Also discuss the various methods of inventory costing methods.  

PART-B

Q.6 The condensed financial statements of K Company for 2015 and 2014 are presented here:
K Company Inc.
Balance Sheet
March 31 (₹ in Crores)

<table>
<thead>
<tr>
<th>Assets</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>460</td>
<td>444</td>
</tr>
<tr>
<td>Accounts receivable (net)</td>
<td>1188</td>
<td>1190</td>
</tr>
<tr>
<td>Inventories</td>
<td>1132</td>
<td>1056</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>247</td>
<td>225</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>3027</strong></td>
<td><strong>2915</strong></td>
</tr>
<tr>
<td>Property (net)</td>
<td>3281</td>
<td>3128</td>
</tr>
<tr>
<td>Other Assets</td>
<td>5593</td>
<td>5804</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>11901</strong></td>
<td><strong>11847</strong></td>
</tr>
</tbody>
</table>

Liabilities and Shareholder's Equity

| Current Liabilities         | 3313   | 3184   |
| Long Term Liabilities       | 6826   | 6509   |
| Stockholder's equity- common| 1762   | 2154   |
| **Total liabilities and Stockholder's equity** | **11901** | **11847** |

Condensed Income Statements
For the financial years ending March 31 (₹ in Crores)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>13198</td>
<td>12397</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>7750</td>
<td>7108</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td><strong>5448</strong></td>
<td><strong>5289</strong></td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>3472</td>
<td>3299</td>
</tr>
<tr>
<td>Income from operations</td>
<td>1976</td>
<td>1990</td>
</tr>
<tr>
<td>Interest expense</td>
<td>233</td>
<td>248</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td><strong>Income before income taxes</strong></td>
<td><strong>1732</strong></td>
<td><strong>1742</strong></td>
</tr>
<tr>
<td>Income tax expense</td>
<td>503</td>
<td>502</td>
</tr>
<tr>
<td>Net income</td>
<td>1229</td>
<td>1240</td>
</tr>
</tbody>
</table>

Compute the following ratios for K company for 2015 and discuss your findings (2014 values are provided for comparison)

Liquidity ratio: Current Ratio (for 2014: 92.1) and Inventory Turnover ratio (7.2 times)

Solvency ratio: Debt to assets ratio (for 2014: 82%) and Times interest earned (8.0 times)

Profitability ratio: Return on assets (for 2014: 10.8%), Profit Margin (10.0%) and Return on common stockholder's equity (56%)

10
End Semester Examination, Dec. 2018
MBA – First Semester
MANAGEMENT INFORMATION SYSTEM (MBA-107)

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

Note: Attempt any **FIVE** questions in all. Attempt any **FOUR** questions from **PART-A. PART-B is compulsory.** Marks are indicated for each question.

**PART-A**

Q.1 Explain how are information system critical in providing competitive advantage to a business organization.  

Q.2 Explain the role of SCM systems in maintaining close and beneficial relationship with suppliers. Why have they become imperative to survival of an organization in recent times?  

Q.3 Explain the following:
   a) System Development Lifecycle  
   b) Types of information systems  

Q.4 Why is database management important for a business organization? Explain the terms Data Warehouse, Data Mining and OLAP.  

Q.5 Explain any two of the following terms:
   a) Artificial Intelligence  
   b) Prototyping  
   c) Cloud Computing  

Q.6 Write short notes on any two of the following:
   a) Network Topologies  
   b) Operating Systems  
   c) Database Management Systems  

**PART-B**

**Case Study:**

**Technologies Helps Starbucks Find New Ways to Compete:**

Starbucks is the world’s largest specialty coffee retailer, with over 1,700 coffee shops in 55 countries. For years, Starbucks grew throughout the United States and internationally, opening franchises at an impressive rate. From 2002 to 2007 alone, the company tripled the number of stores it operated worldwide Starbucks offers a unique experience: high-end specialty coffees and beverages, friendly and knowledgeable servers, and customer friendly coffee shops this was a winning formula for many years and enabled Starbucks to charge premium prices.

During the economic downturn beginning in 2008, profits plunged. Customers complained that the company had lost its hip, local feel and had become more like a fast-food chain. Many coffee drinkers went in search of cheaper alternatives from
McDonald’s and Dunkin’ Donuts for their coffee fixes. Stock lost over 50 percent of its value by the end of 2008. Major changes were in order.

Starbucks siezed the opportunity to overhaul its business by using several different strategies simultaneously. First, the company has revamped its in-store technology and sought to integrate its business processes with wireless technology and the mobile digital platform. Also, rather than copy the practices of competitors, Starbucks pursued a more aggressive product differentiation strategy, intended to emphasize the high quality of their drinks and efficient and helpful customer service. At the same time, however, Starbucks also focused on becoming ‘lean’, like many of their competitors, eliminating inefficiency wherever possible.

when starbucks set out to improve its customer experience, it found that more than a third of its customers are active users of smartphones. The company set out to implement several features and improvements that would appeal to this segment of its customer base. First, Starbucks implemented a technology that allows customers to pay using a smartphone app. The app is integrated with the Starbucks Card system, which allows regular customers to pay with a pre-paid and rechargeable card at any Starbucks branch. When customers make a purchase using the app, a cashier scans a bar code displayed on the phone, and the resulting sale is charged to the customer’s Starbucks Card account. Customers report that paying using this app, available for all major smartphone operating systems, is much faster than traditional forms of payment. In its first 15 months of use, the Starbucks mobile payment system processed 42 million transactions.

Many of Starbucks most loyal customers regularly spend time using the free Wi-Fi wireless network offered in each store. A majority of these customers also use mobile devices to connect to the in-store Wi-Fi networks. Recognizing this, Starbucks launched what it calls the “Starbucks Digital Network”, a portal designed specifically for mobile. Devices as opposed to traditional web browsers. The site is optimized for all major smartphone operating systems (iOS, Android, and Black Berry), and responds to the multi-touch capability of devices like the iPad.

The Starbucks digital network site was developed in partnership with Yahoo and functions as a content portal. Starbucks customers using the site will receive free Wall Street Journal access, select free iTunes downloads, and a wide variety of other content. The site will integrate with foursquare, a location based social networking site for mobile devices. This arrangement will allow users to check in and receive award points using Starbucks’ site. Because Starbucks has the most Foursquare check-ins of any company to date, this feature has been popular with customers.

Rather than serve ads on the site, starbucks has opted to offer the site free of advertising, hoping that striking deals with content providers will make it a profitable venture. Even if the starbucks digital network is not highly profitable, analysts suggest that the site is an effective way for Starbucks to improve its relationship with its most valuable customers and a creative use of the mobile digital platform to enhance customer satisfaction.

In addition to revamping their business to better serve the needs of their mobile users, Starbucks has made a concerted effort to become more efficient, reduce waste, and use the time saved to provide better customer service. Starbucks set out to streamline the business processes used in each of its stores so that baristas do not need to bend down to scoop coffee, cutting down on ideal time while waiting for coffee to drain, and finding ways to reduce the amount of time each employee spends making a drink.
Starbucks created a 10 person “Lean team” whose job is to travel the country visiting franchises and coaching them in lean techniques made famous by automaker Toyata’s production system.

Store labor costs Starbucks about $2.5 billion, amounting to 24 percent of its annual revenue. If Starbucks is able to reduce the time each employee spends making a drink, the company can make more drinks with the same number of workers or with fewer workers. Alternatively, Starbucks could use this time saving to give baristas more time to interact with customers and hopefully improve the Starbucks experience.

Wireless technology enhanced Starbucks business process simplification effort. Starbucks district managers use the in-store wireless networks to run store operations and to connect to the company’s private corporate network and systems. Starbucks district managers were equipped with Wi-Fi enabled laptops for this purpose. Before the in-store wireless networks were implemented, a district manager who oversaw around 10 stores had to visit each store, review its operations, develop a list of items on which to flow up, and then drive to a Starbucks regional office to file reports and send e-mail. Instead of running the business from cubicles in regional headquarters, Starbucks district managers can do most of their work sitting at a table in one of the stores they oversee. The time saved from going back and forth to regional officers can be used to observe how employees are serving customers and improve their training. Implementing Wi-Fi technology enabled Starbucks to increase the in-store presence of district managers by 25 percent without adding any extra managers.

In 2008 and 2009, the weakened economy forced Starbucks to close 900 stores, renegotiate same rents, cut prices on some of their big ticket items, and begin offering price-reduced specials, such as a breakfast sandwich and a drink for $3.95. Cost reductions from procedural changes made it possible for Starbucks to offer these. Lower prices.

Major fast food chains already used these techniques. While some baristas have resisted the changes, and analysts were skeptical that the changes would take hold, Starbucks attributes much of its recent uptick in profits to its efforts to go lean. Starbucks CEO Howard Schultz said that “the majority of cost reductions we’ve achieved come from a new way of operating and serving our customers”, and also added that the time and money saved was also allowing the company to improve its customer engagement. By 2011, Starbucks had returned to profitability and continuing growth, with plans to open 500 new stores, in large part because of the success of each these changes.

Q.7 What is Starbucks business strategy? Assess the role played by technology in this business strategy. How much her technology helped Starbucks compete?
PART-A

Q.1 Explain how are information system critical in providing competitive advantage to a business organization. 15

Q.2 Explain the role of SC systems in maintaining close and beneficial relationship with suppliers. Why have they become imperative to survival of an organization in recent times? 10

Q.3 Explain the following:
   a) System Development Lifecycle
   b) Types of information systems 5x2

Q.4 Why is database management important for a business organization? Explain the terms Data Warehouse, Data Mining and OLAP. 10

Q.5 Explain any two of the following terms:
   a) Artificial Intelligence
   b) Prototyping
   c) Cloud Computing 5x2

Q.6 Write short notes on any two of the following:
   a) Network Topologies
   b) Operating Systems
   c) Database Management Systems 5x2

PART-B

Case Study – Technologies Helps Starbucks Find New Ways to Compete:
Starbucks is the world’s largest specialty coffee retailer, with over 1,700 coffee shops in 55 countries. For years, Starbucks grew throughout the United States and internationally, opening franchises at an impressive rate. From 2002 to 2007 alone, the company tripled the number of stores it operated worldwide Starbucks offers a unique experience: high-end specialty coffees and beverages, friendly and knowledgeable servers, and customer friendly coffee shops this was a winning formula for many years and enabled Starbucks to charge premium prices.

During the economic downturn beginning in 2008, profits plunged. Customers complained that the company had lost its hip, local feel and had become more like a fast-food chain. Many coffee drinkers went in search of cheaper alternatives from McDonald’s and Dunkin’ Donuts for their coffee fixes. Stock lost over 50 percent of its value by the end of 2008. Major changes were in order.

Starbucks seized the opportunity to overhaul its business by using several different strategies simultaneously. First, the company has revamped its in-store technology and sought to integrate its business processes with wireless technology and the mobile
digital platform. Also, rather than copy the practices of competitors, Starbucks pursued a more aggressive product differentiation strategy, intended to emphasize the high quality of their drinks and efficient and helpful customer service. At the same time, however, Starbucks also focused on becoming ‘lean’, like many of their competitors, eliminating inefficiency wherever possible.

When Starbucks set out to improve its customer experience, it found that more than a third of its customers are active users of smartphones. The company set out to implement several features and improvements that would appeal to this segment of its customer base. First, Starbucks implemented a technology that allows customers to pay using a smartphone app. The app is integrated with the Starbucks Card system, which allows regular customers to pay with a pre-paid and rechargeable card at any Starbucks branch. When customers make a purchase using the app, a cashier scans a bar code displayed on the phone, and the resulting sale is charged to the customer’s Starbucks Card account. Customers report that paying using this app, available for all major smartphone operating systems, is much faster than traditional forms of payment. In its first 15 months of use, the Starbucks mobile payment system processed 42 million transactions.

Many of Starbucks most loyal customers regularly spend time using the free Wi-Fi wireless network offered in each store. A majority of these customers also use mobile devices to connect to the in-store Wi-Fi networks. Recognizing this, Starbucks launched what it calls the “Starbucks Digital Network”, a portal designed specifically for mobile. Devices as opposed to traditional web browsers. The site is optimized for all major smartphone operating systems (iOS, Android, and Black Berry), and responds to the multi-touch capability of devices like the iPad.

The Starbucks digital network site was developed in partnership with Yahoo and functions as a content portal. Starbucks customers using the site will receive free Wall Street Journal access, select free iTunes downloads, and a wide variety of other content. The site will integrate with foursquare, a location based social networking site for mobile devices. This arrangement will allow users to check in and receive award points using Starbucks’ site. Because Starbucks has the most Foursquare check-ins of any company to date, this feature has been popular with customers.

Rather than serve ads on the site, Starbucks has opted to offer the site free of advertising, hoping that striking deals with content providers will make it a profitable venture. Even if the Starbucks digital network is not highly profitable, analysts suggest that the site is an effective way for Starbucks to improve its relationship with its most valuable customers and a creative use of the mobile digital platform to enhance customer satisfaction.

In addition to revamping their business to better serve the needs of their mobile users, Starbucks has made a concerted effort to become more efficient, reduce waste, and use the time saved to provide better customer service. Starbucks set out to streamline the business processes used in each of its stores so that baristas do not need to bend down to scoop coffee, cutting down on ideal time while waiting for coffee to drain, and finding ways to reduce the amount of time each employee spends making a drink. Starbucks created a 10 person “Lean team” whose job is to travel the country visiting franchises and coaching them in lean techniques made famous by automaker Toyota’s production system.

Store labor costs Starbucks about $2.5 billion, amounting to 24 percent of its annual revenue. If Starbucks is able to reduce the time each employee spends making a drink, the company can make more drinks with the same number of workers or with fewer
workers. Alternatively, Starbucks could use this time saving to give baristas more time to interact with customers and hopefully improve the Starbucks experience.

Wireless technology enhanced Starbucks business process simplification effort. Starbucks district managers use the in-store wireless networks to run store operations and to connect to the company’s private corporate network and systems. Starbucks district managers were equipped with Wi-Fi enabled laptops for this purpose. Before the in-store wireless networks were implemented, a district manager who oversaw around 10 stores had to visit each store, review its operations, develop a list of items on which to flow up, and then drive to a Starbucks regional office to file reports and send e-mail. Instead of running the business from cubicles in regional headquarters, Starbucks district managers can do most of their work sitting at a table in one of the stores they oversee. The time saved from going back and forth to regional officers can be used to observe how employees are serving customers and improve their training. Implementing Wi-Fi technology enabled Starbucks to increase the in-store presence of district managers by 25 percent without adding any extra managers.

In 2008 and 2009, the weakened economy forced Starbucks to close 900 stores, renegotiate same rents, cut prices on some of their big ticket items, and begin offering price-reduced specials, such as a breakfast sandwich and a drink for $3.95. Cost reductions from procedural changes made it possible for Starbucks to offer these. Lower prices.

Major fast food chains already used these techniques. While some baristas have resisted the changes, and analysts were skeptical that the changes would take hold, Starbucks attributes much of its recent uptick in profits to its efforts to go lean. Starbucks CEO Howard Schultz said that “the majority of cost reductions we’ve achieved come from a new way of operating and serving our customers”, and also added that the time and money saved was also allowing the company to improve its customer engagement. By 2011, Starbucks had returned to profitability and continuing growth, with plans to open 500 new stores, in large part because of the success of each these changes.

Q.7 What is Starbucks business strategy? Assess the role played by technology in this business strategy. How much her technology helped Starbucks compete?. Explain your answer.
End Semester Examination, Dec. 2018
MBA — First Semester
PSYCHOLOGY OF WORK (MBA-108)

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

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

PART-A

Q.1 What are functional and dysfunctional effects of culture? 10

Q.2 "Participation is an excellent method for identifying differences and resolving conflicts." Do you agree or disagree discuss. 10

Q.3 Analyze leadership style of a business leader. Does it fit into leadership theory. 10

Q.4 How might managers use the grapevine for their benefit? 10

Q.5 What is link between perception and decision making? How does one affect another? 10

PART-B

Case study: Choosing Your Battles

While much of this chapter has discussed methods for achieving harmonious relationships and getting out of conflicts, it's also important to remember there are situations in which too little conflict can be a problem. As we noted, in creative problem-solving teams, some level of task conflict early in the process of formulating a solution can be an important stimulus to innovation. However, the conditions must be right for productive conflict. In particular, individuals must feel psychologically safe in bringing up issues for discussion. If people fear that what they say is going to be held against them, they may be reluctant to speak up or rock the boat. Experts suggest that effective conflicts have three key characteristics: they should (1) speak to what is possible, (2) be compelling, and (3) involve uncertainty.

So how should a manager "pick a fight?" First, ensure that the stakes are sufficient to actually warrant a disruption. Second, focus on the future, and on how to resolve the conflict rather than on whom to blame. Third, tie the conflict to fundamental values. Rather than concentrating on winning or losing, encourage both parties to see how successfully exploring and resolving the conflict will lead to optimal outcomes for all. If managed successfully, some degree of open disagreement can be an important way for companies to manage simmering and potentially destructive conflicts. Do these principles work in real organizations? The answer is yes. Dropping its old ways of handling scheduling and logistics created a great deal of conflict at Burlington Northern Santa Fe railroad, but applying these principles to managing the conflict helped the railroad adopt a more sophisticated system and recover its competitive position in the transportation industry. Doug Conant, CEO of Campbell Soup, increased functional conflicts in his organization by emphasizing a higher purpose to the organization's efforts rather than focusing on whose side was winning a conflict. Thus, a dysfunctional conflict environment changed dramatically and the organization was able to move from one of the world's worst-performing food companies to one that was recognized as a top performer by both the Dow Jones Sustainability Index and Fortune 500 data on employee morale.

Q.6 Read the above case carefully and answer the below question related to this case:
   a) How would you ensure sufficient discussion of contentious issues in a work group? How can managers bring unspoken conflicts into the open without making them worse? 5
   b) How can negotiators utilize conflict management strategies to their advantage so that differences in interests lead not to dysfunctional conflicts but rather to positive integrative solutions? 5
End Semester Examination, Dec. 2018
MBA – First Semester
PRINCIPLES AND PRACTICE OF MANAGEMENT (MBA-110)

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

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

PART-A

Q.1 How do advances in technologies, globalization and entrepreneurship affect business? 10
Q.2 What are your five most-important personal objectives? Are they of long or short range? Are the objectives verifiable? 10
Q.3 What would you need to know to plan organization structure? 10
Q.4 Explain the situational leadership theory. 10
Q.5 Why is poor delegation of authority often found to be the most important cause of managerial failure? 10

PART-B

Case study: Leadership from an Introvert’s Perspective

When people think of a stereotypical leader, they often conjure up the image of a dynamic public speaker, a forceful and dominant personality, and someone who can cultivate relationships with a broad number of people. These are all hallmarks of the extroverted personality type, so it's often been the case that extroverts rise to leadership positions more readily than introverts.

However, some question whether the social dominance and ability to command attention shown by extraverts might make them less effective leaders in certain ways. In particular, extroverts may be less likely to take advice from followers. One study investigated how quickly groups of college students could fold shirts in 10 minutes. Each group had a leader who was cued to be either extroverted or introverted. The introverted leaders took more advice from their proactive followers, and this led the groups with introverted leaders to be more effective. Thus, even though there are cases where introverts are less successful as leaders, in some conditions they are more effective. Others note that introverted leaders can be better than extroverts at one-on-one interactions, empathy, and deliberate decision making.

Are there business executives who break the extroverted leader mold? One is Google co-founder Larry Page, well-known for developing a small number of close relationships and being an excellent listener. Colgate-Palmolive chief Ian Cook might feel uncomfortable in front of large groups of people he doesn't know, but he has learned to partner with more extroverted colleagues for presentations to offset his natural shyness. Wal-Mart Stores CEO Mike Duke is famously low-key and reserved, but he has utilized his natural introvert skills of managing details and engineering solutions to maintain the retail giant's dominant market position. These examples show that although extroverts might get all the attention, introverts can still make effective leaders.

Q.6 Read the case study carefully given above and answers the following questions:
   a) What can you do to leverage your personality to be a more effective leader? 5
   b) What types of developmental experiences do you think would be especially valuable for introverted leaders? 5

196/4
PART-A

Q.1 Through statistical thinking and practical approach towards the problem solving a manager can collect, tabulate, analyze and interpret data effectively and efficiently. Comment. 10

Q.2 Measure of central tendency, dispersion, skewness and kurtosis are the characteristics of data sets that provide the valuable information to the decision makers. Comment with examples from the business world. 10

Q.3 a) A manufacturer of pins knows that on an average 5% of his product is defective. He sells pins in boxes of 100 and guarantee that not more than 4 pins are defective. What is the probability that a box will meet the guaranteed quality? (Given $e^{-5} = 0.0067$). 5

b) The mean height of 1000 workers in a steel plant is 67 inch with a standard deviation of 5 inch. How many workers are expected to be above 72 inch in that steel plant? 5

Q.4 In the present dynamic context when the things are rapidly changing how does the managers use regression analysis for forecasting, explain in detail while considering the assumptions of regression analysis? 10

Q.5 “Some Business situations require decision making with various risk considerations”. Discuss the role of probabilities in certain situations with examples. 10

PART-B

Q.6 a) A random sample of 100 measurements show a mean value 5. Can the random sample be regarded as drawn from a population with mean 5.64 and standard deviation of 1.5? 5

b) Develop Free hand curve for the following time series and calculate slope of the series.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>760</td>
<td>800</td>
<td>1300</td>
<td>1440</td>
<td>1380</td>
<td>1240</td>
<td>1340</td>
<td>1900</td>
<td>2080</td>
</tr>
</tbody>
</table>

5
End Semester Examination, Dec. 2018
MBA – First Semester
BASICS OF IT (MBA-112)

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

Note: Attempt any FIVE questions in all. Attempt any FOUR questions from PART-A. PART-B is compulsory. Marks are indicated for each question.

PART-A

Q.1 Explain any two of the following:
   a) Primary memory and secondary memory
   b) Internet and extranet
   c) Anti-virus.  

Q.2 Explain the various kinds of network topologies. Which one is the most efficient and why?  

Q.3 Write a note on MS Office and its components.  

Q.4 What security risks do you face when you connect your computer to internet? Explain in detail. What are the various measures that you can undertake to protect your computer?  

Q.5 What is the database management system? Why are database management very critical for business organizations these days.  

Q.6 Explain the terms:
   a) Digital signature
   b) Operating system
   c) Ecommerce  

PART-B

Case Study – IT in Construction Industry:  
Many people think that the most widely used tool in a construction project is the hammer, but it’s probably a filing or fax machine. The $ 3.4 trillion US construction industry is highly paper intensive. A complex project such as a large building requires the coordination of many different groups and hundreds of architectural drawings and design documents, which can change daily costly delays because of misplaced documents, could make or break a company in an industry with razor-thin profit margins of 1 to 2 percent.

Web technology is starting to address this problem. New web-based construction project management systems enable project managers to exchange documents and work online wherever they are using web browser software. Auto Desk building corporation services, for example, offers customers a shared central space where project managers can exchange documents with engineers and architects, track scheduling and performance, and hold online meetings.

Q.7 What are the management benefits of using web-based construction management software? What security problems might be associated with such web-based system? How can those threats be tackled?  

10
PART-A

Q.1 What is learning? Describe any learning theory highlighting its significance?  

Q.2 Explain the term Memory. Describe all the types of memory.  

Q.3 What is the importance of Motivation? How this concept in organization can be used to increase the productivity?  

Q.4 Write short notes on:  
   a) Human behavior.  
   b) Changing workplace scenario.  
   5x2  

Q.5 Is there any difference in sensation and perception? Support your answer with appropriate example.  

