Q.1 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) Él es español.

d) La novela es aburrida.

Q.2 Completa la tabla 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></td>
<td>Yo escucho</td>
<td>Tú comes</td>
</tr>
<tr>
<td>El/ella/usted abre</td>
<td>Nosotros escuchamos</td>
<td>Ellos/ellas/ustedes comen</td>
</tr>
<tr>
<td>Vosotros abris</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q.3 Relacion.
(Match the following):
e.g. a. Miércoles - x. Wednesday

a) Miércoles  

b) Jueves  

c) Diciembre  

d) Marzo  

e) Sabádo  

f) Enero  

g) Viernes  

h) Diciembre  

i) Lunes  

j) Julio  

k) Domingo  

l) Viernes  

m) Lunes  

n) Sábado  

Q.4 Completa con el artículo.
(Complete with article):
e.g. Los lápices.

a) ____________________ canción.

b) ____________________ mesas.

c) ____________________ peces.

d) ____________________ facultad.

e) ____________________ profesión.

f) ____________________ verdad.

g) ____________________ silla.

h) ____________________ cuadernos.
Q.5 Mira al dibujo y responde a las preguntas.
(Look at the picture and respond to the questions):

a) ¿Quiénes son los hijos de mi padre
b) ¿Quién es la hermana de mi primo?
c) ¿Quién es el hermano de mi madre?
d) ¿Quiénes son los padres de mi prima?
e) ¿Quiénes son los padres de mi hermano?
f) ¿Quiénes son los padres de mi padre?
g) ¿Quién es la mujer de mi padre?
h) ¿Quién es la madre de mi prima?

Q.6 Hace diez oraciones con el verbo ‘ser’.
(Make 10 phrases with the verb ‘ser’ using adjective/nationality / profession etc.):

a) __________________________________________
b) __________________________________________
c) __________________________________________
d) __________________________________________
e) __________________________________________
f) __________________________________________
g) __________________________________________
h) __________________________________________
i) __________________________________________
j) __________________________________________

Q.7 Completa con la forma adecuada de los verbos:
(Complete with the appropriate form of AR, ER and IR ending verbs):

a) Mi Madre ____________ (escribir) aleman
b) Yo y mi hermana ____________ (bailar) cada dia.
c) Vosotros ____________ (escuchar) la canción
d) Juan and Maria ____________ (Comer) frutas.
End Semester Examination, May 2019  
B. Tech. – Fourth Semester  
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I  
(HM-403B)

<table>
<thead>
<tr>
<th>Time: 2 hrs.</th>
<th>Max Marks: 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of pages: 5</td>
<td></td>
</tr>
</tbody>
</table>
Q.1 A fires 5 shots to B's 3 but A kills only once in 3 shots while B kills once in 2 shots. When B has missed 27 times, A has killed:
   a) 30 birds  b) 60 birds  c) 72 birds  d) 90 birds

Q.2 Simplify and find \( x \): \( 48\sqrt{x} + 32\sqrt{x} = 320 \).
   a) 4  b) 8  c) 16  d) 32

Q.3 If \( a + b + c = 13 \), \( a^2 + b^2 + c^2 = 69 \), then find the value of \( ab + bc + ca \).
   a) 10  b) 30  c) 50  d) 70

Q.4 The sum of three numbers is 98. If the ratio of the first to second is 2 : 3 and that of the second to the third is 5 : 8, then the second number is:
   a) 10  b) 20  c) 30  d) 40

Q.5 A, B and C entered into a partnership. They invest \( ₹40,000 \), \( ₹80,000 \) and \( ₹1,20,000 \) respectively. At the end of the first year, B withdraws \( ₹40,000 \), while at the end of the second year, C withdraws \( ₹80,000 \). In what ratio will the profit be shared at the end of 3 years?
   a) 2 : 3 : 5  b) 3 : 4 : 7  c) 5 : 6 : 4  d) 1 : 3 : 5

Q.6 In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total votes was 7500, the number of valid votes that the other candidate got, was:
   a) 2500  b) 2700  c) 2900  d) 3100

Q.7 The price of a cycle is reduced by 25 per cent. The new price is reduced by a further 20 per cent. The two reductions together are equal to a single reduction of:
   a) 45%  b) 40%  c) 35%  d) 32.5%

Q.8 A milkman purchases the milk at \( ₹x \) per litre and sells it at \( ₹2x \) per litre still he mixes 2 litres water with every 6 litres of pure milk. What is the profit percentage?
   a) 116%  b) 166.66%  c) 60%  d) 100%

Q.9 The percentage profit earned by selling an article for \( ₹1920 \) is equal to the percentage loss incurred by selling the same article for \( ₹1280 \). At what price should the article be sold to make 25% profit?
   a) ₹2000  b) ₹2200  c) ₹2400  d) Data inadequate

Q.10 The average of runs of a cricket player of 10 innings was 32. How many runs must he make in his next innings so as to increase his average of runs by 4?
   a) 76  b) 79  c) 85  d) 87

Q.11 The average weight of 8 person 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) 70 kg  b) 75 kg
Q.12 Sivagami is 2 years elder than Meena. After 6 years the total of their ages will be 7 times of their current age. Then age of Sivagami is.
   a) 19 years   b) 17 years   c) 15 years   d) Data inadequate

Q.13 There are two numbers such that the sum of twice the first and thrice the second is 39, while the sum of thrice the first, and twice the second is 36. The larger of the two is?
   a) 3   b) 6   c) 9   d) 12

Q.14 A sum of money at simple interest amounts to ₹815 in 3 years and to ₹854 in 4 years. The sum is:
   a) 650   b) 690   c) 698   d) 700

Q.15 Find compound interest on ₹8000 at 15% per annum for 2 years 4 months, compounded annually:
   a) 2109   b) 3109   c) 4109   d) 6109

Q.16 A mixture of 150 liters of wine and water contains 20% water. How much more water should be added so that water becomes 25% of the new mixture?
   a) 10 liters   b) 20 liters   c) 30 liters   d) 40 liters

Q.17 8 litres are drawn from a cask full of wine and is then filled with water. This operation is performed three more times. The ratio of the quantity of wine now left in cask to that of the water is 16 : 65. How much wine the cask hold originally?
   a) 18 litres   b) 24 litres   c) 32 litres   d) 42 litres

Q.18 A dishonest shopkeeper sells salt at a rate of ₹18 per kilogram. The MRP of the salt is ₹15 per kg. As though not satisfied with this, he tries to multiply his profit by removing 200 gm from each packet. What is the shopkeeper’s gain percentage?
   a) 15%   b) 20%   c) 25%   d) 30%

Q.19 Ram sell his goods 25% cheaper than Shyam and 25% dearer than Bram. How much % is Bram's good cheaper than Shyam?
   a) 60%   b) 40%   c) 50%   d) 30%

Q.20 The ages of X and Y are in the proportion of 6:5 and total of their ages is 44 years. The proportion of their ages after 8 years will be?
   a) 3:6   b) 6:3   c) 8:7   d) 9:5

Q.21 Simple interest on a certain sum is 16/25 of the sum. Find the rate percent and time, If both are numerically equal.
   a) R = 7% and T = 7 y   b) R = 8% and T = 8 y   c) R = 6% and T = 6 y
Q.22 What will the integer in place of ’?’ in the given figure below?

a) 22  b) 14  c) 320  d) 32

Q.23 Which one will replace the question mark?

<table>
<thead>
<tr>
<th>5</th>
<th>32</th>
<th>?</th>
<th>44</th>
<th>7</th>
</tr>
</thead>
</table>

a) 33  b) 38  c) 32  d) 37

Q.24 Choose a figure which would most closely resemble the unfolded form of Figure (Z).

a) 1  b) 2  c) 3  d) 4

**Directions (Q. 25 to Q. 26) :** In the following diagram rectangle represents men, Triangle represents educated, Circle represents urban and square represents government employees.

Q.25 Which one of the following represents the educated men but not urban?

a) 9  b) 5  c) 4  d) 11

Q.26 Which one of the following represents a woman who is urban as well as government employee?

a) 7  b) 13  c) 10  d) 6

Q.27 Which symbol will be on the face opposite to the face with symbol*?

a) @  b) $  c) 8  d) +
Directions (Q. 28 to Q. 29): The following questions are based on the information given below:
All the opposite faces of a big cube are coloured with red, black and green colours. After that is cut into 64 small equal cubes.

Q.28 How many small cubes are there where one face is green and other one is either black or red?
   a) 28   b) 8   
   c) 16   d) 24

Q.29 How many small cubes are there, whose no faces are coloured?
   a) 0   b) 4   
   c) 8   d) 16

Q.30 Find out from amongst the four alternatives as to how the pattern would appear when the transparent sheet is folded at the dotted line.

   a) 1   b) 2   
   c) 3   d) 4

Directions (Q.31 to Q.33): In the given questions, find out which part of the sentence has an error:

Q.31 a) The little boy knows
   b) How to start the engine
   c) But does not know to stop it.
   d) No error

Q.32 a) They all had dinner, but I don’t
   b) Since I had been waiting to eat
   c) The chocolate dessert first
   d) No error

Q.33 a) I am thinking to
   b) Going to Pune
   c) For my cousin’s wedding
   d) No error

Q.34 “Meatless Days has been made into a film”. If this sentence is to be written starting with “A film has been made”, the sentence would end with.
   a) Has been made
   b) Into meatless days
   c) On meatless days
   d) None of the above

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) 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.36  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.37 to Q.38) :** Choose the right option.

Q.37  Kavita ..... her white sandals today, but usually she wears her black shoes. 
      a) Wears    b) Wearing 
      c) Wear     d) Is wearing

Q.38  At a college festival: Organiser: “..... yourself?”
      Guest : “Yes, I’m having a great time!”
      a) You enjoying    b) Enjoy you
      c) Do you enjoy    d) Are you enjoying

**Directions (Q.39 to Q.40) :** Use the correct form of tenses from the options given below question.

Q.39  If I _____ some money, I would not have to borrow now 
      a) Am saving    b) Have saved
      c) Saved      d) Had saved

Q.40  A river _____ downstream 
      a) Flows    b) Will flow
      c) Is flowing    d) Was flowing

**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.

Q.41  The team was well trained, but somehow, their _____ was low. 
      a) Strength   b) Moral
      c) Consciousness   d) Morale

Q.42  Harry! Where are you? _______ up this tree 
      a) There I am    b) There am I
      c) Here I am     d) Here am I

Q.43  When I was a child, I _______ to school every day instead of going by bicycle. 
      a) Had walked    b) Walked
      c) Have walked   d) have been walking

Q.44  The synonym for the word “AUGUST” is 
      a) Common   b) Ridiculous
      c) Dignified   d) Petty

Q.45  The antonym for the word “ZENITH” is 
      a) Acme     b) Top
Directions (Q.46 to Q.50): Read the passage below and answer the questions that follow.

As civilization proceeds in the direction of technology, it passes the points of supplying all the basic essentials of life, food, shelter, cloth, and warmth. Then we are faced with a choice between using technology to provide and fulfill needs which have hitherto been regarded as unnecessary or, on the other hand, using technology to reduce the number of hours of work which a man must do in order to earn a given standard of living. In other words, we either raise our standard of living above that necessary for comfort and happiness or we leave it at this level and work shorter hours. I shall take it as axiomatic that mankind has, by that time, chosen the latter alternative. Men will be working shorter and shorter hours in their paid employment.

Q.46 "Then we are faced with a choice...." What does "Then" mean here?
   a) Present state of civilisation.
   b) Past stage of civilisation.
   c) When automation takes over.
   d) After having provided the basic essentials of life.

Q.47 What does the passage suggest about the use of technology?
   a) It creates new and essential needs for mankind.
   b) It is opposed to the basic needs of mankind.
   c) It is complementary to the basic standards of living.
   d) It is responsible for the man’s love for comfort.

Q.48 What does the author mean by the word ‘axiomatic’ in the given passage?
   a) Without any evidence
   b) Evident without proof
   c) Proved with the help of idioms
   d) None of the above

Q.49 What does the author suggest? Man will....
   a) Rise above his present stage in civilisation.
   b) Settle down to the same stage with fewer hours of work.
   c) Raise his standard of living by working longer hours.
   d) None of the above.

Q.50 “Hitherto” means:
   b) Until this time
   b) Accepted
   c) Proved
   d) Taken for granted
End Semester Examination, May 2019  
B. Tech. – Eighth Semester  
HUMAN RESOURCE MANAGEMENT (HM-822)

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

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

Q.1 Answer **any four** of the following questions.  
   a) Recall the functional areas of personnel.  
   b) List the objectives of HRP.  
   c) Recall various purposes of recruitment?  
   d) Criticize succession planning.  
   e) Outline the importance of compensation management.  
   f) Comprehend the role of HR in employee leasing.  

**PART-A**

Q.2 Define HRM. Analyze the strategic importance of human resource management.  

Q.3 Illustrate the process of human resource planning.  

Q.4 Identify various environmental influences on recruitment? State with the necessary examples.  

**PART-B**

Q.5 Illustrate the process of career planning and management.  

Q.6 What is PMS? Demonstrate the process of performance management system.  

Q.7  
   a) Evaluate the role of HR in knowledge industry.  
   b) Assess the role of HR in virtual organization.
End Semester Examination, May 2019
PGDAPR — First Semester
PUBLIC RELATIONS (PGD-APR-105)

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. Marks are indicated against each question.

Q.1 Attempt (any ten) short notes on the following terms:
a) Social Audit
b) Lobbying
c) Branding
d) Integrated Marketing Communication
e) Proactive PR
f) Press Conference
g) Corporate Advertisement
h) Define PR
i) DAVP
j) Asymmetric Communication
k) Corporation Identity
l) Open day

PART-A

Q.2 What do you understand by the term ‘Accountability’? Identify the ‘stakeholders’ to whom an organization is accountable.  

Q.3 Why is environmental assessment important to Public Relations? How it helps in making PR strategy successful?  

Q.4 What are the various stages of planning for a PR campaign? Describe each step in detail.  

PART-B

Q.5 Define public sector PR. Consider you are the PRO of the Indian Railways and are required to educate the public on various aspects of safe travel. Who would be your main stakeholders and what would be the basic theme of communication with them. Outline a few of them.  

Q.6 In what ways is the code of ethics is important for the profession of Public Relations.  

Q.7 Briefly outline the structure and major objectives of the PRSI.
Q.1 Answer (any five) of the following questions:
   a) How can senior management contribute towards TQM?
   b) TQM means continuous improvement. Evaluate.
   c) What is six sigma? How is it important?
   d) Explain briefly the concept of total productive maintenance.
   e) Elaborate the importance of documentation TQM.

PART-A

Q.2
   a) Define TQM and also its principle objectives.  
   b) What are basic elements of TQM and how TQM can be implemented?

Q.3
   a) Elaborate the concept of ‘total employee involvement’.
   b) What do you understand by ‘customer relationship management’?

Q.4
   Discuss any five tools from new seven quality management tools.

PART-B

Q.5
   What is QFD? How would you design the house of quality? Discuss its process with benefits.

Q.6
   a) TQM lays shess on ‘effective partnering’, Elaborate in context to vendors/suppliers.
   b) What do you understand by customer/supplier vexations? Explain its basic principles.

Q.7
   What is quality system? Discuss the implementation of a quality system in any industry.
End Semester Examination, May 2019
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 Which Network topology is best suited in hospitals. Elaborate your answer with suitable example. 10

Q.2 Define the concept of System and elaborate on how hospitals work as system? 10

Q.3 Elaborate the importance information technology in hospitals by outlining the types of information systems used in the healthcare systems. 10

Q.4 Critically review the importance of healthcare information laws and the standards. Suggest some areas of improvement. 10

Q.5 Give your views on Hospital as an organization. Comment on the changing role of hospital administration with example from Indian corporate hospitals. 10

PART-B

Q.6 Elaborate on the issues and challenges faced in hospital management. Explain how the use of IT in hospitals, can improve the health care system? 10
END SEMESTER EXAMINATION, MAY 2019
MBA – third semester
LEGAL ENVIRONMENT OF ENTREPRENEURSHIP (MBA-367-1)

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 administrative mechanism under the companies act in detail. 10

Q.2 Explain the power and rules of central government in respect of prevention and control of environmental pollution. 10

Q.3 Write a note on any two of the following:
   a) Payment of wages act 1936.
   b) Payment of bonus act 1965.
   c) The factories act 1948. 5x2

Q.4 What do you mean by compulsory licensing and also write the importance of registering trademark? 10

Q.5 Write a detailed note on Indian contract act 1872. 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:
   a) When the communication of offer completed?
   b) When Arun is bound by acceptance?
   c) 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.
   d) Is revocation of offer by Arun binding on Karan?
   e) Would your answer be different in any manner if Karan received the said letter on 4th Dec 2018 2x5
End Semester Examination, May 2019
MBA — Third Semester
ENTREPRENEURIAL MARKETING (MBA-367-2)

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 How is the entrepreneurial marketing different than the traditional Marketing? 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 housekeeping business in Gurgaon. What are the variables that you would use for doing (a) segmentation (b) targeting and (c) positioning of your product? 10

Q.3 Developing optimal pricing strategy can be a very daunting task for an entrepreneur. How do entrepreneurs make pricing decisions and what pricing strategies can be followed by an entrepreneur who is launching a new innovative product such as Aifrier to the Indian market. 10

Q.4 Develop a promotional plan for a chain of Pet shops that provokes pet owners a one stop destination for pet products, medicine and other pet accessories which you are about to open in Delhi NCR. 10

Q.5 Define the terms: Angle Investors and Venture Capitalists with examples. Critically analyze the various sources available for effective funding of small business ventures. 10

Q.6 What are the characteristics of a Good Brand? Discuss the Entrepreneurial Branding Process and the branding strategies that can be implemented by an entrepreneur. 10

PART-B

Case study: SCAN CASE STUDIES

Q.7 Do you think you have the solution to Loot’s problems? Discuss the importance of an optimal distribution strategy for success of an entrepreneurial venture. 10
End Semester Examination, May 2019
MBA — Third Semester
BUILDING TEAM AND TEAM LEADERSHIP (MBA-367-3)

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. Marks are indicated against each question.

**PART-A**

Q.1 Discuss stages of group development in brief. Why group cohesiveness is necessary for a good performance?

Q.2 Clarity of duties and responsibilities among team members help in achieving goals effectively. Explain.

Q.3 There are marked differences between a team and a work group. Write briefly on the differences between a team and a work group.

Q.4 Write short notes on:
   a) Charismatic Leadership.
   b) Punctuated Equilibrium Model.

Q.5 Leaders and managers are not necessarily the same persons in an organization. The differences between leaders are due to a large extent because of sources of power within an organization. Explain the differences between a leader and a manager.

**PART-B**

Q.6 “Teams definitely are forms of work groups, but not all work groups are teams”. Work groups function on three levels: Dependent level, Independent level and interdependent level. Elaborate on the characteristics of each level of work groups giving examples, as appropriate.
End Semester Examination, May 2019  
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 ‘It’s the Financial Statements and related disclosures inform us about the four major activities of the company: Planning, Financing, Investing and operating. It is important to understand each of these major business activities before we can effectively analyze a company's financial statements. Elucidate.

Q.2 Discuss the importance to analysis of the statement of cash flows. Identify factors entering into the interpretation of cash flows from operations.

Q.3 Business analysis is applied in many forms and is an important part of security analysis, investment advisors, fund managers, investment bankers, credit raters, corporate bankers and individual investors, in this credit analysis and equity analysis are the integral part of it. Discuss.

Q.4 Like FCFF, the free cash flow to equity can be negative. If FCFE is negative, it is a sign that the firm will need to raise or earn new equity, not necessarily immediately, discuss with some examples.

Q.5 “Earning power is recognized as a primary factor in company valuation” discuss with example.

**PART-B**

Q.6 Selected ratios for these companies are given below you are required to comment on the nature and financial performance of the company.

<table>
<thead>
<tr>
<th></th>
<th>Co. A</th>
<th>Co. B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Price</td>
<td>$326.60</td>
<td>$16.23</td>
</tr>
<tr>
<td>Primary Share outstanding</td>
<td>315.29</td>
<td>5,986.00</td>
</tr>
<tr>
<td>Number of options outstanding</td>
<td>13.97</td>
<td>1,199.00</td>
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<tr>
<td>Primary EPS</td>
<td>$13.40</td>
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<tr>
<td>Diluted EPS</td>
<td>$12.83</td>
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<tr>
<td>Primary PE</td>
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<td>11.04</td>
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<tr>
<td>Diluted PE</td>
<td>25.45</td>
<td>13.25</td>
</tr>
<tr>
<td>Market Capitalization</td>
<td>$102,975</td>
<td>$97,153</td>
</tr>
<tr>
<td>Value of Options</td>
<td>$1,406</td>
<td>$3,477</td>
</tr>
<tr>
<td>Market value of equity (market capitalization + value of options)</td>
<td>$1,04,381</td>
<td>$100,630</td>
</tr>
<tr>
<td>Net income before options expensing</td>
<td>$5,347</td>
<td>$8,802</td>
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<tr>
<td>Net income after option expensing</td>
<td>$4,227</td>
<td>$8,802</td>
</tr>
<tr>
<td>Adjusted PE (market value of equity/net income after option expensing)</td>
<td>24.69</td>
<td>12.50</td>
</tr>
</tbody>
</table>

Give reasons supporting each of your answers.  

10
End Semester Examination, May 2019  
M.B.A. (Psychology) – First Semester  
FOUNDATIONS OF HUMAN BEHAVIOR (MBA-113)

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

Note: Attempt any FOUR questions from PART-A. PART-B is compulsory. Marks are indicated against each question.

PART-A

Q.1 Elaborate the term Psychology? Why the study of psychology in important in understanding the field of organization Behavior? 10

Q.2 Explain the term Thinking and highlight its nature. 10

Q.3 What is Intelligence? Elaborate on any one theory of Intelligence with appropriate example? 10

Q.4 Write short notes on:  
a) Emotions  
b) Learning  
5x2

Q.5 The most effective learning occurs through experience or through “learning by doing”. Discuss the advantages of action learning? 10

PART-B

Compulsory

Q.6 Explain the Biographical characteristics of Individual Behavior and their changing relevance in today’s Organizational context with specific examples. 10
End Semester Examination, May 2019
MBA – First Semester
BASIC STATISTICS (MBA-111)

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 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 1000 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 70 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 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.

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5
End Semester Examination, May 2019
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 relevance of current and capital account in a country’s BOP statement? 10

Q.2 Explain the role of World Bank (and its affiliated institutions) as a vital source of financial and technical assistance to developing countries around the world. 10

Q.3 How does Brownfield and Greenfield FDI helps developing countries in their growth of their economy. 10

Q.4 Explain the relevance of all the phases of technological cycle in the growth and development of economics? 10

Q.5 How does the theory of absolute advantage explain international trade? Explain how does the theory of comparative advantage differ from the theory of absolute advantage? 10

PART-B

Case study:

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

a) What are the problems that the Soft core is facing? Suggest some remedies for the same.
b) Do you support globalisation. 5 x2
End Semester Examination, May 2019
MBA — Second Semester
INTRODUCTION TO HEALTHCARE SYSTEM AND STRUCTURES
(MBA-HC-1001)

Time: 3 hrs.  Max Marks: 100
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 Elaborate healthcare delivery system in India at primary, secondary and tertiary care. 20
Q.2 In today’s scenario highlight the importance and functioning of Voluntary health organizations in providing health for all. 20
Q.3 Differentiate between adaptation, adjustment and coherence in healthcare systems. 20
Q.4 Write short notes on the following:
   a) Patient care system.  
   b) Types of health policies. 10×2
Q.5 Elaborate on the types of health care problems in India. 20

**PART-B**

Q.6 Critically comment on the following keeping in mind the Indian healthcare system:
   “The delivery of health care services operates in the context of socio-economic and political framework of the country”. 20
End Semester Examination, May 2019
MBA — First Semester
BUSINESS ENVIRONMENT IN HEALTHCARE INDUSTRY (MBA-HC-1002)

Time: 3 hrs. Max Marks: 100
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 Define the following:
   a) SEZ
   b) CSR
   c) MNC
   d) R&D

Q.2 What defines medical technology? Why is information technology important in healthcare?

Q.3 How globalization is influencing Indian healthcare? Also explain business challenges faced by the industry?

Q.4 What is the role of public and private sector in the growth of Indian economy? Discuss.

Q.5 a) Why are investors lining up for India's hospitals? Explain in detail.
    b) What are financial intermediaries? Explain in detail.

PART-B

Q.6 Discuss the business plan being followed by any two big Indian healthcare companies through SWOT analysis.
End Semester Examination, May 2019
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 need for studying Community Health and Epidemiology? Delineate 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 organizational aspects of community health. Explain, with examples, how you can improve the current organizational set up of community healthcare? 10

Q.4 Why should the community and public be involved in community healthcare? Using the case of polio prevention drive, explain the importance of community involvement in healthcare in Indian settings. 10

Q.5 With the help of relevant research as well as current examples, explain the recent developments in the Indian scenario with regards to community health and population management. How will you improve the same? 10

**PART-B**

Q.6 Why is 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, May 2019
M.B.A.– First Semester
MANAGERIAL ECONOMICS (MBA-101)

Time: 3 Hours
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 Why is demand and supply analysis significant for management? Identify various concepts of managerial economics relevant for various functional areas of management.

Q.2 Issue related to pricing are very important regarding introduction of competition. Discuss some of the important pricing issues with special reference to the software industry.

Q.3 What are the various factors which may influence the demand for intermediate goods like cables? Explain the most appropriate method of forecasting the demand for such an item.

Q.4 Distinguish between short-run production function and long-run production function. The law of diminishing returns is sometimes known as the law of variable proportions. How? Explain the law with example and figure.

Q.5 Write short notes on any two from the following:
a) Major economic reforms in India
b) Business Cycles
c) Balance of payment
d) Macro business environment

PART-B

Q.6 What is third degree Price Discrimination? What are the necessary conditions for implementing price discrimination?

a) Assume that PVR wish to introduce price discrimination across different ‘types’ of Clients. Identify the different types of clientele and explain how it can implement this strategy successful. In this context be sure to illustrate the importance of knowledge of price elasticity’s of different types of Customers.
End Semester Examination, May 2019  
MBA – Third Semester  
HEALTH CARE AND SOCIAL POLICY (MBA-366-2)  

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 Comment: Human Development Indicators: A Challenge for all.  
Q.2 Differentiate between Social Policy? List features of social policy.  
Q.3 Elaborate the process of Health policy formulation.  
Q.4 Write short notes on:  
   a) Role of Social Work in Primary Care.  
   b) Current Role of Social Work in Healthcare.  
   5×2  
Q.5 What are the different Forms of Health Policies? Explain Health Policy Development Process.  

**PART-B**  
Q.6 Elaborate on the role of national and international agencies in promoting Health Care in India.
End Semester Examination, May 2019  
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 Define the structure and characteristics of any Health system.  

Q.2 Give your views on the Health problems in India. How Community participation in Healthcare system can help in improving the healthcare status in India.  

Q.3 Comment on the use of technology in OPD and OT management.  

Q.4 Write short notes on:  
   a) Primary Healthcare centre  
   b) NRHM (National Rural Health Mission)  

Q.5 Discuss the role of NGOs and voluntary health organizations in supporting and improving the health mission in India.  

**PART-B**

Q.6 Describe the “TRENDS IN POLICY DEVELOPMENT IN HEALTH CARE SERVICES IN INDIA” According to you what steps should be taken by the government to improve the healthcare status in India.
End Semester Examination, May 2019  
MBA – Third Semester  
ADVANCED ANALYTICS (MBA-368-3) 

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 Define Data Management. Describe the principles and importance of data management.  
10  

Q.2 What are variables and observations? Explain different types of variables. Also explain exploratory and confirmatory data analysis.  
10  

Q.3 Explain different types of charts in Tableau.  
10  

Q.4 Describe big data analysis; sources of big data and challenges of big data.  
10  

Q.5 Explain in brief data mining. Describe in detail its types.  
10  

**PART-B**  

*Case study:*  
SCAN CASE STUDY  

Q.6 Analyze the situation and write summary in your own words:  
10
End Semester Examination, May 2019
MBA – Third Semester
INDIA’S FOREIGN TRADE POLICY (MBA-355-3)

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.** Marks are indicated against each question.

**PART-A**

Q.1 Give arguments for and against protection. 10

Q.2 Explain briefly the functions of NAFTA, ASEAN, ELI. 10

Q.3 What are the attractive features of foreign investment policy? Do you think India foreign investment policy in useful? 10

Q.4 Narrate various export promotion schemes and incentives. 10

Q.5 Write short notes on the following:
i) Import-policy and control.
ii) Trade regulations and WTO. 5×2

Q.6 Explain anti dumping, countervailing duties and safeguard measures. 10

**PART-B**

Q.7 In what respect, India is benefiting from ASEAN? Make case study. 10
End Semester Examination, May 2019
MBA – Third Semester
IMPORT EXPORT MANAGEMENT AND DOCUMENTATION (MBA-355-1)
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 Explain the framework of export incentives in India and analyze as how for it provides a total approach to export promotion? 10

Q.2 “Ultimate goal behind constructing a SEZ is to promote exports.” Comment. 10

Q.3 Explain in detail the documents related to shipment of goods, also discuss the relevance of each document in international trade. 10

Q.4 “The motive to provide packaging credit to the exporters is to help them in meeting all requirements during reshipment stages.” Discuss this statement keeping in view all type of packaging credit provided to exporters. 10

Q.5 Discuss in detail the process of “Processing of an export order”. In international trade. 10

PART-B

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

AT THE RECEIVING END!
Spread over 121 countries with 30,000 restaurants, and serving 46 million customers each day with the help of more than 400,000 employees, the reach of McDonald’s is amazing. It all started in 1948 when, two brothers, Richard and Maurice ‘Mac’ McDonald, built several hamburger stands, with golden arches in southern California. One day a travelling salesman, Ray Kroc, came to sell milkshake mixers. The popularity of their SO.15 hamburgers impressed him, so he bought the world franchise rights from them and spread the golden arches around the globe. McDonald’s depends on its overseas restaurants for revenue. In fact, 60 per cent of its revenues are generated outside of the United States. The key to the company’s success is its ability to standardize the formula of quality, service, cleanliness and value, and apply it everywhere.

The company, well known for its golden arches, is not the world’s largest company. Its system-wide sales are only about one-fifth of Exxon Mobil or Wal-Mart stores. However, it owns one of the world’s best known brands, and the golden arches are familiar to more people than the Christian cross. This prominence, and its conquest of global markets, makes the company a focal point for inquiry and criticism.

McDonald’s is a frequent target of criticism by anti-globalisation protesters. In France, a pipe-smoking sheep farmer named Jose Bove shot to fame by leading a campaign against the fast food chain. McDonald’s is a symbol of American trade hegemony and economic globalization. Jose Bove organized fellow sheep farmers in France, and the group led by him drove tractors to the construction site of a new McDonald’s restaurant and ransacked it. Bove was jailed for 20 days, and almost overnight an international anti-globalization star was born. Bove, who resembles the irrelevant French comic book hero Asterix, travelled to Seattle in 1999, as part of the French delegation to lead the protest against commercialization of food crops promoted by the WTO. Food, according to him, is too vital a part of life to be trusted to the vagaries of the world trade. In Seattle, he led a demonstration in which some ski-masked protestors trashed at McDonald’s. As Bove explained, his movement was for small farmers against
industrial farming, Drought about by globalization. For them, McDonald’s was a symbol of globalization, implying the standardization of food through industrial farming. If this was allowed to go on, he said, there would no longer be need for farmers. "For us," he declared, "McDonald's is a symbol of what WTO and the big companies want to do with the world." Ironically, for all of Bove’s fulminations against McDonald’s, the fast food chain counts its French operations among its most profitable in 121 'countries. As employer of about 35,000 workers, in 2006, McDonald’s” was also one of France's biggest foreign employers.

Bove’s and his followers are not the only critics of McDonald’s. Leftists, anarchists, nationalists, farmers, labour unions, environmentalists, consumer advocates, protectors of animal rights, religious orders and intellectuals are equally critical of the fast food chain. For these and others, McDonald's represents an evil America. Within hours after US bombers began to pound Afghanistan in 2001, angry Pakistanis damaged McDonald’s restaurants in Islamabad and an Indonesian mob burned an American flag.

McDonald’s entered India in the late 1990s. On its entry, the company encountered a unique situation. Majority of the Indians did not eat beef but the company’s preparations contained cow's meat. Nor could the company use pork as Muslims were against eating it. This left chicken and mutton. McDonald's came out with 'Maharaja Mac', which is made from mutton and ‘McAloo Tikki Burger’ with chicken potato as the main input. Food items were segregated into vegetarian and non-vegetarian categories. Though it worked for sometime, this arrangement did not last long. In 2001, three Indian businessmen settled in Seattle sued McDonald’s for fraudulently concealing the existence of beef in its French fries. The company admitted its guilt of mixing miniscule quantity of beef extract in the oil. The company settled the suit for $10 million and tendered an apology too. Further, the company pledged to label the ingredients of its food items, and to find a substitute for the beef extract used in its oil.

McDonald’s succeeded in spreading American culture in the East Asian countries. In Hong Kong and Taiwan, the company’s clean restrooms and kitchens set a new standard that elevated expectations throughout those countries. In Hong Kong, children's birthdays had traditionally gone unrecognized, but McDonald’s introduced the practice of birthday parties in its restaurants, and now such parties have become popular among the public. A journalist set forth a ‘Golden Arches Theory of Conflict Prevention’ based on the notion that countries with McDonald’s restaurants do not go to war with each other. A British magazine, The Economist, prints an yearly ‘Big Mac Index’ that uses the price of a Big Mac in different foreign currencies to assess exchange rate distortions.

a) What lessons can other MNCs learn from the experience of McDonald's?
b) Aware of the food habits of Indians, why did McDonald’s err in mixing beef extract in the oil used for fries?
c) How far has McDonald's succeeded in strategising and meeting local cultures and needs?
End Semester Examination, May 2019
MBA – Third Semester
HEALTH SYSTEMS MANAGEMENT (MBA-366-3)

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. Marks are indicated against each question.

**PART-A**

Q.1 List and briefly describe all the approaches to operation analysis in Healthcare. Elaborate the PERT and CPM approach with appropriate example. 10

Q.2 What is health systems research? Elaborate the need and significance of Health system research. 10

Q.3 Differentiate between prospective versus retrospective evaluation. Explain the components of comprehensive evaluation used in healthcare. 10

Q. Write short notes on:
   a) Facility management.
   b) Project management. 5×2

Q.5 What is performance measurement? Explain the evaluation methodology for monitoring the performance. 10

**PART-B**

Q.6 Define the different health systems: characteristics, planning, methodologies, goals and functions. 10
End Semester Examination, May 2019
MBA – Third Semester
HEALTHCARE ECONOMICS AND FINANCE (MBA-366-4)

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. Marks are indicated against each question.

PART-A

Q.1 Explain the nature and scope of health economics? Discuss concept of demand and various demand determinants of health? 10

Q.2 Explain cost benefit analysis? How will you measure and assess the cost of delivering the health services in the hospitals? 10

Q.3 What are the domestic and internal market gaps available for healthcare industry in India? What are the roles of government in providing healthcare services in India? 10

Q.4 What are the advantages and disadvantages of privatization of healthcare in India? Explain? Discuss the role of private institutions in Indian healthcare? 10

Q.5 State the need of healthcare planning and importance of health planning in India? Discuss the need of government role in the healthcare services to its citizens. 10

PART-B

Q.6 In spite of impressive strides taken, Indian healthcare sector still lags behind many countries in Asia. Trace its growth over the last five decades and explain the reason for its tardy growth. 10
End Semester Examination, May 2019
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 is Healthcare budgeting? Elaborate the importance of Healthcare budgeting. 10

Q.2 What is Disaster management? Comment on the various dimensions of Disaster management. 10

Q.3 Write Short notes on:
   a) Liquid waste handling.
   b) Microbial death. 5×2

Q.4 Define the concept of quality in healthcare? Explain the factors affecting the quality with reference to healthcare. 10

Q.5 List and explain the different types of biochemical wastes. 10

**PART-B**

Q.6 Many hospitals in this country have safety records that wouldn’t be tolerated in any other industry. The statistics are alarming:
   1. As many as 440,000 people die every year from hospital errors, injuries, accidents, and infections
   2. Every year, 1 out of every 25 patients develops an infection while in the hospital—an infection that didn't have to happen.
   3. A Medicare patient has a 1 in 4 chance of experiencing injury, harm or death when admitted to a hospital

   a) With the above data in consideration, comment on the following:
   “Hospitals need to work hard every day to protect their patients from errors, injuries, accidents, and infections”. 10
End Semester Examination, May 2019
B.Sc. (HM) – Fourth Semester
FOOD PRODUCTION MANAGEMENT (THEORY) (FMS-HM-401)

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 a) Define yield management.
    b) Name few compound butters.
    c) Describe the hors d’oeuvre.
    d) Describe sandwich.
    e) Explain Chaud froid.
    f) What is panada?
    g) Define compound salads.
    h) Name few dishes from Arabic cuisine.
    i) Name different food regions in Chinese cuisine.
    j) Define cocoa butter and force meat.  

**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. 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 process of making of chocolate. 6

Q.8 Write a short note on cold meat preparations – Cold Cuts. 6
End Semester Examination, May 2019
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 **Define the following terms:**
   a) Budget.
   b) Function Prospectus.
   c) ODC.
   d) Perpetual Inventory.
   e) Free Pouring.

   **Draw the format for the following:**
   f) Gueridon Service.
   g) Standard Recipe.

Q.2 Elaborate the process of Food and Beverage control cycle and checks to be implemented at all stages.

Q.3 What are the different types of buffet? Discuss – display and decoration of a buffet.

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

Q.5 List down the opening and closing duties of a Bar.

Q.6 Define Buffet service. Prepare a checklist of Misc-en-place for buffet service.

Q.7 What do you understand by the term Menu Planning? What factors need to be considered while planning a menu for a banquet?
End Semester Examination, May 2019
B. Sc. (Hotel Management) – Fourth Semester
STRATEGIC MANAGEMENT (FMS-HM-405)

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

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

PART-A

Q.1 Define the following (any five):
   a) Policy Framework.
   b) Business Objectives.
   c) Diversification.
   d) Retrenchment.
   e) Turnaround strategy.
   f) Cost Control.  4x5

PART-B

Q.2 What is strategic Management? Discuss its features.  6

Q.3 Explain in detail the SWOT analysis with suitable example.  6

Q.4 Define the basic components of strategic management process.  6

Q.5 Elaborate the PESTLE analysis of business environment.  6

Q.6 List and explain possible ways in which two separate business entities and work as a single brand giving suitable examples.  6

Q.7 Share a strategic plan that you will use to evaluate a product with declining sales in the market.  6
End Semester Examination, May 2019
B. Sc. (Hotel Management) – Fourth Semester
FACILITY PLANNING AND MANAGEMENT (FMS-HM-406)

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

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

PART-A

Q.1 a) Name four important equipment’s used in kitchen stewarding.
    b) Name four different types of Kitchen layouts.
    c) Define dumb waiter.
    d) Full form of HVAC is __________.
    e) Define preventive maintenance and AMC.
    f) What is 3R Concept in energy conservation?
    g) What is a travelator?
    h) Define rain water harvesting.
    i) Give four basic points, considered important, for equipment selection.
    j) Define work flow, used for layout planning. 2x10

PART-B

Q.2 Describe Green Building and explain the concept of energy conservation. 6

Q.3 Classify different types of fire. Give different categories of extinguishers used for each fire. 6

Q.4 Write the duties and Responsibilities of head of the maintenance department. 6

Q.5 Explain the waste management system adopted in 5* hotels. 6

Q.6 Describe in house laundry setup. Make a list of laundry equipment’s used in good 5* hotels. 6

Q.7 Describe the factors that affect kitchen design and it’s planning. 6

Q.8 Define Facility Planning and explain Systematic Layout planning Pattern. 6
End Semester Examination, May 2019  
B. Tech. – Eighth Semester  
PROJECT MANAGEMENT (HM-823)

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

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

Q.1 Answer the following questions:  
a) What is meant by project life cycle?  
b) Define a project.  
c) What is project risk?  
d) What do you mean by project appraisal?  
e) Explain project monitoring.  
f) Describe the term contract.  
g) What is need of project insurance?  
h) What is inventory?  
i) What do you mean by economic order quantity?  
j) What are different sources of project finance?  

PART-A

Q.2 a) What are responsibilities of a project manager?  
     b) How project are classified? Give example of each.

Q.3 a) What is importance of SWOT analysis in project appraisal?  
     b) Explain different types of a risk that a project may have to face.

Q.4 For the network shown in the figure calculate the probability of completing the project in 50 days.

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**PART-B**

Q.5  
 a) What do you understand by tender? What are normally contained in tender documents?  
 b) Why do you need to recruit members and keep them active?  

Q.6  
 Is termination of project necessary? Describe the termination process and procedures.  

Q.7  
 What is inventory and types of inventory? What is nature of project inventory? Why are they maintained?
Q.1 Answer the following questions briefly.
   a) Evolution of marketing management.
   b) Intervention of perceived value and customer satisfaction.
   c) Differentiation between product and services.
   d) Relation between price and profit.
   e) Importance of consumer behaviour.  

   \[4 \times 5\]

**PART-A**

Q.2 a) Briefly explain the production concept and product concept of marketing. \[10\]
   b) Discuss the functions and objectives of marketing management. \[10\]

Q.3 a) Discuss the various stages of customer satisfaction. \[10\]
   b) Explain the importance of marketing research and various tools used. \[10\]

Q.4 Explain in details the concept of new product development (NPD), and its process. \[20\]

**PART-B**

Q.5 a) Which factors affect the pricing decision? \[10\]
   b) Explain the various price strategies used in business. \[10\]

Q.6 a) Discuss the various types of consumer buying behaviour. \[10\]
   b) What factors influence the buying decisions? \[10\]

Q.7 What is the importance of ‘promotion’ in marketing mix? Explain various promotion strategies used in any business. \[20\]
End Semester Examination, May 2019
B. Tech. – Eighth Semester
INDUSTRIAL MANAGEMENT (HM-501)

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

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

Q.1 Answer the following questions briefly.
   a) Discuss how management shapes the business.
   b) Explain the importance of location in business set-up.
   c) How do work study helps in staffing function?
   d) Why inventory is called necessary evil?
   e) What do you understand by industrial conflicts? 4×5

PART-A

Q.2 a) Enumerate the various factors affecting the plant layout. 10
   b) What are different types of plant layout? 10

Q.3 Explain the term management, its importance in business and the various functions of management. 20

Q.4 a) Briefly explain the process of ‘method study’. 10
   b) How do you arrive at ‘standard time’ of any process? 10

PART-B

Q.5 Explain and derive the term economic order quality (EOQ) graphically and algebraically. 20

Q.6 a) What do you understand by the term industrial relations in any industry? 10
   b) Define ‘Industrial disputes’ and its causes. 10

Q.7 a) What are various types of Quality Control Techniques? 10
   b) What are various types of inspection procedures used in industry? 10
End Semester Examination, May 2019
MBA – Third Semester
MANAGEMENT OF FINANCIAL SERVICES (MBA-352-2)

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 Money supply is sum total of currency with the public and deposits with banks and RBI. Illustrate the mechanism of creation of credit by banks. 10

Q.2 Financial system comprises of institutions and instruments. Discuss the importance of financial system in economic development of a country. 10

Q.3 Money market is prime component of financial system. Discuss and illustrate the institutions and instruments of money market. 10

Q.4 Commercial banks are primary institution of money market. Discuss their functions and services provided by them. 10

Q.5 What is NPAs? Discuss the various alternative steps to manage NPAs particularly in the context of economic development. 10

Q.6 Discuss (any two) of the following:
   a) Financial inclusion.
   b) Mutual Fund
   c) NABARD. 5×2

PART-B

Q.7 Discuss role and functions of (any two) of the following regulatory authorities:
   a) RBI
   b) SEBI
   c) IRDA 5×2
End Semester Examination, May 2019  
MBA – Third Semester  
INDUSTRIAL RELATIONS AND LABOUR LAWS (MBA-353-3)

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. Marks are indicated against each question.

**PART-A**

Q.1 Explain the role of trade unions towards maintaining and developing good industrial relations.  
10

Q.2 Write notes on the following:  
a) Deductions under payment of wages act, 1936.  
b) Effects of industrial relations on management.  
5×2

Q.3 Highlight the important provisions of industrial employment (standing order) Act, 1946. Explain its impact on day-to-day working of the employees.  
10

Q.4 Explain the provisions relating to nomination to be filed under payment of gratuity Act, 1972.  
10

Q.5 Define and distinguish lay off and retrenchment.  
10

Q.6 Discuss the role of three parties involved in maintaining peaceful industrial relations.  
10

**PART-B**

Q.7 a) Explain concept of “Collective Bargaining” along with its importance.  
5  
b) Explain the provisions relating to contributions to be made by employer and employees under employees provident fund and miscellaneous provisions Act, 1952? 5
End Semester Examination, May 2019
MBA — Third Semester
BUSINESS MODELING (MBA-052)

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 Discuss the importance of data analysis in business decision making. 10

Q.2 Give two examples of bizarre and surprising insights. Provide an explanation on why such insights make sense. 10

Q.3 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.4 What is the importance of exploratory data analysis? How is it different from machine learning? 10

Q.5 Provide 2 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>

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? Explain if it is or isn’t a privacy concern. 10
End Semester Examination, May 2019
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. Marks are indicated against each question.

PART-A

Q.1 Kindly explain the following Laws of Branding:
   a) Law of Expansion
   b) Law of Contraction
   c) Law of Extension
   d) Law of Change
   e) Law of Category  2×5

Q.2 “The basic premise of the Customer Based Brand Equity model is that the true measure of the strength of a brand depends on how consumer think, feel and act with respect to the brand” – Keller. Elaborate your answer through the CBBE Pyramid for a brand of your choice.  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 Discuss how marketers of Business to Consumer (B2C) products such as soft drinks or Detergents would use various IMC tools differently than a marketer of business to business (B2B) products such as office supplies, computers in building brand equity.  10

Q.5 “A brand audit is a comprehensive examination of a brand to discover its sources of brand equity – Keller? Explain. What are the steps in conducting Brand audit”?  10

PART-B

Q.6 Write a Creative Brief on the KFC 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?  2½×4
End Semester Examination, May 2019
MBA – First Semester
PROFESSIONAL COMPETENCY– I
(SOFT SKILLS AND PERSONALITY ENHANCEMENT) (MBA-1010)

Time: 3Hours
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 Procrastination is the biggest enemy of time management. In the light of the given statement, describe the forms of Procrastination. 15

Q.2 Is it possible for multinational companies to implement a uniform code of conduct across all countries where they operate? Justify your answer with the help of examples. 15

Q.3 As a Relationship Manager at a bank, you are required to settle a complaint made by a valued high profile customer. Apply the ABCDE hierarchy of optimism and explain how you will approach this situation. 15

Q.4 The Indian corporate scenario gives an opportunity to work with people from various cultural backgrounds. Evaluate this statement with respect to problems with decision making in such diversity. 15

Q.5 Describe the learning systems which different people may follow. Use examples to support your answer. 15

PART-B

Q.6 You have been given responsibility of handling a project which your predecessor quit due to several challenges. Discuss how will take charge of yourself and prepare for the project. 15
End Semester Examination, May 2019
MBA – Third Semester
SPECIAL EVENT MARKETING (MBA-359-3)

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. Marks are indicated against each question.

PART-A

Q.1 Explain (any two) of the following:
   a) Special Events.
   b) Points to be kept in mind for Organizing Special Event.
   c) Corporate Events.  5x2

Q.2 How important is research in setting up of a live show? What are the various steps taken into consideration while setting up an event?  10

Q.3 What are the job responsibilities of a wedding planner? Also, explain the role of a wedding planner.  10

Q.4 Comment on the impact of Indian Cinemas on the Indian Wedding.  10

Q.5 What are the factors you will keep in mind while preparing for a corporate event? Also, explain the responsibilities of the corporate event organizer.  10

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:
   a) A Play at JLN Stadium.
   b) A press conference for the launch of a FMCG product of your choice.
   c) Inauguration of a Bakery at a mall.  10
End Semester Examination, May 2019
MBA – First Semester
MANAGERIAL ECONOMICS (MBA-1007)

Time: 3 Hours
No. of pages: 1

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 Discuss the fundamentals of Managerial Economics. Explain the scope of Managerial Economics as tools of management decision making 15

Q.2 Explain the economic method of estimating cost function. Why is this method more popular than the other methods of cost estimation? 15

Q.3 What do you understand by demand forecasting? Survey method is one of the techniques of demand forecasting. Discuss its different types. 15

Q.4 Explain which one the following market can be considered monopolistically competitive? Give reasons for your answer.
   a) Automobile.
   b) Restaurants. 15

Q.5 Write short notes on (any two) from the following:
   a) National Income and its concepts.
   b) Explain inflation, its causes and corrective measurements.
   c) Major economic reforms in India.
   d) Demand function and production function. 7½x2

PART-B

Q.6 Briefly elaborate on the factors that will be affecting the demand of the following products in the next several years. Do you think these factors will cause the demand to increase or decrease?
   a) Convenience goods (sold in food shops and super markets).
   b) Products purchased on the internet.
   c) Fax machines.
   d) Films and cameras.
   e) Videos rented from retail outlets.
   f) Pay-per-view television programming.
   g) Airlines travel within the India.
   h) Gasoline. 15
End Semester Examination, May 2019
MBA — Third Semester
SERVICES MARKETING (MBA-351-1)

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 “Services cannot be delivered without products and products cannot be successful without services”. Discuss this statement with reference to the growth and classification of services. 10

Q.2 A cab/taxi service provider (such as Ola or Uber) wishes to carry out research to find out about customer experience. Which methods of research can the company use? Describe any 3 methods. Design 15 statements to ask customers about their perception regarding the service. 10

Q.3 Describe the elements and design for service quality for a multiplex. How can the multiplex company encourage customers to be “Voicers”? 10

Q.4 The number of toll roads is fast increasing in the country. Justify how toll plaza employers, perform “boundary-spanning role”, highlighting the conflicts they may face. Suggest ways in which internal marketing may enhance their performance. 10

Q.5 An advertising agency is preparing a print advertisement and TV advertisement for a hotel aggregator. What elements of the ISMC should be considered for the commercials? 10

PART-B

Q.6 Create a blueprint for the online retailing service as provided by Myntra, Amazon, Flipkart etc. How are blueprints useful for service providers? 10
End Semester Examination, May 2019  
MBA – Third Semester  
SALES AND DISTRIBUTION MANAGEMENT (MBA-351-3)

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 do you mean by sales management? How do the buying situations of household consumers are different from those of business buyers?  
10

Q.2 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 fashion clothing?  
10

Q.3 a) What is an activity quota and why is it important than a sales quota based on volume?  
5
b) Define a sales territory.  
5

Q.4 If you were an area sales manager, how would you motivate the following sales person?  
a) A high performing salesperson whose morale is down because he did not get an expected promotion.  
b) An older salesperson whose performance is below expectations for past few years, although he had performed well in the past.  
5×2

Q.5 Explain in brief:  
a) Channel conflicts.  
b) Channel training programs.  
5×2

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 profiles. 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 of applying what he had learnt in the management institute and achieve superior results as expected by the general manager (Sales).
a) If you were Ashok, what would you do to achieve sales volume and contribution? 10
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 Why different methodologies of development are used for developing managers in different stages of their career? 10

Q.2 Due to organizational closure lot of professionally trained and experienced employees are crowding the labour market. From perspective of an industrial organization is this a threat or an opportunity. 10

Q.3 Why a company with fewer people to manage its manpower planning service would prefer using services of an employment agency over that of an open newspaper advertisement? 10

Q.4 Why structure based on job fragmentation not good for creating a learning environment for ordinary workers? What kind of job allocation is likely to be more effective for creating a learning workplace? 10

Q.5 How the compensation policy would get affected if the company acquires another company? 10

**PART-B**

Q.6 Case study: SHRM AT MERCIA SYSTEMS LTD

The case
Background
Mercia Systems is engaged in the business of precision engineering, including the development and manufacture of specialized mechanical devices primarily for defence purposes.

Two major factors have affected the company: first, the contraction in the defence industry and, second, the change in government policy from cost-plus contracting to competitive tendering. This compelled the company to develop an entirely new business strategy and to carry out a comprehensive re-engineering process.

Critical success factors
The Managing Director, stated unequivocally in his report to the shareholders that: The one factor that drives us is technology know-how. This means we offer solutions, not products. That is really what we have to sell and it depends on people strength. We have a vision of what we want to be and are advancing more quickly than the rest of the competition. CIM (computer integrated manufacture) is at the heart of it. We have tackled MRPII (manufacturing requirements planning) and this means that we are faster than our competitors and are more likely to deliver on time than them.

The Operations Director supported this statement by commenting that: We are characterized in the marketplace as a high-tech company with specific expertise...
in our field of mechanical engineering. We are known for the excellence of our technical solutions and the quality of our products. In the past we have been criticized for asking a premium price for high-technology products. Part of the message we are now getting across is that we can battle it out on value for money as well... People like working with us because they get straight answers to their questions including 'We don't know' if we really don't know. So our basic competences are high-technical quality and people with the skills needed to forge good relationships with customers.

Business strategy
Business strategy is stimulated and reviewed centrally by a business strategy group, chaired by the Managing Director, whose membership consists of the directors of operations, research and development, marketing, finance and HR. The business is split into a number of sectors (three in Birmingham) and each sector submits its business plan to the strategy group. This is a simple three-page summary that describes the broad objectives of their business sector, discusses the key competitive factors affecting it and sets out specific short- to medium-term objectives that are then translated into an operating plan. The plans look at a horizon of 10 years but for practical purposes there is a rolling three-year budget. This means that besides looking at the immediate budget the two key questions asked are: 'Where are you going to be in three years' time? and What are you doing now to get better?' And this, as the Operations Director said, 'is a very demanding discipline'.

The formulation of business strategy is very much a team effort. As the Managing Director said:
I tell all the top executive people, including the HR and finance directors, that they are directors first and foremost and all must make a contribution to strategic planning.

HR strategies
The overall approach to the formulation of HR strategies was summarized by the Managing Director as follows:
The main thing we have to do is to ensure that we have the right core technologies and the right competences within the company to achieve the vision and strategy.

The Operations Director commented that:
Within the board one of the things that is constantly reviewed is human resource strategy. We have the long-term view of the type of organization we believe we need as a technology company and we have evolutionary plans of how we are going to get there. In the early stages we had a very strong functional organization; our evolution process now involves the development of problem-solving teams which are set up at a high standard to encourage getting it right first time. In manufacturing we have mixed discipline teams with a team leader and a much flatter structure than we used to have. We have two pilot projects where research and development engineers are part of the team on the shop floor with a common team leader. The eventual aim is for all engineering and manufacturing to be organized in this way. The next step is to develop product families in which business generation and sales are brought into the team as well. So the team leaders almost become general managers.

The Marketing Director explained that:
We do not think of ourselves as having an HR strategy perse. We just see it as one aspect of our overall business strategy. From what I have observed going on in the business I find it quite difficult to separate a strand of activity which I could call HR strategy because it is so integral to everything which is going on. HR strategy is effectively part of the overall vision.
He also remarked that performance improvement was a constant priority for everybody and that they are 'going through a lot of effort to ensure that we have the correct level of performance in what we do and underpinning this with financial and commercial stability'.

The HR Director explained that business strategy defines what has to be done to achieve success and that HR strategy must complement it, bearing in mind that one of the critical success factors for the company is its ability to attract and retain the best people. HR strategy must help to ensure that Mercia Systems is a best practice company. This implies that:

The HR strategy must be in line with what is best in industry and this may mean visiting four or five different companies, looking at what they are doing and taking a bit from one and a bit from another and moulding them together to form the strategy.

The task

**In the light of the information given in the case, set out the essential elements of the HR strategy you would devise to support the achievement of the business strategy.**
End Semester Examination, May 2019
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) A random sample of workers shows an average weekly wage rate of Rs. 250 with a standard deviation of Rs.12. Using 0.05 level of significance verify if the sample result indicates that their current average weekly wage rate is higher than Rs.247 (Z=1.64 for 0.5 Significance) 7½
b) Trucks arrive at the dock at an average rate of 2 trucks per hour. Calculate the probability that not more than 30 minutes will lapse between arrivals of the trucks. (Given $e^{-1}=0.3679$) 7½

Q.2 In a biology experiment a number of cultures were grown in laboratories. The number of bacteria in millions and their ages in days are given below. Calculate coefficient of correlation for the experiment.

<table>
<thead>
<tr>
<th>Age (x)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of bacteria (y)</td>
<td>34</td>
<td>106</td>
<td>135</td>
<td>181</td>
<td>192</td>
<td>231</td>
<td>268</td>
<td>300</td>
</tr>
</tbody>
</table>

Q.3 a) 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
b) “Some business situations require decision making with various risk considerations”. Discuss the role of probabilities in certain situation with examples. 7½

Q.4 a) 10 students are selected at random from a college and their marks are found to be as follows: 71,72,73,75,76,77,78,79,80 in the light of these marks find out if the average marks of the college are 78? 7½
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>2002</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>
<td>1040</td>
</tr>
</tbody>
</table>

Q.5 a) Four coins are tossed 160 times the probability of getting head or tail is ½ find out expected frequencies. 7½
b) A manufacture 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 detective. What is the probability that a box will meet the guaranteed quality? (Given $e^{-5} = 0.0067$) 7½

PART-B
The yield of a batch process in a chemical industry is known to be approximately linearly related to the temperature, at least over a limited range of temperatures, two measurements of the yield are made at each of eight temperatures. Within this range with the following results:

<table>
<thead>
<tr>
<th>Temperature (°C) x</th>
<th>180</th>
<th>190</th>
<th>200</th>
<th>210</th>
<th>220</th>
<th>230</th>
<th>240</th>
<th>250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yield (tonnes) y</td>
<td>136.2</td>
<td>147.5</td>
<td>153</td>
<td>161.7</td>
<td>176.6</td>
<td>194.2</td>
<td>194.3</td>
<td>196.5</td>
</tr>
<tr>
<td></td>
<td>136.9</td>
<td>145.1</td>
<td>155.9</td>
<td>167.8</td>
<td>164.4</td>
<td>183</td>
<td>175.5</td>
<td>219.3</td>
</tr>
</tbody>
</table>

Predict from the regression line the yield of a batch at each of the following temperatures:

a) 175  
b) 185  
c) 300
End Semester Examination, May 2019
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 A leading American fast food company which specializes in sandwiches and coffee, wishes to enter the Indian market. Having engaged you as a consultant to scan the competition for them and identify existing opportunities, what products and firms would you consider as its competitors? 15

Q.2 Explain the consumer buying process. Does the buying process really proceed in a sequential manner, as the marketers believe it to be? Give examples/evidences in support of your answer 15

Q.3 Differentiate between demographic and behavioural segmentation. Explain which type of segmentation provides more insights. 15

Q.4 What do you understand by product life cycle? Discuss the marketing strategies in the maturity stage. 15

Q.5 How do you determine target return price? How should a company respond to a competitor’s price challenge? 15

PART-B

Q.6 Write a creative brief on the McDonald print ad.

| a) What is the Opportunity or problem which the McDonald advertisement is addressing? | 5 |
| b) Who is the target audience for this advertisement? | 5 |
| c) What is the single minded proposition of the product this advertisement is communicating? | 5 |
End Semester Examination, May 2019
MBA – Third Semester
EVENT MARKETING AND PR (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 Discuss the changes in the business environment which have led to the popularity of event management as a career. 10

Q.2 Suggest appropriate ways in which PR may be developed for an upcoming blood donation camp. 10

Q.3 Describe how events may help in building consumer ‘mind share’. Explain in terms of perceptual mapping and perceptual space. 10

Q.4 Event success depends on use of technology. Elaborate this statement by giving examples of events from three industries. Present a comparison of historic and contemporary event promotion. 10

Q.5 An event is like a stage performance. Discuss the marketing efforts before, during and after a conference. 10

PART-B

Q.6 Create a media plan for an entrepreneurial carnival to be organized by your department. Highlight the objectives and IMC tools to be used for the same. 10
End Semester Examination, May 2019  
MBA – First Semester  
LEGAL ASPECTS OF BUSINESS (MBA-1009)  

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 State the rights of consumer as per consumer protection act 1986, and state the functioning of consumer dispute redressal agencies?  

Q.2 Describe the appointment and remuneration of managerial personal as per companies act 2013.  

Q.3 Explain various characteristics of negotiable instruments and explain all the presumptions applicable to negotiable instruments as per the act of 1881?  

Q.4 Explain the characteristics and nature of partnership. What is the position of a minor in partnership?  

Q.5 Explain what do you mean by free consent? Describe the other circumstances where the consent obtained is not free.  

**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 (Aquaguard) installed in the school at a cost of Rs.8,000 on credit. Now Anurag refuses to pay the donation. What is the remedy available to the Management Committee of the school? Give reasons.  

b) Akhilesh entered into an agreement with Shekhar to delivery 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 Indian Contract Act, 1872.  

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.  
i) Whether Ravi is liable if Ashok fails to pay the amount of Rs.20,000 to Nalin.
Q.1 Explain the guidelines to be considered by both HR Managers and functional managers for implementing a sound performance linked recognition and reward system? Give examples to support your answer.  

Q.2 Illustrate any two methods of performance appraisal widely used in private sector organizations in India.  

Q.3 How coaching and mentoring methods can foster professional development in others.  

Q.4 Define Performance Management. What are the important functions of performance management process?  

Q.5 What do you mean by performance criteria? Describe the process of setting performance criteria.  

Q.6 Case study:  

Saahil Khan is the Manager of Premium Tubes Ltd. Each April, he must evaluate all of his subordinates to decide who is to receive a merit increase for the upcoming fiscal year. But each year these employees complain about how they are evaluated, how merit money is dispersed and what criteria are used for the evaluations. However, during the past two years there has been a tremendous emphasis on quality of production. A review of the merit recipients reveals that these people were the ones who had the best quality records. But many of the employees felt that quality should not be the determining factor. At an employee forum, one of the senior members remarked, “How can Mr. Saahil now reward quality? What has happened to production numbers?” Another employee agreed and stated: “This quality game is OK for some, but what about overall production? It seems to me that if I will only be rewarded for quality, then I should produce a few items but make them perfect. “After hearing such criticism, Saahil was quiet upset. He was not trying to cause chaos in his evaluations, nor was he attempting to hurt anyone. Unfortunately, what was originally intended to be an evaluation system had just become a nuisance?  

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

a) What is the major problem in this case? Explain the impact of performance appraisals on employee motivation?  

b) Describe a performance evaluation system for Mr. Saahil for evaluating a worker on production line.
End Semester Examination, May 2019
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 CRM and SCM systems help businesses in maintaining their customer and supplier data for long term relationships? Give examples to explain the same. 15

Q.2 What are the problems of managing data resources in a traditional file environment? How are they solved by a database management system? Define the terms: Data warehouse, Data mining and OLAP. 15

Q.3 Your company has to replace their legacy systems with the shortest downtime. What are the new approaches for system-building in the digital firm era? Define application software package, rapid application development (RAD) and agile development? Explain how they can speed up system-building? 15

Q.4 Assume that you are the Chief information and Security Officer of AXIS Bank. List and describe the most common threats against your present information system. What measures will you undertake to promote security of information system? 15

Q.5 Why do contemporary information system technology pose challenge to the individual privacy and intellectual property? What ethical, social, and political issues are raised by these information systems? 15

Q.6 Which applications of AI have the most potential value in business operations and management? What are the limitations or dangers AI technologies such as expert systems, virtual reality, and intelligent agents? What could be done to minimize such effects? 15

PART-B

Q.7 Case study: TOO MUCH TECHNOLOGY?

Do you think that the more information managers receive, the better their decisions? Well, think again. Most of us can no longer imagine the world without the Internet and without our favorite gadgets, whether they’re iPads, smartphones, laptops, or cell phones. However, although these devices have brought about a new era of collaboration and communication, they also have introduced new concerns about our relationship with technology. Some researchers suggest that the Internet and other digital technologies are fundamentally changing the way we think and not for the better. Is the Internet actually making us "dumber," and have we reached a point where we have too much technology? Or does the Internet offer so many new opportunities to discover information that it's actually making us "smarter." And, by the way, how do we define "dumber" and "smarter" in an Internet age?

Wait a second, you’re saying. How could this be? The Internet is an unprecedented source for acquiring and sharing all types of information. Creating and disseminating media has never been easier. Resources like Wikipedia and Google have helped to
organize knowledge and make that knowledge accessible to the world, and they would not have been possible without the Internet. And other digital media technologies have become indispensable parts of our lives. At first glance, it's not clear how such advancements could do anything but make us smarter.

In response to this argument, several authorities claim that making it possible for millions of people to create media written blogs, photos, videos has understandably lowered the quality of media. Bloggers very rarely do original reporting or research but instead copy it from professional resources. YouTube videos contributed by newbies to video come nowhere near the quality of professional videos. Newspapers struggle to stay in business while bloggers provide free content of inconsistent quality.

But similar warnings were issued in response to the development of the printing press. As Gutenberg’s invention spread throughout Europe, contemporary literature exploded in popularity, and much of it was considered mediocre by intellectuals of the era. But rather than being destroyed, it was simply in the early stages of fundamental change. As people came to grips with the new technology and the new norms governing it, literature, newspapers, scientific journals, fiction, and non-fiction all began to contribute to the intellectual climate instead of detracting from it. Today, we can't imagine a world without print media.

Advocates of digital media argue that history is bound to repeat itself as we gain familiarity with the Internet and other newer technologies. The scientific revolution was galvanized by peer review and collaboration enabled by the printing press. According to many digital media supporters,, the Internet will usher in a similar revolution in publishing capability and collaboration, and it will be a resounding success for society as a whole.

This may all be true, but from a cognitive standpoint, the effects of the Internet and other digital devices might not be so positive. New studies suggest that digital technologies are damaging our ability to think clearly and focus. Digital technology users develop an inevitable desire to multitask, doing several things at once while using their devices.

Although TV, the Internet, and video games are effective at developing our visual processing ability, research suggests that they detract from our ability to think deeply and retain information. It's true that the Internet grants users easy access to the world's information, but the medium through which that information is delivered is hurting our ability to think deeply and critically about what we read and hear. You'd be "smarter" (in the sense of being able to give an account of the content) by reading a book rather than viewing a video on the same topic while texting with your friends.

Using the Internet lends itself to multitasking. Pages are littered with hyperlinks to other sites; tabbed browsing allows us to switch rapidly between two windows; and we can surf the Web while watching TV, instant messaging friends, or talking on the phone. But the constant distractions and disruptions that are central to online experiences prevent our brains from creating the neural connections that constitute full understanding of a topic. Traditional print media, by contrast, makes it easier to fully concentrate on the content with fewer interruptions.

A recent study conducted by a team of researchers at Stanford found that multitaskers are not only more easily distracted, but were also surprisingly poor at multitasking compared to people who rarely do so themselves. The team also found
that multitaskers receive a jolt of excitement when confronted with a new piece of information or a new call, message, or e-mail.

The cellular structure of the brain is highly adaptable and adjusts to the tools we use, so multitaskers quickly become dependent on the excitement they experience when confronted with something new. This means that multitaskers continue to be easily distracted, even if they're totally unplugged from the devices they most often use.

Eyal Ophir, a cognitive scientist on the research team at Stanford, devised a test to measure this phenomenon. Subjects self-identifying as multitaskers were asked to keep track of red rectangles in series of images. When blue rectangles were introduced, multitaskers struggled to recognize whether or not the red rectangles had changed position from image to image. Normal testers significantly outperformed the multitaskers. Less than three percent of multitaskers (called "supertaskers") are able to manage multiple information streams at once; for the vast majority of us, multitasking does not result in greater productivity.

Neuroscientist Michael Merzenich argues that our brains are being 'massively remodeled' by our constant and ever-growing usage of the Web. And it's not just the Web that's contributing to this trend. Our ability to focus is also being undermined by the constant distractions provided by smart phones and other digital technology. Television and video games are no exception. Another study showed that when presented with two identical TV shows, one of which had a news crawl at the bottom, viewers retained much more information about the show without the news crawl. The impact of these technologies on children may be even greater than the impact on adults, because their brains are still developing, and they already struggle to set proper priorities and resist impulses.

The implications of recent research on the impact of Web 2.0 "social" technologies for management decision making are significant. As it turns out, the "always-connected" harried executive scurrying through airports and train stations, holding multiple voice and text conversations with clients and co-workers on sometimes several mobile devices, might not be a very good decision maker. In fact, the quality of decision making most likely falls as the quantity of digital information increases through multiple channels, and managers lose their critical thinking capabilities. Likewise, in terms of management productivity, studies of Internet use in the workplace suggest that Web 2.0 social technologies offer managers new opportunities to waste time rather than focus on their responsibilities. Checked your Facebook page today? Clearly we need to find out more about the impacts of mobile and social technologies on management work.

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

What are some of the arguments for and against the use of digital media? How is the brain affected by constant usage as digital media? What are additional concerns for children using digital media? Should children under 8 use computers and cell phones? Why or why not?
End Semester Examination, May 2019  
MBA - First Semester  
BUSINESS COMMUNICATION-I (MBA-1001)

Time: 3 hrs.  Max Marks: 75  
No. of pages: 2

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 Nisha Sharma, human resource manager for ABC International, has written to you (marketing manager, Trendy Travel Goods) about a 5-piece luggage set priced at Rs. Seven Thousand. She mentions that the set is to their company’s New Year gift. She asks whether it is possible to purchase only three of the five pieces. The answer is “no”. Write a short refusal letter.

Q.2 Remove the flaws and rewrite a short letter in the proper format and in conformity with positive communication:

Dear Mr. Patel,

We are sorry to inform you that presently spectra Split. Air Conditioners are out of stock. Please be informed that, unfortunately, there may be further delay in shipping your complete order. Further, we beg to state that even next week we cannot send you more than 10 Logix E Cell phones. I hope you would not be angry and upset as we are helpless. We apologize profusely and you have to forgive us.

Sincerely yours,

XYZ

Q.3 Assuming that you are the Purchase Officer of XYZ Pvt. Ltd, draft a letter to place an order for two large sized Plasma TV sets for the auditorium of your organization with the dealer of Samsung products.

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 front 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 has been slipping.

Assuming that you are John’s subordinate, how would you point out this problem to him?