PART-B

Q.6 case study:  
When a massive fire destroyed the Arvind Mills manufacturing plant in Hyderabad, the 1500 employee were certain that they would be out of work. Their CEO Mr. Mohan Das astonished them by announcing that he would keep all the 1500 employees on the payroll for a month. He started rebuilding the 70 year old family business. Subsequently the provision of keeping the employees on payroll was extended to the next 2 months. This costs Mr. Mohan Das 2 crores of rupees. “The fundamental difference is that I consider our workers an asset, not an expense” says Mohan Das when asked what sets him apart from other CEOs. Indeed, he believes his job goes beyond just making money for shareholders, even though the only shareholders of Arvind Mills are Mr. Mohan and his family. He believes he has a responsibility to the workers as well as to the community. “Maybe on paper, our company is worth less to the stock market but I can tell you it’s worth more. We’re doing fine”, he says. This would not surprise you if you get to know about the heart-bypass operations we have arranged for several workers, free soft drinks and breaks he offers to employees when the summer heat drives temperatures to more than 90 degrees on the manufacturing lines. Like scores of other textile manufacturers, the company went through hard times in 1970s and ‘80 but Mr. Mohan Das took to research and development, resulting in the innovation of a new kind of textile. Over the years, the company’s profits rose steadily. The quality of our product is paramount, “said Mr. Mohan Das” and it’s the employee who makes that quality. Before the fire, the plant produced 1,30,000 yards a week, “Mohan Das said.” A few weeks after the fire, it was up to 2,30,000 yards. Our people became very creative. They were willing to work 25 hours a day”.

Q.7 What is the motivating factor for the employees to work 25 hours a day? Explain the concept of motivation related to the caselet.  


End Semester Examination, Dec., 2018
M.B.A.– First Semester
INTRODUCTION TO HEALTHCARE SYSTEM & STRUCTURES (MBA-115)

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

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

**PART-A**

Q.1 What is Healthcare delivery system? Outline the benefits of an integrated delivery system.  10

Q.2 Define and elaborate on concept of Health and well being.  10

Q.3 List and elaborate different perspectives on health and health care.  10

Q.4 Write short notes on:
   a) Community Health Centre
   b) Primary Healthcare in India.  5x2

Q.5 Discuss how health systems in country like India can be improved keeping in view the motto of government to provide health for all.  10

**PART-B**

Q.6 Dr Renu works as a Medical Officer at district hospital at Nagpur. She is planning for a health camp for educating women regarding the importance of hygiene. What can Dr. Renu do to prepare adequately for this camp. Elaborate by preparing a complete plan from beginning to execution, highlighting importance of each step.  10
End Semester Examination, Dec. 2018
MBA – First Semester
HEALTHCARE ORGANIZATION THEORY AND BEHAVIOUR (MBA-116)

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

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

PART-A

Q.1 If job satisfaction is not a behavior, why it is considered as a dependent variable? 10

Q.2 Are happy workers productive workers? 10

Q.3 Social loafing in perception is found more in western countries. Do you think this means shirking should be considered as of part of US workforce (with reference to Asian workforce? Explain by giving reasons. 10

Q.4 What are the steps of conflict process? 10

Q.5 Today’s workforce is increasingly made up of part-time or contingent employees. Is organizational culture really important if workforce is mostly temporaries? 10

PART-B

Case study: Tamarack Industries

Tamarack Industries manufactures motorboats primarily used for waterskiing. During the summer months, a third production line is normally created to help meet the heavy summer demand. This third line is usually created by assigning the experienced workers to all three lines and hiring college-students who are home for summer vacation to complete the crews. In the past, however, experienced workers resented having to break up their teams to form a third line. They also resented having to work with a bunch of college kids and complained that the kids were slow and arrogant.

The foreman, Dan Jensen, decided to try a different strategy this summer and have all the college students work on the new line. He asked Mark Allen to supervise the new crew because Mark claimed that he knew everything about boats and could perform every job "with my eyes closed." Mark was happy to accept the new job and participated in selecting his own crew. Mark's crew was called "the Greek Team" because all the college students were members of a fraternity or sorority named with Greek letters.

Mark spent many hours in training to get his group running at full production. The college students learned quickly, and by the end of June their production rate was up to standard, with an error rate that was only slightly above normal. To simplify the learning process, Dan Jensen assigned the Greek Team long production runs that generally consisted of 30 to 40 identical units. Thus the training period was shortened and errors were reduced. Shorter production runs were assigned to the experienced teams.

By the middle of July, a substantial rivalry had been created between the Greek Team and the older workers. At first, the rivalry was good-natured. But after a few
weeks, the older workers became resentful of the remarks made by the college students. The Greek Team often met its production schedules with time to spare at the end of the day for goofing around. It wasn't uncommon for someone from the Greek Team to go to another line pretending to look for materials just to make demeaning comments. The experienced workers resented having to perform all the shorter production runs and began to retaliate with sabotage. They would sneak over during breaks and hide tools, dent materials, install something crooked, and in other small ways do something that would slow production for the Greek Team.

Dan felt good about his decision to form a separate crew of college students, but when he heard reports of sabotage and rivalry, he became very concerned. Because of complaints from the experienced workers, Dan equalized the production so that all of the crews had similar-production runs. The rivalry, however, did not stop. The Greek Team continued to finish early and flaunt their performance in front of the other crews.

One day the Greek Team suspected that one of their assemblies was going to be sabotaged during the lunch break by one of the experienced crews. By skillful deception, they were able to substitute an assembly from the other experienced line for theirs. By the end of the lunch period, the Greek Team was laughing, wildly because of their deception, while one experienced crew was very angry with the other one.

Dan Jensen decided that the situation had to be changed and announced that the job assignments "between the different crews would be shuffled. The employees were told that when they appeared for work the next morning, the names of the workers assigned to each crew would be posted on the bulletin board. The announcement was not greeted with much enthusiasm, and Mark Allen decided to slay late to try to talk Dan out of his idea. Mark didn't believe the rivalry was serious enough for this type of action, and he suspected that many of the college students would quit if their team was broken up.

Q.6 Use the conflict model to a) identify the structural causes of conflict and b) discuss the escalation of conflict described in this case.
End Semester Examination, Dec. 2018  
MBA – Second Semester  
MARKETING MANAGEMENT-II (MBA-201)

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. Marks are indicated against each question.

**PART-A**

Q.1 What do you understand by Product Life Cycle? Discuss the marketing strategies in the maturity stage.  
10

Q.2 How should companies integrate channels and manage channel conflict?  
10

Q.3 ‘Brand positioning is arranging for a product to occupy a clear, distinctive and desirable place in the market and in the minds of the target consumers’- Philip Kotler. Explain. Do a comparative analysis of two competing brands with respect to their Target Audience, Market Segmentation and Positioning strategy (Point of Parity-POP and Point of difference-POD)?  
10

Q.4 How do you determine target return price? How should a company respond to a competitor’s price challenge?  
10

Q.5 What is the communications mix and discuss the steps in developing effective communication?  
10

**PART-B**

Q.6 Write a creative brief on the Band-Aid ad?  
10
### PART-A

**Q.1** “Fundamentals of valuations are straightforward, the challenges we face in valuing companies shift as firms move through the life cycle. Comment on the basis of capital budgeting and valuation of firms”.

**Q.2** Dupont Limited shows the following values on its balance sheet ($ Million)

<table>
<thead>
<tr>
<th>Assets</th>
<th>Liabilities</th>
<th>Cost of Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>Debt</td>
<td>Cost of Capital</td>
</tr>
<tr>
<td>Cash</td>
<td>Debt</td>
<td>Cost of Capital</td>
</tr>
<tr>
<td>Total Assets</td>
<td>Total Liabilities and equity</td>
<td></td>
</tr>
</tbody>
</table>

- Cash: 800
- Existing assets: 1000
- Debt: 900
- Equity: 900
- Cost of Capital: 6%
- Tax rate: 40%

a) You are required to show the change in WACC with the same portfolio and what will happen if the debt is increased by 100 million with additional cost by 0.5%

b) What will happen the cost of equity if the tax rate increases by 2% and cost of debt also increases by 2%?

**Q.3** Differentiate between (any two) each question carries equal marks:

a) Hostile Takeovers and Mergers and Acquisitions.

b) Debt Restructuring and Operational Restructuring.

c) Carve-outs and spin-offs.

**Q.4** Why there can’t be a single working capital investment and financing policy optimal for all the firms? What are the factors that need to be considered before establishing a working capital policy for a company?

**Q.5** Comment on the advantages and disadvantages of operating and financial leasing?

### PART-B

**Q.6** M/s Alpha Production and Engineering works has a production plan of manufacturing of 100,000 units for the coming year. Goods are to be manufactured evenly throughout the year as per the policy of the organization. The product’s selling price is estimated at ₹10 each with the following cost components:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (in ₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>30,00,000</td>
</tr>
<tr>
<td>Raw material</td>
<td>10,80,000</td>
</tr>
<tr>
<td>Wages</td>
<td>3,00,000</td>
</tr>
<tr>
<td>Overheads</td>
<td>1,20,000</td>
</tr>
<tr>
<td>Profit</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

The management has a policy for:

- Holding raw material stock = 2 months
- Production period = 1 month
- Finished goods stock held = 3 months
- Credit to customers = 3 months
- Credit allowed by suppliers = 2 months
Estimate the working capital requirement for M/s Alpha Production and Engineering works coming year.
End Semester Examination, Dec. 2018
MBA – Second Semester
RESEARCH METHODOLOGY (MBA-203)

Time: 3 hrs.                      Max Marks: 50
Note: Attempt FIVE questions in all; Part-B is compulsory. Attempt any FOUR questions
      from Part-A. Marks are indicated against each question.

PART-A

Q.1 What is marketing research? What is difference between applied and basic research? 10
Q.2 What problems of secondary data quality must researchers face? How they can deal
    with them? 10
Q.3 Distinguish between casual and descriptive studies. 10
Q.4 You want to conduct a survey using random sampling. What subjective decisions must
    you make? 10
Q.5 Explain the research process. 10

PART-B

Q.6 The new president if an old, established company is facing a problem. The company is
    currently unprofitable and is, in the president opinion, operating efficiency. The company
    sells a wide line of equipment and supplies the dairy industry. Some items it
    manufactures and many it wholesales to dairies, creameries and similar plants. Because
    industry is changing in several ways survival will be more difficult in the future. In
    particular many companies are bypassing the wholesales and selling directly to dairies. In
    addition many independent dairies are being taken over by large food chains.

Read the case study carefully given above and answer the following question:
How might marketing research help the new president make the right decisions? 10
End Semester Examination, Dec. 2018  
MBA – Second Semester  
LEGAL ENVIRONMENT OF BUSINESS (MBA-204)  

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. Marks are indicated against each question.

PART-A  

Q.1 What is digital signature? How is it used for authentication of electronic record? 10  
Q.2 Define partnership and explain different types of partners? 10  
Q.3 Who is an unpaid seller? Explain the rights of an unpaid seller? 10  
Q.4 Differentiate between offer and invitation to offer and also explain free consent? 10  
Q.5 Write a note on Promissory Note and Bills of Exchange? 10  

PART-B  

Q.6 a) An acceptor accepts a ‘Bill of Exchange’ but writes on it ‘Accepted but payment will be made when goods delivered to me is sold’. Decide the validity? 5  
b) X agrees to sell to Y at Delhi certain goods which he has purchased from Madras. The goods were sent from Madras to Delhi through a carrier agency. Unfortunately, the truck carrying the goods caught fire while the truck was on its way to Delhi and the entire goods were destroyed. Thus fact was known neither to X nor to Y. The goods, therefore, did not reach Delhi and X could not deliver the same to Y on the agreed date. Y, who had already entered into an agreement for the sale of the same goods to Z, also failed to perform his promise, and consequently suffered loss. Y now claims the damage from X. decide, giving reasons.  
i) Whether Y will succeed?  
ii) What provisions exist in the Indian Contract Act in this regard? 2½×2
End Semester Examination, Dec. 2018  
MBA – Second Semester  
PRODUCTION AND OPERATIONS MANAGEMENT (MBA-205)  

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. Marks are indicated against each question.  

PART-A  

Q.1 While designing a product we need to address aspects related to testability, reliability, ease of manufacture, maintainability and cost. Please explain these design aspects in the context of designing a mobile phone. You may make reasonable assumptions.  

Q.2 With the help of normal distribution curve explain the concepts of statistical process control. Which are the outcome conditions that indicate an out of control process?  

Q.3 Explain the role that demand forecasting plays in various aspects of production and operations management. Discuss the various qualitative and quantitative approaches to forecasting.  

Q.4 Elucidate the six sigma quality standards with the define phase of SIX SIGMA project. And write a brief note on ISO 14000 standards.  

Q.5 You are marketing motorcycles from a supplier. In your advertisement you maintain that the kilometer per liter (kmpl) of these motor cycles is 50 kmpl. In no case the kmpl will be less than 45 kmpl. The standard deviation of the population kmpl is 2. Can you claim that more than 90% of the motorcycles will meet the kmpl requirement?  

PART-B  

Q.6 Case Study:  
Manufacturers apply forecasting in operations:  
Wang Laboratories Inc has developed a monthly updated manufacturing plan that has analysts and management interacting as they forecast and schedule 98% of corporation hardware. A 22 member manufacturing business planning group takes the view that manufacturing must take control of their forecasting destiny to validate marketing sales goals and respond to finance’s inventory and cost demands. Accurate computerized forecasting allow Wang to generate each month a four quarter plan. The procedure provides Wang a close look at the plan ahead. The monthly master roster covers 200 manufacturing end items. The forecasting software used to project product demands shipments and production assembly at both the aggregate and manufacturing end - item level.  
At Abbot laboratories a focused application was the use of a forecasting model to relate productivity goals to direct and indirect labor requirements. Forecaster gave special attention to indirect labor, down time and quality assurance elements. Standards were determined and, using regression analysis, related to total production cost. Mathematical expression relating to indirect and direct labor hours to production costs were used as basis for computer forecasting program. How accurate are the computerized forecasting routines depends on the value management places on accuracy.  

Read the case study carefully given above and answer the following questions:
a) Wang used a 22 members business manufacturing group for forecasting. Do you think this group can be modified? Please justify your answer with logic, preferably giving some relevant examples.

b) In the case study it is mentioned that accuracy of forecasting even by using computerized systems depends on the value the management places on accuracy. Please explain.
End Semester Examination, Dec. 2018
MBA — Second Semester
ENTREPRENEURSHIP (MBA-206)

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.** Marks are indicated against each question.

**PART-A**

Q.1 "In spite of various legislative measures, our Indian financial system weak and challenging for our young entrepreneurs”, Comment on this. 10

Q.2 "Do you think sustainable development should be a part of an entrepreneurship course, or did textbook authors just include it as a section to be politically correct”? Comment. 10

Q.3 How will you do a market feasibility analysis of a project? Also, discuss some market assessment methods. 10

Q.4 What factors would you consider while constructing a business plan if the audience is entrepreneur, investors and suppliers or do you believe that it is better to make a single business plan that serves all three audiences? 10

Q.5 Does any of the theory of entrepreneurship suits to the real world situation. If yes explain with an example. 10

**PART-B**

Q.6 **Case Study:**

**Fundraising challenges Faced by Cisco Founders**

Cisco Systems is the world’s leading supplier of computer networking product. Its product line includes routers, remote access device, switches, Internet services devices, networking and network management software, and protocol translators. All these products connect together geographically dispersed local area networks, wide area networks, and the Internet itself. Cisco was founded in 1984 in Menlo Park, California by a husband and wife from Stanford University. Leonard Bosack and Sandra Lerner met each other in a graduate school and got married. They took jobs in managing computer networks at Stanford University after graduating. Bosack joined as the manager of the computer science department’s laboratory, while Lerner oversaw the computers at the graduate school of business. Both wanted to send electronic messages to each other, but their computer networks were unable to get along. Therefore, Bosack and Lerner figured out a way to connect the two local area networks in the respective departments, they both worked, 500 yards crosswise campus. Bosack invented router that is a black box comprising of a twist of cable and some agile software that enabled computer networks to talk to one another. Initially, Lerner and Bosack tried to sell the internet working technology-routers to existing computer companies, but none were interested. Then, they decided to start their own business, Cisco Systems. Three of their colleagues from Stanford University, namely, Greg Setz, Bill Westfield and Kirk Lougheed, also joined them as cofounders. Now, they were five members. The Cisco founders faced the same problems as most entrepreneurs face, especially in the field of raising finance.
Stanford University tried to procure $11 million as the licensing fees from the company, as the technology was developed by Bosack while an employee at the university. The university eventually settled for $150,000 besides, free routers, and support services. The company was set up on a very tight budget. Actually, Bosack and Lerner had to mortgage their home, run up credit card debts, and postpone salaries to their friends, who worked for them to make the venture work. Lerner even had to do an outside salaried job to add-on their income. Despite these primitive beginnings, Bosack and Lerner persisted, and Cisco sold its first router in March 1986. The company had no money to spend on advertising or sales staff; therefore, the customers were developed by word of mouth. It was the Cisco's product strength that helped Cisco grew fast during its first two years. Cisco initially promoted its routers to universities, aerospace industry, research centers, and government departments. In 1988, Cisco began to target its internetworking routers at mainstream corporations with geographically dispersed branches that used different networks. Eventually, Cisco developed routers serving an even greater range of communication protocols, which subsequently distinguished its routers from any other router manufacturer. Cisco's routers enabled the mainstream corporations and their branches to support more protocols. By the late 1980s, when the commercial market for internetworking technology started to develop, Cisco's reasonably priced, high-performance routers gave a lead start over the budding competition.

However, Cisco had a high rate of sales growth, but was badly short of cash. Lerner once again started working outside to earn some money. Now, the Cisco founders were clearly aware of the fact that if they want their company to grow and flourish, they would require more funds than they could arrange. Lerner and Bosack began to talk to venture capitalists, but they were refused time and again. Finally, in 1988, they approached Donald T. Valentine, the 77th investor. Valentine agreed to fund Cisco lint with a demand of giving him a controlling stake in the company. Valentine, therefore, became the chairperson and then employed an outsider, John Morgridge, as the Cisco's new president and chief executive officer. Morgridge replaced several Cisco managers, who were the friends of Bosack and Lerner, with more qualified and experienced executives. In 1990, Cisco went public, after which the shares of the company were available for buying by the general public. Under the Morgridge leadership, the company grew rapidly; however, Bosack and Lerner clashed repeatedly with Morgridge. In August 1990, Lerner was fired as a result of which Bosack also quit the company. When they left the company, the couple sold their remaining stocks and gave away the bulk of their profits to their favorite charities.

Although, Cisco's story does not represent the experience of all new ventures, but it does illustrate the challenges faced by most of the new enterprises. Startup enterprises often face the challenges, while raising the capital because they are unknown and unproved. Startup entrepreneurs must rely on their personal savings and the financial support from family and friends. Once, the startup enterprise is successful it would attract the investors or bankers itself.

Now answer the following question related to above case study:
a) What mistakes were done by the Cisco founders? 5
b) Why Bosack and Learner faced problems while raising the capital for their company. 5
End Semester Examination, Dec. 2018
MBA — Second Semester
ENTREPRENEURSHIP (MBA-206)

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.** Marks are indicated against each question.

**PART-A**

Q.1 “In spite of various legislative measures, our Indian financial system weak and challenging for our young entrepreneurs”, Comment on this. 10

Q.2 “Do you think sustainable development should be a part of an entrepreneurship course, or did textbook authors just include it as a section to be politically correct”? Comment on this. 10

Q.3 How will you do a market feasibility analysis of a project? Also, discuss some market assessment methods. 10

Q.4 What factors would you consider while constructing a business plan if the audience is entrepreneur, investors and suppliers or do you believe that it is better to make a single business plan that serves all three audiences? 10

Q.5 Does any of the theory of entrepreneurship suits to the real world situation. If yes explain with an example. 10

**PART-B**

Q.6 **Case Study:**
Cisco Systems is the world’s leading supplier of computer networking product. Its product line includes routers, remote access device, switches, Internet services devices, networking and network management software, and protocol translators. All these products connect together geographically dispersed local area networks, wide area networks, and the Internet itself. Cisco was founded in 1984 in Menlo Park, California by a husband and wife from Stanford University. Leonard Bosack and Sandra Lerner met each other in a graduate school and got married. They took jobs in managing computer networks at Stanford University after graduating. Bosack joined as the manager of the computer science department’s laboratory, while Lerner oversaw the computers at the graduate school of business. Both wanted to send electronic messages to each other, but their computer networks were unable to get along. Therefore, Bosack and Lerner figured out a way to connect the two local area networks in the respective departments, they both worked, 500 yards crosswise campus. Bosack invented router that is a black box comprising of a twist of cable and some agile software that enabled computer networks to talk to one another. Initially, Lerner and Bosack tried to sell the internet working technology-routers to existing computer companies, but none were interested. Then, they decided to start their own business, Cisco Systems. Three of their colleagues from Stanford University, namely, Greg Setz, Bill Westfield and Kirk Lougheed, also joined them as cofounders. Now, they were five members. The Cisco founders faced the same problems as most entrepreneurs face, especially in the field of raising finance.
Stanford University tried to procure $11 million as the licensing fees from the company, as the technology was developed by Bosack while an employee at the university. The university eventually settled for $150,000 besides, free routers, and support services.
The company was set up on a very tight budget. Actually, Bosack and Lerner had to mortgage their home, run up credit card debts, and postpone salaries to their friends, who worked for them to make the venture work. Lerner even had to do an outside salaried job to add-on their income. Despite these primitive beginnings, Bosack and Lerner persisted, and Cisco sold its first router in March 1986. The company had no money to spend on advertising or sales staff; therefore, the customers were developed by word of mouth. It was the Cisco's product strength that helped Cisco grew fast during its first two years. Cisco initially promoted its routers to universities, aerospace industry, research centers, and government departments. In 1988, Cisco began to target its internetworking routers at mainstream corporations with geographically dispersed branches that used different networks. Eventually, Cisco developed routers serving an even greater range of communication protocols, which subsequently distinguished its routers from any other router manufacturer. Cisco's routers enabled the mainstream corporations and their branches to support more protocols. By the late 1980s, when the commercial market for internetworking technology started to develop, Cisco's reasonably priced, high-performance routers gave a lead start over the budding competition.

However, Cisco had a high rate of sales growth, but was badly short of cash. Lerner once again started working outside to earn some money. Now, the Cisco founders were clearly aware of the fact that if they want their company to grow and flourish, they would require more funds than they could arrange. Lerner and Bosack began to talk to venture capitalists, but they were refused time and again. Finally, in 1988, they approached Donald T. Valentine, the 77th investor. Valentine agreed to fund Cisco lint with a demand of giving him a controlling stake in the company. Valentine, therefore, became the chairperson and then employed an outsider, John Morgridge, as the Cisco's new president and chief executive officer. Morgridge replaced several Cisco managers, who were the friends of Bosack and Lerner, with more qualified and experienced executives. In 1990, Cisco went public, after which the shares of the company were available for buying by the general public. Under the Morgridge leadership, the company grew rapidly; however, Bosack and Lerner clashed repeatedly with Morgridge. In August 1990, Lerner was fired as a result of which Bosack also quit the company. When they left the company, the couple sold their remaining stocks and then gave away the bulk of their profits to their favorite charities.

Although, Cisco's story does not represent the experience of all new ventures, but it does illustrate the challenges faced by most of the new enterprises. Startup enterprises often face the challenges, while raising the capital because they are unknown and unproved. Startup entrepreneurs must rely on their personal savings and the financial support from family and friends. Once, the startup enterprise is successful it would attract the investors or bankers itself.

Now answer the following question related to above case study:

a) What mistakes were done by the Cisco founders? 5
b) Why Bosack and Learner faced problems while raising the capital for their company. 5
PART-A

Q.1 What is strategy? Why is it important for an organization to have a strategy in place? 10

Q.2 Explain the role that WEAK SIGNALS play in helping managers to understand potential changes in their competitive environment. 10

Q.3 What does hyper competition teach us about the pursuit of a sustainable competitive advantage? 10

Q.4 If an organization’s portfolio of business comprises some STARS, What are the strategic options open to it according to the BCG Matrix? 10

Q.5 Explain the significance of The McKinsey 7S model for a business organization. 10

PART-B

Q.6 Case Study:

In 2004, Shakti Vada Pav opened their first vada pav store in Kalyan, a distant suburb of Mumbai. Their founder and CEO Chandresh Kathuria realized within the first few weeks that they were on the right track. However they were faced with one big challenge-How to become a pan India chain of quick service restaurants (QSR)? In their early days, vada pav not work on expanding outside Mumbai because opening centralized kitchens across different cities would translate into higher costs and no guarantee of standardized product. They started scouting for technology that would help realize this ambition and nearly went broke trying different technologies. Their bankers were forcing them to bring down their shutters on Shakti Vada Pav, but Chandresh was in no mood to give up.

Now answer the question related to above case study:
What options does The Founder and CEO Chandresh Kathuria have to become a pan India chain? 10
PART-A

Q.1 What is strategy? Why is it important for an organization to have a strategy in place? 10

Q.2 Explain the role that WEAK SIGNALS play in helping managers to understand potential changes in their competitive environment. 10

Q.3 What does hyper competition teach us about the pursuit of a sustainable competitive advantage? 10

Q.4 If an organization’s portfolio of business comprises some STARS, What are the strategic options open to it according to the BCG Matrix? 10

Q.5 Explain the significance of The McKinsey 7S model for a business organization. 10

PART-B

Q.6 Case Study:
In 2004, Shakti Vada Pav opened their first vada pav store in Kalyan, a distant suburb of Mumbai. Their founder and CEO Chandresh Kathuria realized within the first few weeks that they were on the right track. However they were faced with one big challenge—How to become a pan India chain of quick service restaurants (QSR)? In their early days, vada pav not work on expanding outside Mumbai because opening centralized kitchens across different cities would translate into higher costs and no guarantee of standardized product. They started scouting for technology that would help realize this ambition and nearly went broke trying different technologies. Their bankers were forcing them to bring down their shutters on Shakti Vada Pav, but Chandresh was in no mood to give up.

Now answer the question related to above case study:
a) What options does The Founder and CEO Chandresh Kathuria have to become a pan India chain? 10
End Semester Examination, Dec. 2018
MBA — Second Semester
HUMAN RESOURCE MANAGEMENT (MBA-208)

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.** Marks are indicated against each question.

**PART-A**

Q.1 Define and discuss the objectives of human resource management. Outline the challenges faced by HR professionals in the changing current scenario. Explain with suitable examples.  
10

Q.2 a) Scientific recruitment of personnel and their proper placement are important in effectively achieving corporate objectives. Discuss in detail.  
5
b) What are the five main things you would do to recruit and retain a more diverse workforce?  
5

Q.3 “The logical approach to staffing begins with a careful assessment and planning of current and prospective requirements”. Explain this statement.  
10

Q.4 a) “An effective grievance handling procedure is preventive rather than curative”. Explain this statement.  
5
b) Discuss the various techniques for evaluation the effectiveness of training methods in a modern organization.  
5

Q.5 Write short notes on **any two** of the following:
   a) Difference between on-the-job and off-the-job training.
   b) Job design components.
   c) Difference between HRD and HRM.
   d) International HRM.  
5×2

**PART-B**

Q.6 **Case Study:**
Microelectronics, a California-based electronics defense contractor, has enjoyed a smooth growth curve over the past five years, primarily because of favorable defense funding during the Reagan administration’s build-up of U.S. military defenses. Microelectronics has had numerous contacts to design and develop guidance and radar systems for military weaponry. Although the favorable funding cycles has enabled. Microelectronics to grow at a steady rate, the company is finding it increasingly difficult to keep its really good engineers, based on extensive turnover analyses conducted by Ned Jackson, the human resources planning manager, Microelectronics problem seems to be its inability to keep engineers beyond the “critical” five year point. Apparently, the probability of turnover drops dramatically after five years of service. Ned's conclusion is that Microelectronics has been essentially serving as an industry college. Their staffing strategy has always been to hire the best and brightest engineers from the best engineering schools in the United States. Ned believes that these engineers often get lost in the shuffle at the time they join the firm. For example, most (if not all) of the new hires must work on non-classified projects until cleared by security to join a designated major project. Security clearance usually takes anywhere from six to ten months. In the meantime the major project has
started, and these young engineers frequently miss out on its design phase, considered the most creative and challenging segment of the program. Because of the nature of project work, new engineering often have difficulty learning the organizational culture - such as who to ask when you have a problem, what the general dos and don'ts are, and why the organization does things in a certain way.

After heading a task force of human resource professionals within Microelectronics, Ned has been designated to present to top management a proposal designed to reduce turnover among young engineering recruits. The essence of his plan is to create a mentor program, except that in this plan the mentors will not be the seasoned graybeards of Microelectronics, but rather those engineers in the critical three-to-five year service window, the period of highest turnover, these engineers will be paired with new engineering recruits before the recruits actually report to Microelectronics for work. According to the task force, the programme is twofold: (1) it benefits the newcomer by easing the transition into the company, and (2) it helps the three-to-five-year service engineers by enabling them to serve an important role for the company. By performing the mentor role, these engineers will become more committed and hence less likely to leave. As Ned prepared his fifteen-minute presentation for top management, he wondered if he had adequately anticipated the possible objections to the program in order to make an intelligent defense of it. Only time would tell.

Read the above case and answer the questions given below:

a) Identify the salient issues from HR point of view for this case.

b) If you were to study this turnover problem, how would you conduct a needs analysis or evolve a counseling programme?

c) What are the causes of dissatisfaction and turnover in microelectronics?

d) Do you find the mentoring programme suitable to reduce turnover? Justify your answer.
End Semester Examination, Dec. 2018
MBA — Second Semester
HUMAN RESOURCE MANAGEMENT (MBA-208)

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.** Marks are indicated against each question.

**PART-A**

Q.1 Define and discuss the objectives of human resource management. Outline the challenges faced by HR professionals in the changing current scenario. Explain with suitable examples. [10]

Q.2 a) Scientific recruitment of personnel and their proper placement are important in effectively achieving corporate objectives. Discuss in detail. [5]
b) What are the five main things you would do to recruit and retain a more diverse workforce? [5]

Q.3 “The logical approach to staffing begins with a careful assessment and planning of current and prospective requirements”. Explain this statement. [10]

Q.4 a) “An effective grievance handling procedure is preventive rather than curative“. Explain this statement. [5]
b) Discuss the various techniques for evaluation the effectiveness of training methods in a modern organization. [5]

Q.5 Write short notes on **any two** of the following:
   a) Difference between on-the job and off-the job training.
   b) Job design components.
   c) Difference between HRD and HRM.
   d) International HRM. [5×2]

**PART-B**

Q.6 **Case Study:**
Microelectronics, a California-based electronics defense contractor, has enjoyed a smooth growth curve over the past five years, primarily because of favorable defense funding during the Reagan administration’s build-up of U.S. military defenses. Microelectronics has had numerous contacts to design and develop guidance and radar systems for military weaponry.

Although the favorable funding cycles has enabled. Microelectronics to grow at a steady rate, the company is finding it increasingly difficult to keep its really good engineers, based on extensive turnover analyses conducted by Ned Jackson, the human resources planning manager, Microelectronics problem seems to be its inability to keep engineers beyond the “critical” five year point. Apparently, the probability of turnover drops dramatically after five years of service. Ned’s conclusion is that Microelectronics has been essentially serving as an industry college. Their staffing strategy has always been to hire the best and brightest engineers from the best engineering schools in the United States.

Ned believes that these engineers often get lost in the shuffle at the time they join the firm. For example, most (if not all) of the new hires must work on non-classified projects until cleared by security to join a designated major project. Security clearance
usually takes anywhere from six to ten months. In the meantime the major project has started, and these young engineers frequently miss out on its design phase, considered the most creative and challenging segment of the program. Because of the nature of project work, new engineering often have difficulty learning the organizational culture - such as who to ask when you have a problem, what the general dos and don'ts are, and why the organization does things in a certain way.

After heading a task force of human resource professionals within Microelectronics, Ned has been designated to present to top management a proposal designed to reduce turnover among young engineering recruits. The essence of his plan is to create a mentor program, except that in this plan the mentors will not be the seasoned graybeards of Microelectronics, but rather those engineers in the critical three-to-five year service window, the period of highest turnover, these engineers will be paired with new engineering recruits before the recruits actually report to Microelectronics for work. According to the task force, the programme is twofold: (1) it benefits the newcomer by easing the transition into the company, and (2) it helps the three-to-five-year service engineers by enabling them to serve an important role for the company. By performing the mentor role, these engineers will become more committed and hence less likely to leave. As Ned prepared his fifteen-minute presentation for top management, he wondered if he had adequately anticipated the possible objections to the program in order to make an intelligent defense of it. Only time would tell.

Read the above case and answer the questions given below:

a) Identify the salient issues from HR point of view for this case.

b) If you were to study this turnover problem, how would you conduct a needs analysis or evolve a counseling programme?

c) What are the causes of dissatisfaction and turnover in microelectronics?

d) Do you find the mentoring programme suitable to reduce turnover? Justify your answer.
MANAGING SUSTAINABLE DEVELOPMENT (MBA-210)

PART-A

Q.1 What are the major challenges for sustainable economic growth? How can sustainable livelihoods be achieved?  

Q.2 Is political stability necessary for suitable sustainable economic growth? Discuss in the context of present situation in India.  

Q.3 Discuss initiatives taken by NGO’s in making people aware about various SDG’s, also give example of one such NGO.  

Q.4 How does increasing population becoming a hurdle in achieving Sustainable Development Goals (SDG’s)? What measures can be taken to control it?  

Q.5 "Education plays a pivotal role in achieving the set target for sustainability”. Discuss.  

PART-B

Q.6 Write short notes on the following:
   a) Impact of globalization on society moving towards sustainable future.
   b) What is urbanization? Give any two push and pull factors in context of people moving from rural to urban areas?
End Semester Examination, Dec. 2018
MBA — Second Semester
MANAGING SUSTAINABLE DEVELOPMENT (MBA-210)

Time: 3 hrs.  
Max Marks: 50

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

**PART-A**

Q.1 What are the major challenges for sustainable economic growth? How can sustainable livelihoods be achieved?  
10

Q.2 Is political stability necessary for suitable sustainable economic growth? Discuss in the context of present situation in India.  
10

Q.3 Discuss initiatives taken by NGO’s in making people aware about various SDG’s, also give example of one such NGO.  
10

Q.4 How does increasing population becoming a hurdle in achieving SDG’s? What measures can be taken to control it?  
10

Q.5 “Education plays a pivotal role in achieving the set target for sustainability”. Do you agree with this statement, if yes then discuss it.  
10

**PART-B**

Q.6 Write short notes on the following:
   a) Impact of globalization on society moving towards sustainable future.
   b) What is urbanization? Give any two push and two pull factors regarding people moving from rural to urban areas?  
5×2
End Semester Examination, Dec. 2018
MBA — Second Semester
VALUES, ETHICS AND CSR (MBA-211)

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. Marks are indicated against each question.

PART-A

Q.1 Ethics may commensurate with legal pronouncements or statements and reasonably be enforced under the agreed constitutional framework. Explain the above statement illustrating the aspects relating to ethics and values. 10

Q.2 Companies are required to observe corporate social responsibility (CSR) and contribute 2 percent of net profit on activities concerned with CSR. Explain the position in India. Should CSR be mandatory? 10

Q.3 Describe briefly an experience or an instance, you have experienced indicating the ethical values and what are the learning’s from that experience? 10

Q.4 "Companies in India have to follow norms relating to corporate governance in the interest of its stake holders”. Discuss in detail. 10

Q.5 Head constable Bhupendra Tomar 57 years, began his usual patrol duty along with a team comprising of four, on February 20th, 2018 in a vehicle 100 number (Quick Response). They were on the patrol duty when they received a call saying there was a man lying on the road who had been stabbed multiple times by an assailant. As the team headed towards the spot, Bhupendra Tomar received another call. This time it was from home. His 27 years and daughter, Joyti a nurse who had married only a year ago had died suddenly. Bhupendra was taken back and was in shock. What should he do now? Should he go home to attend his daughter or should proceed towards the critically injured man? Justify your answer. (Limit your answer to two pages.) 10

PART-B

Q.6 Satyam computer services, fourth largest outsourcer announced on 16th December 2008, acquisition of Maytas infra and Maytas properties companies related to Mr. Raju’s (Chairman) family and controlled by same set promoters for ₹7,700 crore. No shareholder approcal was sought for the acquisition which would utilize nearly all of Satyam’s ₹5,500 crore cash. The deal was announced after Indian stock market had closed, but the company’s shares fell by about 30 percent.

Faced with the prospects of litigation and further fall share prices, Mr. Raju quickly called off the deal and announced a board meeting on December 29th, to consider share buyback to boost shareholder confidence.

There was damage to Satyam’s credibility as the World Bank barred the company from doing any business with it for the next years for “improper benefits to bank staff” and “lack of documentation on invoices”.

Independent board members resigned from the board and the board meeting scheduled for December 29th was postponed to January 10th. On December 30th, Mr. Raju wrote a letter to over 50,000 Satyam employees and said that his decisions were intended to bring “Satyam back on track”.
However, the developments left Mr. Raju with no option but to confess that over ₹7,000 crore frauds, saying that Satyam had overstated profits and falsified assets for years. What lesson would you draw from the fraudulent accounting practice adopted by Mr. Raju chairman, Satyam computers?
PART-A

Q.1 Ethics may commensurate with legal pronouncements or statements and reasonably be enforced under the agreed constitutional framework. Explain the above statement illustrating the aspects relating to ethics and values.

Q.2 Companies are required to observe corporate social responsibility (CSR) and contribute 2 percent of net profit on activities concerned with CSR. Explain the position in India. Should CSR be mandatory?

Q.3 Describe briefly an experience or an instance, you have experienced indicating the ethical values and what are the learning’s from that experience?

Q.4 "Companies in India have to follow norms relating to corporate governance in the interest of its stake holders”. Discuss in detail.

Q.5 Head constable Bhupendra Tomar 57 years, began his usual patrol duty along with a team comprising of four, on February 20th, 2018 in a vehicle 100 number (Quick Response). They were on the patrol duty when they received a call saying there was a man lying on the road who had been stabbed multiple times by an assailant. As the team headed towards the spot, Bhupendra Tomar received another call. This time it was from home. His 27 years and daughter, Joyti a nurse who had married only a year ago had died suddenly. Bhupendra was taken back and was in shock. What should he do now? Should he go home to attend his daughter or should proceed towards the critically injured man? Justify your answer. (Limit your answer to two pages.)

PART-B

Q.6 Satyam computer services, fourth largest outsourcer announced on 16th December 2008, acquisition of Maytas infra and Maytas properties companies related to Mr. Raju’s (Chairman) family and controlled by same set promoters for ₹7,700 crore. No shareholder approcal was sought for the acquisition which would utilize nearly all of Satyam’s ₹5,500 crore cash. The deal was announced after Indian stock market had closed, but the company’s shares fell by about 30 percent. Faced with the prospects of litigation and further fall share prices, Mr. Raju quickly called off the deal and announced a board meeting on December 29th, to consider share buyback to boost shareholder confidence. There was damage to Satyam’s credibility as the World Bank barred the company from doing any business with it for the next years for "improper benefits to bank staff” and "lack of documentation on invoices”. Independent board members resigned from the board and the board meeting scheduled for December 29th was postponed to January 10th. On December 30th, Mr. Raju wrote a letter to over 50,000 Satyam employees and said that his decisions were intended to bring "Satyam back on track".
However, the developments left Mr. Raju with no option but to confess that over ₹7,000 crore frauds, saying that Satyam had overstated profits and falsified assets for years. What lesson would you draw from the fraudulent accounting practice adopted by Mr. Raju chairman, Satyam computers?
Q.1 Answer all the following functions and tools:
   a) Sumif function is different from the Sumifs and Sumproduct functions, discuss with the condition for their usage.
   b) Which function is used to determine the day of the week for a date i.e., March 1, 2018?
   c) What is the output of '='Month (Cell number containing the date)' function?
   d) What is the usage of converting date into number function?
   e) 'What if analysis' is a tool of great importance for the Managers? Discuss.  

Q.2 Explain the importance and usage of different types of charts available in excel while making professional presentations, specifically the following:
   a) Column.
   b) Line.
   c) Pie.
   d) Bar.
   e) XY (Scatter).

Q.3 Explain stepwise how to implement Substitute, Find and Replace function in excel? What utility does someone derives from using these functions?  

Q.4 'What if analysis" is a very important tool with Scenario Manager, Goal Seek and Data table for a manager while deciding about the various alternatives based on the Sensitivity Analysis. Comment while explaining the different usage of 'What If analysis'.  

Q.5 As an organizer of a national level conference for two days you are provided the following information:
<table>
<thead>
<tr>
<th>Particulars</th>
<th>Rate (In Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inauguration Tea</td>
<td>150/-</td>
</tr>
<tr>
<td>Lunch</td>
<td>200/-</td>
</tr>
<tr>
<td>Tea</td>
<td>50/-</td>
</tr>
<tr>
<td>Breakfast</td>
<td>100/-</td>
</tr>
<tr>
<td>Dinner</td>
<td>250/-</td>
</tr>
<tr>
<td>Accommodation</td>
<td>2000/-</td>
</tr>
<tr>
<td>Conference Kit</td>
<td>500/-</td>
</tr>
<tr>
<td>Transportation to Airport</td>
<td>200/-</td>
</tr>
<tr>
<td>Honorarium (Guest)</td>
<td>4000/-</td>
</tr>
<tr>
<td>Airfare (Guest)</td>
<td>10000/-</td>
</tr>
<tr>
<td>Conference Hall</td>
<td>20000/- for two days</td>
</tr>
<tr>
<td>Miscellaneous Expense</td>
<td>40000/-</td>
</tr>
</tbody>
</table>
As organizer, you have a team of 10 members, expected delegates are 30 (but more will help in reducing the cost per delegate), at inauguration 5 Guests had agreed, but there will be 2 more guests who will join for dinner

Discuss the formulas which you would need to design an excel sheet to find out the registration fee per delegate for the conference for two of the conditions:

a) When you would be getting a Sponsorship of Rs. 2,00,000/-
b) When there is no sponsorship for the program.

(Note: For this, you can use a representative excel sheet format with Cell number and row number to find out the answer for the given problem)

**PART-B**

Q.6 MS excel is one of the most important support for managers and decision makers, discuss its utilities in presentation and report writing.
INTER GENERATIONAL AND DIVERSITY MANAGEMENT (MBA-213)

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

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

PART-A

Q.1 Use the following attitudes, centralized or decentralized decision making, safety or risk, individual or group rewards, high or low organizational loyalty, cooperation or competition to compare the cultures of United States, Germany, and Japan.

Q.2 What are four dimensions of culture by Geert Hofstede? Identify and describe each and compare the cultural challenges faced by individuals belonging to different groups under each dimension.

Q.3 One of the major reasons that foreign expatriates have difficulty doing business in the United States is that they do not understand American slang. A business executive recently gave the authors the following three examples of statements that had no direct meaning for her because she was unfamiliar with slang: "He was laughing like hell." "Don't worry; it's a piece of cake." "Let's throw these ideas up against the wall and see if any of the stick." Why did the foreign expat have trouble understanding these statements, and what could be said instead?

Q.4 What do international managers need to know about the use of reward incentives to motivate personnel? What role does culture play in this process?

Q.5 Leadership research in China shows that the new generation of managers tends to have a leadership style that is different from the styles of both the current generation and the older generation. In particular, new generation managers assign greater importance to individualism as measured by such things as self-sufficiency and personal accomplishments. They also assign less importance to collectivism as measured by subordination of personal goals to those of the group and to Confucianism as measured by such things as societal harmony and virtuous interpersonal behavior. How will you incorporate this information to devise an appropriate leadership style while entering the Chinese market?

PART-B

Case study:

South Africa, as the name reflects, is located on the far southern tip of the African continent. It is surrounded by water on three sides: in the south and in the west by the Atlantic Ocean, and in the east by the Indian Ocean. Neighboring countries are Zimbabwe, Swaziland, Botswana, Namibia, and Lesotho. The form of government is a presidential democracy. South Africa has three capitals: Pretoria, Cape Town, and Bloemfontein. The country is 1,219,080 square kilometers. The population (in 2009) was 49.1 million people. GDP in 2009 was $495.1 billion, with per capita income at $10,100. South Africa is known as the "Rainbow Nation," a title that reflects its cultural diversity and the fact that the country's population is one of the most diverse and complex ones in the world. Of the total population, about 31 million are Black, 5 million White, 3 million Coloured, and 1 million Indian. The Black population covers four major ethnic groups consisting of Nguni, Sotho, Shangaan-Tsonga, and Venda. There are a number subgroups; the Zulu and Xhosa are the largest subgroups of the Nguni. The majority of the White
population has Afrikaans roots, and 40 percent are of British descent. In South Africa eleven official languages are spoken.

The most significant characteristic of South Africa's modern history was apartheid, a system of legal racial segregation enforced by the Nationalist Party between 1948 and 1994, under which the rights of the majority nonwhite population were curtailed in all avenues of life. Apartheid sparked significant tension and violence internally as well as a UN trade embargo against South Africa. A series of popular uprisings and protests were met with the banning of opposition and imprisonment of anti-apartheid leaders, including Nobel Peace Prize winner Nelson Mandela. Reforms to apartheid in the 1980s failed to quell the mounting opposition, and in 1990 President Frederik Willem de Klerk began negotiations to end apartheid, culminating in multiracial democratic elections in 1994, which were won by the African National Congress under Nelson Mandela. One feature of post-apartheid South Africa was the program Black Economic Empowerment (BEE) designed to redress the inequalities of apartheid by giving previously disadvantaged groups (Black Africans, Coloureds, Indians, and Chinese) economic opportunities previously not available to them. It has included measures such as employment equity; skills development; ownership, management, and socioeconomic development; and preferential procurement. The 2010 World Cup Soccer tournament put South Africa on the international stage and provided significant economic stimulus, with more than 160,000 net new jobs created.

An economist of the German Standard Bank said: "The World Championship 2010 is an important impulse for the South African people. Many people doubted that South Africa would be able to host an event of such international attention, but its stable political situation under the government of the African National Congress, which Nelson Mandela was a member of, is a good sign for potential investors and the finance market." In advance of the games, South Africa invested heavily in transportation infrastructure. South Africa finished most of the first section of their new high-speed Gautrain passenger railway and installed new bus lines. Highways have been upgraded, and the city of Durban managed to complete South Africa's first new Greenfield airport in 50 years. The infrastructure projects are creating employment opportunities and are providing workers long-term skills and training. One of many challenges in building the infrastructure for the World Championship was generating power without an unduly adverse environmental impact. Environmentally friendly features such as natural ventilation and rain water capture systems were used in the new stadium facilities. Despite these developments and improvements, South Africa is still plagued by severe social problems such as pervasive poverty, lack of infrastructure in Black African areas, AIDS, crime, and corruption. Although South Africa is a transactional culture, meaning they do not require a history with people in order to do business with them, they are a personable people that have deeply rooted traditions. This means it is a good idea to build a rapport with them before doing business as well as furnish counterparts with some background information about oneself or company. South Africans follow the European approach to personal space, meaning people keep their distance when speaking and interacting in the public space.