Q.5 Write short notes on:

a) Rapid Reading Techniques  
b) Non-Verbal Communication
PART-B

Q.6 Read the following case study and answer the questions that follow:
Amit Khanna, the Advertising Manager for XYZ Advertising and Associates, has two assistants. One is Shelley, an account executive who gets clients for the Company and the second assistant is Reena, a copywriter. She does the actual writing and designing of the ads for the clients. Shelley and Reena usually have a close working relationship because they work as a team on all clients’ accounts. Shelley gets the clients and discusses their needs with them. After this, she informs Reena about the conversation and the client’s needs so that Reena can design the right ad. Once Reena completes the ad, Shelley presents it to the client. If the ad is a success, it is usually Shelley who gets the praise because she is the one who interfaces with the client. In the past, Reena was not bothered by the recognition that Shelley got because she always knew she was the one who designed the ad. But the last ad that Reena designed brought in a 10 lacs contract to the firm. Khanna immediately gave a raise to Shelley for bringing client but did not give Reena any recognition or credit. Naturally, this caused friction between Shelley and Reena and their relationship began to deteriorate. Four days after Shelley got the raise, their conflict reached a crescendo. Shelley borrowed Reena’s stapler (a trivial occurrence) and forgot to return it. Reena created a scene and refused to talk to Shelley for the next few days. The problem was brought to Khanna’s attention as his department’s productivity was declining. For the ads to be developed, the assistants had to work as a team, Khanna summoned the employees to his office, delivered a long lecture and insisted that the two should begin working on the next ad. He expected them to finish the ad by noon the following day. Shelley and Reena walked out of Khanna’s office without resolving the problem. They did get the work done the next day, but their close relationship was now history.

What steps do you think Khanna should have taken to develop a win-win situation?
End Semester Examination, May 2019  
MBA – Third Semester  
EVENT MARKETING AND SPONSORSHIP (MBA-359-2)

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 What are the essential steps involved in planning a successful event? Point out the importance of effective time management in organizing an event?  
10

Q.2 Why is post evaluation of an event important? Draw a program portfolio for an event of international significance such as exhibition of handicrafts items?  
10

Q.3 List out the necessary safety measures to be arranged for an event? What are the logistics factors to be taken care of when you design a convention?  
10

Q.4 Explain the different fund raising options available for events. Draw a sponsorship proposal for an entertainment cultural fest to be organized by your company?  
10

Q.5 Explain various components of event infrastructure and list down the infrastructure requirements of an event such as a state level sport event?  
10

PART-B

Q.6 You are an event coordinator of an international book fair. You need to reassure that the event would be successful. Make a concept of the event with a brief checklist, and a series of illustrations showing the event and staging layout.  
10
End Semester Examination, May 2019
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 a) Define the importance of values? What is the difference between terminal and instrumental value?  
   b) Explain the cognitive dissonance theory with examples.

Q.2 As a manager, what should you do to increase the likelihood that your employee will insert a high level of effort? Explain with reference to any two motivation theories?

Q.3 a) Give example of a situation in which an overt expression of emotions might enhance job performance.  
   b) How emotions affect job attitude?

Q.4 a) How might differences in status among group members contribute to group think?  
   b) What are the stages of group development?

Q.5 A lot of New Managers error in selecting right leadership style when they move into management. Why do you think this happens? How leaders are different from managers?

Q.6 If management soughts a culture characterized as innovative and autonomous, what might its socialization program look like? Explain in detail.

**PART-B**

*Case study:*

"Lessons for 'Undercover' Bosses"

Executive offices in major corporations are often far removed from the day-to-day work that most employees perform. While top executives might enjoy the perquisites found in the executive suite, and separation from workday concerns can foster a broader perspective on the business, the distance between management and workers can come at a real cost: top managers often fail to understand the ways most employees do their jobs every day. The dangers of this distant approach are clear. Executives sometimes make decisions without recognizing how difficult or impractical they are to implement. Executives can also lose sight of the primary challenges their employees face. The practice of "management by walking around" (MBWA) works against the insularity of the executive suite. To practice MBWA, managers reserve time to walk through departments regularly, form networks of acquaintances in the organization, and get away from their desks to talk to individual employees. The practice was exemplified by Bill Hewlett and Dave Packard, who used this management style at HP to learn more about the challenges and opportunities their employees were encountering. Many other organizations followed suit and found that this style of management had advantages over a typical desk-bound approach to management. A recent study of successful Swedish organizations revealed that MBWA was an approach common to several firms that received national awards for being great places to work. The popular television
program *Undercover Boss* took MBWA to the next level by having top executives from companies like Chiquita Brands, Direct TV, Great Wolf Resorts, and NASCAR work incognito among line employees. Executives reported that this process taught them how difficult many of the jobs in their organizations were, and just how much skill was required to perform even the lowest-level tasks. They also said the experience taught them a lot about the core business in their organizations and sparked ideas for improvements. Although MBWA has long had its advocates, it does present certain problems. First, the time managers spend directly observing the workforce is time they are not doing their core job tasks like analysis, coordination, and strategic planning. Second, management based on subjective impressions gathered by walking around runs counter to a research and data-based approach to making managerial decisions. Third, it is also possible that executives who wander about will be seen as intruders and overseers. Implementing the MBWA style requires a great deal of foresight to avoid these potential pitfalls.

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

a) What are things that managers can learn by walking around?  

b) As an employee, would you appreciate knowing your supervisor regularly spent time with workers? How would knowing top executives routinely interact with line?
PART-A

Q.1 What is Business Intelligence? Explain it with the help of suitable architecture and components. 10

Q.2 a) What is business query and reporting? Also explain automated tasks and events. 5  
   b) What is mobile BI? Also explain disconnected and collaborative BI. 5

Q.3 a) What are dashboards and scorecard development? Explain its features in detail. 5  
   b) What are various applications of BI? 3  
   c) Contrast the roles of Business Analyst and Data Scientist. 2

Q.4 a) Write a note on Authentication, Authorization and Access Permissions. 5  
   b) Write a note on data backup and data restoring. 5

Q.5 a) What do you understand by building reports? Also explain relational and dimensional reporting style. 7  
   b) What is drilling in report? 3

Q.6 a) What are various stages of project development? Explain in detail. 7  
   b) Write a note on risk management and mitigation. 3

PART-B

Q.6 Discuss strategies for upgrading a traditional business model for using business intelligence considering all 10 project tasks related to the implementation of business intelligence.  
Consider (any one) case study for traditional business model given below:  
   a) Event management.  
   b) Small-scale industries.  
   c) Food chain industry. 10
End Semester Examination, May 2019  
MBA – Third Semester  
BUSINESS 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  
a) Explain the different levels of strategic management.  3  
b) Discuss strategic positive and Action evaluation (SPACE) Matrix in detail.  4  
c) Differentiate between strategic management and strategic planning.  3

Q.2  
a) Explain strategic planning process in detail.  7  
b) Discuss the need for cross functional planning.  3

Q.3  
a) What is the difference between lean applications and rich financial?  5  
b) What is the importance of business drivers for implementation of planning and forecasting models? Discuss.  5

Q.4  
a) What are performance measures? Why it is necessary to measure performance?  3  
b) Explain different steps in KPIs identification.  7

Q.5  
a) What is balanced scared card? How can we monitor performance with score cards?  7  
b) Discuss importance of IT tools for building score cards building and tracking KPIs.  3

Q.6  
Discuss current trends in strategic management.  10

**PART-B**

Q.7  
Suppose your company wants to enter in smart phone industry and wants to launch a new smart phone. Write mission statement of your company. Specify clients, competitors and market status. Also do the SWOT analysis of the industry.  10
End Semester Examination, May 2019  
MBA – Third Semester  
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA-352-3)

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  
a) Different types of securities have characteristics based on risk, return, liquidity and safety features in Indian Financial Markets.  
b) SEBI is promoting the financial markets and safeguarding the retail investors interest. Comment.  

Q.2  
a) CAPM is an alternative approach for estimating the firm's cost of capital. Comment.  
b) Risk return expectations are different in amongst investors, speculators and gambles.  

Q.3  
Explain the statements given below:  
a) Industry analysis serves as one of the most important part of security analysis.  
b) Differentiate between speculators and investors.  

Q.4  
a) Discuss how the CML is a special case of SML.  
b) Discuss how the bonds are valued and considered for investment.  

Q.5  
a) Fundamental analysis plays a prominent role in the primary as well as the secondary markets.  
b) Technical analysis has a huge quantum of information in terms of intra-day traded prices and opening/closing prices. How does technical analyst use this information in making their decisions?  

PART-B

Q.6  
Businessman Mr. Satyendra, 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 taker by nature and a first timer to secondary market, he makes it very clear that the return should be maximized while risk should be moderate. Having done some research in this field, you recommend to him a portfolio of two shares - stocks of an oil exploration company TIL and an oil marketing company KOCL. You tell him that both are reputed and 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</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>TIL</td>
</tr>
<tr>
<td>1</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>12</td>
<td>16</td>
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<td>3</td>
<td>8</td>
<td>12</td>
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<td>4</td>
<td>-6</td>
<td>(12)</td>
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<td>5</td>
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<td>-7</td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>16</td>
</tr>
</tbody>
</table>

The current market price of a share of TIL is ₹2400 and that of KOCL 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>Treasury Bills</th>
<th>Returns (in percentage) on TIL</th>
<th>KOCL Market Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recession</td>
<td>0.3</td>
<td>7</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Normal</td>
<td>0.4</td>
<td>7</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Boom</td>
<td>0.3</td>
<td>7</td>
<td>25</td>
<td>6</td>
</tr>
</tbody>
</table>

The firm also informs you that they had very recently made a study of the TIL 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 KOCL stock?

b) What is the scope for appreciation for the two stocks?
End Semester Examination, May 2019
MBA – Third Semester
INTERNATIONAL MARKETING (MBA-355-2)

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 Do you think that Indian companies have adequately responded to the changes in domestic and external environments? Explain the details of the modifications in their international marketing strategies. 10

Q.2 Explain how the meanings of time, space, agreement/disagreement, and friendship can vary from one culture to another? Also discuss their business implications international marketing. 10

Q.3 Explain the specific considerations to be kept in mind while taking branding and packaging decisions in international marketing. 10

Q.4 Do you think that the overseas agents are advantageous in international marketing? Explain how would you identify, motivate and control the overseas agents. 10

Q.5 Outline some of the major problems faced by international advertisers. Discuss special media problems faced by an international advertiser. 10

Q.6 As the first time exporter of wooden handicrafts from India, what are the special considerations in pricing and selling of the products in international markets? 10

PART-B

Q.7 Case Study:

LG Appliances are manufactured in 13 countries and marketed in approximately 140 countries around the world. LG Corporation is the world’s leading manufacturer and marketer of major home appliances. Its growth, from primarily a U.S. manufacturer to "world leader," is the result of strategic direction set in the mid 1980s and reaffirmed through an exhaustive and integrated strategic planning process in 1992. In the 1980s, four manufacturers accounted for almost all major home appliance sales in the United States, a market where approximately 40 million appliances are sold annually. Each was a tough, seasoned competitor fighting for greater sales in a market predicted to grow little in the decade ahead. LG was one of those companies. Unable to find growth potential in the U.S. appliance market and unwilling to accept the status quo, the company began a systematic evaluation of opportunities—both inside and outside the appliance industry—worldwide. At the same time, LG established parameters within which decisions about the company's future would be made. New ventures would provide opportunity for growth, build on existing company strengths, and be market driven. Leadership opportunities, too, would be a consideration. With growth parameters established and study data in, the decision was made to remain focused on major home appliances but to expand into markets not already served by LG. The goal was world leadership in a rapidly globalizing major appliance industry in which approximately 190 million appliances are sold each year. A major acquisition in Europe, joint ventures with companies in Mexico and India and increased ownership in companies in Canada and Brazil swiftly followed. Throughout the early 1990s, the
company continued its expansion in Latin America and Europe and a manufacturing and marketing presence was established in Eastern Europe. And, to manage its small appliance business on a global basis, including the Kitchen Aid stand and hand mixers, a Small Appliance Business Unit was formed. In the past four years, LG has aggressively pursued its Asian strategy. A headquarters office and four regional offices were established in 1993. Two years later, five majority-owned joint ventures were announced in India and China to expand the company's Asian manufacturing base. In Asia, Latin America, North America, Europe, and in all the countries where it has a presence, LG seeks to set the standards against which the global major domestic appliance industry is measured. To that end, the company vigorously pursues the goals of its Worldwide Excellence System (WES). Initiated in 1991, WES incorporates the best of all LG quality programs, worldwide, with Malcolm Baldrige Award and International Standards Organization criteria to establish a common approach to quality, one that dedicates the company to the pursuit of excellence and total customer satisfaction.

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

a) List the different alternative entry modes used by LG. Why was this entry strategy best for LG? Compare and contrast LG entry method with other methods of entry into a foreign market.
End Semester Examination, May 2019  
Master of Business Administration – Second Semester  
MARKETING MANAGEMENT-II (MBA-2007)

Time: 3 Hours  
Max Marks: 75  
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 Explain what could be the sales promotion objective for the following:  
a) Newly opened restaurant.  
b) Nescafe instant coffee powder.  
c) Beachside hotel during the monsoon season.  

Q.2 Consider the distribution channels for TATA Nano and Maruti Ciaz. Discuss the product related factors and demographic consideration which have an impact on the channel decision for both these vehicles.  

Q.3 How can Flipkart offer competition to firms like Amazon and Alibaba in the global market?  

Q.4 ITC has initiated programmes such as ‘e choupal’ and ‘well-being out of waste’. Discuss the holistic marketing goals of the organization, with emphasis on social benefits.  

Q.5 Write short notes on the following:  
a) Rational Vs Peripheral Appeal in Communication.  
b) Content Marketing.  

PART-B

Q.6 Case study: How ABC Professional Heating Solutions got its customers to Request boilers

About  
Founded in 2003, ABC manufacture central heating magnetic filters, clearing system and chemicals designed to remove iron-oxide build-up in central heating system. Build up can cause significant reduction in central heating performance and efficiency and is proven to increase energy costs for homeowners. Five million UK and European homes currently have a Megna Clean filter, which are traditionally fitted during a new boiler or central heating system install.

Strategy  
Grow the market by promoting retrofitting of products. Research found 83% of installers recommend fitting a Magna Clean filter when installing a new boiler, but 87% don’t when in customers’ homes undertaking annual servicing or repairs. This presented a significant opportunity for ABC to increase indirect sales via plumbing merchants, where the product is purchased from. Overcome installer objections to fitting product—customer research identified a number of barriers that needed to be overcome price, perception of value by the customer, space required to fit the Magna Clean filter, and the view that a system flush is enough to ensure an older central heating system work to its optimum ability.
Take advantage of the winter season. ABC experiences a degree of seasonality as winter repairs, servicing and breakdowns occur mostly between October and February. Due to this, there was an immediate opportunity to take advantage of their busiest time by bolstering product warranty registrations. Object of the campaign—in order to increase the amount of product warranties registered by the end of Q4 2017, ABC and its agency partner ‘Only B2B relied on four main objectives.

a) Identify and understand audience barriers to retrofitting Magna Clean filters on previously installed boilers and central heating systems.
b) Identify and engage with industry influencers to support education and awareness of retrofitting Magna Clean filters.
c) Effectively measure and analyze campaign performance to demonstrate success.

The target audience
The core audience was made up of a combination of existing ABC customers known installer who regularly register product warranties) and unknown installers, some of which may be installing ABC filters but not registering warranties, or may be using a competitive product.

Typically, most of ABC’s base are one or two-person bands aged between 30-50, who run their own business. Therefore, the campaign was focused on the business owner.

In addition, the project team identified 25 key industry influencers, who were prolific bloggers and content providers to the plumbing and heating industry and could be used to amplify the campaign’s reach. Pre-campaign persona research showed installers take their work seriously and are a very proud bunch. They want to ensure they do a good job for their customer. They want to protect their relationship with the customer by looking after their best interests. They are acutely aware that looking after their customers will lead to a long term relationship (and referrals from satisfied customers). Media, channels or techniques used:

- Infographic: An anchor infographic was created for installers to address key challenges identified in the customer research stage. Money saving the effects that sludge has on central heating system and how installers can do their customers a favour and make sure their boilers and pipes are kept purring were featured.

- Email segmented HTML emails based on customer/ prospects were used to promote the campaign content, drive traffic to the ABD website and encourage retrofit installations.

- Dream direct mail: used to target and engage with 25 industry influencers to encourage campaign amplification.

- Call to action installers could claim a free thermal camera enabling them to used the equipment on their plumbing jobs and to see the energy improving heat benefits that a Magna Clean filter can bring by removing iron oxide.

- Youtube video: The direct mail resulted in GasOn, a leading industry influencer, creating tongue in cheek. Youtube music video in partnership with Majic Dreamer, a street rapper/musician/blogger.

- Social posts: Research teams identified that facebook was a key social media channel used by installers. A matched audience campaign was used to reach ABC installers’ Club members as well as building custom audiences of domestic heating
engineers, widening campaign reach. Non-paid social media channels were taken over with the request their boiler creative.

- Digital banners: to support the campaign, web banners were created to be used across existing media placement, extending reach.

Timescales of the campaign
August 2017: Campaign development.
November 2017: Campaign went live

Result
*460k + audience reach.
*paid social media click through rate of 1.3%.
*2,700 view of the influencer direct mail generated rap video
*5% increase in YOY warranties Registered.

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

Q.7  
   a) What is the value proportion of the given product- the magnetic filter? 7½
   b) Discuss the communication tools utilized by ABC to create a buzz in the B2B market. 7½
End Semester Examination, May 2019
M. Tech. – First Semester
DISASTER MANAGEMENT (AC-M-102)

Time: 2 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) List out various causes of environmental hazards.
    b) Write down some manmade hazards.
    c) What are the cause of earthquake?
    d) Mention the different types of cyclonic disasters.
    e) Define global warming.
    f) Differentiate between rescue and preparedness.
    g) Define ‘risk’.
    h) Write the name of government agencies involved disaster management in India.
    i) Define disaster management.
    j) State the concept of mitigation process. 2×10

    PART-A

Q.2 Explain in detail about natural and manmade disaster. 20

Q.3 Evaluate the causes, effects and preventive measures of the following disasters.
    a) Tsunamis
    b) Industrial accidents. 20

Q.4 Describe in detail about the prone zones in India affected by floods and droughts also cyclonic and coastal hazards. 20

    PART-B

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

Q.6 Describe in detail the following:
    a) Disaster risk – concept, elements and risk reduction.
    b) People’s participation in risk assessment. 10×2

Q.7 Explain in detail structural and Non-structural mitigation process. 20
End Semester Examination, May 2019
P.G. Diploma in Advertising and Public Relations — Second Semester
CORPORATE COMMUNICATION: CONCEPTS, POLICIES AND STRATEGIES
(PG-DAPR-201)

Time: 2 hrs.  
Max Marks: 50

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 Write short notes on **(any five)** the following:
   a) Steps in organizing press conference.
   b) Types of corporate identity.
   c) Financial communication.
   d) Elements of corporate communication plan.
   e) Vision statement.
   f) Investor relations.
   g) Shop floor Communication  

   **PART-A**

Q.2 Discuss in short the role and functions of SEBI.  

Q.3 Explain how open communication works as an important key factor in Internal Communication. Provide a case study to support your answer.

Q.4 Who in your view are the various stakeholders for Corporate Communication? Discuss in detail.

   **PART-B**

Q.5 Bengaluru based Mindtree has made headlines after one of its investors, the owner of coffee chain Cafe Coffee Day (CCD), VG Siddhartha, struck a deal to sell his 20.32% stake in the company to Indian engineering giant Larsen and Toubro (L&T). The decision did not go down well with co-founders Krishnakumar Natarajan, Subroto Bagchi, Parthasarathy NS, and CEO Rostow Ravanan, who deemed the hostile takeover “a grave threat” to the 20-year-old organization. Besides opposing the deal on Twitter, the co-founders called a press conference to express their disapproval, with Natrajan calling it “corporate India’s #MeToo moment.”

Read the above case study thoroughly and then answer the question:
As corporate communication executive what would have been your strategy and what Tools and techniques of Media Relations you would use to evade this hostile takeover?  

Q.6 Define CSR. How it is similar or different from corporate citizenship, sponsorship and corporate philanthropy?

Q.7 Why is it challenging and at the same time necessary to constantly maintain a positive reputation in the digital age?
End Semester Examination, May 2019
MBA – Third Semester
FINANCIAL DERIVATIVES (MBA-352-1)

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 Given below are price and end of year dividend figures for Oriental Chemicals Ltd. Calculate the holding period return and the average annual return. Assume that compounding is done semi-annually.

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
<th>Dividend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>200</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>270</td>
<td>12</td>
</tr>
<tr>
<td>2015</td>
<td>250</td>
<td>12.5</td>
</tr>
<tr>
<td>2016</td>
<td>270</td>
<td>13</td>
</tr>
<tr>
<td>2017</td>
<td>400</td>
<td>19</td>
</tr>
</tbody>
</table>

10

Q.2 Elaborate the most widely used option price sensitivities/Greeks.

10

Q.3 Bring out the differences between forward, future and options contract.

10

Q.4 Write short notes on (any two):
   a) Credit default swaps.
   b) Interest rate swaps.
   c) Currency swaps.

5×2

Q.5 Assume you bought the call option of ABC Ltd. with an exercise price of ₹850 at a premium of ₹38.50.
   a) Prepare a table showing the total profit you make (in rupee as well as in % terms) if, on the expiration date, ABC Ltd. is trading at the following prices: ₹830, ₹840, ₹850, ₹860, ₹870, ₹880, ₹890.
   b) Draw the corresponding profit diagram.

5×2

PART-B

Q.6 Suppose the INR/SGD (Indian ₹/Singapore $) spot rate is 45.00 and the interest rate in India is 4.64% per annum and the interest rate in the US is 4.5% per annum. What is the three month forward rate (expressed in points)?

10
End Semester Examination, May 2019  
MBA – First Semester  
ACCOUNTING FOR MANAGERS (MBA–1005)  
Time: 3 hrs.  
Max Marks: 75  
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 Describe the different components of a Balance Sheet Equation with examples. What are the different accounts in accounting and their rules for marking debt and credit?  


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 Rs.180,000.  
2 Oct. Paid and amount of Rs.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 Rs.200,000 work to be completed by December 2015.  
5 Oct. Bought building repair materials  
Rs 50,000 –Paid in Cash  
Rs.126,000- On credit from CMP Limited  
6 Oct. Received an advance of Rs. 29,600 from AC Consultants towards renovation work to be done in Mid November.  
7 Oct. Completed roofing repair work for AE & Co. work Rs.15,000. Billed them for Rs.15,000, the customer promised to pay on November 5.  
15 Oct. Paid on account to Mehra Assoc. the RCC specialists a sum of Rs.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 Rs.26,800.  
You are required to:  
a) Journalize the transactions.  
b) Post to ledger accounts.  

Q.4 What are the different methods of ‘Depreciation’ available with the finance manager? Discuss the accounting entries for the Straight Line Method and WDV method.  

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 Rs.1000
Cost reports of Bhart Polyplex indicate the following cost details (Total 8000 boxes)

- Direct material and storage: Rs.20,00,000
- Direct labour: Rs.16,00,000
- Overheads: Rs.20,00,000
- Total cost: Rs.56,00,000
- Total Bills cost per box @ Rs.1000 for 8000 boxes: Rs.80,00,000
- Profit: Rs.24,00,000

Profit margin (Profit/sales): 30%

The CEO of the BSRO is asking for a price of Rs.600 per box. Should the Bharat Polyplex accept the order? The cost details of Bharat Polyplex are as under:

- Fixed cost: Rs. 24,00,000
- Variable cost: Rs. 400 per box

Will you advice Bharat Polyplex 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 (Rs. 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** | **23694**

ABCK Company Inc.
Condensed Income Statements
For the financial years ending March 31 (Rs. in Crores)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>26396</td>
<td>24794</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>15500</td>
<td>14216</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td><strong>10896</strong></td>
<td><strong>10578</strong></td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>6944</td>
<td>6598</td>
</tr>
<tr>
<td>Income from operations</td>
<td>3952</td>
<td>3980</td>
</tr>
<tr>
<td>Interest expense</td>
<td>466</td>
<td>496</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>3464</td>
<td>3484</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>1006</td>
<td>1004</td>
</tr>
<tr>
<td>Net income</td>
<td>2458</td>
<td>2480</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, May 2019
MBA – Third Semester
ADVANCED ANALYTICS (MBA-369-3)

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. Marks are indicated against each question.

PART-A

Q.1 Define data management. Describe the principles and importance of data management. 10

Q.2 What are variables and observations? Explain different types of variables. Also explain exploratory and confirmatory data analysis. 10

Q.3 Explain different types of charts in Tableau. 10

Q.4 Describe big data analysis; sources of big data and challenges of big data. 10

Q.5 Explain in brief data mining. Describe in detail its types. 10

PART-B

Q.6 Case Study: NAKAMURA LACQUER COMPANY
The Nakamura Lacquer Company (NLC) of Kyoto, Japan, employed several thousand men and produced 500,000 pieces of lacquer tableware annually, with its Chrysanthemum brand becoming Japan's best known and bestselling brand. The annual profit from operations was $250,000.
The market for lacquerware in Japan seemed to have matured, with the production steady at 500,000 pieces a year. NLC did practically no business outside Japan. In May 2000, (much to your chagrin!) the ambitious and dynamic, Mr. Nakamura (Chairman, NLC) received two offers from American companies wishing to sell lacquer ware in America.
The first offer was from the National China Company. It was the largest manufacturer of good quality dinnerware in the U.S., with their “Rose and Crown” brand accounting for almost 30% of total sales. They were willing to give a firm order for three years for annual purchases of 400,000 sets of lacquer dinnerware, delivered in Japan and at 5% more than what the Japanese jobbers paid. However, Nakamura would have to forego the Chrysanthemum trademark to “Rose and Crown” and also undertake not to sell lacquer ware to anyone else in the U.S.
The second offer was from Sammelback, Sammelback and Whittacker (henceforth SSW), Chicago, the largest supplier of hotel and restaurant supplies in the U.S. They perceived a U.S. market of 600,000 sets a year, expecting it to go up to 2 million in around 5 years. Since the Japanese government did not allow overseas investment, SSW was willing to budget $1.5 million for the next two years towards introduction and promotion. Nakamura would sell his “Chrysanthemum” brand but would have to give exclusive representation to SSW for five years at standard commission rates and also forego his profit margin toward paying back of the $ 1.5 million.

a) Analyze the case and explain what should Mr. Nakamura do? 10
Q.1 Wählen Sie das jeweils passende Verb aus:
(Fill in the blanks with correct verb, each verb can be used only once):

<table>
<thead>
<tr>
<th>trinkt</th>
<th>bin</th>
<th>ist</th>
<th>wohnen</th>
<th>studiert</th>
</tr>
</thead>
<tbody>
<tr>
<td>spielt</td>
<td>lernst</td>
<td>kommt</td>
<td>hast</td>
<td>essen</td>
</tr>
</tbody>
</table>

a) Das __________ meine Schwester.
b) Wir __________ in Deutschland.
c) Was __________ ihr? Tee oder Kaffee?
d) Peter und Sebastian __________ Ball.
e) Eleni __________ aus Athen.
f) Was __________ du? Wörter oder Grammatik?
g) Tom __________ Pädagogik.
h) Ich __________ Studentin.
i) Wir __________ Pizza.
j) __________ du einen Kuli?

Q.2 Hier fehlt der Artikel:
(Write the missing article):

a) __________ Kuchen  
b) __________ Kursbuch

c) __________ Tee  
d) __________ Lampe

e) __________ Kaffee  
f) __________ Tisch

g) __________ Wein  
h) __________ Lernplakat

i) __________ Kuchen  
j) __________ Laptop

k) __________ Limonade  
l) __________ Füller

m) __________ Orangensaft  
n) __________ Stuhl

o) __________ Wasser  
p) __________ Fernseher

q) __________ Fenster  
r) __________ Tasche

s) __________ Wein  
t) __________ Papier

Q.3 Ergänzen Sie die Tabelle:
(Complete the given table):

<table>
<thead>
<tr>
<th>Bestimmter Artikel</th>
<th>Unbestimmter Artikel</th>
<th>Negation Artikel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maskulin</td>
<td>Neutral</td>
<td>Feminin</td>
</tr>
<tr>
<td>Das</td>
<td>----</td>
<td>----</td>
</tr>
</tbody>
</table>

Q.4 Ja/Nein fragen:
(Write the answers in yes or no format):

Ist das eine Tafel?

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Q.6 Übersetzen Sie: (Translate the following sentences):

<table>
<thead>
<tr>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>I play football.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>2</td>
<td>This is a laptop.</td>
</tr>
<tr>
<td>3</td>
<td>She has a bag.</td>
</tr>
<tr>
<td>4</td>
<td>I am a student.</td>
</tr>
<tr>
<td>5</td>
<td>Today is 22\textsuperscript{nd} April.</td>
</tr>
<tr>
<td>6</td>
<td>What is your mother tongue?</td>
</tr>
<tr>
<td>7</td>
<td>Is this a bag?</td>
</tr>
<tr>
<td>8</td>
<td>I am learning German.</td>
</tr>
<tr>
<td>9</td>
<td>Where are you?</td>
</tr>
<tr>
<td>10</td>
<td>This is a pen.</td>
</tr>
</tbody>
</table>
Q.1  
Lisez le passage et répondez aux questions suivantes: 
(Read the passage and reply to the questions)


A) Complétez avec un mot du texte.  
(Complete with a word from the text)
   i) Caroline _________ la musique jazz. (aime/mange)
   ii) Aneesh _________ dix-sept ans. (suis/ a)
   iii) J'ai _________ crayons. (dix/ bleus)

B) Dites vrai ou faux  
(True or False)
   i) Paul est grand et intelligent  ____________________
   ii) La sœur s'appelle Sophie. ____________________
   iii) Paul a un frère. ____________________
   iv) Paul parle français. ____________________

C) Écrivez en anglais  
(Write in English)
   i) Parler ____________________
   ii) Habiter ____________________
   iii) Détester ____________________

Q.2  
Décrivez votre ami(e)  
(Describe your friend)

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Q.3  
Écrivez les informations à la carte identité
Q.4 Conjuguez avec les verbes irrégulier
(Complete with the conjugation of given irregular verbs)

a) Je ___________ (aller) au marché.
b) Il ___________ (avoir) des cahiers.
c) Ila et Meena ___________ (être) actrices.
d) Le père ___________ (faire) du shopping.
e) Nous ___________ (faire) nos devoirs.
f) Vous ___________ (avoir) des amis?
g) Tu ___________ (être) très belle.
h) Paul ___________ (aller) au restaurant.
i) Ils ___________ (avoir) une fille.
j) Je ___________ (faire) une promenade (walk).

Q.5 Complétez avec les articles définis
(Complete with definite articles)

a) Ce sont ________ livres de Manuel (le/la/les).
b) C'est ________ chaise de cette classe (le/la/les).
c) ________ (le/la/les) film est bon.
d) ________ (le/la/les) garçon est beau.
e) ________ (le/l'/la) indien est beau.

Q.6 Complétez avec les articles indéfinis
(Complete with indefinite articles)

a) C'est _______ livre (un/une/des).
b) Ce sont _______ chaises (un/une/des).
c) C'est _______ fille (un/une/des).
d) Je regarde _______ film français. (un/une/des).
e) Il y a _______ garçon (un/une/des).

Q.7 Quelle heure est-il?
(What time is it?)
Q.8  Traduisez les en français
(Translate in French)
a) It’s hot.
_______________________________________________
b) It’s cold.
_______________________________________________
c) It’s raining.
_______________________________________________
d) It’s sunny.
_______________________________________________
e) It’s snowing.
_______________________________________________
f) It’s windy.
_______________________________________________
g) It’s day.
_______________________________________________
h) It’s night.
_______________________________________________
i) It’s beautiful/ pleasant.
_______________________________________________
j) It’s bad.
_______________________________________________

Q.9  Conjuguez les verbes suivantes
(Conjugate the following verbs)
a) Il ________________ les livres (détester).
b) Nous ____________________ français. (Parler)
c) Elles ______________________ des fruits (manger).
d) Vous _______________________ dans votre chambre (danser).
e) Tu ________________________ au bureau (travailler).
f) Ils _______________________ aller à l’église (aimer).
g) Vous ______________________ de la musique (écouter).
h) Marc _________________ les chansons (chanter).
i) Nous _______________________ dans la piscine (nager).
j) Ils _________________________les photos (montrer).

Q.10  Complétez la grille
(Fill in the blanks with the correct form of the colors)

<table>
<thead>
<tr>
<th>Color</th>
<th>Masculine Singulier</th>
<th>Féminine Singulier</th>
</tr>
</thead>
</table>

1x10
Q.11  Écrivez les nombres cardinaux en Français
(Write cardinal numbers in French)
a) 21  _________________________
b) 45  _________________________
c) 65  _________________________
d) 13  _________________________
e) 20  _________________________
f) 9   _________________________
g) 50  _________________________
h) 72  _________________________
i) 15  _________________________
j) 11  _________________________
Q.1 Lesen Sie den Text und anworten Sie die folgenden Fragen (Read the text and answer the following question)


a) Frage: Was kauft Lidiya?

b) Frage 2: Was ist ihr Hobby?

c) Frage 3: Was mag ihre Familie?

d) Frage 4: Wie heißt ihr Mann?

e) Frage 5: Wo geht sie am Sonntag?

f) Frage 6: Wie heißt ihre Tochter?

g) Frage 7: Schreiben Sie die 2 Verben aus dem Text und machen Sie die Sätze?

h) Frage 8: Was ist ihre zweite Hobby?

i) Frage 9: Was ist dein (your) Hobby?

1×10
Q.2  Ergänzen Sie die Inoffizielle Zeit:
   a) 8:45 __________________________________________________________
   b) 10:26 _________________________________________________________
   c) 11:25 _________________________________________________________
   d) 5:05 __________________________________________________________
   e) 12:15 _________________________________________________________
   f) 1:35 _________________________________________________________
   g) 3:55 _________________________________________________________
   h) 9:10 _________________________________________________________
   i) 2:00 _________________________________________________________
   j) 6:40 _________________________________________________________

Q.3  Ergänzen Sie die folgende Tabelle
(Complete the following table)

<table>
<thead>
<tr>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livingroom</td>
<td>Dienstag</td>
</tr>
<tr>
<td>999</td>
<td>das Jahr</td>
</tr>
<tr>
<td>Table</td>
<td>Musik hören</td>
</tr>
<tr>
<td>Teacher</td>
<td>Mitkommen</td>
</tr>
<tr>
<td>12</td>
<td>official time</td>
</tr>
</tbody>
</table>

Q.4  Konjugieren Sie die Verben:
   a) Wann ______________ du nach Mumbai? (fliegen)
   b) Ich ______________ zwei Kuli. (haben)
   c) ______________ ihr eure Hausaufgabe? (schreiben).
   d) Unser Unterricht ______________ um 8:00Uhr. (beginnen)
   e) ______________ Sie zur Party ______________ (mitkommen)

Q.5  Beschreiben Sie Ihre Wohnung: (Describe your house)
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
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__________________________________________________________
__________________________________________________________

10  1×10  1×10
Q.1 Answer the following questions:
   a) What is IRS?
   b) What is BARC?
   c) What is media mix?
   d) What do you understand by demographic profiling?
   e) Difference between pulsing and fighting media plan.
   \[2 \times 5\]

**PART-A**

Q.2 What do you understand by media plan? Discuss the various components of media plan in detail.
   \[10\]

Q.3 What all criteria we have to keep in mind while selecting media to launch a new product?
   \[10\]

Q.4 Briefly explain all the steps involved in media scheduling.
   \[10\]

**PART-B**

Q.5 Discuss the various models of media planning with suitable examples.
   \[10\]

Q.6 What are the different methods for setting and allocating budget for media planning? Explain with examples.
   \[10\]

Q.7 What is CPRP in media budget and calculate the CRPC in the below-mentioned table?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Spots</th>
<th>Seconds</th>
<th>Investment</th>
<th>GRPs</th>
<th>Channel CPRP</th>
</tr>
</thead>
<tbody>
<tr>
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<td>840</td>
<td>9300000</td>
<td>104.5</td>
<td></td>
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<tr>
<td>Channel 1</td>
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<td>10900000</td>
<td>122</td>
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<td>18000</td>
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<tr>
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<td>1755000</td>
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<td>18000</td>
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<td>18000</td>
<td>1440000</td>
<td>42</td>
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<tr>
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<td>18000</td>
<td>1800000</td>
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<td></td>
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<td>106260</td>
<td>35186800</td>
<td>549</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average Plan CPRP

\[10\]
End Semester Examination, May 2019  
MBA — Second Semester  
VALUES, ETHICS AND CSR (MBA-2002)

Time: 3 hrs.  
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  We are all ethical and carryout our duties in the interest and well being of mankind. You must have experienced an instance and carried out some activities of which you would be proud of. Discuss one of yours such instance or experience and state the learning from the experience.  

Q.2  Ashok, accountant of a national firm having head quarter at New Delhi, reported that there were manipulation in the accounts and embezzlement of cash in the regional office at Bhopal.  
A physical verification of balances at the Bhopal office revealed that there was a cash shortage of cash to the time of ₹87,900.  
Ramesh Seth account in-charge of the Bhopal office on questioning agreed for the shortfall.  
How do you view the above shortfall in the cash balance? What remedial actions in your views should be initiated?  

Q.3  Philosophy of “Trusteeship” is followed by business houses and they contributed towards the well-being of mankind. In this respect business houses are required to corporate social responsibility (CSR) in various areas. Discuss the norms and significance of such contribution.  

Q.4  Corporate governance is based on the principles of transparency and accountability. In this respect, board of directors are have certain functions and responsibilities and these are to be in the interest of stockholders. Discuss and illustrate your answer.  

Q.5  “Be faithful and truthful, but at times such activities may not be ethical”. Critically examine this statement.  

PART-B

Q.6  A company has just discovered that its star salesperson has faked a travel voucher. He is negotiating a huge order. The discovery has taken place at a time when he is about to close this valuable deal on which the company will make a lot of money. Further he is the only person who knows the details and structure of client organization.  
Now what the company would do?  
a)  It should keep quite.  
b)  Warn him and let it go.  
c)  Warn him and let when the order comes in.  
d)  Sack him on the sport.  
Justify your answer.
INTRODUCTORY MATHEMATICS (BLA-MS-201)

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

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

**PART-A**

Q.1  Answer all the following questions:

a) Explain the meaning of $P$, $\mathbb{N}$, $Z$ and $\emptyset$ with respect to set notation.

b) Solve $\int a\,dx$, where $a$ is a constant.

c) Give an example of identity matrix and scalar matrix.

d) Write the simple, composite and inverse functions with suitable examples.

e) When is a matrix considered as non-singular?

f) Given $u = \begin{pmatrix} 5 & 2 & 3 \end{pmatrix}$, find vectors $u'$.

g) Suppose $y = b^x$. Find out $\frac{dy}{dx}$ when $x = 2$ and $b = 3$.

h) If $a_n = 2n + \frac{3}{2}$ then calculate its $6^{th}$ term.

i) Symmetric matrix is always a square matrix. Do you agree? Justify your answer with an example.

j) Calculate determinant of $A$, where $A = \begin{pmatrix} 1 & 2 & 1 \\ 0 & 1 & 5 \\ 0 & 0 & 1 \end{pmatrix}$.  

**PART-B**

Q.2  Answer (any four) of the following:

a) Explain linear and non-linear functions with suitable example(s).

b) Solve the following:

$$\int \sqrt{y\sqrt{y}}
$$

c) Solve: $\int 4\cos x\,dx$

d) Given $XA = B$, $A = \begin{pmatrix} 3 & 4 & 1 \\ -1 & -3 & 3 \\ 2 & 3 & 0 \end{pmatrix}$ & $B = \begin{pmatrix} 3 & 9 & 7 \\ 1 & 11 & 7 \\ 7 & 5 & 7 \end{pmatrix}$. Find $X$.

e) Using Venn diagram, explain union of any two sets $P$ and $Q$; how do you explain if they are disjoint sets?

**PART-C**

Q.3  a) Express the general form of a polynomial function. Graphically and mathematically express the linear and quadratic functions.

b) Prove distributive law for the sets: $A = \{4, 5\}$, $B = \{3, 6, 7\}$ and $C = \{2, 3\}$.  

Q.4  a) Suppose that a curve $y = f(x)$ in the $xy$ plane has the property that at each point $(x, y)$ on the curve, the tangent line has slope $x^2$. Find an equation for the curve
given that it passes through the point \((2, 1)\).

b) What is a symmetric matrix? Give an example.

Q.5 Given \(A = \begin{pmatrix} 2 & 8 \\ 3 & 0 \\ 5 & 1 \end{pmatrix}, B = \begin{pmatrix} 2 & 0 \\ 3 & 8 \end{pmatrix}\), and \(C = \begin{pmatrix} 7 & 2 \\ 6 & 3 \end{pmatrix}\).

a) Is \(AB\) defined? Calculate \(AB\). Can you calculate \(AB\)? Why?

b) Is \(BC\) defined? Calculate \(BC\). Is \(BC = CB\)?

Q.6 Solve the following:

a) \(\int_0^1 \frac{x^2 + x + \sqrt{x+1}}{x+1} \, dx\)

b) \(\int \frac{e^x}{\sqrt{1 - e^{2x}}} \, dx\)

Q.7 a) Explain the concept of derivative as rate of change.

b) Solve the derivatives:

i) Find \(\frac{dy}{dx}\) for \(y = p^5\) and \(p = 1 - x^2\)

ii) Find \(f^{(3)}(2)\) when \(f(x) = \sqrt{x}\) and

iii) Find \(f^{(4)}\) if \(f(z) = 3z^2 + 8z^2 + e^z\)
End Semester Examination, May 2019
B.A. (Liberal Arts) – Second Semester
SOCIAL SYSTEMS IN INDIA (BLA-SW-202)

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 society?
   b) Define a joint family.
   c) What do you understand by Culture?
   d) What is Socialization?
   e) Define a Genogram.
   f) Define Gender discrimination.
   g) What are three types of street and working children?
   h) Define the term Schedule Tribes.
   i) Define the Word-Atrocities.
   j) Name three social problems.  

Q.2 Attempt (any four) of the following:
   a) Explain the Caste system identified in India.
   b) What are the welfare measures undertaken for removing Poverty?
   c) List out activities of daily living (ADLs) for the elderly people.
   d) Describe the main features of the SC/ST Act.
   e) What are the causes of Gender inequality in society?  

**PART-B**

Q.3 a) Define the term Socialization. Explain any three agents of socialization in you Society.  
   b) Explain the concept of Resistance in relation to Elderly care.  

Q.4 What are the rights of the Minorities that need to be protected and how do we ensure they get these rights?  

Q.5 Explain the importance of understanding a society in the context of Time and Environment.  

Q.6 Explain the various ways in which we can end Gender Based Violence.  

Q.7 Define the term “Street and Working Children”. What welfare measures we should undertake for providing their Rights?
End Semester Examination, May 2019
B.A. (Liberal Arts) — Second Semester
CULINARY ARTS-II, FOOD AND BEVERAGE PRODUCTION-II
(BLA-CA-T-202)

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

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

PART-A

Q.1 Define the following terms:
   a) Offals.
   b) Barquette.
   c) Navvin.
   d) Napper.
   e) Zuppa. 5×2

PART-B

Q.2 Define “Milk”. How many types of milk we use? Describe in detail. 10
Q.3 Define “Butter”. How many types of butters we use. Give 5 brand names of the same. 10
Q.3 Draw well labeled diagram of lamb cuts. 10
Q.4 Write down the straight dough method or bread making. 10
Q.5 Differentiate between puff and flaky pastry. 10
Examine May 2019
B.A. (Liberal Arts) – Second Semester
POLITICAL PROCESS IN INDIA (BLA-PS-202)

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 Briefly answer the following questions:
   a) State any two features of political parties in India.
   b) Write a note on article 324 relating to the election commission of India.
   c) What is communalism?
   d) Explain the relationship between religion and politics.
   e) What does greater autonomy mean?
   f) Write a short note on Chipko movement.
   g) Write a short note on politicalization of caste in India.
   h) Write a note on ecological movements in India.
   i) Discuss the language problem in India.
   j) How is the power divided between national and state government? 2×10

**PART-B**

Q.2 Attempt (any four) of the following:
   a) State the procedure of appointment and removal of members of election commission in India.
   b) What do you mean by feminist movements. Explain the political demands of the feminist movement in India.
   c) Write a note on Bharatiya Janta Party.
   d) Write a note on Human Rights in India.
   e) What do you mean by regionalization? 5×4

**PART-C**

Q.3 Do you think that corruption and criminalization of politics in India has made the Indian polity weak and ineffective? Argue your case. 20

Q.4 Discuss critically the center-state:
   a) Legislative Relations.
   b) Administrative Relations.
   c) Financial Relations. 20

Q.5 Discuss the nature of Indian Federation. Do you think that it is more of a unitary character? 20

Q.6  
   a) Different political parties operating in India. 10
   b) Explain the procedure of election in India. 10

Q.7 Explain how tribes and their problems now challenge the politics of India? 20
End Semester Examination, May 2019
B.A. / B.Sc. (Liberal Arts) — Second Semester
CULINARY ARTS-II, FOOD AND BEVERAGE PRODUCTION-II
(BLA-CA-T-202)

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

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

PART-A

Q.1 Define the following terms:
  a) Offals.
  b) Barquette.
  c) Navvin.
  d) Napper.
  e) Zuppa.  5×2

PART-B

Q.2 Define “Milk”. How many types of milk we use? Describe in detail. 10
Q.3 Define “Butter”. How many types of butters we use. Give 5 brand names of the same. 10
Q.3 Draw well labeled diagram of lamb cuts. 10
Q.4 Write down the straight dough method of bread making. 10
Q.5 Differentiate between puff and flaky pastry. 10
End Semester Examination, May 2019
MBA — Fourth Semester
SOCIAL ENTREPRENEURSHIP (MBA-467-2)

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 Social entrepreneurship is said to be different to “for profit” entrepreneurship. Discuss which competencies social entrepreneurs need to develop a successful social enterprise. 10

Q.2 Explain how a private for Profit Company adopt to implement social entrepreneurship in their business operation. Explain with examples. 10

Q.3 What is feasibility analysis? Describe feasibility analysis process in detail. 10

Q.4 a) How can social entrepreneurs find a scaling path that is best for them? 5
   b) Describe all the four types of legal structures available for any social enterprise. 5

Q.5 Describe the performance measurement concept for social enterprise. Describe all the four main types of models for performance measurement in SE’s. 10

Q.6 “India is transforming but there are lot many social issues to be addressed”. Do you agree with the statement, if so then explain the ongoing trends in social entrepreneurship areas. 10

**PART-B**

*Case Study:*

**THE EDUCATION CRISIS IN INDIA:**

India's girls could use some help: In 2015, 3.7 million eligible girls are out of school. In rural areas, girls receive an average of less than four years of education. And, India has the highest rates of child brides in the world. These metrics are indicators of the deeper issues that India faces, problems stemming from social and cultural norms. For India’s girls, education improvements will come by righting the wrongs of history. In order to solve the problems facing rural girls in India, an innovator needs a background in both education and an informed cultural perspective. Beginning in 2005, within the province of Rajasthan, an entrepreneur named Safeen Husain started to do just that. Ms. Husain is intimately aware of the obstacles that face young girls in India, because she was personally subjected to some of those conditions growing up. Through perseverance and a devoted family, she forged a path past the adversity around her and ultimately went on to graduate from the London School of Economics. Since then, she has spent much of her career in rural and community developments throughout Africa, Latin America, and Asia.

Ms. Husain saw the endemic issues for rural girls education and decided upon three basic goals:
- expanding the enrollment of girl
- increasing student retention for girls
- improving learning outcomes for all students.
Considering these goals, Ms. Husain appropriately decided to name her initiative Educate Girls. Between 2005 and 2007, Ms. Husain and her fledgling staff began testing various methods to achieve these goals. She settled on Rajasthan as her testing ground, a district in Northwestern India, which at the time had a 77% male to a 44% female literacy rate. She started her testing phase with 50 local schools and communities. To fully understand why girls were not attending schools, Ms. Husain recruited young, local, female volunteers from across the district who formed team Balika. The team spearheaded Ms. Husain's program by visiting 1,067 villages in the district.

Team Balika found a number of different reasons for girls missing school, including: the necessity of a working daughter's paycheck to her family, the fear of interference with marriage prospects, a pivot from traditional Hindu garb, and poor school conditions. After identifying these problems, the volunteers decided on a five-pronged plan to improve circumstances in Rajasthan's rural schools.

The points included:

- Community ownership of schools by parents in the form of parent-led school management committees.
- Training teachers in creative and child centric learning techniques.
- Recruiting and training volunteers for the team Balika program.
- Facilitating community enrollment plans.
- Forging more young female leaders through Bal Sabhas, (with open dialogue meetings for young girls).

Educate Girls incredible growth and success through scaling:

Employing this five-point method over the next seven years, Educate Girls has seen its influence rise exponentially. After beginning with 50 schools in 2005, Educate Girls grew to 5,500 schools and influenced the education of over 500,000 children in three districts of India by 2013.

In 2012, after receiving investments from several firms in India as well as reaching agreements with the Indian government, Ms. Husain still felt she could do more. Ms. Husain and Educate Girls applied to the Miller center for social entrepreneurship, GSBI Online program through which they would be able to: strengthen their business model, receive Silicon Valley mentorship, and prepare for more funding. With aid from Miller Center and other sources, Educate Girls has continued to grow, marking a pivotal time in Educate Girl's development. This past January, Educate Girls made headlines by being awarded the prestigious, Skoll Foundation award for social entrepreneurship, which includes a three-year core investment of $1.25 Million. This prestigious award is given to transformative leaders who have demonstrated disruption of the status quo and are driving large-scale change. Educate Girls goal is to educate half of India's gender gap districts and over 4,000,000 students by 2020.

For Ms. Husain however, her biggest hope is not just the growth of her organization, but also in the girls themselves, "Every single girl I meet wants to go to school, and that for me is my biggest, biggest source of hope".

Q.7 Describe “Educate Girls Business Model”. How would you measure Educate Girls social impact? What challenges can you foresee for her in future?
End Semester Examination, May 2019  
MBA – Fourth Semester  
EVENT LOGISTICS MANAGEMENT (MBA 459-1)

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 ‘An event needs to be detailed and scripted, irrespective of its scale.’ Based on this statement, explain the meaning and importance of event logistics as a discipline.  

Q.2 You are incharge of organizing the Global Event Appreciation Awards ceremony for a multinational company. Present the event visualization, discussing the various aspects of visualization.

Q.3 The event management industry generates huge amounts of waste. What measures can be taken by organizations towards promoting green events?

Q.4 Discuss F&B considerations towards planning a feast for 500 people. Proceeds from the feast will be utilized for donation to NGOs.

Q.5 Write short notes on (any two) of the following:
   a) Realms of event experience.
   b) Function sheets.
   c) Zoning considerations for event location.

   5×2

PART-B

Q.6 Based on the picture given below, answer the following questions:
   a) Discuss the logistics requirements which need to be arranged for a convention.
   b) If the given picture is an advertisement, what is the objective of the communication message in it?

   5×2
End Semester Examination, May 2019
MBA — Second Semester
STRATEGIC MANAGEMENT AND BUSINESS POLICY (MBA-2009)

Time: 3 hrs. 
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 Why is it important for an organization to undertake scenario planning? 15

Q.2 Explain any two components of Ansoff’s Growth Vector Matrix with examples? 15

Q.3 Why should corporate behave in an ethical manner? 15

Q.4 Why do firms with similar resources and which face the same industry structure perform differently? 15

Q.5 Mention key roles of the leadership team in a professional organization. 15

PART-B

Q.6 CASE STUDY

Home sales data is that rare economic indicator that’s refusing to improve - 832.09 million square feet of unsold inventory as on end December and 8% fall in sales for the quarter ending December, according to figures from property research firm Liases Foras. Investors who had bet on handsome resale margins are stuck with unsold apartments. Some of them are willing to sell apartments at below current market prices.

Deepak Parekh, chairman of HDFC and a man who’s witnessed many housing booms and busts, says “it’s a buyers' market now”. Ashwin Chawla, CEO of BigDeals.in, explains why realty majors are somewhat desperate. “Developers are stressed in terms of sales. They need to show bookings to even raise construction finance”, Chawla said.

Yashwant Dalai, president of estate agents association of India, says developers are offering brokers bigger incentives but the problem is the lack of buyers. “In this kind of market, builders have no option but to lure buyers with incentives and offers”, Dalai says, (excerpt from a report in The Economic Times, Feb. 16, 2-15).

Answer the below question related with above case study: “You are the CEO at one of the leading real estate company in Delhi NCR with projects spread over Noida, Ghaziabad and Gurgaon. Your company’s shareholders have pressed the panic button your inventories have piled up and macro-economic indicators are unlikely to get any better too soon”. Considering the business environment, develop a strategy that can help your company in clearing the inventory and build confidence in the shareholders. 15
End Semester Examination, May 2019  
MBA — Second Semester  
VALUES, ETHICS AND CSR (MBA-2002)

Time: 3 hrs.  
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 We are all ethical and carryout our duties in the interest and well being of mankind. You must have experienced an instance and carried out some activities of which you would be proud of. Discuss one of yours such instance or experience and state the learning from the experience.  
15

Q.2 Ashok, accountant of a national firm having head quarter at New Delhi, reported that there were manipulation in the accounts and embezzlement of cash in the regional office at Bhopal.  
A physical verification of balances at the Bhopal office revealed that there was a cash shortage of cash to the tune of ₹87,900.  
Ramesh Seth account in-charge of the Bhopal office on questioning agreed for the shortfall.  
How do you view the above shortfall in the cash balance? What remedial actions in your views should be initiated?  
15

Q.3 Philosophy of “Trusteeship” is followed by business houses and they contribute towards the well-being of mankind. In this respect business houses are required to corporate social responsibility (CSR) in various areas. Discuss the norms and significance of such contribution.  
15

Q.4 Corporate governance is based on the principles of transparency and accountability. In this respect, board of directors have certain functions and responsibilities and these are to be in the interest of stockholders. Discuss and illustrate your answer.  
15

Q.5 “Be faithful and truthful, but at times such activities may not be ethical”. Critically examine this statement.  
15

**PART-B**

Q.6 A company has just discovered that its star salesperson has faked a travel voucher. He is negotiating a huge order. The discovery has taken place at a time when he is about to close this valuable deal on which the company will make a lot of money. Further he is the only person who knows the details and structure of client organization.  
Now what the company would do?  
a) It should keep quite.  
b) Warn him and let it go.  
c) Warn him only when the order comes in.  
d) Sack him on the sport.  
Justify your answer.  
15
End Semester Examination, May 2019
MBA – Fourth Semester
INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT
(MBA-455-1)

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 “Prepare selection of supplier, selection in a supply chain plays an important role in the growth and performance of the company”. Justify this statement by giving few applications of SCM.

Q.2 “Distortion in information can create problems at different stages of supply chain”. Discuss.

Q.3 Explain the role of purchasing cycle in Supply Chain Management?

Q.4 “Multinational transport plays a very important role in logistics”. Discuss.

Q.5 Explain letter of indemnity with its significance in shipping industry.

**PART-B**

*Case Study:*

Bayer AG is a chemical company headquartered in Leverkusen, Germany, with annual sales equivalent to $25 billion. It operates 320 plants in sixty seven different nations, and it distributes 25,000 different products ranging from biochemical and pharmaceutical items to herbicides and plastics. The firm’s work force totals 173000, and this includes 2,200 who work in the field of logistics. Bayer’s annual logistics budget is about $5 billion; it involves 3,000 different distribution points handling about 740,000 different shipments.

In terms of tonnage shipped, over half of what Bayer ships is considered hazardous, meaning that it requires special handling, packaging, and documentation. There hazardous materials result in two differences in Bayer’s distribution patterns, compared with those of most other firms. Some hazardous materials cannot be placed in the same vehicle, so shipment consolidation (the grouping of many small shipments into a single larger one that moves at a lower rate per pound) is more difficult to achieve. Even if only one of the product is hazardous, its presence may slow the handling of the entire shipment. Second, Bayer’s customers have been moving to just-in-time inventory system and want smaller, more frequent shipments to arrive by air. Many hazardous materials do not move by air, so it is more difficult for Bayer to provide just-in-time deliveries.

Bayer's president, Harmann Josef Strenger, notes that not only is taking care of the environment an important social responsibility of the chemical industry but it will also make the industry more acceptable to the public Bayer is taking a variety of measures to prevent environmental disasters.
Since transport is environmental speaking the weakest mid in the Bayer chain, checking, re-rechecking and tightening up safety measures during shipment has become daily work. Should something go wrong trained specialists are on twenty four hour standby at strategic points throughout the world?

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

a) What special logistics support is required for hazardous cargo?

b) What measure have Bayer taken to fulfill the social responsibility to environmental disaster?
PART-A

Q.1 Outline the political, economic environment of international business with suitable real time examples.  

Q.2 What is the importance of regional economic integration? Explain the impact of such integrations on exports from non member countries.  

Q.3 Why governments intervene in trade and business? What are the instruments available to them for such intervention?  

Q.4 Write different theories of international business? Write in detail the absolute cost advantage theory.  

Q.5 Write short notes on (any two) from the following:
   a) SAARC  
   b) Foreign direct investment  
   c) GATT  
   d) Entry Strategies of IB  

PART-B

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

ELECTROLUX

Electrolux is Sweden’s largest manufacturer of electrical household appliances and was one of the world’s pioneers in the marketing of vacuum cleaners. However, not all the products the Electrolux name are controlled by the Swedish firm. Electrolux vacuum cleaner sold and manufacturer in the United States, for example, have not been connected with the Swedish Firm since the U.S subsidiaries were sold in the 1960s. The Swedish Firm reentered the U.S. market in 1974 by purchasing National Union Electric, which manufacturers Eureka vacuum cleaners.

Electrolux pursued its early international expansion largely to gain economies of scale through additional sales. The Swedish market was simply too small to absorb fixed costs as much as the home markets for competitive firms from larger countries. When additional sales were not possible by exporting, Electrolux was still able to gain certain scale economies through the establishment of foreign production. Research and development expenditures and certain administrative costs could thus be spread out over the additional sales made possible by foreign operations. Additionally, Electrolux concentrated on standardized production to achieve further scale economies and rationalization of parts.

Until the late 1960s, Electrolux concentrated primarily on vacuum cleaners and the building of its own facilities in order to effect expansion. Throughout the 1970s, though, the firm expanded largely by acquiring existing firms whose product lines differed from those of Electrolux. The compelling force was to add appliances lines to complement those developed internally. Its recent profits ($220 million in 1983) have enabled Electrolux to go an acquisitions binge. Electrolux acquired two Swedish firms that made
home appliances and washing machines. Electrolux management felt that it could use its existing foreign sales networks to increase the sales of those firms in 1973. Electrolux acquired another Swedish firm, Facit, which already had extensive foreign sales and facilities. Vacuum cleaner producers were acquired in the United States and in France; and to gain captive sales for vacuum cleaner. Electrolux acquired commercial cleaning service firms in Sweden and in the United States. A French Kitchen equipment producer, Arthur Martin, was bought, as was a Swiss home appliance firm. Therma, and a U.S. cooking equipment manufacturer, Tappan.

Except the Facit purchase, the above acquisitions all involved firms that produced complementary lines that would enable the new parent to gain certain scale economies. However, not all the products of acquired firms were related, and Electrolux sought to sell off unrelated businesses. In 1978 for example, a Swedish firm, Husqvarna, was bought because of its kitchen equipment lines. Electrolux was able to sell Husqvarna’s motorcycle line but could not get a good price for the chain saw facility. Reconciled to being in the chain saw business. Electrolux then acquired chain saw manufacturers in Canada and Norway, thus becoming one of the world's largest chain saw producers. The above are merely the most significant. Electrolux acquisitions: the firm made approximately fifty acquisitions in the 1970s.

In 1980, Electrolux announced a takeover that was very different from those of the 1970s. It offered $175 million, the biggest Electrolux acquisition, for Granges Sweden’s leading metal producer and fabrication Granges was itself a multinational firm (1979 sales of $1.2 billion) and made about 50 percent of its sales outside of Sweden. The managing Directors of the two firms indicated that the major advantage of the takeover would be the integration of Granges aluminum, copper plastic, and other materials into Electrolux production of appliances. Many analysts felt that the timing of Electrolux's bid was based on indications that Baijerinvest, a large Swedish conglomerate, wished to acquire a non-ferrous metals mining company. Other analysis felt that Electrolux would be better off to continue international horizontal expansion as it had in the 1970s. The analysts pointed to large appliance makers such as AEG Telefunken of West Germany that were likely candidates for takeover because of recent poor performance.

a) What are Electrolux’s reasons for direct investment?

b) How has Electrolux’s strategy changed over time? How has this affected its direct investment activities?

c) Which of Electrolux’s foreign investments would be horizontal and which would be vertical? What are the advantages of each?

d) What do you see as the main advantages and possible problems of expanding internationally primarily through acquisitions as opposed to building one’s own facilities?

e) Should Electrolux take over Granges?
Q.1 Lesen Sie den Text und schreiben Sie die folgenden die Antworten:


1) In welche Schule studieren die Kinder?
____________________________________________________

2) Wo geburt Mahima Bhatia?
____________________________________________________

3) Was macht Samaira?
____________________________________________________

4) Wann hat Mahima Geburtstag?
____________________________________________________

5) Welche Sprache lernt Sie?
____________________________________________________

6) Was ist die Nachname von Mahima Bhatia?
____________________________________________________

7) Was ist die Vornamen von Mahima Bhatia?
____________________________________________________

8) Wie heißt Kollegin von Mahima?
____________________________________________________

9) In welche Universität studieren Sie?
____________________________________________________

10) Schreiben Sie die 2 Verben aus dem Text und machen Sie die Sätze?
____________________________________________________

Q.2 Ergänzen Sie die Tabelle:
Du | Wir | Trinken | Braucht
Er/sie/es | Ihr | Nehmen | Essen
Sie/sie | Ich | Ers

Q.3 Ergänzen Sie die W-Frage:

a) __________ ist das?
b) __________ heißen Sie?
c) __________ ist HerrKumar?
d) __________ wohnst du?
e) __________ geht es dir?
f) __________ ist dein Name?
g) __________ möchten Sie nehmen?
h) __________ lernst du deutsch?

j) __________ Mitglieder haben Sie in ihre Familie?

Q.4 Schreiben Sie die Zahlen:

(write the numbers)

a) 70 ________________
b) 11 ________________
c) 96 ________________
d) 79 ________________
e) 0 ________________
f) 88 ________________
g) 44 ________________
h) 16 ________________
i) 27 ________________
j) 1000 ________________

Q.5 Konjugieren Sie das “Haben”:

(Conjugate verb “haben”)
a) ___________ Sie kein Geld.
b) Sonalika ___________ einen Schwarz Hund.
c) ___________ ihr ein Buch.
d) Ich ___________ ein Problem.
e) Leider ___________ wir nicht so viel Zeit.

Q.6 Konjugieren Sie das Verb “Sein”:
Conjugate verb “sein”
a) Ich ___________ lehrerin von beruf.
b) Wir ___________ beste Freundin.
c) Sie ___________ krank.
d) ___________ das Platz frei?
e) Nein, das Platz ___________ nicht frei.

Q.7 Schreiben Sie die Modalverben in richtigform:
a) Ich gehe ins Kino ___________ du mit uns gehen? (wollen) Nein, Leider ___________ ich nicht (können)
b) ___________ Sie deutsch lernen (möchten). Ja, gerne
c) Was ___________ wir wieder machen? (sollen)
d) ___________ Ich Rein kommen? (dürfen)
e) Man ___________ nicht viel Zigarette rauchen. (sollen)
f) Ich ___________ nicht mehr laufen. (können)
g) Papa _________ ich heute ins Kino gehen. (können)
h) Ich habe durst, _________ich deine Wasserflasche nehmen. (können)
i) Warum__________ du nicht pünktlich kommen. (können)

Q.8 Übersetzung:
Translation
| Waitress | Das Brot |
| Cake    | Hähnchen |
| Sunday  | Der Vater |
| Restaurant | Meine Familie |
| Grandparents |   |
| Childrens |   |

Q.9 Ergänzen Sie Kein und Nicht:
a) Ich habe _______ interesse.
b) Sie ist ________ schön.

c) Ich weiß__________.

d) Mein Handy funktioniert ____________.

e) Ich habe ________ Buch.

Q.10 **Schreiben Sie die Bestimmartikel:**

a) _______________ Kuchen

b) _______________ Kaffee
c) _______________ Tee
d) _______________ Orangensaft
e) _______________ Wasser

f) _______________ Bier

g) _______________ Saft

h) _______________ Nudeln

i) _______________ salat

j) _______________ chips

Q.11 **Schreiben Sie über ihre Familie:**

______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________

10
End Semester Examination, May 2019
MBA – Fourth Semester
EXECUTIVE COMPENSATION AND WAGE ADMINISTRATION
(MBA-453-2)

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 a) Highlight the importance of compensation management for a business organization.  
   b) Discuss some of the important criteria for developing a suitable compensation system for a large business organization.  

Q.2 Discuss two of the important systems of payment of wages. What are their relative merits and demerits?  

Q.3 What are the guiding principles of National Wage Policy in India? Mention some of the economic and social objectives of the wage policy.  

Q.4 Write short notes on (any four) of the following:
   a) Fair Wage.
   b) Minimum Wages Act 1948.
   c) Executive Compensation.
   d) Point Rating System of Job Evaluation.
   e) Importance of Pay / Wage Surveys.  

Q.5 What is meant by "Fringe Benefits" as part of the employee salary package? Discuss their need and importance in the salary / wage administration system. What are different types of Fringe Benefits and the influencing factors?  

**PART-B**

Q.6 What is meant by Job Evaluation? What is its importance in the Salary / Wage Administration System in a company? Discuss the rationale behind Job Evaluation.
End Semester Examination, May 2019
Master of Business Administration–Second Semester
HUMAN RESOURCE MANAGEMENT (MBA-2003)

Time: 3 Hours
Max Marks: 75
No. of pages: 2

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

**PART-A**

Q.1 Describe the role of a HR analytics in organizational development. How it can enable companies towards improvising the HR functions? Explain with examples.  

Q.2 Competencies are considered as building blocks of a talent management system. Explain the statement with examples by developing talent recruiter to meet the requirement business strategies?  

Q.3 What is human resource planning? What are the sources of information to facilitate the human resource process?  

Q.4 Explain fairness, political distortion and legal implications related to performance management.  

Q.5 What are the values and problems of establishing cafeteria programs?  

**PART-B**

Case study:

*Exercising strategy: Southwest Airlines: Focused on Take-Offs, Not Layoffs.*

In the summer of 2001, the airline industry was facing service problems due to slumping business travel and vacuuminer demand. In fact, Northwest Airlines announced draconian cuts in both schedules and service; Midway Airlines declared bankruptcy in August of that year citing "calamitous" decline in air traffic. However, airland as things were, they soon got worse.

The Sept. 11, 2001, terrorist attacks on New York and Washington, D.C. devastated the whole nation but few segments of the economy felt the impact as dramatically as the already struggling airline industry. Even after reducing scheduled flights by more than 20 percent, most planes were taking off with fewer than half their seats filled, and airline shares lost a third of their value on the stock exchange. Most airlines needed to cut costs drastically in order to make ends meet, and over 100,000 employees were eventually laid off from American Airlines, United Airlines, US Airways, Continental Airlines and America West.

Southwest Airlines bucked this trend, however, indeed, despite the regular ups and downs of the airline industry in its 30 years of operation, Southwest has never laid off employees; remarkably, it was able to maintain this record even during the difficult fall 2001 period. Southwest’s no layoff policy is one of the core values that underlie its human resource strategy and insiders stress that it is one of the main reasons why the Southwest workforce is so fiercely loyal, productive and flexible.

The high productivity of these workers helps keep labour cost low, and these savings are passed on to consumers in the form of lower prices that are something half those
offered by competitors. High levels of job security also promote a willingness on the part of Southwest employees to be innovative on the job without fearing that they will be punished for any mistakes. Southwest also finds that satisfied employees help create satisfied customers and can even help in recruiting new employees when economic conditions are conductive to growth.

In order to keep this perfect no-layoff record in 2001, Southwest executives assembled into an emergency command and control center in Dallas and brainstormed methods other than layoffs that could reduce costs. Decisions were made to delay the planned purchase of new planes, as well as to scrap ongoing plans to renovate the company’s headquarters. The company, which had no debt and over a billion dollars in cash, also leaned heavily on this “rainy-day” fund to help get through tough times. It was a difficult and painful process, but as CEO Jim Parker noted, “We are willing to suffer some damage.

Q.6 a) Southwest Airlines “No layoff policy” is an important component of their overall culture and strategy. In what ways does this “No Layoff Policy”, which clearly hurts the airline in the short term? Give Southwest a competitive advantage over other airlines in the long term.

b) In what ways is off-shoring similar and different from a simple layoff? If there are some long-term benefits from avoiding layoffs, what might be the long-term advantages of trying to avoid off-shoring?
End Semester Examination, May 2019
B.A. (Liberal Arts) — Second Semester
ENGLISH LITERATURE-II (BLA-EL-202)

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 Explain with reference to the context (any four):
   a) O, for a draught of vintage! that hath been
      Cool'd a long age in the deep-delved earth,
      Tasting of Flora and the country green,
      Dance, and Provençal song, and sunburnt mirth!
   b) Season of mists and mellow fruitfulness,
      Close bosom-friend of the maturing sun;
      Conspiring with him how to load and bless
      With fruit the vines that round the thatch-eves run;
   c) Beside a pumice isle in Baiae's bay,
      And saw in sleep old palaces and towers
      Quivering within the wave's intenser day,
   d) Hail to thee, blithe Spirit!
      Bird thou never wert,
      That from Heaven, or near it,
      Pourest thy full heart
   e) Away! away! for I will fly to thee,
      Not charioted by Bacchus and his pards,
      But on the viewless wings of Poesy,
      Though the dull brain perplexes and retards:
   f) Sound of vernal showers
      On the twinkling grass,
      Rain-awaken'd flowers,
      All that ever was

PART-A

Q.2 Discuss the age of Francis Bacon. What type of essayist was Bacon? 20
Q.3 Critically discuss the poem Ode to Autumn. 20
Q.4 What has inspired Shelly to write the poem Ode to a Skylark? Elaborate. 20

PART-B

Q.5 What are some of the things the West Wind could represent? 20
Q.6 Compare the writing styles of John Keats and P. B. Shelly. 20
Q.7 What are the different classifications of an essay? Write an essay on any recent news that has shook the world. 20
End Semester Examination, May 2019  
B. Sc. (Data Science) – Second Semester  
PROFESSIONAL COMMUNICATION-II (HM-204)

Time: 2 hrs.  
Max Marks: 50  
No. of pages: 1

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

Q.1 Answer *(any five)* of the following:
   a) What are the barriers to effective communication?
   b) What are 7 C’s of communication.
   c) What is self-awareness? How to develop self-awareness?
   d) What is grooming?
   e) What is inter-cultural communication? Explain with an example.
   f) Write the steps for preparing an effective presentation.  