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

a) In what way could the huge cultural diversity in South Africa pose challenges for MNCs seeking to set up a business there?

b) How is South African culture different from or similar to U.S. culture?
End Semester Examination, Dec. 2018  
MBA – Second Semester  
MANAGEMENT IN DIGITAL ENVIRONMENT (MBA-215)

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

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

**PART-A**

Q.1 Critically evaluate the impact of internet on the marketing mix for an industry sector of your choice.  

Q.2 Explain any five key metrics for website testing.  

Q.3 Write in detail a note on digital marketing strategy formulation.  

Q.4 The internet is primarily thought of as means of advertising and selling products. What are the opportunities for use of the internet in other marketing functions?  

Q.5 Explain the following:  
   a) Business to consumer and business to business digital marketing.  
   b) Digital versus traditional marketing communication.  

**PART-B**

Q.6 A leading newspaper is planning to launch a new web based news magazine and you have been hired to develop a digital marketing strategy? Give your insights for the same.
End Semester Examination, Dec. 2018  
MBA – Second Semester  
RESEARCH METHODS FOR THE HEALTHCARE INDUSTRY (MBA-216)

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

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

**PART-A**

Q.1 A production manager is concerned about the low output levels of his employees. The articles that he read on job performance frequently mentioned four variables as important to job performance: skill required for the job, rewards, motivation, and satisfaction. In several of the articles it was also indicated that only if the rewards were valent (attractive) to the recipients did motivation, satisfaction, and job performance increase, not otherwise.

Given the above situation, do the following:

10

a) Define the problem. And evolve a theoretical framework. 5x2

b) Develop at least six hypotheses. 5x2

Q.2 What is a research design? Enlist and discuss various elements defining research design while undertaking a research study? 10

Q.3 Discuss different types of data sources and also various instruments used for data collection. 10

Q.4 What is a sampling design? What are apt sample sizes for descriptive studies, analytical studies and a case-control study? Discuss with examples. 10

Q.5 What do you understand by statistical tests of hypotheses? What test is used for comparison of two means (paired samples) and explain significance of scaling in selecting the test. 10

**PART-B**

Q.6 Schematically depict the operational definition of the concept of stress and develop 10 questions that would measure stress. 10
End Semester Examination, Dec. 2018
MBA – Second Semester
QUALITY MANAGEMENT IN HEALTHCARE (MBA-217)

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

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

PART-A

Q.1 Explain the quality monitoring cycle with suitable example. 10

Q.2 Keeping in mind the various components of quality assurance explain how various components help in improving clinical performance. 10

Q.3 Explain how prioritization in monitoring can help in patient welfare. 10

Q.4 Write short notes on:
   a) Formal vs Informal monitoring.
   b) Tracer method. 5x2

Q.5 Differentiate between Prospective monitoring, concurrent monitoring. 10

PART-B

Q.6 In bringing improvements in patient safety what is the importance of preventing mistakes can help. 10
PART-A

Q.1 What role does the service profitability chain play in service delivery? Describe with reference to the gaps model of service delivery.  

Q.2 Hospitals, educational institutions and other service enterprises are developing elaborate Service Scopes. Evaluate the role played by Service Scopes and critically discuss the increasing forms on Service Scopes.  

Q.3 A care rental company experiences very low demand from 11-am to 2-pm on most of the days. Describe the ways in which the company may utilize supply side factors or may modify demand.  

Q.4 As per the classification of services on the basis of tangibility, explain how services are developed from the core to the potential offering? Use examples to support your answer.  

Q.5 Discuss the pricing strategies for services, which companies implement for the highly price sensitive Indian market.  

PART-B

Q.6 On the basis of the attached print advertisement given on next page, comment on the following elements of ISMC:-  
a) Imagery  
b) Association  
c) Target market  
d) Narratives.
End Semester Examination, Dec. 2018
MBA – Third Semester
SALES AND DISTRIBUTION MANAGEMENT (MBA-351-3)

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

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

PART-A

Q.1 Explain sales process. What precautions a sales person has to take at each step in order to achieve sales? 10

Q.2  
   a)  A ‘Quota’ can act as a ‘motivator’ as well as demotivator. Comment.  
   b)  Explain the methods of motivating channel members. 10

Q.3 Explain the relationship between sales and distribution with suitable examples. What performance consideration would you use in the selection of channel structure for a newly introduced brand of bakery products? 10

Q.4  
   a)  Why is motivation of sales force more important than for employees in any other sphere of activity? 10
   b)  Differentiate wholesalers and retailers on the basis of role and functions in a distribution system. 10

Q.5 Enumerate the functions performed by marketing channels. Lovely textiles is planning to set up a direct distribution network to sell its fabric. What advice would you give them and why? 10

PART-B

Q.6 Case Study:  
   CG Engineering Company-Achieving Quotas

Ashok Desai was transferred from western region, where he worked as area sales manager of CG Engineering Company, to eastern regional marketing manager- industries. He was told by the company's general manager (Sales) that he was transferred from western region to eastern region to set things right, as eastern region was not performing well on sales and profits. Ashok’s main responsibilities were to manage effectively 11 sales engineers and achieve the sales volume and contribution (to profits) quotas. For Ashok not only the industrial customers but also the sales engineers were new. The sales engineers were compensated based on straight salary and perquisites like house rent allowance and medical reimbursement. There was no incentive scheme. The territory of eastern region consisted of states of West Bengal, Bihar, Assam and Orissa. Ashok felt the sales engineer was not covering the market adequately and were not following any system of routing and scheduling.

He also thought that salespeople were spending more time in travelling and less time in selling activities. After talking to sales engineer individually, he got an impression that most of them were not motivated, as they were not given adequate freedom of operations and recognition whenever they got good orders. Ashok thought that there was a good scope applying what he had learnt in the management institute and achieve superior results as expected by general manager (Sales).

   a) If you were Ashok, what would you do to achieve sales volume and contribution? 10
End Semester Examination, Dec. 2018
MBA — Third Semester
BRAND MANAGEMENT (MBA-351-6)

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

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

PART-A

Q.1 Kindly explain the following Laws of Branding:
   a) Law of Name.
   b) Law of Generic.
   c) Law of Extension.
   d) Law of Sub-brand.
   e) Law of Category.

Q.2 “Customer-based brand equity is the differential effect that brand knowledge has on consumer response to the marketing of the brand” – Keller. Elaborate your answer through the CBBE Pyramid for a brand of your choice.

Q.3 ‘Brand positioning is arranging for a product to occupy a clear, distinctive and desirable place in the market and in the minds of the target consumers’ – Philip Kotler. Explain. Do a comparative analysis of two competing brands with respect to their Target Audience, Market Segmentation and Positioning strategy (Point of Parity-POP and Point of difference-POD).

Q.4 What are the challenges in designing Brand – Building Communications and how marketers can strategies to develop an Integrated Marketing Communication program?

Q.5 What do you understand by the breadth and depth of branding strategy? Elaborate your answer by giving relevant examples.

PART-B

Q.6 Write a Creative Brief on the below ‘Audiobooks by Penguin’ print ad.

a) What do you understand by a ”Creative Brief”?
b) What is the Opportunity and/or Problem which the advertising must address?
c) Who are the Target Audience for this advertisement?
d) What is the single-minded proposition we want the advertising to communicate? 2½x4
Q.1 On 1<sup>st</sup> June, 2018 a trader buys ABC Ltd futures at Rs. 165. The lots size is 2000. Four days later the trader decides to square off the position at Rs. 170.10. The closing prices of the ABC Ltd. future for the four days from 1<sup>st</sup> June is as follows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Closing price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; June, 2018</td>
<td>168.3</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; June, 2018</td>
<td>172.4</td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt; June, 2018</td>
<td>171.6</td>
</tr>
<tr>
<td>4&lt;sup&gt;th&lt;/sup&gt; June, 2018</td>
<td>169.9</td>
</tr>
</tbody>
</table>

What are the profits/losses for the trader over the four days? 10

Q.2 Explain the features of an over the counter market. What are the advantages of OTC contracts vis-à-vis exchange traded controls? 10

Q.3 Bring out the differences between feature and forward contracts. 10

Q.4 Your buy a May call option on ABC Ltd.’s stock, with an exercise price of Rs/ 850/-.
   a) What is the intrinsic value of the option today if ONGC is trading at Rs. 840/-?
   b) What would be the intrinsic value today if ONGC was trading at Rs. 860?
   c) What action will you take on the expiration date if ONGC then trades at Rs. 845?
   d) What action will you take on the expiration date if ONGC then trades at Rs. 855/-?
   e) Assume that when you bought the option, ONGC was selling for Rs.854/-. Would the premium you paid to buy the option be more than Rs.4 or less? 2x5

Q.5 Write short notes on (any two):
   a) Structure of a swap.
   b) Interest rate swap.
   c) Credit risk. 10

Q.6 Assume a stock trades for Rs. 120/- . A call option on this stock has a strike price of Rs.120/- and costs Rs. 11/-. A put option also has a strike price of Rs. 120/- and costs Rs.8. A risk-free bond promises to pay Rs. 120 at the expiration of the option in one year. What should the price of this bond be? Explain. 10
Q.1 'Money is what is generally acceptable as a medium of exchange.' Discuss and illustrate function of money. 

Q.2 Define Money Market. Illustrate its characteristics and its instruments and institutions. 

Q.3 Discuss the importance and role of financial system for a developing economy. 

Q.4 Non Performing Assets (NPAs) have increased to Rs 10 lakh crore as on June 2018. Banks have a challenging task to manage NPAs. Discuss the steps to manage NPAs. 

Q.5 Discuss (any two) of the following: 
   a) Mutual funds. 
   b) Insurance companies. 
   c) Venture capital fund. 

Q.6 CRR and SLR are two tools of monetary policy. Discuss and illustrate their characteristics. 

Q.7 Regulatory authorities have a significant role in monitoring and developing financial system. Discuss the role and functions of: 
   a) SEBI. 
   b) RBI regulatory authorities.
End Semester Examination, Dec. 2018  
MBA – Third Semester  
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA-352-3)

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

Note: Attempt **FIVE** questions in all; **Part-B is compulsory.** Attempt any **FOUR** questions from **Part-A.** Marks are indicated against each question.

**PART-A**

Q.1 Discuss the role of SEBI in promoting the Indian Financial Markets and safeguarding the interest of the retail investors while promoting sourcing the economic growth of the nation.  

10

Q.2 CAPM provides an alternative approach for estimating the firm’s cost of capital, if we know the beta of the firm, then the cost of the equity capital can be easily defined, Comment.  

10

Q.3 “Industry analysis, company analysis and technical analysis serves as important part of security analysis and helps in portfolio management” comment.  

10

Q.4 The price of a ₹1,000/- par bond is carrying a coupon rate of 8 percent and maturing after 5 years is ₹1,020/-.  

a) What is the approximate YTM?  
b) What will be the realized YTM if the reinvestment rate is 7 percent?  

5×2

Q.5 Discuss the importance of portfolio selection and rebalancing in providing help to fund manager in generating returns for the investors.  

10

**PART-B**

Q.6 Businessman Mr. Shayamlal, has approached you for professional advice on investment. He has a surplus of ₹40/- lakhs which he wishes to invest in share market. Being risk averse by nature and a first timer to secondary market, he makes it very clear that the risk should be minimum. Having done some research in this field, you recommend to him a portfolio of two shares - stocks of an oil exploration company SIL and an oil marketing company JOCL. You tell him that both are reputed, government controlled companies. You have the following market data at your disposal.

<table>
<thead>
<tr>
<th>Period</th>
<th>Market return (%)</th>
<th>Return (%) on SIL</th>
<th>Return (%) on JOCL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>12</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>8</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>4</td>
<td>– 6</td>
<td>(12)</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>– 4</td>
<td>– 7</td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>16</td>
<td>8</td>
</tr>
</tbody>
</table>

The current market price of a share of SIL is ₹2400/- and that of JOCL is ₹846/-. On the future returns of the two stocks and the market, you are able to obtain the following forecast from a reputed firm of portfolio managers.
<table>
<thead>
<tr>
<th>State of the Economy</th>
<th>Probability</th>
<th>Returns (in percentage) on Treasury Bills</th>
<th>SIL</th>
<th>JOCL</th>
<th>Market Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recession</td>
<td>0.3</td>
<td>7</td>
<td>9</td>
<td>15</td>
<td>(2)</td>
</tr>
<tr>
<td>Normal</td>
<td>0.4</td>
<td>7</td>
<td>18</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Boom</td>
<td>0.3</td>
<td>7</td>
<td>25</td>
<td>6</td>
<td>20</td>
</tr>
</tbody>
</table>

The firm also informs you that they had very recently made a study of the SIL stock and can advise that its beta is 1.65.

Mr. Sharma requests you to answer the following questions:

a) What is the beta for JOCL stock?

b) What is the scope for appreciation for the two stocks?
End Semester Examination, Dec. 2018  
MBA – Third Semester 
FINANCIAL STATEMENT ANALYSIS AND VALUATION (MBA-352-6) 

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. Marks are indicated against each question. 

**PART-A**

Q.1 Financial statements are reported to stakeholders for information and they contain information that helps the analyst infer fundamental value, so the analysts and investors must appreciate what these statements are saying and what they are not saying. Comment.  

10

Q.2 Discuss the different types of business analysis. Identify the category of users of financial statements that applies to each different type of business analysis.  

10

Q.3 a) What are the difference between credit analysis and equity analysis? How do these impact the financial statement information that is important for each type of analysis?  

b) What is fundamental analysis? What is its main objective?  

5×2

Q.4 a) Describe the three major activities the statement of cash flow reports. Cite examples of cash flows for each activity  

b) Discuss the importance to analysis of the statement of cash flows. Identify factors entering into the interpretation of cash flows from operations.  

5×2

Q.5 Valuation model acts a tool for thinking about the value creation in a business and translating that thinking into a valuation, same goes with the dividend discount model and the discounted cash flow model that helps in forecasting of cash flows. Comment.  

10

**PART-B**

Q.6 Selected ratios for three different companies that operate in three different industries (merchandising, pharmaceuticals, utilities) are reported in the table below:  

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Co. A</th>
<th>Co. B</th>
<th>Co. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit margin ratio</td>
<td>18%</td>
<td>53%</td>
<td>n.a.</td>
</tr>
<tr>
<td>Net profit margin ratio</td>
<td>2%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Research and development to sales</td>
<td>0%</td>
<td>17%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Advertising to sales</td>
<td>7%</td>
<td>4%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Interest expense to sales</td>
<td>1%</td>
<td>1%</td>
<td>15%</td>
</tr>
<tr>
<td>Return on assets</td>
<td>11%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Accounts receivable turnover</td>
<td>95 times</td>
<td>5 times</td>
<td>11 times</td>
</tr>
<tr>
<td>Inventory turnover</td>
<td>9 times</td>
<td>3 times</td>
<td>n.a.</td>
</tr>
<tr>
<td>Long-term debt to equity</td>
<td>64%</td>
<td>45%</td>
<td>89%</td>
</tr>
</tbody>
</table>

Identify the industry that each of the companies A, B and C operate in. give at least two reasons supporting each of your selections.  

10
PART-A

Q.1 Describe the contribution of coaching and mentoring to improve managerial performance.  

Q.2 Explain how you would go about developing a Behaviorally Anchored Rating Scale (BARS) for performance appraisal of Front Office Executives of a service organization.  

Q.3 What are the important functions of Performance Management Process?  

Q.4 What are the guidelines that should be kept in mind by HR Managers for implementing a sound performance appraisal system? Give examples to support your answer.  

Q.5 Discuss the requirements for a successful MBO programme to manage performance of employees in a sales driven organization.  

PART-B

Q.6 Case Study:

"POLICIES AND PERFORMANCE APPRAISAL":

GL Electronics Corporation Ltd. Recently diversified its activities and started producing computers. It’s employed personnel at the lower level and middle level. It has received several applications for the post of Commercial Manager-Computer Division. It could not decide upon the suitability of the candidate to the position, but did find that Mr. Prakash is more qualified for the position than other candidates. The Corporation has created a new post below the cadre of General Manager i.e. Joint General Manager and asked Mr. Prakash to join the Corporation as Joint General Manager. Mr. Prakash agreed to it viewing that he will be considered for GM’s position based on his performance. Mr. Anand, the Deputy General Manager of the Corporation and one of the candidates for General Manager’s position was annoyed with the management’s decision to not consider him for the position of General Manager. But, he wanted to show his performance record to the management at the next appraisal meeting. The management of the Corporation asked Mr. Shastry, General Manager of Television Division to be the General Manager in-charge of Computer Division for some time, until a new General Manager is appointed. Mr. Shastry wanted to switch over to Computer Division in view of the prospects, prestige and recognition of the position among the top management of the Corporation. He viewed this assignment as a chance to prove his performance.

The Corporation has the system of appraisal of the superior’s performance by the subordinates. The performance of the Deputy General Manager, Joint General Manager and the General Manager have to be appraised by the same group of the subordinates. Mr. Anand and Shastry know very well about the system and its operation, whereas Mr Prakash is a stranger to the system as well as to its modus operandi. Mr. Shastry and Mr. Anand were competing with each other in convincing their subordinates about their performance and used all sorts of techniques for pleasing them like promising them a wage hike, transfers to the job of their interest, promotion, etc. However, these two officers functioned in collaboration with a view to pull down Mr. Prakash. They openly told their subordinates that a stranger should not occupy the ‘chair’. They created several groups among employees like pro-Anand’s group, pro-Shastry group, anti-Prakash and Shastry group, anti-Anand and Prakash group.
Mr. Prakash has been watching the proceedings calmly and keeping the top management informed with all these developments. However, Mr. Prakash has been quite work-conscious and top management found his performance under such a political atmosphere to be satisfactory. Prakash’s pleasing manners and way of maintaining human relations with different levels of employees did, however, prevent the emergence of an anti-Prakash wave in the company. But in view of the political atmosphere within the company, there is no strong pro-Prakash’ group either.

Management administered the performance appraisal technique and the subordinates appraised the performance of all the three managers. In the end, surprisingly, the workers assigned the following overall scores: Prakash (560 Points), Shastry (420 Points) and Anand (260 Points).

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

a) How do you evaluate the worker’s appraisal in this case?

b) Suggest techniques to avert politics creeping into the process of performance appraisal by subordinates?
End Semester Examination, Dec. 2018  
MBA – Third Semester  
STRATEGIC HUMAN RESOURCE MANAGEMENT (MBA-353-2)  

Time: 2 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. Each question carries equal marks.  

PART-A  

Q.1 Explain with example how the choice of employee markets changes when a company has decided to link its recruitment with its HR practice in the area of performance evaluation system.  

Q.2 Competitive advantage is easy to build but harder to maintain. Entry or duplication barrier is an essential requirement. How human resource based advantage could get over by this challenge?  

Q.3 How the power of an selection instrument could be enhanced by combining its applications with HR policies and practices in other areas of HR systems?  

Q.4 Why is structure as a source of in equal power is less important for managing R&D organization?  

Q.5 It is often said “functional separation of jobs creates higher employee productivity which also creates scope for outsourcing. Explain.  

PART-B  

Case study:  

Strategic Human Resource Management (SHRM) AT ABC DISTRIBUTION  

The case  
ABC Distribution distributes food products, mainly to major retailers. The critical success factors for the organization, as spelt out by its Managing Director and the Director of Finance, are its ability to meet its profit targets and to grow the business substantially on a consistent basis by developing a reputation for providing added value services, developing business with existing customers, winning new customers, and acquisitions. The company has doubled in size in the last four years. Underpinning the development of the company is the need to grow the infrastructure, to develop management and leadership and to extend quality and safety programmes.  

Business strategy  
The Managing Director agreed that in a sense their business strategy evolved in a semi-formal way, but this evolution took place:  

by the key people understanding what the total business was trying to do, and their part in it; then they went away and put their bits together; then we pulled all of it together.  

He commented that:  

Our strategy is very simple and very broad... it can be put down in a few sentences. It's what lies around it that has to be developed.  

He emphasized that:
We sought to demonstrate to the rest of the business that we (the board) were a team. Where a team hadn't existed before, a team was now running the company.

The Deputy Managing Director explained how he saw the formulation of the business strategy taking place:

We put our strategy together within the framework of the financial targets we have to meet and our values for quality, integrity and management style.

In answer to the question: ‘How does your organization develop its business strategies?’, the Director of Finance said that:

It started off as being very simple in that we had an objective to grow in excess of the rate of growth demanded by our parent company... However, that process has become less naive, more detailed and more structured as the business grows... I see planning as a process that goes on and on and on and becomes more complex and more refined.

He also made the following comment:

Don't forget, not all strategies necessarily involve massive change... you can have a strategy to stay as you are.

The Director of Marketing emphasized the dynamic nature of strategy in a growing business operating in a highly competitive environment:

We have a strategy document which is concerned with developing market share and growth and is being continuously updated... The update is driven by the board... We have to make sure that we continue to refresh the strategy.

The Director of HR commented that:

The longer-term strategy is developed basically by the board getting together and working its way through... We also share that plan with the senior management team.

HR strategy

The Managing Director described their approach to developing the HR strategy as follows:

Our HR strategy has to respond to our business needs. The challenge for HR is to look at all the areas it encompasses and make sure they are integrated into the main plan. One of the problems this company used to have up to a few years ago was that HR strategy was seen as something completely separate from corporate strategy. What we have tried to do in the past few years is to make them one and the same thing. So we start with a business plan; we know we are going to grow at a certain rate. Then we do a skills audit and predict how many managers we are going to need. Out of this comes our HR development policy on skills training, leadership training and recruitment.

The Deputy Managing Director thought that the Director of HR was basically responsible for developing their HR strategy:

We all look at our business strategy and express a view on the people we need, but our HR Director pulls it all together and interprets our ramblings into something coherent.

However, in answering a question on how HR strategies were developed, the Director of Finance admitted that:

We probably have more HR policies than strategies because the strategies are there in a simple sense but not 100 per cent well-articulated - for valid reasons; we are a growing business.

The Director of HR referred to the way in which strategic initiatives were developed:
First the HR people meet and we bounce ideas about and seek ideas. Then if we have a new initiative we put it to the board for discussion.

Role of the HR Director

What I want and what I get is a general contribution: whether the individual is HR Director, Finance Director or Marketing Director is in many ways irrelevant. For example, I look at the HR Director in the same way as the Finance Director, which is that when we about business policy and business strategy they would play into that at a general level, and having sorted out the policy, they contribute in their specific areas.

Managing Director

The role of HR is to facilitate everything we do. Deputy Managing Director

I would expect the HR Director to be visionary, to see a bigger picture than I can see and to be able to articulate that. There is an element of added value in balancing HR policies with business issues. Director of Finance

The task

Comment on the way in which business strategy is evolved in this company and how HR strategy is integrated with it.
PART-A

Q.1 What are the emerging trends in industrial relations in the era of globalization? 10

Q.2 Define Trade Union according to Trade Union Act. What are the conditions to get a trade union registered? 10

Q.3 Enumerate the causes of industrial disputes in detail. 10

Q.4 Distinguish between strike, lock-out and lay-off as per provisions of Industrial Disputes Act 1947. 10

Q.5 What do you mean by workers participation in management? How it can be used as an important tool towards achievement of good industrial relations? 10

Q.6 Enumerate the employees to whom payment of Bonus Act 1965 is not applicable? 10

PART-B

Q.7 a) What is collective bargaining? Discuss the importance of collective bargaining to employer and employees. 5

b) Explain the provisions relating to contributions to be made by employer and employees under Employees Provident Funds and Miscellaneous Provisions Act, 1952? 5
PART-A

Q.1 Discuss any one initiative taken by Indian government for the benefit of Indian Exporters in last four years.  