   **PART-A**

Q.2 What is a presentation? What is audience analysis? Draw 10 slides on your sheet with proper content on indian film industry topic.  

Q.3 What is a resume? Explain the most important components of a resume. Write Do’s and Don’ts of resume writing.  

Q.4 What do you understand by SWOT? Explain with your self-assessment.  

   **PART-B**

Q.5 Write an email to your teacher in-charge to provide you attendance for 26/3/2019 class as you were attending ‘Transcendence’ event in your college.  

Q.6 What is personality development? How to bring out the best in one’s personality?  

Q.7 What are the smart goals? Why should we set goals? Explain five principles of goal setting.

120/5
PART-A

Q.1 The team building interventions are task-directed and process-directed. Explain how these two different methods of team interventions yield different results and require different kind of data collection process? 10

Q.2 How force field analysis is a device for understanding a problematic situation? Explain with an example. How it is different from fishbone diagramming? 10

Q.3 In which phase of strategic development model systematic critique should be used? What function should be undertaken for this phase? 10

Q.4 What is behaviour modeling? How it can lead to individual growth when coupled with life and career planning activities? 10

Q.5 Write short notes on:
   a) Survey feedback.
   b) Appreciations and concerns exercise. 5×2

PART-B

Case Study:

Martin and Gollan (2012) in their article on ‘Corporate governance and strategic human resources management in the UK financial services sector’ discuss the case of the Royal Bank of Scotland (RBS). RBS was founded in 1727 in Edinburgh but remained a small local bank rooted in the Scottish economy until the 1990s. However, deregulation of financial services in the UK in the mid-1980s led RBS to embark on a strategy of ‘growth-through-acquisition’ and hiring more entrepreneurial managers whose role was to fulfil the vision of expansion and diversification into related financial services. Having developed an earlier presence in the highly profitable investment banking sector, RBS acquired the Dutch bank, ABN AMRO Holdings, in 2007. This purchase was the largest ever in financial services history. As a consequence RBS became the world's fifth largest bank by market capitalization and largest corporate and institutional bank in Europe. Unfortunately, the purchase took place just when negative signs of a recession were clearly visible, and ABN was heavily exposed to the toxic US securities. The RBS response to this crisis was to undertake a £12 billion rights issue, at the time the largest in the history of any company. However, when the rights issue failed, RBS reached the brink of collapse. The UK government had to step in with a massive bail-out, so the Bank rapidly became effectively state-owned. RBS alone recorded losses of £24 billion in February 2009.

The Credit Crunch of 2007-8 was a massive trigger for change. A condition for the UK government bail-out was the resignation of Fred Goodwin and his senior management team. In early 2009 the UK government's first step in restoring RBS to profitability was to establish a hands-off governance structure and the appointment of a new CEO, Stephen Hester, in May 2009 a new RBS board was formed with only two former directors remaining. Given the profound and complex nature of the breakdown of trust
triggered by the collapse of RBS, this executive group was faced with two very challenging tasks - firstly, to restore the bank's financial performance by keeping talented people in the business, and secondly, to repair public trust in the bank. The two tasks are challenging, and they are also mutually exclusive, especially since the new board’s approach to performance management and the continuation of high levels of bonus payments was likely to lead to controversy and resentment. The strategy of the board in relation to this first task was to restore employees' faith in senior managers while trying to reduce the company's overall size, restore it to profitability and to private sector ownership.

Hester and his board attempted to change leadership style and organizational culture, but he and his board faced significant challenges in keeping staff engaged so that they worked towards its revival. The change in leadership style and its impact on organizational culture can be best characterized as a move from the use of 'hard' to 'soft' bureaucracy. Hester and his board promoted a culture of open and regular communication so that employees could engage with senior leaders. A new system of conferences and calls between the CEO and his most senior managers was introduced, and senior managers were required to cascade information throughout the organization. Changes were also evident in RBS's new customer charter and the bank's emphasis on social responsibility. Such a change was indicative of a move towards a morally correct duty to treat people as ends in themselves. Another set of changes attributed to the new board of RBS were in relation to new approaches to performance management emphasizing the 'means of achieving results as well as the results themselves' (Martin and Gollan, 2012: 3310). The focus on a new approach to talent management and leadership development has also been noticeable; for example RBS moved away from recruiting externally to developing people internally with a focus on innovation and leadership development.

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

a) What were the external and internal triggers for change in RBS?

b) Were the changes in RBS post-bailout on the soft or hard end of the change spectrum? Which was most important?
End Semester Examination, May 2019
P.G. Diploma in Advertising and Public Relations — Second Semester
CREATIVITY AND CAMPAIGN PLANNING (PG-DAPR-203)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
a) Write any two important features of a “Gestalt theory of design”.
b) What is ”Public service advertising”? 
c) Why does a language change take place and how does a dialect turn into a language? 
d) Write any two differences between visual effects and audio vocal effects.
e) What is “Tactile effects”? 

PART-A

Q.2 A message has to have an appeal in order to get the desired response from the target audience. Explain your answer in the context of various appeals used by creative directors in creating advertising messages.

Q.3 Discuss the role and contribution of advertising legends David Ogilvy and William Bernbach.

Q.4 What is an advertising strategy? Describe stages of strategy planning.

PART-B

Q.5 Advertising is incomplete without colour and every colour has a psychology. Explain the psychology behind red, black and white colours.

Q.6 How do you define semiotics? Explain various domains of semiotics in the form of a tree diagram.

Q.7 Give a brief description of (any two) of the following:
a) Code mixing and code switching (answer the question by giving examples from either English or your mother tongue or Hindi).
b) Language families of India and the language belonging to each group.
c) Describe language, dialect, register and idiolect.

123/5
End Semester Examination, May 2019  
B.A. / B.Sc. (Hons.) Literal Art – Second Semester  
BASIC STATISTICAL METHODS (BLA-ST-202)

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

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

**PART-A**

Q.1 Short answer question:
  a) What is an index number?
  b) What is regression?
  c) State the formula of Laspeyre’s index number.
  d) What do you mean by erratic variations of time series?
  e) Explain factor reversal test of index number.
  f) Explain the principle of least square.
  g) Define skewness with the help of example.
  h) Define kurtosis.
  i) Define the Bowley measure of skewness.
  j) What is time series data?

2×10

**PART-B**

Q.2 Attempt **(any four)** of the following:
  a) From the following data construct an index for 2014 taking 2013 as base by average of relatives’ method:

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Price in 2013 (₹)</th>
<th>Price in 2014 (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>B</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>C</td>
<td>80</td>
<td>90</td>
</tr>
<tr>
<td>D</td>
<td>110</td>
<td>120</td>
</tr>
<tr>
<td>E</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

b) Plot the data on a graph paper and ascertain trend by the method of semi averages.

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>100</td>
<td>120</td>
<td>95</td>
<td>105</td>
<td>108</td>
<td>102</td>
<td>112</td>
</tr>
</tbody>
</table>

c) What are regression coefficients? How are they computed?

d) The following information was obtained from the records of a factory relating to the wages.

  - Arithmetic Mean: ₹47.80
  - Mode: ₹49.50
  - Standard Deviation: ₹10.40

  Calculate skewness by Karl Pearson’s method.

e) Differentiate between kurtosis, skewness and moments.

5×4

**PART-C**

Q.3 Answer the following questions **(any three):**
  a) Construct index numbers of price from the following data by applying
      - Laspeyre’s Method
      - Paasche’s method
      - Bowley’s Method
      - Fisher’s Ideal Method
Marshall- Edgeworth Method

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Base Year Price per unit</th>
<th>Base Year Expenditure (₹)</th>
<th>Current Year Price per unit</th>
<th>Current Year Expenditure (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>2</td>
<td>40</td>
<td>5</td>
<td>75</td>
</tr>
<tr>
<td>B</td>
<td>4</td>
<td>16</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
<td>10</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>D</td>
<td>5</td>
<td>25</td>
<td>10</td>
<td>60</td>
</tr>
</tbody>
</table>

Q.4 From the following data obtain the two regression equations:
   a) Regression equation of Y on X
   b) Regression equation of X on Y

Q.5 Below are given the figures of production of a sugar factory:

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>80</td>
<td>90</td>
<td>92</td>
<td>83</td>
<td>94</td>
<td>99</td>
<td>92</td>
</tr>
</tbody>
</table>

Fit a straight line trend by the method of least squares to these figures. Plot these figures on a graph and show the trend line.

Q.6 Calculate Bowley’s coefficient of skewness of the following data:

<table>
<thead>
<tr>
<th>Weight</th>
<th>0-99</th>
<th>100-109</th>
<th>110-119</th>
<th>120-129</th>
<th>130-139</th>
<th>140-149</th>
<th>150-159</th>
<th>160-169</th>
<th>170-179</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Persons</td>
<td>1</td>
<td>14</td>
<td>66</td>
<td>122</td>
<td>145</td>
<td>121</td>
<td>65</td>
<td>31</td>
<td>12</td>
</tr>
</tbody>
</table>

Q.7 Explain various types of probability sampling with the help of examples.
End Semester Examination, May 2019
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. Marks are indicated against each question.

PART-A

Q.1 A project is significant for economic development, define a project and discuss its characteristics. How does project management differ from production management? 10

Q.2 Feasibility report is a comprehensive and systemic compilation of data relating to a project. Discuss various aspects of a feasibility report. 10

Q.3 A satisfactory human relation is essential for successful execution of a project. Discuss the aspects relating to the human relation system. Illustrate your answer. 10

Q.4 Discuss the following:
   a) Network techniques: PERT and CPM for project implementation.
   b) Two important sources of finances for a project equity shares and debentures. 5×2

Q.5 Development projects are essentials for economic development. These projects include construction of bridges, roads and hospitals required huge investment. State principles and limitations of carrying out the social cost benefit analysis of such projects. 10

Q.6 Discuss and illustrate various sources of project cycle. 10

PART-B

Q.7 Management of Hero Moto Corporation is considering an expansion proposal to set-up a new plant at Karnataka. Project involves:
   a) Land and building cost ₹600 lakh.
   b) Plant costing ₹7200 lakh to be purchased from Japan requiring transportation, insurance and installation costs of ₹200 lakh, ₹400 lakh and ₹250 lakh respectively.
   c) Pre-tests and trial run would involve an net additional cost of ₹350 lakh.
   d) Training expenses of five employees required for plant operations are estimated to be ₹150 lakh.
   e) One consultant engaged for project expansion and implement would cost ₹200 lakh.
   f) Ten year loan @ 10% of ₹8000 lakh is arranged from State Bank of India.
   g) The project initiated on January 1st becomes operational within 12 months i.e by December 31st next.

Estimate the cost of the project and state its principles. 10
End Semester Examination, May 2019
MCA – Fourth Semester
GERMAN (HM-407)

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

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Nennen Sie die Artikel. (Name the Articles)
   a) ________ Kind
   b) ________ Eltern
   c) ________ Kuli
   d) ________ Stuhl
   e) ________ GroBvater
   f) ________ Bleistift
   g) ________ Tafel
   h) ________ Bruder
   i) ________ Sohn
   j) ________ Schwester

½×10

Q.2 Erzählen Sie die Verben mit richtigen Kojugationen. (Fill in the blanks with correct conjugation of verbs)
   a) Meine Schwester ________ mich. (besuchen)
   b) Die Lehrerin ________ sehr schön. (sein)
   c) Ich ________ bei Google, (arbeiten)
   d) Der Mann ________ viele Süßigkeiten. (haben)
   e) Du ________ ein Haus. (suchen)
   f) Markus ________ eine Pizza, (kaufen)
   g) Wir ________ nach Deutschland. (fahren)
   h) Ich ________ meine Mutter, (lieben)
   i) Ihr ________ eine Cola, (bestellen)
   j) Er ________ ein Auto, (brauchen)
   k) Wir ________ einen Film, (sehen)
   l) Du ________ Mathematik. (hassen)
   m) Ich ________ eine Frage. (haben)
   n) Mike ________ in einem Hochhaus. (leben)
   o) Ich ________ eine Brille. (tragen)

1×15

Q.3 Benutzen Sie zum/zur um den Weg zu beschreiben. (Use zum/zur in order to describe the directions)
   a) Marie : Wo finde ich die Post?
      Lusie : Gehen Sie geradeaus bis ________ Goethestralße und dann gehen Sie links.
      Da finden Sie die Post.
   b) Lukas : Wie komme ich ________ Bahnhof?
      Tobias : Bitte gehen Sie links und dann die erste Straße rechts bis ________ Astra-Kino. Dort gibt es den Bahnhof.
   c) Kiara findet die Taxihaltestelle nicht. Wie kommt sie ________ Taxihaltestelle?
      Sie sollten ________ Cafe Zentrale gehen. Dort gibt es viele Taxi.

1×5

Q.4 Eraaizen Sie : Hatte/war
   a) Du ________ in Amerika.
   b) Gestern ________ ich einen Test.
   c) Er ________ hungrig.
   d) Wir ________ viele Autos.
   e) Sie ________ ein altes Haus.

1×5
Q.5 Erqazen Sie die Tabelle.

<table>
<thead>
<tr>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>März</td>
</tr>
<tr>
<td>Null</td>
<td>Der Siebzehnte</td>
</tr>
<tr>
<td>Month</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Die Familie</td>
</tr>
<tr>
<td></td>
<td>Das Fest</td>
</tr>
<tr>
<td>Seventeen</td>
<td>zwanzig</td>
</tr>
</tbody>
</table>

Q.6 Lesen Sie den Text und antworten Sie die Fragen


Erqänzen Sie richtig oder Falsch

a) Monika ist Peters Frau
   i) Richtig
   ii) Falsch

b) Peter kommt aus Deutschland
   i) Richtig
   ii) Falsch

c) Peters Familie wohnt in Indien
   i) Richtig
   ii) Falsch

d) Maria ist eine Ingenieurin von Beruf
   i) Richtig
   ii) Falsch

e) Peter ist ein Lehrer von Beruf
   i) Richtig
   ii) Falsch

Q.7 Schreiben Sie einen Abschnitt und wählen Sie nur ein Thema aus. (Write a paragraph on anv one of the following topics)

a) Meine Familie
b) Mein Lieblings Fest
End Semester Examination, May 2019  
MCA – Fourth Semester  
EMPLOYABILITY ENHANCEMENT PROGRAMME-III (HM-406)

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

Note: All questions are **compulsory**. Each question has **FOUR** options. Fill the right option in the answer table given below. Each question carries **ONE mark. No negative marking.** Options filled in the answer table will be considered.

| 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. | 9. | 10. |
| 21. | 22. | 23. | 24. | 25. | 26. | 27. | 28. | 29. | 30. |
| 31. | 32. | 33. | 34. | 35. | 36. | 37. | 38. | 39. | 40. |
| 41. | 42. | 43. | 44. | 45. | 46. | 47. | 48. | 49. | 50. |
Q.1 \[ 26.8\% \text{ of } 480 - 13.4\% \text{ of } 180 = ? \times 0.06 \]
   a) 1640   b) 1742   c) 1844   d) 1948

Q.2 Reya obtained 65, 67, 76, 82 and 85 out of 100 in different subjects, what will be the average.
   a) 70   b) 75   c) 80   d) 85

Q.3 Simplify: \[ 142^2 \div \sqrt{1260.25} \]
   a) 586   b) 578   c) 568   d) 566

Q.4 A sum fetched a total simple interest of \(₹4016.25\) at the rate of 9\% .p.a. in 5 years. What is the sum?
   a) ₹4462.50   b) ₹8032.50   c) ₹8900   d) ₹8925

Q.5 Two number are in the ratio 3 : 5. If 9 is subtracted from each, the new numbers are in the ratio 12 : 23. The smaller number is:
   a) 27   b) 33   c) 49   d) 55

Q.6 If 75\% \text{ of a number is added to } 75, \text{ then the result is the number itself. The number is:}
   a) 100   b) 200   c) 300   d) 400

Q.7 The average of five consecutive odd numbers is 61. What is the difference between the highest and lowest numbers?
   a) 4   b) 8   c) 12   d) 16

Q.8 Ratio between Rahul and Deepak is 4:3, After 6 Years Rahul age will be 26 years. What is Deepak present age.
   a) 14   b) 15   c) 20   d) 22

Q.9 The compound interest on \(₹30,000\) at 7\% per annum is \(₹4347\). The period (in years) is:
   a) 2 years   b) 2.5 years   c) 3 years   d) 4 years

Q.10 What will be the compound interest on a sum of \(₹25,000\) after 3 years at the rate of 12\% p.a.?
   a) ₹9000.30   b) ₹9720   c) ₹10123.20   d) ₹10483.20

Q.11 In a regular week, there are 5 working days and for each day, the working hours are 8. A man gets ₹2.40 per hour for regular work and ₹3.20 per hours for overtime. If he earns ₹432 in 4 weeks, then how many hours does he work for?
   a) 160   b) 175   c) 180   d) 195

Q.12 Simplify: \[ 45\% \text{ of } 1200 + 49\% \text{ of } 1223 + 23\% \text{ of } 563 = ? \]
Q.13 A person incurs a loss of 5% by selling a watch for ₹1140. At what price should the watch be sold to earn 5% profit?
   a) ₹1200   b) ₹1230
   c) ₹1260   d) ₹1290

Q.14 A man has some hens and cows. If the number of heads be 48 and the number of feet equals 140, then the number of hens will be:
   a) 22   b) 23
   c) 24   d) 26

Q.15 A trader mixes 26 kg of rice at ₹20 per kg with 30 kg of rice of other variety at ₹36 per kg and sells the mixture at Rs. 30 per kg. His profit percent is:
   a) No profit and no loss
   b) 5%
   c) 8%
   d) 10%

Q.16 A and B start a business jointly. A invests ₹16,000 for 8 months and B remains in the business for 4 months. Out of total profit, B claims of the profit. How much money was contributed by B?
   a) 12000   b) 12800
   c) 13000   d) 14500

Q.17 A, B and C enter into a partnership with a capital in which A’s contribution is ₹10,000. If out of a total profit of ₹1000, A gets ₹500 and B gets ₹300, then C’s capital is:
   a) 4000   b) 5000
   c) 6000   d) 7000

Q.18 The sum of three numbers is 98. If the ratio of the first to second is 2:3 and that of the second to the third is 5:8, then the second number is:
   a) 20   b) 30
   c) 48   d) 58

Q.19 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) 60%   d) 50%

Q.20 If the price of a book is first decreased by 25% and then increased by 20%, then the net change in the price will be:
   a) 10   b) 20
   c) 30   d) 40

Q.21 If A’s height is 40% less than that of B, how much percent B’s height is more than that of A?
   a) 66.66%   b) 76.66%
   c) 96.66%   d) 86.66%

Q.22 A man has ₹480 in the denominations of one-rupee notes, five-rupee notes and ten-rupee notes. The number of notes of each denomination is equal. What is the total number of notes that he has?
   a) 45   b) 60
Q.23 If \(0.75 : x :: 5 : 8\), then \(x\) is equal to:
   a) 1.12  
   b) 1.2  
   c) 1.25  
   d) 1.30

Q.24 Anand and Deepak started a business investing ₹22,500 and ₹35,000 respectively. Out of a total profit of ₹13,800, Deepak's share is:
   a) 8400  
   b) 8200  
   c) 8100  
   d) 8000

Q.25 Ratio between Rahul and Deepak is 4:3, After 6 Years Rahul age will be 26 years. What is Deepak present age.
   a) 14  
   b) 15  
   c) 20  
   d) 22

Q.26 How much time will it take for an amount of ₹450 to yield ₹81 as interest at 4.5% per annum of simple interest?
   a) 3.5 years  
   b) 4 years  
   c) 4.5 years  
   d) 5 years

Q.27 A Shopkeeper sells two articles at ₹1000 each, making a profit of 20% on the first article and a loss of 20% on the second article. Find the net Profit or loss that he makes?
   a) 4%  
   b) 5%  
   c) 6%  
   d) 8%

Q.28 If the piece of sugar rises from ₹6 per kg to ₹7.50 per kg, a person, to have no increase in his expenditure on sugar, will have to reduce his consumption of sugar by
   a) 15  
   b) 20  
   c) 25  
   d) 30

Q.29 In a bag, there are coins of 25 p, 10 p and 5 p in the ratio of 1 : 2 : 3. If there is ₹30 in all, how many 5 p coins are there?
   a) 50  
   b) 100  
   c) 150  
   d) 200

Q.30 Sachin is younger than Rahul by 7 years. If the ratio of their ages is 7:9, find the age of Sachin.
   a) 23.5  
   b) 24.5  
   c) 12.5  
   d) 14.5

**Directions for Q.31 to Q.36:** Read each sentence to find out whether there is any grammatical error in it. The error, if any will be in one part of the sentence. The latter of that part is the answer. If there is no error, the answer is 'No error'. (Ignore the errors of punctuation, if any).

Q.31 a) The school is  
      b) within hundred yards  
      c) from the Church  
      d) No error

Q.32 a) The tall three  
      b) girls had left  
      c) the day before
Q.33 a) Though he stoutly persisted in denying his involvement in the case,  
b) the facts made it very clear  
c) that he had hand in the murder  
d) No error

Q.34 a) The eminent speaker’s speech  
b) was broadcasted over  
c) all the major radio stations  
d) No error

Q.35 a) While luminaries of the dance world  
b) have a dearth of opportunities to display their art  
c) upcoming dancers suffer from a lack of exposure  
d) No error

Q.36 a) The book is making  
b) waves and the sale  
c) is very brisk in all major cities  
d) No error

**Directions for Q.37 to Q.38:** In the following questions choose the alternative which best expresses the meaning of given idiom/phrase.

Q.37 A black sheep  
a) An unlucky person  
b) An odd person in a group  
c) An ugly person  
d) A lucky person

Q.38 Finding your feet  
a) To start moving  
b) To become comfortable  
c) To be tired  
d) To find some money

**Directions for Q.39 to Q.41:** Complete the verbal analogies using the best possible option out of the four alternatives given.

Q.39 PAIN : SEDATIVE ::  
a) comfort : stimulant  
b) grief : Consolation  
c) trance : narcotic  
d) ache : extraction

Q.40 MUNDANE : SPIRITUAL ::  
a) common : ghostly  
b) secular : clerical  
c) routine : novel  
d) worldly : unworldly

Q.41 FILTER : WATER ::  
a) Pinnacle: Valley
b) curtail : activity
c) censor : play
d) Sun : scarf

Q.42 The ANTONYM of “DEXTROUS” is:
a) Able b) active
c) expert d) Inexpert

Q.43 The SYNONYM of “MELANCHOLY” is:
a) Excited b) Happy
c) Unhappy d) Joyous

Directions for Q.44 to Q.48: Read the passage below and answer the questions that follow.
The art of growing old is one which the passage of time has forced upon my attention. Psychologically there are two dangers to be guarded against in old age. One of these is undue absorption in the past. It does not do to live in memories, in regrets for the good old days. One’s thoughts must be directed to the future. This is not always easy; one’s past is a gradually increasing weight. The other thing to be avoided is clinging to youth on the hope of sucking vigour from its vitality.

Q.44 “By the art of growing old”, the author means:
a) Some special skill by applying which one can grow old
b) The refusal on one’s part in growing old
c) The acceptance of old age as a fact of life
d) None of the above

Q.45 The passage deals with the process of growing old. What does it describe?
a) The decay of senses in the old age
b) The psychological problems of old men
c) The desire to grow old
d) An old man’s ability to recollect this past

Q.46 “It does not do to live in memories.” This statement means that
a) The past is not contained in memories
b) Old men are very forgetful
c) Old men often think of the past
d) Thinking of the past does not do any good

Q.47 It is difficult for the old men to think of the future because:
a) They are unable to think
b) They do not know what the future is like
c) The feeling that the past was happier grows day by day
d) None of the above

Q.48 “Vigour” in the passage means:
a) Youth
b) Full of energy
c) Physical strength and health
d) Sadness

Direction for Q.49 to Q.50: In questions below, each passage consist of six
sentences. The first and sixth sentence are given in the beginning. The middle four sentences in each have been jumbled up. These are labelled as P, Q, R and S. Find out the proper order for the four sentences.

Q.49  S1: Moncure Conway devoted his life to two great objects freedom of thought, and freedom of the individual.
P: They threaten both kinds of freedom.
Q: But something also has been lost.
R: There are now dangers, somewhat different in form from those of the past ages.
S: In regard to both these objects, something has been gained since his time.
S6: Unless a vigorous and vigilant public opinion can be aroused in defence of them, there will be much less of both a hundred years hence then there is now.

a) PQRS  b) SRPQ

c) PRQS  d) SQRP

Q.50  S1: Calcutta unlike other cities kept its trams.
P: As a result there was horrendous congestion.
Q: It was going to be the first in South Asia.
R: They run down the centre of the road
S: To ease this, the city decided to build an underground railway line.
S6: The foundation stone was laid in 1972.

a) RPSQ  b) SQRP
c) PRSQ  d) PSQR
End Semester Examination, May 2019
MBA – Second Semester
PROFESSIONAL COMPETENCY-II:
SOCIAL SKILLS AND GENERAL AWARENESS (MBA-2010)

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 What is the difference between persuasion and negotiation? While negotiation in a job interview, which factors you will keep in mind.

Q.2 What is professional networking? How do you think social media can be utilized for professional networking?

Q.3 What are common social media etiquettes? How Twitter is different from Linkedin as social media platform?

Q.4 What is personal image? How can you build your personal image?

Q.5 Describe a situation where you failed to communicate properly and what you believe you did wrong in this situation. Looking back at it, what would you have changed and how it may have that affected the outcome?

PART-B

Q.6 Why public speaking is more difficult as compared to interpersonal speaking? Explain the strategies to reduce the stage phobia and enhance the public delivery skills.
End Semester Examination, May 2019
P.G. (DAPR) – Second Semester
PRINTING PRESS, PHOTOGRAPHY, FILM AND VIDEO PRODUCTION
(PG-DAPR-204)

Time: 2 hrs.  Max Marks: 50
No. of pages: 1

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

Q. 1 Attempt (any two) questions:
   a) What do you understand by angle of view?
   b) Explain any one style of lighting with diagram.
   c) What do you mean by shutter speed? Explain its importance.
   d) What is 180° rule in video production?
   e) What is VFX? How they can be used in making of a good film? 5×2

 **PART-A**

Q. 2 Discuss the development of script. How will you identify important factors to develop a
character? 10

Q. 3 How the production styles have been changing? Do you think that mobile phones are
also changing the video production techniques? 10

Q. 4 What are the NG and good shots? How a video line is made combining of footage and
sound? 10

Q. 5 Discuss the importance of location hunting and budgeting. 10

 **PART-B**

Q. 6 What are the various stages of film production? Discuss them in detail. 10

Q. 7 Write down a script of a 5 minute short film. 10

Q. 8 What is the working of DSLR camera? Explain with diagram. 10
End Semester Examination, May 2019
MBA — Second Semester
STRATEGIC MANAGEMENT AND BUSINESS POLICY (MBA-2009)

Time: 3 hrs. 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 Why is it important for an organization to undertake scenario planning? 15
Q.2 Explain any two components of Ansoff’s Growth Vector Matrix with examples. 15
Q.3 Why should corporates behave in an ethical manner? 15
Q.4 Why do firms with similar resources and face the same industry structures perform differently? 15
Q.5 Mention key roles of the leadership team in a professional organization. 15

PART-B

Q.6 Case study:
Home sales data is that rare economic indicator that’s refusing to improve - 832.09 million square feet of unsold inventory as on end December and 8% fall in sales for the quarter ending December, according to figures from property research firm Liases Foras. Investors who had bet on handsome resale margins are stuck with unsold apartments. Some of them are willing to sell apartments at below current market prices.
Deepak Parekh, Chairman of HDFC and a man who’s witnessed many housing booms and busts, says “it's a buyers' market now”. Ashwin Chawla, CEO of BigDeals.in, explains why realty majors are somewhat desperate. “Developers are stressed in terms of sales. They need to show bookings to even raise construction finance”, Chawla said.
Yashwant Dalai, President of Estate Agents Association of India, says developers are offering brokers bigger incentives but the problem is the lack of buyers. “In this kind of market, builders have no option but to lure buyers with incentives and offers”, Dalai says, (excerpt from a report in The Economic Times, Feb. 16, 2015).

Answer the below question related with above case study:
“You are the CEO at one of the leading real estate company in Delhi NCR with projects spread over Noida, Ghaziabad and Gurgaon. Your company’s shareholders have pressed the panic button. Your inventories have piled up and macro-economic indicators are unlikely to get any better too soon”. Considering the business environment, develop a strategy that can help your company in clearing the inventory and build confidence in the shareholders. 15
End Semester Examination, May 2019  
B.A / B.Sc. (Hons.) Economics - Second Semester  
UNDERSTANDING ECONOMIC PRINCIPLES (BLA-EP-E-201)

Time: 2 Hours  
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 any TWO questions from PART-B. Marks are indicated against each question.

Q.1 Answer the following:  
a) What is national income?  
b) What is microeconomics?  
c) What is circular flow of income?  
d) Make the distinction between point elasticity and arc elasticity of demand.  
e) Briefly explain the water-diamond paradox.  

Q.2 a) distinguish between GNP and GDP.  
b) Calculate gross national disposable income from the following data.  

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Items</th>
<th>(Rs. In Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>i)</td>
<td>National Income</td>
<td>2000</td>
</tr>
<tr>
<td>ii)</td>
<td>Net factor income from abroad</td>
<td>(-) 50</td>
</tr>
<tr>
<td>iii)</td>
<td>Consumption of fixed capital</td>
<td>200</td>
</tr>
<tr>
<td>iv)</td>
<td>Net current transfers from rest of the world</td>
<td>150</td>
</tr>
<tr>
<td>v)</td>
<td>Net indirect taxes</td>
<td>250</td>
</tr>
</tbody>
</table>

Q.3 a) Show that the price elasticity of demand varies from point to point on the same demand curve from a lowest of zero to highest of infinity.  
b) Define cross elasticity of demand and state its formula. How does such elasticity differ in case of substitutes and complementary goods?

Q.4 What do you mean by resource allocation under scarcity? Briefly explain the three central questions in any economy.

Q.5 a) What is meant by normative and positive economics? Give one example of normative and positive economics.  
b) Distinguish between stock and flow variables. Give one example of each.

Q.6 Answer the following:  
a) What is meant by the circular flow of income?  
b) State three injections into the circular flow of income?  
c) What do we mean by leakage?  
d) Name the 3 leakages from the circular flow of income?

Q.7 Write brief notes on:  
a) Productive efficiency vs allocative efficiency.  
b) Opportunity costs.  
c) Invisible hand of market.  
d) Linear versus non-linear function.
End Semester Examination, May 2019  
BCA – Second Semester  
PROFESSIONAL COMMUNICATION—II (HM-204)

Time: 2 Hours  
Max Marks: 50  
No. of pages: 1

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

Q.1 Answer the following:  
a) What is representation?  
b) What is Johari Window?  
c) What are smart goals? Explain with one example.  
d) Write a short note on cross cultural communication?  
e) What is professional etiquette?  

**PART-A**

Q.2 What are barriers to communication? How to overcome them?  

Q.3 Differentiate between formal and informal communication.  

Q.4 Write a letter to your favorite teacher thanking her for all the efforts she has put in you  

**PART-B**

Q.5 There is a vacancy in XYZ Co. Pvt Ltd. for the position of A Program Developer. Draft a cover letter and resume applying for the same.  

Q.6 What is audience analysis and what all is analyzed in audience analysis? How is it useful while delivering a presentation?
Q.1 a) Consider the following statements:
   i) Arrival of customers as per queuing theory follows exponential distribution.
   ii) Service time follows Poisson distribution as per queuing theory.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

b) Consider the following statements:
   i) EOQ is independent of the annual demand in a manufacturing facility.
   ii) Higher holding cost of inventory decreases the value of EOQ.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

c) Consider the following statements:
   i) In a project network diagram, two activities can not be represented between two same starting and finishing nodes.
   ii) For non-critical activities, the value of float is zero.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

d) Consider the following statements:
   i) Solver in MS Excel does not have the provision to admit of binary constraint
   ii) Solver in MS Excel does not have the provision to admit of integer constraint
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

e) Consider the following statements:
   i) Markov Analysis is a way of analyzing the current movement of some variable to forecast its future movement.
   ii) A state transition matrix summarizes the transition probabilities for a given Markov process.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

Q.2 National Oil Company has three refineries and four depots. Transportation cost in Rupees is given as under:

<table>
<thead>
<tr>
<th></th>
<th>D1</th>
<th>D2</th>
<th>D3</th>
<th>D4</th>
<th>Capacity (tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>5</td>
<td>7</td>
<td>13</td>
<td>10</td>
<td>700</td>
</tr>
<tr>
<td>R2</td>
<td>8</td>
<td>6</td>
<td>14</td>
<td>13</td>
<td>400</td>
</tr>
</tbody>
</table>
Transportation cost is to be minimized. Formulate the objective function and constraints. Write all the steps in detail to solve this transportation problem on Solver.

Q.3 Four professors are each capable of teaching any one of the four courses. Class preparation time for each professor for different courses is given in the following table. Each professor is to be assigned only one course.

<table>
<thead>
<tr>
<th>Professor</th>
<th>Linear Programming</th>
<th>Transportation Programming</th>
<th>Queuing Theory</th>
<th>Project Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>2</td>
<td>10</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>B</td>
<td>15</td>
<td>4</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>C</td>
<td>13</td>
<td>14</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>D</td>
<td>4</td>
<td>15</td>
<td>13</td>
<td>9</td>
</tr>
</tbody>
</table>

Determine the assignment schedule to minimize the preparation time. Formulate the objective function and constraints. Write all the steps in detail to solve this assignment problem on Solver.

Q.4 Manufacture of a leather belts makes three types of belts A, B and C. Profits gained from belts A, B and C are Rs.100, Rs. 120 and Rs. 140, respectively.

i) Belt A requires 2 hrs on the machine M1 and 3 hrs on the machine M3.

ii) Belt B requires 3 hrs on the machine M1, 2 hrs on the machine M2 and 2 hrs on the machine M3.

iii) Belt C requires 5 hrs on the machine M2 and 4 hrs on the machine M3.

120 hrs, 140 hrs and 110 hrs of machining are available on machine M1, M2 and M3, respectively per day. Determine the linear programming schedule to maximize the profit. Formulate the objective function and constraints. Write all the steps in detail to solve this linear programming problem on Solver.

**PART-B**

Q.5 Explain main characteristics of CPM and PERT. Define different floats available in CPM.

Q.6 A repair shop has a single mechanic. The mechanic takes 6 minutes on an average to repair one defect. If 4 customers on an average visit the shop per hour, determine:

i) Proportion of time during which the shop has no customer.

ii) Probability of finding at least one customer in the shop.

iii) Average number of customers in the shop.

iv) Average time spent by a customer in the shop.

Q.7 A manufacturing company purchases 9000 parts of a machine as its annual requirement ordering one month usage at a time. Each part costs Rs.20/-/- The ordering cost per order is Rs.15 and the holding cost 15% per year. What should be the Economic Order Quantity? What would then be the saving in the sum of ordering and holding costs in comparison to the present schedule of ordering every month?
PART-A

Q.1 Explain the Howard Seth model in detail with the help of a suitable example. 10

Q.2 How does Moslow’s Need Hierarchy explain consumer motivation? Which level of need can be used to motivate purchase of following products/services with justification:
   a) Multivitamin tablets
   b) Motor bikes
   c) Pension plans. 10

Q.3 Write short notes on the following:
   a) Reference group.
   b) Perceptual process. 10

Q.4 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).
   a) Household furniture     b) Fast food restaurant. 10

Q.5 Explain the theories of Classical conditioning and Operant conditioning in the context of consumer learning with relevant examples. 10

PART-B

For years, people believed that children learn and often imitate what they see on TV and expressed concern regarding the negative impact of TV on children’s behaviour. Increases in violent crime have been partially attributed to the once widespread depiction of sex and violence on TV, and as a result, TV programmers have curtailed showing such behaviors. Now, many attribute the growing rates of obesity and associated illness among children and teenagers to the over consumption of high calorie and high fat foods that, these critiques claim, are the best result of heavy promotion of foods to children on which advertisers spend about $10 billion a year and in which most of the items advertised are high in fat and sugar but low in nutrition. In fact, several countries have already either banned advertising foods to children or restricted it. Several influential consumer advocacy groups have called for restricting the advertising of ‘junk foods’ on TV, in movie placements and tie-ins, and in schools, and it appears likely that a bill will be introduce. In addition, several individuals sued the food companies for causing them obesity or obesity-related health problems.

Recognizing these concern and facing legal restriction on their advertising to children, some fast-food companies eliminated the “Super size” servings from their menus, started offering and advertising more vegetable and food products, and began stressing the importance of physical activity in their commercials. The marketers of major brand of soft drinks, voluntarily, stopped marketing full-calorie carbonated drinks in elementary schools and are developing healthier soft drinks. Food ad restaurant companies are also pursuing legislation that will prevent consumers from suing them on
the grounds that long-term consumption of their foods resulted in health problems. It is obvious that marketing foods to children has some negative results that concern society and that these concerns will result in changes, voluntary or mandated, in the ways food companies target the young.

Some maintain that it is strictly up to parents to determine what their children eat and educate them about eating, and therefore, food marketers should not be blamed for the increases in children’s obesity and advertising of foods to children must not be regulated. Others say that parents who are trying to get their children to eat right cannot effectively compare with the heavy advertising of foods to the children and the widespread presence of ‘junk foods’ and that children are likely to pick up bad eating habits regardless of what their parents might try and teach them. Therefore, the advertising of foods to children must be regulated.

Q.6 Which position do you agree with and why?

10
Q.1 Présentez-vous ou présentez votre ami(e)
(Introduce yourself or describe your friend)
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

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) 39</td>
<td></td>
</tr>
<tr>
<td>b) 46</td>
<td></td>
</tr>
<tr>
<td>c) 17</td>
<td></td>
</tr>
<tr>
<td>d) 52</td>
<td></td>
</tr>
<tr>
<td>e) 26</td>
<td></td>
</tr>
<tr>
<td>f) 08</td>
<td></td>
</tr>
<tr>
<td>g) 60</td>
<td></td>
</tr>
<tr>
<td>h) 73</td>
<td></td>
</tr>
<tr>
<td>i) 85</td>
<td></td>
</tr>
<tr>
<td>j) 94</td>
<td></td>
</tr>
</tbody>
</table>

10

Q.3 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 ça va?

10

Q.4 Écrivez les jours et les mois en français
(Write days and months in French)

a) June

b) February

c) November

d) March
Q.5 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 __________________________

Q.6 Complétez avec la conjugaison du verbe
(Conjugate the verbs in present tense)

a) Il __________________________ du pain. (Manger)

b) Elle __________________________ anglais. (Parler)

c) Nous __________________________ au Canada. (Voyager)

d) Je __________________________ au bureau. (Travailler)

e) Nous __________________________ les croissants. (Adorer)

f) Tu __________________________ beaucoup. (Danser)

g) Vous __________________________ dans votre chambre. (Chanter)

h) Les étudiants __________________________ le professeur. (Écouter)

i) Ils __________________________ à Paris. (Arriver)

j) Nous __________________________ dans le jardin. (Parler)

Q.7 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>

2x10

2x6

2x10

2x4
End Semester Examination, May 2019  
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.** Marks are indicated against each question.

**PART-A**

Q.1 Elucidate on important provision under Maternity Benefit Act in India.  

10

Q.2 Discuss the significance of Minimum Wages Act and Payment of Wages Act in shaping compensation policy in healthcare industry.  

10

Q.3 Explain the scope and significance of training and development in healthcare industry.  

10

Q.4 Discuss the important steps that might be undertaken by any employer for prevention of sexual harassment at workplace as per Prevention of Sexual Harassment Act formulated in 2013.  

10

Q.5 Write short notes on the following:  
a) Credentialing.  
b) Privileging.  

10

**PART-B**

Q.6 Imagine that a woman is working in a small fashion boutique which have less than 10 employee was harassed by a partner of the company.  
How can ICC and LCC may help her in addressing her complaint to right authorities and take action against the offenders?  

10
End Semester Examination, May 2019
MBA – Fourth Semester
DATA MINING FOR BUSINESS ANALYTICS (MBA-469-1)

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 do you understand by supervised and unsupervised learning? Also illustrate the applications of data mining in various domains. 10

Q.2 What is text mining? Explain its algorithms for social sentiment analysis. 10

Q.3 How decision tree algorithm can be used for classification in data mining? Illustrate it with the help of a suitable dataset. 10

Q.4 What is logistic regression? Explain how linear and multivariate regression can be utilized for classification. 10

Q.5 What is confusion matrix? Also explain the difference between Bag of Words and NLP. 10

PART-B

Q.6 Discuss the application of advanced analytics by taking (any on) the following case study:
   a) Marketing
      (Gaining agility and have real-time customers insight)
   b) Telecommunication industry
      Note: illustrate your case study by taking example of any advanced analytics tool (KNIME or any other) 10
End Semester Examination, May 2019
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></th>
<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>
<td></td>
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<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>
<td></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>
<td></td>
</tr>
</tbody>
</table>
Q.1 Out of 7 consonants and 4 vowels, how many words of 3 consonants and 2 vowels can be formed?
   a) 25200  b) 52000  c) 120  d) 24400

Q.2 In how many different ways can the letters of the word 'LEADING' be arranged in such a way that the vowels always come together?
   a) 720  b) 520  c) 700  d) 750

Q.3 If the letters of the word SACHIN are arranged in all possible ways and these words are written out as in dictionary, then the word 'SACHIN' appears at serial number
   a) 601  b) 600  c) 603  d) 602

Q.4 How many 3 digit even numbers can be formed without repetition using the digits 1, 2, 3, 5, 6?
   a) 32  b) 12  c) 60  d) 24

Q.5 12 points lie on a circle. How many cyclic quadrilaterals can be drawn by using these points?
   a) 500  b) 490  c) 495  d) 540

Q.6 A bag contains 2 red, 3 green and 2 blue balls. Two balls are drawn at random. What is the probability that none of the balls drawn is blue?
   a) 10/21  b) 11/21  c) 2/7  d) 5/7

Q.7 What is the probability of getting a sum 9 from two throws of a dice?
   a) 1/6  b) 1/8  c) 1/9  d) 1/12

Q.8 Three unbiased coins are tossed. What is the probability of getting at most two heads?
   a) 3/4  b) 1/4  c) 3/8  d) 7/8

Q.9 In a class, there are 15 boys and 10 girls. Three students are selected at random. The probability that 1 girl and 2 boys are selected, is:
   a) 21/46  b) 25/117  c) 1/50  d) 3/25

Q.10 A problem is given to three students whose chances of solving it are 1/2, 1/3 and 1/4 respectively. What is the probability that the problem will be solved?
   a) 1/4  b) 1/2  c) 3/4  d) 7/12

Q.11 Discover the co-ordinates of the centroid of triangle ABC whose vertices are A (6, -2) and B (4, -3) and C (-1, -4).
   a) -3, -3  b) 3, 3  c) 3, -3  d) -3, 3

Q.12 Find the area of triangle ABC whose vertices are A (10, -6), B (2, 5) and C (-1, 3).
   a) 49/2 units\(^2\)  b) 7744  c) 45/2 units\(^2\)  d) 8844

Q.13 If the largest angle in a triangle is 70\(^\circ\), what is the least possible value of the smallest angle of the triangle?
   a) 69\(^\circ\)  b) 10\(^\circ\)  c) 40\(^\circ\)  d) 39\(^\circ\)

Q.14 Each interior angle of a regular polygon is 120\(^\circ\) degrees greater than each exterior angle. How many sides are there in the polygon?
   a) 6  b) 8  c) 12  d) Data inadequate

Q.15 If each side of a square is increased by 25%, find the percentage change in its area?
   a) 65.25\(^%\)  b) 56.25\(^%\)  c) 65\(^%\)  d) 56\(^%\)

Q.16 A wire can be bent in the form of a circle of radius 56cm. If it is bent in the form of a square, then its area will be:
   a) 5544  b) 4444  c) 5544  d) Data inadequate

Q.17 A hall is 15 m long and 12 m broad. If the sum of the areas of the floor and the ceiling is equal to the sum of the areas of four walls, the volume of the hall is:
   a) 720  b) 900  c) 1200  d) 1800

Q.18 The ratio between the perimeter and the breadth of a rectangle is 5 : 1. If the area of the rectangle is 216 cm\(^2\), what is the length of the rectangle?
   a) 16 cm  b) 18 cm  c) 24 cm  d) Data inadequate
Q.19 The curved surface area of a cylindrical pillar is 264 m² and its volume is 924 m³. Find the ratio of its diameter to its height.
   a) 3:7  
   b) 7:3  
   c) 6:7  
   d) 7:6

Q.20 If a solid sphere of radius 10 cm is molded into 8 spherical solid balls of equal radius, then surface area of each ball (in cm²) is?
   a) $100 \pi$  
   b) $100/\pi$  
   c) $100 \pi/12$  
   d) $54/1^3 \pi$

Q.21 If the radius of base and height of a cone are increased by 10%, find the percentage of increase of its volume.
   a) 33.5%  
   b) 33.1%  
   c) 32.1%  
   d) 53.1%

Q.22 What is the ratio between the volumes of a cylinder and cone of the same height and of the same diameter?
   a) 2:1  
   b) 3:1  
   c) 4:1  
   d) 5:1

Q.23 A tank is 25 m long, 12 m wide and 6 m deep. The cost of plastering its walls and bottom at 75 paise per m², is:
   a) Rs. 456  
   b) Rs. 458  
   c) Rs. 558  
   d) Rs. 568

Q.24 Find the minimum value of the expression: \[ p + (1/p) \]; \( p > 0 \).
   a) 1  
   b) 0  
   c) 2  
   d) Depend upon value of P

Q.25 Find all the values of b for which the equation \( x^2 - bx + 1 = 0 \) does not possess real roots.
   a) -1<b<1  
   b) 0<b<2  
   c) -2<b<2  
   d) -1.9<b<1.9

Q.26 Solve for x: \((x-1)^{99}(x+2)^{100}(x-3)^{101}(x+4)^{102} < 0\).
   a) [1,3]  
   b) [-1,3]  
   c) (1,3]  
   d) (1,3)

Q.27 Find the positive and non-negative integral solution of \( 3x+y+z=12 \).
   a) 15, 35  
   b) 15, 30  
   c) 10, 23  
   d) 12, 35

Q.28 If \( g(x) = \min(-x+3, 2+7x) \), then find the maximum value of \( g(x) \).
   a) -23/8  
   b) 22  
   c) 23/5  
   d) 23/8

Q.29 Sum of the numbers are given \( (x+y+z)=9 \). Find the maximum value of the product \( x*y*z \)?
   a) 9  
   b) 18  
   c) 27  
   d) None of these.

Q.30 Sum of the numbers are given \( 2x+3y=15 \). Find the maximum value of the product \( x^2*y^3 \)?
   a) 27  
   b) 81  
   c) 105  
   d) 243

Directions for Q31 to Q34: Find out which part of the sentence has an error:
Q.31 a) A lot of travel delay is caused  
   b) due to inefficiency and lack of good management  
   c) On behalf of railways  
   d) No error

Q.32 a) Having received your letter  
   b) This morning, we are writing  
   c) To thank you for the same  
   d) No error

Q.33 a) She reluctantly said that  
   b) If nobody else was doing it  
   c) She will do it  
   d) No error

Q.34 a) Will you lend me  
   b) Little money  
   c) To tide over this crisis?  
   d) No error

Directions for Q35 to Q38: Use the correct form of tenses from the options given below to each question.
Q.35 By the time she ______ that it was Allen who had written that letter, he had flown off.
   a) had realised  
   b) realises  
   c) realised  
   d) will realise

Q.36 The burglar ______ for something in this room, and he knew where to look.
   a) Were searching  
   b) was searching  
   c) Had searched  
   d) are searching

Q.37 My brother told me that he would ______ the canned drinks if he had the money, as they were on sale.
   a) Have bought  
   b) be buying  
   c) Had bought  
   d) bought
Q.38 We will be scaling up the rock wall _______ everyone is prepared and ready.
a) Although b) unless c) If d) lest

Directions Q39 to Q42: Read the question and answer accordingly.
Q.39 The word meaning SIMILAR to “LOQUACIOUS” is:
a) Victorian b) Bombastic c) Verbose d) Ambiguous
Q.40 The word meaning SIMILAR to “WEARY” is:
a) Sad b) Fatigued c) Emotional d) Sentimental
Q.41 The word meaning OPPOSITE to “MELANCHOLY” is:
a) Depressed b) Prejudiced c) Reckless d) Cheerful
Q.42 The word meaning OPPOSITE to “INDICT” is:
a) Reprimand b) Acquit c) Condemn d) Alleged

Directions for Q43 to Q45: Out of the four alternatives, choose the one which can be substituted for the given words/sentences.
Q.43 An assembly of worshippers:
a) Audience b) Mob c) Congregation d) Spectators
Q.44 Simple, fast spreading plant without flowers or leaves which can often cause diseases:
a) Protozoa b) Bacteria c) Virus d) Fungus
Q.45 An exact copy:
a) Facsimile b) Original c) Genuine d) Contrast

Directions for Q46 to Q48: Read the passage below and answer the question that follows.
It happened one day, about noon, going towards my boat; I was exceedingly surprised with the print of a man’s naked foot on the shore, which was very plain to be seen in the sand. I stood like one thunder-struck, as if I had seen an apparition. I listened, I looked round me, I could hear nothing, nor see anything. I went up the shore, and down the shore, but it was all one; I could see no other impression but that one. I went to it again to see if there were any more, and to observe if it might not be my fancy; but there was no room for that, for there was exactly the very print of a foot toes, heel and every part of a foot.

Q.46 Which one of the following words best describes the emotion evoked by the footprint in the author?
a) Curiosity b) Indifference c) Fear d) Surprise
Q.47 Which one of these expressions best brings out the effect of the footprint on the author?
a) Seen an apparition b) Stood like one thunder-stuck c) Went up the shore d) Looked around himself
Q.48 “Apparition” in the passage means:
a) Mermaid b) Mammal c) Stone d) Ghost

Direction for Q49 to Q50: FOUR sentences, i.e. P, Q, R, and S, are given and have been presented in wrong order. Find the correct order from the choices given below to form a meaningful paragraph.
Q.49 P Its business decisions are made on the timely and accurate flow of information.
Q.49 Q It has 13 branches and representative offices across the Asia-Pacific region.
Q.49 R For its employees to maintain a competitive edge in a fast-moving field, they must have quick access to JP Morgan's proprietary trade related data.
Q.49 S JP Morgan's is one of the largest banking institutions in the US and a premiere international trading firm.
a) RSPQ b) SPQR c) SQPR d) RSQP
Q.50 P The impetus for change in cargo handling, after years of operational inefficiency has come from new private sector facilitators.
Q.50 Q Other ports, both major and minor, have spurred into action.
Q.50 R And the government agrees this is having a cascading effect on the functioning of other ports.
Q.50 S In terms of cargo handling efficiency, some of India's ports have lately undergone a sea change.
a) PRQS b) SPRQ c) SRQP d) PSQR
End Semester Examination, May 2019  
MBA – Fourth Semester  
LEGAL ASPECTS OF HEALTHCARE (MBA 466-1)

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 Explain the importance of Consumer Protection Act and also explain the redressal mechanism under the Act.  
10

Q.2 Write short notes on:  
a) Doctrine of Res Subjudice.  
b) Doctrine of Res Judicata.  
10

Q.3 Define ‘judgment’. Explain the difference between Criminal and Civil law and what type of claim can a patient claim under a medical negligence case.  
10

Q.4 Explain the term ‘contract’ along with different types of contracts. What essential elements are required for a contract to be valid?  
10

Q.5 What kind of laws are applicable under patient care situations? Explain the help of legal connotations.  
10

PART-B

Q.6 Enumerate persons who are treated as persons of unsound mind. State the legal position of agreements with such persons.  
10
End Semester Examination, May 2019  
B. Tech. – Sixth Semester  
FRENCH - II (HM-606)

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

Note: Attempt ALL questions. Marks are indicated against each question.

SECTION-A  
Compréhension Écrite

Q.1  
Lisez le passage et répondez aux questions:  
(Read the passage and answer to the questions)

L’école de Manuel  

a) Répondez aux questions.  
(Answer to the questions)

i) Comment s’appellent les amis de Manuel?  
__________________________________________________________________

ii) Manuel a quel âge?  
__________________________________________________________________

iii) Où étudie Manuel?  
______________________________________________________________  
1×3

b) Dites vrai ou faux.  
(True or False)

i) Les professeurs de Manuel sont gentils. ____________  
ii) L’école de Manuel est petite. ____________  
iii) Manuel va dans une voiture. ____________  
iv) Manuel déteste son école. ____________  
½×4

c) Complétez avec un mot du texte.  
(Complete with a word from the text)

a) Ma sœur est ____________. (grande / petit)

b) Mes ____________ sont intelligents. (ami/professeurs)

c) Sophie ____________ le gâteau, (aime/a)  
1×3

SECTION-B  
Expression Écrite

Q.2  
Décrivez votre journée typique en utilisant les verbes donnés.  
(Describe your daily routine by utilizing these verbs)

(Se lever, se laver, se brosser, manger, prendre, aller, étudier, jouer, se promener, rentrer, se coucher, dormir )

Ou

Décrivez les saisons.

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

154/6
SECTION-C
Grammaire

Q.3 Complétez avec les articles partitifs.
(Complete with the partitive articles)

a) Tu bois ___________________ lait?
b) Harry mange ___________________ salade.
c) Il prend ___________________ tartines avec du café.
d) Il boit ___________________ café.
e) Elle mange ___________________ viande.
f) Je prend ___________________ poulet.

Q.4 Mettez au féminin.
(Make these sentences feminine.)
a) L’homme italien est gentil.

b) L’acteur est beau.
c) Ils sont grands.
d) Il est chinois.

Q.5 Mettez au pluriel.
(Make these sentences plural)
a) J’ai un crayon.

b) Tu as le chien.
c) L’horloge est rouge.
d) Il a une robe noire.

Q.6 Traduisez en français:
(Translate into french)
a) In winter, it is cold.

b) In summer, it’s hot.
c) In autumn, it’s raining.
d) In spring, it’s pleasant.

Q.7 **Complétez avec les adjectifs possessifs.**
(Complete with the possessifs adjectives)

a) Elle déteste ________________ cousine.
b) Nous avons un enfant; ________________ fille à 3 ans.
c) Il adore ________________ chat.
d) Vous jouez avec ________________ chien.
e) Tu places ________________ livre dans l’armoire.
f) Je pars en vacances avec ________________ amie.

Q.8 **Conjugez les verbes**
(Conjugate the verbs)

a) Elle __________________ (se laver)
b) Je __________________ (s’appeler)
c) Tu __________________ (avoir)
d) Vous __________________ (se brosser)
e) Nous __________________ (manger)
f) Elles __________________ (aimer)
g) Vous __________________ (ranger)
h) Je __________________ (être)
i) Il __________________ (aller)
j) Tu __________________ (se promener)
k) Nous __________________ (chercher)
l) Ils __________________ (être)
m) Vous __________________ (aller)

Q.9 **Complétez avec les prépositions données.**
(Complete with the given prepositions)

a) Il va à Delhi ________________ une semaine. (for)
b) ________________ le magasin, il y a un cinéma. (infront)
c) Le stylo est ________________ la table. (on)
d) Les arbres sont ________________ la maison. (nearby)
e) Je vais au restaurant ________________ mes amis. (with)
f) Le chien est ________________ de la table. (between)

Q.10 **Complétez avec les adjectifs.**
(Complete with the adjectives)

a) Elles sont __________________ (heureux)
b) La voiture est __________________ (blanc)
c) La maison est __________________ (grand)
d) Les étudiantes sont __________________ (gentil)
e) Il a une très __________________ sœur. (Beau)
f) La robe est __________________ (Bleu)
End Semester Examination, May 2019
BCA – Second Semester
FRENCH LANGUAGE (HM-208)

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

Note: Attempt ALL questions. Marks are indicated against each question.

SECTION-A
Compréhension Écrite

Q.1 Lisez le passage et répondez aux questions suivantes:
(Read the passage and answer to the questions)

a) Complétez avec un mot du texte.
(Complete with a word from the text)
i) Clara a une __________ qui s'appelle Sara.
ii) Paul habite à Paris. Il est _______________.

b) Dites vrai ou faux:
(True or False)
a) Joseph est grand. ___________.
b) La sœur s'appelle Sophie. ________.
c) Joseph a un frère. ________.
d) Joseph parle français. ________.

SECTION-B
Expression Écrite

Q.2 Décrivez votre ami(e)
(Describe your friend)
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

SECTION-C
Grammaire

Q.3 Quelle heure est-il ?
(What time is it?)
a) 7 : 45 __________________________________________
b) 6 : 30 __________________________________________
c) 2 : 25 __________________________________________
d) 4 :10 __________________________________________
e) 3 :05 __________________________________________

Q.4 Complétez avec l'article défini.
Q.5 Complétez avec l'article indéfini.
(Complete with the indefinite articles)
(UN/UNE/DES)
a) Elle a _______ stylo et _______ règle.
b) Ce sont _______ garçons et _______ filles.
c) J'ai _______ trousse.
d) Il a _______ chapeau.

Q.6 Complétez avec les verbes:
(Complete with the verbs)
 a) Je ____________ (Regarder)
b) Ils ____________ (Aller)
c) Elle ____________ (Être)
d) Tu ____________ (Habiter)
e) Nous ____________ (Faire)
f) Vous ____________ (Visiter)
g) Il ____________ (Avoir)
h) Elles ____________ (Travailler)

Q.7 Traduisez en français:
(Translate into french)
a) It is cold. ____________________________________________________________.
b) It's hot. ______________________________________________________________.
c) It's raining. ____________________________________________________________.
d) It's pleasant. __________________________________________________________.

Q.8 Complétez avec les jours de la semaine ou mois de l'année
(Complete with the days name and months name)
a) ________________ est le troisième jour de la semaine.
b) ________________ est le onzième mois de l'année.
c) ________________ est le deuxième mois de l'année.
d) ________________ est le septième jour de la semaine.

SECTION-D
Culture and Civilisation

Q.9 Complétez les phrases
(Complete the sentences)
a) ________________ est le vin (wine) français.
b) ________________ est le fromage (cheese) français.
c) Le drapeau français (french flag) est ____________, _________ et ____________.
d) ________________ est la capitale (capital) de la France.
e) ________________ est la monnaie (currency) unique européenne.
f) ________________ est célébré comme la fête nationale (national festival) de la France.
End Semester Examination, May 2019  
MBA — Second Semester  
FINANCIAL MANAGEMENT (MBA-2008)

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 Corporations invest in real assets and generate incomes, for such decisions they get their investments funded by borrowings, by retaining and reinvesting cash flow and by selling additional shares of stock to the corporation’s shareholders. The finance managers had to decide about what investments should the corporations make and how should it pay for these investments. The finance manager has to take all such decisions to increase the value of the corporation and its current stock price, and financial management helps in this. Comment on it.  
15

Q.2 Discuss the importance and application of Capital Asset Pricing Model (CAPM) in financial decision making.  
15

Q.3 Vineet Group of Industries has two subsidiaries VGI Fin and VGI Mkt with beta estimated value of 1.5 and 2 respectively. The current risk-free rate (short term) is 7.5% and the market risk premium is 8.6 percent for VGI Fin and 12.8 for VGI Mkt. What is Return on equity of both the companies VGI Fin and VGI Mkt?  
15

Q.4 A company that has excess cash on hand is trying to decide whether to pay out the cash as a regular dividend or a special dividend or to repurchase stock with it. What are the some of the considerations that would enter into this decision?  
15

Q.5 What are the trade-off involved in the decisions of how much inventory the firm should carry? In what way does the cash manager face a similar trade-off?  
15

PART-B

Q.6 Following is the income statement of Shree Ram Pharma Company for the year ended March 31st, 2018 (all figures in ₹ '00,000):

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (₹ '00,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>80.0</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>44.5</td>
</tr>
<tr>
<td>Gross profit</td>
<td>35.5</td>
</tr>
<tr>
<td>Operating expenses</td>
<td></td>
</tr>
<tr>
<td>Selling expenses</td>
<td>1600</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>9.0</td>
</tr>
<tr>
<td>Interest expenses</td>
<td>.40</td>
</tr>
<tr>
<td>Total expenses</td>
<td>25.4</td>
</tr>
<tr>
<td>Net income before tax</td>
<td></td>
</tr>
<tr>
<td>Tax</td>
<td>10.10</td>
</tr>
<tr>
<td>Net Income</td>
<td>6.10</td>
</tr>
<tr>
<td>Earnings Per Share (5,00,000 equity shares)</td>
<td>1.22</td>
</tr>
</tbody>
</table>

Balance sheet of Shree Ram Pharma Company:  
For the year ended March 31st, 2018 (all figures in ₹ '00,000)

<table>
<thead>
<tr>
<th>Liabilities and Owner’s equity</th>
<th>Assets</th>
</tr>
</thead>
</table>
Other data for 2018
Cash dividends per share = ₹0.20
Selected data from the previous year’s financial statement
Total assets = ₹93,50,000
Total shareholders’ equity = ₹70,60,000
Total number of shares of equity outstanding 5,00,000 shares
Net sundry debtors = ₹5,60,000
Inventory = ₹32,00,000

Based on the available information calculate the following ratios, you are required to comment on the financial position of the Shree Ram Pharma Company:

a) Quick ratio.

b) Gross profit margin.

c) What would be EPS with a net income of Rs. 10,00,000/?

d) Debtors turnover ratio.
PART-A

Q.1  a) “With the change in business strategies, requirements of the businesses also changes. This demands the finance manager to take control of the cost of capital with the change in management preferences”. Discuss this statement while showing limitations of cost of capital for companies establishment of new units.

b) Elucidate the concept of the risk-return trade off in investment through the concept of cost of capital and CAPM

Q.2  a) NPV and IRR are different but effective capital budgeting technique. What does they calculate and why they are more effectively used by finance managers

b) Cash flow ratios are being used as a yardstick for evaluating financial performance and in making effective financial decisions under uncertainty

Q.3  Cash flow statement of a company is given below, with the help of cash flow ratio analysis comment on the performance of this company in comparison to the last year (2016-17).

Cash Flow Statement:
For the year ended 2017-18:

<table>
<thead>
<tr>
<th>A: Cash flow from operating activities</th>
<th>2017-18</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net profit before tax as per statement of profit and loss</td>
<td>49426</td>
<td>40034</td>
</tr>
<tr>
<td>Adjusted for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share of (profit) / loss of associates and joint ventures</td>
<td>(59)</td>
<td>106</td>
</tr>
<tr>
<td>(Profit) / Loss on sale / Discard of property. Plant and equipment and other intangible asset mat.</td>
<td>(122)</td>
<td>(461)</td>
</tr>
<tr>
<td>Depreciation / Amortisation and depletion expense</td>
<td>16706</td>
<td>11646</td>
</tr>
<tr>
<td>Effect of exchange rate change</td>
<td>(2059)</td>
<td>(2266)</td>
</tr>
<tr>
<td>Profit on divestment of stake*</td>
<td>(1146)</td>
<td>---</td>
</tr>
<tr>
<td>Gain on financial assets</td>
<td>(4160)</td>
<td>(5410)</td>
</tr>
<tr>
<td>Dividend income</td>
<td>(1021)</td>
<td>(345)</td>
</tr>
<tr>
<td>Interest income</td>
<td>(2952)</td>
<td>(2985)</td>
</tr>
<tr>
<td>Finance costs</td>
<td>8052</td>
<td>3849</td>
</tr>
<tr>
<td>Operating profit before work mo capital changes</td>
<td>62765</td>
<td>44170</td>
</tr>
<tr>
<td>Adjusted for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>(21991)</td>
<td>(8511)</td>
</tr>
<tr>
<td>Inventories</td>
<td>(10474)</td>
<td>(6899)</td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>51003</td>
<td>30873</td>
</tr>
<tr>
<td>Cash generated from operations</td>
<td>81303</td>
<td>59633</td>
</tr>
<tr>
<td>Taxes paid (net)</td>
<td>(10083)</td>
<td>(9844)</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td>Net cash flow from operating activities</td>
<td>71459</td>
<td>49550</td>
</tr>
</tbody>
</table>

B: Cash flow from investing activities

<table>
<thead>
<tr>
<th></th>
<th>2017-18</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase of property. Plant and equipment and other intangible assets.</td>
<td>(73953)</td>
<td>(78109)</td>
</tr>
<tr>
<td>Proceeds from disposal of Property. Plant and equipment and other intangible assets.</td>
<td>999</td>
<td>1462</td>
</tr>
<tr>
<td>Purchase of investments</td>
<td>(533964)</td>
<td>(654760)</td>
</tr>
<tr>
<td>Proceeds from sale of financial assets</td>
<td>537.504</td>
<td>663990</td>
</tr>
<tr>
<td>Net cash flow for other financial assets</td>
<td>(1220)</td>
<td>(321)</td>
</tr>
<tr>
<td>Maturity of fixed deposits</td>
<td>33</td>
<td>(29)</td>
</tr>
<tr>
<td>Interest income</td>
<td>1310</td>
<td>1110</td>
</tr>
<tr>
<td>Dividend income from associates</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Dividend income from others</td>
<td>1009</td>
<td>335</td>
</tr>
<tr>
<td>Net cash flow (used in) investing activities</td>
<td>(68290)</td>
<td>(66292)</td>
</tr>
</tbody>
</table>

- Includes Exceptional items of ₹1087 crore from profit on divestment of state in Gulf Africa Petroleum Corporation (GAPCO).

Q.4 A situation where a firm's operating cash flows are not sufficient to satisfy current obligations and the firm is forced to take corrective action. Leads a firm to default on a contract, and it may involve financial restructuring between the firm, its creditors, and its equity investors. Discuss in detail.

Q.5 Discuss the alternatives available to overcome the limitations of conventional debt funding also explain the process of securitization in India and the parties involved.

**PART-B**

Q.7 FinCrop wishes you to forecast the total daily cash deposit for the company, district wise East, West and North, based on the following information available. Historically the deposits follow a fairly strong day of week pattern. The historical data is to be used to determine the fraction of each week's total revenues deposited by day-of the week by each district in each bank, as they had been depositing the cash in three different banks A, B and C for each district respectively. Combined with weekly revenue estimates the fractions will help in estimation of daily deposits from each district. The parameters obtained from the past three months deposit data follows:

<table>
<thead>
<tr>
<th>Day of the week</th>
<th>East district (in %)</th>
<th>West district (in %)</th>
<th>North district (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>34</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>Tuesday</td>
<td>15</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>Wednesday</td>
<td>17</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Thursday</td>
<td>15</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Friday</td>
<td>19</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Weekly revenue estimates from the sales department were also obtained:

<table>
<thead>
<tr>
<th>Week</th>
<th>East District</th>
<th>West District</th>
<th>North District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>₹1,36,000</td>
<td>78,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Week 2</td>
<td>₹1,04,000</td>
<td>88,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>
End Semester Examination, May 2019
MBA – Fourth Semester
TECHNIQUES FOR BUSINESS DATA ANALYTICS (MBA 469-2)

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 “Professionals into the field of data analytics need knowledge of different subject backgrounds”. What are the essential knowledge domains which are important for a data analyst?

Q.2 Write python code to create 4 × 4 ones matrix. Create another 4 × 4 matrix using your own data. Multiply these matrix. (Use Numpy).

Q.3 Write python code for creating Numpy Array of 10 elements. Find sum, min, mean and std.

Q.4 Create series of roll numbers of 10 students with index of first 4 letters of their name as “Anup’, ‘Suma’, etc. display first and last roll number. Search by index. Use Pandas.

Q.5 Write python code for creating 6 columns indexed by ‘ONE’, ‘TWO’, ‘THREE’ ... with column names as ‘MONI’, ‘TUE’, ‘WED’, ... Use your own data.

**PART-B**

Q.6 a) Write python code for creating pie chart with values [10, 20, 30, 15] with labels as ['Duck', 'Buck', 'Gold', 'Silver'] use matplotlib.

b) Write python code for loading a CSU file 'Datal.CSU' to the Console.
End Semester Examination, May 2019
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. Marks are indicated against each question.

PART-A

Q.1 How do you provide high quality patient care in hospitals? Discuss.  10

Q.2 How important is quality assurance in hospitals? Explain the concept with suitable examples.  10

Q.3 What is Clinical Process Management (CPM)? How can you maintain quality in clinical and diagnostic services? Explain.  10

Q.4 Is it necessary for hospitals to have accreditation? Also explain the process followed for getting accreditation.  10

Q.5 Write short notes on (any two) of the following:
   a) Public v/s private health care.
   b) Quality Management System (QMS).
   c) CAPA management.  5×2

PART-B

Q.6 What is Continuous Quality Improvement (CQI)? Explain in detail any one standard laid down by NABH under CQI.  10
End Semester Examination, May 2019
MBA – Second Semester
INTERNATIONAL BUSINESS (MBA-2006)

Time: 3 Hours
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 Discuss various stages of economic integration with its advantages or disadvantages to developing nations. 15

Q.2 “WTO is considered as a dispute settlement body which comes out with solution to member countries”. Justify this statement in the light of various functions performed by WTO. 15

Q.3 “Doing international business poses challenges to managers so far as social actions are concerned”. Elaborate this statement. 15

Q.4 “In this cycle bank act as a moderator between two parties to exchange their items only” In the light of this statement explain complete cycle with its relevance in international trade. 15

Q.5 Explain all financial instruments in detail with their relevance in international market. 15

PART-B

Case Study:

Richard was a 30 year old American, sent by his Chicago based company to set up a buying office in India. The new office’s main mission was to source large quantities of consumer goods in India: cotton piece goods, garments, accessories and shoes, as well as industrial products such as tent fabrics and cast iron components.