Q.2 “Best quality control methods and pre shipment inspection methods ensure that best quality products must be placed in international market.” Comment.  

Q.3 “Documentary credit is considered to be the safest method of payment in international trade”. Discuss.  

Q.4 Discuss process of custom clearance of export cargo in detail.  

Q.5 Explain the importance of ‘export’ in growth and development of Indian economy.  

PART-B

Case study: LATE MOVER ADVANTAGE?

Though a late entrant, Toyota is planning to conquer the Indian car market. The Japanese auto major wants to dispel the notion that the first mover enjoys an edge over the rivals who arrive late into a market.

Toyota entered the Indian market through the joint venture route, the partner being the Bangalore based Kirloskar Electric Co. Known as Toyota Kirloskar Motor (TKM), the plant was set up in 1998 at Bidadi near Bangalore.

To start with, TKM released its maiden offer— Qualis. Qualis is not a newly conceived, designed, and brought out vehicle. Rather it is the new avatar of Kijang under which brand the vehicle was sold in markets like Indonesia.

Qualis virtually had no competition. Telco’s Sumo was not a multi-utility vehicle like Qualis. Rather, it was a minitruck converted into a rugged all-purpose van. More importantly, Toyota proved that even its old offering, but decked up for India, could offer better quality than its competitor. Backed by a carefully thought out advertising campaign that communicated Toyota’s formidable global reputation, Qualis went on a roll and overtook Tata Sumo within two years of launch.

Sumo sold 25,706 vehicles during 2000-2001, compared to a 3 per cent growth over the previous year, compared to 25,373 of Qualis. But during 2001-2002, it was a different story. Qualis had been clocking more than 40 per cent share of the market. At the end of Sept 2001, Qualis had sold over 25,000 units, compared to Sumo’s 18000 plus.

The heady initial success has made TKM think of the future with robust confidence. By 2010, TKM wants to make and sell one million vehicles per year and garner one-third share of the Indian market.

The firm is planning to introduce a wide range of vehicles—a sub-compact, a sedan, a luxury car and a new multi-utility vehicle to replace Qualis. A significant percentage of the vehicles will be exported.

But Toyota is not as lucky in China. Its strategy of ‘late entry’ in China seems to have back fired. In 2005, it sold just/1,83,000 cars in China, the fastest growing auto market in the world. Toyota ranks ninth in the market, far behind Volkswagen, General Motors, Hyundai and Honda.
Toyota delayed producing cars in China until 2002, when it entered a joint venture with a local company, the First Auto Works Group (FAW). The first car manufactured by Toyota-FAW, the Vios, failed to attract much of a market, as, despite its unremarkable design, it was three times as expensive as most cars sold in China.

Late start was not the only problem. There were other lapses too. Toyota assumed the Chinese market would be similar to the Japanese market. But Chinese market, in reality, resembled the American market.

Sales personnel in Japan are paid salaries. They succeeded in building a loyal clientele for Toyota by providing first-class service to them. Likewise, most Japanese auto dealers sell a single brand, thereby ensuring their loyalty to it. Japan is a relatively well-knit country with an ethnically homogeneous population. Accordingly, Toyota used nationwide advertising to market its products in its home country.

But China is different. Sales people are paid commissions and most dealers sell multiple brands. Obviously, loyalty plays little role in motivating either the sales staff or the dealers, who will ignore a slow selling product should a more profitable one turn up. Besides, China is a large, diverse country. A standardised ad campaign will not do. Luckily, Toyota is learning its lessons.

Competition in the Chinese market is tough, and Toyota’s success in reaching its goal of selling a million cars a year, by 2010, is uncertain. But, its chances are brighter as the company is able to transfer lessons learned in the American market to its operations in China.

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

a) Why has the ‘Late comer strategy’ of Toyota failed in China, though it succeeded in India?
b) Why has Toyota failed to capture the Chinese market? Why is it trailing behind its rivals? 5x2
PART-A

Q.1 Explain the terms marketing, international marketing, multinational marketing and global marketing. In the context of these four terms, describe how the international marketing involvement and commitment of a company changes. 10

Q.2 As the producer of Frozen Indian, evaluate the various modes of entry available for entering into foreign markets. Which mode of entry would you prefer and why? 10

Q.3 What are the factors to be considered while taking branding and packaging decisions in international marketing? 10

Q.4 Why is it so difficult to control consumer prices when selling overseas? Why should a knowledge of countertrades be part of an international marketers pricing tool kit? Discuss. 10

Q.5 As an advertising manager of a company about to enter foreign market, would kind of advertisement would you use? Offer the arguments for each of these three schools of thought: standardization, individualization, and compromise. 10

Q.6 'Compared with products marketing of services poses distinctive challenges to marketers'. Explain why it is so, and enumerate such marketing challenges. 10

PART-B

Case study:

McDonald’s Corp. is often used as an example of Americanism (and globalization) owing to its strict quality control and worldwide success. McDonald’s has some 30,000 outlets in 121 countries to serve about 46 million customers every day, totaling more than $41 billion in annual sales.

The company has highly detailed specifications and rules that must be strictly followed. In England, its high standard for coffee aroused the ire of a British coffee supplier, and the company built its own plant when it could not get quality hamburger buns. McDonald’s provides assistance to Thai farmers for cultivation of Idaho russet potatoes. When suitable supplies are unavailable in Europe, the company does not hesitate to import french fries from Canada and pies from Oklahoma.

As reported by Advertising Age, the Wall Street Journal, and Direct Marketing, the company, however, permits some degree of flexibility and creativity on the part of its franchisees. In Southeast Asia, it serves durian-flavored milk shakes made from a tasty tropical fruit whose aroma is acceptable to Asians but is considered foul byWesterners. Coconut, mango, and tropic mint shakes may be found in Hong Kong.
Menu changes are also necessary in Europe. McDonald's sells near beer, which does not require a liquor license in Switzerland, and chicken on the Continent (to head off Kentucky Fried Chicken). McDonald's on the Champs-Élysées offers a choice of vin blanc or vin rouge, and the coffee comes in a tiny cup with about half a dozen spoonsful of very strong black coffee. In England, tea is available and will have milk in it unless black tea is ordered. McDonald's Australian outlets formerly offered mutton pot pie; outlets in the Philippines, where noodle houses are popular, offer McSpaghetti. Likewise, in Mexico, McDonald's offers the McPollo chicken sandwich and jalapeno sauce as a hamburger condiment. Since eating the Midwest-American beef is like eating soft pebbles to the Japanese, McDonald's hamburger in Japan has a different texture and spices. In many countries, consumers consider fast food to be primarily a snack rather than a regular meal.

Furthermore, the company's operating philosophy has to be altered as well. In order to attract foreign partners who are well qualified and well financed, McDonald's grants territorial franchises instead of the usual practice of granting franchises store by store. In spite of its strong American image and sandwiches, McDonald's has done quite a bit of localization. Consider the following non-US products: Taiwan (rice dishes with curry beef, ginger beef and spicy tomato chicken), India (vegetarian sandwich with eggless tomato mayonnaise), New Zealand (hamburger with a fried egg and slice of pickled beet), Turkey (spicy meat patty with a yogurt and tomato sauce), the Philippines (pasta in a red sauce), Egypt (deep-fried patties of ground beans and spices), India (aloo tikka), Japan (teriyaki burgers), Amman (flatbread McArabia), Israel (kosher McNuggets), and France (cheese and ham between two thin slices of toasted bread).

McDonald's Restaurants Taiwan is almost entirely run by Taiwanese. It added rice dishes in late 2002, following the trend in Hong Kong, the Philippines, Indonesia, and Thailand. McDonald's controls 70 percent of Taiwan's fast-food market and hopes that rice dishes will add to the market share by enticing adults to eat with their kids in its outlets. However, the management is mindful of the fact that the success in Taiwan is due to the core business (i.e., the traditional McDonald's business).

McThai Co. Ltd. adds a Thai feeling to McDonald's. About 15 percent of menu items are locally oriented products to suit local tastes. The menu includes khao man somtan (coconut milk rice with spicy papaya salad), and desserts such as sago and coconut pie. In addition, the managing director plans to introduce the concept of eatingtainment that combines entertainment and eating. Activities such as karaoke hours and contests have been planned. In Europe, a local flavor is evident. The McDonald's outlets in England are the first in the world to sell fresh fruit (grapes and sliced apples), fruit juice with "no extra sugar," and a 266-calorie pasta salad with less than 5 percent fat. France is perhaps even more crucial to McDonald's, and the company opens a new outlet every six days. Surprisingly, a typical French customer spends $9 per visit, more than twice as much as the US average of $4. For McDonald's which is a model of efficiency, McDonald's France appears to ignore the model. It refits restaurants with chic interiors and extras (e.g., music videos) to encourage customers to linger over their meals. Instead of streamlining its menus to speed up service, as do its US counterparts, the French outlets add items. A hot ham-and-cheese sandwich (Croque McDO) is especially popular. In terms of architecture, McDonald's France has adapted the restaurant designs to blend with local architecture. Some outlets in the Alps have wood-and-stone interiors reminiscent of a chalet. While the updated styling found in half of the more than 900 French outlets adds 20 percent more to the standard designs, sales at these outlets have also gone up by as much as 20 percent.

Conceivably, the French approach may not work in the USA because fast-food customers simply want quick service and cheap, tasty foods. The McCafe concept from Australia was imported but failed in the USA. Likewise, McDonald's did not do well with pizza.

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

Point to consider: Some managers of McDonald's, buoyed up by the success in Asia and Moscow, want to "McDonaldize" the world. Discuss the implications of this statement. Should McDonald's try to standardize its product mix? What aspects of McDonald's are universal and thus can be exported to other countries? Should the company introduce into the USA the products that are successful in Europe and Asia?
End Semester Examination, Dec. 2018
MBA – Third Semester
INDIA’S FOREIGN TRADE POLICY (MBA-355-3)

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

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

PART-A

Q.1 Write short notes on (any two) of the following:
   a) Import policy and control
   b) Trade regulation and WTO
   c) EU

Q.2 What are the essential features of India’s Foreign Trade Policy? Describe.

Q.3 In what way ASEAN is an excellent trading bloc? How India is influenced by ASEAN?

Q.4 What are the various export promotion measures? Give a brief account of main export promotion measures.

Q.5 What do you mean by Special Economic Zones. How many Special Economic Zones have been set up in India? Are these operating satisfactorily? Comment.

PART-B

Q.6 Write a short essay on Foreign Direct Investment in India.
End Semester Examination, Dec. 2018
MBA — Fourth Semester
EVENT LOGISTICS MANAGEMENT (MBA-359-1)

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. Marks are indicated against each question.

PART-A

Q.1 Why are event vision and objectives important? What are the various types of objectives of an event? 10

Q.2 What are green events? What impact do they have on selection of site, communication system, media and food and beverage? 10

Q.3 Chart out the critical path for a university cultural festival which is to be held in November 2018. You may make suitable assumptions regarding the scale of the event. 10

Q.4 ICT is largely being utilized in various spheres of life. Describe with examples that how ICT capabilities are enhancing event preparation and organization. 10

Q.5 What is a location contract? Explain the considerations for preparing this document. Also highlight the criteria for supplier selection for events. 5×2

PART-B

Q.6 Read the advertisement given overleaf and answer the following question given below:
a) What are the objectives of the advertised event?
b) Comment on the target audience and message strategy for this event. 5×2
Time: 3 Hours                         Max Marks: 50
No. of pages: 1

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

PART-A

Q.1 Describe the socio-economic clarification (SEC). Explain how it may guide the selection of target audience for an event. 10

Q.2 An event is not an activity in isolation. Discuss, how any corporate event may have various types of objective? Explain with the help of examples. 10

Q.3 As an event manager for the ICC World Cup (Cricket) 2019, check a media campaign to increase TV viewership of the event among senior citizens in India. 10

Q.4 The ‘Pulse Polio Campaign’ was a successful endeavor of the Govt. of India. Evaluate the possible role of PR for this campaign, with specific reference to stakeholder groups, public(s) and opinion leadership. 10

Q.5 MICE tourism (Meetings-Incentives-Conferences–Events) is growing in India. Apart from the events, what other capabilities should be build into MICE centres for attracting organizers and investors. 10

PART-B

Q.6 You are a part of the marketing team for the upcoming cultural festival of the University. You have been given the responsibility for outbound sales. Describe the activities which you shall undertake on the basis of the tools of IMC. 10
Time: 3 Hours  
Max Marks: 50  
No. of pages: 1  
Note: Attempt FIVE questions in all. PART-B is compulsory. Attempt any FOUR questions from PART-A. Marks are indicated against each question.

**PART-A**

Q.1 Discuss in brief various areas of Budget Checklist for an Event. Write a detailed note on security planning for an Event.  
10

Q.2 Design an Entertainment Event of your choice. How would you market the same? As an Event Manager, what would you do to understand your client’s needs?  
10

Q.3 Why is allocation of tasks for managing an Event important? Discuss in details the steps involved in managing a convention.  
10

Q.4 What is the importance of venue in Event Management? What are the pre-requisite for an appropriate Event design?  
10

Q.5 Write short notes on (any two) from the following:  
a) Post Event Tasks.  
b) Theme based Exhibitions with 2 examples.  
c) Name 5 most commonly used equipments in an Event.  
d) Define the Trade Shows fairs.  
5x2

**PART-B**

Q.6 Which promotion tool would you suggest for advertising the following events ad why? Explain with suitable examples:  
a) Book Fair  
b) Sports goods  
d) Cultural evening  
d) Food fest.  
10
PART-A

Q.1 Answer (any two) of the following:
   a) Job responsibility of Wedding Planner  
   b) Planning corporate event  
   c) Job responsibility of corporate event

Q.2 How do you think that the bollywood industry has impacted the wedding industry? Also do a comparison of how the trends in wedding have been changed in the past?

Q.3 How important is research in setting up an exhibition? Explain, what are the various steps taken into consideration while setting up an event?

Q.4 Explain what do you understand by technical requirements in a live show and how celebrity management is done in a live show?

Q.5 What are the reasons for special events? Also explain the detail the various categories of special events?

PART-B

Q.6 You have been hired as an Event Coordinator and are asked to draft a budget and event organizing flow chart for (any one) of the following events:
   i) Organizing a family day for employees of MRIIRS.
   ii) University Festival cum Exhibition.
   iii) Food Festival at JLU Stadium.
End Semester Examination, Dec. 2018  
MBA – Third Semester  
COMMUNITY HEALTH, EPIDEMIOLOGY AND POPULATION MANAGEMENT (MBA-366-1)

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.** Marks are indicated against each question.

**PART-A**

Q.1 What is the nature and scope of epidemiology? Explain the various models of health and disease.  
10

Q.2 Give reasons as to why the community health set up needs to focus especially in the areas of drug and alcohol addiction? Do a comparative analysis taking into account the Indian and western perspectives with regards to taking action in the area of drug and alcohol addiction?  
10

Q.3 Explain, in detail, the various psychological aspects of community health. Explain, with examples, how you can improve the current psychological set up of community healthcare?  
10

Q.4 What is the role of community in healthcare? Explain the importance of primary healthcare in Indian settings.  
10

Q.5 What are the recent developments in the Indian scenario with regards to community health and population management? Explain with relevant research examples.  
10

**PART-B**

Q.6 Why collecting data about healthcare is important, explain? With special reference to data sources, collection and analysis, examine the health statistics and indicators.  
10
End Semester Examination, Dec. 2018
MBA – Third Semester
HEALTHCARE AND SOCIAL POLICY (MBA-366-2)

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

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

PART-A

Q.1 How can social workers functions effectively in an interdisciplinary healthcare team? Highlight the importance of social workers in the field of Healthcare. 10

Q.2 Define ‘health policy’. List and elaborate the five main forms of health policy. 10

Q.3 Why do we study public policy? How social policy is different from public policy? 10

Q.4 Write short notes on the following:
a) HDI
b) Inequity in health care. 5x2

Q.5 Comment on the role of private and voluntary groups in improving the healthcare status in India. 10

PART-B

Q.6 Do you agree with the statement: why or why not?
"Public policy-making in India has frequently been characterized by a failure to anticipate needs, impacts, or reactions which could have reasonably been foreseen, thus impeding economic development." 10
End Semester Examination, Dec. 2018  
MBA – Third Semester  
HEALTHCARE SYSTEMS MANAGEMENT (MBA-366-3)

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

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

**PART-A**

Q.1 Explain the characteristics of health systems research. 10

Q.2 When is evaluation desirable? Differentiate between Monitoring and Evaluation. 10

Q.3 What is decision making? Describe the various techniques used in health care decision making. 10

Q.4 Write short notes on the following:  
   a) Types of health systems research.  
   b) Health system in India. 5x2

Q.5 What are the planning and management issues in Healthcare? Elaborate on health planning in India. 10

**PART-B**

Q.6 “Health systems research exists in order to improve the quality of health service delivery”.

Support your answer by emphasizing on functions and characteristics of healthcare system research. 10
End Semester Examination, Dec. 2018
MBA – Third Semester
HEALTHCARE ECONOMICS AND FINANCE (MBA-366-4)

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

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

**PART-A**

Q.1 What are the basic concepts of health economics? What are the uses of health economics and its relevance in healthcare delivery? 10

Q.2 What are the resources and technology available in healthcare sector? Explain the unique nature of input-output model of healthcare? 10

Q.3 Explain public-private partnership in healthcare delivery model and what are its merits and demerits in healthcare delivery? 10

Q.4 How will you measure the demand and supply for healthcare products in India? What are the gaps between Indian and international structure for healthcare products and services. 10

Q.5 Explain the cost minimization techniques which will be helpful for hospitals? Explain with suitable examples? 10

**PART-B**

Q.6 Discuss the role of government in providing healthcare services in India? What are the various healthcare policies and write about the budget allocation for healthcare services?

OR

What are the domestic and international demand for healthcare delivery? Why medical tourism industry is not picking up in India and what are the issues involved in medical tourism? 10
End Semester Examination, Dec. 2018
MBA – Third Semester
ENVIRONMENTAL HEALTH MANAGEMENT AND SAFETY PLANNING
(MBA-366-5)

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. Marks are indicated against each question.

**PART-A**

Q.1 What constitutes a healthy/unhealthy life? What are different type of health indicators and also list social determinants of health? 10

Q.2 Describe the elements of effective safety and health management system. 10

Q.3 Define Microbial control? List and elaborate different types of microbial control method? 10

Q.4 Shortly comment on:
   a) Fire Safety in Hospitals.
   b) Patient safety. 10

Q.5 Explain the process of Planning and organizing for safety and waste management. 10

**PART-B**

Q.6 Discuss and elaborate the concepts of healthcare planning with respect to setting up a super specialty hospital in Delhi. 10
End Semester Examination, Dec. 2018
MBA – Third Semester
HEALTH AND HOSPITAL INFORMATION SYSTEM (MBA-366-6)

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. Marks are indicated against each question.

**PART-A**

Q.1  Explain the how a hospital functions? Define components of a hospital system.  10

Q.2  Define the term ‘Hospitals’. Explain how the hospital is a subsystem of health care system?  10

Q.3  What is decision making? Do you think that decision making process in hospitals are different from routine decision making process? Explain with examples.  10

Q.4  Write short notes on:
   a) Types of networks.
   b) Design of hospital information systems.  10

Q.5  Elaborate on the changing role of hospital information system highlighting the usage of information technology in hospitals.  10

**PART-B**

Q.6  What are the benefits of integrating IT with the hospital plan for improving its performance and quality? Illustrate with examples from Indian scenario.  10
LEGAL ENVIRONMENT OF ENTREPRENEURSHIP (MBA-367-1)

Time: 3 Hours                        Max Marks: 50
Note: Attempt FIVE questions in all. PART-B is compulsory. Attempt any FOUR questions from PART-A. Marks are indicated against each question.

PART-A

Q.1 Answer (any two) of the following:
   a) Patents.
   b) Trademark.
   c) Abuse of Dominance. 5x2

Q.2 Write a note on ‘Environment Protection Act’, 1986 and explain powers of the central government. 10

Q.3 Explain the process of formation of a company as per companies act 2013. 10

Q.4 Write a note on “Payment of Bonus Act 1965”. 10

Q.5 Explain the administrative mechanism under the companies act in detail. 10

PART-B

Q.6 Arun posts a letter of offer to Karan on 1st Dec. 2018, which is received by Karan on 3rd Dec. 2018. Karan posts a letter of acceptance to Arun on 5th Dec. 2018 which is received by Arun on 9th Dec. 2018.
   Answer the followings:
   i) When the communication of offer completed?
   ii) When Arun is bound by acceptance?
   iii) When is Karan bound by acceptance?
   Further, assume that Arun revokes his offer by posting a letter on 9th Dec. 2018 which is received by Karan on 11th Dec. 2018.
   iv) Is revocation of offer by Arun binding on Karan?
   v) Would your answer be different in any manner if Karan received the said letter on 4th Dec. 2018?
End Semester Examination, Dec. 2018
MBA — Third Semester
ENTREPRENEURIAL MARKETING (MBA-367-2)

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. Marks are indicated against each question.

PART-A

Q.1 "Marketing in an entrepreneurial context is different from an established corporation. Entrepreneurs face different marketing issues compared to executives in a corporate environment". Critically examine the given statement. Further discuss the techniques that entrepreneurs can utilize for marketing of their products. 10

Q.2 Assume that you are an entrepreneur about to set up a business of Herbal products in Delhi NCR. What are the variables that you would use for doing (a) segmentation (b) targeting and (c) positioning of your product? 10

Q.3 Ram has developed a new type of room heater which is quieter, safer and smaller in size particularly made for people who live in smaller spaces. Describe to Ram the various pricing strategies that are there and give him recommendation for how to price the product. 10

Q.4 Distribution strategy can make or break a business. Explain the statement from context of entrepreneurs. What factors should he consider while engaging sales force and distributors for his business? 10

Q.5 Describe the promotion mix for your designer jewellery business that you are about to launch. 10

Q.6 Explain the Entrepreneurial Branding Process and the branding strategies that can be followed by an entrepreneur. Why is Branding important for a new product? 10

PART-B

Case study:
NOTHING UNIQUE TO OFFER

Nandini Chawla is a topper from LD College of Engineering and also a topper from a business school of Mumbai with a specialization in marketing. She worked as marketing and brand manager for about four years before she joined a consulting company to set up its branch in Bangalore. During the past four months, Nandini Chawla has been putting together her plan for a new venture. Nandini wants to start a new magazine called the "Perfect Professional," meant for managers of all professions. The magazine is to focus on people issues as she finds people-related issues are a major problem hindering the effectiveness of many managers and corporations. There are already half a dozen magazines in India devoted to HR issues. Each one of them has a circulation figure between 20,000 and 50,000 and has been well established for the last five to fifteen years. Nandini is convinced that demand is sufficient to support a seventh magazine. Nandini also thinks her magazine will be uniquely positioned to cater to the personal, interpersonal, and other needs of various professionals in industry and law firms, medical doctors who need management inputs, architects, builders, and above all...
anyone working in supervisory positions. Hence, while the competitors' magazines cater only to HR issues, Nandini's magazine takes all professions in its ambit.

The major competitors are the three large national magazines in the "People Management" field. They are all well established and have tie ups with national professional bodies and also with most annual conferences held by professional bodies and associations. The magazines which they publish are very popular and priced reasonably at? 40 to 50 an issue. Three of the magazines together have about 65% market share. These magazines are commercially launched and are doing well. All the three competitors do direct marketing. They have a well-established network with many top-level corporate clients who give them advertisements. They also have a number of full-time staff; some of them have staff amounting to over 30 in size. The magazines are monthly, bimonthly, and quarterly magazines. Their focus is on human resources, people, and people management practices. Nandini has a wide network of corporate clients. She has done 360 degree feedback and other HR consulting work with over 200 companies in Bangalore and in other parts of the country. Her work is well appreciated and she has also written two books.

Nandini is highly value-driven and would like to bring out content that is most appropriate for all managers to solve their professional and personal problems. In most of her contacts with young managers, she found out many issues for which she feels that she will be able to cater through her articles. The first issue of her magazine is devoted to leadership, the second to entrepreneurship, and the third to team work. She has employed only one person to work with her but has at least half a dozen others who are willing to help her part-time.

She has approached a popular distributor who indicated her the first quote of charges as? 1 lakh per issue as his commission or 15% of the list price, whichever is more. She has been barely able to manage advertisements, which take care of half the commission to be paid to the distributor. Nandini plans to get a print order of 3,000 copies to begin with and give only 1,000 to the distributor and the remaining are to be sold directly. Someone has suggested her to print 5,000 and mail them free as an initial strategy. She feels that such a move would cost her more than three times the commission she has to pay to the distributor.

At this point of time Nandini feels that she should invite her parent company, where she has been working as CEO. The chairman of the parent company, whom she requested to finance remarked, "So, you are asking us to write off a million rupees for your new venture with uncertain future! When your competitors have 50,000 copies as print order how can you aim at such a low print order of 5,000 copies? What is unique about your magazine? What is the company going to get through your magazine if we take it up as a sponsored magazine?"

Nandini says she will aim at a circulation figure of 1,20,000 a year and can expand. Most managers need guidance of all sorts. She feels that in Bangalore alone there will be over a million working managers who need to know about work-life balance, managing home and career, past life regression, leadership at workplace, lessons for other professions, etc. She thinks that her magazine is unique in terms of connecting people with each other and also helping them to learn to solve their problems. It will come once in three months and thus will create eagerness for the next issue. The magazine will be rooted in reality and will not focus on systems like appraisals, incentives, attractions, etc. but how to manage oneself, one's life, and be a leader, a manager, and an entrepreneur.
Q.7 Read the case study given above and answer the following questions:

a) Is uniqueness good enough to create the market, Nandini is expecting? Is the lack of uniqueness going to hurt Nandini’s chances of success?
b) What other critical factors is she overlooking? Identify and describe them, and give your recommendations for what to do about them.
PART-A

Q.1 Define the terms self-concept and self-efficacy. Explain ways by which an individual can change an attitude and develop positive self-concept. 10

Q.2 Describe the various stages in team development. What are the characteristics of an effective work team? 10

Q.3 Clarify situational leadership model according to task and relationship behavior. 10

Q.4 Write short notes on the following:
   a) Democratic leadership.
   b) Team cohesiveness. 5×2

Q.5 What is influence? What are the various influence factors is used by leadership 10

PART-B

Q.6 “You have been newly appointed as team leader of a management department consisting of 5 team members. The team has not been performing well in the past and your main aims are to consolidate team work and increase team performance”. What strategies would you use to evaluate the team's performance? 10
PART-A

Q.1 Explain data management. What is explanatory data analysis? Differentiate between exploratory data analysis and confirmatory data analysis? 10

Q.2 What are measures and dimensions of what? Explain different types of variables with examples. 10

Q.3 What are Dashboards? How to create dash boards and explain how interactive visualizations can be done? 10

Q.4 Explain different types of charts in tables. 10

Q.5 Explain sources of big data describe its technologies and challenges in brief. 10

Q.6 What is data mining? Explain its types in details. 10

PART-B

Q.7 Analyze the situation and write summary in your own words:

Self-serve Beer Aug Big Data:
You walk into your favorite bar. The barteder, instead of asking you, “What’ll you have?” hands you a little plastic card instead.

“Uhhh…… What’s this? You ask. He spreads his hands. “Well, the folks upstairs wanted to try out this new system. Basically, you pour all your own beer – you just swipe this card first.”

Your eyebrows raise. “So basically, I am my own bartender from now on?”

The bartender snorts and shakes his hand. “I mean, I’ll still serve you if you’d like. But with this system. You can try as little or as much of a beer as you want. Want a quarter glass of that new IPA you’re not sure about? Go right ahead. Want only half a glass of stout because you’re a bit full from dinner? Be my guest. It’ll all get automatically added to your tab and you pay for it at the end, just like always.”

You nod starting to get the picture. “Ad if, I want to mix two different beers together…….”

“No,” the bartender says. “Never do that.”

Behind the scenes:
You might think this scenario is from some weird beer-based science fiction book, but in reality, it’s already happening. An Israeli company by the name of Weissberger has enabled self-serve beer through two pieces of equipment:
1. “Flow meters” which are attached to all the taps/kegs in the bar
2. A router that collects all this flow data and sends it to the bar’s computer.

By using this system, a lot of cool things can be made possible. For example, you can let customers pour their own beer in a “self-serve” style fashion. However, there are other profitable possibilities as well that come from the use of big data. Bar owners can use these flow meters to see which beers are selling when, according to the time of day, the day of the week, and so on, then they can use this data to create specials that take advantage of customer behaviour.

They can also use this data to:

- Order new kegs at the right time, since they know more accurately how much beer they are serving.
- See if certain bartenders are more “generous” with their pours than others.
- See if certain bartenders are giving free pours to themselves or their buddies.
End Semester Examination, Dec. 2018  
MBA – Third Semester  
BUSINESS AND STRATEGY AND ANALYTICS (MBA-369-1)

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

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

PART-A

Q.1 Answer the following:
   a) Differentiate between integration and intensive strategies.  
   b) Discuss bostan consulting group (BCG) Matrix in detail.  5x2

Q.2 a) Discuss the need for cross functional collaboration.  
   b) Explain and what is environmental scanning and internal audit? Explain its importance.  

Q.3 a) What is the difference between loan applications and rich financial applications?  
   b) What is the importance of business drivers for implementation of planning a forecasting models. Discuss.  

Q.4 a) Explain different types of KPI’s.  
   b) What are the impacts and benefits of KPI’s?  
   c) Why is KPI reporting & monitoring is important? Name the west common firm of KPI reporting.  

Q.5 a) What are different types of Dashboards?  
   b) Discuss dashboard design principles.  

Q.6 Discuss current trends in strategic management.  

PART-B

Q.7 Suppose your company wants to enter in smart phone industry and wants to launch a new smart phone. Explain mission statement of company and specify clients, competition and market status. Also do the SWOT Analysis of it.  

End Semester Examination, Dec. 2018
MBA – Third Semester
BUSINESS INTELLIGENCE (MBA-369-2)

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

Note: Attempt any FIVE questions in all. Attempt any FOUR questions from PART-A. PART-B is compulsory. Marks are indicated for each question.

PART-A

Q.1 What is analytics? Illustrate your answer with various types of analysis. 10

Q.2 What are various functional areas of BI tool? Also explain data warehouse, OLAP techniques & data mining. 10

Q.3 a) What is centralized and decentralized architecture of business intelligence? 5
   b) What is text mining? Explain the use of text mining in Business Intelligence. 5

Q.4 a) What is strategy? What are the characteristics and key areas of strategy? Also explain the benefits of BI. 7
   b) Write a note on cost justification and measuring success. 3

Q.5 a) What do you understand by building reports? Also explain relational reporting style & dimensional reporting style. 7
   b) What is drilling in report? 3

Q.6 a) What are dashboards & scorecard development? Explain its features in detail. 5
   b) What are various applications of business intelligence. 3
   c) Construct Business Analyst & Data Scientists 2

PART-B

Q.7 Discuss strategies for upgrading of a traditional business model for using business intelligence considering all 10 project tasks related to business intelligence. Consider case study (any one):
   a) Event Management
   b) Small scale industries
   c) Food chain industry. 10
End Semester Examination, Dec. 2018  
MBA – Fourth Semester  
CONSUMER BEHAVIOUR (MBA-451-1)  

Time: 3 hrs. \hspace{1cm} \text{Max Marks: 50}  
No. of pages: 1 \hspace{1cm} \text{Note: Attempt \textbf{FIVE} questions in all; \textbf{Part-B is compulsory}. Attempt any \textbf{FOUR} questions from \textbf{Part-A}. Each question carries equal marks.} 

**PART-A**  

Q.1 Explain the various individual and group factors that influence a customers' decision to buy for the following products/services? Explain your answer with reason(s).  
\hspace{1cm} a) Household furniture.  
\hspace{1cm} b) Fast food restaurant \hspace{1cm} 10  

Q.2 A Korean passenger car manufacture wants to launch its car in India. Given the knowledge of the Indian consuers, help this company to segment and target the market? Which positioning strategy can be used for each of the segments targeted? \hspace{1cm} 10  

Q.3 How does reference group influence vary over product categories? What type of reference group influence can you expect for the following products and why?  
\hspace{1cm} a) Clothing \hspace{1cm} b) Bread \hspace{1cm} 10  

Q.4 Explain the theories of classical conditioning and operant conditioning in the context of consumer learning with relevant examples. \hspace{1cm} 10  

Q.5 Write short notes on:  
\hspace{1cm} a) Post purchase Behaviour.  
\hspace{1cm} b) Diffusion of Innovation. \hspace{1cm} 5x2  

**PART-B**  

Scientists say that skin colour is determined by the amount and type of melanin (pigment) in the skin. They also say that whether we are fair or dark is dependent more on genetic rather than environmental causes. Yet people all over the world are preoccupied with the colour of their skins. Fair skinned people in subtropical regions spend a lot of time and energy getting tanned; while darker skinned people in the tropics covet fair skin. Fair and Lovely, Fairever, Fairglow... , fairness creams have become a vital part of the Indian women's beauty regime. Indian men are not unaffected by this fairness phenomenon, with a number of fairness creams specially for men having been introduced in the Indian market.  

Q.6 Read the case study carefully given above and answer the following question:  
\hspace{1cm} a) What are the needs and values involved in the purchase and use of “fairness cream for men”? \hspace{1cm}  
\hspace{1cm} b) What consumer behavior variables would support the success of “fairness cream for men” in India? What might hamper, if any, the chances of success of the product? \hspace{1cm} 10
End Semester Examination, Dec. 2018
MBA – Fourth Semester
DIGITAL MARKETING (MBA-451-2)

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

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

PART-A

Q.1 What is the relevance of C2C interaction in the digital age? Discuss. 10

Q.2 Online display advertising has developed a lot from the early banners and CPM only deals. Critically discuss the objectives, advantages and disadvantages of display advertising. 10

Q.3 More and more marketers are shifting their money to Digital Marketing. Why? 10

Q.4 What do you understand by Google adwords? How do you calculate ad rank? 10

Q.5 What are the stages in Digital Consumer Decision Journey? Discuss. 10

PART-B

Q.6 You are a newly installed marketing manager in a company selling products in the business-to-business sector. Currently, the company only has a limited web site containing electronic versions of its brochures. You want to convince the directors of the benefits of investing in the web site to provide more benefits to the company. How would you present your case? 10
End Semester Examination, Dec. 2018
MBA – Fourth Semester
PROJECT MANAGEMENT (MBA-452-1)

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

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

**PART-A**

Q.1 Define project and illustrate its significance for economic development. Explain the difference between project management and production management.  

Q.2 Describe various phases of project cycle. Discuss and illustrate your answer.  

Q.3 What is feasibility report? Discuss its various components and illustrate the principles for estimation of a project cost.  

Q.4 Shares and debentures and two main sources of financing a project. Discuss main characteristics of these two sources.  

Q.5 Human resources are valuable resources for every project. How human resources can be motivated? State principles and limitations.  

Q.6 Social cost benefit. Analysis for a social project entails two phases:
   a) Financial appraisal.
   b) Social appraisal by analyzing social benefits and social costs.
   Illustrate for a social project like construction of a bridge.  

**PART-B**

Q.7 Given below expected revenues and cost stream per annum for a project:

<table>
<thead>
<tr>
<th>Sales</th>
<th>Rs. 800,000 lakh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Expenses:</td>
<td></td>
</tr>
<tr>
<td>Material</td>
<td>2,60,000</td>
</tr>
<tr>
<td>Manpower</td>
<td>2,20,000</td>
</tr>
<tr>
<td>Manufacturing expanses</td>
<td>20,000</td>
</tr>
<tr>
<td>Others</td>
<td>20,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>80,000</td>
</tr>
<tr>
<td>Interest on borrowing</td>
<td>20,000</td>
</tr>
<tr>
<td>PROFIT</td>
<td>60,000</td>
</tr>
</tbody>
</table>

Estimate annual stream of cash inflows for the project. State principles of your estimation.  

273/4
PART-A

Q.1 For value creation the investments in capital projects should be providing returns greater than the project's cost of capital. Elucidate this statement with suitable examples using WACC.

Q.2 a) What are the merits of using Capital budgeting techniques and which of them is better and why?
   b) Market demand forecasting techniques and estimation of cash flows helps finance manager in making effective financial decisions under uncertainty

Q.3 Managerial options available for a decision maker can vary from Expansion or Contraction, Abandon and even Postponing an proposal, amongst these Abandoning a decision can also be a good option as per the need of the organization, Illustrate with an example.

Q.4 Differentiate between the leasing and hire purchase of assets and discuss the advantages and disadvantages associated with operating and financing leases.

Q.5 "Securitization through issue of tradable instruments would attract a wider investor base and thereby result in lower cost of funds to the Originator" Elucidate this while explaining the process of securitization in India and the parties involved.

PART-B

Q.6 As a Finance Manager for ABC limited which is showing the current market value in their balance sheet ($ Million) as follows:

<table>
<thead>
<tr>
<th>Assets</th>
<th>Liabilities</th>
<th>Cost of Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash 40</td>
<td>Debt 440</td>
<td>6%</td>
</tr>
<tr>
<td>Existing assets 600</td>
<td>Equity 400</td>
<td>10%</td>
</tr>
<tr>
<td>Total Assets 840</td>
<td>Total Liabilities and equity 620</td>
<td>Tax rate is 40%</td>
</tr>
</tbody>
</table>

a) You are required to discuss the impact of the change in on the portfolio that will happen if the debt is raised by 400 million with an additional cost by 1.5%.

b) Similarly discuss the impact of tax rate increases by 4% and cost of debt also increases by 2% on the cost of equity.
End Semester Examination, Dec. 2018  
MBA - Fourth Semester  
ORGANIZATIONAL CHANGE AND DEVELOPMENT (MBA-453-1) 

Time: 3 hrs  
Max Marks: 50  
No. of pages: 5  

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

PART-A 

Q.1 What is relevance of tropics test for locating change on the change spectrum? Explain with examples.  
10 

Q.2 Explain the role of diagramming in systems investigation.  
10 

Q.3 Define the diagnostic process and explain the issues involved in planning organizational change.  
10 

Q.4 Define and describe any four interventions used for team and group development?  
10 

Q.5 Define parallel learning structures and explain their role in innovation, learning and group problem solving.  
10 

PART-B 

Case study: 

The Confrontation Meeting 

One of the continuing problems facing the top-management team of any organization in times of stress or major change is how to assess accurately the state of the organization’s health. How are people reacting to the change? How committed are subordinate managers to the new conditions? Where are the most pressing organization problems? 

In the period following a major change—such as that brought about by a change in leadership or organization structure, a merger, or the introduction of a new technology—there tends to be much confusion and an expenditure of dysfunctional energy that negatively affects both productivity and morale. 

At such times, the top-management group usually spends many, hours together working on the business problems and finding ways of coping with the new conditions. Frequently, the process of working together under this pressure also has the effect of making the top team more cohesive. 

Concurrently, these same managers tend to spend less and less time with their subordinates and with the rest of the organization. Communications decrease between the top and middle levels of management. People at the lower levels often complain that they are less in touch with what is going on than they were before the change. They feel left out. They report having less influence than before, being more unsure of their own decision-making authority, and feeling less sense of ownership in the organization. As a result
of this, they tend to make fewer decisions, take few risks, and wait until the "smoke clears."

When this unrest comes to the attention of top management, the response is usually to take some action such as:

- Having each member of the top team hold team meetings with his subordinates to communicate the state of affairs, and following this procedure down through the organization.
- Holding some general communication improvement meetings.
- Conducting an attitude survey to determine priority problems.

Any of these actions will probably be helpful, but each requires a considerable investment of time, which is competitive with the time needed to work on the change problem itself.

Recent I have experimented with an activity that allows a total management group, drawn from all levels of the organization, to take a quick reading on its own health, and—within a matter of hours—to set action plans for improving it. I call this a "confrontation meeting."

The activity is based on my previous experience with an action-oriented method of planned change in which information on problems and attitudes is collected and fed back to those who produced it, and steps are taken to start action plans for improvement of the condition.

Sometimes, following situations of organizational stress, the elapsed time in moving from identification of the problem to collaborative action planning must be extremely brief. The confrontation meeting can be carried out in 4½ to 5 hours' working time, and it is designed to include the entire management of a large system in a joint action planning program.

I have found this approach to be particularly practical in organization situations where there are large numbers in the management group and/or where it is difficult to take the entire group off the job for any length of time. The activity has been conducted several times with one evening and one morning session—taking only 2½ hours out of a regular working day.

The confrontation meeting discussed in this article has been used in a number of different organization situations. Experience shows that it is appropriate where:

- There is a need for the total management group to examine its own workings.
- Very limited time is available for the activity. Top management wishes to improve the conditions quickly.
- There is enough cohesion in the top team to ensure follow-up.
- There is real commitment to resolving the issues on the part of top management.
- The organization is experiencing, or has recently experienced, some major change.

In order to show how this technique can speed the process of getting the information and acting on it, let us first look at three actual company situations where this approach has been successfully applied. Then we will examine both the positive results and the possible problems that could occur through the use and misuse of this technique. Finally, after a brief summary
there are appendixes for the reader interested in a more elaborate description of the phasing and scheduling of such a meeting.

Case Example A

The initial application of the confrontation meeting technique occurred in 1965 in a large food products company. Into this long-time family-owned and closely controlled company, there was introduced for the first time a nonfamily professional general manager. He had been promoted from the ranks of the group that had previously reported to the family-member general manager.

This change in the "management culture," which had been carefully and thoroughly prepared by the family executives, was carried out with a minimum number of problems. The new general manager and his operating heads spent many hours together and developed a quite open problem-solving climate and an effective, cohesive team. Day-to-day operations were left pretty much in the hands of their immediate subordinates, while the top group focused on planning.

A few months after the change, however, the general manager began getting some information that indicated all was not well further down in the organization. On investigation, he discovered that many middle-level managers were feeling isolated from what was going on. Many were unclear about the authority and functions of the "management committee" (his top team); some were finding it very difficult to see and consult with their bosses (his operating heads); others were not being informed of decisions made at his management committee meetings; still others were apprehensive that a new power elite was developing which in many ways was much worse than the former family managers.

In discussing this feedback information with his operating heads, the general manager found one or two who felt these issues required immediate management committee attention. But most of the members of the top team tended to minimize the information as "the usual griping," or "people needing too many decisions made for them," or "everybody always wanting to be in on everything."

The general manager then began searching for some way to:

Bring the whole matter into the open.

Determine the magnitude and potency of the total problem.

Give his management committee and himself a true picture of the state of the organization's attitudes and concerns.

Collect information on employee needs, problems, and frustrations in some organized way so that corrective actions could be taken in priority order.

Get his management committee members in better tune with their subordinates' feelings and attitudes, and put some pressure on the team members for continued two-way communication within their own special areas. Make clear to the total organization that he—the top manager—was personally concerned. Set up mechanisms by which all members of the total management group could feel that their individual needs were noticed. Provide additional mechanisms for supervisors to influence the whole organization.

The confrontation meeting was created to satisfy these objectives and to minimize the time in which a large number of people would have to be away from the job.

Some 70 managers, representing the total management group, were brought together for a confrontation meeting starting at 9:00 in the morning and ending at 4:30 in the afternoon. The
specific "design" for the day, which is broken down into a more detailed description in Appendix A, had the following components:

1. Climate setting—establishing willingness to participate.
2. Information collecting—getting the attitudes and feelings out in the open.
3. Information sharing—making total information available to all.
4. Priority setting and group action-planning—holding work-unit session to set priority actions and to make timetable commitments.
5. Organization action planning—getting commitment by top management to the working of these priorities.
6. Immediate follow-up by the top management committee—planning first actions and commitments.

During the daylong affair, the group identified some 80 problems that were of concern to people throughout the organization; they selected priorities from among them; they began working on these priority issues in functional work units, and each unit produced action recommendations with timetables and targets; and they got a commitment from top management of actions on priorities that would be attended to. The top-management team met immediately after the confrontation meeting to pin down the action steps and commitments.

(In subsequent applications of the confrontation meeting approach, a seventh component—a progress review—has been added, since experience has shown that it is important to reconvene the total group four to six weeks later for a progress review both from the functional units and from the top-management team.)

Case Example B

A small company which makes products for the military had been operating at a stable sales volume of $3 million to $4 million. The invention of a new process and the advent of the war in Vietnam suddenly produced an explosion of business. Volume rose to the level of $6 million within six months and promised to redouble within another year.

Top management was desperately trying to:

(a) keep raw materials flowing through the line,
(b) get material processed,
(c) find people to hire,
(d) discover quicker ways of job training, and
(e) maintain quality under the enormously increased pressure.

There was constant interaction among the five members of the top-management team. They were aware of the tension and fatigue that existed on the production line, but they were only vaguely aware of the unrest, fatigue, concern, and loneliness of the middle manager and foreman groups. However, enough signals had filtered up to the top team to cause concern and a decision that something needed to be done right away. But, because of the pressures of work, finding the time to tackle the problems was as difficult as the issues themselves.

The entire management group agreed to give up one night and one morning; the confrontation meeting was conducted according to the six component phases described earlier, with phases 1, 2, and 3 being held in the evening and phases 4, 5, and 6 taking place the following morning.

Case Example C

A management organization took over the operation of a hotel, which was in a sorry state of affairs. Under previous absentee ownership, the property had been allowed to run down; individual departments were independent empires; many people in management positions were nonprofessional hotel people (i.e., friends of the owners); and there was very low competence in the top management team.
The general manager saw as his priority missions the need to:

- Stop the downhill trend.
- Overcome a poor public image.
- Clean up the property.
- Weed out the low-potential (old friends) management.
- Bring in professional managers in key spots.
- Build a management team.
- Build effective operating teams, with the members of the top-management team as links.

He followed his plan with considerable success. In a period of one year he had significantly cleaned up the property, improved the service, built a new dining room, produced an enviable food quality, and begun to build confidence in key buyers, such as convention managers. He had acquired and developed a very fine, professional, young management team that was both competent and highly motivated. This group had been working as a cohesive team on all the hotel's improvement goals; differences between them and their areas seemed to have been largely worked through.

At the level below the top group, the department and section heads, many of whom were also new, had been working under tremendous pressure for over a year to bring about improvements in the property and in the hotel's services. They felt very unappreciated by the top managers, who were described as "always being in meetings and unavailable," or "never rewarding us for good work," or "requiring approval, on all decisions but we can't get to see them," or "developing a fine top-management club but keeping the pressure on us and we're doing the work."

The problem finally was brought to the attention of the top managers by some of the department heads. Immediate action was indicated, and a confrontation meeting was decided on. It took place in two periods, an afternoon and the following morning. There was an immediate follow-up by the top-management team in which many of the issues between departments and functions were identified as stemming back to the modus operandi of the top team. These issues were openly discussed and were worked through. Also in this application, a follow-up report and review session was scheduled for five weeks after the confrontation meeting.

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

Elaborate on confrontation meeting technique and its role in improving operational procedures and organizational health in case examples A, B, and C.
PART-A

Q.1 What is the role of compensation and rewards in modern organization? What are the advantages of a fair compensation system?