India’s Ministry of Foreign Trade (MFT) had invited Richard’s Company to open this buying office because they know it would promote exports, bring in badly-needed foreign exchange and provide manufacturing knowhow to Indian factories.

Richard’s was, in fact, the first international sourcing office to be located anywhere in South Asia. The MFT wanted it to succeed so that other Western and Japanese companies could be persuaded to establish similar procurement offices.

The expatriate manager decided to set up the office in the capital, New Delhi, because he knew he would have to frequently meet senior government officials. Since the Indian government closely regulated all trade and industry, Richard often found it necessary to help his suppliers obtain import licenses for the semi manufacturers and components required to produce the finished goods his company had ordered.

Richard found these government meetings frustrating. Even though he always phoned to make firm appointments, the bureaucrats usually kept him waiting for half an hour or more. Not only that his meetings would be continuously interrupted by phone calls and unannounced visitors as well as by clerks bringing in stacks of letters and documents to be signed. Because of all the waiting and the constant interruptions, it regularly look
him half a day or more to accomplish something that could have been done back home in 20 minutes.

Three months into this assignment, Richard began to think about requesting a transfer to a more congenial part of the world, somewhere where things work. He just could not understand why the Indian officials were being so rude. Why did they keep him waiting? Why did not the bureaucrats hold their incoming calls and sign those papers after the meeting so as to avoid the constant interruptions?

After all, the Government of India had actually invited his company to open this buying office. So didn't he have the right to expect reasonably courteous treatment from the officials in the various ministries and agencies he had to deal with?

Q.6 Read the case study carefully given above and answer the following questions:
   a) Why is Richard not able to jell with local conditions?  10
   b) If you were Richard, what would you do?  5
End Semester Examination, May 2019  
MBA – Fourth Semester  
HEALTHCARE 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. Marks are indicated against each question.

PART-A

Q.1  Distinguish between selling and marketing concepts with special reference to healthcare services in India.  

Q.2  Explain the relevance of “Service Mix. Explain the importance of physical evidences to hospital services?”  

Q.3  What do you mean by services delivery system? Explain the process involved in the delivery of healthcare services in a hospital.  

Q.4  Explain the concept of market segmentation in hospital services. Explain the advertising strategy of corporate hospitals.  

Q.5  Write short notes on (any two) from the following:  
   a) Determinants of healthcare pricing.  
   b) Patients relationship strategies.  
   c) Medical tourism in India.  
   d) Target strategies of healthcare.  

PART-B

Q.6  A Leading pharmaceutical company has recently taken over the management of a hospital in Delhi. This hospital has OPD, Surgery, Pathological Laboraties and emergency services. The Company wants you to undertake a research to study people’s awareness and perception of the hospital.  
   a) Design a questionnaire you would use for the study.  
   b) What steps are involved in designing a market survey?  

5×2
End Semester Examination, May 2019
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) A random sample of workers shows an average weekly wage rate of Rs.250 with a standard deviation of Rs.12. Using 0.05 level of significance verify if the sample result indicates that their current average weekly wage rate is higher than Rs. 247 (Z=1.64 for 0.5 Significance). 5
b) Trucks arrive at the dock at an average rate of 2 trucks per hour. Calculate the probability that not more than 30 minutes will lapse between arrivals of the trucks (Given e^(-1)=0.3679) 5

Q.2  In a biology experiment a number of cultures were grown in laboratories. The number of bacteria in millions and their ages in days are given below. Calculate coefficient of correlation for the experiment:

<table>
<thead>
<tr>
<th>Age (x)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of bacteria (y)</td>
<td>34</td>
<td>106</td>
<td>135</td>
<td>181</td>
<td>192</td>
<td>231</td>
<td>268</td>
<td>300</td>
</tr>
</tbody>
</table>

Q.3  a) 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
b) “Some Business situations require decision making with various risk considerations.” Discuss the role of probabilities in certain situations with examples. 5

Q.4  a) 10 students are selected at random from a college and their marks are found to be as follows: 71, 72, 73, 75, 76, 77, 78, 79, 79, 80 in the light of these marks find out if the average marks of the college are 78? 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>2002</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>
<td>1040</td>
</tr>
</tbody>
</table>

Q.5  a) Four coins tossed 160 times the probability of getting head or tail is ½. Find out expected frequencies. 5
b) 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

PART-B
The yield of a batch process in a chemical industry is known to be approximately linearly related to the temperature, at least over a limited range of temperatures. Two measurements of the yield are made at each of eight temperatures. Within this range, with the following results:

<table>
<thead>
<tr>
<th>Temperature (°C) x</th>
<th>180</th>
<th>190</th>
<th>200</th>
<th>210</th>
<th>220</th>
<th>230</th>
<th>240</th>
<th>250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yield (tonnes) y</td>
<td>136.2</td>
<td>147.5</td>
<td>153.0</td>
<td>161.7</td>
<td>176.6</td>
<td>194.2</td>
<td>194.3</td>
<td>196.5</td>
</tr>
<tr>
<td></td>
<td>136.9</td>
<td>145.1</td>
<td>155.9</td>
<td>167.8</td>
<td>164.4</td>
<td>183.0</td>
<td>175.5</td>
<td>219.3</td>
</tr>
</tbody>
</table>

Predict from the regression line the yield of a batch at each of the following temperatures:

a) 175
b) 185
c) 300
End Semester Examination, May 2019
MBA – First Semester
MARKETING MANAGEMENT – I (MBA-103)

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 Explain the process of marketing research in detail. 10

Q.2 Explain the importance of analyzing micro and macro environment for a success of any business. 10

Q.3 Explain the roles played by a buyer and explain how will you develop marketing mix for a quick service restaurant. 10

Q.4 You have been hired to open a dance academy for the kids below the age group of 12 years. For the same you have to strategize its marketing, how will you do it? Explain. 10

Q.5 Explain the STP process along with difference between point of parity and point of difference? 10

**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 Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by a Star Hotel in Bangalore. Further, the hotel placed order for supply of 20 kg mushroom 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 answers the following questions:
   a) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food? 5
   b) What would be your suggestions for distribution channel for mushrooms? 5
End Semester Examination, May 2019
MBA – First Semester
FINANCIAL MANAGEMENT-I (MBA-104)

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

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

PART-A

Q.1 Differentiate between:
a) Balance Sheet and Profit’s Loss A/c.  
b) Liquidity Ratios and Profitability ratios.  

Q.2 Share-holders have limited liability both in Public Limited Co. and Private Limited Company. Explain the difference between the two i.e Public Limited Company and Private Limited Company.  

Q.3 “CAPM (Capital Asset Price Model) is an important tool to analyse the relationship between risk and return” Discuss and state its limitations.  

Q.4 Financial management is concerned with investment functions, financing functions and dividend decisions with the objective to Maximize wealth, Elucidate  

Q.5 Differentiate between:
a) Payback period and NPV  
b) Accounting Rate of Return (ARR) and Internal Rate of Return (IRR)  

PART-B

Q.6 Having completed your MBA and having gained proficiency in financial management, you have been engaged by a company to advice on the following project:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected Annual Sales</td>
<td>4,00,000</td>
</tr>
<tr>
<td>Less Expenses:</td>
<td></td>
</tr>
<tr>
<td>Material</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Manpower</td>
<td>50,000</td>
</tr>
<tr>
<td>Repairs</td>
<td>20,000</td>
</tr>
<tr>
<td>Travel</td>
<td>20,000</td>
</tr>
<tr>
<td>Interest on borrowing</td>
<td>10,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>20,000</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>40,000</td>
</tr>
<tr>
<td></td>
<td>3,60,000</td>
</tr>
<tr>
<td>Profit</td>
<td>40,000</td>
</tr>
</tbody>
</table>

Estimate cash inflows (annual) for the above project (Assume no tax liability)  

10
End Semester Examination, May 2019
MBA – First Semester
ACCOUNTING FOR MANAGERS (MBA–105)

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

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

**PART-A**

Q.1 There are three different types of accounts in accounting and their rules are specific to them only for marking Debit and Credit entries, comment? Describe the different components of Balance Sheet Equation with examples. **10**

Q.2 Companies Act, 2013 provide a specific format for the preparation of Balance Sheet and Statement of Profit and Loss of company, discuss with suggested important components. **10**

Q.3 Mr Lalman Yadav Laxmipati Enterprises, his proprietary firm, to start a business of trading a product oil on 1 April, 2016. He hires an office, fitted with fans, lights and AC, at Panchkula Haryana, @ 9,000 p.m. electricity connection already exists in the name of the owner K. P Singh. Laxmipati Enterprises will pay the electricity consumed as per the bill received by the owner from Power Ltd (the electricity provider). 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 (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 1</td>
<td>1</td>
<td>Received cash from Mr. Lalman Yadav towards his capital</td>
<td>10,00,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>2</td>
<td>Opened a current account, no. 200, with Punjab National Bank, Panchkula</td>
<td>9,50,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>3</td>
<td>Issued cheque no. 1234 towards security deposit to K.P. Singh. Deposit carries 10% p.a. interest receivable quarterly</td>
<td>27,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>4</td>
<td>Purchased one Nokia cell phone in cash from Mobile Corner</td>
<td>19,000</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>7,800</td>
</tr>
<tr>
<td>Apr 2</td>
<td>6</td>
<td>Purchased office furniture from Mod Furniture’s, issued cheque 1235</td>
<td>50,800</td>
</tr>
<tr>
<td>Apr 2</td>
<td>7</td>
<td>Purchased one Hero Honda motorcycle from Bagga Auto. All initial cost including insurance borne by the vendor issue cheque no. 1236</td>
<td>1,09,100</td>
</tr>
<tr>
<td>Apr 2</td>
<td>8</td>
<td>Purchased one atlas cycle from Meison store. Paid cash</td>
<td>3,300</td>
</tr>
<tr>
<td>Apr 2</td>
<td>9</td>
<td>Received printed stationery. Issued cheque no. 1237</td>
<td>2,500</td>
</tr>
<tr>
<td>Apr 2</td>
<td>10</td>
<td>Purchased other office stationery in cash from a local stationery shop</td>
<td>2,550</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/Nominal Account</td>
<td>Personal/Real/Nominal Account</td>
<td></td>
</tr>
</tbody>
</table>

Q.4 What are the different methods of Depreciation available with the finance manager? Discuss the accounting entries for the Straight Line Method and WDV method? **10**
The general inventory valuation principle, derive from the conservatism concept for reporting.” Comment. Also discuss the various methods of inventory costing methods.

PART-B

The condensed financial statements of Parmatama Company for 2015 and 2014 are presented here:

Parmatama Company Inc.
Balance Sheet
March 31 (Rs. 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>230</td>
<td>222</td>
</tr>
<tr>
<td>Accounts receivable (net)</td>
<td>594</td>
<td>595</td>
</tr>
<tr>
<td>Inventories</td>
<td>566</td>
<td>528</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>124</td>
<td>113</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>1514</strong></td>
<td><strong>1458</strong></td>
</tr>
<tr>
<td>Property (net)</td>
<td>1640</td>
<td>1564</td>
</tr>
<tr>
<td>Other Assets</td>
<td>2797</td>
<td>2902</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>5951</strong></td>
<td><strong>5924</strong></td>
</tr>
</tbody>
</table>

Liabilities and Shareholder's Equity

| Current Liabilities | 1657  | 1502  |
| Long Term Liabilities | 3414 | 3255  |
| Stockholder's equity- common | 880  | 1077  |
| **Total liabilities and Stockholder's equity** | **5951** | **5924** |

Condensed Income Statements
For the financial years ending March 31 (Rs. in Crores)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>6599</td>
<td>6199</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>3875</td>
<td>3554</td>
</tr>
<tr>
<td>Gross profit</td>
<td>2724</td>
<td>2645</td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>1736</td>
<td>1650</td>
</tr>
<tr>
<td>Income from operations</td>
<td>988</td>
<td>995</td>
</tr>
<tr>
<td>Interest expense</td>
<td>117</td>
<td>124</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>866</td>
<td>871</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>252</td>
<td>251</td>
</tr>
<tr>
<td>Net income</td>
<td>614</td>
<td>620</td>
</tr>
</tbody>
</table>

Compute the following ratios for Parmatama 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%)
End Semester Examination, May 2019  
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 How does globalization affect organizational structure?  
10

Q.2 How can one determine whether a political action is ethical?  
10

Q.3 How mentoring program aids in leadership development? In what way mentor and protege benefits from each other?  
10

Q.4 What should companies do about employees who lack athletic talent but are still pressurized to participate in physical activities with their colleagues. How poor performance by those with low athletic ability affect their status within the organization?  
10

Q.5 What are employee involvement program? How might they increase employee motivation?  
10

**PART-B**

_Sample Case Study:_  
**Differing Perceptions at Clarkston Industries**

Susan Harrington continued to drum her fingers on her desk. She had a real problem and wasn't sure what to do next. She had a lot of confidence in Jack Reed, but she suspected she was about the last person in the office who did. Perhaps if she ran through the entire story again in her mind she would see the solution.

Susan had been distribution manager for Clarkston Industries for almost twenty years. An early brush with the law and a short stay in prison had made her realize the importance of honesty and hard work. Henry Clarkston had given her a chance despite her record, and Susan had made the most of it. She now was one of the most respected managers in the company. Few people knew her background.

Susan had hired Jack Reed fresh out of prison six months ago. Susan understood how Jack felt when Jack tried to explain his past and asked for another chance. Susan decided to give him that chance just as Henry Clarkston had given her one. Jack eagerly accepted a job on the loading docks and could soon load a truck as fast as anyone in the crew.

Things had gone well at first. Everyone seemed to like Jack, and he made several new friends. Susan had been vaguely disturbed about two months ago, however, when another dock worker reported his wallet missing. She confronted Jack about this and was reassured when Jack understood her concern and earnestly but calmly asserted his innocence. Susan was especially relieved when the wallet was found a few days later.

The events of last week, however, had caused serious trouble. First, a new personnel clerk had come across records about Jack’s past while updating employee files. Assuming that the information was common knowledge, the clerk had mentioned to
several employees what a good thing it was to give ex-convicts like Jack a chance. The next day, someone in bookkeeping discovered some money missing from petty cash. Another worker claimed to have seen Jack in the area around the office strongbox, which was open during working hours, earlier that same day.

Most people assumed Jack was the thief. Even the worker whose wallet had been misplaced suggested that perhaps Jack had indeed stolen it but had returned it when questioned. Several employees had approached Susan and requested that Jack be fired. Meanwhile, when Susan had discussed the problem with Jack, Jack had been defensive and sullen and said little about the petty-cash situation other than to deny stealing the money.

To her dismay, Susan found that rethinking the story did little to solve his problem. Should she fire Jack? The evidence, of course, was purely circumstantial, yet everybody else seemed to see things quite clearly. Susan feared that if she did not fire Jack, she would lose everyone's trust and that some people might even begin to question her own motives.

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

a) Explain the events in this case in terms of perception and attitudes. Does personality play a role?  

b) What should Susan do? Should she fire Jack or give him another chance?
End Semester Examination, May 2019
MBA – Fourth Semester
EVENTS – LAWS, LICENCES 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 Write a detailed note on shops and establishment Act, with special reference to registration of establishment. 10

Q.2 What kind of permissions are required for holding an event mention general details with reference to police permission and municipal corporation permissions. 10

Q.3 Why is self-marketing and outsourcing important in setting up your own event management company, explain importance of branding in this case? 10

Q.4 Explain (any two) of the following:
   a) Capacity of parties.
   b) Discharge of contract.
   c) Types of contract. 5×2

Q.5 Write a detailed note on service tax and its relevance in event management. 10

PART-B

Q.6 You have been hired by Manav Rachna to organize an education fair for which you have to make a proposal and present to the management along with legal permission that are to be taken before the event? Explain what kinds of permissions are required in detail? 10
End Semester Examination, May 2019
MBA – Second Semester
MARKETING RESEARCH (MBA-2005)

Time: 3 hrs. 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 “Marketing Research is about systematic inquiry, careful planning and orderly investigating process seeking actionable solutions to various marketing problems being faced by the manger.” Comment and discuss the various steps involved in the Marketing Research process. 15

Q.2 What are the application areas of marketing research? Research without a good report is like a body without soul. Justify the statement with an imaginary case. 15

Q.3 What is Research Design? With an example each, explain the various kinds of research designs that can be used in marketing research. 15

Q.4 Differentiate between probability and non-probability sampling techniques? Explain any two of the methods from probability and non-probability sampling? Give examples. 15

Q.5 Write short notes on (any two) the following:
a) Correlation analysis.
b) Analysis of variance (Anova).
c) Coding and tabulation of data.
d) Attitude measurement and its relevance. 7½×2

PART-B

Q.6 An FMCG company has recently launched a SOYA MILK based drink in ready-to-consume packs. It is available in 200 mL and 1 Ltr tetra pack and is positioned on the health platform. The company wants to commission a research to determine initial consumer trial and perception and opinion about the product. Using appropriate scales develop a questionnaire that could be used for this research. (The questionnaire would be administered personally and take about 10-15 minutes to administer). 15
End Semester Examination, May 2019
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 "International business is more complex and works in greater diversity and operational complexity than domestic business.” Elucidate. 15

Q.2 The merging of distinctly separate national markets into the global market place has contributed to the growth of international business.” Discuss the statement along with major arguments for and against globalization. 15

Q.3 Describe the recent trends in FDI flows with underlying reasons for the same. Is it necessary to have a comprehensive multilateral framework to facilitate growth of FDI? Give your arguments. 15

Q.4 "Ease of doing business measures performance of various countries on various environmental factors and regulations.” Comment. 15

Q.5 "Impact of technology has been a subject of immense discussion.” Evaluate this statement. 15

PART-B

Case study:

The BBC has published a landmark report on career progression and culture for staff from a black, Asian and minority ethnic (BAME) background at the corporation.

The report, Reflecting the ethnic diversity of the UK within the BBC workforce, has been produced by a team of staff from across the BBC, working with project sponsor Tim Davie (Chief Executive Officer, BBC Studios) and programme director Tunde Ogungbesan (BBC Head of Diversity and Inclusion).

The aim of the project has been to review career progression and culture for BAME employees at the BBC, identify gaps and best practice and make recommendations to the Executive Committee that will result in significant change.

The report has been subject to unprecedented levels of staff engagement. The report team held special focus group sessions as well as individual meetings and received feedback from over 200 BBC members of staff. This work culminated in a series of nine recommendations that are detailed below. The BBC’s Executive Committee have accepted all the report’s recommendations unconditionally.

The recommendations focus on five areas: increasing ethnic diversity of leadership teams; building a solid and sustainable BAME mid and senior leadership pipeline;
enhancing accountability and trust; developing a modern, agile and culturally intelligent workforce, and reviewing areas with specific ethnic diversity issues. The recommendations are:

1. By the end of 2020 the Executive Committee and Divisional Senior Leadership teams to each i.e at least two BAME members.
2. introduce a policy that ensures shortlists for all jobs at band E and above include at least one BAME person.
3. Dramatically increase BAME representation across our interview panels backed by performance monitoring.
4. All development and leadership programmes to have significant BAME representation as part of their overall cohort. Inclusive leadership should be added to part of all leadership programmes.
5. Accountability for Diversity and Inclusion targets and BAME career progression should be incorporated into senior leadership team objectives and progression reviews. Progress should be outlined as part of future annual reports. Build a solid and sustainable BAME mid and senior leadership pipeline. As part of this, there should be development programmes for candidates, backed by robust succession planning across the BBC. This should be in place by the end of the financial year.
6. The Executive Committee should undertake a review of staff rotation to broaden the experience and knowledge base and explore what else can be done to make the BBC workforce more agile
7. Develop specific action plans based on further analysis of all divisions with less than 10% BAME representation or below par employee survey results including, Radio, Newsrooms, Newsgathering, English Regions and the World Service.
8. Cultural awareness training should be compulsory for all team managers. This should be in addition to the current mandated Unconscious Bias training programme.
9. The BBC should introduce a 'Statement of Intent' on Diversity and Inclusion. All staff would be required to abide by it. The statement should be published alongside the BBC's Annual Report.

Q.6 Read the case study carefully given above and answers the following questions:
   a) What are the ways in which the recommendations will help expatriate employees? 5
   b) What is the take away from these recommendations for emerging economies? 5
End Semester Examination, May 2019
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. Marks are indicated against each question.

PART-A

Q.1 What are the main benefits that a company selling Industrial products could derive by creating a website? What actions should ecommerce managers take to safeguard consumer privacy and security while visiting websites? 10

Q.2 Elaborate the bases of segmentation for digital marketing. How do they differ from segmentation bases in conventional marketing? 10

Q.3 Discuss the role of Product Opinion Sites in increasing the marketing opportunities for a product? 10

Q.4 Explain the various factors that should be considered while designing a B2B website as compared to B2C website? Explain with examples. 10

Q.5 Explain the importance of SEO, blog marketing and affiliate marketing. 10

PART-B

Q.6 Assume that you are a Consultant in Marketing employed by H & M. A Kids apparel segment has to be launched by H & M through online marketing. Design its online website marketing strategy. 10
PART-A

Q.1 Describe the various kinds of information systems. Why are information systems a necessity for business nowadays?

Q.2 Explain (any two) of the following:
   a) Network topologies.
   b) Data warehousing and data mining.
   c) E-commerce.

Q.3 What are the common security threats that information systems may face? What steps can be taken to ensure security?

Q.4 Explain how supply chain management systems helps in maintaining closer relationships with suppliers.

Q.5 Explain (any two) of the following:
   a) IPR - Intellectual property right.
   b) MIS.
   c) Cloud computing.

Q.6 Explain the system development life cycle.

PART-B

Case Study:

WEB PORTAL BENEFITS

At Du Pont Co.'s (www.dupont.com) $4 billion performance coating grope, the critical issue was content management. “We have a very large number of documents for marketing: brochures, press releases, warranty information on products and general support content for our distributors and car repair body shops”, explains Catherine March and, the groups e- business strategy manager. “Our salesmen were driving around with 23 kg of obsolete literature in their trunk”.

Du Pont opted to deliver the information through a web-based intranet / extranet portal, using technology from Bow-street, a portal s/w and web development tools company. Du Pont wanted the ability to customize information about its half a dozen coating brands. It also wanted each of its 2500 distributors and repair shops worldwide to see the information displayed in almost 4000 different site views; which the technology would allow it to do.

Since the content capability was initiated, Du Pont’s site has grown rapidly. The body shops can now get training, bench marketing tools, and can paint colour formulas via the portal. There are also job posting and resume services and for the distributors, Du Pont is researching adding order-tracking and order accuracy capabilities soon.

Q.7 Now after reading the above case study answer the below mention question:
What are the business benefits of the Ecommerce specifically a web portal? Make a critical assessment. What is the importance of “content management” for enterprise web portals? Can a small business develop and maintain such a portal? Why or why not?
End Semester Examination, May 2019
MBA – Fourth Semester
NEW VENTURE CREATION AND START UPS (MBA-054)

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 entrepreneurship is important for Indian economy? Discuss the various schemes and directives launched by the Government of India to stimulate the entrepreneurial ecosystem in India. 10

Q.2 What aspects must we consider when we are trying to convert a new business idea into a real life project? 10

Q.3 ‘Entrepreneurship cannot be taught in a classroom’. Discuss the statement critically. 10

Q.4 What are the opportunities, challenges and motivations for women entrepreneurs in India? 10

Q.5 Formulate a "Sample Business Plan' for converting your hobby into a business. 10

PART-B

Q.6 Satish has completed his senior secondary examination from Central Board of Secondary Education. After the result had been declared his father asked him what he would like to do in the future. Kumar was undecided and did not answer. His father advised him to start his own business and to pursue his studies through distance learning mode. Satish reluctantly agreed. He entered into a partnership agreement with one of his school friends. Geet. They decide to start a business of cold drinks with traditional Mughlai aroma in a fashionable crowded street of Mumbai. Satish and (Geel each invested Rs. 10.00.000 as their respective capitals. They wanted to earn good profits. As they were new to the business they did not finalise deadlines for different activities as well as the quantity of different types of drinks aroma wise. Because of the novelty of their product their sales increased on daily basis. Ultimately a stage arose when they required to expand their business. For this they did not take any timely action. Geet advised to open another branch in a remote area without looking at the relevance of the place regarding the approach to the branch. Satish was undecided. They approached Satish’s father for advice. He advised them that their activities ought to be specific, measurable, attainable, relevant and time based.

Answer the following question in contact to above case:

a) Identify the concept about which Satish’s father advised them
b) State the importance of the concept identified in a) above

c) Also state the three rules that may be followed in the implementation of the concept. 10
End Semester Examination, May 2019  
MBA – Fourth Semester  
MANAGING CORPORATE ENTREPRENEURSHIP (MBA-467-4)

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 Innovation is a prerequisite towards sustainability. Comment. Also discuss the various types of innovation.  
10

Q.2 What is the role of venture capital in funding various start-ups?  
10

Q.3 Write short notes on each of the following:  
a) How to succeed as an intrapreneur?  
b) Ethics in corporate entrepreneurship.  
5×2

Q.4 Discuss how environment (internal and external), organizational culture, organizational form and strategic leadership influence corporate entrepreneurship with examples from Indian companies.  
10

Q.5 Briefly describe the opportunist, enabler, advocate and producer model of corporate entrepreneurship given by Wolcott and Lippitz with examples.  
10

PART-B

Read the following passage and answer the question given below the passage:

Unfortunately, the corporate cogs tend to turn slowly, grinding down entrepreneurial spirits. Great ideas atrophy under the weight of "this is how we've always done things"; other ideas escape to the outside (along with the talented minds that conceived them) to become start-up ventures. If corporations are serious about fostering in-house entrepreneurship, they must seek out and call forth the change-makers and nurture them within a culture that provides an open pathway to innovation, instead of squeezing it between the tight guardrails of the status quo. So, where are these entrepreneurial types? Often, they can be found among the neophytes who have not had enough experience in their careers to become jaded and the newcomers who are still enthusiastic about the company and have not given in to the inertia of skepticism. As we advise aspiring business leaders, their curiosity, questioning, and impatience are just as important to the enterprises. With fresh eyes, new perspectives, and a purpose-driven passion to create change, they are the people who. in the right environment, can catalyze change and innovation.

Corporations also need to give voice to the “squeaky wheels” who won’t stop asking “why not?” when it comes to changing processes and adapting products and services to satisfy heightened customer demands. Instead of labeling their insistence that “there must be a better way” as annoying (as often happens in large corporations), it’s time to see them as “assertive” as start-ups do. Giving people permission to question sparks excitement about problem solving. From questioning comes the quest to innovate, with strong intrinsic motivations - to create something of substance that will help or delight. Dormant entrepreneurs within the organization are given a reason to awaken especially if their organization changes its tune. Instead of droning on about such soul-deadening topics as sales growth, efficiency, and profitability, large enterprises need to crank up...
the volume with a narrative that invokes the imagination and ignites the drive to change things whether a product line, service, a business, or an entire industry. In our own careers we have experienced numerous ways in which corporate entrepreneurship can be encouraged. Here are a few examples?

**Example 1: Corporate tourism.**
People who travel to different countries are more apt to see themselves and the world differently because their context has changed. The same can occur with “organizational tourism,” as people visit other departments: the controller spends two weeks in sales; the vice president of sales shadows his counterpart in corporate communications, and so forth. In a new environment, people’s senses are sharpened: they ask questions that lead to fresh insights and new ideas.

**Example 2: Up close and personal with customers.**
Regardless of one’s role or job description, it is always valuable to see first-hand how customers use products and services. That might mean spending a few days or weeks on the premises with customers or accompanying sales reps on calls. In consumer products, for example, a route salesperson can tell you exactly what is selling and why, and what customers say about a product. This is the kind of "real world" insight that identifies problems and shortcomings that beg for creative solutions.

**Example 3: Skin in the entrepreneurial game.**
To launch a start-up, founders risk both money and time, the loss of which is felt very personally. While the corporate environment can mitigate some risk, in-house entrepreneurs should still have some skin in the game to encourage a sense of ownership. (After all, if success brings rewards, it only makes sense that people face risks.) Sometimes it's reputational risk (yours was the venture that crashed and burned). But that doesn’t mean you’re off the fast track if the experience yielded valuable lessons learned that can be applied elsewhere for future success. Entrepreneurs are fundamentally alike. They are inspired by the need to create. Large organizations can find and empower these creators by establishing a culture that supports, empowers, and listens to them.

Q.6 How the organizational culture and mindset “this is how we've always done things” can be changed to uplift the entrepreneurial spirit within the organization?
End Semester Examination, May 2019
B. Tech. – Sixth Semester
SPANISH (HM-608)

Time: 1½ hrs.  
Max Marks: 50

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Completa con la forma adecuada de los verbos:  
(Complete with the appropriate form of AR, ER and IR ending verbs)

a) Ustedes _____________ (aprender) español
b) Mi mama _____________ (cocinar) en la cocina.
c) Nosotros _____________ (viajar) cada dia.
d) Yo _____________ (aprender) lingua extranjera.
e) Juan y Pedro _____________ (vivir) aquí.  

1×5

Q.2 Completa con la forma adecuada de ‘SER y ESTAR’  
(Complete with the appropriate form of Ser and Estar)

a) Maria _____________ Ingeniera
b) El gato _____________ en la silla (chair)
c) Yo _____________ contento (happy)
d) Ana y Pedro _____________ amigos de Juan
 e) Tu _____________ contento pero yo _____________ triste
f) Ustedes _____________ medicos
g) Ella _____________ en la cocina (kitchen)
h) Nosotros _____________ contentos
i) Mi primo _____________ Ingeniero
j) Juan y Pedro _____________ mis amigos  

1×10

Q.3 Traduce lo siguiente.  
(Translate the following):

a) Mi hermana trabaja a las siete de la tarde. 

b) Mi madre y mi tia cocinan la comida a las nueve de la noche.  

c) We study Spanish at 5 in the evening.  

d) You all eat food at 8:45 PM.  

2×5

e) Mis amigos practican baila a las diez menos curato de la noche.  

Q.4 a) Lee el texto siguiente y responde las preguntas.  
(Read the following text and responde to the questions.)
b) Traduce el texto siguiente en inglés.  
(Translate the following text in English.)  

¡Hola! Me llamo Ana. Tengo veinticinco años. Vivo en Miami, Florida con mi esposo y dos hijos. Tengo un hijo en KG y una hija en clase 1. Los dos van (go to) a una escuela
publica. Mi esposo es mecánico. Los fines de semana, él trabaja en un restaurante. Él trabaja en un restaurante porque queremos dinero para comprar una casa nueva.

Responde: (Respond)

a) ¿Cuántos años tiene Ana?

b) ¿Dónde vive Ana y su familia?

c) ¿Cuántos (how many) hijos tiene Ana?

d) ¿Por qué trabaja en un restaurante?

e) Busca (find) dos verbos del texto y haz una frase para cada uno. (Find two verbs from the text and make a sentence from each.)

Q.5 Describe a tu mejor amigo o primo/a in 10 lines. (Describe your best friend or cousin en diez lineas)

Q.6 Escribe las conjugaciones de los verbos siguientes. (Write the conjugations of the following verbs)

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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)

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
   c) BACD          d) CBDA
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

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?
   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?
   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) MFEJDJOE  
   d) EOJDJEFM

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
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)
   \(4096 \times 8^x = 8^4 \times 8^3 \div 512\)
   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, May 2019
MBA – Second Semester
BUSINESS COMMUNICATION-II (MBA-2001)

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 As a member of Student Placement Cell of your college write a formal letter to Ms. Radhika Khera the HR Manager of Smart Technologies Ltd inviting her to visit the campus and explore opportunities to invite her company to conduct campus placement for Engineering and MBA students. You had met her at the recently concluded ISTD conference at New Delhi. 15

Q.2 Rehana Khan had ordered a mobile phone through Amazon and was promised delivery within 24 hours. It has been more than 4 days and the delivery hasn’t yet happened. She has written to the CEO expressing her disgust. On behalf of the CEO of your organization write an email to acknowledge the email. Express regret and provide a workable solution. It will take another 24 hours for the final delivery. 15

Q.3 You need to write an email to Mudra Garments to cancel the consignment for 500 units of denim, as the importer has filed for bankruptcy. As per the contract request for the refund of Advance of INR 50,000 which was transferred to their account. You need to write the following:
   a) Writer’s Purpose. 
   b) Reader’s Information. 
   c) Reader’s Response. 
   d) Background Information. 15

Q.4 You are a senior manager in a blue-chip firm. An assistant has been appointed to report to you. You had assigned her a task which she couldn’t complete on time and was completely indifferent about it. As it was a critical task you had to issue her a show cause notice. Needless to say, she took offense to it and to add fuel to fire; taking advantage of this issue your competitor took her in confidence and has started playing politics against you, using her. How would you effectively handle this situation? 15

Q.5 Write short notes on (any two):
   a) Importance of communication in professional world. 
   b) EQ, SQ and IQ and their relevance in success. 
   c) Integrity and honesty. 7½×2

PART-B

Q.6 Read the following case study and answers the question that follows:

India is 40 times larger in land area than Nepal and India has to meet its increasing electrical power needs. Nepal is one of the poorest nations in the world and is economically linked to India because of its geographic situation. However, Nepal’s water wealth is enormous. Several studies revealed that 89 sites within Nepal are potentially capable of producing 30 gigawatts of hydroelectric power to give to energy starved India.
The multi-billion capital investment required to develop these projects is well beyond Nepal's capacity. Previous negotiations on completed projects between the two countries in the mid 1960's have resulted in India retaining control over the headwaters located in Nepal. Due to this imbalance of control, Nepal has deliberately forestalled the development of further major projects. Since then, four independent foreign studies of medium and large term hydroelectric projects were identified. At issue was the Karnali project which could produce a potential output of 10.8 GW.

The initial feasibility studies on the Karnali project failed to take into account the impact of this product on financial feasibility and its sociological impact on Nepal. Another issue of contention for Nepal was that during their negotiations, India denied or gave lip service to issues surrounding irrigation and flood control. Additionally, India demanded that they would only be prepared to pay for the cost of the energy and not for the cost of peaking power which meant most of the cost would be transferred to Nepal. Nepal demanded it wanted to link the cost of electricity to the cost of alternative thermal energy to enhance its profit.

Nepal’s politicians came under strong pressure to develop these water resources. Nepal's stall tactics also came under the gun. In 1991, a newly elected government in Nepal proclaimed it had come to an “understanding” with India on a number of water resource issues. This understanding caused a great furore amongst the opposition parties and the general public. This resulted to a change in Nepal's government which changed their absolute monarchy into a combined constitutional monarchy and parliamentary democracy. The new government amended their constitution. The government passed a new order, Article 126(2) which stated that any sharing of water resources would require an approval of a 2/3's majority in parliament.

On water resource projects, Nepal did hold one other major negotiation card in that Nepal had the right to veto a proposed hydroelectric water project. India was now placed in a weaker negotiating position because any proposals would now have to please not only the incumbent government but also the opposition parties, or a majority segment of the population.

What steps according to you can be taken by India to ensure a win-win strategy?
End Semester Examination, May 2019
B. Tech. – Fourth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I (HM-403B)

Time: 2hrs
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 provided below. (Answers marked outside the answer key will not be evaluated.)

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

Q.2 If A’s salary is 20% lower than B’s salary, then how much present is B’s salary higher than A’s?
   a) 15%  
   b) 20%  
   c) 25%  
   d) 33.3%

Q.3 If a selling price of Rs 24 results in a 20% discount of the list price, the selling price that would result in a 30% discount of the list price is?
   a) Rs 16  
   b) Rs 21  
   c) Rs 25  
   d) Rs 31

Q.4 A sporting goods store ordered an equal number of white and yellow tennis balls. The tennis ball company delivered 45 extra white balls, making the ratio of white balls to yellow balls 1/5 : 1/6. How many white tennis balls did the store originally order for?
   a) 450  
   b) 270  
   c) 225  
   d) 250

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

Q.6 How much time will it take for an amount of Rs. 450 to yield Rs. 81 as interest at 4.5% per annum of simple interest?
   a) 3.5 years  
   b) 4 years  
   c) 4.5 years  
   d) None of these

Q.7 A and B invest in a business in the ratio 3:2. If 5% of the total profit goes to charity and A’s share is Rs. 855, the total profit is:
   a) Rs. 1425  
   b) Rs. 1500  
   c) Rs. 1537.50  
   d) Rs. 1576

Q.8 The total of the ages of Amar, Akbar and Anthony is 80 years. What was the total of their ages three years ago?
   a) 71 years  
   b) 72 years  
   c) 74 years  
   d) 77 years

Q.9 Naveen purchased 2 oranges, 3 apples and 5 bananas and paid Rs 40. Had Naveen purchased 3 oranges, 5 apples and 9 bananas, he would have to pay Rs 64. Gagan demanded only 1 orange, 1 apple and 1 banana. If Naveen purchased only what was demanded by Gagan, then how much would he have paid (in Rs)?
   a) 16  
   b) 28  
   c) 36  
   d) 24

Q.10 21 pencils and 29 pens cost Rs 79. But if the number of pencils and pens were interchanged, the cost would have reduced by Rs 8. Find the cost of each pen.
   a) Rs 1  
   b) Rs 2  
   c) Rs 3  
   d) Rs 4

Q.11 The average score of 40 students in a Mathematics test is 50. If the highest and lowest scores were excluded, the average score of the class would decrease by 1. If the difference of these 2 scores is 60, find the highest score?
   a) 87  
   b) 95  
   c) 99  
   d) 115

Q.12 In a certain store, the profit is 320% of the cost. If the cost increases by 25% but the selling price remains constant, approximately what percentage of the selling price is the profit?
   a) 70  
   b) 50  
   c) 60  
   d) 80

Q.13 In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total number of votes was 7500, the number of valid votes that the other candidate got, was:
   a) 2700  
   b) 2900  
   c) 3000  
   d) 3100

Q.14 By selling goods for Rs.186, a merchant loses 7% on his outlay. Find the percentage profit on his outlay when he sells the same goods for Rs.210?
   a) 3%  
   b) 10%  
   c) 4%  
   d) 5%

Q.15 If the population of a town is decreased by 10% and then increased by 10%, the net effect on the population of the town is:
   a) A decrease of 99%  
   b) No change  
   c) A decrease of 1%  
   d) An increase of 1%
Q.16 The least number of complete years in which a sum of money put out at 20% compound interest will be more than doubled is:
   a) 3      b) 4      c) 5      d) 6

Q.17 In the month of Jan, the Railway police caught 4000 ticketless travelers. In Feb, the number rose by 5%. However, due to constant vigil by the Police and the Railway staff, the number reduced by 5% and in April it further reduced by 10%. The total number of ticketless travelers caught in the month of April was
   a) 3125      b) 3255      c) 3575      d) 3591

Q.18 If half of the number of white mice in a certain laboratory is 1/8 of the total number of mice, and 1/3 of the number of gray mice is 1/9 of the total number of mice, then what is the ratio of white mice to gray mice in the laboratory?
   a) 16:27      b) 2:3      c) 3:4      d) 4:5

Q.19 Average cost of 5 apples and 4 mangoes is Rs. 36. The average cost of 7 apples and 8 mangoes is Rs. 48. Find the total cost of 24 apples and 24 mangoes.
   a) 1044      b) 2088      c) 720      d) 324

Q.20 One quantity of wheat at Rs 9.30 per kg is mixed with another quality at a certain rate in the ratio 8:7. If the mixture so formed be worth Rs 10 per kg, what is the rate per kg of the second quality of wheat?
   a) Rs 12.47      b) Rs 10.80      c) Rs 15.17      d) Rs 47.66

Q.21 A can contains a mixture of two liquids A and B in the ratio 7:5 when 9 litres of mixture are drawn off and the can is filled with B, the ratio of A and B becomes 7:9. How many litres of liquid A were contained by the can initially?
   a) 28L      b) 21L      c) 45L      d) 36L

Q.22 \[999 \frac{1}{7} + 999 \frac{2}{7} + 999 \frac{3}{7} + \ldots + 999 \frac{6}{7} = ?\]

Q.23 The greatest of \(\sqrt{2}, \sqrt{4}, \sqrt{5}, \sqrt{3}\) is:
   a) \(\sqrt{2}\)      b) \(\sqrt{4}\)      c) \(\sqrt{5}\)      d) \(\sqrt{3}\)

Q.24 If the rate of interest be 4% per annum for first year, 5% per annum for second year and 6% per annum for third year, then the compound interest of Rs. 10000 for 3 years will be:
   a) Rs 1575.20      b) Rs 1600      c) Rs 1625.80      d) Rs 2000

Directions for Q25 to Q28: The length of each side of a cube is 5 cm. The outer border of the width of 1 cm is painted yellow on each side and the remaining space enclosed by this 1 cm path is painted pink. This cube is cut into 125 smaller cubes of each side 1 cm. Then these smaller cubes are separated.

Q.25 How many cubes have all the face uncolored?
   a) 0      b) 9      c) 18      d) 27

Q.26 How many cubes have three faces colored yellow?
   a) 2      b) 4      c) 8      d) 10

Q.27 How many cubes have at least two faces colored yellow?
   a) 24      b) 44      c) 48      d) 96

Q.28 How many cubes have one face pink and an adjacent face yellow?
   a) 0      b) 1      c) 2      d) 4

Q.29 There are two examinations rooms A and B. If 10 students are sent from A to B, then the number of students in each room is the same. If 20 candidates are sent from B to A, then the number of students in A is double the number of students in B. The number of students in room A is:
   a) 20      b) 80      c) 100      d) 200

Q.30 Two numbers are in the ratio 3:5. If 9 be subtracted from each, then they are in the ratio of 12:23. The second number is?
   a) 53      b) 54      c) 55      d) 52
Directions for Q31 to Q35: In the question a part of the sentence has been highlighted in bold. Alternatives to the highlighted part is given which may improve the construction of the sentence. Select the correct alternative.

Q.31 To get one’s name in the Rowland Ward’s book of hunting records was the hot ambition of every serious hunter.
   a) Extreme
   b) Burning
   c) Reluctant
   d) No improvement needed

Q.32 Due to these reason we are all in favour of universal compulsory education.
   a) Out of these reasons
   b) For these reasons
   c) By these reasons
   d) No improvement needed

Q.33 I shall not go until I am invited.
   a) Till I am invited
   b) Unless I am invited
   c) If not I am invited
   d) No improvement needed

Q.34 Please remind me of posting these letters to my relatives.
   a) By posting
   b) To post
   c) For posting
   d) No improvement needed

Q.35 I would have waited for you at the station if I knew that you would come.
   a) Had known
   b) Was knowing
   c) Have known
   d) No improvement needed

Directions for Q36 to Q40: Read the following sentences and identify the tense.

Q.36 She is teaching her students.
   a) Present Continuous Tense
   b) Simple Present Tense
   c) Present Perfect Tense
   d) Present Perfect Continuous Tense

Q.37 The chief guest addressed the gathering.
   a) Simple Past Tense
   b) Past Continuous Tense
   c) Simple Present Tense
   d) Future Tense

Q.38 They will be having fun.
   a) Future Continuous Tense
   b) Future Tense
   c) Future Perfect Continuous Tense
   d) Future Perfect Tense

Q.39 She had been running for hours
   a) Simple Past Tense
   b) Past Perfect Continuous Tense
   c) Past Continuous Tense
   d) Simple Present Tense

Q.40 He had sought the permission of his boss.
   a) Simple Past Tense
   b) Simple Present Tense
   c) Past Perfect Tense
   d) Future Tense

Directions for Q41 to Q50: In the following passage there are blanks, each of which has been numbered. These numbers are printed below the passage and against each, four words are suggested, one of which fits the blank appropriately. Find out the appropriate word in each case.

Visual experiences can ...(41) children, teenagers and even adults learn and absorb more due to its highly stimulating and ...(42) engaging impact. It is for this reason that we are seeing an increase in schools across the globe ...(43) content provider programs into their class curriculum to ....(44) lessons through video. Visual excursions and school collaborations are ...(45) by advances in high definition video, high fidelity audio and content sharing allowing students to experience a richer and more stimulating learning experience. Schools that have previously transported students to excursions in ...(46), now face increased transportation costs, higher insurance premiums, attendance costs for the families and strict duty of care policies for students while ....(47) school property/ Virtual excursions ...(48) students to improve their presentation, research, learning and speaking skills while they engage in a live learning session. Students also now have the ability to meet peers from many cultures, speak to subject-matter ...(49) like scientists or authors practice a foreign language with students from another country, and learn about global issues from the ...(50) of their own classrooms.

Q.41 a) help  b) aiding  c) prescribe  d) present
Q.42 a) plus  b) deeply  c) lonely  d) ably
Q.43 a) incorporating  b) pressing  c) parting  d) following
Q.44  a) make
        b) impart
        c) vision
        d) need

Q.45  a) dissolved
        b) enhanced
        c) measured
        d) failed

Q.46  a) parent
        b) deed
        c) person
        d) lieu

Q.47  a) involving
        b) saving
        c) off
        d) vacating

Q.48  a) enable
        b) pressure
        c) collect
        d) let

Q.49  a) dictionaries
        b) experts
        c) clauses
        d) books

Q.50  a) availability
        b) comfortable
        c) safety
        d) knowable
Q.1 Answer the following questions:
   a) Define verbal communication  
   b) What is formal communication?  
   c) What do you understand by opinion leaders?  
   d) Define hypothesis?  
   e) Define sampling?  
   f) Write a brief note effective communication.

**PART-A**

Q.2 Critically analyze dependency theory of communication with examples.  

Q.3 Explain the research design in detail.  

Q.4 Discuss the various research methods in detail

**PART-B**

Q.5 Explain Laswell model of communication in detail.  

Q.6 Critically analyze two step flow theory and multi step flow theory of communication in detail.  

Q.7 Write a detailed note on content analysis.
End Semester Examination, May 2019  
B. Sc. (Hospitality and Hotel 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 question.

**PART-A**

Q.1 Answer the following questions:  
a) Give the English term for Poulet, Champignon, Oeuf, Estouffade.  
b) Define the terms “Espagnole and Julienne”.  
c) List the ingredients with quantity to make 01 ltr bechamel 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) Explain “Pot Roasting”.  
i) Name 4 each of stem and tubers as vegetables.  
j) Write 2 derivatives of each Hollandaise and Mayonnaise.  

2×10

**PART-B**

Q.2 Describe 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 List down the different attributes & 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 type of stocks with their use.  

Q.8 Define “Shortening”. Explain the different roles of shortening in food.  

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End Semester Examination, May 2019
B. Sc. (Hotel and Hospitality Administration) – Third Semester
ROOMS DIVISION THEORY-III (BHHA-313)

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 ten) of the following:
   a) Differentiate between the contract and outsourcing.
   b) Mention the various types of contracts available in housekeeping.
   c) Enlist different types of flowers and foliage, used in flower arrangement.
   d) List five basic mechanics/items of flower arrangement.
   e) What are the dimensions of color?
   f) List the various kinds of windows.
   g) Enlist ten different types of uniforms used in a Hotel.
   h) Hotel safety.
   i) PMS.
   j) Cyber security.
   k) Key card.
   l) Walk in guest.
   m) Lock out.
   n) POS.

Q.2 What are the various ways of scheduling housekeeping employees for a day’s work? 5

Q.3 Enlist and explain five different types of laundry equipment. 5

Q.4 What is a Valet service? What are the duties and responsibilities of a Hotel Manager? 5

Q.5 Discuss floor covering under the following heads:
   a) Hard floor coverings.
   b) Soft floor coverings. 5

Q.6 Define flower arrangement. Elaborate the guidelines followed for flower arrangement in the Hotel Industry. 5

Q.7 Mention the factors to be considered by a hotel before selecting a PMS. 5

Q.8 Explain the role of Night Audit and its operations in a hotel. 5

Q.9 Explain in detail any two reports generated by the PMS. 5

Q.10 Effective Key Control can help eliminate major Security threats. Justify. 5

Q.11 What steps can a hotel take to protect the hotels and the guest belongings from getting stolen? 5
End Semester Examination, May 2019  
B. Sc. (Hotel and Hospitality Administration) – Third Semester  
FOOD AND BEVERAGE PRODUCTION THEORY-III (BHHA-311)

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 in brief:
   a) Biryani.
   b) Makki ka Soweta.
   c) Kabargah.
   d) Dastar Khwan.
   e) Sorpotel.
   f) Badam jali.
   g) Patrail.
   h) Safed Mass.
   i) Dalcha.
   j) Lagan nu custard.  

PART-B

Q.2 Describe industrial catering in detail.  

Q.3 Differentiate between the following:
   a) Double Ka meetha and Shahi Tukda.
   b) Awadhi biryani and Hyderabadi biryani.  

Q.4 Explain Rajasthani cuisine in detail.  

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

Q.6 Discuss about the Kerla cuisine.  

Q.7 What is Sous vide? List out the 10 bulk cooking equipment’s.
End Semester Examination, May 2019  
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 the following:
   a) Human capital.
   b) Job specification.
   c) Organizational culture.
   d) Attrition.
   e) Employee grievance.
   f) Contract of service.
   g) Incentive.
   h) Innovation.
   i) Controlling.
   j) Empowerment.

2x10

**PART-B**

Q.2 What is the scope of HRD? What are the benefits the organization gets from it?  
   6

Q.3 What is the need of Employee training? Discuss how training need analysis (TNA) is carried out.  
   6

Q.4 How would you define human resource acquisition? Explain the steps involved in recruitment.  
   6

Q.5 What is organizational culture? Explain the types of organizational culture.  
   6

Q.6 List the various factors influencing promotions and appraisals. Why is performance management an area of great importance for the organization?  
   6

Q.7 What is remuneration? Discuss various methods that are used to pay an employee in an organization.  
   6
En 207/4

End Semester Examination, May 2019
B.Sc. (Hotel Management) - First Semester

PRINCIPLES OF MANAGEMENT AND ORGANIZATION BEHAVIOUR
(FMS-HM-105)

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 (any ten) of the following questions:
a) What are the functions of a manager?
b) What is management?
c) What do you understand by a policy?
d) Define “M.B.O.”.
e) What is effective communication?
f) What is the purpose of planning?
g) Define “POLC cycle”.
h) Explain the characteristics of a leader.
i) What is personality?
j) What are different levels of management? Explain with examples.
k) Why is organization vision important? 2×10

PART-B

Q.2 Enlist and explain about the different types of organizations in detail. 6

Q.3 ‘Decision making is a very critical process in any business organization’. Discuss in detail the steps involved in a decision making process. 6

Q.4 Explain with suitable examples different types of leadership styles and their utilities in different scenarios. 6

Q.5 What do you understand by conflict management? Discuss a few ways by which management resolve conflicts within an organization. 6

Q.6 ‘Delegation of authority in any organization is a very important’. Discuss in detail. 6

Q.7 SWOT scan is a managerial tool available to managers for a detailed insight into business operations. Discuss about this tool, its features and importance in detail. 6
Q.1 Answer (any five) of the following questions:
   a) What is the importance of Audit in marketing?
   b) What do you mean by marketing Myopia?
   c) Explain various Marketing approaches briefly.
   d) Explain various steps involved in the process of marketing.
   e) Throw light on the factors that one should keep in mind while deciding Target Audience.

PART-A

Q.2 Discuss Market Positioning in detail construct a positioning strategy for any consumer product explaining every tool and approach involved in it. 10

Q.3 Throw light on the market segmentation process consumer and industrial goods. Explain how USP and Brand value plays an important part in market segmentation. 10

Q.4 What do you mean by Digital marketing? Explain various tools and lactic used while marketing any product digitally. 10

OR

Q.5 What do you mean by Integrated Marketing Communication. Explain the need and importance of IMC in contemporary digital world. 10

PART-B

Q.6 Suppose you are line marketing head of any luxury brand. Do SWOT and Pestle analysis of that brand and develop a marketing strategy for it. 10

Q.7 Enumerate the importance of research in Marketing. Suppose you are going the launch a new product. Explain various steps that you will take before launching it in the market. 10

Q.8 What are the various ethical aspects that one should keep in mind while marketing in any product. Do you think that in today’s competitive market ethics are religiously adhered by the strategist? Justify your answer. 10
End Semester Examination, May 2019
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 Expand (any ten) abbreviations and explain them in brief:
   a) LAN.
   b) POS.
   c) RFID.
   d) IDS.
   e) GDS.
   f) HVAC.
   g) CRS.
   h) POS.
   i) EMS.
   j) HTTP.
   k) CAS.

   2x10

PART-B

Q.2 Why would managers prefer touch screen, barcode or wireless terminals to conventional keyboard order-entry devices?  5

Q.3 What is a PMS? List some PMS’s with their features.  5

Q.4 What is a management information system (MIS)? What are its components?  5

Q.5 How does the yield management software help in improving revenue generation for a hotel?  5

Q.6 How technology can help the various departments in a hotel to improve decision-making? Justify your answer with two examples.  5

Q.7 What are the points to be considered for a self-check-in/checkout system?  5

Q.8 In case of computerized night audit, what points should be considered?  5
End Semester Examination, May 2019
B. Tech. – Seventh Semester
MARKETING MANAGEMENT (HM-821)

Time: 3 hrs.  Max Marks: 100

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

Q.1 Answer (any four) questions:
a) Write down the various functions of marketing management.
b) Differentiate between Selling and marketing.
c) Define product and its classification.
d) Explain market research and its importance.
e) Explain the term ‘Place’ as used in marketing mix. 5x4

PART-A

Q.2 a) What is the importance of marketing management in business? What are its various functions? 10
b) Briefly explain the various concepts of marketing management. 10

Q.3 a) What do you understand by the term customers perceived value and consumer satisfaction? 10
b) Explain the concept of value chain and its process. 10

Q.4 Explain the term New Product Development and the various steps involved in the process. 20

PART-B

Q.5 a) What are the various factors which effect the Price Decision in any business? 10
b) Explain the various price strategies used in any business. 10

Q.6 a) What do you understand by buying motives? Explain the types of buying motives. 10
b) What are the factors which influence the buying behavior of any consumer? 10

Q.7 What do you understand by the term ‘Promotion’ as used in marketing mix? Explain its objectives and various promotion techniques used. 20
End Semester Examination, May 2019  
B. Tech. – Seventh Semester  
PROJECT MANAGEMENT (HM-823)

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

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

Q.1 Answer the following questions:
   a) What are the important characteristics of a project?
   b) How are projects classified? Give examples of each.
   c) What do you mean by ‘Project Appraisal’?
   d) What are the components of project cost?
   e) Define ‘Slack Time’ of an event and ‘Float’ of an activity.
   f) Define project contract.
   g) Why do you need to recruit members and keep them active?
   h) What is the need of project insurance?
   i) What do you mean by global tender?
   j) Define the term project inventory.

   2x10

   PART-A

Q.2 a) What are the technical aspects of a typical project as distinct from commercial financial, economic and managerial feasibility?  
   b) Explain the generation of project idea. Also discuss the project approval process in detail in addition. Draw a schematic diagram of the feasibility study of windmill power generation project.

Q.3 a) Why is it essential to define project life cycle and divide into various phases? 
   b) How are management principles applied to project management? What are the responsibilities of project manager?

Q.4 Draw a PERT Network for the following data and find out the critical path. G and I are the last activities. Calculate the probability of completing the project in 22 days.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Proceeding Activity</th>
<th>Optimistic time (days)</th>
<th>Most likely time (days)</th>
<th>Pessimistic time (days)</th>
</tr>
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<tbody>
<tr>
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<td>-</td>
<td>4</td>
<td>5</td>
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<tr>
<td>B</td>
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<td>C</td>
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<td>3</td>
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<td>2</td>
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<tr>
<td>F</td>
<td>C, D</td>
<td>3</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>G</td>
<td>E</td>
<td>4</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>H</td>
<td>E</td>
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<td>6</td>
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</tr>
<tr>
<td>I</td>
<td>F, H</td>
<td>5</td>
<td>6</td>
<td>13</td>
</tr>
</tbody>
</table>

   20

   PART-B

Q.5 a) What is organization breakdown structure? How does it help in controlling a project? 
   b) What are the major types of non-turnkey contracts? Explain in brief.
Q.6  a) What are the procedures and strategies for project completion and review?  
     b) What is the need of a project information system? What are the requirements of a project information system?

Q.7  a) What is the role of project inventory in a project? Is project inventory evil or good for a project?  
     b) How supply and transportation of materials affect the project progress?
End Semester Examination, May 2019  
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. Marks are indicated against each question.

Q.1 Answer (any four) from the following:  
a) Recall the roles and responsibilities of HR managers.  
b) Enlist the objectives of HRP.  
c) Enlist the benefits of Induction.  
d) Criticize Succession Planning.  
e) Outline the importance of Performance Management System.  
f) Comprehend the role of HR in knowledge industry.  

PART-A

Q.2 Define HRM. Analyze the strategic importance of Human Resource Management.  
Q.3 Illustrate the process of Human Resource Planning.  
Q.4 Recall the process of Recruitment.

PART-B

Q.5 How would you design and administer a training program?  
Q.6 State Compensation. How would you determine a compensation structure?  
Q.7 a) Assess the role of HR in virtual organization.  
   b) Discuss employee leasing.
End Semester Examination, May 2019
B. Sc. (Hospitality and Hotel Administration) – Third Semester
FACILITY MANAGEMENT (BHHA-319)

Time: 3 hrs

Max Marks: 50

No. of pages: 1

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

PART-A

Q.1 a) Define delivery chalan.
    b) List different types of facility layouts.
    c) Define Service recovery.
    d) List some of the support services in BPO.
    e) Define preventive maintenance and AMC.
    f) List the dimensions of the service quality.
    g) Define Vendor Development.
    h) State the basic principle of Material Management.
    i) Define water recycling.
    j) Define the inventory control.

PART-B

Q.2 Define the energy conservation. Explain the Green building concept. 6
Q.3 Describe Service value chain. Explain its role and importance in facility management. 6
Q.4 Write the meaning and purpose of the material management and its importance for a facility Manager. 6
Q.5 Considering yourself as a facility manager of a university, enlist few “need to have” and “nice to have” support services, in their order of preference. 6
Q.6 Listing the duties and responsibilities, explain the role of a facility manager. 6
Q.7 Define the Service style in a Cafeteria. Explain the Layout and Operations of a Food Court. 6
End Semester Examination, May 2019
B.Sc. (Hospitality and Hotel Administration) – Fourth Semester
ROOMS DIVISION THEORY-IV (BHHA-413)

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 Write short notes the following (ANY TEN):

a) PROPAR  

b) Recycled Inventory  
c) Market Segmentation  
d) Market Penetration Index  
e) Strategic Pricing  
f) Ergonomics in Hotel Housekeeping  
g) HAVOV  
h) Yield Percentage  
i) Hurdle Rate  
j) OSHA  
k) Zero Budget  
l) Capital

Differentiate between the following: (ANY TWO):

a) Booking & Blocking  
b) ARR&ADR  
c) Psychographic segmentation & Demographic segmentation.  

**PART-B**

Q.2 Define ‘revenue management’? Discuss the techniques of YM in detail.  

Q.3 Differentiate between ‘marketing and selling’. Illustrate all P’s of Hospitality Marketing Mix in brief.  

Q.4 Develop a SOP for a new employee to make him/her deal with fire emergencies.  

Q.5 Differentiate between a capital budget and an operating budget? What are the different ways which the executive of housekeeper can use to control the expenses of the housekeeping department?  

Q.6 What are the advantages and disadvantages of contracting out housekeeping services?  

Q.7 Explain (any two) of the following:

a) How will you calculate par stock for non-recycled items?  
b) Suggest ways of saving water in laundry operations.  
c) How to save the shrinking labour market?  
d) Instituting environmentally safe cleaning practices.  

Q.8 What is renovation? What is the role of housekeeping department during renovation?  

Q.9 Discuss the various high and low demand tactics adopted by hotels in order to optimize revenue.  

Q.10 List out the benefits of technology in modern housekeeping in detail.
End Semester Examination, May 2019
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 Answer the following question:
   a) What is the importance of directing?
   b) How do we define a problem of layout?
   c) What is material management?
   d) What is the need of entrepreneurship? Explain. 5×4

   PART-A

Q.2 Explain the nature of management and planning of management in detail. 20
Q.3 What is plant layout? Explain the objectives and importance of plant layout in detail. 20
Q.4 Explain “Purchase management” and its objectives. 20

   PART-B

Q.5 Explain the objectives of industrial relations in detail. 20
Q.6 Define the terms NABARD and NSIC in detail. 20
Q.7 What is the need of entrepreneurial generation activities? How can we implement a business idea? 20
End Semester Examination, May 2019
B. Tech. – Fifth Semester
INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP (HM-504)

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  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.  5x4

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

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.                  10x2
     b) Participants in industrial relationship.
End Semester Examination, May 2019
P.G. (DAPR) — First Semester
ADVERTISING (THEORY) (PGD-APR-103)

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.** Marks are indicated against each question.

Q.1 a) **Answer the following question:**
   i) What is marketing?
   ii) What is the full form of ASCI?
   iii) What is a Reminder Advertising?
   iv) Name the Agency that created the “What an Idea Sir ji” ad and for which company?
   v) The famous pug ad and zoo zoos were created by which famous ad agency?
   vi) Name the personality behind the creation of the Amul Girl?
   vii) “Daag acheche hai” is the brain child of which advertising agency and for which company?
   viii) What are Non personal communication channels?

b) **Fill in the blanks:**
   ix) ____________ is the number of different people (unduplicated) who are exposed to an advertising message at least once over the course of the campaign. The number is expressed as a percentage of the target audience.
   x) The idea of advertising heavily for a short period of time to build awareness that carries over to the next advertising period is called ____________.

1×10

**PART-A**

Q.2 David Ogilvy in his book *Confessions of an Advertising Man* prescribed eleven commandments for creating advertising campaigns. Explain them with relevant examples. 10

Q.3 Design a 360 degree advertising campaigns on any social issue citing, the objectives target audience, the Big idea, budget and the media to be used. 10

Q.4 Deconstruct the Ad campaign “Lifebuoy se haath dhoya kya?” 10

**PART-B**

Q.5 Like any other profession, the profession of advertising also has a code of ethics which provides practical guidelines to practitioners, given the context explain the role of ASCI. 10

Q.6 Discuss the role of advertising in Market Segmentation, Differentiation and Positioning. 10

Q.7 Discuss in detail the depiction of women in Indian advertising, Illustrate your answer with relevant examples. 10
Q.1 Answer (any ten) of the following questions:
   a) Define ‘brand image’.
   b) Identify two pitfalls of brand extensions.
   c) What is the advantage of brand extension?
   d) Define ‘perceptual mapping’.
   e) Why is it important to have a competitive advantage?
   f) Identify and define two brand elements.
   g) Focus on brand personality because _____?
   h) Give two examples of brand association.
   i) Define Brand extension.
   j) Why is dissonance important?
   k) What is brand spectrum?
   l) Define ‘a brand’.
   m) How does a brand evolve.
   n) Give two characteristics of a brand.
   o) Define a ‘brand potential’.  

   **PART-A**

Q.2 Discuss various Brand characteristics.  

Q.3 Discuss the importance of Brand Audit and Inventory tracking in detail.  

Q.4 Analyze how would you leverage secondary brand associations to build brand equity.  

   **PART-B**

Q.5 “Digital eco systems and importance of IMC”. Discuss in detail.  

Q.6 Evaluate conjoint analysis with the help of appropriate examples.  

Q.7 When and why do you track corporate image of a company?
End Semester Examination, May 2019
B. Tech. – Fifth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-II
(HM-505A)

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

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.

51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100.
Q.1 Total time taken by a person in going to a place by walking and returning on cycle is 5 hours 45 mints. He would have gained 2 hours by cycling both ways. The time taken by him to walk both ways is?
   a) 6 hrs. 45 min.  
   b) 7 hrs. 45 min.  
   c) 8 hrs. 15 min.  
   d) 8 hrs. 30 min.

Q.2 A worker reaches his factory 3 minutes late if his speed from his house of the factory is 5 km/hr. If he walks at a speed of 6 km/hr, then he reaches the factory 7 minutes early. The distance of the factory from his house is?
   a) 6 km  
   b) 5 km  
   c) 6.5 km  
   d) 7 km

Q.3 A person travels from X to Y at a speed of 40 kmph and returns by increasing his speed by 50%. What is his average speed for both the trips?
   a) 36 kmph  
   b) 45 kmph  
   c) 48 kmph  
   d) 50 kmph

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 Two boats, travelling at 5 km/h and 10 km/h, head directly towards each other. They begin at a distance of 20 km from each other. How far apart are they (in km) one minute before they collide?
   a) 1/12  
   b) 1/6  
   c) 1/4  
   d) 1/3

Q.6 In a race of 200 m, A beats S by 20 m and N by 40 m. If Sand N are running a race of 100m with exactly same speed as before, then by how many metres will S beat N?
   a) 11.11 m  
   b) 10 m  
   c) 12 m  
   d) 25 m

Q.7 Three persons A, B and C are running on a circular track of length of 1000m with a speed of 10m/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 is the value of M and N respectively if M8458N is divisible by 88, where M and N are single digits?
   a) 5, 4  
   b) 8, 6  
   c) 6, 4  
   d) 3, 2

Q.9 Find the number of zeroes in the following multiplication: 
   \[5 \times 10 \times 15 \times 20 \times 25 \times 30 \times 35 \times 40 \times 45 \times 50.\]
   a) 6  
   b) 7  
   c) 8  
   d) 9

Q.10 Find the highest power of 5 in 100!
   a) 19  
   b) 22  
   c) 25  
   d) 24

Q.11 What is the remainder when \(2^{643}\) is divided by 96?
   a) 1  
   b) 16
Q.12 The unit digit of the expression \((1! \times 1!) + (2! \times 2!) + (3! \times 3!) + \ldots + (100! \times 100!):\)
   a) 0  b) 1  c) 2  d) 7

Q.13 The power of 45 that will exactly divide 123! is:
   a) 28  b) 30  c) 31  d) 29

Q.14 Which of the following numbers gives the same remainder when it divides 1110 and 864?
   a) 123  b) 213  c) 245  d) 132

Q.15 How many factors of 1200 are there?
   a) 15  b) 20  c) 30  d) 60

Q.16 The LCM of three different numbers is 120. Which of the following cannot be their HCF?
   a) 24  b) 35  c) 12  d) 6

Q.17 Three wheels can complete 60, 36, 24 revolutions per minute respectively. There is a red spot on each wheel that touches the ground at time zero. After how much time, all these spots will simultaneously touch the ground again?
   a) 5/2 s  b) 5/3 s  c) 6 s  d) 7.5 s

Directions Q18-20: 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 How many children does M have?
   Statements: 1. H is the only child of X who is wife of M. 2. K and J are brothers of M.

Q.19 The last Sunday of March, 2006 fell on which date?
   Statements: 1. The first Sunday of that month fell on 5th. 2. The last day of that month was Friday.

Q.20 Who is to the immediate right of P among five persons P, Q, R, S and T facing North?
   Statements: 1. R is third to the left of Q and P is second to the right of R.
   2. Q is to the immediate left of T who is second to the right of P

Directions Q21 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.
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 ration 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 32nd term in the following series 3,7,11,........
   a) 120  
   b) 230  
   c) 220  
   d) 127

Q.29 Find the position of 98 in the following series 3,8,13 ....?
   a) 20th term  
   b) 12th term  
   c) 36th term  
   d) 34th term

Q.30 The value of $\log_327$ is:
   a) 2  
   b) 3  
   c) 4  
   d) 1/2

Q.31 What is a simplex model?
   a) Problem Solving model  
   b) Mathematical Model  
   c) model to make things simple  
   d) None of the above
Q.32 Exercising and physical well being 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 Which of the following is not a feature or a characteristic of a Team?
   a) Express ideas clearly and precisely
   b) A diverse group of people from different backgrounds
   c) Everyone is concerned only about themselves.
   d) Maintain eye contact with other group members

Q.34 Resume should not contain:
   a) Projects and Extracurricular activities
   b) Long Paragraphs
   c) Achievements
   d) Work Experience & Internships

Q.35 What should you DO in an interview?
   a) Sit erect and smartly
   b) Maintain eye contact
   c) Smile appropriately
   d) All of the above

Q.36 What are the “Do” in group discussion out of the following?
   a) Listen to others
   b) Make original points
   c) Modulate volume, tone and pitch
   d) All of the above

Q.37 Cover letter should NOT include?
   a) Suitability to the job
   b) Family background
   c) Application purpose
   d) Past professional background

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) How can I contribute in the growth of your company?
   c) Do you offer free lunch?
   d) How many holidays I can take in a month?

Q.39 Group discussions are conducted to test the following:
   a) Knowledge
   b) Confidence
   c) Leadership Skills
   d) All of the above

Q.40 Which of the following is a stress management technique?
   a) Meditation
   b) Physical exercise
   c) Substance Abuse
   d) a and b both
Q.41 Which of the following is not an element of emotional intelligence?
   a) Self-awareness
   b) Sympathy
   c) Self-regulation
   d) Social Skills

Q.42 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.43 Which of the following is NOT a good time management habit?
   a) Making a to-do list
   b) Scheduling according to priorities
   c) Setting goals
   d) Procrastination (delaying till last moment)

Q.44 A good leader is:
   a) A good communicator
   b) A good listener
   c) A good motivator
   d) All of the above

Q.45 Which of the following quadrant of Stephen Covey’s Time Management Matrix is a quadrant of Delegation?
   a) Important & urgent tasks
   b) Not Important & not urgent tasks
   c) Not important & urgent tasks
   d) Important & not urgent task

Q.46 What should you NOT DO in a group discussion?
   a) Express ideas clearly and precisely
   b) Listen to what others have to say
   c) Interrupt and shout
   d) Maintain eye contact with other group members

Q.47 What all is included in Audience Analysis before giving presentation?
   a) Age of audience
   b) Level of Knowledge
   c) Their interests and beliefs
   d) All of the above

Q.48 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.49 Which of the following causes positive stress?
   a) 1st day at job
   b) Family problems
   c) Fight with a friend
Q.50 If the name (Vijay Kumar) is provided, which is the correct salutation?
   a) Dear Mr. Vijay
   b) Dear Mr. Kumar
   c) Dear Mr. Vijay Kumar
   d) None of the above
End Semester Examination, May 2019
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 Convierte las siguientes frases en plural.
(Convert the following phrases in plural):

e.g. Esta novela es interesante.
    Estas novelas son interesantes.

b) La botella es útil

b) El lápiz es blanco.

c) Él es español.

d) La novela es aburrida.