Q.2 Explain the need for designing of compensation policy. What is the importance of compensation system in business organizations?

Q.3 What do you mean by compensation structure? What are the components of modern compensation structure?

Q.4 Explain the importance of salary survey. What are the objectives of such a survey?

Q.5 Discuss the bases for traditional pay system and modern pay system. How are pay plans established?

PART-B

Q.6 Case study:
Eastman Kodak is a nonunionized firm with approximately 60,000 employees. With more leisure activities than in the rest of Rochester, New York, it has the largest company-sponsored recreation program in the United States. About 35,000 employees pay 51 per year for membership in Kodak Camera Clubs, which makes available free use of 40 dark rooms, discount purchase of film, and free loan of photographic equipment. In one building, 3,00,000 square feet of space is allocated to recreation, including movie, heaters, bowling alleys, and meeting places. First-run films are shown at lunch time. Employees can shop at a company general store and do their banking at Eastman Savings and Loan. There are free eye examinations, 11 softball fields, amateur vaudeville shows, square dancing, ice fishing, and table tennis tournaments. Kodak has paid annual bonuses to all employees through the form of a “wage dividend” profit sharing plan. Many Kodak production areas are decorated with hand-lettered signs that show pride in work groups. For most of the past 100 years, Kodak had dominated the U.S. market with 90 percent of the sales for conventional color film.
Answer the following question related to above case study:

a) Do you think that Kodak has a large benefit program because it is rich or because it pays an economic return to the company?

b) What specific values can issue from a recreational program? 5×2
End Semester Examination, Dec. 2018  
MBA — Fourth Semester  
INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT  
(MBA-455-1)

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.** Marks are indicated against each question.

**PART-A**

Q.1 What is the importance of proper supplier selection for global supply chain? Explain the criteria that you would use for selecting the supplier of raw material for your organization?  
10

Q.2 “There are many possible structures for supply chain, but the simplest view has material converging on an organization through tires of suppliers and products diverging through tires of customers”. Elaborate this statement.  
10

Q.3 “Many innovations on technology-based approaches are well suited to the enhancement of the effectiveness of SCM”. Justify the statement by giving few applications of information technology in SCM.  
10

Q.4 “While the impetus for the development of the strategy may be a top down approach its success is likely to be achieved by a bottom-up approach”. Comment on the above statement?  
10

Q.5 “Documentary credit is considered to be the safest method of payment in trade”. Discuss in detail.  
10

**PART-B**

Q.6 **Case study:**  
Increased demand encouraged air express companies to supplement use of existing commercial flights with their own fleet of aircraft and to set up their own sorting depots in order to be in a position to offer greater flexibility to their customer. In the UK, for example DHL International (UK) Ltd took the lead in 1980 by creating a hub at Heathrow Airport, followed by a second hub at East Midlands Airport in 1989, which today has become the third largest air cargo airport after Heathrow and Stansted. In recent years there are dramatic changes in the express distribution industry driven by several factors:  
• Changing expectations. In Europe, the relaxation of trade barriers and emergence of developing markets and economies such as Eastern Europe have increased the demand for a high standard of reliable service.  
• A fresh perspective on distribution. Distribution efficiency has become vital in maintaining competitive edge. By being able to offer far more than just an express delivery service, companies such as DHL, have become an integral, servicing the needs of the world’s largest multinational through inventory management, mailroom management services and direct distribution services.  
• Technological advancement. Computerization allowed organizations such as DHL to offer completely integrated solution, so that multinational organizations could rely on just one air express carrier to fulfill all of their requirements. Technology simplified administration, reduced the margin for error and made it easier to cut down on costs.
• Changing shipping trends. Air express is growing in popularity at the expense of air freight. There is also a growth in heavier parcel weights in all markets.

• Growing emphasis on exports. Increasing exports has helped to countries to move out of recession. Increased export levels have in turn led to a greater demand for express services.

• Environmental pressures the growing importance of environment has put pressure on all express distribution companies to improve their distribution methods to ensure minimum impact to the surrounding environment.

In 1981, DHL became fully computerized with considerable investment taking place in automated equipment and processes throughout the organization. This in turn heralded the advent of total logistics solutions, with customers-looking to express distribution companies as partners to assist them in reducing costs and overheads by reducing stock holding and warehousing. Just-in-time delivery services are now a common feature within total logistics chains serving the requirements of manufacturing, retail and service industries. It is the reliability of delivery by air express companies, such as DHL that has led to considerable growth in the requirement for such logistical facilities and DHL is now being used by all of the top companies listed in the FT’s Top 100 Exporters.

Now answer the following questions related to above case study:

a) Identify the major challenges posed to companies like DHL.

b) What should express companies do to be successful in the international operations?

5×2
PART-A

Q.1 “A company that fails to go global is in the danger of losing its domestic business to competitors with lower costs, greater experience, better and products and, in a nutshell, more value for customer”. Discuss in detail.  

Q.2 “What makes international business strategy different from the domestic strategy is the differences in the business strategy”. Discuss in detail.  

Q.3 a) Write a note on the determinants of India’s exports and imports? 
b) Examine the trends in India's balance of payments.  

Q.4 a) Discuss the salient features of IMF? 
b) Discuss the different modes of entry into international business?  

Q.5 Write short notes on any two of the following:  
a) Instruments of international trade policy. 
b) Current account of balance of payments. 
c) Terms to trade. 
d) UNCTAD.  

PART-B

Q.6 Analyze the policies that have been implemented in developing countries to attract higher volumes of FDI with special reference to India? Do you think that the policy shift in India has been successful? Give reasons also.  

Max Marks: 50
No. of pages: 1
End Semester Examination, Dec. 2018  
MBA — Fourth Semester  
EVENT LAWS, LICENSES AND CONTRACTS (MBA-459-2)

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

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

**PART-A**

Q.1 Explain breach of contract and its remedies under Indian contract act. 1872?  
10

Q.2 Explain Indian performing rights society (IPRS) 208?  
10

Q.3 What kinds of permissions are required for an open ground event?  
10

Q.4 How will you form your own event management company?  
10

Q.5 Explain the types of contract and essentials of a valid contract.  
10

**PART-B**

Q.6 You have been hired by ABC event Management Company for organizing a 3 day event 24×3 which is actually a fund raiser and it is expected that around 2000 people would be participating in it. The event is based on workshops for holistic wellness. What kind of licenses permissions would be requires for the event?  
10
PART-A

Q.1 Explain what are the laws related to hospitals and health- ethical issues? 10

Q.2 Write a note on civil procedure code 1908? 10

Q.3 Explain different types of contract under Indian Contract Act? 10

Q.4 Write a note on laws related to administration and personal administrative laws? 10

Q.5 Explain what are the legal issues in patient care situations? 10

PART-B

Q.6 a) Amit, who is sixteen years of age, fractures his leg while playing cricket. He goes to a doctor and gets his leg plastered. The doctor demands a fee of Rs. 1,000, but Amit refuses to pay on the ground that he is a minor. The doctor files a suit against Amit. Will the doctor succeed? Give reasons. 5

b) Anand is a heart patient. He goes to a heart Institute and deposits Rs.2 lakh, the fixed charges for the operation. But before operation, the concerned doctor informs his that he will operate upon his correctly only if the patient promises to pay his Rs. 50,000 more. Anand agrees to pay. However, after successful operation, Anand refuses to pay this extra amount. Now the doctor files a suit against the patient for breach of contract. Will the doctor succeed? 5
End Semester Examination, Dec. 2018  
MBA — Fourth Semester  
QUALITY ASSURANCE FOR HEALTHCARE / HOSPITALS (MBA-466-2)

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

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

**PART-A**

Q.1  Briefly explain various quality control tools? How does quality cost differ between manufacturing and healthcare industry?  

Q.2  How attitude of top management does affect the quality of output? Explain the importance of vision and mission statement of a healthcare unit?  

Q.3  Is Quality Assurance in hospitals a necessity? Critically review the concept?  

Q.4  What is PERT? How PERT can be used as a tool in planning efficient health care delivery system?  

Q.5  Write short notes on (any two) of the following:  
   a) Health care waste management. 
   b) Concept of "patient Safety".  
   c) Kaizen concept.  
   d) Service quality cost.  

**PART-B**

Q.6  What do you mean by ISO Explain the concept of JIT manufacturing system and six sigma in healthcare service industry?
End Semester Examination, Dec. 2018  
MBA — Fourth Semester  
HEALTH CARE MARKETING AND COMMUNICATION (MBA-466-3)

Time: 3 hrs.  
Max Marks: 50

No. of pages: 1

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

**PART-A**

Q.1 Define market segmentation? State and explain various variables which could be used as a basis for segmenting a healthcare unit of your city?  
10

Q.2 Discuss the factors considered for segmenting and targeting the healthcare services in India?  
10

Q.3 What is pricing and as a marketing manager discuss how will you implement various pricing approaches for better pricing of private hospital?  
10

Q.4 What do you mean by promotion mix? Discuss how will you promote a private pediatric hospital with modern tools of promotion?  
10

Q.5 Write short notes on (any two) of the following:  
a) Patient centric marketing.  
b) Patient relationship management.  
c) Quality improvement methods in healthcare industries.  
d) Market environment scanning process for healthcare industries in India.  
5x2

**PART-B**

Q.6 Design effective strategies to make India a low cost Health-care destination? What methods do you suggest to attract overseas customers for Indian medical tourism industry?  
10
End Semester Examination, Dec. 2018  
MBA – Fourth Semester  
HEALTH POLICY-HR PRACTICES IN HEALTHCARE (MBA-466-4)  

Time: 3 hrs                    Max Marks: 50  
No. of pages: 1  
Note: Attempt FIVE questions in all; PART-B is compulsory. Attempt any FOUR questions from PART-A. Each question carries equal marks.  

**PART-A**  

Q.1 Describe Duties of Hospital Administrator of 300 bedded Multispecialty Hospital?  

OR  

Q.2 Discuss importance of recruitment and selection in healthcare industry. Explain how you would induct a new employee into a hospital?  

Q.3 Enumerate types of Training which can be imparted to employees in a hospital. Discuss methods which can be used to train Hospital Employees.  


Q.5 Write short notes on (any two) of the following:  

a) Prerequisites for Successful Collective Bargaining at Plant Level.  

b) Reasons for Increase in Work Place Conflicts.  

c) Objectives of giving Fringe Benefits to Employees.  

d) Characteristics and Components of Executive Compensation.  

5x2  

**PART-B**  

Q.5 Describe Grievance Handling Procedure with suitable examples in the Healthcare Scenario.
PART-A

Q.1 You AS THE Manager, Customer Services, Pentacool Ltd receive an angry letter from a customer who had purchased a frost-free refrigerator five months ago. The customer claims that the refrigerator is defective and wants a replacement. Your technician has examined the refrigerator and reported that the settings have been repeatedly and carelessly changed over the last three months. Draft a letter refusing adjustment. Assume the details. 15

Q.2 Galaxy Home Appliances Pvt. Ltd. received an order for twenty spectra split Air Conditioners from its retailer. The brand was out of stock and the next consignment was not expected till next month. Remove the flaws and rewrite the letter in the proper format and in conformity with the principles of business communication:

Mr Verma,

I beg to state that we do not have stock of X215 Microwave Ovens, Please be informed that we do not expect a new shipment from the factory for at least another 20 days. Can you wait? I know how disappointing this is. We are helpless and cannot help you.

Yours forever,
Ravi. 15

Q.3 Assuming that you are the Purchase Officer of ABC Garments, draft a letter to place an order for office chairs, steel cabinets, wooden tables, file racks with PQR Furniture Mart, MG Road, Bangalore. 15

Q.4 John, a Section Manager in a chemical plant, has several engineers’ reporting to him. As part of his job, John attends meetings during any given day with some of his junior engineers, as well as with people outside his immediate group. Occasionally, people higher up in the company (the technical director or vice president, for example) attend these review meetings. The engineers who work for John believe he often misrepresents them, and also think John doesn’t listen to what is being said. He often interrupts the speakers and completes the sentences for them. Since the engineers do not want to disagree with their boss openly, they do not contradict him in from of higher management. Naturally, this habit results in confusion, wasted time and effort, and poor morale. When members of higher management return for their next review, they usually find that the work they requested has not been done. In fact, they occasionally find that unrequested tasks have been carried out. As they listen to John’s project status review, they start wondering what is going on. This doubt reflects not just on John but on his subordinates’ morale and productivity declines:

Assuming that you are John’s subordinate, how would you point out this problem to him? 15

Q.5 Write short notes on:
   a) Proxemics, Kinesics and Paralanguage.
Q.6 Read the following case study and answer the questions that follow:

Rohan, the Advertising Manager for XYL Advertising and Associates has two assistants. One is Reena, an account executive who gets clients for the Company and the other is Rashmi, a copywriter. She does the actual writing and designing of the ads for the clients. Reena and Rashmi usually have a close working relationship because they work as a team on all clients’ accounts. Reena gets the clients and discusses their needs with them. Afterwards, she tells Rashmi about the conversation and the client’s needs so that Rashmi can design the right ad. Once Rashmi finishes the ad, Reena presents it to the client. If the ad is a success, it is usually Reena who gets the praise and recognition because she is the one who interfaces with the client. In the past, Rashmi was not bothered by the recognition that Reena got because she always knew who designed the ad. But the last ad that Rashmi designed brought in a 10 lacs contract to the firm. Rohan immediately gave Reena a raise for bringing in the client but did not give Rashmi any recognition. Naturally, this caused friction between Reena and Rashmi and their relationship reached a climax. Reena borrowed Rashmi’s stapler (a trivial occurrence) and forgot to return it. Rashmi created a scene and refused to talk to Reena for the next few days. The problem was brought to Rohan’s attention because his department’s productivity was declining. For the ads to be developed, the assistants had to work as a team, Rohan called both employees into his office and immediately started lecturing them. He insisted they get along and begin working on the next ad. He told them he expected an ad finished by noon the following day. Reena and Rashmi walked out of Rohan’s office without resolving the problem. They did get some work done the next day, but their close relationship as never resumed.

What steps should Rohan have followed to develop a win-win strategy?
End Semester Examination, Dec. 2018
MBA – First Semester
MANAGEMENT INFORMATION SYSTEM (MBA-1002)

Time: 3 Hours                         Max Marks: 75
No. of pages: 3

Note: Attempt any FIVE questions in all. Attempt any FOUR questions from PART-A. PART-B is compulsory. Marks are indicated for each question.

PART-A

Q.1 How does cross functional integrated enterprises systems improve business functions? Explain with examples how it has increased business value? 15

Q.2 Describe how database management systems solves the problems of a traditional file environment? What are the principal tools and technologies for accessing information from databases to improve business performance and decision making? 15

Q.3 What potential security problems do you see in the increasing use of intranets and extranets in business? What can be done to solve such problems? Give example. 15

Q.4 What are the alternative methods for building information systems? Discuss the advantages and disadvantages of these as compared to traditional system development cycle. 15

Q.5 Describe the various kinds of knowledge management systems and their applications that can be utilized to manage knowledge by an organization. 15

Q.6 Why the systems for collaboration, teamwork and social business have become so important in present day business. List and describe the various types of collaboration and social business tools and technologies available for the same. 15

PART-B

Case study:
DOMINO’S SIZZLES WITH PIZZA TRACKER

When it comes to pizza, everyone has an opinion. Some of us think that our current pizza is just fine the way it is. Others have a favorite pizza joint that makes it like no one else. And many pizza lovers in America agreed up until recently that Domino’s home-delivered pizza was among the worst. The home-delivery market for pizza chains in the United States is approximately $15 billion per year. Domino’s, which owns the largest home-delivery market share of any U.S. pizza chain, is finding ways to innovate by overhauling its in-store transaction processing systems and by providing other useful services to customers, such as its Pizza Tracker. And more important, Domino’s is trying very hard to overcome its reputation for poor quality by radically improving ingredients and freshness. Critics believe the company significantly improved the quality of its pizza and customer service in 2010.

Domino’s was founded in 1960 by Tom Monaghan and his brother James when they purchased a single pizza store in Ypsilanti, Michigan. The company slowly began to grow, and by 1978, Domino’s had 200 stores. Today, the company is headquartered in Ann Arbor, Michigan, and operates almost 9,000 stores located in all 50 U.S. states and across the world in 60 international markets. In 2009, Domino’s had $1.5 billion in sales and earned $80 million in profit.

Domino’s is part of a heated battle among prominent pizza chains, including Pizza Hut, Papa John’s, and Little Caesar. Pizza Hut is the only chain larger than Domino’s in the U.S., but each of the four has significant market share. Domino’s
also competes with local pizza stores throughout the U.S. To gain a competitive advantage Domino's needs to deliver excellent customer service, and most importantly, good pizza. But it also benefits from highly effective information systems.

Domino’s proprietary point-of-sale system, Pulse, is an important asset in maintaining consistent and efficient management functions in each of its restaurants. A point-of-sale system captures purchase and payment data at a physical location where goods or services are bought and sold using computers, automated cash registers, scanners, or other digital devices.

In 2003, Domino's implemented Pulse in a large portion of its stores, and those stores reported improved customer service, reduced mistakes, and shorter training times. Since then, Pulse has become a staple of all Domino's franchises. Some of the functions Pulse performs at Domino's franchises are taking and customizing orders using a touch-screen interface, maintaining sales figures, and compiling customer information. Domino's prefers not to disclose the specific dollar amounts that it has saved from Pulse, but it's clear from industry analysts that the technology is working to cut costs and increase customer satisfaction.

More recently, Domino's released a new hardware and software platform called Pulse Evolution, which is now in use in a majority of Domino's more than 5,000 U.S. branches. Pulse Evolution improves on the older technology in several ways. First, the older software used a ‘thick-client’ model, which required all machines using the software to be fully equipped personal computers running Windows. Pulse Evolution, on the other hand, uses thin-client architecture in which networked workstations with little independent processing power collect data and send them over the Internet to powerful Lenovo PCs for processing. These workstations lack hard drives, fans, and other moving parts, making them less expensive and easier to maintain. Also, Pulse Evolution is easier to update and more secure, since there’s only one machine in the store which needs to be updated.

Along with Pulse Evolution, Domino’s rolled out its state-of-the-art online ordering system, which includes Pizza Tracker. The system allows customers to watch a simulated photographic version of their pizza as they customize its size, sauces, and toppings. The image changes with each change a customer makes. Then, once customers place an order, they are able to view its progress online with Pizza Tracker. Pizza Tracker displays a horizontal bar that tracks an order’s progress graphically. As a Domino’s store completes each step of the order fulfillment process, a section of the bar becomes red. Even customers that place their orders via telephone can monitor their progress on the Web using Pizza Tracker at stores using Pulse Evolution. In 2010, Domino’s introduced an online polling system to continuously upload information from local stores.

As with most instances of organizational change of this magnitude, Domino's experienced some resistance. Domino's originally wanted its franchises to select Pulse to comply with its requirements for data security, but some franchises have resisted switching to Pulse and sought alternative systems. After Domino’s tried to compel those franchises to use Pulse, the U.S. District Court for Minnesota sided with franchisees who claimed that Domino’s could not force them to use this system. Now, Domino’s continues to make improvements to Pulse in an effort to make it overwhelmingly appealing to all franchisees.

Pizza Hut and Papa John’s also have online ordering capability, but lack the Pizza Tracker and the simulated pizza features that Domino’s has successfully implemented. Today, online orders account for almost 20 percent of all of Domino’s orders, which is up from less than 15 percent in 2008. But the battle to sell pizza with technology rages on. Pizza Hut customers can now use their iPhones to place orders, and Papa John's customers can place orders by texting. With many billions of dollars at stake, all the large national pizza chains will be developing innovative new ways of ordering pizza and participating in its creation.

Q.7 What kinds of systems are described in this case? How do these systems help Domino’s improve its business performance? How effective are these systems in giving Domino’s competitive edge? Explain.
End Semester Examination, Dec. 2018
MBA – First Semester
ORGANIZATION BEHAVIOUR (MBA-1003)

Time: 3 hrs. Max Marks: 75
No. of pages: 2

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

**PART-A**

Q.1 The type of job an employee does moderates the relationship between personality and job productivity. Do you agree or disagree with the statement? Discuss. **15**

Q.2 a) What are motivational benefits of intrinsic rewards? **7**
    b) When should intrinsic rewards preferred over intrinsic rewards? **8**

Q.3 a) Does satisfaction mean the same to everyone? Took around those you perceive as satisfied and find out why they are satisfied? **8**
    b) How job satisfaction is linked with organization? **7**

Q.4 a) Individual member expectations affect team performance. Is it true? How this issue can be handled? **8**
    b) What is difference between group and team performance? **7**

Q.5 Write short notes on:
    a) Kurt Lewin’s change theory. **7½x2**
    b) Organization structure and culture.

Q.6 What are the individual and organizational approaches to managing stress? **15**

**PART-B**

Case Study: Creative Deviance: Bucking the Hierarchy?

One of the major functions of an organizational hierarchy is to increase standardization and control for top managers. Using the chain of command, managers can direct the activities of subordinates toward a common purpose. If the right person with a creative vision is in charge of a hierarchy, the results can be phenomenal. Until Steve Jobs' regrettable passing in October of 2011, Apple had used a strongly top-down creative process in which most major decisions and innovations flowed directly through Jobs and then were delegated to sub-teams as specific assignments to complete. Then there is creative deviance, in which individuals create extremely successful products despite being told by senior management to stop working on them. The electrostatic displays used in more than half of Hewlett-Packard's instruments, the tape slitter that was one of the most important process innovations in 3M's history, and Nichia's development of multi-billion-dollar LED bright lighting technology were all officially rejected by the management hierarchy. In all these cases, an approach like Apple's would have shut down some of the most successful products these companies ever produced. Doing "business as usual" can become such an imperative in a hierarchical organization that new ideas are seen as threats rather than opportunities for development. It's not immediately apparent why top-down decision making works so well for one highly creative company like Apple, while hierarchy nearly ruined innovations at several other organizations. It may be that Apple's structure is actually quite simple, with relatively few layers and a great deal of responsibility placed on each individual for his or her own outcomes. Or it may be that Apple simply had a very
unique leader who was able to rise above the conventional strictures of a CEO to create a culture of constant innovation.

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

a) Do you think it's possible for an organization to deliberately create an "anti-hierarchy" to encourage employees to engage in more acts of creative deviance? What steps might a company take to encourage creative deviance?

b) What are the dangers of an approach that encourages creative deviance?
End Semester Examination, Dec. 2018
MBA – First Semester
BUSINESS ENVIRONMENT (MBA-1004)

Time: 3 hrs                          Max Marks: 75
No. of pages: 2

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

PART-A

Q.1 Explain Porter’s theory of national competitive advantage. How is it more important than the other traditional theories of international trade?

Q.2 Despite free trade being advocated by a number of trade theories, why do governments still intervene in the international trade? What are the various tariffs and non-tariff measures adopted by government of various countries to regulate international trade?

Q.3 It had been said that MNC’s often introduce new efficiency oriented management practices. How can a developing host country learn from the MNC’s in this respect?

Q.4 Explain structure of Indian financial system with roles and responsibilities of each body under it.

Q.5 What do you understand by disequilibrium in the BOP? What are the various approaches for the correction of BOP dis-equilibrium?

PART-B

Case study:

If there is one thing William H Pickney, Managing Director and CEO, Amway India has mastered during his seven year stay in India, it's the art of breaking the coconut in one go. He has had enough practice at the opening of every new branch office, and "during the annual Diwali puja in office, which is an Indian tradition followed religiously at Amway.

From wearing a kurta pyjama to eating local food, Pickney has taken to India and things Indian. Even his office has shades of Indian influence, including a bronze Ganesh statue. "My wife and I had always talked about an adventure, and to us, India was the ultimate adventure," says Pickney.