1×4

Q.2 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>Tú comes</td>
<td></td>
</tr>
<tr>
<td>El/ella/usted abre</td>
<td>Nosotros escuchamos</td>
<td></td>
</tr>
<tr>
<td>Vosotros abris</td>
<td></td>
<td>Ellos/ellas/ustedescomen</td>
</tr>
</tbody>
</table>

6

Q.3 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) Sabádo           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.4 Completa con el artículo.
(Complete with article):
e.g. Los lápices.

a) ___________________ canción.
b) ___________________ mesas.
c) ___________________ peces.
d) ___________________ facultad.
e) ___________________ profesión.
f) ___________________ verdad.
Q.5 Mira al dibujo y responde a las preguntas.
(look at the picture and respond to the questions):

-e.g. ¿Quiénes el padre de mi prima? - Mi tío

(a) ¿Quiénes son los hijos de mi padre
(b) ¿Quién es la hermana de mi primo?
(c) ¿Quién es el hermano de mi madre?
(d) ¿Quiénes son los padres de mi prima?
(e) ¿Quiénes son los padres de mi hermano?
(f) ¿Quiénes son los padres de mi padre?
(g) ¿Quién es la mujer de mi padre?
(h) ¿Quién es la madre de mi prima?  

Q.6 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) ____________________________________________
(d) ____________________________________________
(e) ____________________________________________
(f) ____________________________________________
(g) ____________________________________________
(h) ____________________________________________
(i) ____________________________________________
(j) ____________________________________________  

Q.7 Completa con la forma adecuada de los verbos:
(complete with the appropriate form of AR, ER and IR ending verbs):

-a) Mi Madre ____________ (escribir) aleman
(b) Yo y mi hermana ____________ (bailar) cada dia.
(c) Vosotros ____________ (escuchar) la canción
(d) Juan and Maria ____________ (Comer) frutas.  

228/5
End Semester Examination, May 2019
B. Tech. – Fourth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I
(HM-403B)

Time: 2 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)

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Q.1 A fires 5 shots to B's 3 but A kills only once in 3 shots while B kills once in 2 shots. When B has missed 27 times, A has killed:
   a) 30 birds   b) 60 birds
   c) 72 birds   d) 90 birds

Q.2 Simplify and find \( x \): \( 48\sqrt{x} + 32\sqrt{x} = 320 \).
   a) 4   b) 8
   c) 16   d) 32

Q.3 If \( a + b + c = 13 \), \( a^2 + b^2 + c^2 = 69 \), then find the value of \( ab + bc + ca \).
   a) 10   b) 30
   c) 50   d) 70

Q.4 The sum of three numbers is 98. If the ratio of the first to second is 2 : 3 and that of the second to third is 5 : 8, then the second number is:
   a) 10   b) 20
   c) 30   d) 40

Q.5 A, B and C entered into a partnership. They invest ₹40,000, ₹80,000 and ₹1,20,000 respectively. At the end of the first year, B withdraws ₹40,000, while at the end of the second year, C withdraws ₹80,000. In what ratio will the profit be shared at the end of 3 years?
   a) 2 : 3 : 5   b) 3 : 4 : 7
   c) 5 : 6 : 4   d) 1 : 3 : 5

Q.6 In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total votes was 7500, the number of valid votes that the other candidate got, was:
   a) 2500   b) 2700
   c) 2900   d) 3100

Q.7 The price of a cycle is reduced by 25 per cent. The new price is reduced by a further 20 per cent. The two reductions together are equal to a single reduction of:
   a) 45%   b) 40%
   c) 35%   d) 32.5%

Q.8 A milkman purchases the milk at ₹x per litre and sells it at ₹2x per litre still he mixes 2 litres water with every 6 litres of pure milk. What is the profit percentage?
   a) 116%   b) 166.66%
   c) 60%   d) 100%

Q.9 The percentage profit earned by selling an article for ₹1920 is equal to the percentage loss incurred by selling the same article for ₹1280. At what price should the article be sold to make 25% profit?
   a) ₹2000   b) ₹2200
   c) ₹2400   d) Data inadequate

Q.10 The average of runs of a cricket player of 10 innings was 32. How many runs must he make in his next innings so as to increase his average of runs by 4?
   a) 76   b) 79
   c) 85   d) 87

Q.11 The average weight of 8 person 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) 70 kg   b) 75 kg
Q.12 Sivagami is 2 years elder than Meena. After 6 years the total of their ages will be 7 times of their current age. Then age of Sivagami is.
   a) 19 years    b) 17 years    c) 15 years    d) Data inadequate

Q.13 There are two numbers such that the sum of twice the first and thrice the second is 39, while the sum of thrice the first, and twice the second is 36. The larger of the two is?
   a) 3    b) 6    c) 9    d) 12

Q.14 A sum of money at simple interest amounts to ₹815 in 3 years and to ₹854 in 4 years. The sum is:
   a) 650    b) 690    c) 698    d) 700

Q.15 Find compound interest on ₹8000 at 15% per annum for 2 years 4 months, compounded annually:
   a) 2109    b) 3109    c) 4109    d) 6109

Q.16 A mixture of 150 liters of wine and water contains 20% water. How much more water should be added so that water becomes 25% of the new mixture?
   a) 10 liters    b) 20 liters    c) 30 liters    d) 40 liters

Q.17 8 litres are drawn from a cask full of wine and is then filled with water. This operation is performed three more times. The ratio of the quantity of wine now left in cask to that of the water is 16 : 65. How much wine the cask hold originally?
   a) 18 litres    b) 24 litres    c) 32 litres    d) 42 litres

Q.18 A dishonest shopkeeper sells salt at a rate of ₹18 per kilogram. The MRP of the salt is ₹15 per kg. As though not satisfied with this, he tries to multiply his profit by removing 200 gm from each packet. What is the shopkeeper’s gain percentage?
   a) 15%    b) 20%    c) 25%    d) 30%

Q.19 Ram sell his goods 25% cheaper than Shyam and 25% dearer than Bram. How much % is Bram’s good cheaper than Shyam?
   a) 60%    b) 40%    c) 50%    d) 30%

Q.20 The ages of X and Y are in the proportion of 6:5 and total of their ages is 44 years. The proportion of their ages after 8 years will be?
   a) 3:6    b) 6:3    c) 8:7    d) 9:5

Q.21 Simple interest on a certain sum is 16/25 of the sum. Find the rate percent and time, If both are numerically equal.
   a) R = 7% and T = 7 y    b) R = 8% and T = 8 y    c) R = 6% and T = 6 y
Q.22 What will the integer in place of ‘?’ in the given figure below?

\[ \text{a) 22} \quad \text{b) 14} \quad \text{c) 320} \quad \text{d) 32} \]

Q.23 Which one will replace the question mark?

\[ \begin{array}{c|c|c|c}
5 & ? & 44 & 7 \\
\hline
32 &  &  & \\
\hline
6 &  &  & \\
\end{array} \]

\[ \text{a) 33} \quad \text{b) 38} \quad \text{c) 32} \quad \text{d) 37} \]

Q.24 Choose a figure which would most closely resemble the unfolded form of Figure (Z).

\[ \text{a) 1} \quad \text{b) 2} \quad \text{c) 3} \quad \text{d) 4} \]

Directions (Q. 25 to Q. 26) : In the following diagram rectangle represents men, Triangle represents educated, Circle represents urban and square represents government employees.

Q.25 Which one of the following represents the educated men but not urban?

\[ \text{a) 9} \quad \text{b) 5} \quad \text{c) 4} \quad \text{d) 11} \]

Q.26 Which one of the following represents a woman who is urban as well as government employee?

\[ \text{a) 7} \quad \text{b) 13} \quad \text{c) 10} \quad \text{d) 6} \]

Q.27 Which symbol will be on the face opposite to the face with symbol*?

\[ \text{a) @} \quad \text{b) $} \quad \text{c) 8} \quad \text{d) +} \]

\[ \begin{array}{c}
\text{@} \\
\text{$} \\
\text{8} \\
\text{+} \\
\end{array} \]
Directions (Q. 28 to Q. 29): The following questions are based on the information given below:
All the opposite faces of a big cube are coloured with red, black and green colours. After that is cut into 64 small equal cubes.

Q.28 How many small cubes are there where one face is green and other one is either black or red?
   a) 28  b) 8  c) 16  d) 24

Q.29 How many small cubes are there, whose no faces are coloured?
   a) 0  b) 4  c) 8  d) 16

Q.30 Find out from amongst the four alternatives as to how the pattern would appear when the transparent sheet is folded at the dotted line.

   a) 1  b) 2  c) 3  d) 4

Directions (Q.31 to Q.33): In the given questions, find out which part of the sentence has an error:

Q.31 a) The little boy knows
   b) How to start the engine
   c) But does not know to stop it.
   d) No error

Q.32 a) They all had dinner, but I don't
   b) Since I had been waiting to eat
   c) The chocolate dessert first
   d) No error

Q.33 a) I am thinking to
   b) Going to Pune
   c) For my cousin’s wedding
   d) No error

Q.34 “Meatless Days has been made into a film”. If this sentence is to be written starting with “A film has been made”, the sentence would end with.
   a) Has been made
   b) Into meatless days
   c) On meatless days
   d) None of the above

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) 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.36  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.37 to Q.38)**: Choose the right option.

Q.37  Kavita ..... her white sandals today, but usually she wears her black shoes. 
      a) Wears  b) Wearing 
      c) Wear  d) Is wearing

Q.38  At a college festival: Organiser: “..... yourself?” 
      Guest : “Yes, I’m having a great time!” 
      a) You enjoying  b) Enjoy you 
      c) Do you enjoy  d) Are you enjoying

**Directions (Q.39 to Q.40)**: Use the correct form of tenses from the options given below question.

Q.39  If I _____ some money, I would not have to borrow now 
      a) Am saving  b) Have saved 
      c) Saved  d) Had saved

Q.40  A river _____ downstream 
      a) Flows  b) Will flow 
      c) Is flowing  d) Was flowing

**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.

Q.41  The team was well trained, but somehow, their _____ was low. 
      a) Strength  b) Moral 
      c) Consciousness  d) Morale

Q.42  Harry! Where are you? _______ up this tree 
      a) There I am  b) There am I 
      c) Here I am  d) Here am I

Q.43  When I was a child, I ______ to school every day instead of going by bicycle. 
      a) Had walked  b) Walked 
      c) Have walked  d) have been walking

Q.44  The synonym for the word “AUGUST” is 
      a) Common  b) Ridiculous 
      c) Dignified  d) Petty

Q.45  The antonym for the word “ZENITH” is 
      a) Acme  b) Top
**Directions (Q.46 to Q.50):** Read the passage below and answer the questions that follow.

As civilization proceeds in the direction of technology, it passes the points of supplying all the basic essentials of life, food, shelter, cloth, and warmth. Then we are faced with a choice between using technology to provide and fulfill needs which have hitherto been regarded as unnecessary or, on the other hand, using technology to reduce the number of hours of work which a man must do in order to earn a given standard of living. In other words, we either raise our standard of living above that necessary for comfort and happiness or we leave it at this level and work shorter hours. I shall take it as axiomatic that mankind has, by that time, chosen the latter alternative. Men will be working shorter and shorter hours in their paid employment.

Q.46 "Then we are faced with a choice....” What does "Then" mean here?
- a) Present state of civilisation.
- b) Past stage of civilisation.
- c) When automation takes over.
- d) After having provided the basic essentials of life.

Q.47 What does the passage suggest about the use of technology?
- a) It creates new and essential needs for mankind.
- b) It is opposed to the basic needs of mankind.
- c) It is complementary to the basic standards of living.
- d) It is responsible for the man’s love for comfort.

Q.48 What does the author mean by the word ‘axiomatic’ in the given passage?
- a) Without any evidence
- b) Evident without proof
- c) Proved with the help of idioms
- d) None of the above

Q.49 What does the author suggest? Man will....
- a) Rise above his present stage in civilisation.
- b) Settle down to the same stage with fewer hours of work.
- c) Raise his standard of living by working longer hours.
- d) None of the above.

Q.50 “Hitherto” means:
- b) Until this time
- b) Accepted
- c) Proved
- d) Taken for granted
End Semester Examination, May 2019
B. Tech. – Eighth Semester
HUMAN RESOURCE MANAGEMENT (HM-822)

Time: 3 hrs.  
Max Marks: 100

No. of pages: 1

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

Q.1 Answer any four of the following questions.
   a) Recall the functional areas of personnel.
   b) List the objectives of HRP.
   c) Recall various purposes of recruitment?
   d) Criticize succession planning.
   e) Outline the importance of compensation management.
   f) Comprehend the role of HR in employee leasing.  

   PART-A

Q.2 Define HRM. Analyze the strategic importance of human resource management.  

Q.3 Illustrate the process of human resource planning.  

Q.4 Identify various environmental influences on recruitment? State with the necessary examples.  

   PART-B

Q.5 Illustrate the process of career planning and management.  

Q.6 What is PMS? Demonstrate the process of performance management system.  

Q.7 a) Evaluate the role of HR in knowledge industry.  
   b) Assess the role of HR in virtual organization.  

5×4
End Semester Examination, May 2019
PGDAPR — First Semester
PUBLIC RELATIONS (PGD-APR-105)

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. Marks are indicated against each question.

Q.1 Attempt (any ten) short notes on the following terms:
a) Social Audit
b) Lobbying
c) Branding
d) Integrated Marketing Communication
e) Proactive PR
f) Press Conference
g) Corporate Advertisement
h) Define PR
i) DAVP
j) Asymmetric Communication
k) Corporation Identity
l) Open day

PART-A

Q.2 What do you understand by the term ‘Accountability’? Identify the ‘stakeholders’ to whom an organization is accountable. 10

Q.3 Why is environmental assessment important to Public Relations? How it helps in making PR strategy successful? 10

Q.4 What are the various stages of planning for a PR campaign? Describe each step in detail. 10

PART-B

Q.5 Define public sector PR. Consider you are the PRO of the Indian Railways and are required to educate the public on various aspects of safe travel. Who would be your main stakeholders and what would be the basic theme of communication with them. Outline a few of them. 10

Q.6 In what ways is the code of ethics is important for the profession of Public Relations. 10

Q.7 Briefly outline the structure and major objectives of the PRSI. 10
End Semester Examination, May 2019
B. Tech. – Seventh / Eighth Semester
TOTAL QUALITY MANAGEMENT (HM-623)

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 five) of the following questions:
   a) How can senior management contribute towards TQM?
   b) TQM means continuous improvement. Evaluate.
   c) What is six sigma? How is it important?
   d) Explain briefly the concept of total productive maintenance.
   e) Elaborate the importance of documentation TQM. 5×4

PART-A

Q.2 a) Define TQM and also its principle objectives. 10
   b) What are basic elements of TQM and how TQM can be implemented? 10

Q.3 a) Elaborate the concept of ‘total employee involvement’. 10
   b) What do you understand by ‘customer relationship management’? 10

Q.4 Discuss any five tools from new seven quality management tools. 20

PART-B

Q.5 What is QFD? How would you design the house of quality? Discuss its process with benefits. 20

Q.6 a) TQM lays shess on ‘effective partnering’, Elaborate in context to vendors/suppliers. 10
   b) What do you understand by customer/supplier vexations? Explain its basic principles. 10

Q.7 What is quality system? Discuss the implementation of a quality system in any industry. 20
End Semester Examination, May 2019
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 Which Network topology is best suited in hospitals. Elaborate your answer with suitable example. 10

Q.2 Define the concept of System and elaborate on how hospitals work as system? 10

Q.3 Elaborate the importance information technology in hospitals by outlining the types of information systems used in the healthcare systems. 10

Q.4 Critically review the importance of healthcare information laws and the standards. Suggest some areas of improvement. 10

Q.5 Give your views on Hospital as an organization. Comment on the changing role of hospital administration with example from Indian corporate hospitals. 10

PART-B

Q.6 Elaborate on the issues and challenges faced in hospital management. Explain how the use of IT in hospitals, can improve the health care system? 10
End Semester Examination, May 2019
MBA – Third Semester
LEGAL ENVIRONMENT OF ENTREPRENEURSHIP (MBA-367-1)

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 administrative mechanism under the companies act in detail. 10

Q.2 Explain the power and rules of central government in respect of prevention and control of environmental pollution. 10

Q.3 Write a note on *any two* of the following:
   a) Payment of wages act 1936.
   b) Payment of bonus act 1965.
   c) The factories act 1948. 5x2

Q.4 What do you mean by compulsory licensing and also write the importance of registering trade mark? 10

Q.5 Write a detailed note on Indian contract act 1872. 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:*
   a) When the communication of offer completed?
   b) When Arun is bound by acceptance?
   c) 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.
   d) Is revocation of offer by Arun binding on Karan?
   e) Would your answer be different in any manner if Karan received the said letter on 4th Dec 2018 2x5
End Semester Examination, May 2019
MBA — Third Semester
ENTREPRENEURIAL MARKETING (MBA-367-2)

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 How is the entrepreneurial marketing different than the traditional Marketing? 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 housekeeping business Gurgaon. What are the variables that you would use for doing (a) segmentation (b) targeting and (c) positioning of your product? 10

Q.3 Developing optimal pricing strategy can be a very daunting task for an entrepreneur. How do entrepreneurs make pricing decisions and what pricing strategies can be followed by an entrepreneur who is launching a new innovative product such as Aifrier to the Indian market. 10

Q.4 Develop a promotional plan for a chain of Pet shops that provokes pet owners a one stop destination for pet products, medicine and other pet accessories which you are about to open in Delhi NCR. 10

Q.5 Define the terms: Angle Investors and Venture Capitalists with examples. Critically analyze the various sources available for effective funding of small business ventures. 10

Q.6 What are the characteristics of a Good Brand? Discuss the Entrepreneurial Branding Process and the branding strategies that can be implemented by an entrepreneur. 10

PART-B

Case study:

SCAN CASE STUDIES

Q.7 Do you think you have the solution to Loot’s problems? Discuss the importance of an optimal distribution strategy for success of an entrepreneurial venture. 10
End Semester Examination, May 2019  
MBA — Third Semester  
BUILDING TEAM AND TEAM LEADERSHIP (MBA-367-3)

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. Marks are indicated against each question.

PART-A

Q.1 Discuss stages of group development in brief. Why group cohesiveness is necessary for a good performance?  
10

Q.2 Clarity of duties and responsibilities among team members help in achieving goals effectively. Explain.  
10

Q.3 There are marked differences between a team and a work group. Write briefly on the differences between a team and a work group.  
10

Q.4 Write short notes on:  
a) Charismatic Leadership.  
b) Punctuated Equilibrium Model.  
10

Q.5 Leaders and managers are not necessarily the same persons in an organization. The differences between leaders are due to a large extent because of sources of power within an organization. Explain the differences between a leader and a manager.  
10

PART-B

Q.6 “Teams definitely are forms of work groups, but not all work groups are teams”. Work groups function on three levels: Dependent level, Independent level and interdependent level. Elaborate on the characteristics of each level of work groups giving examples, as appropriate.  
10
End Semester Examination, May 2019
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 ‘It’s the Financial Statements and related disclosures inform us about the four major activities of the company: Planning, Financing, Investing and operating. It is important to understand each of these major business activities before we can effectively analyze a company's financial statements. Elucidate.

Q.2 Discuss the importance to analysis of the statement of cash flows. Identify factors entering into the interpretation of cash flows from operations.

Q.3 Business analysis is applied in many forms and is an important part of security analysis, investment advisors, fund managers, investment bankers, credit raters, corporate bankers and individual investors, in this credit analysis and equity analysis are the integral part of it. Discuss.

Q.4 Like FCFF, the free cash flow to equity can be negative. If FCFE is negative, it is a sign that the firm will need to raise or earn new equity, not necessarily immediately, discuss with some examples.

Q.5 “Earning power is recognized as a primary factor in company valuation” discuss with example.

**PART-B**

Q.6 Selected ratios for these companies are given below you are required to comment on the nature and financial performance of the company.

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<td>Stock Price</td>
<td>$326.60</td>
<td>$16.23</td>
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<tr>
<td>Primary Share outstanding</td>
<td>315.29</td>
<td>5,986.00</td>
</tr>
<tr>
<td>Number of options outstanding</td>
<td>13.97</td>
<td>1,199.00</td>
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<tr>
<td>Primary EPS</td>
<td>$13.40</td>
<td>$1.47</td>
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<tr>
<td>Diluted EPS</td>
<td>$12.83</td>
<td>$1.23</td>
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<tr>
<td>Primary PE</td>
<td>24.37</td>
<td>11.04</td>
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<tr>
<td>Diluted PE</td>
<td>25.45</td>
<td>13.25</td>
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<tr>
<td>Market Capitalization</td>
<td>$102,975</td>
<td>$97,153</td>
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<tr>
<td>Value of Options</td>
<td>$1,406</td>
<td>$3,477</td>
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<td>Market value of equity (market capitalization + value of options)</td>
<td>$1,04,381</td>
<td>$100,630</td>
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<tr>
<td>Net income before options expensing</td>
<td>$5,347</td>
<td>$8,802</td>
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<td>Net income after option expensing</td>
<td>$4,227</td>
<td>$8,802</td>
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<tr>
<td>Adjusted PE (market value of equity/net income after option expensing)</td>
<td>24.69</td>
<td>12.50</td>
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Give reasons supporting each of your answers.
End Semester Examination, May 2019  
M.B.A. (Psychology) – First Semester  
FOUNDATIONS OF HUMAN BEHAVIOR (MBA-113)

Time: 3 Hours  
Max Marks: 50

No.of pages: 1

Note: Attempt any FOUR questions from PART-A. PART-B is compulsory. Marks are indicated against each question.

**PART-A**

Q.1 Elaborate the term Psychology? Why the study of psychology is important in understanding the field of organization Behavior?  

Q.2 Explain the term Thinking and highlight its nature.  

Q.3 What is Intelligence? Elaborate on any one theory of Intelligence with appropriate example?  

Q.4 Write short notes on:  
   a) Emotions  
   b) Learning  

Q.5 The most effective learning occurs through experience or through “learning by doing”. Discuss the advantages of action learning?  

**PART-B**

Compulsory

Q.6 Explain the Biographical characteristics of Individual Behavior and their changing relevance in today’s Organizational context with specific examples.
End Semester Examination, May 2019
MBA – First Semester
BASIC STATISTICS (MBA–111)

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 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 1000 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 70 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 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.

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**5**
End Semester Examination, May 2019
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 relevance of current and capital account in a country’s BOP statement? 10

Q.2 Explain the role of World Bank (and its affiliated institutions) as a vital source of financial and technical assistance to developing countries around the world. 10

Q.3 How does Brownfield and Greenfield FDI helps developing countries in their growth of their economy. 10

Q.4 Explain the relevance of all the phases of technological cycle in the growth and development of economics? 10

Q.5 How does the theory of absolute advantage explain international trade? Explain how does the theory of comparative advantage differ from the theory of absolute advantage? 10

**PART-B**

Case study:

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

a) What are the problems that the Soft core is facing? Suggest some remedies for the same.

b) Do you support globalisation. 5 x2
End Semester Examination, May 2019
MBA — Second Semester
INTRODUCTION TO HEALTHCARE SYSTEM AND STRUCTURES
(MBA-HC-1001)

Time: 3 hrs. 
Max Marks: 100
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 Elaborate healthcare delivery system in India at primary, secondary and tertiary care. 20

Q.2 In today's scenario highlight the importance and functioning of Voluntary health organizations in providing health for all. 20

Q.3 Differentiate between adaptation, adjustment and coherence in healthcare systems. 20

Q.4 Write short notes on the following:
   a) Patient care system.
   b) Types of health policies. 10×2

Q.5 Elaborate on the types of healthcare problems in India. 20

PART-B

Q.6 Critically comment on the following keeping in mind the Indian healthcare system: “The delivery of health care services operates in the context of socio-economic and political framework of the country”. 20
End Semester Examination, May 2019
MBA — First Semester
BUSINESS ENVIRONMENT IN HEALTHCARE INDUSTRY (MBA-HC-1002)

Time: 3 hrs.  Max Marks: 100
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 Define the following:
   a) SEZ
   b) CSR
   c) MNC
   d) R&D

Q.2 What defines medical technology? Why is information technology important in healthcare?

Q.3 How globalization is influencing Indian healthcare? Also explain business challenges faced by the industry?

Q.4 What is the role of public and private sector in the growth of Indian economy? Discuss.

Q.5 a) Why are investors lining up for India's hospitals? Explain in detail.
    b) What are financial intermediaries? Explain in detail.

PART-B

Q.6 Discuss the business plan being followed by any two big Indian healthcare companies through SWOT analysis.
End Semester Examination, May 2019
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 need for studying Community Health and Epidemiology? Delineate 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 organizational aspects of community health. Explain, with examples, how you can improve the current organizational set up of community healthcare? 

10

**Q.4** Why should the community and public be involved in community healthcare? Using the case of polio prevention drive, explain the importance of community involvement in healthcare in Indian settings. 

10

**Q.5** With the help of relevant research as well as current examples, explain the recent developments in the Indian scenario with regards to community health and population management. How will you improve the same? 

10

**PART-B**

**Q.6** Why is 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, May 2019
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 Why is demand and supply analysis significant for management? Identify various concepts of managerial economics relevant for various functional areas of management.

10

Q.2 Issue related to pricing are very important regarding introduction of competition. Discuss some of the important pricing issues with special reference to the software industry.

10

Q.3 What are the various factors which may influence the demand for intermediate goods like cables? Explain the most appropriate method of forecasting the demand for such an item.

10

Q.4 Distinguish between short-run production function and long-run production function. The law of diminishing returns is sometimes known as the law of variable proportions. How? Explain the law with example and figure.

10

Q.5 Write short notes on any two from the following:
   a) Major economic reforms in India
   b) Business Cycles
   c) Balance of payment
   d) Macro business environment

5x2

**PART-B**

Q.6 What is third degree Price Discrimination? What are the necessary conditions for implementing price discrimination?

a) Assume that PVR wish to introduce price discrimination across different ‘types’ of Clients. Identify the different types of clientele and explain how it can implement this strategy successful. In this context be sure to illustrate the importance of knowledge of price elasticity’s of different types of Customers.

10
End Semester Examination, May 2019
MBA – Third Semester
HEALTH CARE AND SOCIAL POLICY (MBA-366-2)

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 Comment: Human Development Indicators: A Challenge for all.  

Q.2 Differentiate between Social Policy? List features of social policy.  

Q.3 Elaborate the process of Health policy formulation.  

Q.4 Write short notes on:
   a) Role of Social Work in Primary Care.  
   b) Current Role of Social Work in Healthcare.  

Q.5 What are the different Forms of Health Policies? Explain Health Policy Development Process.  

**PART-B**

Q.6 Elaborate on the role of national and international agencies in promoting Health Care in India.
End Semester Examination, May 2019
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 Define the structure and characteristics of any Health system. 10

Q.2 Give your views on the Health problems in India. How Community participation in Healthcare system can help in improving the healthcare status in India 10

Q.3 Comment on the use of technology in OPD and OT management. 10

Q.4 Write short notes on:
   a) Primary Healthcare centre
   b) NRHM (National Rural Health Mission) 5x2

Q.5 Discuss the role of NGOs and voluntary health organizations in supporting and improving the health mission in India. 10

**PART-B**

Q.6 Describe the “TRENDS IN POLICY DEVELOPMENT IN HEALTH CARE SERVICES IN INDIA” According to you what steps should be taken by the government to improve the healthcare status in India. 10
End Semester Examination, May 2019
MBA – Third Semester
ADVANCED ANALYTICS (MBA-368-3)

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 Define Data Management. Describe the principles and importance of data management. 10

Q.2 What are variables and observations? Explain different types of variables. Also explain exploratory and confirmatory data analysis. 10

Q.3 Explain different types of charts in Tableau. 10

Q.4 Describe big data analysis; sources of big data and challenges of big data. 10

Q.5 Explain in brief data mining. Describe in detail its types. 10

PART-B

Case study:

SCAN CASE STUDY

Q.6 Analyze the situation and write summary in your own words: 10
End Semester Examination, May 2019
MBA – Third Semester
INDIA’S FOREIGN TRADE POLICY (MBA-355-3)

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. Marks are indicated against each question.

PART-A

Q.1 Give arguments for and against protection. 10
Q.2 Explain briefly the functions of NAFTA, ASEAN, ELI. 10
Q.3 What are the attractive features of foreign investment policy? Do you think India foreign investment policy in useful? 10
Q.4 Narrate various export promotion schemes and incentives. 10
Q.5 Write short notes on the following:
   i) Import-policy and control.
   ii) Trade regulations and WTO. 5×2
Q.6 Explain anti dumping, countervailing duties and safeguard measures. 10

PART-B

Q.7 In what respect, India is benefiting from ASEAN? Make case study. 10
End Semester Examination, May 2019
MBA – Third Semester
IMPORT EXPORT MANAGEMENT AND DOCUMENTATION (MBA-355-1)

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 Explain the framework of export incentives in India and analyze as to how for it provides a total approach to export promotion? 10

Q.2 “Ultimate goal behind constructing a SEZ is to promote exports.” Comment. 10

Q.3 Explain in detail the documents related to shipment of goods, also discuss the relevance of each document in international trade. 10

Q.4 “The motive to provide packaging credit to the exporters is to help them in meeting all requirements during reshipment stages.” Discuss this statement keeping in view all type of packaging credit provided to exporters. 10

Q.5 Discuss in detail the process of “Processing of an export order”. In international trade. 10

PART-B

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

AT THE RECEIVING END!
Spread over 121 countries with 30,000 restaurants, and serving 46 million customers each day with the help of more than 400,000 employees, the reach of McDonald’s; is amazing. It all started in 1948 when, two brothers, Richard and Maurice ‘Mac’ McDonald, built several hamburger stands, with golden arches in southern California. One day a travelling salesman, Ray Kroc, came to sell milkshake mixers. The popularity of their $0.15 hamburgers impressed him, so he bought the world franchise rights from them and spread the golden arches around the globe.

McDonald’s depends on its overseas restaurants for revenue. In fact, 60 per cent of its revenues are generated outside of the United States. The key to the company’s success is its ability to standardize the formula of quality, service, cleanliness and value, and apply it everywhere.

The company, well known for its golden arches, is not the world’s largest company. Its system-wide sales are only about one-fifth of Exxon Mobil or Wal-Mart stores. However, it owns one of the world’s best known brands, and the golden arches are familiar to more people than the Christian cross. This prominence, and its conquest of global markets, makes the company a focal point for inquiry and criticism.

McDonald’s is a frequent target of criticism by anti-globalisation protesters. In France, a pipe-smoking sheep farmer named Jose Bove shot to fame by leading a campaign against the fast food chain. McDonald’s is a symbol of American trade hegemony and economic globalization. Jose Bove organized fellow sheep farmers in France, and the group led by him drove tractors to the construction site of a new McDonald’s restaurant and ransacked it. Bove was jailed for 20 days, and almost overnight an international anti-globalization star was borne. Bove, who resembles the irrelevant French comic book hero Asterix, travelled to Seattle in 1999, as part of the French delegation to lead the protest against commercialization of food crops promoted by the WTO. Food, according to him, is too vital a part of life to be trusted to the vagaries of the world trade. In Seattle, he led a demonstration in which some ski-masked protestors trashed at McDonald’s. As Bove explained, his movement was for small farmers against
industrial farming, Drought about by globalization. For them, McDonald’s was a symbol of globalization, implying the standardization of food through industrial farming. If this was allowed to go on, he said, there would no longer be need for farmers. "For us," he declared, "McDonald’s is a symbol of what WTO and the big companies want to do with the world." Ironically, for all of Bove’s fulminations against McDonald’s, the fast food chain counts its French operations among its most profitable in 121 ‘countries. As employer of about 35,000 workers, in 2006, McDonald’s” was also one of France’s biggest foreign employers.

Bove’s and his followers are not the only critics of McDonald’s. Leftists, anarchists, nationalists, farmers, labour unions, environmentalists, consumer advocates, protectors of animal rights, religious orders and intellectuals are equally critical of the fast food chain. For these and others, McDonald's represents an evil America. Within hours after US bombers began to pound Afghanistan in 2001, angry Pakistanis damaged McDonald’s restaurants in Islamabad and an Indonesian mob burned an American flag.

McDonald’s entered India in the late 1990s. On its entry, the company encountered a unique situation. Majority of the Indians did not eat beef but the company’s preparations contained cow’s meat. Nor could the company use pork as Muslims were against eating it. This left chicken and mutton. McDonald’s came out with 'Maharaja Mac’, which is made from mutton and ‘McAloo Tikki Burger’ with chicken potato as the main input. Food items were segregated into vegetarian and non-vegetarian categories. Though it worked for sometime, this arrangement did not last long. In 2001, three Indian businessmen settled in Seattle sued McDonald’s for fraudulently concealing the existence of beef in its French fries. The company admitted its guilt of mixing miniscule quantity of beef extract in the oil. The company settled the suit for $10 million and tendered an apology too. Further, the company pledged to label the ingredients of its food items, and to find a substitute for the beef extract used in its oil.

McDonald’s succeeded in spreading American culture in the East Asian countries. In Hong Kong and Taiwan, the company’s clean restrooms and kitchens set a new standard that elevated expectations throughout those countries. In Hong Kong, children's birthdays had traditionally gone unrecognized, but McDonald’s introduced the practice of birthday parties in its restaurants, and now such parties have become popular among the public. A journalist set forth a ‘Golden Arches Theory of Conflict Prevention’ based on the notion that countries with McDonald’s restaurants do not go to war with each other. A British magazine, The Economist, prints an yearly ‘Big Mac Index’ that uses the price of a Big Mac in different foreign currencies to assess exchange rate distortions.

a) What lessons can other MNCs learn from the experience of McDonald’s?
b) Aware of the food habits of Indians, why did McDonald’s err in mixing beef extract in the oil used for fries?
c) How far has McDonald's succeeded in strategising and meeting local cultures and needs?
End Semester Examination, May 2019
MBA – Third Semester
HEALTH SYSTEMS MANAGEMENT (MBA-366-3)

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. Marks are indicated against each question.

PART-A

Q.1 List and briefly describe all the approaches to operation analysis in Healthcare. Elaborate the PERT and CPM approach with appropriate example. 10

Q.2 What is health systems research? Elaborate the need and significance of Health system research. 10

Q.3 Differentiate between prospective versus retrospective evaluation. Explain the components of comprehensive evaluation used in healthcare. 10

Q.4 Write short notes on:
   a) Facility management.
   b) Project management. 5×2

Q.5 What is performance measurement? Explain the evaluation methodology for monitoring the performance. 10

PART-B

Q.6 Define the different health systems: characteristics, planning, methodologies, goals and functions. 10
End Semester Examination, May 2019
MBA – Third Semester
HEALTHCARE ECONOMICS AND FINANCE (MBA-366-4)

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. Marks are indicated against each question.

**PART-A**

Q.1 Explain the nature and scope of health economics? Discuss concept of demand and various demand determinants of health?  

Q.2 Explain cost benefit analysis? How will you measure and assess the cost of delivering the health services in the hospitals?  

Q.3 What are the domestic and internal market gaps available for healthcare industry in India? What are the roles of government in providing healthcare services in India?  

Q.4 What are the advantages and disadvantages of privatization of healthcare in India? Explain? Discuss the role of private institutions in Indian healthcare?  

Q.5 State the need of healthcare planning and importance of health planning in India? Discuss the need of government role in the healthcare services to its citizens.  

**PART-B**

Q.6 In spite of impressive strides taken, Indian healthcare sector still lags behind many countries in Asia. Trace its growth over the last five decades and explain the reason for its tardy growth.
End Semester Examination, May 2019
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 is Healthcare budgeting? Elaborate the importance of Healthcare budgeting. 10

Q.2 What is Disaster management? Comment on the various dimensions of Disaster management. 10

Q.3 Write Short notes on:
   a) Liquid waste handling.
   b) Microbial death. 5×2

Q.4 Define the concept of quality in healthcare? Explain the factors affecting the quality with reference to healthcare. 10

Q.5 List and explain the different types of biochemical wastes. 10

PART-B

Q.6 Many hospitals in this country have safety records that wouldn’t be tolerated in any other industry. The statistics are alarming:
   1. As many as 440,000 people die every year from hospital errors, injuries, accidents, and infections
   2. Every year, 1 out of every 25 patients develops an infection while in the hospital—an infection that didn't have to happen.
   3. A Medicare patient has a 1 in 4 chance of experiencing injury, harm or death when admitted to a hospital

   a) With the above data in consideration, comment on the following:
      "Hospitals need to work hard every day to protect their patients from errors, injuries, accidents, and infections". 10
End Semester Examination, May 2019
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 a) Define yield management.
   b) Name few compound butters.
   c) Describe the hors d’oeuvre.
   d) Describe sandwich.
   e) Explain Chaud froid.
   f) What is panada?
   g) Define compound salads.
   h) Name few dishes from Arabic cuisine.
   i) Name different food regions in Chinese cuisine.
   j) Define cocoa butter and 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. 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 process of making of chocolate. 6
Q.8 Write a short note on cold meat preparations – Cold Cuts. 6
End Semester Examination, May 2019  
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 **Define the following terms:**  
a) Budget.  
b) Function Prospectus.  
c) ODC.  
d) Perpetual Inventory.  
e) Free Pouring.  

**Draw the format for the following:**  
f) Gueridon Service.  
g) Standard Recipe.  

**PART-B**

Q.2 Elaborate the process of Food and Beverage control cycle and checks to be implemented at all stages.  

Q.3 What are the different types of buffet? Discuss – display and decoration of a buffet.  

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

Q.5 List down the opening and closing duties of a Bar.  

Q.6 Define Buffet service. Prepare a checklist of Misc-en-place for buffet service.  

Q.7 What do you understand by the term Menu Planning? What factors need to be considered while planning a menu for a banquet?
End Semester Examination, May 2019
B. Sc. (Hotel Management) – Fourth Semester
STRATEGIC MANAGEMENT (FMS-HM-405)

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

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

PART-A

Q.1 Define the following (any five):
   a) Policy Framework.
   b) Business Objectives.
   c) Diversification.
   d) Retrenchment.
   e) Turnaround strategy.
   f) Cost Control. 4x5

PART-B

Q.2 What is strategic Management? Discuss its features. 6
Q.3 Explain in detail the SWOT analysis with suitable example. 6
Q.4 Define the basic components of strategic management process. 6
Q.5 Elaborate the PESTLE analysis of business environment. 6
Q.6 List and explain possible ways in which two separate business entities and work as a single brand giving suitable examples. 6
Q.7 Share a strategic plan that you will use to evaluate a product with declining sales in the market. 6
End Semester Examination, May 2019
B. Sc. (Hotel Management) – Fourth Semester
FACILITY PLANNING AND MANAGEMENT (FMS-HM-406)

Time: 3 hrs

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

**PART-B**

Q.2  Describe Green Building and explain the concept of energy conservation.  

Q.3  Classify different types of fire. Give different categories of extinguishers used for each fire.  

Q.4  Write the duties and Responsibilities of head of the maintenance department.  

Q.5  Explain the waste management system adopted in 5* hotels.  

Q.6  Describe in house laundry setup. Make a list of laundry equipment’s used in good 5* hotels.  

Q.7  Describe the factors that affect kitchen design and it’s planning.  

Q.8  Define Facility Planning and explain Systematic Layout planning Pattern.  

Max Marks: **50**  
No. of pages: **1**
**Q.1** Answer the following questions:

a) What is meant by project life cycle?
b) Define a project.
c) What is project risk?
d) What do you mean by project appraisal?
e) Explain project monitoring.
f) Describe the term contract.
g) What is need of project insurance?
h) What is inventory?
i) What do you mean by economic order quantity?
j) What are different sources of project finance?

2×10

**PART-A**

**Q.2**

a) What are responsibilities of a project manager?
b) How project are classified? Give example of each.

10

10

**Q.3**

a) What are importance of SWOT analysis in project appraisal?
b) Explain different types of a risk that a project may have to face.

10

10

**Q.4** For the network shown in the figure calculate the probability of completing the project in 50 days.

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![Network Diagram]
PART-B

Q.5 a) What do you understand by tender? What are normally contained in tender documents? 10
   b) Why do you need to recruit members and keep them active? 10

Q.6 Is termination of project necessary? Describe the termination process and procedures. 20

Q.7 What is inventory and types of inventory? What is nature of project inventory? Why are they maintained? 20
End Semester Examination, May 2019
B. Tech. – Eighth 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. Marks are indicated against each question.

Q.1 Answer the following questions briefly.
   a) Evolution of marketing management.
   b) Intervention of perceived value and customer satisfaction.
   c) Differentiation between product and services.
   d) Relation between price and profit.
   e) Importance of consumer behaviour.

   4×5

PART-A

Q.2 a) Briefly explain the production concept and product concept of marketing. 10
b) Discuss the functions and objectives of marketing management. 10

Q.3 a) Discuss the various stages of customer satisfaction. 10
b) Explain the importance of marketing research and various tools used. 10

Q.4 Explain in details the concept of new product development (NPD), and its process. 20

PART-B

Q.5 a) Which factors affect the pricing decision? 10
b) Explain the various price strategies used in business. 10

Q.6 a) Discuss the various types of consumer buying behaviour. 10
b) What factors influence the buying decisions? 10

Q.7 What is the importance of ‘promotion’ in marketing mix? Explain various promotion strategies used in any business. 20
End Semester Examination, May 2019
B. Tech. – Eighth Semester
INDUSTRIAL MANAGEMENT (HM-501)

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

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

Q.1 Answer the following questions briefly.
a) Discuss how management shapes the business.
b) Explain the importance of location in business set-up.
c) How do work study helps in staffing function?
d) Why inventory is called necessary evil?
e) What do you understand by industrial conflicts?

PART-A

Q.2 a) Enumerate the various factors affecting the plant layout.
    b) What are different types of plant layout?

Q.3 Explain the term management, its importance in business and the various functions of
management.

Q.4 a) Briefly explain the process of ‘method study’.
b) How do you arrive at ‘standard time’ of any process?

PART-B

Q.5 Explain and derive the term economic order quality (EOQ) graphically and algebraically.

Q.6 a) What do you understand by the term industrial relations in any industry?
b) Define ‘Industrial disputes’ and its causes.

Q.7 a) What are various types of Quality Control Techniques?
b) What are various types of inspection procedures used in industry?
End Semester Examination, May 2019
MBA – Third Semester
MANAGEMENT OF FINANCIAL SERVICES (MBA-352-2)

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 Money supply is sum total of currency with the public and deposits with banks and RBI. Illustrate the mechanism of creation of credit by banks. 10

Q.2 Financial system comprises of institutions and instruments. Discuss the importance of financial system in economic development of a country. 10

Q.3 Money market is prime component of financial system. Discuss and illustrate the institutions and instruments of money market. 10

Q.4 Commercial banks are primary institution of money market. Discuss their functions and services provided by them. 10

Q.5 What is NPAs? Discuss the various alternative steps to manage NPAs particularly in the context of economic development. 10

Q.6 Discuss **(any two)** of the following:
   a) Financial inclusion.
   b) Mutual Fund
   c) NABARD. 5×2

**PART-B**

Q.7 Discuss role and functions of **(any two)** of the following regulatory authorities:
   a) RBI
   b) SEBI
   c) IRDA 5×2
End Semester Examination, May 2019
MBA – Third Semester
INDUSTRIAL RELATIONS AND LABOUR LAWS (MBA-353-3)

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. Marks are indicated against each question.

**PART-A**

Q.1 Explain the role of trade unions towards maintaining and developing good industrial relations. 10

Q.2 Write notes on the following:
   a) Deductions under payment of wages act, 1936.
   b) Effects of industrial relations on management. 5×2

Q.3 Highlight the important provisions of industrial employment (standing order) Act, 1946. Explain its impact on day-to-day working of the employees. 10

Q.4 Explain the provisions relating to nomination to be filed under payment of gratuity Act, 1972. 10

Q.5 Define and distinguish lay off and retrenchment. 10

Q.6 Discuss the role of three parties involved in maintaining peaceful industrial relations. 10

**PART-B**

Q.7 a) Explain concept of “Collective Bargaining” along with its importance. 5
   b) Explain the provisions relating to contributions to be made by employer and employees under employees provident fund and miscellaneous provisions Act, 1952? 5
End Semester Examination, May 2019
MBA — Third Semester
BUSINESS MODELING (MBA-052)

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 Discuss the importance of data analysis in business decision making.  10
Q.2 Give two examples of bizarre and surprising insights. Provide an explanation on why such insights make sense.  10
Q.3 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.4 What is the importance of exploratory data analysis? How is it different from machine learning?  10

Q.5 Provide 2 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>

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? Explain if it is or isn’t a privacy concern.  10
End Semester Examination, May 2019
MBA – Third Semester
BRAND MANAGEMENT (MBA-351-6)

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 Kindly explain the following Laws of Branding:
   a) Law of Expansion
   b) Law of Contraction
   c) Law of Extension
   d) Law of Change
   e) Law of Category

Q.2 “The basic premise of the Customer Based Brand Equity model is that the true measure of the strength of a brand depends on how consumer think, feel and act with respect to 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 Discuss how marketers of Business to Consumer (B2C) products such as soft drinks or Detergents would use various IMC tools differently than a marketer of business to business (B2B) products such as office supplies, computers in building brand equity.

Q.5 “A brand audit is a comprehensive examination of a brand to discover its sources of brand equity – Keller? Explain. What are the steps in conducting Brand audit”?

PART-B

Q.6 Write a Creative Brief on the KFC 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?
End Semester Examination, May 2019  
MBA – First Semester  
PROFESSIONAL COMPETENCY– I  
(SOFT SKILLS AND PERSONALITY ENHANCEMENT) (MBA-1010)

Time: 3Hours  
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 Procrastination is the biggest enemy of time management. In the light of the given statement, describe the forms of Procrastination.  

Q.2 Is it possible for multinational companies to implement a uniform code of conduct across all countries where they operate? Justify your answer with the help of examples.  

Q.3 As a Relationship Manager at a bank, you are required to settle a complaint made by a valued high profile customer. Apply the ABCDE hierarchy of optimism and explain how you will approach this situation.  

Q.4 The Indian corporate scenario gives an opportunity to work with people from various cultural backgrounds. Evaluate this statement with respect to problems with decision making in such diversity.  

Q.5 Describe the learning systems which different people may follow. Use examples to support your answer.  

PART-B

Q.6 You have been given responsibility of handling a project which your predecessor quit due to several challenges. Discuss how will take charge of yourself and prepare for the project.
End Semester Examination, May 2019
MBA – Third Semester
SPECIAL EVENT MARKETING (MBA-359-3)

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. Marks are indicated against each question.

PART-A

Q.1 Explain (any two) of the following:
   a) Special Events.
   b) Points to be kept in mind for Organizing Special Event.
   c) Corporate Events.

Q.2 How important is research in setting up of a live show? What are the various steps taken into consideration while setting up an event?

Q.3 What are the job responsibilities of a wedding planner? Also, explain the role of a wedding planner.

Q.4 Comment on the impact of Indian Cinemas on the Indian Wedding.

Q.5 What are the factors you will keep in mind while preparing for a corporate event? Also, explain the responsibilities of the corporate event organizer.

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:
   a) A Play at JLN Stadium.
   b) A press conference for the launch of a FMCG product of your choice.
   c) Inauguration of a Bakery at a mall.
Q.1 Discuss the fundamentals of Managerial Economics. Explain the scope of Managerial Economics as tools of management decision making

Q.2 Explain the economic method of estimating cost function. Why is this method more popular than the other methods of cost estimation?

Q.3 What do you understand by demand forecasting? Survey method is one of the techniques of demand forecasting. Discuss its different types.

Q.4 Explain which one the following market can be considered monopolistically competitive? Give reasons for your answer.
   a) Automobile.
   b) Restaurants.

Q.5 Write short notes on (any two) from the following:
   a) National Income and its concepts.
   b) Explain inflation, its causes and corrective measurements.
   c) Major economic reforms in India.
   d) Demand function and production function.

Q.6 Briefly elaborate on the factors that will be affecting the demand of the following products in the next several years. Do you think these factors will cause the demand to increase or decrease?
   a) Convenience goods (sold in food shops and super markets).
   b) Products purchased on the internet.
   c) Fax machines.
   d) Films and cameras.
   e) Videos rented from retail outlets.
   f) Pay-per-view television programming.
   g) Airlines travel within the India.
   h) Gasoline.
End Semester Examination, May 2019  
MBA — Third Semester  
SERVICES MARKETING (MBA-351-1)

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 “Services cannot be delivered without products and products cannot be successful without services”. Discuss this statement with reference to the growth and classification of services.  

Q.2 A cab/taxi service provider (such as Ola or Uber) wishes to carry out research to find out about customer experience. Which methods of research can the company use? Describe any 3 methods. Design 15 statements to ask customers about their perception regarding the service.  

Q.3 Describe the elements and design for service quality for a multiplex. How can the multiplex company encourage customers to be “Voicers”?  

Q.4 The number of toll roads is fast increasing in the country. Justify how toll plaza employers, perform “boundary-spanning role”, highlighting the conflicts they may face. Suggest ways in which internal marketing may enhance their performance.  

Q.5 An advertising agency is preparing a print advertisement and TV advertisement for a hotel aggregator. What elements of the ISMC should be considered for the commercials?  

PART-B

Q.6 Create a blueprint for the online retailing service as provided by Myntra, Amazon, Flipkart etc. How are blueprints useful for service providers?
End Semester Examination, May 2019  
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. Marks are indicated against each question.

PART-A

Q.1  What do you mean by sales management? How do the buying situations of household consumers are different from those of business buyers?  
10

Q.2  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 fashion clothing?  
10

Q.3  
(a) What is an activity quota and why is it important than a sales quota based on volume?  
5  
(b) Define a sales territory.  
5

Q.4  If you were an area sales manager, how would you motivate the following sales person?  

(a) A high performing salesperson whose morale is down because he did not get an expected promotion.  

(b) An older salesperson whose performance is below expectations for past few years, although he had performed well in the past.  
5×2

Q.5  Explain in brief:  

(a) Channel conflicts.  

(b) Channel training programs.  
5×2

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 profiles. 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 of applying what he had learnt in the management institute and achieve superior results as expected by the general manager (Sales).

(a) If you were Ashok, what would you do to achieve sales volume and contribution?  
10
End Semester Examination, May 2019
MBA – Third Semester
STRATEGIC HUMAN RESOURCE MANAGEMENT (MBA-353-2)

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 Why different methodologies of development are used for developing managers in different stages of their career?  
10

Q.2 Due to organizational closure lot of professionally trained and experienced employees are crowding the labour market. From perspective of an industrial organization is this a threat or an opportunity.  
10

Q.3 Why a company with fewer people to manage its manpower planning service would prefer using services of an employment agency over that of an open newspaper advertisement?  
10

Q.4 Why structure based on job fragmentation not good for creating a learning environment for ordinary workers? What kind of job allocation is likely to be more effective for creating a learning workplace?  
10

Q.5 How the compensation policy would get affected if the company acquires another company?  
10

**PART-B**

Q.6 **Case study:**

**SHRM AT MERCIA SYSTEMS LTD**

The case

**Background**

Mercia Systems is engaged in the business of precision engineering, including the development and manufacture of specialized mechanical devices primarily for defence purposes.

Two major factors have affected the company: first, the contraction in the defence industry and, second, the change in government policy from cost-plus contracting to competitive tendering. This compelled the company to develop an entirely new business strategy and to carry out a comprehensive re-engineering process.

**Critical success factors**

The Managing Director, stated unequivocally in his report to the shareholders that: The one factor that drives us is technology know-how. This means we offer solutions, not products. That is really what we have to sell and it depends on people strength. We have a vision of what we want to be and are advancing more quickly than the rest of the competition. CIM (computer integrated manufacture) is at the heart of it. We have tackled MRPII (manufacturing requirements planning) and this means that we are faster than our competitors and are more likely to deliver on time than them.

The Operations Director supported this statement by commenting that: We are characterized in the marketplace as a high-tech company with specific expertise...
in our field of mechanical engineering. We are known for the excellence of our technical solutions and the quality of our products. In the past we have been criticized for asking a premium price for high-technology products. Part of the message we are now getting across is that we can battle it out on value for money as well... People like working with us because they get straight answers to their questions including 'We don't know' if we really don't know. So our basic competences are high-technical quality and people with the skills needed to forge good relationships with customers.

Business strategy
Business strategy is stimulated and reviewed centrally by a business strategy group, chaired by the Managing Director, whose membership consists of the directors of operations, research and development, marketing, finance and HR. The business is split into a number of sectors (three in Birmingham) and each sector submits its business plan to the strategy group. This is a simple three-page summary that describes the broad objectives of their business sector, discusses the key competitive factors affecting it and sets out specific short- to medium-term objectives that are then translated into an operating plan. The plans look at a horizon of 10 years but for practical purposes there is a rolling three-year budget. This means that besides looking at the immediate budget the two key questions asked are: 'Where are you going to be in three years' time? and What are you doing now to get better?' And this, as the Operations Director said, 'is a very demanding discipline'.

The formulation of business strategy is very much a team effort. As the Managing Director said: I tell all the top executive people, including the HR and finance directors, that they are directors first and foremost and all must make a contribution to strategic planning.

HR strategies
The overall approach to the formulation of HR strategies was summarized by the Managing Director as follows: The main thing we have to do is to ensure that we have the right core technologies and the right competences within the company to achieve the vision and strategy.

The Operations Director commented that: Within the board one of the things that is constantly reviewed is human resource strategy. We have the long-term view of the type of organization we believe we need as a technology company and we have evolutionary plans of how we are going to get there. In the early stages we had a very strong functional organization; our evolution process now involves the development of problem-solving teams which are set up at a high standard to encourage getting it right first time. In manufacturing we have mixed discipline teams with a team leader and a much flatter structure than we used to have. We have two pilot projects where research and development engineers are part of the team on the shop floor with a common team leader. The eventual aim is for all engineering and manufacturing to be organized in this way. The next step is to develop product families in which business generation and sales are brought into the team as well. So the team leaders almost become general managers.

The Marketing Director explained that: We do not think of ourselves as having an HR strategy perse. We just see it as one aspect of our overall business strategy. From what I have observed going on in the business I find it quite difficult to separate a strand of activity which I could call HR strategy because it is so integral to everything which is going on. HR strategy is effectively part of the overall vision.
He also remarked that performance improvement was a constant priority for everybody and that they are 'going through a lot of effort to ensure that we have the correct level of performance in what we do and underpinning this with financial and commercial stability'.

The HR Director explained that business strategy defines what has to be done to achieve success and that HR strategy must complement it, bearing in mind that one of the critical success factors for the company is its ability to attract and retain the best people. HR strategy must help to ensure that Mercia Systems is a best practice company. This implies that:

The HR strategy must be in line with what is best in industry and this may mean visiting four or five different companies, looking at what they are doing and taking a bit from one and a bit from another and moulding them together to form the strategy.

The task

In the light of the information given in the case, set out the essential elements of the HR strategy you would devise to support the achievement of the business strategy.
End Semester Examination, May 2019  
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) A random sample of workers shows an average weekly wage rate of Rs. 250 with a standard deviation of Rs.12. Using 0.05 level of significance verify if the sample result indicates that their current average weekly wage rate is higher than Rs.247  
(Z=1.64 for 0.5 Significance)  
7½

b) Trucks arrive at the dock at an average rate of 2 trucks per hour. Calculate the probability that not more than 30 minutes will lapse between arrivals of the trucks.  
(Given e^-1=0.3679)  
7½

Q.2  
In a biology experiment a number of cultures were grown in laboratories. The number of bacteria in millions and their ages in days are given below. Calculate coefficient of correlation for the experiment.

<table>
<thead>
<tr>
<th>Age (x)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of bacteria (y)</td>
<td>34</td>
<td>106</td>
<td>135</td>
<td>181</td>
<td>192</td>
<td>231</td>
<td>268</td>
<td>300</td>
</tr>
</tbody>
</table>

15

Q.3  
a) 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

b) “Some business situations require decision making with various risk considerations”. Discuss the role of probabilities in certain situation with examples.  
7½

Q.4  
a) 10 students are selected at random from a college and their marks are found to be as follows: 71,72,73,75,76,77,78,79,80 in the light of these marks find out if the average marks of the college are 78?  
7½

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>2002</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>
<td>1040</td>
</tr>
</tbody>
</table>

7½

Q.5  
a) Four coins are tossed 160 times the probability of getting head or tall is ½ find out expected frequencies.  
7½

b) A manufacture 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

Part-B
Q.6 The yield of a batch process in a chemical industry is known to be approximately linearly related to the temperature, at least over a limited range of temperatures, two measurements of the yield are made at each of eight temperatures. Within this range with the following results:

<table>
<thead>
<tr>
<th>Temperature (°C) x</th>
<th>Yield (tonnes) y</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>136.2</td>
</tr>
<tr>
<td>190</td>
<td>147.5</td>
</tr>
<tr>
<td>200</td>
<td>153</td>
</tr>
<tr>
<td>210</td>
<td>161.7</td>
</tr>
<tr>
<td>220</td>
<td>176.6</td>
</tr>
<tr>
<td>230</td>
<td>194.2</td>
</tr>
<tr>
<td>240</td>
<td>194.3</td>
</tr>
<tr>
<td>250</td>
<td>196.5</td>
</tr>
</tbody>
</table>

Predict from the regression line the yield of a batch at each of the following temperatures:

a) 175  b) 185  c) 300
End Semester Examination, May 2019
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 A leading American fast food company which specializes in sandwiches and coffee, wishes to enter the Indian market. Having engaged you as a consultant to scan the competition for them and identify existing opportunities, what products and firms would you consider as its competitors? 15

Q.2 Explain the consumer buying process. Does the buying process really proceed in a sequential manner, as the marketers believe it to be? Give examples/evidences in support of your answer 15

Q.3 Differentiate between demographic and behavioural segmentation. Explain which type of segmentation provides more insights. 15

Q.4 What do you understand by product life cycle? Discuss the marketing strategies in the maturity stage. 15

Q.5 How do you determine target return price? How should a company respond to a competitor’s price challenge? 15

PART-B

Q.6 Write a creative brief on the McDonald print ad.

a) What is the Opportunity or problem which the McDonald advertisement is addressing? 5
d) Who is the target audience for this advertisement? 5
e) What is the single minded proposition of the product this advertisement is communicating? 5
End Semester Examination, May 2019
MBA – Third Semester
EVENT MARKETING AND PR (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 Discuss the changes in the business environment which have led to the popularity of event management as a career. 10

Q.2 Suggest appropriate ways in which PR may be developed for an upcoming blood donation camp. 10

Q.3 Describe how events may help in building consumer ‘mind share’. Explain in terms of perceptual mapping and perceptual space. 10

Q.4 Event success depends on use of technology. Elaborate this statement by giving examples of events from three industries. Present a comparison of historic and contemporary event promotion. 10

Q.5 An event is like a stage performance. Discuss the marketing efforts before, during and after a conference. 10

**PART-B**

Q.6 Create a media plan for an entrepreneurial carnival to be organized by your department. Highlight the objectives and IMC tools to be used for the same. 10
End Semester Examination, May 2019
MBA – First Semester
LEGAL ASPECTS OF BUSINESS (MBA-1009)

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 State the rights of consumer as per consumer protection act 1986, and state the functioning of consumer dispute redressal agencies? 15

Q.2 Describe the appointment and remuneration of managerial personal as per companies act 2013. 15

Q.3 Explain various characteristics of negotiable instruments and explain all the presumptions applicable to negotiable instruments as per the act of 1881? 15

Q.4 Explain the characteristics and nature of partnership. What is the position of a minor in partnership? 15

Q.5 Explain what do you mean by free consent? Describe the other circumstances where the consent obtained is not free. 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 (Aquaguard) installed in the school at a cost of Rs.8,000 on credit. Now Anurag 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 delivery 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 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 Nalin. 5
End Semester Examination, May 2019  
MBA – Third Semester  
PERFORMANCE MANAGEMENT IN ORGANIZATIONS (MBA-353-1)  

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 Explain the guidelines to be considered by both HR Managers and functional managers for implementing a sound performance linked recognition and reward system? Give examples to support your answer.  

Q.2 Illustrate any two methods of performance appraisal widely used in private sector organizations in India.  

Q.3 How coaching and mentoring methods can foster professional development in others.  

Q.4 Define Performance Management. What are the important functions of performance management process?  

Q.5 What do you mean by performance criteria? Describe the process of setting performance criteria.  

PART-B

Q.6 Case study:

Saahil Khan is the Manager of Premium Tubes Ltd. Each April, he must evaluate all of his subordinates to decide who is to receive a merit increase for the upcoming fiscal year. But each year these employees complain about how they are evaluated, how merit money is dispersed and what criteria are used for the evaluations. However, during the past two years there has been a tremendous emphasis on quality of production. A review of the merit recipients reveals that these people were the ones who had the best quality records. But many of the employees felt that quality should not be the determining factor. At an employee forum, one of the senior members remarked, “How can Mr. Saahil now reward quality? What has happened to production numbers?” Another employee agreed and stated: “This quality game is OK for some, but what about overall production? It seems to me that if I will only be rewarded for quality, then I should produce a few items but make them perfect.” After hearing such criticism, Saahil was quiet upset. He was not trying to cause chaos in his evaluations, nor was he attempting to hurt anyone. Unfortunately, what was originally intended to be an evaluation system had just become a nuisance?

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

a) What is the major problem in this case? Explain the impact of performance appraisals on employee motivation?  

b) Describe a performance evaluation system for Mr. Saahil for evaluating a worker on production line.
End Semester Examination, May 2019
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 CRM and SCM systems help businesses in maintaining their customer and supplier data for long term relationships? Give examples to explain the same. 15

Q.2 What are the problems of managing data resources in a traditional file environment? How are they solved by a database management system? Define the terms: Data warehouse, Data mining and OLAP. 15

Q.3 Your company has to replace its legacy systems with the shortest downtime. What are the new approaches for system-building in the digital firm era? Define application software package, rapid application development (RAD) and agile development? Explain how they can speed up system-building? 15

Q.4 Assume that you are the Chief information and Security Officer of AXIS Bank. List and describe the most common threats against your present information system. What measures will you undertake to promote security of information system? 15

Q.5 Why do contemporary information system technology pose challenge to the individual privacy and intellectual property? What ethical, social, and political issues are raised by these information systems? 15

Q.6 Which applications of AI have the most potential value in business operations and management? What are the limitations or dangers AI technologies such as expert systems, virtual reality, and intelligent agents? What could be done to minimize such effects? 15

PART-B

Q.7 Case study: TOO MUCH TECHNOLOGY?

Do you think that the more information managers receive, the better their decisions? Well, think again. Most of us can no longer imagine the world without the Internet and without our favorite gadgets, whether they're iPads, smartphones, laptops, or cell phones. However, although these devices have brought about a new era of collaboration and communication, they also have introduced new concerns about our relationship with technology. Some researchers suggest that the Internet and other digital technologies are fundamentally changing the way we think and not for the better. Is the Internet actually making us "dumber," and have we reached a point where we have too much technology? Or does the Internet offer so many new opportunities to discover information that it's actually making us "smarter." And, by the way, how do we define "dumber" and "smarter" in an Internet age?

Wait a second, you're saying. How could this be? The Internet is an unprecedented source for acquiring and sharing all types of information. Creating and disseminating media has never been easier. Resources like Wikipedia and Google have helped to
organize knowledge and make that knowledge accessible to the world, and they would not have been possible without the Internet. And other digital media technologies have become indispensable parts of our lives. At first glance, it's not clear how such advancements could do anything but make us smarter.

In response to this argument, several authorities claim that making it possible for millions of people to create media written blogs, photos, videos has understandably lowered the quality of media. Bloggers very rarely do original reporting or research but instead copy it from professional resources. YouTube videos contributed by newbies to video come nowhere near the quality of professional videos. Newspapers struggle to stay in business while bloggers provide free content of inconsistent quality.

But similar warnings were issued in response to the development of the printing press. As Gutenberg’s invention spread throughout Europe, contemporary literature exploded in popularity, and much of it was considered mediocre by intellectuals of the era. But rather than being destroyed, it was simply in the early stages of fundamental change. As people came to grips with the new technology and the new norms governing it, literature, newspapers, scientific journals, fiction, and non-fiction all began to contribute to the intellectual climate instead of detracting from it. Today, we can't imagine a world without print media.

Advocates of digital media argue that history is bound to repeat itself as we gain familiarity with the Internet and other newer technologies. The scientific revolution was galvanized by peer review and collaboration enabled by the printing press. According to many digital media supporters, the Internet will usher in a similar revolution in publishing capability and collaboration, and it will be a resounding success for society as a whole.

This may all be true, but from a cognitive standpoint, the effects of the Internet and other digital devices might not be so positive. New studies suggest that digital technologies are damaging our ability to think clearly and focus. Digital technology users develop an inevitable desire to multitask, doing several things at once while using their devices.

Although TV, the Internet, and video games are effective at developing our visual processing ability, research suggests that they detract from our ability to think deeply and retain information. It's true that the Internet grants users easy access to the world's information, but the medium through which that information is delivered is hurting our ability to think deeply and critically about what we read and hear. You'd be "smarter" (in the sense of being able to give an account of the content) by reading a book rather than viewing a video on the same topic while texting with your friends.

Using the Internet lends itself to multitasking. Pages are littered with hyperlinks to other sites; tabbed browsing allows us to switch rapidly between two windows; and we can surf the Web while watching TV, instant messaging friends, or talking on the phone. But the constant distractions and disruptions that are central to online experiences prevent our brains from creating the neural connections that constitute full understanding of a topic. Traditional print media, by contrast, makes it easier to fully concentrate on the content with fewer interruptions.

A recent study conducted by a team of researchers at Stanford found that multitaskers are not only more easily distracted, but were also surprisingly poor at multitasking compared to people who rarely do so themselves. The team also found
that multitaskers receive a jolt of excitement when confronted with a new piece of information or a new call, message, or e-mail.

The cellular structure of the brain is highly adaptable and adjusts to the tools we use, so multitaskers quickly become dependent on the excitement they experience when confronted with something new. This means that multitaskers continue to be easily distracted, even if they're totally unplugged from the devices they most often use.

Eyal Ophir, a cognitive scientist on the research team at Stanford, devised a test to measure this phenomenon. Subjects self-identifying as multitaskers were asked to keep track of red rectangles in series of images. When blue rectangles were introduced, multitaskers struggled to recognize whether or not the red rectangles had changed position from image to image. Normal testers significantly outperformed the multitaskers. Less than three percent of multitaskers (called "supertaskers") are able to manage multiple information streams at once; for the vast majority of us, multitasking does not result in greater productivity.

Neuroscientist Michael Merzenich argues that our brains are being 'massively remodeled' by our constant and ever-growing usage of the Web. And it's not just the Web that's contributing to this trend. Our ability to focus is also being undermined by the constant distractions provided by smart phones and other digital technology. Television and video games are no exception. Another study showed that when presented with two identical TV shows, one of which had a news crawl at the bottom, viewers retained much more information about the show without the news crawl. The impact of these technologies on children may be even greater than the impact on adults, because their brains are still developing, and they already struggle to set proper priorities and resist impulses.

The implications of recent research on the impact of Web 2.0 "social" technologies for management decision making are significant. As it turns out, the "always-connected" harried executive scurrying through airports and train stations, holding multiple voice and text conversations with clients and co-workers on sometimes several mobile devices, might not be a very good decision maker. In fact, the quality of decision making most likely falls as the quantity of digital information increases through multiple channels, and managers lose their critical thinking capabilities. Likewise, in terms of management productivity, studies of Internet use in the workplace suggest that Web 2.0 social technologies offer managers new opportunities to waste time rather than focus on their responsibilities. Checked your Facebook page today? Clearly we need to find out more about the impacts of mobile and social technologies on management work.

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

What are some of the arguments for and against the use of digital media? How is the brain affected by constant usage as digital media? What are additional concerns for children using digital media? Should children under 8 use computers and cell phones? Why or why not?
End Semester Examination, May 2019  
MBA - First Semester  
BUSINESS COMMUNICATION-I (MBA-1001)

Time: 3 hrs.  
Max Marks: 75

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 Nisha Sharma, human resource manager for ABC International, has written to you (marketing manager, Trendy Travel Goods) about a 5-piece luggage set priced at Rs. Seven Thousand. She mentions that the set is to their company’s New Year gift. She asks whether it is possible to purchase only three of the five pieces. The answer is “no”. Write a short refusal letter.

Q.2 Remove the flaws and rewrite a short letter in the proper format and in conformity with positive communication:

Dear Mr. Patel,

We are sorry to inform you that presently spectra Split. Air Conditioners are out of stock. Please be informed that, unfortunately, there may be further delay in shipping your complete order. Further, we beg to state that even next week we cannot send you more than 10 Logix E Cell phones. I hope you would not be angry and upset as we are helpless. We apologize profusely and you have to forgive us.

Sincerely yours,

XYZ

Q.3 Assuming that you are the Purchase Officer of XYZ Pvt. Ltd, draft a letter to place an order for two large sized Plasma TV sets for the auditorium of your organization with the dealer of Samsung products.

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 front 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 has been slipping.

Assuming that you are John’s subordinate, how would you point out this problem to him?

Q.5 Write short notes on:
   a) Rapid Reading Techniques
   b) Non-Verbal Communication
Q.6 Read the following case study and answer the questions that follow:

Amit Khanna, the Advertising Manager for XYZ Advertising and Associates, has two assistants. One is Shelley, an account executive who gets clients for the Company and the second assistant is Reena, a copywriter. She does the actual writing and designing of the ads for the clients. Shelley and Reena usually have a close working relationship because they work as a team on all clients’ accounts. Shelley gets the clients and discusses their needs with them. After this she informs Reena about the conversation and the client’s needs so that Reena can design the right advertisement. Once Reena completes the advertisement, Shelley presents it to the client. If the advertisement is a success, it is usually Shelley who gets the praise because she is the one who interfaces with the client. In the past, Reena was not bothered by the recognition that Shelley got because she always knew she was the one who designed the advertisement. But the last advertisement that Reena designed brought in a 10 lacs contract to the firm. Khanna immediately gave a raise to Shelley for bringing in the client but did not give Reena any recognition or credit. Naturally, this caused friction between Shelley and Reena and their relationship began to deteriorate. Four days after Shelley got the raise, their conflict reached a crescendo. Shelley borrowed Reena’s stapler (a trivial occurrence) and forgot to return it. Reena created a scene and refused to talk to Shelley for the next few days. The problem was brought to Khanna’s attention as his department’s productivity was declining. For the advertisements to be developed, the assistants had to work as a team, Khanna summoned the employees to his office, delivered a long lecture and insisted that the two should begin working on the next advertisement. He expected them to finish the advertisement by noon the following day. Shelley and Reena walked out of Khanna’s office without resolving the problem. They did get the work done the next day, but their close relationship was now history.

What steps do you think Khanna should have taken to develop a win-win situation?
End Semester Examination, May 2019
MBA – Third Semester
EVENT MARKETING AND SPONSORSHIP (MBA-359-2)

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 essential steps involved in planning a successful event? Point out the importance of effective time management in organizing an event? 10

Q.2 Why is post evaluation of an event important? Draw a program portfolio for an event of international significance such as exhibition of handicrafts items? 10

Q.3 List out the necessary safety measures to be arranged for an event? What are the logistics factors to be taken care of when you design a convention? 10

Q.4 Explain the different fund raising options available for events. Draw a sponsorship proposal for an entertainment cultural fest to be organized by your company? 10

Q.5 Explain various components of event infrastructure and list down the infrastructure requirements of an event such as a state level sport event? 10

PART-B

Q.6 You are an event coordinator of an international book fair. You need to reassure that the event would be successful. Make a concept of the event with a brief checklist, and a series of illustrations showing the event and staging layout. 10
End Semester Examination, May 2019
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 a) Define the importance of values? What is the difference between terminal and instrumental value?  
   b) Explain the cognitive dissonance theory with examples.  
   
Q.2 As a manager, what should you do to increase the likelihood that your employee will insert a high level of effort? Explain with reference to any two motivation theories?  

Q.3 a) Give example of a situation in which an overt expression of emotions might enhance job performance.  
   b) How emotions affect job attitude?  

Q.4 a) How might differences in status among group members contribute to group think?  
   b) What are the stages of group development?  

Q.5 A lot of New Managers error in selecting right leadership style when they move into management. Why do you think this happens? How leaders are different from managers?  

Q.6 If management soughts a culture characterized as innovative and autonomous, what might its socialization program look like? Explain in detail.  

**PART-B**

Case study:  
"Lessons for 'Undercover' Bosses"

Executive offices in major corporations are often far removed from the day-to-day work that most employees perform. While top executives might enjoy the perquisites found in the executive suite, and separation from workday concerns can foster a broader perspective on the business, the distance between management and workers can come at a real cost: top managers often fail to understand the ways most employees do their jobs every day. The dangers of this distant approach are clear. Executives sometimes make decisions without recognizing how difficult or impractical they are to implement. Executives can also lose sight of the primary challenges their employees face. The practice of "management by walking around" (MBWA) works against the insularity of the executive suite. To practice MBWA, managers reserve time to walk through departments regularly, form networks of acquaintances in the organization, and get away from their desks to talk to individual employees. The practice was exemplified by Bill Hewlett and Dave Packard, who used this management style at HP to learn more about the challenges and opportunities their employees were encountering. Many other organizations followed suit and found that this style of management had advantages over a typical desk-bound approach to management. A recent study of successful Swedish organizations revealed that MBWA was an approach common to several firms that received national awards for being great places to work. The popular television
program Undercover Boss took MBWA to the next level by having top executives from companies like Chiquita Brands, Direct TV, Great Wolf Resorts, and NASCAR work incognito among line employees. Executives reported that this process taught them how difficult many of the jobs in their organizations were, and just how much skill was required to perform even the lowest-level tasks. They also said the experience taught them a lot about the core business in their organizations and sparked ideas for improvements. Although MBWA has long had its advocates, it does present certain problems. First, the time managers spend directly observing the workforce is time they are not doing their core job tasks like analysis, coordination, and strategic planning. Second, management based on subjective impressions gathered by walking around runs counter to a research and data-based approach to making managerial decisions. Third, it is also possible that executives who wander about will be seen as intruders and overseers. Implementing the MBWA style requires a great deal of foresight to avoid these potential pitfalls.

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

a) What are things that managers can learn by walking around?  7
b) As an employee, would you appreciate knowing your supervisor regularly spent time with workers? How would knowing top executives routinely interact with line?  8
End Semester Examination, May 2019  
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 Business Intelligence? Explain it with the help of suitable architecture and components.  

Q.2 a) What is business query and reporting? Also explain automated tasks and events.  
b) What is mobile BI? Also explain disconnected and collaborative BI.  

Q.3 a) What are dashboards and scorecard development? Explain its features in detail.  
b) What are various applications of BI?  
c) Contrast the roles of Business Analyst and Data Scientist.  

b) Write a note on data backup and data restoring.  

Q.5 a) What do you understand by building reports? Also explain relational and dimensional reporting style.  
b) What is drilling in report?  

Q.6 a) What are various stages of project development? Explain in detail.  
b) Write a note on risk management and mitigation.  

**PART-B**  

Q.6 Discuss strategies for upgrading a traditional business model for using business intelligence considering all 10 project tasks related to the implementation of business intelligence.  
Consider (any one) case study for traditional business model given below:  
d) Event management.  
e) Small-scale industries.  
f) Food chain industry.
End Semester Examination, May 2019
MBA – Third Semester
BUSINESS 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 a) Explain the different levels of strategic management. 3
b) Discuss strategic positive and Action evaluation (SPACE) Matrix in detail. 4
c) Differentiate between strategic management and strategic planning. 3

Q.2 a) Explain strategic planning process in detail. 7
b) Discuss the need for cross functional planning. 3

Q.3 a) What is the difference between lean applications and rich financial? 5
b) What is the importance of business drivers for implementation of planning and forecasting models? Discuss. 5

Q.4 a) What are performance measures? Why it is necessary to measure performance? 3
b) Explain different steps in KPIs identification. 7

Q.5 a) What is balanced scorecard? How can we monitor performance with score cards? 7
b) Discuss importance of IT tools for building score cards building and tracking KPIs. 3

Q.6 Discuss current trends in strategic management. 10

**PART-B**

Q.7 Suppose your company wants to enter in smart phone industry and wants to launch a new smart phone. Write mission statement of your company. Specify clients, competitors and market status. Also do the SWOT analysis of the industry. 10
End Semester Examination, May 2019
MBA – Third Semester
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA-352-3)

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  
a) Different types of securities have characteristics based on risk, return, liquidity and safety features in Indian Financial Markets.  
b) SEBI is promoting the financial markets and safeguarding the retail investors interest. Comment.  

5

Q.2  
a) CAPM is an alternative approach for estimating the firm’s cost of capital. Comment.  
b) Risk return expectations are different in amongst investors, speculators and gambles.  

5×2

Q.3  
Explain the statements given below:  
a) Industry analysis serves as one of the most important part of security analysis.  
b) Differentiate between speculators and investors.  

5×2

Q.4  
a) Discuss how the CML is a special case of SML.  
b) Discuss how the bonds are valued and considered for investment.  

5

Q.5  
a) Fundamental analysis plays a prominent role in the primary as well as the secondary markets.  
b) Technical analysis has a huge quantum of information in terms of intra-day traded prices and opening/closing prices. How does technical analyst use this information in making their decisions?  

5

**PART-B**

Q.6 Businessman Mr. Satyendra, 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 taker by nature and a first timer to secondary market, he makes it very clear that the return should be maximized while risk should be moderate. Having done some research in this field, you recommend to him a portfolio of two shares - stocks of an oil exploration company TIL and an oil marketing company KOCL. You tell him that both are reputed and 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 TIL</th>
<th>Return (%) on KOCL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>18</td>
<td>8</td>
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<tr>
<td>2</td>
<td>12</td>
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</table>

The current market price of a share of TIL is ₹2400 and that of KOCL 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.
The firm also informs you that they had very recently made a study of the TIL 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 KOCL stock?

b) What is the scope for appreciation for the two stocks?
End Semester Examination, May 2019
MBA – Third Semester
INTERNATIONAL MARKETING (MBA-355-2)

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 Do you think that Indian companies have adequately responded to the changes in domestic and external environments? Explain the details of the modifications in their international marketing strategies.  
10

Q.2 Explain how the meanings of time, space, agreement/disagreement, and friendship can vary from one culture to another? Also discuss their business implications international marketing. 
10

Q.3 Explain the specific considerations to be kept in mind while taking branding and packaging decisions in international marketing. 
10

Q.4 Do you think that the overseas agents are advantageous in international marketing? Explain how would you identify, motivate and control the overseas agents. 
10

Q.5 Outline some of the major problems faced by international advertisers. Discuss special media problems faced by an international advertiser. 
10

Q.6 As the first time exporter of wooden handicrafts from India, what are the special considerations in pricing and selling of the products in international markets? 
10

PART-B

Q.7 Case Study:

LG Appliances are manufactured in 13 countries and marketed in approximately 140 countries around the world. LG Corporation is the world's leading manufacturer and marketer of major home appliances. Its growth, from primarily a U.S. manufacturer to "world leader," is the result of strategic direction set in the mid 1980s and reaffirmed through an exhaustive and integrated strategic planning process in 1992. In the 1980s, four manufacturers accounted for almost all major home appliance sales in the United States, a market where approximately 40 million appliances are sold annually. Each was a tough, seasoned competitor fighting for greater sales in a market predicted to grow little in the decade ahead. LG was one of those companies. Unable to find growth potential in the U.S. appliance market and unwilling to accept the status quo, the company began a systematic evaluation of opportunities—both inside and outside the appliance industry—worldwide. At the same time, LG established parameters within which decisions about the company's future would be made. New ventures would provide opportunity for growth, build on existing company strengths, and be market driven. Leadership opportunities, too, would be a consideration. With growth parameters established and study data in, the decision was made to remain focused on major home appliances but to expand into markets not already served by LG. The goal was world leadership in a rapidly globalizing major appliance industry in which approximately 190 million appliances are sold each year. A major acquisition in Europe, joint ventures with companies in Mexico and India and increased ownership in companies in Canada and Brazil swiftly followed. Throughout the early 1990s, the
company continued its expansion in Latin America and Europe and a manufacturing and marketing presence was established in Eastern Europe. And, to manage its small appliance business on a global basis, including the Kitchen Aid stand and hand mixers, a Small Appliance Business Unit was formed. In the past four years, LG has aggressively pursued its Asian strategy. A headquarters office and four regional offices were established in 1993. Two years later, five majority-owned joint ventures were announced in India and China to expand the company's Asian manufacturing base. In Asia, Latin America, North America, Europe, and in all the countries where it has a presence, LG seeks to set the standards against which the global major domestic appliance industry is measured. To that end, the company vigorously pursues the goals of its Worldwide Excellence System (WES). Initiated in 1991, WES incorporates the best of all LG quality programs, worldwide, with Malcolm Baldrige Award and International Standards Organization criteria to establish a common approach to quality, one that dedicates the company to the pursuit of excellence and total customer satisfaction.

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

a) List the different alternative entry modes used by LG. Why was this entry strategy best for LG? Compare and contrast LG entry method with other methods of entry into a foreign market.
PART-A

Q.1 Explain what could be the sales promotion objective for the following:
   a) Newly opened restaurant.
   b) Nescafe instant coffee powder.
   c) Beachside hotel during the monsoon season. 

Q.2 Consider the distribution channels for TATA Nano and Maruti Ciaz. Discuss the product related factors and demographic consideration which have an impact on the channel decision for both these vehicles.

Q.3 How can Flipcart offer competition to firms like Amazon and Alibaba in the global market?

Q.4 ITC has initiated programmes such as 'e choupal' and 'well-being out of waste'. Discuss the holistic marketing goals of the organization, with emphasis on social benefits.

Q.5 Write short notes on the following:
   a) Rational Vs Peripheral Appeal in Communication.
   b) Content Marketing.

PART-B

Q.6 Case study:

How ABC Professional Heating Solutions got its customers to Request boilers

About
Founded in 2003, ABC manufacture central heating magnetic filters, clearing system and chemicals designed to remove iron-oxide build-up in central heating system. Build up can cause significant reduction in central heating performance and efficiency and is proven to increase energy costs for homeowners. Five million UK and European homes currently have a Megna Clean filter, which are traditionally fitted during a new boiler or central heating system install.

Strategy
Grow the market by promoting retrofitting of products. Research found 83% of installers recommend fitting a Magna Clean filter when installing a new boiler, but 87% don’t when in customers’ homes undertaking annual servicing or repairs. This presented a significant opportunity for ABC to increase indirect sales via plumbing merchants, where the product is purchased from. Overcome installer objections to fitting product-customer research identified a number of barriers that needed to be overcome price, perception of value by the customer, space required to fit the Magna Clean filter, and the view that a system flush is enough to ensure an older central heating system work to its optimum ability.
Take advantage of the winter season. ABC experiences a degree of seasonality as winter repairs, servicing and breakdowns occur mostly between October and February. Due to this, there was an immediate opportunity to take advantage their busiest time by bolstering product warranty registrations. Objet of the campaign-in order to increase the amount of product warranties registered by the end of Q4 2017, ABC and its agency partner ‘Only B2B relied on four main objectives.

d) Identify and understand audience barriers to retrofitting Magna Clean filters on previously installed boilers and central heating systems.
e) Identify and engage with industry influencers to support education and awareness of retrofitting Magna Clean filters.
f) Effectively measure and analyze campaign performance to demonstrate success.

The target audience
The core audience was made up of a combination of existing ABC customers known installer who regularly register product warranties) and unknown installers, some of which may be installing ABC filters but not registering warranties, or may be using a competitive product.
Typically, most of ABC’s base are one or two-person bands aged between 30-50, who run their own business. Therefore, the campaign was focused on the business owner.

In addition, the project team identified 25 key industry influencers, who were prolific bloggers and content providers to the plumbing and heating industry and could be used to amplify the campaign’s reach. Pre-campaign persona research showed installers take their work seriously and are a very proud bunch. They want to ensure they do a good job for their customer. They want to protect their relationship with the customer by looking after their best interests. They are acutely aware that looking after their customers will lead to a long term relationship (and referrals from satisfied customers). Media, channels or techniques used:

- Infographic: An anchor infographic was created for installers to address key challenges identified in the customer research stage. Money saving the effects that sludge has on central heating system and how installers can do their customers a favour and make sure their boilers and pipes are kept purring were featured.

- Email segmented HTML emails based on customer/ prospects were used to promote the campaign content, drive traffic to the ABD website and encourage retrofit installations.

- Dream direct mail: used to target and engage with 25 industry influencers to encourage campaign amplification.

- Call to action installers could claim a free thermal camera enabling them to used the equipment on their plumbing jobs and to see the energy improving heat benefits that a Magna Clean filter can bring by removing iron oxide.

- Youtube video: The direct mail resulted in GasOn, a leading industry influencer, creating tongue in cheek. Youtube music video in partnership with Majic Dreamer, a street rapper/musician/blogger.

- Social posts: Research teams identified that Facebook was a key social media channel used by installers. A matched audience campaign was used to reach ABC installers’ Club members as well as building custom audiences of domestic heating
engineers, widening campaign reach. Non-paid social media channels were taken over with the request their boiler creative.

- Digital banners: to support the campaign, web banners were created to be used across existing media placement, extending reach.

Timescales of the campaign
August 2017: Campaign development.
November 2017: Campaign went live
Result
*460k + audience reach.*
*2,700 view of the influencer direct mail generated rap video.*
*paid social media click through rate of 1.3%.*
*5% increase in YOY warranties Registered.*

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

Q.7  
(a) What is the value proportion of the given product- the magnetic filter? 7½
(b) Discuss the communication tools utilized by ABC to create a buzz in the B2B market. 7½
End Semester Examination, May 2019
M. Tech. – First Semester
DISASTER MANAGEMENT (AC-M-102)

Time: 2 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  a) List out various causes of environmental hazards.
     b) Write down some manmade hazards.
     c) What are the cause of earthquake?
     d) Mention the different types of cyclonic disasters.
     e) Define global warming.
     f) Differentiate between rescue and preparedness.
     g) Define ‘risk’.
     h) Write the name of government agencies involved disaster management in India.
     i) Define disaster management.
     j) State the concept of mitigation process. 2×10

PART-A

Q.2  Explain in detail about natural and manmade disaster. 20

Q.3  Evaluate the causes, effects and preventive measures of the following disasters.
     a) Tsunamis
     b) Industrial accidents. 20

Q.4  Describe in detail about the prone zones in India affected by floods and droughts also
cyclonic and coastal hazards. 20

PART-B

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

Q.6  Describe in detail the following:
     a) Disaster risk – concept, elements and risk reduction.
     b) People’s participation in risk assessment. 10×2

Q.7  Explain in detail structural and Non-structural mitigation process. 20
Q.1 Write short notes on (any five) the following:
   a) Steps in organizing press conference.
   b) Types of corporate identity.
   c) Financial communication.
   d) Elements of corporate communication plan.
   e) Vision statement.
   f) Investor relations.
   g) Shop floor Communication

**PART-A**

Q.2 Discuss in short the role and functions of SEBI.  

Q.3 Explain how open communication works as an important key factor in Internal Communication. Provide a case study to support your answer. 

Q.4 Who in your view are the various stakeholders for Corporate Communication? Discuss in detail. 

**PART-B**

Bengaluru based Mindtree has made headlines after one of its investors, the owner of coffee chain Cafe Coffee Day (CCD), VG Siddhartha, struck a deal to sell his 20.32% stake in the company to Indian engineering giant Larsen and Toubro (L&T). The decision did not go down well with co-founders Krishnakumar Natarajan, Subroto Bagchi, Parthasarathy NS, and CEO Rostow Ravanan, who deemed the hostile takeover “a grave threat” to the 20-year-old organization. Besides opposing the deal on Twitter, the co-founders called a press conference to express their disapproval, with Natrajan calling it “corporate India's #MeToo moment.”

Read the above case study thoroughly and then answer the question:
As corporate communication executive what would have been your strategy and what Tools and techniques of Media Relations you would use to evade this hostile takeover? 

Q.5 Define CSR. How it is similar or different from corporate citizenship, sponsorship and corporate philanthropy? 

Q.6 Why is it challenging and at the same time necessary to constantly maintain a positive reputation in the digital age?
End Semester Examination, May 2019  
MBA – Third Semester  
FINANCIAL DERIVATIVES (MBA-352-1)

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 Given below are price and end of year dividend figures for Oriental Chemicals Ltd. Calculate the holding period return and the average annual return. Assume that compounding is done semi-annually.

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
<th>Dividend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>200</td>
<td>10</td>
</tr>
<tr>
<td>2014</td>
<td>270</td>
<td>12</td>
</tr>
<tr>
<td>2015</td>
<td>250</td>
<td>12.5</td>
</tr>
<tr>
<td>2016</td>
<td>270</td>
<td>13</td>
</tr>
<tr>
<td>2017</td>
<td>400</td>
<td>19</td>
</tr>
</tbody>
</table>

10

Q.2 Elaborate the most widely used option price sensitivities/Greeks. 10

Q.3 Bring out the differences between forward, future and options contract. 10

Q.4 Write short notes on (any two):
   a) Credit default swaps.  
   b) Interest rate swaps.  
   c) Currency swaps. 5×2

Q.5 Assume you bought the call option of ABC Ltd. with an exercise price of ₹850 at a premium of ₹38.50.
   a) Prepare a table showing the total profit you make (in rupee as well as in % terms) if, on the expiration date, ABC Ltd. is trading at the following prices: ₹830, ₹840, ₹850, ₹860, ₹870, ₹880, ₹890.  
   b) Draw the corresponding profit diagram. 5×2

**PART-B**

Q.6 Suppose the INR/SGD (Indian ₹/Singapore $) spot rate is 45.00 and the interest rate in India is 4.64% per annum and the interest rate in the US is 4.5% per annum. What is the three month forward rate expressed in points)? 10
End Semester Examination, May 2019
MBA – First Semester
ACCOUNTING FOR MANAGERS (MBA–1005)

Time: 3 hrs. Max Marks: 75
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 Describe the different components of a Balance Sheet Equation with examples. What are the different accounts in accounting and their rules for marking debt and credit? 15

Q.2 What purpose accounting serves? ‘Cost accounting differ from financial accounting’ discuss and illustrate in detail. 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 Rs.180,000.
2 Oct. Paid and amount of Rs.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 Rs.200,000 work to be completed by December 2015.
5 Oct. Bought building repair materials
   Rs 50,000 –Paid in Cash
   Rs.126,000– On credit from CMP Limited
6 Oct. Received an advance of Rs. 29,600 from AC Consultants towards renovation work to be done in Mid November.

7 Oct. Completed roofing repair work for AE & Co. work Rs.15,000. Billed them for Rs. 15,000, the customer promised to pay on November 5.


15 Oct. Paid on account to Mehra Assoc. the RCC specialists a sum of Rs.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 Rs.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’ 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:

<table>
<thead>
<tr>
<th>Production Capacity</th>
<th>10,000 boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present production and sale</td>
<td>8,000 boxes</td>
</tr>
<tr>
<td>Selling price per box</td>
<td>Rs.1000</td>
</tr>
</tbody>
</table>
Cost reports of Bhart Polyplex indicate the following cost details (Total 8000 boxes)

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct material and storage</td>
<td>20,00,000</td>
</tr>
<tr>
<td>Direct labour</td>
<td>16,00,000</td>
</tr>
<tr>
<td>Overheads</td>
<td>20,00,000</td>
</tr>
<tr>
<td>Total cost</td>
<td>56,00,000</td>
</tr>
<tr>
<td>Total Bills cost per box @ Rs.1000 for 8000 boxes</td>
<td>80,00,000</td>
</tr>
</tbody>
</table>

Profit: Rs.24,00,000
Profit margin (Profit/sales): 30%

The CEO of the BSRO is asking for a price of Rs.600 per box. Should the Bharat Polyplex accept the order? The cost details of Bharat Polyplex are as under:

- Fixed cost: Rs. 24,00,000
- Variable cost: Rs. 400 per box

Will you advice Bharat Polyplex 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 (Rs. 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>6054</td>
<td>5830</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>23802</td>
<td>23694</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

**Condensed Income Statements**
For the financial years ending March 31 (Rs. in Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>26396</td>
<td>24794</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>15500</td>
<td>14216</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td>10896</td>
<td>10578</td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>6944</td>
<td>6598</td>
</tr>
<tr>
<td>Income from operations</td>
<td>3952</td>
<td>3980</td>
</tr>
<tr>
<td>Interest expense</td>
<td>466</td>
<td>496</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>3464</td>
<td>3484</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>1006</td>
<td>1004</td>
</tr>
<tr>
<td>Net income</td>
<td>2458</td>
<td>2480</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, May 2019
MBA – Third Semester
ADVANCED ANALYTICS (MBA-369-3)

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. Marks are indicated against each question.

PART-A

Q.1 Define data management. Describe the principles and importance of data management. 10

Q.2 What are variables and observations? Explain different types of variables. Also explain exploratory and confirmatory data analysis. 10

Q.3 Explain different types of charts in Tableau. 10

Q.4 Describe big data analysis; sources of big data and challenges of big data. 10

Q.5 Explain in brief data mining. Describe in detail its types. 10

PART-B

Q.6 Case Study: NAKAMURA LACQUER COMPANY

The Nakamura Lacquer Company (NLC) of Kyoto, Japan, employed several thousand men and produced 500,000 pieces of lacquer tableware annually, with its Chrysanthemum brand becoming Japan's best known and bestselling brand. The annual profit from operations was $250,000.

The market for lacquerware in Japan seemed to have matured, with the production steady at 500,000 pieces a year. NLC did practically no business outside Japan. In May 2000, (much to your chagrin!) the ambitious and dynamic, Mr. Nakamura (Chairman, NLC) received two offers from American companies wishing to sell lacquer ware in America.

The first offer was from the National China Company. It was the largest manufacturer of good quality dinnerware in the U.S., with their “Rose and Crown” brand accounting for almost 30% of total sales. They were willing to give a firm order for three years for annual purchases of 400,000 sets of lacquer dinnerware, delivered in Japan and at 5% more than what the Japanese jobbers paid. However, Nakamura would have to forego the Chrysanthemum trademark to “Rose and Crown” and also undertake not to sell lacquer ware to anyone else in the U.S.

The second offer was from Sammelback, Sammelback and Whittacker (henceforth SSW), Chicago, the largest supplier of hotel and restaurant supplies in the U.S. They perceived a U.S. market of 600,000 sets a year, expecting it to go up to 2 million in around 5 years. Since the Japanese government did not allow overseas investment, SSW was willing to budget $1.5 million for the next two years towards introduction and promotion. Nakamura would sell his “Chrysanthemum” brand but would have to give exclusive representation to SSW for five years at standard commission rates and also forego his profit margin toward paying back of the $ 1.5 million.

a) Analyze the case and explain what should Mr. Nakamura do? 10
Q.1 Wählen Sie das jeweils passende Verb aus:
(Jedes Verb kann man nur einmal verwenden):
(Fill in the blanks with correct verb, each verb can be used only once):

<table>
<thead>
<tr>
<th></th>
<th>trinkt</th>
<th>bin</th>
<th>ist</th>
<th>wohnen</th>
<th>studiert</th>
<th>lernen</th>
<th>kommt</th>
<th>hast</th>
<th>essen</th>
</tr>
</thead>
</table>

a) Das __________ meine Schwester.
b) Wir __________ in Deutschland.
c) Was __________ ihr? Tee oder Kaffee?
d) Peter und Sebastian __________ Ball.
e) Eleni __________ aus Athen.
f) Was __________ du? Wörter oder Grammatik?
g) Tom __________ Pädagogik.
h) Ich __________ Studentin.
i) Wir __________ Pizza.
j) __________ du einen Kuli?

Q.2 Hier fehlt der Artikel:
(Write the missing article):

a) __________ Kuchen
b) __________ Kursbuch
c) __________ Tee
d) __________ Lampe
e) __________ Kaffee
f) __________ Tisch
g) __________ Wein
h) __________ Lernplakat
i) __________ Kuchen
j) __________ Laptop
k) __________ Limonade
l) __________ Füller
m) __________ Orangensaft
n) __________ Stuhl
o) __________ Wasser
p) __________ Fernseher
q) __________ Fenster
r) __________ Tasche
s) __________ Wein
t) __________ Papier

Q.3 Ergänzen Sie die Tabelle:
(Complete the given table):

<table>
<thead>
<tr>
<th></th>
<th>Maskulin</th>
<th>Neutral</th>
<th>Feminin</th>
<th>Plural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bestimmter Artikel</td>
<td>Das</td>
<td>--------</td>
<td>-------</td>
<td>------</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.4 Ja/Nein fragen:
(Write the answers in yes or no format):

Ist das eine Tafel?

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

_______________________________________________________________________

Q.6 Übersetzen Sie:
(Translate the following sentences):

<table>
<thead>
<tr>
<th></th>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I play football.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>This is a laptop.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>She has a bag.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I am a student.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Today is 22\textsuperscript{nd} April.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>What is your mother tongue?</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Is this a bag?</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I am learning German.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Where are you?</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>This is a pen.</td>
<td></td>
</tr>
</tbody>
</table>
End Semester Examination, May 2019
MBA – Second Semester
FRENCH (MBA-2011A)

Time: 1½ hrs. Max Marks: 100
No. of pages: 4

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Lisez le passage et répondez aux questions suivantes:
(Read the passage and reply to the questions)
anglais et français. Je suis grand et intelligent. Mes cheveux (hair) sont noirs et mes yeux
(eyes) sont bleus. J'aime la musique jazz. Je déteste les légumes verts. J'ai une sœur qui
s'appelle Ria. Elle a neuf ans. Elle est belle.

A) Complétez avec un mot du texte.
(Complete with a word from the text)
   i) Caroline __________ la musique jazz. (aime/mange)
   ii) Aneesh __________ dix-sept ans. (suis/a)
   iii) J'ai __________ crayons. (dix/bleus)

B) Dites vrai ou faux
(True or False)
   i) Paul est grand et intelligent ___________________
   ii) La sœur s'appelle Sophie. ___________________
   iii) Paul a un frère. ___________________
   iv) Paul parle français. ___________________

C) Écrivez en anglais
(Write in English)
   i) Parler ___________________
   ii) Habiter ___________________
   iii) Détester ___________________

Q.2 Décrivez votre ami(e)
(Describe your friend)

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
Q.3 Écrivez les informations à la carte identité
(Write necessary details in identity card)

<table>
<thead>
<tr>
<th>Carte D'Identité</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nom:</td>
</tr>
<tr>
<td>Prénom:</td>
</tr>
<tr>
<td>Âge:</td>
</tr>
<tr>
<td>Adresse:</td>
</tr>
<tr>
<td>Profession:</td>
</tr>
</tbody>
</table>

Q.4 Conjuguez avec les verbes irrégulier
(Complete with the conjugation of given irregular verbs)

a) Je ____________ (aller) au marché.
b) Il ____________ (avoir) des cahiers.
c) Ila et Meena ______________ (être) actrices.
d) Le père ______________ (faire) du shopping.
e) Nous ______________ (faire) nos devoirs.
f) Vous ______________ (avoir) des amis?
g) Tu ______________ (être) très belle.
h) Paul ______________ (aller) au restaurant.
i) Ils ______________ (avoir) une fille.
j) Je ______________ (faire) une promenade (walk).

Q.5 Complétez avec les articles définis
(Complete with definite articles)

e) Ce sont ______ livres de Manuel (le/la/les).
f) C'est ______ chaise de cette classe (le/la/les).
g) _______ (le/la/les) film est bon.
h) _______ (le/la/les) garçon est beau.
e) ________ (le/l'/la) indien est beau.

Q.6 Complétez avec les articles indéfinis
(Complete with indefinite articles)

e) C'est ______ livre (un/une/des).
f) Ce sont ______ chaises (un/une/des).
g) C'est ______ fille (un/une/des).
h) Je regarde ______ film français. (un/une/des).
e) Il y a ________ garçon (un/une/des).
Q.7  Quelle heure est-il?
(What time is it?)

j) 12:00

k) 1:00

l) 15:30

m) 8:45

n) 7:20

o) 23:00

p) 9:15

q) 2:18

r) 13:25

t) 20:00

Q.8  Traduisez les en français
(Translate in French)

j) It's hot.

k) It's cold.

l) It's raining.

m) It's sunny.

n) It's snowing.

o) It's windy.

p) It's day.

q) It's night.

r) It's beautiful/ pleasant.

j) It's bad.

Q.9  Conjuguez les verbes suivantes
(Conjugate the following verbs)

j) Il _____________les livres (détester).

k) Nous ________________français. (Parler)

l) Elles _________________des fruits (manger).

m) Vous _________________dans votre chambre (danser).

n) Tu _________________au bureau (travailler).

o) Ils ________________aller à l'église (aimer).

p) Vous _________________de la musique (écouter).

q) Marc _________________les chansons (chanter).

r) Nous ________________dans la piscine (nager).

j) Ils _________________les photos (montrer).

Q.10  Complétez la grille
Écrivez les nombres cardinaux en Français
(Write cardinal numbers in French)

<table>
<thead>
<tr>
<th>Color</th>
<th>Masculine Singulier</th>
<th>Feminine Singulier</th>
</tr>
</thead>
<tbody>
<tr>
<td>______</td>
<td>________</td>
<td>jaune</td>
</tr>
<tr>
<td>Pink</td>
<td>________</td>
<td>Rouge</td>
</tr>
<tr>
<td>Green</td>
<td>________</td>
<td>grise</td>
</tr>
</tbody>
</table>

Q.11  

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>j) 21</td>
<td></td>
</tr>
<tr>
<td>k) 45</td>
<td></td>
</tr>
<tr>
<td>l) 65</td>
<td></td>
</tr>
<tr>
<td>m) 13</td>
<td></td>
</tr>
<tr>
<td>n) 20</td>
<td></td>
</tr>
<tr>
<td>o) 9</td>
<td></td>
</tr>
<tr>
<td>p) 50</td>
<td></td>
</tr>
<tr>
<td>q) 72</td>
<td></td>
</tr>
<tr>
<td>r) 15</td>
<td></td>
</tr>
<tr>
<td>j) 11</td>
<td></td>
</tr>
</tbody>
</table>
Q.1 Lesen Sie den Text und anworten Sie die folgenden Fragen
(Read the text and answer the following question)


a) Frage: Was kauft Lidiya?

b) Frage 2: Was ist ihr Hobby?

c) Frage 3: Was mag ihre Familie?

d) Frage 4: Wie heißt ihr Mann?

e) Frage 5: Wo geht sie am Sonntag?

f) Frage 6: Wie heißt ihre Tochter?

g) Frage 7: Schreiben Sie die 2 Verben aus dem Text und machen Sie die Sätze?

h) Frage 8: Was ist ihre zweite Hobby?

i) Frage 9: Was ist dein (your) Hobby?
Q.2  
**Ergänzen Sie die Inoffizielle Zeit:**

a) 8:45  
b) 10:26  
c) 11:25  
d) 5:05  
e) 12:15  
f) 1:35  
g) 3:55  
h) 9:10  
i) 2:00  
j) 6:40  

Q.3  
**Ergänzen Sie die folgende Tabelle**  
(Complete the following table)

<table>
<thead>
<tr>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livingroom</td>
<td>Dienstag</td>
</tr>
<tr>
<td>999</td>
<td>das Jahr</td>
</tr>
<tr>
<td>Table</td>
<td>Musik hören</td>
</tr>
<tr>
<td>Teacher</td>
<td>Mitkommen</td>
</tr>
<tr>
<td>12</td>
<td>official time</td>
</tr>
</tbody>
</table>

Q.4  
**Konjugieren Sie die Verben:**

a) Wann fliesst du nach Mumbai? (fliegen)  
b) Ich habe zwei Kuli. (haben)  
c) Schreibt ihr eure Hausaufgabe? (schreiben).  
d) Unser Unterricht beginnt um 8:00 Uhr. (beginnen)  
e) Kommen Sie zur Party (mitkommen)  

Q.5  
**Beschreiben Sie Ihre Wohnung:**  
(Describe your house)

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
Q.1 Answer the following questions:
   a) What is IRS?
   b) What is BARC?
   c) What is media mix?
   d) What do you understand by demographic profiling?
   e) Difference between pulsing and fighting media plan.

   2×5

   **PART-A**

Q.2 What do you understand by media plan? Discuss the various components of media plan in detail.

   10

Q.3 What all criteria we have to keep in mind while selecting media to launch a new product?

   10

Q.4 Briefly explain all the steps involved in media scheduling.

   10

   **PART-B**

Q.5 Discuss the various models of media planning with suitable examples.

   10

Q.6 What are the different methods for setting and allocating budget for media planning? Explain with examples.

   10

Q.7 What is CPRP in media budget and calculate the CRPC in the below-mentioned table?

   **Table-1**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Spots</th>
<th>Seconds</th>
<th>Investment</th>
<th>GRPs</th>
<th>Channel CPRP</th>
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</thead>
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<tr>
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<td>18000</td>
<td>1440000</td>
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<tr>
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<td>18000</td>
<td>1800000</td>
<td>42</td>
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</tr>
<tr>
<td>3542</td>
<td>106260</td>
<td>35186800</td>
<td>549</td>
<td></td>
<td>Average Plan CPRP</td>
</tr>
</tbody>
</table>

   10
End Semester Examination, May 2019
MBA — Second Semester
VALUES, ETHICS AND CSR (MBA-2002)

Time: 3 hrs. 
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 We are all ethical and carryout our duties in the interest and well being of mankind. You must have experienced an instance and carried out some activities of which you would be proud of. Discuss one of yours such instance or experience and state the learning from the experience. 15

Q.2 Ashok, accountant of a national firm having head quarter at New Delhi, reported that there were manipulation in the accounts and embezzlement of cash in the regional office at Bhopal.
A physical verification of balances at the Bhopal office revealed that there was a cash shortage of cash to the time of ₹87,900.
Ramesh Seth account in-charge of the Bhopal office on questioning agreed for the shortfall.
How do you view the above shortfall in the cash balance? What remedial actions in your views should be initiated? 15

Q.3 Philosophy of “Trusteeship” is followed by business houses and they contributed towards the well-being of mankind. In this respect business houses are required to corporate social responsibility (CSR) in various areas. Discuss the norms and significance of such contribution. 15

Q.4 Corporate governance is based on the principles of transparency and accountability. In this respect, board of directors are have certain functions and responsibilities and these are to be in the interest of stockholders. Discuss and illustrate your answer. 15

Q.5 “Be faithful and truthful, but at times such activities may not be ethical”. Critically examine this statement. 15

PART-B

Q.6 A company has just discovered that its star salesperson has faked a travel voucher. He is negotiating a huge order. The discovery has taken place at a time when he is about to close this valuable deal on which the company will make a lot of money. Further he is the only person who knows the details and structure of client organization.
Now what the company would do?
a) It should keep quite.
b) Warn him and let it go.
c) Warn him and let when the order comes in.
d) Sack him on the sport.
Justify your answer. 15
End Semester Examination, May 2019
B.A. / B.Sc. (Liberal Arts) – Second Semester
INTRODUCTORY MATHEMATICS (BLA-MS-201)

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

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

PART-A

Q.1 Answer all the following questions:
   a) Explain the meaning of P, N0, Z and Ø with respect to set notation.
   b) Solve \( \int a \, dx \), where \( a \) is a constant.
   c) Give an example of identity matrix and scalar matrix.
   d) Write the simple, composite and inverse functions with suitable examples.
   e) When is a matrix considered as non-singular?
   f) Given \( u = \begin{pmatrix} 5 & 2 & 3 \end{pmatrix} \), find vectors \( u' \).
   g) Suppose \( y = b^x \). Find out \( \frac{dy}{dx} \) when \( x = 2 \) and \( b = 3 \).
   h) If \( a_n = 2n + \frac{3}{2} \), then calculate its 6\(^{th}\) term.
   i) Symmetric matrix is always a square matrix. Do you agree? Justify your answer with an example.
   j) Calculate determinant of \( A \), where \( A = \begin{pmatrix} 1 & 2 & 1 \\ 0 & 1 & 5 \\ 0 & 0 & 1 \end{pmatrix} \). 2x10

PART-B

Q.2 Answer (any four) of the following:
   a) Explain linear and non-linear functions with suitable example(s)
   b) Solve the following:
      \( \int \sqrt{y} \sqrt{y} dy \)
   c) Solve: \( \int 4 \cos x \, dx \)
   d) Given \( XA = B \), \( A = \begin{pmatrix} 3 & 4 & 1 \\ -1 & -3 & 3 \\ 2 & 3 & 0 \end{pmatrix} \) & \( B = \begin{pmatrix} 3 & 9 & 7 \\ 1 & 11 & 7 \\ 7 & 5 & 7 \end{pmatrix} \). Find \( X \).
   e) Using Venn diagram, explain union of any two sets \( P \) and \( Q \); how do you explain if they are disjoint sets? 5x4

PART-C

Q.3 a) Express the general form of a polynomial function. Graphically and mathematically express the linear and quadratic functions.
   b) Prove distributive law for the sets: \( A = \{4, 5\} \), \( B = \{3, 6, 7\} \) and \( C = \{2, 3\} \). 10x2

Q.4 a) Suppose that a curve \( y = f(x) \) in the \( xy \) plane has the property that at each point \( (x, y) \) on the curve, the tangent line has slope \( x^2 \). Find an equation for the curve
given that it passes through the point \( (2, 1) \).

b) What is a symmetric matrix? Give an example.

Q.5 Given \( A = \begin{pmatrix} 2 & 8 \\ 3 & 0 \\ 5 & 1 \end{pmatrix} \), \( B = \begin{pmatrix} 2 & 0 \\ 3 & 8 \end{pmatrix} \) and \( C = \begin{pmatrix} 7 & 2 \\ 6 & 3 \end{pmatrix} \).

a) Is \( AB \) defined? Calculate \( AB \). Can you calculate \( AB \)? Why?

b) Is \( BC \) defined? Calculate \( BC \). Is \( BC = CB \)?

Q.6 Solve the following:

a) \( \int_0^1 \frac{x^2 + x + \sqrt{x+1}}{x+1} \, dx \)

b) \( \int \frac{e^x}{\sqrt{1 - e^{2x}}} \, dx \)

Q.7 a) Explain the concept of derivative as rate of change.

b) Solve the derivatives:

i) Find \( \frac{dy}{dx} \) for \( y = p^5 \) and \( p = 1 - x^2 \)

ii) Find \( f^{(1)}(2) \) when \( f(x) = \sqrt{x} \) and

iii) Find \( f^{(4)} \) if \( f(z) = 3z^2 + 8z + e^z \)

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End Semester Examination, May 2019
B.A. (Liberal Arts) – Second Semester
SOCIAL SYSTEMS IN INDIA (BLA-SW-202)

Time: 3 hrs.  
Max Marks: 100

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 society?
   b) Define a joint family.
   c) What do you understand by Culture?
   d) What is Socialization?
   e) Define a Genogram.
   f) Define Gender discrimination.
   g) What are three types of street and working children?
   h) Define the term Schedule Tribes.
   i) Define the Word-Atrocities.
   j) Name three social problems. 2x10

PART-B

Q.2 Attempt (any four) of the following:
   a) Explain the Caste system identified in India.
   b) What are the welfare measures undertaken for removing Poverty?
   c) List out activities of daily living (ADLs) for the elderly people.
   d) Describe the main features of the SC/ST Act.
   e) What are the causes of Gender inequality in society? 5x4

PART-C

Q.3 a) Define the term Socialization. Explain any three agents of socialization in your Society. 10
   b) Explain the concept of Resistance in relation to Elderly care. 10

Q.4 What are the rights of the Minorities that need to be protected and how do we ensure they get these rights? 20

Q.5 Explain the importance of understanding a society in the context of Time and Environment. 20

Q.6 Explain the various ways in which we can end Gender Based Violence. 20

Q.7 Define the term “Street and Working Children”. What welfare measures we should undertake for providing their Rights? 20
End Semester Examination, May 2019
B.A. (Liberal Arts) — Second Semester
CULINARY ARTS-II, FOOD AND BEVERAGE PRODUCTION-II
(BLA-CA-T-202)

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

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

PART-A

Q.1 Define the following terms:
   a) Offals.
   b) Barquette.
   c) Navvin.
   d) Napper.
   e) Zuppa. 5×2

PART-B

Q.2 Define “Milk”. How many types of milk we use? Describe in detail. 10
Q.3 Define “Butter”. How many types of butters we use. Give 5 brand names of the same. 10
Q.3 Draw well labeled diagram of lamb cuts. 10
Q.4 Write down the straight dough method or bread making. 10
Q.5 Differentiate between puff and flaky pastry. 10
End Semester Examination, May 2019
B.A. (Liberal Arts) – Second Semester
POLITICAL PROCESS IN INDIA (BLA-PS-202)

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 Briefly answer the following questions:
   a) State any two features of political parties in India.
   b) Write a note on article 324 relating to the election commission of India.
   c) What is communalism?
   d) Explain the relationship between religion and politics.
   e) What does greater autonomy mean?
   f) Write a short note on Chipko movement.
   g) Write a short note on politicalization of caste in India.
   h) Write a note on ecological movements in India.
   i) Discuss the language problem in India.
   j) How is the power divided between national and state government? 2×10

PART-B

Q.2 Attempt (any four) of the following:
   a) State the procedure of appointment and removal of members of election commission in India.
   b) What do you mean by feminist movements. Explain the political demands of the feminist movement in India.
   c) Write a note on Bharatiya Janta Party.
   d) Write a note on Human Rights in India.
   e) What do you mean by regionalization? 5x4

PART-C

Q.3 Do you think that corruption and criminalization of politics in India has made the Indian polity weak and ineffective? Argue you case. 20

Q.4 Discuss critically the center-state:
   a) Legislative Relations.
   b) Administrative Relations.
   c) Financial Relations. 20

Q.5 Discuss the nature of Indian Federation. Do you think that it is more of a unitary character? 20

Q.6 a) Different political parties operating in India.
   b) Explain the procedure of election in India. 10

Q.7 Explain how tribes and their problems now challenge the politics of India? 20
End Semester Examination, May 2019
B.A. / B.Sc. (Liberal Arts) — Second Semester
CULINARY ARTS-II, FOOD AND BEVERAGE PRODUCTION-II
(BLA-CA-T-202)

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

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

PART-A

Q.1 Define the following terms:
   a) Offals.
   b) Barquette.
   c) Navvin.
   d) Napper.
   e) Zuppa.

5×2

PART-B

Q.2 Define “Milk”. How many types of milk we use? Describe in detail. 10

Q.3 Define “Butter”. How many types of butters we use. Give 5 brand names of the same. 10

Q.3 Draw well labeled diagram of lamb cuts. 10

Q.4 Write down the straight dough method of bread making. 10

Q.5 Differentiate between puff and flaky pastry. 10
End Semester Examination, May 2019
MBA — Fourth Semester
SOCIAL ENTREPRENEURSHIP (MBA-467-2)

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 Social entrepreneurship is said to be different to “for profit” entrepreneurship. Discuss which competencies social entrepreneurs need to develop a successful social enterprise. 10

Q.2 Explain how a private for Profit Company adopt to implement social entrepreneurship in their business operation. Explain with examples. 10

Q.3 What is feasibility analysis? Describe feasibility analysis process in detail. 10

Q.4 a) How can social entrepreneurs find a scaling path that is best for them? 5
b) Describe all the four types of legal structures available for any social enterprise. 5

Q.5 Describe the performance measurement concept for social enterprise. Describe all the four main types of models for performance measurement in SE’s. 10

Q.6 “India is transforming but there are lot many social issues to be addressed”. Do you agree with the statement, if so then explain the ongoing trends in social entrepreneurship areas. 10

**PART-B**

*Case Study:*

THE EDUCATION CRISIS IN INDIA:

India's girls could use some help: In 2015, 3.7 million eligible girls are out of school. In rural areas, girls receive an average of less than four years of education. And, India has the highest rates of child brides in the world. These metrics are indicators of the deeper issues that India faces, problems stemming from social and cultural norms. For India's girls, education improvements will come by righting the wrongs of history. In order to solve the problems facing rural girls in India, an innovator needs a background in both education and an informed cultural perspective. Beginning in 2005, within the province of Rajasthan, an entrepreneur named Safeen Husain started to do just that. Ms. Husain is intimately aware of the obstacles that face young girls in India, because she was personally subjected to some of those conditions growing up. Through perseverance and a devoted family, she forged a path past the adversity around her and ultimately went on to graduate from the London School of Economics. Since then, she has spent much of her career in rural and community developments throughout Africa, Latin America, and Asia.

Ms. Husain saw the endemic issues for rural girls education and decided upon three basic goals:
- expanding the enrollment of girl
- increasing student retention for girls
- improving learning outcomes for all students.
Considering these goals, Ms. Husain appropriately decided to name her initiative Educate Girls. Between 2005 and 2007, Ms. Husain and her fledgling staff began testing various methods to achieve these goals. She settled on Rajasthan as her testing ground, a district in Northwestern India, which at the time had a 77% male to a 44% female literacy rate. She started her testing phase with 50 local schools and communities. To fully understand why girls were not attending schools, Ms. Husain recruited young, local, female volunteers from across the district who formed team Balika. The team spearheaded Ms. Husain's program by visiting 1,067 villages in the district.

Team Balika found a number of different reasons for girls missing school, including: the necessity of a working daughter’s paycheck to her family, the fear of interference with marriage prospects, a pivot from traditional Hindu garb, and poor school conditions. After identifying these problems, the volunteers decided on a five-pronged plan to improve circumstances in Rajasthan's rural schools.

The points included:

- Community ownership of schools by parents in the form of parent-led school management committees.
- Training teachers in creative and child centric learning techniques.
- Recruiting and training volunteers for the team Balika program.
- Facilitating community enrollment plans.
- Forging more young female leaders through Bal Sabhas, (with open dialogue meetings for young girls). Educate Girls incredible growth and success through scaling:

Employing this five-point method over the next seven years, Educate Girls has seen its influence rise exponentially. After beginning with 50 schools in 2005, Educate Girls grew to 5,500 schools and influenced the education of over 500,000 children in three districts of India by 2013.

In 2012, after receiving investments from several firms in India as well as reaching agreements with the Indian government, Ms. Husain still felt she could do more. Ms. Husain and Educate Girls applied to the Miller center for social entrepreneurship, GSBI Online program through which they would be able to: strengthen their business model, receive Silicon Valley mentorship, and prepare for more funding. With aid from Miller Center and other sources, Educate Girls has continued to grow, marking a pivotal time in Educate Girl's development. This past January, Educate Girls made headlines by being awarded the prestigious, Skoll Foundation award for social entrepreneurship, which includes a three-year core investment of $1.25 Million. This prestigious award is given to transformative leaders who have demonstrated disruption of the status quo and are driving large-scale change. Educate Girls goal is to educate half of India’s gender gap districts and over 4,000,000 students by 2020.

For Ms. Husain however, her biggest hope is not just the growth of her organization, but also in the girls themselves, “Every single girl I meet wants to go to school, and that for me is my biggest, biggest source of hope”.

Q.7 Describe “Educate Girls Business Model”. How would you measure Educate Girls social impact? What challenges can you foresee for her in future?
End Semester Examination, May 2019
MBA – Fourth Semester
EVENT LOGISTICS MANAGEMENT (MBA 459-1)

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 ‘An event needs to be detailed and scripted, irrespective of its scale.’ Based on this statement, explain the meaning and importance of event logistics as a discipline. 10

Q.2 You are incharge of organizing the Global Event Appreciation Awards ceremony for a multinational company. Present the event visualization, discussing the various aspects of visualization. 10

Q.3 The event management industry generates huge amounts of waste. What measures can be taken by organizations towards promoting green events? 10

Q.4 Discuss F&B considerations towards planning a feast for 500 people. Proceeds from the feast will be utilized for donation to NGOs. 10

Q.5 Write short notes on (any two) of the following:
   a) Realms of event experience.
   b) Function sheets.
   c) Zoning considerations for event location. 5×2

PART-B

Q.6 Based on the picture given below, answer the following questions:
   a) Discuss the logistics requirements which need to be arranged for a convention.
   b) If the given picture is an advertisement, what is the objective of the communication message in it?

![Image of Toronto convention record]

5×2
End Semester Examination, May 2019
MBA — Second Semester
STRATEGIC MANAGEMENT AND BUSINESS POLICY (MBA-2009)

Time: 3 hrs. 
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 Why is it important for an organization to undertake scenario planning? 15

Q.2 Explain any two components of Ansoff's Growth Vector Matrix with examples? 15

Q.3 Why should corporate behave in an ethical manner? 15

Q.4 Why do firms with similar resources and which face the same industry structure perform differently? 15

Q.5 Mention key roles of the leadership team in a professional organization. 15

PART-B

Q.6 CASE STUDY

Home sales data is that rare economic indicator that’s refusing to improve - 832.09 million square feet of unsold inventory as on end December and 8% fall in sales for the quarter ending December, according to figures from property research firm Liases Foras. Investors who had bet on handsome resale margins are stuck with unsold apartments. Some of them are willing to sell apartments at below current market prices.

Deepakh Parekh, chairman of HDFC and a man who’s witnessed many housing booms and busts, says “it’s a buyers' market now”. Ashwin Chawla, CEO of BigDeals.in, explains why realty majors are somewhat desperate. “Developers are stressed in terms of sales. They need to show bookings to even raise construction finance”, Chawla said. Yashwant Dalai, president of estate agents association of India, says developers are offering brokers bigger incentives but the problem is the lack of buyers. “In this kind of market, builders have no option but to lure buyers with incentives and offers”, Dalai says, (excerpt from a report in The Economic Times, Feb. 16, 2-15).

Answer the below question related with above case study:
“You are the CEO at one of the leading real estate company in Delhi NCR with projects spread over Noida, Ghaziabad and Gurgaon. Your company’s shareholders have pressed the panic button your inventories have piled up and macro-economic indicators are unlikely to get any better too soon”. Considering the business environment, develop a strategy that can help your company in clearing the inventory and build confidence in the shareholders. 15
End Semester Examination, May 2019
MBA — Second Semester
VALUES, ETHICS AND CSR (MBA-2002)

Time: 3 hrs.                                                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.

No. of pages: 1

PART-A

Q.1 We are all ethical and carryout our duties in the interest and well being of mankind. You must have experienced an instance and carried out some activities of which you would be proud of. Discuss one of yours such instance or experience and state the learning from the experience. 15

Q.2 Ashok, accountant of a national firm having head quarter at New Delhi, reported that there were manipulation in the accounts and embezzlement of cash in the regional office at Bhopal.
A physical verification of balances at the Bhopal office revealed that there was a cash shortage of cash to the tune of ₹87,900.
Ramesh Seth account in-charge of the Bhopal office on questioning agreed for the shortfall.
How do you view the above shortfall in the cash balance? What remedial actions in your views should be initiated? 15

Q.3 Philosophy of “Trusteeship” is followed by business houses and they contribute towards the well-being of mankind. In this respect business houses are required to corporate social responsibility (CSR) in various areas. Discuss the norms and significance of such contribution. 15

Q.4 Corporate governance is based on the principles of transparency and accountability. In this respect, board of directors have certain functions and responsibilities and these are to be in the interest of stockholders. Discuss and illustrate your answer. 15

Q.5 “Be faithful and truthful, but at times such activities may not be ethical”. Critically examine this statement. 15

PART-B

Q.6 A company has just discovered that its star salesperson has faked a travel voucher. He is negotiating a huge order. The discovery has taken place at a time when he is about to close this valuable deal on which the company will make a lot of money. Further he is the only person who knows the details and structure of client organization.
Now what the company would do?
   a) It should keep quite.
   b) Warn him and let it go.
   c) Warn him only when the order comes in.
   d) Sack him on the sport.
Justify your answer. 15
End Semester Examination, May 2019
MBA – Fourth Semester
INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT
(MBA-455-1)

Time: 3 Hours
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 “Prepare selection of supplier, selection in a supply chain plays an important role in the growth and performance of the company”. Justify this statement by giving few applications of SCM.

Q.2 “Distortion in information can create problems at different stages of supply chain”. Discuss.

Q.3 Explain the role of purchasing cycle in Supply Chain Management?

Q.4 “Multinational transport plays a very important role in logistics”. Discuss.

Q.5 Explain letter of indemnity with its significance in shipping industry.

PART-B

Case Study:

Bayer AG is a chemical company headquartered in Leverkusen, Germany, with annual sales equivalent to $25 billion. It operates 320 plants in sixty seven different nations, and it distributes 25,000 different products ranging from biochemical and pharmaceutical items to herbicides and plastics. The firm’s work force totals 173000, and this includes 2,200 who work in the field of logistics. Bayer’s annual logistics budget is about $5 billion; it involves 3,000 different distribution points handling about 740,000 different shipments.

In terms of tonnage shipped, over half of what Bayer ships is considered hazardous, meaning that it requires special handling, packaging, and documentation. There hazardous materials result in two differences in Bayer’s distribution patterns, compared with those of most other firms. Some hazardous materials cannot be placed in the same vehicle, so shipment consolidation (the grouping of many small shipments into a single larger one that moves at a lower rate per pound) is more difficult to achieve. Even if only one of the product is hazardous, its presence may slow the handling of the entire shipment. Second, Bayer’s customers have been moving to just-in-time inventory system and want smaller, more frequent shipments to arrive by air. Many hazardous materials do not move by air, so it is more difficult for Bayer to provide just-in-time deliveries.

Bayer’s president, Harmann Josef Strenger, notes that not only is taking care of the environment an important social responsibility of the chemical industry but it will also make the industry more acceptable to the public. Bayer is taking a variety of measures to prevent environmental disasters.
Since transport is environmentally speaking the weakest link in the Bayer chain, checking, re-checking and tightening up safety measures during shipment has become daily work. Should something go wrong trained specialists are on twenty four hour standby at strategic points throughout the world?

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

a) What special logistics support is required for hazardous cargo?

b) What measure have Bayer taken to fulfill the social responsibility to environmental disaster?
End Semester Examination, May 2019
MBA – Fourth Semester
INTERNATIONAL BUSINESS ENVIRONMENT AND FOREIGN EXCHANGE ECONOMICS (MBA-455-3)

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 Outline the political, economic environment of international business with suitable real time examples.  

Q.2 What is the importance of regional economic integration? Explain the impact of such integrations on exports from non member countries.  

Q.3 Why governments intervene in trade and business? What are the instruments available to them for such intervention?  

Q.4 Write different theories of international business? Write in detail the absolute cost advantage theory.  

Q.5 Write short notes on (any two) from the following:
   a) SAARC  
   b) Foreign direct investment  
   c) GATT  
   d) Entry Strategies of IB

**PART-B**

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

**ELECTROLUX**

Electrolux is Sweden’s largest manufacturer of electrical household appliances and was one of the world’s pioneers in the marketing of vacuum cleaners. However, not all the products the Electrolux name are controlled by the Swedish firm. Electrolux vacuum cleaner sold and manufacturer in the United States, for example, have not been connected with the Swedish Firm since the U.S subsidiaries were sold in the 1960s. The Swedish Firm reentered the U.S. market in 1974 by purchasing National Union Electric, which manufacturers Eureka vacuum cleaners.

Electrolux pursued its early international expansion largely to gain economies of scale through additional sales. The Swedish market was simply too small to absorb fixed costs as much as the home markets for competitive firms from larger countries. When additional sales were not possible by exporting, Electrolux was still able to gain certain scale economies through the establishment of foreign production. Research and development expenditures and certain administrative costs could thus be spread out over the additional sales made possible by foreign operations. Additionally, Electrolux concentrated on standardized production to achieve further scale economies and rationalization of parts.

Until the late 1960s, Electrolux concentrated primarily on vacuum cleaners and the building of its own facilities in order to effect expansion. Throughout the 1970s, though, the firm expanded largely by acquiring existing firms whose product lines differed from those of Electrolux. The compelling force was to add appliances lines to complement
those developed internally. Its recent profits ($220 million in 1983) have enabled Electrolux to go an acquisitions binge. Electrolux acquired two Swedish firms that made home appliances and washing machines. Electrolux management felt that it could use its existing foreign sales networks to increase the sales of those firms in 1973, Electrolux acquired another Swedish firm, Facit, which already had extensive foreign sales and facilities. Vacuum cleaner producers were acquired in the United States and in France; and to gain captive sales for vacuum cleaner. Electrolux acquired commercial cleaning service firms in Sweden and in the United States. A French Kitchen equipment producer, Arthur Martin, was bought, as was a Swiss home appliance firm. Therma, and a U.S. cooking equipment manufacturer, Tappan.

Except the Facit purchase, the above acquisitions all involved firms that produced complementary lines that would enable the new parent to gain certain scale economies, However, not all the products of acquired firms were related, and Electrolux sought to sell off unrelated businesses. In 1978 for example, a Swedish firm, Husqvarna, was bought because of its kitchen equipment lines. Electrolux was able to sell Husqvarna's motorcycle line but could not get a good price for the chain saw facility. Reconciled to being in the chain saw business. Electrolux then acquired chain saw manufacturers in Canada and Norway, thus becoming one of the world's largest chain saw producers. The above are merely the most significant. Electrolux acquisitions: the firm made approximately fifty acquisitions in the 1970s. In 1980, Electrolux announced a takeover that was very different from those of the 1970s. It offered $175 million, the biggest Electrolux acquisition, for Granges Sweden's leading metal producer and fabrication Granges was itself a multinational firm (1979 sales of $1.2 billion) and made about 50 percent of its sales outside of Sweden. The managing Directors of the two firms indicated that the major advantage of the takeover would be the integration of Granges aluminum, copper plastic, and other materials into Electrolux production of appliances. Many analysts felt that the timing of Electrolux's bid was based on indications that Baijerinvest, a large Swedish conglomerate, wished to acquire a non-ferrous metals mining company. Other analysts felt that Electrolux would be better off to continue international horizontal expansion as it had in the 1970s. The analysts pointed to large appliance makers such as AEG Telefunken of West Germany that were likely candidates for takeover because of recent poor performance.

a) What are Electrolux’s reasons for direct investment?
b) How has Electrolux’s strategy changed over time? How has this affected its direct investment activities?
c) Which of Electrolux’s foreign investments would be horizontal and which would be vertical? What are the advantages of each?
d) What do you see as the main advantages and possible problems of expanding internationally primarily through acquisitions as opposed to building one’s own facilities?
e) Should Electrolux take over Granges?
Q. 1 **Lesen sie den Text und schreiben Sie die folgenden die Antworten:**


11) In welche Schule studieren die Kinder?
____________________________________________________________________

12) Wo geburt Mahima Bhatia?
____________________________________________________________________

13) Was macht Samaira?
____________________________________________________________________

14) Wann hat Mahima Geburtstag?
____________________________________________________________________

15) Welche Sprache lernt Sie?
____________________________________________________________________

16) Was ist die Nachname von Mahima Bhatia?
____________________________________________________________________

17) Was ist die Vorname von Mahima Bhatia?
____________________________________________________________________

18) Wie heißt Kollegin von Mahima?
____________________________________________________________________

19) In welche Universität studieren Sie?
____________________________________________________________________

20) Schreiben Sie die 2 Verben aus dem Text und machen Sie die Sätze?
____________________________________________________________________
____________________________________________________________________

Q. 2 **Ergänzen Sie die Tabelle:**
Du | | | 
Wir | Trinken | | 
Er/sie/es | Braucht | | 
Ihr | | | 
Sie/sie | Nehmen | | 
Ich | | | 

Q.3  **Ergänzen Sie die W-Frage:**

b) ____________ ist das?
b) ____________ heißen Sie?
c) ____________ ist HerrKumar?
d) ____________ wohnst du?
e) ____________ geht es dir?
f) ____________ ist dein Name?
g) ____________ möchten Sie nehmen?
h) ____________ lernst du deutsch?
i) ____________ Mitglieder haben Sie in Ihre Familie?
j) ____________ haben Sie den Geburtstag?

Q.4  **Schreiben Sie die Zahlen:**

(write the numbers)
a) 70 ____________
b) 11 ____________
c) 96 ____________
d) 79 ____________
e) 0 ____________
f) 88 ____________
g) 44 ____________
h) 16 ____________
i) 27 ____________
j) 1000 ____________

Q.5  **Konjugieren Sie das “Haben”:**

(Conjugate verb “haben”)
a) [_____] Sie kein Geld.

b) Sonalika [_____] einen Schwarz Hund.

c) [_____] ihr ein Buch.

d) Ich [_____] ein Problem.

e) Leider [_____] wir nicht so viel Zeit.

Q.6 **Konjugieren Sie das Verb “Sein”:**
(Conjugate verb “sein”)

a) Ich [_____] lehrerin von beruf.

b) Wir [_____] beste Freundin.

c) Sie [_____] krank.

d) [_____] das Platz frei?

e) Nein, das Platz [_____] nicht frei.

Q.7 **Schreiben Sie die Modalverben in richtigform:**

a) Ich gehe ins Kino [_____] du mit uns gehen? (wollen)Nein, Leider [_____] ich nicht (können)

b) [_____] Sie deutsch lernen (möchten). Ja, gerne

c) Was [_____] wir wieder machen? (sollen)

d) [_____] Ich Rein kommen ? (dürfen)

e) Man [_____] nicht viel Zigarette rauchen. (sollen)

f) Ich [_____] nicht mehr laufen.(können)

g) Papa [_____] ich heute ins Kino gehen. (können)

h) Ich habe Durst, [_____] ich deine Wasserflasche nehmen. (können)

i) Warum [_____] du nicht pünktlich kommen. (können)

Q.8 **Übersetzung:**
(Translation)

<table>
<thead>
<tr>
<th>English</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waitress</td>
<td>Das Brot</td>
</tr>
<tr>
<td>Cake</td>
<td>Hähnchen</td>
</tr>
<tr>
<td>Sunday</td>
<td>Der Vater</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Meine Familie</td>
</tr>
<tr>
<td>Grandparents</td>
<td>Childerns</td>
</tr>
</tbody>
</table>

Q.9 **Ergänzen Sie Kein und Nicht:**

a) Ich habe [_____] interesse.
b) Sie ist _______ schön.

c) Ich weiß_________.

d) Mein Handy funktioniert ___________.

e) Ich habe _______ Buch.

Q.10 Schreiben Sie die Bestimmartikel:

k) _______________ Kuchen

l) _______________ Kaffee

m) _______________ Tee

n) _______________ Orangensaft

o) _______________ Wasser

p) _______________ Bier

q) _______________ Saft

r) _______________ Nudeln

s) _______________ salat

t) _______________ chips

Q.11 Schreiben Sie über ihre Familie:

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________
End Semester Examination, May 2019
MBA – Fourth Semester
EXECUTIVE COMPENSATION AND WAGE ADMINISTRATION
(MBA-453-2)

Time: 3 hrs.  
No. of pages: 1  
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  
(a) Highlight the importance of compensation management for a business organization.
(b) Discuss some of the important criteria for developing a suitable compensation system for a large business organization.  

Q.2  
Discuss two of the important systems of payment of wages. What are their relative merits and demerits?  

Q.3  
What are the guiding principles of National Wage Policy in India? Mention some of the economic and social objectives of the wage policy.  

Q.4  
Write short notes on **(any four)** of the following:  
(a) Fair Wage.
(b) Minimum Wages Act 1948.
(c) Executive Compensation.
(d) Point Rating System of Job Evaluation.
(e) Importance of Pay / Wage Surveys.  

Q.5  
What is meant by “Fringe Benefits” as part of the employee salary package? Discuss their need and importance in the salary / wage administration system. What are different types of Fringe Benefits and the influencing factors?  

**PART-B**

Q.6  
What is meant by Job Evaluation? What is its importance in the Salary / Wage Administration System in a company? Discuss the rationale behind Job Evaluation.  

341/5
Time: 3 Hours
Max Marks: 75
No. of pages: 2

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

PART-A

Q.1 Describe the role of a HR analytics in organizational development. How it can enable companies towards improvising the HR functions? Explain with examples. 15

Q.2 Competencies are considered as building blocks of a talent management system. Explain the statement with examples by developing talent recruiter to meet the requirement business strategies? 15

Q.3 What is human resource planning? What are the sources of information to facilitate the human resource process? 15

Q.4 Explain fairness, political distortion and legal implications related to performance management. 15

Q.5 What are the values and problems of establishing cafeteria programs? 15

PART-B

Case study:

Exercising strategy: Southwest Airlines: Focused on Take-Offs, Not Layoffs.

In the summer of 2001, the airline industry was facing service problems due to slumping business travel and vancomier demand. In fact, Northwest Airlines announced draconian cuts in both schedules and service; Midway Airlines declared bankruptcy in August of that year citing “calamitous” decline in air traffic. However, airland as things were, they soon got worse.

The Sept. 11, 2001, terrorist attacks on New York and Washington, D.C. devastated the whole nation but few segments of the economy felt the impact as dramatically as the already struggling airline industry. Even after reducing scheduled flights by more than 20 percent, most planes were taking off with fewer than half their seats filled, and airline shares lost a third of their value on the stock exchange. Most airlines needed to cut costs drastically in order to make ends meet, and over 100,000 employees were eventually laid off from American Airlines, United Airlines, US Airways, Continental Airlines and America West.

Southwest Airlines bucked this trend, however, indeed, despite the regular ups and downs of the airline industry in its 30 years of operation, Southwest has never laid off employees; remarkably, it was able to maintain this record even during the difficult fall 2001 period. Southwest’s no layoff policy is one of the core values that underlie its human resource strategy and insiders stress that it is one of the main reasons why the Southwest workforce is so fiercely loyal, productive and flexible. The high productivity of these workers helps keep labour cost low, and these savings are passed on to consumers in the form of lower prices that are something half those...
offered by competitors. High levels of job security also promote a willingness on the part of Southwest employees to be innovative on the job without fearing that they will be punished for any mistakes. Southwest also finds that satisfied employees help create satisfied customers and can even help in recruiting new employees when economic conditions are conductive to growth.

In order to keep this perfect no-layoff record in 2001, Southwest executives assembled into an emergency command and control center in Dallas and brainstormed methods other than layoffs that could reduce costs. Decisions were made to delay the planned purchase of new planes, as well as to scrap ongoing plans to renovate the company’s headquarters. The company, which had no debt and over a billion dollars in cash, also leaned heavily on this “rainy-day” fund to help get through tough times. It was a difficult and painful process, but as CEO Jim Parker noted, “We are willing to suffer some damage.

Q.6  a) Southwest Airlines “No layoff policy” is an important component of their overall culture and strategy. In what ways does this “No Layoff Policy”, which clearly hurts the airline in the short term? Give Southwest a competitive advantage over other airlines in the long term.

7

b) In what ways is off-shoring similar and different from a simple layoff? If there are some long-term benefits from avoiding layoffs, what might be the long-term advantages of trying to avoid off-shoring?