The Pickney affair with India started in late 1997, when Amway sent them for a typical look-see, to decide whether they could contemplate living here for some two-odd years. They spent a week in Delhi just 'getting a feel for living in the capital city'.

"Before I came here, I had heard a lot of stories, and none of them were good." What didn't help matters was the number of vaccinations he had to, take before coming to India; "I had never had as many shots in my life before," says the only expat on the rolls of the Rs. 600-crore Indian operations of Amway.

Cleanliness and health were two issues the Pickneys were concerned about. But, to their immense relief, it turned out to be far better. "We have not taken any malaria pills in the last five years."
People were the first thing Pickney noticed on his arrival in India. "In Sydney, you don't find people on the roads just outside the city. Here, they are everywhere." What's impressed him most about Indians is the level of education, dedication and commitment, which he says is 'the best and the highest in the world'.

Professionally, the HR aspect of working in India has been most interesting, 'a learning curve' for him. "Coming out of the West, one was used to giving direct feedback. But in India, you have to be very careful about that. Constructive criticism has to be applied very carefully."

Another interesting observation he made was regarding performance appraisal. "People here equate hard work with high performance. Just because you spent as many hours, it does not make you a high achiever."

Pickney himself works almost every Saturday, if he is in town, and dislikes taking work home to his lovely house in the plush Sainik Farms locality in the outskirts of Delhi. While both husband and wife tend to stay in more, dining out with friends is one of the few entertainment options available in India. He has got more Indian friends than expats, mostly people he met through business, like Kanwar Bhutani of Tupperware.

Both, however, try to find time to play golf at the ITC Golf Course in Gurgaon. It's a game Mrs. Pickney took up in India, since she found free time on her hands for the first time in her life. A certified chartered accountant, Mrs. Pickney used to run her own business in Australia. Some of that time, has been used to learn to cook typical Indian fare, butter chicken, aloo palak, rogan josh and dal makhani.

It's no wonder then that half their meals are Indian. They've adjusted to the spice factor in Indian food. What was hot when they first came is nothing compared to hot today. "When we travel abroad, we really miss the spice."

After all this time in India, they still find it striking that irrespective of which part of the country they are in, 'there's a positive spirit about people of India.' "People have hope, optimism, and are generally happy." The respect Indians have for their culture and beliefs is another factor that the Pickneys appreciate.

"Family ties are much stronger here, as is respect for eiders and their wisdom. For instance, girls in our office who talk and dress in a Western way, have no problems accepting arranged marriages," says Pickney, whose daughter is getting married in Australia in November this year.

Papa Pickney is planning to throw an Indian reception after the Australian wedding, including traditional attire for the bride and the groom. "Yet another occasion to break a coconut, Mr. Pickney?" we wonder.
PART-A

Q.1 Discuss the following accounting concepts in brief: Money measurement, Separate Entity, Going concern, cost and dual aspect concept through balance sheet equation. 15

Q.2 As per the Schedule III of Companies Act, 2013 write the format and its particulars for preparation of Balance Sheet and Statement of Profit and Loss of a company. 15

Q.3 ABCL Company was formed on October 1, 2015. The following transactions occurred during October 2015.
1 Oct. Capital brought into business by Mr. Sharma, the owner of ABCL ₹180,000.
2 Oct. Paid and amount of ₹6,800 as hire charges, for a derrick and pulley assemble, for six months.
4 Oct. Signed an agreement with Auto Elec. Ltd. to repair their office building roof for ₹200,000 work to be completed by December 2015.
5 Oct. Bought building repair materials ₹50,000 –Paid in Cash
₹126,000- On credit from CMP Limited
6 Oct. Received an advance of ₹29,600 from AC Consultants towards renovation work to be done in Mid November
7 Oct. Completed roofing repaird work for AE & Co. work ₹15,000. Billed them for ₹15,000, the customer promised to pay on November 5
15 Oct. Paid on account to Mehra Assoc. the RCC specialists a sum of ₹15,000 for their professional services in relation to RCC work.
16 Oct. Billed Auto Elec. Ltd. for a part of the repair work already completed ₹26,800.
You are required to:
a) Journalize the transactions.
b) Post to ledger accounts. 15

Q.4 What are the different methods of Depreciation methods available with the finance manager? Discuss the accounting entries for the Straight Line Method and WDV method? 15

Q.5 Bharat Scientific Research Organization (BSRO) is a leadership institute involved in scientific research and production of components XYZ, having application in production of defense equipment. BSRO requires 2000 boxes every year for packing its components.
BSRO is negotiating with the management of Bharat Polyplex which is the leading manufacturer of containers for the supply of 2000 boxes. The Bharat Polyplex has the following particulars:
Production Capacity 10,000 boxes
Present production and sale 8,000 boxes
Selling price per box ₹ 1000
Cost reports of Bhart Polyprex indicate the following cost details (Total 8000 Boxes)
- Direct material and storage ₹ 20,00,000
- Direct labour ₹ 16,00,000
- Overheads ₹ 20,00,000
- Total cost ₹ 56,00,000
- Total Bills cost per box @ ₹ 1000 for 8000 boxes ₹ 80,00,000
- Profit ₹ 24,00,000
- Profit margin (Profit/sales) 30%

The CEO of the BSRO is asking for a price of ₹ 600 per box. Should the Bharat Polyprex accept the order? You are informed that the cost details of Bharat Polyprex are as under:
- Fixed cost ₹ 24,00,000
- Variable cost ₹ 400 per box

Will you advise Bharat Polyprex to accept the order? Justify your answer.

**PART-B**

Q.6 The condensed financial statements of ABCK Company for 2016 and 2015 are presented here:

**ABCK Company Inc.**
**Balance Sheet**
March 31 (₹ in Crores)

<table>
<thead>
<tr>
<th>Assets</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>920</td>
<td>888</td>
</tr>
<tr>
<td>Accounts receivable (net)</td>
<td>2376</td>
<td>2380</td>
</tr>
<tr>
<td>Inventories</td>
<td>2264</td>
<td>2112</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>494</td>
<td>450</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>6054</strong></td>
<td><strong>5830</strong></td>
</tr>
<tr>
<td>Property (net)</td>
<td>6562</td>
<td>6256</td>
</tr>
<tr>
<td>Other Assets</td>
<td>11186</td>
<td>11608</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>23802</strong></td>
<td><strong>23694</strong></td>
</tr>
</tbody>
</table>

| Liabilities and Shareholder’s Equity |         |
| Current Liabilities | 6626     |
| Long Term Liabilities | 13652    |
| Stockholder’s equity- common | 3524     |
| **Total liabilities and Stockholder’s equity** | **23802** |

**ABCK Company Inc.**
Condensed Income Statements
For the financial years ending March 31 (₹ in Crores)

<table>
<thead>
<tr>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>26396</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>15500</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td><strong>10896</strong></td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>6944</td>
</tr>
<tr>
<td>Income from operations</td>
<td>3952</td>
</tr>
<tr>
<td>Interest expense</td>
<td>466</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td>22</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>3464</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>1006</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td><strong>2458</strong></td>
</tr>
</tbody>
</table>

Compute the following ratios for ABCK company for 2016 and discuss your findings (2015 values are provided for comparison)
- Liquidity ratio: Current Ratio (for 2015: 92.1) and Inventory Turnover ratio (7.2 times)
Solvency ratio: Debt to assets ratio (for 2015: 82%) and Times interest earned (8.0 times)
Profitability ratio: Return on assets (for 2015: 10.8%), Profit Margin (10.0%) and Return on common stockholder’s equity (56%)
End Semester Examination, Dec. 2018  
MBA – First Semester  
QUANTITATIVE TECHNIQUES (MBA-1006) 

Time: 3 hrs. Max Marks: 75  
No. of pages: 2  

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

**PART-A** 

Q.1  
  a) For a certain purpose 4096 families each having 4 children were selected at random from a certain region of India for which the probability of male child is $\frac{1}{2}$. By calculating the chance that a family has 0, 1, 2, 3, 4 children find expected frequencies using Binomial theoretical distribution. 7½  
  b) “Some Business situations require decision making with various risk considerations”. Discuss the role of probabilities in certain situations with examples. 7½  

Q.2  
The diameter of longest lichens grown on gravestone were measured, establish a correlation between them. 

<table>
<thead>
<tr>
<th>Age of gravestone $x$ (years)</th>
<th>Diameter of lichen $y$ (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>31</td>
<td>20</td>
</tr>
<tr>
<td>44</td>
<td>22</td>
</tr>
<tr>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>53</td>
<td>35</td>
</tr>
<tr>
<td>61</td>
<td>22</td>
</tr>
<tr>
<td>63</td>
<td>28</td>
</tr>
<tr>
<td>63</td>
<td>32</td>
</tr>
<tr>
<td>64</td>
<td>35</td>
</tr>
<tr>
<td>64</td>
<td>41</td>
</tr>
<tr>
<td>114</td>
<td>51</td>
</tr>
<tr>
<td>141</td>
<td>52</td>
</tr>
</tbody>
</table>

Q.3  
  a) The nine items of a sample had the following values: 40, 82, 48, 54, 45, 50, 44, 58, 50. Does the mean of the nine items differ from the population mean 46? 7½  
  b) “Statistics plays an important role in departmental functions”. Discuss five different statistical functions which are helpful in a business. 7½  

Q.4  
  a) A manufacturer of pins knows that on an average 5% of his product is defective. He sells pins in boxes of 100 and guarantee that not more than 4 pins are defective. What is the probability that a box will meet the guaranteed quality? (Given $e^{-5} = 0.0067$) 7½  
  b) The mean height of 1000 workers in a steel plant is 67 inch with a standard deviation of 5 inch. How many workers are expected to be above 72 inch in that steel plant? 7½
Q.5  a) A random sample of 100 measurements shows a mean value 5. Can the random sample be regarded as drawn from a population with mean 5.64 and standard deviation of 1.5?

b) Develop Free hand curve for the following time series and calculate slope of the series.

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>380</td>
<td>400</td>
<td>650</td>
<td>720</td>
<td>690</td>
<td>620</td>
<td>670</td>
<td>950</td>
</tr>
<tr>
<td></td>
<td>1040</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7½

PART-B

Q.6  The data in the following table shows the length and breadth (in mm) of a group of skull discovered during an excavation. Calculate regression line on length on breadth.

<table>
<thead>
<tr>
<th>Length (x)</th>
<th>165</th>
<th>170</th>
<th>172</th>
<th>176</th>
<th>178</th>
<th>179</th>
<th>182</th>
<th>184</th>
<th>186</th>
<th>190</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breadth (y)</td>
<td>139</td>
<td>141</td>
<td>147</td>
<td>147</td>
<td>149</td>
<td>149</td>
<td>159</td>
<td>145</td>
<td>155</td>
<td>152</td>
</tr>
</tbody>
</table>

Find out Length if Breadth is 160.

Find out Length if Breadth is 160.
Q.1 Analyze the ‘law of demand’. What causes the market demand for a commodity to (i) increase, (ii) decrease? Explain.  

Q.2 Discuss with suitable examples, how managerial economics is an integral part of business activity. What business decisions can be solved by managerial economics?  

Q.3 Discuss the relationship between TP, MP and AP curves. Show the three stages of production in a graph showing the above relation.  

Q.4 Explain whether is it possible for only one store in a town selling T.V. sets to practice price discrimination. What are the necessary conditions for price discrimination in market?  

Q.5 Define elasticity of demand? How the price, income and cross elasticity measured? Explain their role in business decisions?  

Q.6 For each of the following situations, determine whether the manager is concerned with a short-run production decision or a long run production decision. Explain briefly in each case:  

a) A petroleum drilling supervisor on an offshore drilling platform decides to add an extra 6 hour shift each day in order to keep the drill rig running 24 hours per day.  

b) The director of offshore petroleum drilling operations in the Mumbai high chooses to develop three more offshore drilling platforms in Mumbai high.  

c) A manufacturing engineer plans the production schedule for the month.  

d) After studying a demographic report on future increases in birth rates, a hospital administrator decides to add a new pediatric wing to the hospital.
End Semester Examination, Dec. 2018  
MBA – First Semester  
MARKETING MANAGEMENT–I (MBA-1008)  

Time: 3 Hours  
Max Marks: 75  
No. of pages: 1  

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

PART-A  

Q.1 As a marketing manager propose a STP strategy for home Luxury watch.  

Q.2 Write short notes on:  
a) Elements of marketing-mix  
b) Consumer decision making process  
c) Holistic marketing.  

Q.3 Differentiate between demographic and behavioral segmentation which of these bases of segmentation provides more insights?  

Q.4 What do you understand by product life cycle? Discuss the marketing strategies in the decline stage.  

Q.5 How do you determine target return price? How should a company respond to a competitor’s price challenge?  

PART-B  

Q.6 Write a creative brief on the Morphy Richards cashmere Epilator print advertisement below:  
a) What is the opportunity or problem which the Morphy Richards Epilator print advertising is addressing?  
b) Who is the target audience for this advertising?  
c) What is the single minded proposition we want this ad to communicate?
End Semester Examination, Dec. 2018  
MBA – First Semester  
LEGAL ASPECTS OF BUSINESS (MBA-1009)

Time: 3 Hours                        Max Marks: 75  
Note: Attempt FIVE questions in all. PART-B is compulsory. Attempt any FOUR questions from PART-A. Marks are indicated against each question.

**PART-A**

Q.1 Explain what do you understand by competence of parties with special reference to the position of a minor in detail? 15

Q.2 Explain different types of goods according to Sale of Goods Act, 1930. Also explain the rights of unpaid seller against the buyer. 15

Q.3 Explain the process of formation of a company and what are the ways through which winding up of a company can take place? 15

Q.4 What do you mean by electronic governance and also discuss the offenses and penalties under the IT Act, 2000? 15

Q.5 What do you mean by dissolution of firm, also explain the liability of partners at the time of dissolution? 15

**PART-B**

Q.6 a) Anurag promises to pay Rs.11,000 to the Management Committee of a school by way of donation. The Management Committee, on the basis of Anurag’s promise, gets a Water Purifier System (Acquaguard) installed in the school at a cost of Rs.8,000 on credit. Now Aurag refuses to pay the donation. What is the remedy available to the Management Committee of the school? Give reasons. 5

b) Akhilesh entered into an agreement with Shekhar to deliver him (Shekhar) 5,000 bags to be manufactured in his factory. The bags could not be manufactured because of strike by the workers and Akhilesh failed to supply the said bags to Shekhar. Decide whether Akhilesh can be exempted from liability under the provisions of the Indian Contract Act, 1872 5

c) Ravi becomes guarantor for Ashok for the amount which may be given to him by Nalin within six months. The maximum limit of the said amount is Rs.1 lakh. After two months Ravi withdraws his guarantee. Upto the time of reconviction of guarantee, Nalin had given to Ashok Rs.20,000:
   i) Whether Ravi is discharged from his liabilities to Nalin or any subsequent loan. 5
   ii) Whether Ravi is liable if Ashok fails to pay the amount of Rs.20,000 to Nitin. 5
End Semester Examination, Dec. 2018
MBA – First Semester
PROFESSIONAL COMPETENCY – I
(SOFT SKILLS AND PERSONALITY ENHANCEMENT) (MBA-1010)

Time: 3 Hours
Max Marks: 75
No. of pages: 1

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

PART-A

Q.1 A company selects you as a management trainee, to be posted to China for your first assignment. How will you ensure that you work in a bias-free manner taking rational decisions? 15

Q.2 Organizations are often encountered with situations when they need to reduce their workforce. This could mean terminating a few employees. How may this be justified in terms of moral values? 15

Q.3 Optimize live 19% more than pessimists’ discuss how optimism may be cultivated from small situations to major decisions. 15

Q.4 Priority, plan and organize: explain how these may help for achieving goals, Take an example of a goal you have set for professional success. 15

Q.5 What is stress? Suggest ways in which the different types of stress may be avoided. 15

PART-B

Q.6 You have recently joined an organization with more than 2,000 employees. You have to head a team of 15 people. How will you build your credibility as a leader, to ensure the team’s success? 15
End Semester Examination, Dec. 2018
MBA – First Semester
FRENCH (MBA-1011A)

Time: 1½ hrs.  Max Marks: 100
No. of pages: 2

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Écrivez les salutations en français:
(Write the salutations in French)
a) Good morning _____________________
b) Bye-Bye _____________________
c) Goodnight _____________________
d) Good afternoon _____________________
e) Please _____________________
f) Madam _____________________ 2×6

Q.2 Écrivez les nombres cardinaux et ordinaux en français
(Write cardinal and ordinal numbers in French)

<table>
<thead>
<tr>
<th>Cardinaux</th>
<th>Ordinaux</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) 21 ______________________</td>
<td>______________________</td>
</tr>
<tr>
<td>b) 9 ______________________</td>
<td>______________________</td>
</tr>
<tr>
<td>c) 16 ____________________</td>
<td>______________________</td>
</tr>
<tr>
<td>d) 55 ______________________</td>
<td>______________________</td>
</tr>
<tr>
<td>e) 38 ______________________</td>
<td>______________________</td>
</tr>
</tbody>
</table>

Q.3 Complétez avec la conjugaison du verbe
(Conjugate the verbs in present tense)

a) Elle ________________________________ le chocolat. (Manger)
b) Il __________________________________ français. (Parler)
c) Elle ________________________________ le Canada. (Visiter)
d) Je _________________________________ au bureau. (Travailler)
e) Nous _______________________________ les fleurs. (Aimer)
f) Elles _______________________________ beaucoup. (Parler)
g) Tu _________________________________ bien. (Chanter)
h) Les étudiants _______________________ le professeur. (Écouter)
i) Ils _________________________________ à Paris. (Arriver)
j) Nous _______________________________ français. (Parler) 2×10

Q.4 Écrivez les jours et les mois en français
(Write days and months in French)

a) July ________________________________
b) Janvier ________________________________
c) December ________________________________
d) April ________________________________
e) May ________________________________
f) Wednesday ________________________________
g) Tuesday ________________________________
h) Friday ________________________________
i) Sunday ________________________________
j) Saturday ________________________________ 2×10
Q.5 Écrivez les réponses
(Write answers of given questions)
a) Comment tu t'appelles?
________________________________________________________________________
b) Quelle âge avez-vous?
________________________________________________________________________
c) Comment allez-vous?
________________________________________________________________________
d) Où habites-tu?
________________________________________________________________________
e) Comment çava?
________________________________________________________________________

2×5

Q.6 Reliez les:
(Match these)

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tu</td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Ils</td>
<td>We</td>
<td></td>
</tr>
<tr>
<td>Vous</td>
<td>You (informal)</td>
<td></td>
</tr>
<tr>
<td>Je</td>
<td>She</td>
<td></td>
</tr>
<tr>
<td>Elle</td>
<td>He</td>
<td></td>
</tr>
<tr>
<td>Nous</td>
<td>You (formal)</td>
<td></td>
</tr>
<tr>
<td>Elles</td>
<td>They (Mas.)</td>
<td></td>
</tr>
<tr>
<td>Il</td>
<td>They (Fem.)</td>
<td></td>
</tr>
</tbody>
</table>

2x4

Q.7 Présentez-vous en 5 lignes
(Introduce yourself or describe your friend in 5 sentences)
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
10
Q.1 Answer the followings:
a) Schreiben sie die Zahlen. (Complete the countings)
   i) zweiundsiebzig  
   ii) neunundzwanzig  
   iii) fünfundzwanzig  
   iv) zweiundachtzig  
   v) achtundachtzig  
   vi) 67  
   vii) 60  
   viii) 78  
   ix) 23  
   x) 37  

Q.2 Schreiben sie die Monaten: (Write the missing months)
   __________________________, ______________________März, __________________________
   __________________________, ______________________, __________________________
   __________________________, ______________________, __________________________
   __________________________, Dezember.

Q.3 Schreiben Sie die Wochentagen: (Write missing weekdays)
   Sonntag, _____________, ____________________, ____________________.
   Donnerstag, ________________, ______________________.

Q.4 Bitte Übersetzen Sie die folgende: (Translate the given greetings)
   Guten Abend ____________________________________________.
   Guten Tag ___________________________________________ _.
   Hello- ____________________________________________ _____.
   Goodbye- ___________________________________________ ___.
   Gute Nacht _____________________________________________.

Q.5 Schreiben sie die W-Frage: (Write W-question for the given questions)
   a) _______________________ alt bist du?
   b) _______________________ kommst du?
   c) _______________________ ist dein Name
   d) _______________________ wohnen Sie?
   e) _______________________ Sprachen sprechen Sie?

Q.6 Ergänzen Sie die Tabelle. (conjugate any 4 verbs):

<table>
<thead>
<tr>
<th></th>
<th>lernen</th>
<th>spielen</th>
<th>kaufen</th>
<th>sein</th>
<th>Kommen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ich</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Du</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Er/sie/es</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ihr</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wir/Sie/sie</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q.7  Schreiben Sie 10 stäze über sich selbst. (Write 10 sentences about yourself)
1.____________________________________________________________________.
2.______________________________________________________________________.
3.______________________________________________________________________.
4.______________________________________________________________________.
5.______________________________________________________________________.
6.______________________________________________________________________.
7.______________________________________________________________________.
8.______________________________________________________________________.
9.______________________________________________________________________.
10.______________________________________________________________________.

2x10
End Semester Examination, Dec. 2018  
MBA – First Semester  
INTRODUCTION TO HEALTHCARE SYSTEM AND STRUCTURES  
(MBA-HC-1001)  

Time: 3 Hours                       Max Marks: 75 
No. of pages: 1  

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

PART-A  

Q.1 What are the objectives and functions of CSSD Department? Draw a flow process of CSSD? 15  
Q.2 Explain in detail about hospital diets. 15  
Q.3 What are the tasks of Infection Control Committee? How to deal with the outbreaks? 15  
Q.4 Detail out the types of laundry services available for hospital? What are the staffing pattern Laundry services? 15  
Q.5 Write short notes on:  
a) Ambulatory services  
b) Patient care management. 15  

PART-B  

Q.6 List the factors or stress conditions leading to increased violence in hospitals in India. Explain about types of workplace violence in healthcare setup. 15  


End Semester Examination, Dec. 2018  
MBA - First Semester  
BUSINESS ENVIRONMENT FOR HEALTHCARE SYSTEMS  
(MBA-HC-1002)

Time: 3 Hours  
Max Marks: 75  
No. of pages: 1  

Note: Attemp**Five** questions in all. **PART-B** is compulsory. Attempt any **Four** questions from **PART-A**. Marks are indicated against each question.

**PART-A**

Q.1 Write short notes on:
   a) FDI  
   b) SEZ  
   c) CSR  

Q.2 What are the emerging sectors of Indian economy and how Private and Public sectors contribute in the growth of Indian economy? Explain.

Q.3 What defines medical technology? And why is information technology important in healthcare? Explain.

Q.4 Discuss in detail the role of financial markets and financial intermediaries in Indian financial system.

Q.5 a) What is the scope of healthcare management as a profession in India?  
   b) Why are investors lining up for Indian hospitals?

**PART-B**

*Case study: NHS ENGLAND*

With NHS England predicting a Pound 30 bn. Financial gap by 2021, everyone is talking about ways to save money. But is it possible to do this without compromising quality? Over three quarters of the Nuffield Trust’s health leaders Panel thought so, saying that productivity savings could be achieved without harming patient care.

While it’s clear, it won’t be possible to meet the whole funding gap through productivity savings. There are certainly many ways for the NHS to become more efficient. This includes providing more coordinated care, offering more care outside hospitals, and a greater role for patients through self-management and shared decision-making.

Q.6 What suggestions you would give to NHS for achieving its objectives? Support your answer with suitable examples.