8
End Semester Examination, May 2019
B.A. (Liberal Arts) — Second Semester
ENGLISH LITERATURE-II (BLA-EL-202)

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 Explain with reference to the context (any four):
   a) O, for a draught of vintage! that hath been
      Cool'd a long age in the deep-delved earth,
      Tasting of Flora and the country green,
      Dance, and Provençal song, and sunburnt mirth!
   b) Season of mists and mellow fruitfulness,
      Close bosom-friend of the maturing sun;
      Conspiring with him how to load and bless
      With fruit the vines that round the thatch-eves run;
   c) Beside a pumice isle in Baiae's bay,
      And saw in sleep old palaces and towers
      Quivering within the wave's intenser day,
   d) Hail to thee, blithe Spirit!
      Bird thou never wert,
      That from Heaven, or near it,
      Poure'st thy full heart
   e) Away! away! for I will fly to thee,
      Not charioted by Bacchus and his pards,
      But on the viewless wings of Poesy,
      Though the dull brain perplexes and retards:
   f) Sound of vernal showers
      On the twinkling grass,
      Rain-awaken'd flowers,
      All that ever was

PART-A

Q.2 Discuss the age of Francis Bacon. What type of essayist was Bacon? 20
Q.3 Critically discuss the poem Ode to Autumn. 20
Q.4 What has inspired Shelly to write the poem Ode to a Skylark? Elaborate. 20

PART-B

Q.5 What are some of the things the West Wind could represent? 20
Q.6 Compare the writing styles of John Keats and P. B. Shelly. 20
Q.7 What are the different classifications of an essay? Write an essay on any recent news that has shook the world. 20
End Semester Examination, May 2019
B. Sc. (Data Science) – Second Semester
PROFESSIONAL COMMUNICATION-II (HM-204)

Time: 2 hrs.                          Max Marks: 50
No. of pages: 1

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

Q.1 Answer (any five) of the following:
   a) What are the barriers to effective communication?
   b) What are 7 C’s of communication.
   c) What is self-awareness? How to develop self-awareness?
   d) What is grooming?
   e) What is inter-cultural communication? Explain with an example.
   f) Write the steps for preparing an effective presentation. 2×5

   **PART-A**

Q.2 What is a presentation? What is audience analysis? Draw 10 slides on your sheet with proper content on Indian film industry topic. 10

Q.3 What is a resume? Explain the most important components of a resume. Write Do’s and Don’ts of resume writing. 10

Q.4 What do you understand by SWOT? Explain with your self-assessment. 10

   **PART-B**

Q.5 Write an email to your teacher in-charge to provide you attendance for 26/3/2019 class as you were attending ‘Transcendence’ event in your college. 10

Q.6 What is personality development? How to bring out the best in one’s personality? 10

Q.7 What are the smart goals? Why should we set goals? Explain five principles of goal setting. 10
End Semester Examination, May 2019
MBA – Fourth Semester
ORGANIZATIONAL CHANGE AND DEVELOPMENT (MBA-453-1)

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 The team building interventions are task-directed and process-directed. Explain how these two different methods of team interventions yield different results and require different kind of data collection process? 10

Q.2 How force field analysis is a device for understanding a problematic situation? Explain with an example. How it is different from fishbone diagramming? 10

Q.3 In which phase of strategic development model systematic critique should be used? What function should be undertaken for this phase? 10

Q.4 What is behaviour modeling? How it can lead to individual growth when coupled with life and career planning activities? 10

Q.5 Write short notes on:
   a) Survey feedback.
   b) Appreciations and concerns exercise. 5×2

PART-B

Case Study:

Martin and Gollan (2012) in their article on ‘Corporate governance and strategic human resources management in the UK financial services sector’ discuss the case of the Royal Bank of Scotland (RBS). RBS was founded in 1727 in Edinburgh but remained a small local bank rooted in the Scottish economy until the 1990s. However, deregulation of financial services in the UK in the mid-1980s led RBS to embark on a strategy of ‘growth-through-acquisition’ and hiring more entrepreneurial managers whose role was to fulfil the vision of expansion and diversification into related financial services. Having developed an earlier presence in the highly profitable investment banking sector, RBS acquired the Dutch bank, ABN AMRO Holdings, in 2007. This purchase was the largest ever in financial services history. As a consequence RBS became the world's fifth largest bank by market capitalization and largest corporate and institutional bank in Europe. Unfortunately, the purchase took place just when negative signs of a recession were clearly visible, and ABN was heavily exposed to the toxic US securities. The RBS response to this crisis was to undertake a £12 billion rights issue, at the time the largest in the history of any company. However, when the rights issue failed, RBS reached the brink of collapse. The UK government had to step in with a massive bail-out, so the Bank rapidly became effectively state-owned. RBS alone recorded losses of £24 billion in February 2009.

The Credit Crunch of 2007-8 was a massive trigger for change. A condition for the UK government bail-out was the resignation of Fred Goodwin and his senior management team. In early 2009 the UK government's first step in restoring RBS to profitability was to establish a hands-off governance structure and the appointment of a new CEO, Stephen Hester, in May 2009 a new RBS board was formed with only two former directors remaining. Given the profound and complex nature of the breakdown of trust
triggered by the collapse of RBS, this executive group was faced with two very challenging tasks - firstly, to restore the bank's financial performance by keeping talented people in the business, and secondly, to repair public trust in the bank. The two tasks are challenging, and they are also mutually exclusive, especially since the new board's approach to performance management and the continuation of high levels of bonus payments was likely to lead to controversy and resentment. The strategy of the board in relation to this first task was to restore employees' faith in senior managers while trying to reduce the company's overall size, restore it to profitability and to private sector ownership.

Hester and his board attempted to change leadership style and organizational culture, but he and his board faced significant challenges in keeping staff engaged so that they worked towards its revival. The change in leadership style and its impact on organizational culture can be best characterized as a move from the use of 'hard' to 'soft' bureaucracy. Hester and his board promoted a culture of open and regular communication so that employees could engage with senior leaders. A new system of conferences and calls between the CEO and his most senior managers was introduced, and senior managers were required to cascade information throughout the organization. Changes were also evident in RBS’s new customer charter and the bank's emphasis on social responsibility. Such a change was indicative of a move towards a morally correct duty to treat people as ends in themselves. Another set of changes attributed to the new board of RBS were in relation to new approaches to performance management emphasizing the 'means of achieving results as well as the results themselves' (Martin and Gollan, 2012: 3310). The focus on a new approach to talent management and leadership development has also been noticeable; for example RBS moved away from recruiting externally to developing people internally with a focus on innovation and leadership development.

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

a) What were the external and internal triggers for change in RBS?  

b) Were the changes in RBS post-bailout on the soft or hard end of the change spectrum? Which was most important?
End Semester Examination, May 2019
P.G. Diploma in Advertising and Public Relations — Second Semester
CREATIVITY AND CAMPAIGN PLANNING (PG-DAPR-203)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Write any two important features of a “Gestalt theory of design”.
   b) What is “Public service advertising”?
   c) Why does a language change take place and how does a dialect turn into a language?
   d) Write any two differences between visual effects and audio vocal effects.
   e) What is “Tactile effects”? 2×5

PART-A

Q.2 A message has to have an appeal in order to get the desired response from the target audience. Explain your answer in the context of various appeals used by creative directors in creating advertising messages. 10

Q.3 Discuss the role and contribution of advertising legends David Ogilvy and William Bernbach. 10

Q.4 What is an advertising strategy? Describe stages of strategy planning. 10

PART-B

Q.5 Advertising is incomplete without colour and every colour has a psychology. Explain the psychology behind red, black and white colours. 10

Q.6 How do you define semiotics? Explain various domains of semiotics in the form of a tree diagram. 10

Q.7 Give a brief description of (any two) of the following:
   a) Code mixing and code switching (answer the question by giving examples from either English or your mother tongue or Hindi).
   b) Language families of India and the language belonging to each group.
   c) Describe language, dialect, register and idiolect. 5×2
End Semester Examination, May 2019  
B.A. / B.Sc. (Hons.) Literal Art – Second Semester  
BASIC STATISTICAL METHODS (BLA-ST-202)  

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

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

PART-A  

Q.1  Short answer question:  
   a) What is an index number?  
   b) What is regression?  
   c) State the formula of Laspeyre’s index number.  
   d) What do you mean by erratic variations of time series?  
   e) Explain factor reversal test of index number.  
   f) Explain the principle of least square.  
   g) Define skewness with the help of example.  
   h) Define kurtosis.  
   i) Define the Bowley measure of skewness.  
   j) What is time series data?  

PART-B  

Q.2  Attempt (any four) of the following:  
   a) From the following data construct an index for 2014 taking 2013 as base by average of relatives’ method:  
      | Commodity | Price in 2013 (₹) | Price in 2014 (₹) |  
      | A         | 50              | 70              |  
      | B         | 40              | 60              |  
      | C         | 80              | 90              |  
      | D         | 110             | 120             |  
      | E         | 20              | 20              |  
   b) Plot the data on a graph paper and ascertain trend by the method of semi averages.  
   c) What are regression coefficients? How are they computed?  
   d) The following information was obtained from the records of a factory relating to the wages.  
      Arithmetic Mean: ₹47.80  
      Mode: ₹49.50  
      Standard Deviation: ₹10.40  
      Calculate skewness by Karl Pearsons method.  
   e) Differentiate between kurtosis, skewness and moments.  

PART-C  

Q.3  Answer the following questions (any three):  
   a) Construct index numbers of price from the following data by applying  
      Laspeyre’s Method  
      Paasche’s method  
      Bowley’s Method  
      Fisher’s Ideal Method
Marshall- Edgeworth Method

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Base Year Price Per unit</th>
<th>Base Year Expenditure (₹)</th>
<th>Current Year Price per unit</th>
<th>Current Year Expenditure (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>2</td>
<td>40</td>
<td>5</td>
<td>75</td>
</tr>
<tr>
<td>B</td>
<td>4</td>
<td>16</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
<td>10</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>D</td>
<td>5</td>
<td>25</td>
<td>10</td>
<td>60</td>
</tr>
</tbody>
</table>

Q.4 From the following data obtain the two regression equations:
   a) Regression equation of $Y$ on $X$
   b) Regression equation of $X$ on $Y$

<table>
<thead>
<tr>
<th>X</th>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>9</td>
<td>8</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>13</td>
<td>14</td>
<td>16</td>
<td>15</td>
</tr>
</tbody>
</table>

Q.5 Below are given the figures of production of a sugar factory:

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>80</td>
<td>90</td>
<td>92</td>
<td>83</td>
<td>94</td>
<td>99</td>
<td>92</td>
</tr>
</tbody>
</table>

Fit a straight line trend by the method of least squares to these figures. Plot these figures on a graph and show the trend line.

Q.6 Calculate Bowley’s coefficient of skewness of the following data:

<table>
<thead>
<tr>
<th>Weight</th>
<th>0-99</th>
<th>100-109</th>
<th>110-119</th>
<th>120-129</th>
<th>130-139</th>
<th>140-149</th>
<th>150-159</th>
<th>160-169</th>
<th>170-179</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Persons</td>
<td>1</td>
<td>14</td>
<td>66</td>
<td>122</td>
<td>145</td>
<td>121</td>
<td>65</td>
<td>31</td>
<td>12</td>
</tr>
</tbody>
</table>

Q.7 Explain various types of probability sampling with the help of examples.
End Semester Examination, May 2019  
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. Marks are indicated against each question.

PART-A

Q.1 A project is significant for economic development, define a project and discuss its characteristics. How does project management differ from production management? 10

Q.2 Feasibility report is a comprehensive and systemic compilation of data relating to a project. Discuss various aspects of a feasibility report. 10

Q.3 A satisfactory human relation is essential for successful execution of a project. Discuss the aspects relating to the human relation system. Illustrate your answer. 10

Q.4 Discuss the following:  
a) Network techniques: PERT and CPM for project implementation.  
b) Two important sources of finances for a project equity shares and debentures. 5×2

Q.5 Development projects are essentials for economic development. These projects include construction of bridges, roads and hospitals required huge investment. State principles and limitations of carrying out the social cost benefit analysis of such projects. 10

Q.6 Discuss and illustrate various sources of project cycle. 10

PART-B

Q.7 Management of Hero Moto Corporation is considering an expansion proposal to set-up a new plant at Karnataka. Project involves:  
a) Land and building cost ₹600 lakh.  
b) Plant costing ₹7200 lakh to be purchased from Japan requiring transportation, insurance and installation costs of ₹200 lakh, ₹400 lakh and ₹250 lakh respectively.  
c) Pre-tests and trial run would involve an net additional cost of ₹350 lakh.  
d) Training expenses of five employees required for plant operations are estimated to be ₹150 lakh.  
e) One consultant engaged for project expansion and implement would cost ₹200 lakh.  
f) Ten year loan @ 10% of ₹8000 lakh is arranged from State Bank of India.  
g) The project initiated on January 1st becomes operational within 12 months i.e by December 31st next.  
Estimate the cost of the project and state its principles. 10
End Semester Examination, May 2019
MCA – Fourth Semester
GERMAN (HM-407)

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

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Nennen Sie die Artikel. (Name the Articles)
   a) ________ Kind 
   b) ________ Eltern 
   c) ________ Kuli 
   d) ________ Stuhl 
   e) ________ Großvater 
   f) ________ Bleistift 
   g) ________ Tafel 
   h) ________ Bruder 
   i) ________ Sohn 
   j) ________ Schwester 

   $\frac{1}{2} \times 10$

Q.2 Ergänzen Sie die Verben mit richtigen Kojugationen.
   (Fill in the blanks with correct conjugation of verbs)
   a) Meine Schwester ________ mich. (besuchen)
   b) Die Lehrerin ________ sehr schön. (sein)
   c) Ich ________ bei Google, (arbeiten)
   d) Der Mann ________ viele Süßigkeiten. (haben)
   e) Du ________ ein Haus. (suchen)
   f) Markus ________ eine Pizza, (kaufen)
   g) Wir ________ nach Deutschland. (fahren)
   h) Ich ________ meine Mutter, (lieben)
   i) Ihr ________ eine Cola, (bestellen)
   j) Er ________ ein Auto, (brauchen)
   k) Wir ________ einen Film, (sehen)
   l) Du ________ Mathematik. (hassen)
   m) Ich ________ eine Frage. (haben)
   n) Mike ________ in einem Hochhaus. (leben)
   o) Ich ________ eine Brille. (tragen)

   $1 \times 15$

Q.3 Benutzen Sie zum/zur um den Weg zu beschreiben. (Use zum/zur in order to describe the directions)
   a) Marie: Wo finde ich die Post?
      Lusie: Gehen Sie geradeaus bis ________ Goethestraße und dann gehen Sie links.
      Da finden Sie die Post.
   b) Lukas: Wie komme ich ________ Bahnhof?
      Tobias: Bitte gehen Sie links und dann die erste Straße rechts bis ________ Astra Kino. Dort gibt es den Bahnhof.
   c) Kiara findet die Taxihaltestelle nicht. Wie kommt sie ________ Taxihaltestelle?
      Sie sollen ________ Cafe Zentrale gehen. Dort gibt es viele Taxi.

   $1 \times 5$

Q.4 Erarbeiten Sie: Hatte/war
   a) Du ________ in Amerika.
   b) Gestern ________ ich einen Test.
   c) Er ________ hungrig.
   d) Wir ________ viele Autos.
   e) Sie ________ ein altes Haus.

   $1 \times 5$
Q.5 Erklären Sie die Tabelle.

<table>
<thead>
<tr>
<th>Englisch</th>
<th>Deutsch</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>März</td>
</tr>
<tr>
<td>Null</td>
<td>Der Siebzehnte</td>
</tr>
<tr>
<td>Month</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Die Familie</td>
</tr>
<tr>
<td></td>
<td>Das Fest</td>
</tr>
<tr>
<td></td>
<td>zwanzig</td>
</tr>
</tbody>
</table>

Q.6 Lesen Sie den Text und antworten Sie die Fragen


Erklären Sie richtig oder Falsch

a) Monika ist Peters Frau
   i) Richtig  ii) Falsch
b) Peter kommt aus Deutschland
   i) Richtig  ii) Falsch
c) Peters Familie wohnt in Indien
   i) Richtig  ii) Falsch
d) Maria ist eine Ingenieurin von Beruf
   i) Richtig  ii) Falsch
e) Peter ist ein Lehrer von Beruf
   i) Richtig  ii) Falsch

Q.7 Schreiben Sie einen Abschnitt und wählen Sie nur ein Thema aus. (Write a paragraph on any one of the following topics)

a) Meine Familie
b) Mein Lieblings Fest
End Semester Examination, May 2019  
MCA – Fourth Semester  
EMPLOYABILITY ENHANCEMENT PROGRAMME-III (HM-406)

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

Note: All questions are compulsory. Each question has FOUR options. Fill the right option in the answer table given below. Each question carries ONE mark. No negative marking. Options filled in the answer table will be considered.

<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>
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<th>10.</th>
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<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>
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<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 \[26.8\% \text{ of } 480 - 13.4\% \text{ of } 180 = ? \times 0.06\]
a) 1640  
b) 1742  
c) 1844  
d) 1948

Q.2 Reya obtained 65, 67, 76, 82 and 85 out of 100 in different subjects, what will be the average.
a) 70  
b) 75  
c) 80  
d) 85

Q.3 Simplify: \[142^2 \div \sqrt{1260.25}\].
a) 586  
b) 578  
c) 568  
d) 566

Q.4 A sum fetched a total simple interest of \(\text{\textcurrency}4016.25\) at the rate of 9\% p.a. in 5 years. What is the sum?
a) \(\text{\textcurrency}4462.50\)  
b) \(\text{\textcurrency}8032.50\)  
c) \(\text{\textcurrency}8900\)  
d) \(\text{\textcurrency}8925\)

Q.5 Two number are in the ratio 3 : 5. If 9 is subtracted from each, the new numbers are in the ratio 12 : 23. The smaller number is:
a) 27  
b) 33  
c) 49  
d) 55

Q.6 If 75\% of a number is added to 75, then the result is the number itself. The number is:
a) 100  
b) 200  
c) 300  
d) 400

Q.7 The average of five consecutive odd numbers is 61. What is the difference between the highest and lowest numbers?
a) 4  
b) 8  
c) 12  
d) 16

Q.8 Ratio between Rahul and Deepak is 4:3, After 6 Years Rahul age will be 26 years. What is Deepak present age.
a) 14  
b) 15  
c) 20  
d) 22

Q.9 The compound interest on \(\text{\textcurrency}30,000\) at 7\% per annum is \(\text{\textcurrency}4347\). The period (in years) is:
a) 2 years  
b) 2.5 years  
c) 3 years  
d) 4 years

Q.10 What will be the compound interest on a sum of \(\text{\textcurrency}25,000\) after 3 years at the rate of 12\% p.a.?
a) \(\text{\textcurrency}9000.30\)  
b) \(\text{\textcurrency}9720\)  
c) \(\text{\textcurrency}10123.20\)  
d) \(\text{\textcurrency}10483.20\)

Q.11 In a regular week, there are 5 working days and for each day, the working hours are 8. A man gets \(\text{\textcurrency}2.40\) per hour for regular work and \(\text{\textcurrency}3.20\) per hours for overtime. If he earns \(\text{\textcurrency}432\) in 4 weeks, then how many hours does he work for?
a) 160  
b) 175  
c) 180  
d) 195

Q.12 Simplify: \[45\% \text{ of } 1200 + 49\% \text{ of } 1223 + 23\% \text{ of } 563 = ?\]
Q.13 A person incurs a loss of 5% by selling a watch for ₹1140. At what price should the watch be sold to earn 5% profit?
   a) ₹1200  
   b) ₹1230  
   c) ₹1260  
   d) ₹1290

Q.14 A man has some hens and cows. If the number of heads be 48 and the number of feet equals 140, then the number of hens will be:
   a) 22  
   b) 23  
   c) 24  
   d) 26

Q.15 A trader mixes 26 kg of rice at ₹20 per kg with 30 kg of rice of other variety at ₹36 per kg and sells the mixture at Rs. 30 per kg. His profit percent is:
   a) No profit and no loss  
   b) 5%  
   c) 8%  
   d) 10%

Q.16 A and B start a business jointly. A invests ₹16,000 for 8 months and B remains in the business for 4 months. Out of total profit, B claims of the profit. How much money was contributed by B?
   a) 12000  
   b) 12800  
   c) 13000  
   d) 14500

Q.17 A, B and C enter into a partnership with a capital in which A’s contribution is ₹10,000. If out of a total profit of ₹1000, A gets ₹500 and B gets ₹300, then C’s capital is:
   a) 4000  
   b) 5000  
   c) 6000  
   d) 7000

Q.18 The sum of three numbers is 98. If the ratio of the first to second is 2:3 and that of the second to the third is 5 : 8, then the second number is:
   a) 20  
   b) 30  
   c) 48  
   d) 58

Q.19 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) 60%  
   d) 50%

Q.20 If the price of a book is first decreased by 25% and then increased by 20%, then the net change in the price will be:
   a) 10  
   b) 20  
   c) 30  
   d) 40

Q.21 If A’s height is 40% less than that of B, how much percent B’s height is more than that of A?
   a) 66.66%  
   b) 76.66%  
   c) 96.66%  
   d) 86.66%

Q.22 A man has ₹480 in the denominations of one-rupee notes, five-rupee notes and ten-rupee notes. The number of notes of each denomination is equal. What is the total number of notes that he has?
   a) 45  
   b) 60
Q.23 If 0.75 : x :: 5 : 8, then x is equal to:
   a) 1.12      b) 1.2
   c) 1.25      d) 1.30

Q.24 Anand and Deepak started a business investing ₹22,500 and ₹35,000 respectively. Out of a total profit of ₹13,800, Deepak’s share is:
   a) 8400      b) 8200
   c) 8100      d) 8000

Q.25 Ratio between Rahul and Deepak is 4:3, After 6 Years Rahul age will be 26 years. What is Deepak present age.
   a) 14      b) 15
   c) 20      d) 22

Q.26 How much time will it take for an amount of ₹450 to yield ₹81 as interest at 4.5% per annum of simple interest?
   a) 3.5 years      b) 4 years
   c) 4.5 years      d) 5 years

Q.27 A Shopkeeper sells two articles at ₹1000 each, making a profit of 20% on the first article and a loss of 20% on the second article. Find the net Profit or loss that he makes?
   a) 4%      b) 5%
   c) 6%      d) 8%

Q.28 If the piece of sugar rises from ₹6 per kg to ₹7.50 per kg, a person, to have no increase in his expenditure on sugar, will have to reduce his consumption of sugar by
   a) 15      b) 20
   c) 25      d) 30

Q.29 In a bag, there are coins of 25 p, 10 p and 5 p in the ratio of 1 : 2 : 3. If there is ₹30 in all, how many 5 p coins are there?
   a) 50      b) 100
   c) 150      d) 200

Q.30 Sachin is younger than Rahul by 7 years. If the ratio of their ages is 7:9, find the age of Sachin.
   a) 23.5      b) 24.5
   c) 12.5      d) 14.5

Directions for Q.31 to Q.36: Read each sentence to find out whether there is any grammatical error in it. The error, if any will be in one part of the sentence. The latter of that part is the answer. If there is no error, the answer is ‘No error’. (Ignore the errors of punctuation, if any).

Q.31 a) The school is
   b) within hundred yards
   c) from the Church
   d) No error

Q.32 a) The tall three
   b) girls had left
   c) the day before
Q.33  a) Though he stoutly persisted in denying his involvement in the case,  
       b) the facts made it very clear  
       c) that he had hand in the murder  
       d) No error

Q.34  a) The eminent speaker’s speech  
       b) was broadcasted over  
       c) all the major radio stations  
       d) No error

Q.35  a) While luminaries of the dance world  
       b) have a dearth of opportunities to display their art  
       c) upcoming dancers suffer from a lack of exposure  
       d) No error

Q.36  a) The book is making  
       b) waves and the sale  
       c) is very brisk in all major cities  
       d) No error

**Directions for Q.37 to Q.38:** In the following questions choose the alternative which best expresses the meaning of given idiom/phrase.

Q.37  A black sheep  
      a) An unlucky person  
      b) An odd person in a group  
      c) An ugly person  
      d) A lucky person

Q.38  Finding your feet  
      a) To start moving  
      b) To become comfortable  
      c) To be tired  
      d) To find some money

**Directions for Q.39 to Q.41:** Complete the verbal analogies using the best possible option out of the four alternatives given.

Q.39  PAIN : SEDATIVE ::  
      a) comfort : stimulant  
      b) grief : Consolation  
      c) trance : narcotic  
      d) ache : extraction

Q.40  MUNDANE : SPIRITUAL ::  
      a) common : ghostly  
      b) secular : clerical  
      c) routine : novel  
      d) worldly : unworldly

Q.41  FILTER : WATER ::  
      a) Pinnacle: Valley
b) curtail: activity
c) censor: play
d) Sun: scarf

Q.42 The ANTONYM of “DEXTROUS” is:
a) Able b) active
c) expert d) Inexpert

Q.43 The SYNONYM of “MELANCHOLY” is:
a) Excited b) Happy
c) Unhappy d) Joyous

Directions for Q.44 to Q.48: Read the passage below and answer the questions that follow.
The art of growing old is one which the passage of time has forced upon my attention. Psychologically there are two dangers to be guarded against in old age. One of these is undue absorption in the past. It does not do to live in memories, in regrets for the good old days. One’s thoughts must be directed to the future. This is not always easy; one’s past is a gradually increasing weight. The other thing to be avoided is clinging to youth on the hope of sucking vigour from its vitality.

Q.44 “By the art of growing old”, the author means:
a) Some special skill by applying which one can grow old
b) The refusal on one’s part in growing old
c) The acceptance of old age as a fact of life
d) None of the above

Q.45 The passage deals with the process of growing old. What does it describe?
a) The decay of senses in the old age
b) The psychological problems of old men
c) The desire to grow old
d) An old man’s ability to recollect this past

Q.46 “It does not do to live in memories.” This statement means that
a) The past is not contained in memories
b) Old men are very forgetful
c) Old men often think of the past
d) Thinking of the past does not do any good

Q.47 It is difficult for the old men to think of the future because:
a) They are unable to think
b) They do not know what the future is like
c) The feeling that the past was happier grows day by day
d) None of the above

Q.48 “Vigour” in the passage means:
a) Youth
b) Full of energy
c) Physical strength and health
d) Sadness

Direction for Q.49 to Q.50: In questions below, each passage consist of six
sentences. The first and sixth sentence are given in the beginning. The middle four sentences in each have been jumbled up. These are labelled as P, Q, R and S. Find out the proper order for the four sentences.

Q.49 S1: Moncure Conway devoted his life to two great objects freedom of thought, and freedom of the individual.
P: They threaten both kinds of freedom.
Q: But something also has been lost.
R: There are now dangers, somewhat different in form from those of the past ages.
S: In regard to both these objects, something has been gained since his time.
S6: Unless a vigorous and vigilant public opinion can be aroused in defence of them, there will be much less of both a hundred years hence then there is now.
a) PQRS  b) SRPQ
c) PRQS  d) SQRP

Q.50 S1: Calcutta unlike other cities kept its trams.
P: As a result there was horrendous congestion.
Q: It was going to be the first in South Asia.
R: They run down the centre of the road
S: To ease this, the city decided to build an underground railway line.
S6: The foundation stone was laid in 1972.
a) RPSQ  b) SQRP
c) PRSQ  d) PSQR
End Semester Examination, May 2019
MBA – Second Semester
PROFESSIONAL COMPETENCY-II:
SOCIAL SKILLS AND GENERAL AWARENESS (MBA-2010)

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 What is the difference between persuasion and negotiation? While negotiation in a job interview, which factors you will keep in mind. 15

Q.2 What is professional networking? How do you think social media can be utilized for professional networking? 15

Q.3 What are common social media etiquettes? How Twitter is different from Linkedin as social media platform? 15

Q.4 What is personal image? How can you build your personal image? 15

Q.5 Describe a situation where you failed to communicate properly and what you believe you did wrong in this situation. Looking back at it, what would you have changed and how it may have that affected the outcome? 15

PART-B

Q.6 Why public speaking is more difficult as compared to interpersonal speaking? Explain the strategies to reduce the stage phobia and enhance the public delivery skills. 15
End Semester Examination, May 2019  
P.G. (DAPR) – Second Semester  
PRINTING PRESS, PHOTOGRAPHY, FILM AND VIDEO PRODUCTION  
(PG-DAPR-204)

Time: 2 hrs.  
Max Marks: 50  
No. of pages: 1

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

Q.1 Attempt **(any two)** questions:  
  a) What do you understand by angle of view?  
  b) Explain any one style of lighting with diagram.  
  c) What do you mean by shutter speed? Explain its importance.  
  d) What is 180° rule in video production?  
  e) What is VFX? How they can be used in making of a good film?  

_Q.2_ Discuss the development of script. How will you identify important factors to develop a character?  
10

_Q.3_ How the production styles have been changing? Do you think that mobile phones are also changing the video production techniques?  
10

_Q.4_ What are the NG and good shots? How a video line is made combining of footage and sound?  
10

_Q.5_ Discuss the importance of location hunting and budgeting.  
10

**PART-A**

_Q.6_ What are the various stages of film production? Discuss them in detail.  
10

_Q.7_ Write down a script of a 5 minute short film.  
10

_Q.8_ What is the working of DSLR camera? Explain with diagram.  
10

**PART-B**
End Semester Examination, May 2019  
MBA — Second Semester  
STRATEGIC MANAGEMENT AND BUSINESS POLICY (MBA-2009)

Time: 3 hrs.  
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 Why is it important for an organization to undertake scenario planning?  
15

Q.2 Explain any two components of Ansoff’s Growth Vector Matrix with examples.  
15

Q.3 Why should corporates behave in an ethical manner?  
15

Q.4 Why do firms with similar resources and face the same industry structures perform differently?  
15

Q.5 Mention key roles of the leadership team in a professional organization.  
15

**PART-B**

Q.6 Case study:

Home sales data is that rare economic indicator that’s refusing to improve - 832.09 million square feet of unsold inventory as on end December and 8% fall in sales for the quarter ending December, according to figures from property research firm Liases Foras. Investors who had bet on handsome resale margins are stuck with unsold apartments. Some of them are willing to sell apartments at below current market prices. Deepak Parekh, Chairman of HDFC and a man who’s witnessed many housing booms and busts, says “it’s a buyers' market now”. Ashwin Chawla, CEO of BigDeals.in, explains why realty majors are somewhat desperate. “Developers are stressed in terms of sales. They need to show bookings to even raise construction finance”, Chawla said. Yashwant Dalai, President of Estate Agents Association of India, says developers are offering brokers bigger incentives but the problem is the lack of buyers. “In this kind of market, builders have no option but to lure buyers with incentives and offers”, Dalai says, (excerpt from a report in The Economic Times, Feb. 16, 2015).

Answer the below question related with above case study:  
“You are the CEO at one of the leading real estate company in Delhi NCR with projects spread over Noida, Ghaziabad and Gurgaon. Your company’s shareholders have pressed the panic button. Your inventories have piled up and macro-economic indicators are unlikely to get any better too soon”. Considering the business environment, develop a strategy that can help your company in clearing the inventory and build confidence in the shareholders.  
15
Q.1 Answer the following:
   a) What is national income?
   b) What is microeconomics?
   c) What is circular flow of income?
   d) Make the distinction between point elasticity and arc elasticity of demand.
   e) Briefly explain the water-diamond paradox.  

Q.2  
   a) distinguish between GNP and GDP.  
   b) Calculate gross national disposable income from the following data.  

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Items</th>
<th>(Rs. In Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>i)</td>
<td>National Income</td>
<td>2000</td>
</tr>
<tr>
<td>ii)</td>
<td>Net factor income from abroad</td>
<td>(-) 50</td>
</tr>
<tr>
<td>iii)</td>
<td>Consumption of fixed capital</td>
<td>200</td>
</tr>
<tr>
<td>iv)</td>
<td>Net current transfers from rest of the world</td>
<td>150</td>
</tr>
<tr>
<td>v)</td>
<td>Net indirect taxes</td>
<td>250</td>
</tr>
</tbody>
</table>

Q.3  
   a) Show that the price elasticity of demand varies from point to point on the same demand curve from a lowest of zero to highest of infinity.  
   b) Define cross elasticity of demand and state its formula. How does such elasticity differ in case of substitutes and complementary goods?  

Q.4 What do you mean by resource allocation under scarcity? Briefly explain the three central questions in any economy.  

Q.5  
   a) What is meant by normative and positive economics? Give one example of normative and positive economics.  
   b) Distinguish between stock and flow variables. Give one example of each.  

Q.6 Answer the following:
   a) What is meant by the circular flow of income?
   b) State three injections into the circular flow of income?
   c) What do we mean by leakage?
   d) Name the 3 leakages from the circular flow of income?  

Q.7 Write brief notes on:
   a) Productive efficiency vs allocative efficiency.
   b) Opportunity costs.
   c) Invisible hand of market.
   d) Linear versus non-linear function.
End Semester Examination, May 2019
BCA – Second Semester
PROFESSIONAL COMMUNICATION–II (HM-204)

Time: 2 Hours  
Max Marks: 50  
No. of pages: 1

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

Q.1 Answer the following:  
a) What is representation?  
b) What is Johari Window?  
c) What are smart goals? Explain with one example.  
d) Write a short note on cross cultural communication?  
e) What is professional etiquette?  

2x5

PART-A

Q.2 What are barriers to communication? How to overcome them?  
10

Q.3 Differentiate between formal and informal communication.  
10

Q.4 Write a letter to your favorite teacher thanking her for all the efforts she has put in you  
10

PART-B

Q.5 There is a vacancy in XYZ Co. Pvt Ltd. for the position of A Program Developer. Draft a cover letter and resume applying for the same.  
20

Q.6 What is audience analysis and what all is analyzed in audience analysis? How is it useful while delivering a presentation?  
20
Q.1 a) Consider the following statements:
   i) Arrival of customers as per queuing theory follows exponential distribution.
   ii) Service time follows Poisson distribution as per queuing theory.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

b) Consider the following statements:
   i) EOQ is independent of the annual demand in a manufacturing facility.
   ii) Higher holding cost of inventory decreases the value of EOQ.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

c) Consider the following statements:
   i) In a project network diagram, two activities can not be represented between two same starting and finishing nodes.
   ii) For non-critical activities, the value of float is zero.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

d) Consider the following statements:
   i) Solver in MS Excel does not have the provision to admit of binary constraint
   ii) Solver in MS Excel does not have the provision to admit of integer constraint
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

e) Consider the following statements:
   i) Markov Analysis is a way of analyzing the current movement of some variable to forecast its future movement.
   ii) A state transition matrix summarizes the transition probabilities for a given Markov process.
   Which one of the following is correct:
   a) Only (i) is correct  
   b) Only (ii) is correct  
   c) Both (i) and (ii) are correct  
   d) Both (i) and (ii) are wrong

Q.2 National Oil Company has three refineries and four depots. Transportation cost in Rupees is given as under:

<table>
<thead>
<tr>
<th></th>
<th>D1</th>
<th>D2</th>
<th>D3</th>
<th>D4</th>
<th>Capacity (tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>5</td>
<td>7</td>
<td>13</td>
<td>10</td>
<td>700</td>
</tr>
<tr>
<td>R2</td>
<td>8</td>
<td>6</td>
<td>14</td>
<td>13</td>
<td>400</td>
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<tr>
<td>R3</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>11</td>
<td>800</td>
</tr>
</tbody>
</table>
Transportation cost is to be minimized. Formulate the objective function and constraints. Write all the steps in detail to solve this transportation problem on Solver.

Q.3 Four professors are each capable of teaching any one of the four courses. Class preparation time for each professor for different courses is given in the following table. Each professor is to be assigned only one course.

<table>
<thead>
<tr>
<th>Professor</th>
<th>Linear Programming</th>
<th>Transportation Programming</th>
<th>Queuing Theory</th>
<th>Project Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>2</td>
<td>10</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>B</td>
<td>15</td>
<td>4</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>C</td>
<td>13</td>
<td>14</td>
<td>16</td>
<td>11</td>
</tr>
<tr>
<td>D</td>
<td>4</td>
<td>15</td>
<td>13</td>
<td>9</td>
</tr>
</tbody>
</table>

Determine the assignment schedule to minimize the preparation time. Formulate the objective function and constraints. Write all the steps in detail to solve this assignment problem on Solver.

Q.4 Manufacture of a leather belts makes three types of belts A, B and C. Profits gained from belts A, B and C are Rs.100, Rs. 120 and Rs. 140, respectively.

i) Belt A requires 2 hrs on the machine M1 and 3 hrs on the machine M3.

ii) Belt B requires 3 hrs on the machine M1, 2 hrs on the machine M2 and 2 hrs on the machine M3.

iii) Belt C requires 5 hrs on the machine M2 and 4 hrs on the machine M3.

120 hrs, 140 hrs and 110 hrs of machining are available on machine M1, M2 and M3, respectively per day. Determine the linear programming schedule to maximize the profit. Formulate the objective function and constraints. Write all the steps in detail to solve this linear programming problem on Solver.

**PART-B**

Q.5 Explain main characteristics of CPM and PERT. Define different floats available in CPM.

Q.6 A repair shop has a single mechanic. The mechanic takes 6 minutes on an average to repair one defect. If 4 customers on an average visit the shop per hour, determine:

i) Proportion of time during which the shop has no customer.

ii) Probability of finding at least one customer in the shop.

iii) Average number of customers in the shop.

iv) Average time spent by a customer in the shop.

Q.7 A manufacturing company purchases 9000 parts of a machine as its annual requirement ordering one month usage at a time. Each part costs Rs.20/- . The ordering cost per order is Rs.15 and the holding cost 15% per year. What should be the Economic Order Quantity? What would then be the saving in the sum of ordering and holding costs in comparison to the present schedule of ordering every month?
End Semester Examination, May 2019
MBA – Fourth Semester
CONSUMER BEHAVIOUR (MBA-451-1)

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

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 Explain the Howard Seth model in detail with the help of a suitable example. **10**

Q.2 How does Moslow’s Need Hierarchy explain consumer motivation? Which level of need can be used to motivate purchase of following products/services with justification:
   a) Multivitamin tablets
   b) Motor bikes
   c) Pension plans. **10**

Q.3 Write short notes on the following:
   a) Reference group.
   b) Perceptual process. **10**

Q.4 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).
   a) Household furniture
   b) Fast food restaurant. **10**

Q.5 Explain the theories of Classical conditioning and Operant conditioning in the context of consumer learning with relevant examples. **10**

**PART-B**

For years, people believed that children learn and often imitate what they see on TV and expressed concern regarding the negative impact of TV on children’s behaviour. Increases in violent crime have been partially attributed to the once widespread depiction of sex and violence on TV, and as a result, TV programmers have curtailed showing such behaviors. Now, many attribute the growing rates of obesity and associated illness among children and teenagers to the over consumption of high calorie and high fat foods that, these critiques claim, are the best result of heavy promotion of foods to children on which advertisers spend about $10 billion a year and in which most of the items advertised are high in fat and sugar but low in nutrition. In fact, several countries have already either banned advertising foods to children or restricted it. Several influential consumer advocacy groups have called for restricting the advertising of ‘junk foods’ on TV, in movie placements and tie-ins, and in schools, and it appears likely that a bill will be introduce. In addition, several individuals sued the food companies for causing them obesity or obesity-related health problems.

Recognizing these concern and facing legal restriction on their advertising to children, some fast-food companies eliminated the “Super size” servings from their menus, started offering and advertising more vegetable and food products, and began stressing the importance of physical activity in their commercials. The marketers of major brand of soft drinks, voluntarily, stopped marketing full-calorie carbonated drinks in elementary schools and are developing healthier soft drinks. Food ad restaurant companies are also pursuing legislation that will prevent consumers from suing them on
the grounds that long-term consumption of their foods resulted in health problems. It is obvious that marketing foods to children has some negative results that concern society and that these concerns will result in changes, voluntary or mandated, in the ways food companies target the young.

Some maintain that it is strictly up to parents to determine what their children eat and educate them about eating, and therefore, food marketers should not be blamed for the increases in children’s obesity and advertising of foods to children must not be regulated. Others say that parents who are trying to get their children to eat right cannot effectively compare with the heavy advertising of foods to the children and the widespread presence of ‘junk foods’ and that children are likely to pick up bad eating habits regardless of what their parents might try and teach them. Therefore, the advertising of foods to children must be regulated.

Q.6 Which position do you agree with and why? 10
End Semester Examination, May 2019
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 Présentez-vous ou présentez votre ami(e)
(Introduce yourself or describe your friend)

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

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) 39</td>
<td></td>
</tr>
<tr>
<td>b) 46</td>
<td></td>
</tr>
<tr>
<td>c) 17</td>
<td></td>
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<tr>
<td>d) 52</td>
<td></td>
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<tr>
<td>e) 26</td>
<td></td>
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<tr>
<td>f) 08</td>
<td></td>
</tr>
<tr>
<td>g) 60</td>
<td></td>
</tr>
<tr>
<td>h) 73</td>
<td></td>
</tr>
<tr>
<td>i) 85</td>
<td></td>
</tr>
<tr>
<td>j) 94</td>
<td></td>
</tr>
</tbody>
</table>

1×20

Q.3 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 ça va?

10

Q.4 Écrivez les jours et les mois en français
(Write days and months in French)

a) June

b) February

c) November

d) March
e) May __________________________
f) Wednesday ________________________
g) Thursday __________________________
h) Monday __________________________
i) Sunday __________________________
j) Tuesday __________________________ 2x10

Q.5  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 ____________________________ 2x6

Q.6  Complétez avec la conjugaison du verbe
(Conjugate the verbs in present tense)
a) Il __________________________ du pain. (Manger)
b) Elle __________________________ anglais. (Parler)
c) Nous __________________________ au Canada. (Voyager)
d) Je __________________________ au bureau. (Travailler)
e) Nous __________________________ les croissants. (Adorer)
f) Tu __________________________ beaucoup. (Danser)
g) Vous __________________________ dans votre chambre. (Chanter)
h) Les étudiants __________________________ le professeur. (Écouter)
i) Ils __________________________ à Paris. (Arriver)
j) Nous __________________________ dans le jardin. (Parler) 2x10

Q.7  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>
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<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>
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<tr>
<td>Elles</td>
<td>They (Mas.)</td>
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</tbody>
</table>
| Il      | They (Fem.)  |         | 2x4
End Semester Examination, May 2019  
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.** Marks are indicated against each question.

**PART-A**

Q.1 Elucidate on important provision under Maternity Benefit Act in India.  
10

Q.2 Discuss the significance of Minimum Wages Act and Payment of Wages Act in shaping compensation policy in healthcare industry.  
10

Q.3 Explain the scope and significance of training and development in healthcare industry.  
10

Q.4 Discuss the important steps that might be undertaken by any employer for prevention of sexual harassment at workplace as per Prevention of Sexual Harassment Act formulated in 2013.  
10

Q.5 Write short notes on the following:  
   a) Credentialing.  
   b) Privileging.  
10

**PART-B**

Q.6 Imagine that a woman is working in a small fashion boutique which have less than 10 employee was harassed by a partner of the company.  
How can ICC and LCC may help her in addressing her complaint to right authorities and take action against the offenders?  
10
End Semester Examination, May 2019  
MBA – Fourth Semester  
DATA MINING FOR BUSINESS ANALYTICS (MBA-469-1)

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 do you understand by supervised and unsupervised learning? Also illustrate the applications of data mining in various domains.  

Q.2 What is text mining? Explain its algorithms for social sentiment analysis.  

Q.3 How decision tree algorithm can be used for classification in data mining? Illustrate it with the help of a suitable dataset.  

Q.4 What is logistic regression? Explain how linear and multivariate regression can be utilized for classification.  

Q.5 What is confusion matrix? Also explain the difference between Bag of Words and NLP.  

**PART-B**

Q.6 Discuss the application of advanced analytics by taking (any on) the following **case study:**
   a) Marketing  
      (Gaining agility and have real-time customers insight)
   b) Telecommunication industry  
      Note: illustrate your case study by taking example of any advanced analytics tool (KNIME or any other)
End Semester Examination, May 2019
B. Tech. – Sixth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-III
(HM-603A)

Time: 2 hrs.  
Max Marks: 50

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).

<p>| | | | | | | | | | |</p>
<table>
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<td>21.</td>
<td>22.</td>
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<td>31.</td>
<td>32.</td>
<td>33.</td>
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<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 Out of 7 consonants and 4 vowels, how many words of 3 consonants and 2 vowels can be formed?
   a) 25200   b) 52000   c) 120   d) 24400

Q.2 In how many different ways can the letters of the word 'LEADING' be arranged in such a way that the vowels always come together?
   a) 720   b) 520   c) 700   d) 750

Q.3 If the letters of the word SACHIN are arranged in all possible ways and these words are written out as in dictionary, then the word 'SACHIN' appears at serial number
   a) 601   b) 600   c) 603   d) 602

Q.4 How many 3 digit even numbers can be formed without repetition using the digits 1, 2, 3, 5, 6?
   a) 32   b) 12   c) 60   d) 24

Q.5 12 points lie on a circle. How many cyclic quadrilaterals can be drawn by using these points?
   a) 500   b) 490   c) 495   d) 540

Q.6 A bag contains 2 red, 3 green and 2 blue balls. Two balls are drawn at random. What is the probability that none of the balls drawn is blue?
   a) 10/21   b) 11/21   c) 2/7   d) 5/7

Q.7 What is the probability of getting a sum 9 from two throws of a dice?
   a) 1/6   b) 1/8   c) 1/9   d) 1/12

Q.8 Three unbiased coins are tossed. What is the probability of getting at most two heads?
   a) 3/4   b) 1/4   c) 3/8   d) 7/8

Q.9 In a class, there are 15 boys and 10 girls. Three students are selected at random. The probability that 1 girl and 2 boys are selected, is:
   a) 21/46   b) 25/117   c) 1/50   d) 3/25

Q.10 A problem is given to three students whose chances of solving it are 1/2, 1/3 and 1/4 respectively. What is the probability that the problem will be solved?
   a) 1/4   b) 1/2   c) 3/4   d) 7/12

Q.11 Discover the co-ordinates of the centroid of ΔABC whose vertices are A (6, -2) and B (4, -3) and C (-1, -4).
   a) -3, -3   b) 3, 3   c) 3, -3   d) -3, 3

Q.12 Find the area of triangle ABC whose vertices are A (10, -6), B (2, 5) and C (-1, 3).
   a) 49/2 units²   b) 47/2 units²   c) 45/2 units²   d) 43/2 units²

Q.13 If the largest angle in a triangle is 70°, what is the least possible value of the smallest angle of the triangle?
   a) 69°   b) 1°   c) 40°   d) 39°

Q.14 Each interior angle of a regular polygon is 120 degrees greater than each exterior angle. How many sides are there in the polygon?
   a) 6   b) 8   c) 12   d) 13

Q.15 If each side of a square is increased by 25%, find the percentage change in its area?
   a) 65.25   b) 56.25   c) 65   d) 56

Q.16 A wire can be bent in the form of a circle of radius 56cm. If it is bent in the form of a square, then its area will be:
   a) 7744   b) 8844   c) 5544   d) 4444

Q.17 A hall is 15 m long and 12 m broad. If the sum of the areas of the floor and the ceiling is equal to the sum of the areas of four walls, the volume of the hall is:
   a) 720   b) 900   c) 1200   d) 1800

Q.18 The ratio between the perimeter and the breadth of a rectangle is 5 : 1. If the area of the rectangle is 216 cm², what is the length of the rectangle?
   a) 16 cm   b) 18 cm   c) 24 cm   d) Data inadequate
Q.19 The curved surface area of a cylindrical pillar is 264 m$^2$ and its volume is 924 m$^3$. Find the ratio of its diameter to its height.
   a) 3:7  
   b) 7:3  
   c) 6:7  
   d) 7:6

Q.20 If a solid sphere of radius 10 cm is molded into 8 spherical solid balls of equal radius, then surface area of each ball (in cm$^2$) is?
   a) $100\pi$  
   b) $100/\pi$  
   c) $100\pi/12$  
   d) $54/13\pi$

Q.21 If the radius of base and height of a cone are increased by 10%, find the percentage of increase of its volume.
   a) 33.5%  
   b) 33.1%  
   c) 32.1%  
   d) 53.1%

Q.22 What is the ratio between the volumes of a cylinder and cone of the same height and of the same diameter?
   a) 2:1  
   b) 3:1  
   c) 4:1  
   d) 5:1

Q.23 A tank is 25 m long, 12 m wide and 6 m deep. The cost of plastering its walls and bottom at 75 paise per m$^2$, is:
   a) Rs. 456  
   b) Rs. 458  
   c) Rs. 558  
   d) Rs. 568

Q.24 Find the minimum value of the expression: $[p + (1/p)]$; $p>0$.
   a) 1  
   b) 0  
   c) 2  
   d) Depend upon value of P

Q.25 Find all the values of b for which the equation $x^2-bx+1 = 0$ does not possess real roots.
   a) -1<b<1  
   b) 0<b<2  
   c) -2<b<2  
   d) -1.9<b<1.9

Q.26 Solve for x: $(x-1)^{99}(x+2)^{100}(x-3)^{101}(x+4)^{102} <0$.
   a) [1,3]  
   b) [-1,3]  
   c) (1,3]  
   d) (1,3)

Q.27 Find the positive and non-negative integral solution of $3x+y+z=12$.
   a) 15, 35  
   b) 15, 30  
   c) 10, 23  
   d) 12, 35

Q.28 If $g(x) = \min(-x+3, 2+7x)$, then find the maximum value of g(x).
   a) $-23/8$  
   b) 22  
   c) 23/5  
   d) 23/8

Q.29 Sum of the numbers are given $(x+y+z)=9$. Find the maximum value of the product $(x*y*z)$?
   a) 9  
   b) 18  
   c) 27  
   d) None of these.

Q.30 Sum of the numbers are given $2x+3y=15$. Find the maximum value of the product $(x^2*y^3)$?
   a) 27  
   b) 81  
   c) 105  
   d) 243

Directions for Q31 to Q34: Find out which part of the sentence has an error:
Q.31  
   a) A lot of travel delay is caused  
   b) due to inefficiency and lack of good management  
   c) On behalf of railways  
   d) No error

Q.32  
   a) Having received your letter  
   b) This morning, we are writing  
   c) To thank you for the same  
   d) No error

Q.33  
   a) She reluctantly said that  
   b) If nobody else was doing it  
   c) She will do it  
   d) No error

Q.34  
   a) Will you lend me  
   b) Little money  
   c) To tide over this crisis?  
   d) No error

Directions for Q35 to Q38: Use the correct form of tenses from the options given below to each question.
Q.35 By the time she _______ that it was Allen who had written that letter, he had flown off.
   a) had realised  
   b) realises  
   c) realised  
   d) will realise

Q.36 The burglar _______ for something in this room, and he knew where to look.
   a) Were searching  
   b) was searching  
   c) Had searched  
   d) are searching

Q.37 My brother told me that he would _______ the canned drinks if he had the money, as they were on sale.
   a) Have bought  
   b) be buying  
   c) Had bought  
   d) bought
Q.38 We will be scaling up the rock wall _______ everyone is prepared and ready.
   a) Although  
   b) unless
   c) If  
   d) lest

Directions Q39 to Q42: Read the question and answer accordingly.

Q.39 The word meaning SIMILAR to “LOQUACIOUS” is:
   a) Victorian  
   b) Bombastic
   c) Verbose  
   d) Ambiguous

Q.40 The word meaning SIMILAR to “WEARY” is:
   a) Sad  
   b) Fatigued
   c) Emotional  
   d) Sentimental

Q.41 The word meaning OPPOSITE to “MELANCHOLY” is:
   a) Depressed  
   b) Prejudiced
   c) Reckless  
   d) Cheerful

Q.42 The word meaning OPPOSITE to “INDICT” is:
   a) Reprimand  
   b) Acquit
   c) Condemn  
   d) Alleged

Directions for Q43 to Q45: Out of the four alternatives, choose the one which can be substituted for the given words/sentences.

Q.43 An assembly of worshippers:
   a) Audience  
   b) Mob
   c) Congregation  
   d) Spectators

Q.44 Simple, fast spreading plant without flowers or leaves which can often cause diseases:
   a) Protozoa  
   b) Bacteria
   c) Virus  
   d) Fungus

Q.45 An exact copy:
   a) Facsimile  
   b) Original
   c) Genuine  
   d) Contrast

Directions for Q46 to Q48: Read the passage below and answer the question that follows.

It happened one day, about noon, going towards my boat; I was exceedingly surprised with the print of a man’s naked foot on the shore, which was very plain to be seen in the sand. I stood like one thunder-struck, as if I had seen an apparition. I listened, I looked round me, I could hear nothing, nor see anything. I went up the shore, and down the shore, but it was all one; I could see no other impression but that one. I went to it again to see if there were any more, and to observe if it might not be my fancy; but there was no room for that, for there was exactly the very print of a foot toes, heel and every part of a foot.

Q.46 Which one of the following words best describes the emotion evoked by the footprint in the author?
   a) Curiosity  
   b) Indifference
   c) Fear  
   d) Surprise

Q.47 Which one of these expressions best brings out the effect of the footprint on the author?
   a) Seen an apparition  
   b) Stood like one thunder-stuck
   c) Went up the shore  
   d) Looked around himself

Q.48 “Apparition” in the passage means:
   a) Mermaid  
   b) Mammal
   c) Stone  
   d) Ghost

Direction for Q49 to Q50: FOUR sentences, i.e. P,Q, R, and S, are given and have been presented in wrong order. Find the correct order from the choices given below to form a meaningful paragraph.

Q.49 P Its business decisions are made on the timely and accurate flow of information.
   Q It has 13 branches and representative offices across the Asia-Pacific region.
   R For its employees to maintain a competitive edge in a fast-moving field, they must have quick access to JP Morgan’s proprietary trade related data.
   S JP Morgan’s is one of the largest banking institutions in the US and a premiere international trading firm.

   a) RSQP  
   b) SPQR  
   c) SQPR  
   d) RSQP

Q.50 P The impetus for change in cargo handling, after years of operational inefficiency has come from new private sector facilitators.
   Q Other ports, both major and minor, have spurred into action.
   R And the government agrees this is having a cascading effect on the functioning of other ports.
   S In terms of cargo handling efficiency, some of India's ports have lately undergone a sea change.

   a) PRQS  
   b) SPRQ  
   c) SRQP  
   d) PSQR
End Semester Examination, May 2019  
MBA – Fourth Semester  
LEGAL ASPECTS OF HEALTHCARE (MBA 466-1)

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 Explain the importance of Consumer Protection Act and also explain the redressal mechanism under the Act.  
10

Q.2 Write short notes on:  
a) Doctrine of Res Subjudice.  
b) Doctrine of Res Judicata.  
10

Q.3 Define ‘judgment’. Explain the difference between Criminal and Civil law and what type of claim can a patient claim under a medical negligence case.  
10

Q.4 Explain the term ‘contract’ along with different types of contracts. What essential elements are required for a contract to be valid?  
10

Q.5 What kind of laws are applicable under patient care situations? Explain the help of legal connotations.  
10

**PART-B**

Q.6 Enumerate persons who are treated as persons of unsound mind. State the legal position of agreements with such persons.  
10
End Semester Examination, May 2019
B. Tech. – Sixth Semester
FRENCH - II (HM-606)

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

Note: Attempt ALL questions. Marks are indicated against each question.

SECTION-A
Compréhension Écrite

Q.1 Lisez le passage et répondez aux questions:
(Read the passage and answer to the questions)

L’école de Manuel

a) Répondez aux questions.
(Answer to the questions)

i) Comment s’appellent les amis de Manuel?
ii) Manuel a quel âge?
iii) Où étudie Manuel?

b) Dites vrai ou faux.
(True or False)

i) Les professeurs de Manuel sont gentils. ___________
ii) L’école de Manuel est petite. ___________
iii) Manuel va dans une voiture. ___________
iv) Manuel déteste son école. ___________ ½×4

c) Complétez avec un mot du texte.
(Complete with a word from the text)

a) Ma sœur est _____________. (grande / petit)
b) Mes ____________ sont intelligents. (ami/professeurs)
c) Sophie ____________ le gâteau, (aime/a) 1×3

SECTION-B
Expression Écrite

Q.2 Décrivez votre journée typique en utilisant les verbes donnés.
(Describe your daily routine by utilizing these verbs)

(Se lever, se laver, se brosser, manger, prendre, aller, étudier, jouer, se promener, rentrer, se coucher, dormir )

Ou

Décrivez les saisons.
SECTION-C
Grammaire

Q.3 Complétez avec les articles partitifs.
(Complete with the partitive articles)
   a) Tu bois ___________________ lait?
   b) Harry mange ___________________ salade.
   c) Il prend ___________________ tartines avec du café.
   d) Il boit ___________________ café.
   e) Elle mange ___________________ viande.
   f) Je prend ___________________ poulet.
   \[ \frac{1}{2} \times 6 \]

Q.4 Mettez au féminin.
(Make these sentences feminine.)
   a) L’homme italien est gentil.
   ________________________________
   b) L’acteur est beau.
   ________________________________
   c) Ils sont grands.
   ________________________________
   d) Il est chinois.
   ________________________________ \[ 1 \times 4 \]

Q.5 Mettez au pluriel.
(Make these sentences plural)
   a) J’ai un crayon.
   ________________________________
   b) Tu as le chien.
   ________________________________
   c) L’horloge est rouge.
   ________________________________
   d) Il a une robe noire.
   ________________________________ \[ 1 \times 4 \]

Q.6 Traduisez en français:
(Translate into french)
   a) In winter, it is cold.
   ________________________________
   b) In summer, it’s hot.
   ________________________________
   c) In autumn, it’s raining.
   ________________________________
d) In spring, it’s pleasant.

Q.7 Complétez avec les adjectifs possessifs.
(Complete with the possessive adjectives)
   a) Elle déteste __________________ cousine.
   b) Nous avons un enfant; __________________ fille à 3 ans.
   c) Il adore __________________ chat.
   d) Vous jouez avec __________________ chien.
   e) Tu places __________________ livre dans l’armoire.
   f) Je pars en vacances avec __________________ amie.

Q.8 Conjuguez les verbes
(Conjugate the verbs)
   a) Elle __________________ (se laver)
   b) Je __________________ (s’appeler)
   c) Tu __________________ (avoir)
   d) Vous __________________ (se brosser)
   e) Nous __________________ (manger)
   f) Elles __________________ (aimer)
   g) Vous __________________ (ranger)
   h) Je __________________ (être)
   i) Il __________________ (aller)
   j) Tu __________________ (se promener)
   k) Nous __________________ (chercher)
   l) Ils __________________ (être)
   m) Vous __________________ (aller)
   n) Nous __________________ (faire)

Q.9 Complétez avec les prépositions données.
(Complete with the given prepositions)
   a) Il va à Delhi __________ une semaine. (for)
   b) __________ le magasin, il y a un cinéma. (in front)
   c) Le stylo est __________ la table. (on)
   d) Les arbres sont __________ la maison. (nearby)
   e) Je vais au restaurant __________ mes amis. (with)
   f) Le chien est __________ de la table. (between)

Q.10 Complétez avec les adjectifs.
(Complete with the adjectives)
   a) Elles sont __________________ (heureux)
   b) La voiture est __________________ (blanc)
   c) La maison est __________________ (grand)
   d) Les étudiantes sont __________________ (gentil)
   e) Il a une très __________________ sœur. (beau)
   f) La robe est __________________ (bleu)
End Semester Examination, May 2019
BCA – Second Semester
FRENCH LANGUAGE (HM-208)

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

Note: Attempt ALL questions. Marks are indicated against each question.

SECTION-A
Compréhension Écrite

Q.1 Lisez le passage et répondez aux questions suivantes:
(Read the passage and answer to the questions)

a) Complétez avec un mot du texte.
(Complete with a word from the text)
   i) Clara a une ______ qui s'appelle Sara.
   ii) Paul habite à Paris. Il est __________.

b) Dites vrai ou faux:
(True or False)
   a) Joseph est grand. __________.
   b) La sœur s'appelle Sophie. ________.
   c) Joseph a un frère. __________.
   d) Joseph parle français. ________.

SECTION-B
Expression Écrite

Q.2 Décrivez votre ami(e)
(Describe your friend)
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

SECTION-C
Grammaire

Q.3 Quelle heure est-il ?
(What time is it?)

a) 7 : 45 ____________________________________________________________

b) 6 : 30 ____________________________________________________________

c) 2 : 25 ____________________________________________________________

d) 4 :10 _____________________________________________________________

e) 3:05 _____________________________________________________________

Q.4 Complétez avec l'article défini.
(Complete with the definite articles)

(LE/LA/L'/LES)

a) J'adore _______ glace et _______ bonbons.
b) Nous regardons _______ télévision.
c) _______ étudiants sont dans ______ classe.
d) Il aime _______ gâteau.

1 x 6

Q.5 Complétez avec l’article indéfini.

(Complete with the indefinite articles)

(UN/UNE/DES)

a) Elle a _______ stylo et ______ règle.
b) Ce sont _______ garçons et ______ filles.
c) J'ai _______ trousse.
d) Il a ______ chapeau.

1 x 6

Q.6 Complétez avec les verbes:

(Complete with the verbs)

a) Je __________ (Regarder)
b) Ils __________ (Aller)
c) Elle __________ (Être)
d) Tu __________ (Habiter)
e) Nous __________ (Faire)
f) Vous __________ (Visiter)
g) Il __________ (Avoir)
h) Elles __________ (Travailler)

1 x 8

Q.7 Traduisez en français:

(Translate into french)

a) It is cold.
   ____________________________
b) It’s hot.
   ____________________________
c) It’s raining.
   ____________________________
d) It’s pleasant.
   ____________________________

1 x 4

Q.8 Complétez avec les jours de la semaine ou mois de l’année

(Complete with the days name and months name)

a) ___________________ est le troisième jour de la semaine.
b) ___________________ est le onzième mois de l’année.
c) ___________________ est le deuxième mois de l’année.
d) ___________________ est le septième jour de la semaine.

1 x 4

SECTION-D

Culture and Civilisation

Q.9 Complétez les phrases

(Complete the sentences)

a) __________ est le vin (wine) français.
b) __________ est le fromage (cheese) français.
c) Le drapeau français (french flag) est __________, __________ et _____________.
d) __________ est la capitale (capital) de la France.
e) __________ est la monnaie (currency) unique européenne.
f) __________ est célébré comme la fête nationale (national festival) de la France.

1 x 6
End Semester Examination, May 2019  
MBA — Second Semester  
FINANCIAL MANAGEMENT (MBA-2008)

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 Corporations invest in real assets and generate incomes, for such decisions they got their investments funded by borrowings, by retaining and reinvesting cash flow and by selling additional shares of stock to the corporation's shareholders. The finance managers had to decide about what investments should the corporations make and how should it pay for these investments. The finance manager has to take all such decisions to increase the value of the corporation and its current stock price, and financial management helps in this. Comment on it.  

Q.2 Discuss the importance and application of Capital Asset Pricing Model (CAPM) in financial decision making.  

Q.3 Vineet Group of Industries has two subsidiaries VGI Fin and VGI Mkt with beta estimated value of 1.5 and 2 respectively. The current risk-free rate (short term) is 7.5% and the market risk premium is 8.6 percent for VGI Fin and 12.8 for VGI Mkt. What is Return on equity of both the companies VGI Fin and VGI Mkt?  

Q.4 A company that has excess cash on hand is trying to decide whether to pay out the cash as a regular dividend or a special dividend or to repurchase stock with it. What are the some of the considerations that would enter into this decision?  

Q.5 What are the trade-off involved in the decisions of how much inventory the firm should carry? In what way does the cash manager face a similar trade-off?  

PART-B

Q.6 Following is the income statement of Shree Ram Pharma Company for the year ended March 31st, 2018 (all figures in ₹ '00,000):

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (₹ '00,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>80.0</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>44.5</td>
</tr>
<tr>
<td>Gross profit</td>
<td>35.5</td>
</tr>
<tr>
<td>Operating expenses</td>
<td></td>
</tr>
<tr>
<td>Selling expenses</td>
<td>1600</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>9.0</td>
</tr>
<tr>
<td>Interest expenses</td>
<td>.40</td>
</tr>
<tr>
<td>Total expenses</td>
<td>25.4</td>
</tr>
<tr>
<td>Net income before tax</td>
<td>10.10</td>
</tr>
<tr>
<td>Tax</td>
<td>4.0</td>
</tr>
<tr>
<td>Net Income</td>
<td>6.10</td>
</tr>
<tr>
<td>Earnings Per Share (5,00,000 equity shares)</td>
<td>1.22</td>
</tr>
</tbody>
</table>

Balance sheet of Shree Ram Pharma Company:  
For the year ended March 31st, 2018 (all figures in ₹ '00,000)
<table>
<thead>
<tr>
<th>Liabilities and Owner’s equity</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share capital (₹10.00 par value, 5,00,000 shares authorize, issued and outstanding)</td>
<td>50.0</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>22.7</td>
</tr>
<tr>
<td>Long-term liabilities:</td>
<td></td>
</tr>
<tr>
<td>Bonds payable (due in 2022)</td>
<td>15.0</td>
</tr>
<tr>
<td>Current liabilities and provisions:</td>
<td></td>
</tr>
<tr>
<td>Sundry creditors</td>
<td>9.6</td>
</tr>
<tr>
<td>Bills payable</td>
<td>5.2</td>
</tr>
<tr>
<td>Accrued wages payable</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>103.5</td>
</tr>
</tbody>
</table>

Other data for 2018
Cash dividends per share = ₹0.20
Selected data from the previous year’s financial statement
Total assets = ₹93,50,000
Total shareholders’ equity = ₹70,60,000
Total number of shares of equity outstanding 5,00,000 shares
Net sundry debtors = ₹5,60,000
Inventory = ₹32,00,000

Based on the available information calculate the following ratios, you are required to comment on the financial position of the Shree Ram Pharma Company:

1. Quick ratio.
2. Gross profit margin.
3. What would be EPS with a net income of Rs. 10,00,000/?
4. Debtors turnover ratio.
End Semester Examination, May 2019
MBA — Fourth Semester
CAPITAL EXPENDITURE, PLANNING AND CONTROL (MBA-452-4)

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) “With the change in business strategies, requirements of the businesses also changes. This demands the finance manager to take control of the cost of capital with the change in management preferences”. Discuss this statement while showing limitations of cost of capital for companies establishment of new units. 5

b) Elucidate the concept of the risk-return trade off in investment through the concept of cost of capital and CAPM 5

Q.2 a) NPV and IRR are different but effective capital budgeting technique. What does they calculate and why they are more effectively used by finance managers 5

b) Cash flow ratios are being used as a yardstick for evaluating financial performance and in making effective financial decisions under uncertainty 5

Q.3 Cash flow statement of a company is given below, with the help of cash flow ratio analysis comment on the performance of this company in comparison to the last year (2016-17).

Cash Flow Statement:
For the year ended 2017-18:

<table>
<thead>
<tr>
<th>A: Cash flow from operating activities</th>
<th>2017-18</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net profit before tax as per statement of profit and loss</td>
<td>49426</td>
<td>40034</td>
</tr>
<tr>
<td>Adjusted for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share of (profit) / loss of associates and joint ventures</td>
<td>(59)</td>
<td></td>
</tr>
<tr>
<td>(Profit) / Loss on sale / Discard of property. Plant and equipment and other intangible asset</td>
<td>(122)</td>
<td>(461)</td>
</tr>
<tr>
<td>Depreciation / Amortisation and depletion expense</td>
<td>16706</td>
<td>11646</td>
</tr>
<tr>
<td>Effect of exchange rate change</td>
<td>(2059)</td>
<td>(2266)</td>
</tr>
<tr>
<td>Profit on divestment of stake*</td>
<td>(1146)</td>
<td>---</td>
</tr>
<tr>
<td>Gain on financial assets</td>
<td>(4160)</td>
<td>(5410)</td>
</tr>
<tr>
<td>Dividend income</td>
<td>(1021)</td>
<td>(345)</td>
</tr>
<tr>
<td>Interest income</td>
<td>(2952)</td>
<td>(2985)</td>
</tr>
<tr>
<td>Finance costs</td>
<td>8052</td>
<td>3849</td>
</tr>
<tr>
<td>Operating profit before work mo capital changes</td>
<td>62765</td>
<td>44170</td>
</tr>
<tr>
<td>Adjusted for:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>(21991)</td>
<td>(8511)</td>
</tr>
<tr>
<td>Inventories</td>
<td>(10474)</td>
<td>(6899)</td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>51003</td>
<td>30873</td>
</tr>
<tr>
<td>Cash generated from operations</td>
<td>81303</td>
<td>59633</td>
</tr>
</tbody>
</table>
### Part B

#### Q.4
A situation where a firm’s operating cash flows are not sufficient to satisfy current obligations and the firm is forced to take corrective action. Leads a firm to default on a contract, and it may involve financial restructuring between the firm, its creditors, and its equity investors. Discuss in detail. 10

#### Q.5
Discuss the alternatives available to overcome the limitations of conventional debt funding also explain the process of securitization in India and the parties involved. 10

#### Q.7
FinCrop wishes you to forecast the total daily cash deposit for the company, district wise East, West and North, based on the following information available. Historically the deposits follow a fairly strong day of week pattern. The historical data is to be used to determine the fraction of each week’s total revenues deposited by day-of the week by each district in each bank, as they had been depositing the cash in three different banks A, B and C for each district respectively. Combined with weekly revenue estimates the fractions will help in estimation of daily deposits from each district. The parameters obtained from the past three months deposit data follows:

<table>
<thead>
<tr>
<th>Day of the week</th>
<th>East district (in %)</th>
<th>West district (in %)</th>
<th>North district (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>34</td>
<td>28</td>
<td>25</td>
</tr>
<tr>
<td>Tuesday</td>
<td>15</td>
<td>18</td>
<td>21</td>
</tr>
<tr>
<td>Wednesday</td>
<td>17</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Thursday</td>
<td>15</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>Friday</td>
<td>19</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

100% 100% 100%

Weekly revenue estimates from the sales department were also obtained:

<table>
<thead>
<tr>
<th>Week</th>
<th>East District</th>
<th>West District</th>
<th>North District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>₹1,36,000</td>
<td>78,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Week 2</td>
<td>₹1,04,000</td>
<td>88,000</td>
<td>50,000</td>
</tr>
</tbody>
</table>

10
End Semester Examination, May 2019
MBA – Fourth Semester
TECHNIQUES FOR BUSINESS DATA ANALYTICS (MBA 469-2)

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 "Professionals into the field of data analytics need knowledge of different subject backgrounds". What are the essential knowledge domains which are important for a data analyst?  

Q.2 Write python code to create 4 × 4 ones matrix. Create another 4 × 4 matrix using your own data. Multiply these matrix. (Use Numpy).

Q.3 Write python code for creating Numpy Array of 10 elements. Find sum, min, mean and std.

Q.4 Create series of roll numbers of 10 students with index of first 4 letters of their name as “Anup”, “Suma”, etc. display first and last roll number. Search by index. Use Pandas.

Q.5 Write python code for creating 6 columns indexed by ‘ONE’, ‘TWO’, ‘THREE’ ... with column names as ‘MONI’, ‘TUE’, ‘WED’, ... Use your own data.

PART-B

Q.6 a) Write python code for creating pie chart with values [10, 20, 30, 15] with labels as ['Duck', 'Buck', 'Gold', 'Silver'] use matplotlib.

b) Write python code for loading a CSU file 'Datal.CSU' to the Console.
End Semester Examination, May 2019
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. Marks are indicated against each question.

PART-A

Q.1 How do you provide high quality patient care in hospitals? Discuss. 10
Q.2 How important is quality assurance in hospitals? Explain the concept with suitable examples. 10
Q.3 What is Clinical Process Management (CPM)? How can you maintain quality in clinical and diagnostic services? Explain. 10
Q.4 Is it necessary for hospitals to have accreditation? Also explain the process followed for getting accreditation. 10
Q.5 Write short notes on (any two) of the following:
   a) Public v/s private health care.
   b) Quality Management System (QMS).
   c) CAPA management. 5×2

PART-B

Q.6 What is Continuous Quality Improvement (CQI)? Explain in detail any one standard laid down by NABH under CQI. 10
End Semester Examination, May 2019
MBA – Second Semester
INTERNATIONAL BUSINESS (MBA-2006)

Time: 3 Hours
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 Discuss various stages of economic integration with its advantages or disadvantages to developing nations. 15

Q.2 “WTO is considered as a dispute settlement body which comes out with solution to member countries”. Justify this statement in the light of various functions performed by WTO. 15

Q.3 “Doing international business poses challenges to managers so far as social actions are concerned”. Elaborate this statement. 15

Q.4 “In this cycle bank act as a moderator between two parties to exchange their items only” In the light of this statement explain complete cycle with its relevance in international trade. 15

Q.5 Explain all financial instruments in detail with their relevance in international market. 15

PART-B

Case Study:

Richard was a 30 year old American, sent by his Chicago based company to set up a buying office in India. The new office’s main mission was to source large quantities of consumer goods in India: cotton piece goods, garments, accessories and shoes, as well as industrial products such as tent fabrics and cast iron components.

India’s Ministry of Foreign Trade (MFT) had invited Richard’s Company to open this buying office because they know it would promote exports, bring in badly-needed foreign exchange and provide manufacturing knowhow to Indian factories.

Richard’s was, in fact, the first international sourcing office to be located anywhere in South Asia. The MFT wanted it to succeed so that other Western and Japanese companies could be persuaded to establish similar procurement offices.

The expatriate manager decided to set up the office in the capital, New Delhi, because he knew he would have to frequently meet senior government officials. Since the Indian government closely regulated all trade and industry, Richard often found it necessary to help his suppliers obtain import licenses for the semi manufacturers and components required to produce the finished goods his company had ordered.

Richard found these government meetings frustrating. Even though he always phoned to make firm appointments, the bureaucrats usually kept him waiting for half an hour or more. Not only that his meetings would be continuously interrupted by phone calls and unannounced visitors as well as by clerks bringing in stacks of letters and documents to be signed. Because of all the waiting and the constant interruptions, it regularly look...
him half a day or more to accomplish something that could have been done back home in 20 minutes.

Three months into this assignment, Richard began to think about requesting a transfer to a more congenial part of the world, somewhere where things work. He just could not understand why the Indian officials were being so rude. Why did they keep him waiting? Why did not the bureaucrats hold their incoming calls and sign those papers after the meeting so as to avoid the constant interruptions?

After all, the Government of India had actually invited his company to open this buying office. So didn’t he have the right to expect reasonably courteous treatment from the officials in the various ministries and agencies he had to deal with?

Q.6  Read the case study carefully given above and answer the following questions:
a) Why is Richard not able to jell with local conditions?  

b) If you were Richard, what would you do?
End Semester Examination, May 2019
MBA – Fourth Semester
HEALTHCARE 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. Marks are indicated against each question.

**PART-A**

Q.1 Distinguish between selling and marketing concepts with special reference to healthcare services in India.  

Q.2 Explain the relevance of “Service Mix. Explain the importance of physical evidences to hospital services?”

Q.3 What do you mean by services delivery system? Explain the process involved in the delivery of healthcare services in a hospital.

Q.4 Explain the concept of market segmentation in hospital services. Explain the advertising strategy of corporate hospitals.

Q.5 Write short notes on (any two) from the following:
   a) Determinants of healthcare pricing.
   b) Patients relationship strategies.
   c) Medical tourism in India.
   d) Target strategies of healthcare.

**PART-B**

Q.6 A Leading pharmaceutical company has recently taken over the management of a hospital in Delhi. This hospital has OPD, Surgery, Pathological Laboratories and emergency services. The Company wants you to undertake a research to study people's awareness and perception of the hospital.
   a) Design a questionnaire you would use for the study.
   b) What steps are involved in designing a market survey?
End Semester Examination, May 2019  
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) A random sample of workers shows an average weekly wage rate of Rs.250 with a standard deviation of Rs.12. Using 0.05 level of significance verify if the sample result indicates that their current average weekly wage rate is higher than Rs. 247 (Z=1.64 for 0.5 Significance).  
5

b) Trucks arrive at the dock at an average rate of 2 trucks per hour. Calculate the probability that not more than 30 minutes will lapse between arrivals of the trucks (Given e^{-1}=0.3679)  
5

Q.2  
In a biology experiment a number of cultures were grown in laboratories. The number of bacteria in millions and their ages in days are given below. Calculate coefficient of correlation for the experiment

<table>
<thead>
<tr>
<th>Age (x)</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of bacteria (y)</td>
<td>34</td>
<td>106</td>
<td>135</td>
<td>181</td>
<td>192</td>
<td>231</td>
<td>268</td>
<td>300</td>
</tr>
</tbody>
</table>

10

Q.3  
a) 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

b) “Some Business situations require decision making with various risk considerations.” Discuss the role of probabilities in certain situations with examples.  
5

Q.4  
a) 10 students are selected at random from a college and their marks are found to be as follows: 71, 72, 73, 75, 76, 77, 78, 79, 79, 80 in the light of these marks find out if the average marks of the college are 78?  
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>2002</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>
<td>1040</td>
</tr>
</tbody>
</table>

5

Q.5  
a) Four coins tossed 160 times the probability of getting head or tail is ½. Find out expected frequencies.  
5

b) 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

**PART-B**
Q.6 The yield of a batch process in a chemical industry is known to be approximately linearly related to the temperature, at least over a limited range of temperatures. Two measurements of the yield are made at each of eight temperatures. Within this range, with the following results:

<table>
<thead>
<tr>
<th>Temperature (°C) x</th>
<th>180</th>
<th>190</th>
<th>200</th>
<th>210</th>
<th>220</th>
<th>230</th>
<th>240</th>
<th>250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yield (tonnes) y</td>
<td>136.2</td>
<td>147.5</td>
<td>153.0</td>
<td>161.7</td>
<td>176.6</td>
<td>194.2</td>
<td>194.3</td>
<td>196.5</td>
</tr>
<tr>
<td></td>
<td>136.9</td>
<td>145.1</td>
<td>155.9</td>
<td>167.8</td>
<td>164.4</td>
<td>183.0</td>
<td>175.5</td>
<td>219.3</td>
</tr>
</tbody>
</table>

Predict from the regression line the yield of a batch at each of the following temperatures:

d) 175
e) 185
f) 300
End Semester Examination, May 2019
MBA – First Semester
MARKETING MANAGEMENT – I (MBA-103)

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 Explain the process of marketing research in detail.
   10

Q.2 Explain the importance of analyzing micro and macro environment for a success of any business.
   10

Q.3 Explain the roles played by a buyer and explain how will you develop marketing mix for a quick service restaurant.
   10

Q.4 You have been hired to open a dance academy for the kids below the age group of 12 years. For the same you have to strategize its marketing, how will you do it? Explain.
   10

Q.5 Explain the STP process along with difference between point of parity and point of difference?
   10

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 Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by a Star Hotel in Bangalore. Further, the hotel placed order for supply of 20 kg mushroom 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 answers the following questions:
   a) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
   5
   b) What would be your suggestions for distribution channel for mushrooms?
   5
End Semester Examination, May 2019
MBA – First Semester
FINANCIAL MANAGEMENT-I (MBA-104)

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

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

**PART-A**

Q.1 Differentiate between:
   a) Balance Sheet and Profit’s Loss A/c.
   b) Liquidity Ratios and Profitability ratios.  

Q.2 Share-holders have limited liability both in Public Limited Co. and Private Limited Company. Explain the difference between the two i.e Public Limited Company and Private Limited Company.  

Q.3 “CAPM (Capital Asset Price Model) is an important tool to analyse the relationship between risk and return” Discuss and state its limitations.  

Q.4 Financial management is concerned with investment functions, financing functions and dividend decisions with the objective to Maximize wealth, Elucidate  

Q.5 Differentiate between:
   a) Payback period and NPV  
   b) Accounting Rate of Return (ARR) and Internal Rate of Return (IRR)  

**PART-B**

Q.6 Having completed your MBA and having gained proficiency in financial management, you have been engaged by a company to advice on the following project:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected Annual Sales</td>
<td>4,00,000</td>
</tr>
<tr>
<td>Less Expenses:</td>
<td></td>
</tr>
<tr>
<td>Material</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Manpower</td>
<td>50,000</td>
</tr>
<tr>
<td>Repairs</td>
<td>20,000</td>
</tr>
<tr>
<td>Travel</td>
<td>20,000</td>
</tr>
<tr>
<td>Interest on borrowing</td>
<td>10,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>20,000</td>
</tr>
<tr>
<td>Other Expenses</td>
<td>40,000</td>
</tr>
<tr>
<td></td>
<td>3,60,000</td>
</tr>
<tr>
<td>Profit</td>
<td>40,000</td>
</tr>
</tbody>
</table>

Estimate cash inflows (annual) for the above project (Assume no tax liability)  

10
Q.1 There are three different types of accounts in accounting and their rules are specific to them only for marking Debit and Credit entries, comment? Describe the different components of Balance Sheet Equation with examples.  

Q.2 Companies Act, 2013 provide a specific format for the preparation of Balance Sheet and Statement of Profit and Loss of company, discuss with suggested important components.  

Q.3 Mr Lalman Yadav Laxmipati Enterprises, his proprietary firm, to start a business of trading a product oil on 1 April, 2016. He hires an office, fitted with fans, lights and AC, at Panchkula Haryana, @ 9,000 p.m. electricity connection already exists in the name of the owner K. P Singh. Laxmipati Enterprises will pay the electricity consumed as per the bill received by the owner from Power Ltd (the electricity provider). 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 (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 1</td>
<td>1</td>
<td>Received cash from Mr. Lalman Yadav towards his capital</td>
<td>10,00,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>2</td>
<td>Opened a current account, no. 200, with Punjab National Bank, Panchkula</td>
<td>9,50,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>3</td>
<td>Issued cheque no. 1234 towards security deposit to K.P. Singh. Deposit carries 10% p.a. interest receivable quarterly</td>
<td>27,000</td>
</tr>
<tr>
<td>Apr 1</td>
<td>4</td>
<td>Purchased one Nokia cell phone in cash from Mobile Corner</td>
<td>19,000</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>7,800</td>
</tr>
<tr>
<td>Apr 2</td>
<td>6</td>
<td>Purchased office furniture from Mod Furniture’s, issued cheque 1235</td>
<td>50,800</td>
</tr>
<tr>
<td>Apr 2</td>
<td>7</td>
<td>Purchased one Hero Honda motorcycle from Bagga Auto. All initial cost including insurance borne by the vendor issue cheque no. 1236</td>
<td>1,09,100</td>
</tr>
<tr>
<td>Apr 2</td>
<td>8</td>
<td>Purchased one atlas cycle from Meison store. Paid cash</td>
<td>3,300</td>
</tr>
<tr>
<td>Apr 2</td>
<td>9</td>
<td>Received printed stationery. Issued cheque no. 1237</td>
<td>2,500</td>
</tr>
<tr>
<td>Apr 2</td>
<td>10</td>
<td>Purchased other office stationery in cash from a local stationery shop</td>
<td>2,550</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/Nominal Account</td>
<td>Personal/Real/Nominal Account</td>
<td></td>
</tr>
</tbody>
</table>

Q.4 What are the different methods of Depreciation available with the finance manager? Discuss the accounting entries for the Straight Line Method and WDV method.
Q.5 “The general inventory valuation principle, derive from the conservatism concept for reporting” Comment. Also discuss the various methods of inventory costing methods. 10

PART-B

Q.6 The condensed financial statements of Parmatama Company for 2015 and 2014 are presented here:

Parmatama Company Inc.
Balance Sheet
March 31 (Rs. 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>230</td>
<td>222</td>
</tr>
<tr>
<td>Accounts receivable (net)</td>
<td>594</td>
<td>595</td>
</tr>
<tr>
<td>Inventories</td>
<td>566</td>
<td>528</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>124</td>
<td>113</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>1514</td>
<td>1458</td>
</tr>
<tr>
<td>Property (net)</td>
<td>1640</td>
<td>1564</td>
</tr>
<tr>
<td>Other Assets</td>
<td>2797</td>
<td>2902</td>
</tr>
<tr>
<td>Total Assets</td>
<td>5951</td>
<td>5924</td>
</tr>
<tr>
<td>Liabilities and Shareholder's Equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>1657</td>
<td>1502</td>
</tr>
<tr>
<td>Long Term Liabilities</td>
<td>3414</td>
<td>3255</td>
</tr>
<tr>
<td>Stockholder's equity- common</td>
<td>880</td>
<td>1077</td>
</tr>
<tr>
<td>Total liabilities and Stockholder's equity</td>
<td>5951</td>
<td>5924</td>
</tr>
</tbody>
</table>

Parmatama Company Inc.
Condensed Income Statements
For the financial years ending March 31 (Rs. in Crores)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>6599</td>
<td>6199</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>3875</td>
<td>3554</td>
</tr>
<tr>
<td>Gross profit</td>
<td>2724</td>
<td>2645</td>
</tr>
<tr>
<td>Selling and administrative expenses</td>
<td>1736</td>
<td>1650</td>
</tr>
<tr>
<td>Income from operations</td>
<td>988</td>
<td>995</td>
</tr>
<tr>
<td>Interest expense</td>
<td>117</td>
<td>124</td>
</tr>
<tr>
<td>Other (income) expense, net</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>866</td>
<td>871</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>252</td>
<td>251</td>
</tr>
<tr>
<td>Net income</td>
<td>614</td>
<td>620</td>
</tr>
</tbody>
</table>

Compute the following ratios for Parmatama 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, May 2019
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 How does globalization affect organizational structure? 10

Q.2 How can one determine whether a political action is ethical? 10

Q.3 How mentoring program aids in leadership development? In what way mentor and protege benefits from each other? 10

Q.4 What should companies do about employees who lack athletic talent but are still pressurized to participate in physical activities with their colleagues. How poor performance by those with low athletic ability affect their status within the organization? 10

Q.5 What are employee involvement program? How might they increase employee motivation? 10

**PART-B**

**Case study:**

**Differing Perceptions at Clarkston Industries**

Susan Harrington continued to drum her fingers on her desk. She had a real problem and wasn’t sure what to do next. She had a lot of confidence in Jack Reed, but she suspected she was about the last person in the office who did. Perhaps if she ran through the entire story again in her mind she would see the solution.

Susan had been distribution manager for Clarkston Industries for almost twenty years. An early brush with the law and a short stay in prison had made her realize the importance of honesty and hard work. Henry Clarkston had given her a chance despite her record, and Susan had made the most of it. She now was one of the most respected managers in the company. Few people knew her background.

Susan had hired Jack Reed fresh out of prison six months ago. Susan understood how Jack felt when Jack tried to explain his past and asked for another chance. Susan decided to give him that chance just as Henry Clarkston had given her one. Jack eagerly accepted a job on the loading docks and could soon load a truck as fast as anyone in the crew.

Things had gone well at first. Everyone seemed to like Jack, and he made several new friends. Susan had been vaguely disturbed about two months ago, however, when another dock worker reported his wallet missing. She confronted Jack about this and was reassured when Jack understood her concern and earnestly but calmly asserted his innocence. Susan was especially relieved when the wallet was found a few days later.

The events of last week, however, had caused serious trouble. First, a new personnel clerk had come across records about Jack’s past while updating employee files. Assuming that the information was common knowledge, the clerk had mentioned to
several employees what a good thing it was to give ex-convicts like Jack a chance. The
next day, someone in bookkeeping discovered some money missing from petty cash.
Another worker claimed to have seen Jack in the area around the office strongbox,
which was open during working hours, earlier that same day.

Most people assumed Jack was the thief. Even the worker whose wallet had been
misplaced suggested that perhaps Jack had indeed stolen it but had returned it when
questioned. Several employees had approached Susan and requested that Jack be fired.
Meanwhile, when Susan had discussed the problem with Jack, Jack had been defensive
and sullen and said little about the petty-cash situation other than to deny stealing the
money.

To her dismay, Susan found that rethinking the story did little to solve his problem.
Should she fire Jack? The evidence, of course, was purely circumstantial, yet everybody
else seemed to see things quite clearly. Susan feared that if she did not fire Jack, she
would lose everyone’s trust and that some people might even begin to question her
own motives.

Q.6 Read the case study carefully given above and answer the following questions related to
this case:
   a) Explain the events in this case in terms of perception and attitudes. Does personality
      play a role? 5
   b) What should Susan do? Should she fire Jack or give him another chance? 5
End Semester Examination, May 2019  
MBA – Fourth Semester  
EVENTS – LAWS, LICENCES 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 Write a detailed note on shops and establishment Act, with special reference to registration of establishment.  
10

Q.2 What kind of permissions are required for holding an event mention general details with reference to police permission and municipal corporation permissions.  
10

Q.3 Why is self-marketing and outsourcing important in setting up your own event management company, explain importance of branding in this case?  
10

Q.4 Explain (any two) of the following:  
a) Capacity of parties.  
b) Discharge of contract.  
c) Types of contract.  
5×2

Q.5 Write a detailed note on service tax and its relevance in event management.  
10

PART-B

Q.6 You have been hired by Manav Rachna to organize an education fair for which you have to make a proposal and present to the management along with legal permission that are to be taken before the event? Explain what kinds of permissions are required in detail?  
10
End Semester Examination, May 2019
MBA – Second Semester
MARKETING RESEARCH (MBA-2005)

Time: 3 hrs.  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 “Marketing Research is about systematic inquiry, careful planning and orderly investigating process seeking actionable solutions to various marketing problems being faced by the manager.” Comment and discuss the various steps involved in the Marketing Research process.

Q.2 What are the application areas of marketing research? Research without a good report is like a body without soul. Justify the statement with an imaginary case.

Q.3 What is Research Design? With an example each, explain the various kinds of research designs that can be used in marketing research.

Q.4 Differentiate between probability and non-probability sampling techniques? Explain any two of the methods from probability and non-probability sampling? Give examples.

Q.5 Write short notes on (any two) the following:
   a) Correlation analysis.
   b) Analysis of variance (Anova).
   c) Coding and tabulation of data.
   d) Attitude measurement and its relevance.

PART-B

Q.6 An FMCG company has recently launched a SOYA MILK based drink in ready-to-consume packs. It is available in 200 mL and 1 Ltr tetra pack and is positioned on the health platform. The company wants to commission a research to determine initial consumer trial and perception and opinion about the product. Using appropriate scales develop a questionnaire that could be used for this research. (The questionnaire would be administered personally and take about 10-15 minutes to administer).
End Semester Examination, May 2019
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 "International business is more complex and works in greater diversity and operational complexity than domestic business.” Elucidate.

Q.2 The merging of distinctly separate national markets into the global market place has contributed to the growth of international business.” Discuss the statement along with major arguments for and against globalization.

Q.3 Describe the recent trends in FDI flows with underlying reasons for the same. Is it necessary to have a comprehensive multilateral framework to facilitate growth of FDI? Give your arguments.

Q.4 "Ease of doing business measures performance of various countries on various environmental factors and regulations.” Comment.

Q.5 "Impact of technology has been a subject of immense discussion.” Evaluate this statement.

PART-B

Case study:

The BBC has published a landmark report on career progression and culture for staff from a black, Asian and minority ethnic (BAME) background at the corporation.

The report, Reflecting the ethnic diversity of the UK within the BBC workforce, has been produced by a team of staff from across the BBC, working with project sponsor Tim Davie (Chief Executive Officer, BBC Studios) and programme director Tunde Ogungbesan (BBC Head of Diversity and Inclusion).

The aim of the project has been to review career progression and culture for BAME employees at the BBC, identify gaps and best practice and make recommendations to the Executive Committee that will result in significant change.

The report has been subject to unprecedented levels of staff engagement. The report team held special focus group sessions as well as individual meetings and received feedback from over 200 BBC members of staff. This work culminated in a series of nine recommendations that are detailed below. The BBC’s Executive Committee have accepted all the report’s recommendations unconditionally.

The recommendations focus on five areas: increasing ethnic diversity of leadership teams; building a solid and sustainable BAME mid and senior leadership pipeline;
enhancing accountability and trust; developing a modern, agile and culturally intelligent workforce, and reviewing areas with specific ethnic diversity issues. The recommendations are:

1. By the end of 2020 the Executive Committee and Divisional Senior Leadership teams to each i.e at least two BAME members.
2. Introduce a policy that ensures shortlists for all jobs at band E and above include at least one BAME person.
3. Dramatically increase BAME representation across our interview panels backed by performance monitoring.
4. All development and leadership programmes to have significant BAME representation as part of their overall cohort. Inclusive leadership should be added to part of all leadership programmes.
5. Accountability for Diversity and Inclusion targets and BAME career progression should be incorporated into senior leadership team objectives and progression reviews. Progress should be outlined as part of future annual reports. Build a solid and sustainable BAME mid and senior leadership pipeline. As part of this, there should be development programmes for candidates, backed by robust succession planning across the BBC. This should be in place by the end of the financial year.
6. The Executive Committee should undertake a review of staff rotation to broaden the experience and knowledge base and explore what else can be done to make the BBC workforce more agile.
7. Develop specific action plans based on further analysis of all divisions with less than 10% BAME representation or below par employee survey results including, Radio, Newsrooms, Newsgathering, English Regions and the World Service.
8. Cultural awareness training should be compulsory for all team managers. This should be in addition to the current mandated Unconscious Bias training programme.
9. The BBC should introduce a 'Statement of Intent' on Diversity and Inclusion. All staff would be required to abide by it. The statement should be published alongside the BBC’s Annual Report.

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

a) What are the ways in which the recommendations will help expatriate employees?  

b) What is the take away from these recommendations for emerging economies?
End Semester Examination, May 2019
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. Marks are indicated against each question.

**PART-A**

Q.1 What are the main benefits that a company selling Industrial products could derive by creating a website? What actions should e-commerce managers take to safeguard consumer privacy and security while visiting websites?

Q.2 Elaborate the bases of segmentation for digital marketing. How do they differ from segmentation bases in conventional marketing?

Q.3 Discuss the role of Product Opinion Sites in increasing the marketing opportunities for a product?

Q.4 Explain the various factors that should be considered while designing a B2B website as compared to B2C website? Explain with examples.

Q.5 Explain the importance of SEO, blog marketing and affiliate marketing.

**PART-B**

Q.6 Assume that you are a Consultant in Marketing employed by H & M. A Kids apparel segment has to be launched by H & M through online marketing. Design its online website marketing strategy.
End Semester Examination, May 2019
MBA — First Semester
MANAGEMENT INFORMATION SYSTEM (MBA-107)

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 Describe the various kinds of information systems. Why are information systems a necessity for business nowadays?  
10

Q.2 Explain (any two) of the following:
   a) Network topologies.
   b) Data warehousing and data mining.
   c) E-commerce.  
5×2

Q.3 What are the common security threats that information systems may face? What steps can be taken to ensure security?  
10

Q.4 Explain how supply chain management systems helps in maintaining closer relationships with suppliers.  
10

Q.5 Explain (any two) of the following:
   a) IPR-Intellectual property right.
   b) MIS.
   c) Cloud computing.  
5×2

Q.6 Explain the system development life cycle.  
10

**PART-B**

**Case Study:**

**WEB PORTAL BENEFITS**

At Du Pont Co.'s (www.dupont.com) $4 billion performance coating grope, the critical issue was content management. “We have a very large number of documents for marketing: brochures, press releases, warranty information on products and general support content for our distributors and car repair body shops”, explains Catherine March and, the groups e- business strategy manager. “Our salesmen were driving around with 23 kg of obsolete literature in their trunk”.

Du Pont opted to deliver the information through a web-based intranet / extranet portal, using technology from Bow-street, a portal s/w and web development tools company. Du Pont wanted the ability to customize information about its half a dozen coating brands. It also wanted each of its 2500 distributors and repair shops worldwide to see the information displayed in almost 4000 different site views; which the technology would allow it to do.

Since the content capability was initiated, Du Pont’s site has grown rapidly. The body shops can now get training, bench marketing tools, and can paint colour formulas via the portal. There are also job posting and resume services and for the distributors, Du Pont is researching adding order-tracking and order accuracy capabilities soon.

Q.7 Now after reading the above case study answer the below mention question:
   What are the business benefits of the Ecommerce specifically a web portal? Make a critical assessment. What is the importance of “content management” for enterprise web portals? Can a small business develop and maintain such a portal? Why or why not?  
10
End Semester Examination, May 2019
MBA – Fourth Semester
NEW VENTURE CREATION AND START UPS (MBA-054)

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 Why entrepreneurship is important for Indian economy? Discuss the various schemes and directives launched by the Government of India to stimulate the entrepreneurial ecosystem in India. 10

Q.2 What aspects must we consider when we are trying to convert a new business idea into a real life project? 10

Q.3 ‘Entrepreneurship cannot be taught in a classroom’. Discuss the statement critically. 10

Q.4 What are the opportunities, challenges and motivations for women entrepreneurs in India? 10

Q.5 Formulate a "Sample Business Plan' for converting your hobby into a business. 10

PART-B

Q.6 Satish has completed his senior secondary examination from Central Board of Secondary Education. After the result had been declared his father asked him what he would like to do in the future. Kumar was undecided and did not answer. His father advised him to start his own business and to pursue his studies through distance learning mode. Satish reluctantly agreed. He entered into a partnership agreement with one of his school friends. Geet. They decide to start a business of cold drinks with traditional Mughlai aroma in a fashionable crowded street of Mumbai. Satish and (Geet each invested Rs. 10.00.000 as their respective capitals. They wanted to earn good profits. As they were new to the business they did not finalise deadlines for different activities as well as the quantity of different types of drinks aroma wise. Because of the novelty of their product their sales increased on daily basis. Ultimately a stage arose when they required to expand their business. For this they did not take any timely action. Geet advised to open another branch in a remote area without looking at the relevance of the place regarding the approach to the branch. Satish was undecided. They approached Satish’s father for advice. He advised them that their activities ought to be specific, measurable, attainable, relevant and time based.

Answer the following question in contact to above case:
 a) Identify the concept about which Satish's father advised them
 b) State the importance of the concept identified in a) above
 c) Also state the three rules that may be followed in the implementation of the concept. 10
End Semester Examination, May 2019
MBA – Fourth Semester
MANAGING CORPORATE ENTREPRENEURSHIP (MBA-467-4)

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 Innovation is a prerequisite towards sustainability. Comment. Also discuss the various types of innovation. 10

Q.2 What is the role of venture capital in funding various start-ups? 10

Q.3 Write short notes on each of the following:
   a) How to succeed as an intrapreneur?
   b) Ethics in corporate entrepreneurship. 5×2

Q.4 Discuss how environment (internal and external), organizational culture, organizational form and strategic leadership influence corporate entrepreneurship with examples from Indian companies. 10

Q.5 Briefly describe the opportunist, enabler, advocate and producer model of corporate entrepreneurship given by Wolcott and Lippitz with examples. 10

PART-B

Read the following passage and answer the question given below the passage:

Unfortunately, the corporate cogs tend to turn slowly, grinding down entrepreneurial spirits. Great ideas atrophy under the weight of "this is how we've always done things"; other ideas escape to the outside (along with the talented minds that conceived them) to become start-up ventures. If corporations are serious about fostering in-house entrepreneurship, they must seek out and call forth the change-makers and nurture them within a culture that provides an open pathway to innovation, instead of squeezing it between the tight guardrails of the status quo. So, where are these entrepreneurial types? Often, they can be found among the neophytes who have not had enough experience in their careers to become jaded and the newcomers who are still enthusiastic about the company and have not given in to the inertia of skepticism. As we advise aspiring business leaders, their curiosity, questioning, and impatience are just as important to the enterprises. With fresh eyes, new perspectives, and a purpose-driven passion to create change, they are the people who, in the right environment, can catalyze change and innovation.

Corporations also need to give voice to the “squeaky wheels” who won’t stop asking “why not?” when it comes to changing processes and adapting products and services to satisfy heightened customer demands. Instead of labeling their insistence that “there must be a better way” as annoying (as often happens in large corporations), it’s time to see them as “assertive” as start-ups do. Giving people permission to question sparks excitement about problem solving. From questioning comes the quest to innovate, with strong intrinsic motivations - to create something of substance that will help or delight. Dormant entrepreneurs within the organization are given a reason to awaken—especially if their organization changes its tune. Instead of droning on about such soul-deadening topics as sales growth, efficiency, and profitability, large enterprises need to crank up
the volume with a narrative that invokes the imagination and ignites the drive to change things whether a product line, service, a business, or an entire industry. In our own careers we have experienced numerous ways in which corporate entrepreneurship can be encouraged. Here are a few examples?

**Example 1: Corporate tourism.**
People who travel to different countries are more apt to see themselves and the world differently because their context has changed. The same can occur with “organizational tourism,” as people visit other departments: the controller spends two weeks in sales; the vice president of sales shadows his counterpart in corporate communications, and so forth. In a new environment, people’s senses are sharpened: they ask questions that lead to fresh insights and new ideas.

**Example 2: Up close and personal with customers.**
Regardless of one’s role or job description, it is always valuable to see first-hand how customers use products and services. That might mean spending a few days or weeks on the premises with customers or accompanying sales reps on calls. In consumer products, for example, a route salesperson can tell you exactly what is selling and why, and what customers say about a product. This is the kind of “real world” insight that identifies problems and shortcomings that beg for creative solutions.

**Example 3: Skin in the entrepreneurial game.**
To launch a start-up, founders risk both money and time, the loss of which is felt very personally. While the corporate environment can mitigate some risk, in-house entrepreneurs should still have some skin in the game to encourage a sense of ownership. (After all, if success brings rewards, it only makes sense that people face risks.) Sometimes it's reputational risk (yours was the venture that crashed and burned). But that doesn't mean you’re off the fast track if the experience yielded valuable lessons learned that can be applied elsewhere for future success. Entrepreneurs are fundamentally alike. They are inspired by the need to create. Large organizations can find and empower these creators by establishing a culture that supports, empowers, and listens to them.

Q.6 How the organizational culture and mindset “this is how we've always done things” can be changed to uplift the entrepreneurial spirit within the organization?
End Semester Examination, May 2019
B. Tech. – Sixth Semester
SPANISH (HM-608)

Time: 1½ hrs.  
Max Marks: 50  
No. of pages: 2

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Completa con la forma adecuada de los verbos:
(Complete with the appropriate form of AR, ER and IR ending verbs)

a) Ustedes ___________ (aprender) español
b) Mi mama ___________ (cocinar) en la cocina.
c) Nosotros ___________ (viajar) cada dia.
d) Yo ___________ (aprender) lingua extranjera.
e) Juan y Pedro ___________ (vivir) aquí.  

1×5

Q.2 Completa con la forma adecuada de ‘SER y ESTAR’
(Complete with the appropriate form of Ser and Estar)

a) Maria ___________ Ingeniera
b) El gato ___________ en la silla (chair)
c) Yo ___________ contento (happy)
d) Ana y Pedro ___________ amigos de Juan

e) Tu ___________ contento pero yo ___________ triste
f) Ustedes ___________ medicos
g) Ella ___________ en la cocina (kitchen)
h) Nosotros ___________ contentos
i) Mi primo ___________ Ingeniero
j) Juan y Pedro ___________ mis amigos  

1×10

Q.3 Traduce lo siguiente.
(Translate the following):

a) Mi hermana trabaja a las siete de la tarde.

b) Mi madre y mi tia cocinan la comida a las nueve de la noche.

c) We study Spanish at 5 in the evening.

d) You all eat food at 8:45 PM.

e) Mis amigos practican baila a las diez menos curato de la noche.  

2×5

Q.4 a) Lee el texto siguiente y responde las preguntas.
(Read the following text and responde to the questions.)
b) Traduce el texto siguiente en inglés.
(Translate the following text in English.)  

5×2

¡Hola! Me llamo Ana. Tengo veinticinco años. Vivo en Miami, Florida con mi esposo y dos hijos. Tengo un hijo en KG y una hija en clase 1. Los dos van (go to) a una escuela
Mi esposo es mecánico. Los fines de semana, él trabaja en un restaurante. Él trabaja en un restaurante porque queremos dinero para comprar una casa nueva.

Responde: (Respond)

a) ¿Cuántos años tiene Ana?

b) ¿Dónde vive Ana y su familia?

c) ¿Cuántos (how many) hijos tiene Ana?

d) ¿Por qué trabaja en un restaurante?

e) Busca (find) dos verbos de! texto y hace frase para cada uno.(Find two verbs from the text and make sentence from each 1.)

Q.5 Describe a tu mejor amigo o primo/a in 10 lines.
(Describe your best friend or cousin en diez lineas)

Q.6 Escribe las conjugaciones de los verbos siguientes.
(Write the conjugations of the following verbs)

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End Semester Examination, May 2019
B. Tech. – Fourth Semester

QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I
(HM-403A)

Time: 2 hrs. 
Max Marks: 50

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)

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

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
b) 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
c) BACD          d) CBDA
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?
   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?
   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) MFEJDJOE   d) EOJDJEFM

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)
   \(4096 \times 8^x = 8^4 \times 8^3 \div 512\)
   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, May 2019
MBA – Second Semester
BUSINESS COMMUNICATION-II (MBA-2001)

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 As a member of Student Placement Cell of your college write a formal letter to Ms. Radhika Khera the HR Manager of Smart Technologies Ltd inviting her to visit the campus and explore opportunities to invite her company to conduct campus placement for Engineering and MBA students. You had met her at the recently concluded ISTD conference at New Delhi. 15

Q.2 Rehana Khan had ordered a mobile phone through Amazon and was promised delivery within 24 hours. It has been more than 4 days and the delivery hasn’t yet happened. She has written to the CEO expressing her disgust. On behalf of the CEO of your organization write an email to acknowledge the email. Express regret and provide a workable solution. It will take another 24 hours for the final delivery. 15

Q.3 You need to write an email to Mudra Garments to cancel the consignment for 500 units of denim, as the importer has filed for bankruptcy. As per the contract request for the refund of Advance of INR 50,000 which was transferred to their account. You need to write the following:
   a) Writer's Purpose.
   b) Reader's Information.
   c) Reader's Response.
   d) Background Information. 15

Q.4 You are a senior manager in a blue-chip firm. An assistant has been appointed to report to you. You had assigned her a task which she couldn't complete on time and was completely indifferent about it. As it was a critical task you had to issue her a show cause notice. Needless to say, she took offense to it and to add fuel to fire; taking advantage of this issue your competitor took her in confidence and has started playing politics against you, using her. How would you effectively handle this situation? 15

Q.5 Write short notes on (any two):
   a) Importance of communication in professional world.
   b) EQ, SQ and IQ and their relevance in success.
   c) Integrity and honesty. 7½×2

PART-B

Q.6 Read the following case study and answers the question that follows:

India is 40 times larger in land area than Nepal and India has to meet its increasing electrical power needs. Nepal is one of the poorest nations in the world and is economically linked to India because of its geographic situation. However, Nepal's water wealth is enormous. Several studies revealed that 89 sites within Nepal are potentially capable of producing 30 gigawatts of hydroelectric power to give to energy starved
India.
The multi-billion capital investment required to develop these projects is well beyond Nepal's capacity. Previous negotiations on completed projects between the two countries in the mid 1960's have resulted in India retaining control over the headwaters located in Nepal. Due to this imbalance of control, Nepal has deliberately forestalled the development of further major projects. Since then, four independent foreign studies of medium and large term hydroelectric projects were identified. At issue was the Karnali project which could produce a potential output of 10.8 GW.

The initial feasibility studies on the Karnali project failed to take into account the impact of this product on financial feasibility and its sociological impact on Nepal. Another issue of contention for Nepal was that during their negotiations, India denied or gave lip service to issues surrounding irrigation and flood control. Additionally, India demanded that they would only be prepared to pay for the cost of the energy and not for the cost of peaking power which meant most of the cost would be transferred to Nepal. Nepal demanded it wanted to link the cost of electricity to the cost of alternative thermal energy to enhance its profit.

Nepal's politicians came under strong pressure to develop these water resources. Nepal's stall tactics also came under the gun. In 1991, a newly elected government in Nepal proclaimed it had come to an "understanding" with India on a number of water resource issues. This understanding caused a great furor amongst the opposition parties and the general public. This resulted to a change in Nepal's government which changed their absolute monarchy into a combined constitutional monarchy and parliamentary democracy. The new government amended their constitution. The government passed a new order, Article 126(2) which stated that any sharing of water resources would require an approval of a 2/3's majority in parliament.

On water resource projects, Nepal did hold one other major negotiation card in that Nepal had the right to veto a proposed hydroelectric water project. India was now placed in a weaker negotiating position because any proposals would now have to please not only the incumbent government but also the opposition parties, or a majority segment of the population.

What steps according to you can be taken by India to ensure a win-win strategy?
End Semester Examination, May 2019
B. Tech. – Fourth Semester
QUANTITATIVE APTITUDE AND PERSONALITY DEVELOPMENT-I (HM-403B)

Time: 2hrs
Marks: 50

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 provided below. (Answers marked outside the answer key will not be evaluated.)

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

Q.2 If A's salary is 20% lower than B's salary, then how much present is B's salary higher than A's?
   a) 15%    b) 20%    c) 25%    d) 33.3%

Q.3 If a selling price of Rs 24 results in a 20% discount of the list price, the selling price that would result in a 30% discount of the list price is?
   a) Rs 16    b) Rs 21    c) Rs 25    d) Rs 31

Q.4 A sporting goods store ordered an equal number of white and yellow tennis balls. The tennis ball company delivered 45 extra white balls, making the ratio of white balls to yellow balls 1/5 : 1/6. How many white tennis balls did the store originally order for?
   a) 450    b) 270    c) 225    d) 250

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

Q.6 How much time will it take for an amount of Rs. 450 to yield Rs. 81 as interest at 4.5% per annum of simple interest?
   a) 3.5 years    b) 4 years    c) 4.5 years    d) None of these

Q.7 A and B invest in a business in the ratio 3:2. If 5% of the total profit goes to charity and A's share is Rs. 855, the total profit is:
   a) Rs. 1425    b) Rs. 1500    c) Rs. 1537.50    d) Rs. 1576

Q.8 The total of the ages of Amar, Akbar and Anthony is 80 years. What was the total of their ages three years ago?
   a) 71 years    b) 72 years    c) 74 years    d) 77 years

Q.9 Naveen purchased 2 oranges, 3 apples and 5 bananas and paid Rs 40. Had Naveen purchased 3 oranges, 5 apples and 9 bananas, he would have to pay Rs 64. Gagan demanded only 1 orange, 1 apple and 1 banana. If Naveen purchased only what was demanded by Gagan, then how much would he have paid (in Rs)?
   a) 16    b) 28    c) 36    d) 24

Q.10 21 pencils and 29 pens cost Rs 79. But if the number of pencils and pens were interchanged, the cost would have reduced by Rs 8. Find the cost of each pen.
   a) Rs 1    b) Rs 2    c) Rs 3    d) Rs 4

Q.11 The average score of 40 students in a Mathematics test is 50. If the highest and lowest scores were excluded, the average score of the class would decrease by 1. If the difference of these 2 scores is 60, find the highest score?
   a) 87    b) 95    c) 99    d) 115

Q.12 In a certain store, the profit is 320% of the cost. If the cost increases by 25% but the selling price remains constant, approximately what percentage of the selling price is the profit?
   a) 70    b) 50    c) 60    d) 80

Q.13 In an election between two candidates, one got 55% of the total valid votes, 20% of the votes were invalid. If the total number of votes was 7500, the number of valid votes that the other candidate got, was:
   a) 2700    b) 2900    c) 3000    d) 3100

Q.14 By selling goods for Rs.186, a merchant loses 7% on his outlay. Find the percentage profit on his outlay when he sells the same goods for Rs.210?
   a) 3%    b) 10%    c) 4%    d) 5%

Q.15 If the population of a town is decreased by 10% and then increased by 10%, the net effect on the population of the town is:
   a) A decrease of 99%    b) No change    c) A decrease of 1%    d) An increase of 1%
Q.16 The least number of complete years in which a sum of money put out at 20% compound interest will be more than doubled is:
   a) 3  b) 4  c) 5  d) 6

Q.17 In the month of Jan, the Railway police caught 4000 ticketless travelers. In Feb, the number rose by 5%. However, due to constant vigil by the Police and the Railway staff, the number reduced by 5% and in April it further reduced by 10%. The total number of ticketless travelers caught in the month of April was
   a) 3125  b) 3255  c) 3575  d) 3591

Q.18 If half of the number of white mice in a certain laboratory is 1/8 of the total number of mice, and 1/3 of the number of gray mice is 1/9 of the total number of mice, then what is the ratio of white mice to gray mice in the laboratory?
   a) 16:27  b) 2:3  c) 3:4  d) 4:5

Q.19 Average cost of 5 apples and 4 mangoes is Rs. 36. The average cost of 7 apples and 8 mangoes is Rs. 48. Find the total cost of 24 apples and 24 mangoes.
   a) 1044  b) 2088  c) 720  d) 324

Q.20 One quantity of wheat at Rs 9.30 per kg is mixed with another quality at a certain rate in the ratio 8:7. If the mixture so formed be worth Rs 10 per kg, what is the rate per kg of the second quality of wheat?
   a) Rs 12.47  b) Rs 10.80  c) Rs 15.17  d) Rs 47.66

Q.21 A can contains a mixture of two liquids A and B in the ratio 7:5 when 9 litres of mixture are drawn off and the can is filled with B, the ratio of A and B becomes 7:9. How many litres of liquid A were contained by the can initially?
   a) 28L  b) 21L  c) 45L  d) 36L

Q.22 \[ \frac{999}{7} + \frac{999}{7} + \frac{999}{7} + \ldots + \frac{999}{7} = ? \]
Directions for Q31 to Q35: In the question a part of the sentence has been highlighted in bold. Alternatives to the highlighted part is given which may improve the construction of the sentence. Select the correct alternative.

Q.31 To get one’s name in the Rowland Ward’s book of hunting records was the hot ambition of every serious hunter.
   a) Extreme
   b) Burning
   c) Reluctant
   d) No improvement needed

Q.32 Due to these reason we are all in favour of universal compulsory education.
   a) Out of these reasons
   b) For these reasons
   c) By these reasons
   d) No improvement needed

Q.33 I shall not go until I am invited.
   a) Till I am invited
   b) Unless I am invited
   c) If not I am invited
   d) No improvement needed

Q.34 Please remind me of posting these letters to my relatives.
   a) By posting
   b) To post
   c) For posting
   d) No improvement needed

Q.35 I would have waited for you at the station if I knew that you would come.
   a) Had known
   b) Was knowing
   c) Have known
   d) No improvement needed

Directions for Q36 to Q40: Read the following sentences and identify the tense.

Q.36 She is teaching her students.
   a) Present Continuous Tense
   b) Simple Present Tense
   c) Present Perfect Tense
   d) Present Perfect Continuous Tense

Q.37 The chief guest addressed the gathering.
   a) Simple Past Tense
   b) Past Continuous Tense
   c) Simple Present Tense
   d) Future Tense

Q.38 They will be having fun.
   a) Future Continuous Tense
   b) Future Tense
   c) Future Perfect Continuous Tense
   d) Future Perfect Tense

Q.39 She had been running for hours
   a) Simple Past Tense
   b) Past Perfect Continuous Tense
   c) Past Continuous Tense
   d) Simple Present Tense

Q.40 He had sought the permission of his boss.
   a) Simple Past Tense
   b) Simple Present Tense
   c) Past Perfect Tense
   d) Future Tense

Directions for Q41 to Q50: In the following passage there are blanks, each of which has been numbered. These numbers are printed below the passage and against each, four words are suggested, one of which fits the blank appropriately. Find out the appropriate word in each case.

Visual experiences can ...(41) children, teenagers and even adults learn and absorb more due to its highly stimulating and ...(42) engaging impact. It is for this reason that we are seeing an increase in schools across the globe ...(43) content provider programs into their class curriculum to ...(44) lessons through video. Visual excursions and school collaborations are ...(45) by advances in high definition video, high fidelity audio and content sharing allowing students to experience a richer and more stimulating learning experience. Schools that have previously transported students to excursions in ...(46), now face increased transportation costs, higher insurance premiums, attendance costs for the families and strict duty of care policies for students while ...(47) school property/ Virtual excursions ...(48) students to improve their presentation, research, learning and speaking skills while they engage in a live learning session. Students also now have the ability to meet peers from many cultures, speak to subject-matter ...(49) like scientists or authors practice a foreign language with students from another country, and learn about global issues from the ...(50) of their own classrooms.

Q.41 a) help           b) aiding
       c) prescribe       d) present

Q.42 a) plus          b) deeply
       c) lonely         d) ably

Q.43 a) incorporating b) pressing
       c) parting        d) following
| Q.44 | a) make | b) impart |
|      | c) vision | d) need |
| Q.45 | a) dissolved | b) enhanced |
|      | c) measured | d) failed |
| Q.46 | a) parent | b) deed |
|      | c) person | d) lieu |
| Q.47 | a) involving | b) saving |
|      | c) off | d) vacating |
| Q.48 | a) enable | b) pressure |
|      | c) collect | d) let |
| Q.49 | a) dictionaries | b) experts |
|      | c) clauses | d) books |
| Q.50 | a) availability | b) comfortable |
|      | c) safety | d) knowable |
End Semester Examination, May 2019
P.G. (Diploma in Advertising and Public Relations) — First Semester
COMMUNICATION THEORY AND RESEARCH (PG-DAPR-101)

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. Marks are indicated against each question.

Q.1 Answer the following questions:
   a) Define verbal communication 1
   b) What is formal communication? 1
   c) What do you understand by opinion leaders? 2
   d) Define hypothesis? 1
   e) Define sampling? 2
   f) Write a brief note effective communication. 3

PART-A

Q.2 Critically analyze dependency theory of communication with examples. 10
Q.3 Explain the research design in detail. 10
Q.4 Discuss the various research methods in detail 10

PART-B

Q.5 Explain Laswell model of communication in detail. 10
Q.6 Critically analyze two step flow theory and multi step flow theory of communication in detail. 10
Q.7 Write a detailed note on content analysis. 10
End Semester Examination, May 2019
B. Sc. (Hospitality and Hotel 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 question.

PART-A

Q.1 Answer the following questions:
   a) Give the English term for Poulet, Champignon, Oeuf, Estouffade.
   b) Define the terms “Espagnole and Julienne”.
   c) List the ingredients with quantity to make 01 ltr bechamel 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) Explain “Pot Roasting”.
   i) Name 4 each of stem and tubers as vegetables.
   j) Write 2 derivatives of each Hollandaise and Mayonnaise. 2×10

PART-B

Q.2 Describe the classification of cooking methods, with the help of diagram. 6
Q.3 Explain the aims and objectives of cooking food. 6
Q.4 Give the classification of the soups with one example for each category. 6
Q.5 List down the different attributes & personal qualities of a good chef. 6
Q.6 Draw structure of an egg and list its different constituents. Describe role of egg in cookery. 6
Q.7 What is stock? Classify different type of stocks with their use. 6
Q.8 Define “Shortening”. Explain the different roles of shortening in food. 6
End Semester Examination, May 2019
B. Sc. (Hotel and Hospitality Administration) – Third Semester
ROOMS DIVISION THEORY-III (BHHA-313)

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 ten)* of the following:
   a) Differentiate between the contract and outsourcing.
   b) Mention the various types of contracts available in housekeeping.
   c) Enlist different types of flowers and foliage, used in flower arrangement.
   d) List five basic mechanics/items of flower arrangement.
   e) What are the dimensions of color?
   f) List the various kinds of windows.
   g) Enlist ten different types of uniforms used in a Hotel.
   h) Hotel safety.
   i) PMS.
   j) Cyber security.
   k) Key card.
   l) Walk in guest.
   m) Lock out.
   n) POS.

**PART-B**

Q.2 What are the various ways of scheduling housekeeping employees for a day’s work? 5

Q.3 Enlist and explain five different types of laundry equipment. 5

Q.4 What is a Valet service? What are the duties and responsibilities of a Hotel Manager? 5

Q.5 Discuss floor covering under the following heads:
   a) Hard floor coverings.
   b) Soft floor coverings. 5

Q.6 Define flower arrangement. Elaborate the guidelines followed for flower arrangement in the Hotel Industry. 5

Q.7 Mention the factors to be considered by a hotel before selecting a PMS. 5

Q.8 Explain the role of Night Audit and its operations in a hotel. 5

Q.9 Explain in detail any two reports generated by the PMS. 5

Q.10 Effective Key Control can help eliminate major Security threats. Justify. 5

Q.11 What steps can a hotel take to protect the hotels and the guest belongings from getting stolen? 5
Q.1 Define the following in brief:
   a) Biryani.
   b) Makki ka Soweta.
   c) Kabargah.
   d) Dastar Khwan.
   e) Sorpotel.
   f) Badam jali.
   g) Patrail.
   h) Safed Mass.
   i) Dalcha.
   j) Lagan nu custard.  

Q.2 Describe industrial catering in detail.  

Q.3 Differentiate between the following:
   a) Double Ka meetha and Shahi Tukda.
   b) Awadhi biryani and Hyderabadi biryani.  

Q.4 Explain Rajasthani cuisine in detail.  

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

Q.6 Discuss about the Kerla cuisine.  

Q.7 What is Sous vide? List out the 10 bulk cooking equipment’s.
End Semester Examination, May 2019
B. Sc. (Hotel and Hospitality Administration) – Third Semester
HUMAN RESOURCE MANAGEMENT (BHHA-315)

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:
   a) Human capital.
   b) Job specification.
   c) Organizational culture.
   d) Attrition.
   e) Employee grievance.
   f) Contract of service.
   g) Incentive.
   h) Innovation.
   i) Controlling.
   j) Empowerment.

   \[
   \text{2x10}
   \]

**PART-B**

Q.2 What is the scope of HRD? What are the benefits the organization gets from it?  \[6\]

Q.3 What is the need of Employee training? Discuss how training need analysis (TNA) is carried out.  \[6\]

Q.4 How would you define human resource acquisition? Explain the steps involved in recruitment.  \[6\]

Q.5 What is organizational culture? Explain the types of organizational culture.  \[6\]

Q.6 List the various factors influencing promotions and appraisals. Why is performance management an area of great importance for the organization?  \[6\]

Q.7 What is remuneration? Discuss various methods that are used to pay an employee in an organization.  \[6\]
End Semester Examination, May 2019
B.Sc. (Hotel Management) - First Semester
PRINCIPLES OF MANAGEMENT AND ORGANIZATION BEHAVIOUR
(FMS-HM-105)

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 (any ten) of the following questions:
   a) What are the functions of a manager?
   b) What is management?
   c) What do you understand by a policy?
   d) Define “M.B.O.”.
   e) What is effective communication?
   f) What is the purpose of planning?
   g) Define “POLC cycle”.
   h) Explain the characteristics of a leader.
   i) What is personality?
   j) What are different levels of management? Explain with examples.
   k) Why is organization vision important? 2×10

PART-B

Q.2 Enlist and explain about the different types of organizations in detail. 6

Q.3 ‘Decision making is a very critical process in any business organization’. Discuss in detail the steps involved in a decision making process. 6

Q.4 Explain with suitable examples different types of leadership styles and their utilities in different scenarios. 6

Q.5 What do you understand by conflict management? Discuss a few ways by which management resolve conflicts within an organization. 6

Q.6 ‘Delegation of authority in any organization is a very important’. Discuss in detail. 6

Q.7 SWOT scan is a managerial tool available to managers for a detailed insight into business operations. Discuss about this tool, its features and importance in detail. 6
FUNDAMENTALS OF MARKETING (PG-DAPR-102)

Q.1 Answer (any five) of the following questions:
   a) What is the importance of Audit in marketing?
   b) What do you mean by marketing Myopia?
   c) Explain various Marketing approaches briefly.
   d) Explain various steps involved in the process of marketing.
   e) Throw light on the factors that one should keep in mind while deciding Target Audience.

   **PART-A**

Q.2 Discuss Market Positioning in detail construct a positioning strategy for any consumer product explaining every tool and approach involved in it.

Q.3 Throw light on the market segmentation process consumer and industrial goods. Explain how USP and Brand value plays an important part in market segmentation.

Q.4 What do you mean by Digital marketing? Explain various tools and lactic used while marketing any product digitally.

   OR

Q.5 What do you mean by Integrated Marketing Communication. Explain the need and importance of IMC in contemporary digital world.

   **PART-B**

Q.6 Suppose you are line marketing head of any luxury brand. Do SWOT and Pestle analysis of that brand and develop a marketing strategy for it.

Q.7 Enumerate the importance of research in Marketing. Suppose you are going the launch a new product. Explain various steps that you will take before launching it in the market.

Q.8 What are the various ethical aspects that one should keep in mind while marketing in any product. Do you think that in today’s competitive market ethics are religiously adhered by the strategist? Justify your answer.
End Semester Examination, May 2019
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 Expand (any ten) abbreviations and explain them in brief:
   a) LAN.
   b) POS.
   c) RFID.
   d) IDS.
   e) GDS.
   f) HVAC.
   g) CRS.
   h) POS.
   i) EMS.
   j) HTTP.
   k) CAS.

   2x10

PART-B

Q.2 Why would managers prefer touch screen, barcode or wireless terminals to conventional keyboard order-entry devices? 5

Q.3 What is a PMS? List some PMS’s with their features. 5

Q.4 What is a management information system (MIS)? What are its components? 5

Q.5 How does the yield management software help in improving revenue generation for a hotel? 5

Q.6 How technology can help the various departments in a hotel to improve decision-making? Justify your answer with two examples. 5

Q.7 What are the points to be considered for a self-check-in/checkout system? 5

Q.8 In case of computerized night audit, what points should be considered? 5
End Semester Examination, May 2019
B. Tech. – Seventh Semester
MARKETING MANAGEMENT (HM-821)

Time: 3 hrs. \hspace{1cm} Max Marks: 100
No. of pages: 1

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

Q.1 \textit{Answer (any four) questions:}
\begin{enumerate}[a)]
  \item Write down the various functions of marketing management.
  \item Differentiate between Selling and marketing.
  \item Define product and its classification.
  \item Explain market research and its importance.
  \item Explain the term ‘Place’ as used in marketing mix.
\end{enumerate}

5x4

\textbf{PART-A}

Q.2 \begin{enumerate}[a)]
  \item What is the importance of marketing management in business? What are its various functions? \hspace{1cm} 10
  \item Briefly explain the various concepts of marketing management. \hspace{1cm} 10
\end{enumerate}

Q.3 \begin{enumerate}[a)]
  \item What do you understand by the term customers perceived value and consumer satisfaction? \hspace{1cm} 10
  \item Explain the concept of value chain and its process. \hspace{1cm} 10
\end{enumerate}

Q.4 Explain the term New Product Development and the various steps involved in the process. \hspace{1cm} 20

\textbf{PART-B}

Q.5 \begin{enumerate}[a)]
  \item What are the various factors which effect the Price Decision in any business? \hspace{1cm} 10
  \item Explain the various price strategies used in any business. \hspace{1cm} 10
\end{enumerate}

Q.6 \begin{enumerate}[a)]
  \item What do you understand by buying motives? Explain the types of buying motives. \hspace{1cm} 10
  \item What are the factors which influence the buying behavior of any consumer? \hspace{1cm} 10
\end{enumerate}

Q.7 What do you understand by the term ‘Promotion’ as used in marketing mix? Explain its objectives and various promotion techniques used. \hspace{1cm} 20
End Semester Examination, May 2019
B. Tech. – Seventh Semester
PROJECT MANAGEMENT (HM-823)

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

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

Q.1 Answer the following questions:
   a) What are the important characteristics of a project?
   b) How are projects classified? Give examples of each.
   c) What do you mean by ‘Project Appraisal’?
   d) What are the components of project cost?
   e) Define ‘Slack Time’ of an event and ‘Float’ of an activity.
   f) Define project contract.
   g) Why do you need to recruit members and keep them active?
   h) What is the need of project insurance?
   i) What do you mean by global tender?
   j) Define the term project inventory.

PART-A

Q.2 a) What are the technical aspects of a typical project as distinct from commercial financial, economic and managerial feasibility? 10
   b) Explain the generation of project idea. Also discuss the project approval process in detail in addition. Draw a schematic diagram of the feasibility study of windmill power generation project. 10

Q.3 a) Why is it essential to define project life cycle and divide into various phases? 10
   b) How are management principles applied to project management? What are the responsibilities of project manager? 10

Q.4 Draw a PERT Network for the following data and find out the critical path. G and I are the last activities. Calculate the probability of completing the project in 22 days.

<table>
<thead>
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<th>Proceeding Activity</th>
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<td>I</td>
<td>F, H</td>
<td>5</td>
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</tbody>
</table>

PART-B

Q.5 a) What is organization breakdown structure? How does it help in controlling a project? 10
   b) What are the major types of non-turnkey contracts? Explain in brief. 10
Q.6 a) What are the procedures and strategies for project completion and review? 10
b) What is the need of a project information system? What are the requirements of a project information system? 10

Q.7 a) What is the role of project inventory in a project? Is project inventory evil or good for a project? 10
b) How supply and transportation of materials affect the project progress? 10
End Semester Examination, May 2019
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. Marks are indicated against each question.

Q.1 Answer (any four) from the following:
   a) Recall the roles and responsibilities of HR managers.
   b) Enlist the objectives of HRP.
   c) Enlist the benefits of Induction.
   d) Criticize Succession Planning.
   e) Outline the importance of Performance Management System.
   f) Comprehend the role of HR in knowledge industry.  5x4

PART-A

Q.2 Define HRM. Analyze the strategic importance of Human Resource Management.  20

Q.3 Illustrate the process of Human Resource Planning.  20

Q.4 Recall the process of Recruitment.  20

PART-B

Q.5 How would you design and administer a training program?  20

Q.6 State Compensation. How would you determine a compensation structure?  20

Q.7 a) Assess the role of HR in virtual organization.  10
    b) Discuss employee leasing.  10
End Semester Examination, May 2019
B. Sc. (Hospitality and Hotel Administration) – Third Semester
FACILITY MANAGEMENT (BHHA-319)

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

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

PART-A

Q.1  a) Define delivery chalan.
     b) List different types of facility layouts.
     c) Define Service recovery.
     d) List some of the support services in BPO.
     e) Define preventive maintenance and AMC.
     f) List the dimensions of the service quality.
     g) Define Vendor Development.
     h) State the basic principle of Material Management.
     i) Define water recycling.
     j) Define the inventory control.

PART-B

Q.2  Define the energy conservation. Explain the Green building concept.

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

Q.4  Write the meaning and purpose of the material management and its importance for a facility Manager.

Q.5  Considering yourself as a facility manager of a university, enlist few “need to have” and “nice to have” support services, in their order of preference.

Q.6  Listing the duties and responsibilities, explain the role of a facility manager.

Q.7  Define the Service style in a Cafeteria. Explain the Layout and Operations of a Food Court.
End Semester Examination, May 2019
B.Sc. (Hospitality and Hotel Administration) – Fourth Semester
ROOMS DIVISION THEORY-IV (BHHA-413)

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 Write short notes the following (ANY TEN):
   a) PROPAR
   b) Recycled Inventory
   c) Market Segmentation
   d) Market Penetration Index
   e) Strategic Pricing
   f) Ergonomics in Hotel Housekeeping
   g) HAVOV
   h) Yield Percentage
   i) Hurdle Rate
   j) OSHA
   k) Zero Budget
   l) Capital

   Differentiate between the following: (ANY TWO):
   d) Booking & Blocking
   e) ARR&ADR
   f) Psychographic segmentation & Demographic segmentation.

**PART-B**

Q.2 Define ‘revenue management’? Discuss the techniques of YM in detail. 5

Q.3 Differentiate between ‘marketing and selling’. Illustrate all P’s of Hospitality Marketing Mix in brief. 5

Q.4 Develop a SOP for a new employee to make him/her deal with fire emergencies. 5

Q.5 Differentiate between a capital budget and an operating budget? What are the different ways which the executive of housekeeper can use to control the expenses of the house keeping department? 5

Q.6 What are the advantages and disadvantages of contracting out housekeeping services? 5

Q.7 Explain (any two) of the following:
   a) How will you calculate par stock for non-recycled items?
   b) Suggest ways of saving water in laundry operations.
   c) How to save the shrinking labour market?
   d) Instituting environmentally safe cleaning practices.

Q.8 What is renovation? What is the role of housekeeping department during renovation? 5

Q.9 Discuss the various high and low demand tactics adopted by hotels in order to optimize revenue. 5

Q.10 List out the benefits of technology in modern housekeeping in detail. 5
Q.1 Answer the following question:
   a) What is the importance of directing?
   b) How do we define a problem of layout?
   c) What is material management?
   d) What is the need of entrepreneurship? Explain.

PART-A

Q.2 Explain the nature of management and planning of management in detail.

Q.3 What is plant layout? Explain the objectives and importance of plant layout in detail.

Q.4 Explain “Purchase management” and its objectives.

PART-B

Q.5 Explain the objectives of industrial relations in detail.

Q.6 Define the terms NABARD and NSIC in detail.

Q.7 What is the need of entrepreneurial generation activities? How can we implement a business idea?
End Semester Examination, May 2019  
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) 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.  

5×4

PART-A

Q.2 Define ‘management’. Explain in brief various roles of managers.  
Q.3 Discuss the advantages, disadvantages of urban, semi urban and rural location.  
Q.4  
a) Explain the objectives of material management.  
b) Elaborate ABC analysis.  

10  
10

PART-B

Q.5 Discuss employee welfare concept, need and scope.  
Q.6 Explain the concept of entrepreneurship and define the qualities of a good entrepreneur.  
Q.7 Write short notes on:  
a) Role of SIDBI in supporting entrepreneurs.  
b) Participants in industrial relationship.  

10×2
Q.1 a) Answer the following question:
   i) What is marketing?
   ii) What is the full form of ASCI?
   iii) What is a Reminder Advertising?
   iv) Name the Agency that created the “What an Idea Sir ji” ad and for which company?
   v) The famous pug ad and zoo zoos were created by which famous ad agency?
   vi) Name the personality behind the creation of the Amul Girl?
   vii) “Daag acheche hai” is the brain child of which advertising agency and for which company?
   viii) What are Non personal communication channels?

   b) Fill in the blanks:
   ix) ____________ is the number of different people (unduplicated) who are exposed to an advertising message at least once over the course of the campaign. The number is expressed as a percentage of the target audience.
   x) The idea of advertising heavily for a short period of time to build awareness that carries over to the next advertising period is called ____________.

   1×10

PART-A

Q.2 David Ogilvy in his book Confessions of an Advertising Man prescribed eleven commandments for creating advertising campaigns. Explain them with relevant examples.

10

Q.3 Design a 360 degree advertising campaigns on any social issue citing, the objectives target audience, the Big idea, budget and the media to be used.

10

Q.4 Deconstruct the Ad campaign “Lifebuoy se haath dhoya kya?”

10

PART-B

Q.5 Like any other profession, the profession of advertising also has a code of ethics which provides practical guidelines to practitioners, given the context explain the role of ASCI.

10

Q.6 Discuss the role of advertising in Market Segmentation, Differentiation and Positioning.

10

Q.7 Discuss in detail the depiction of women in Indian advertising, Illustrate your answer with relevant examples.

10
End Semester Examination, May 2019
P.G. (DAPR) — First Semester
BRAND MANAGEMENT (PG-DAPR-104)

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. Marks are indicated against each question.

Q.1 Answer (any ten) of the following questions:
   a) Define ‘brand image’.
   b) Identify two pitfalls of brand extensions.
   c) What is the advantage of brand extension?
   d) Define ‘perceptual mapping’.
   e) Why is it important to have a competitive advantage?
   f) Identify and define two brand elements.
   g) Focus on brand personality because _____?
   h) Give two examples of brand association.
   i) Define Brand extension.
   j) Why is dissonance important?
   k) What is brand spectrum?
   l) Define ‘a brand’.
   m) How does a brand evolve.
   n) Give two characteristics of a brand.
   o) Define a ‘brand potential’.

PART-A

Q.2 Discuss various Brand characteristics. 10
Q.3 Discuss the importance of Brand Audit and Inventory tracking in detail. 10
Q.4 Analyze how would you leverage secondary brand associations to build brand equity. 10

PART-B

Q.5 “Digital eco systems and importance of IMC”. Discuss in detail. 10
Q.6 Evaluate conjoint analysis with the help of appropriate examples. 10
Q.7 When and why do you track corporate image of a company? 10
End Semester Examination, May 2019
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.

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<td>190.</td>
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</tbody>
</table>
Q.1 Total time taken by a person in going to a place by walking and returning on cycle is 5 hours 45 mints. He would have gained 2 hours by cycling both ways. The time taken by him to walk both ways is?
   a) 6 hrs. 45 min.  b) 7 hrs. 45 min.
   c) 8 hrs. 15 min.  d) 8 hrs. 30 min.

Q.2 A worker reaches his factory 3 minutes late if his speed from his house of the factory is 5 km/hr. If he walks at a speed of6 km/hr, then he reaches the factory 7 minutes early. The distance of the factory from his house is?
   a) 6 km  b) 5 km
   c) 6.5 km  d) 7 km

Q.3 A person travels from X to Y at a speed of 40 kmph and returns by increasing his speed by 50%. What is his average speed for both the trips?
   a) 36 kmph  b) 45 kmph
   c) 48 kmph  d) 50 kmph

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 Two boats, travelling at 5 km/h and 10 km/h, head directly towards each other. They begin at a distance of 20 km from each other. How far apart are they (in km) one minute before they collide?
   a) 1/12  b) 1/6
   c) 1/4  d) 1/3

Q.6 In a race of 200 m, A beats S by 20 m and N by 40 m. If Sand N are running a race of 100m with exactly same speed as before, then by how many metres will S beat N?
   a) 11.11 m  b) 10 m
   c) 12 m  d) 25 m

Q.7 Three persons A, B and C are running on a circular track of length of 1000m with a speed of 10m/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 is the value of M and N respectively if M8458N is divisible by 88, where M and N are single digits?
   a) 5, 4  b) 8, 6
   c) 6, 4  d) 3, 2

Q.9 Find the number of zeroes in the following multiplication:
   \( 5 \times 10 \times 15 \times 20 \times 25 \times 30 \times 35 \times 40 \times 45 \times 50. \)
   a) 6  b) 7
   c) 8  d) 9

Q.10 Find the highest power of 5 in 100!
   a) 19  b) 22
   c) 25  d) 24

Q.11 What is the remainder when \( 2^{643} \) is divided by 96?
   a) 1  b) 16
Q.12 The unit digit of the expression \( (1!)^{11} + (2!)^{21} + (3!)^{31} + \ldots + (100!)^{1001} \):
   a) 0  b) 1  c) 2  d) 7

Q.13 The power of 45 that will exactly divide 123! is:
   a) 28  b) 30  c) 31  d) 29

Q.14 Which of the following numbers gives the same remainder when it divides 1110 and 864?
   a) 123  b) 213  c) 245  d) 132

Q.15 How many factors of 1200 are there?
   a) 15  b) 20  c) 30  d) 60

Q.16 The LCM of three different numbers is 120. Which of the following cannot be their HCF?
   a) 24  b) 35  c) 12  d) 6

Q.17 Three wheels can complete 60, 36, 24 revolutions per minute respectively. There is a red spot on each wheel that touches the ground at time zero. After how much time, all these spots will simultaneously touch the ground again?
   a) \( \frac{5}{2} \) s  b) \( \frac{5}{3} \) s  c) 6 s  d) 7.5 s

Directions Q18-20: 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 How many children does M have?
   Statements: 1. H is the only child of X who is wife of M. 2. K and J are brothers of M.

Q.19 The last Sunday of March, 2006 fell on which date?
   Statements: 1. The first Sunday of that month fell on 5th. 2. The last day of that month was Friday.

Q.20 Who is to the immediate right of P among five persons P, Q, R, S and T facing North?
   Statements: 1. R is third to the left of Q and P is second to the right of R.
   2. Q is to the immediate left of T who is second to the right of P

Directions Q21 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.
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 ration 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 32nd term in the following series 3,7,11,........
   a) 120  b) 230  c) 220  d) 127

Q.29 Find the position of 98 in the following series 3,8,13 ....?
   a) 20th term  b) 12th term  c) 36th term  d) 34th term

Q.30 The value of log₂7 is:
   a) 2  b) 3  c) 4  d) 1/2

Q.31 What is a simplex model?
   a) Problem Solving model  b) Mathematical Model
   c) model to make things simple  d) None of the above
Q.32 Exercising and physical well being 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 Which of the following is not a feature or a characteristic of a Team?
   a) Express ideas clearly and precisely
   b) A diverse group of people from different backgrounds
   c) Everyone is concerned only about themselves.
   d) Maintain eye contact with other group members

Q.34 Resume should not contain:
   a) Projects and Extracurricular activities
   b) Long Paragraphs
   c) Achievements
   d) Work Experience & Internships

Q.35 What should you DO in an interview?
   a) Sit erect and smartly
   b) Maintain eye contact
   c) Smile appropriately
   d) All of the above

Q.36 What are the “Do” in group discussion out of the following?
   a) Listen to others
   b) Make original points
   c) Modulate volume, tone and pitch
   d) All of the above

Q.37 Cover letter should NOT include?
   a) Suitability to the job
   b) Family background
   c) Application purpose
   d) Past professional background

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) How can I contribute in the growth of your company?
   c) Do you offer free lunch?
   d) How many holidays I can take in a month?

Q.39 Group discussions are conducted to test the following:
   a) Knowledge
   b) Confidence
   c) Leadership Skills
   d) All of the above

Q.40 Which of the following is a stress management technique?
   a) Meditation
   b) Physical exercise
   c) Substance Abuse
   d) a and b both
Q.41 Which of the following is not an element of emotional intelligence?
   a) Self-awareness
   b) Sympathy
   c) Self-regulation
   d) Social Skills

Q.42 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.43 Which of the following is NOT a good time management habit?
   a) Making a to-do list
   b) Scheduling according to priorities
   c) Setting goals
   d) Procrastination (delaying till last moment)

Q.44 A good leader is:
   a) A good communicator
   b) A good listener
   c) A good motivator
   d) All of the above

Q.45 Which of the following quadrant of Stephen Covey’s Time Management Matrix is a quadrant of Delegation?
   a) Important & urgent tasks
   b) Not Important & not urgent tasks
   c) Not important & urgent tasks
   d) Important & not urgent task

Q.46 What should you NOT DO in a group discussion?
   a) Express ideas clearly and precisely
   b) Listen to what others have to say
   c) Interrupt and shout
   d) Maintain eye contact with other group members

Q.47 What all is included in Audience Analysis before giving presentation?
   a) Age of audience
   b) Level of Knowledge
   c) Their interests and beliefs
   d) All of the above

Q.48 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.49 Which of the following causes positive stress?
   a) 1st day at job
   b) Family problems
   c) Fight with a friend
d) Accident

Q.50 If the name (Vijay Kumar) is provided, which is the correct salutation?
   a) Dear Mr. Vijay
   b) Dear Mr. Kumar
   c) Dear Mr. Vijay Kumar
   d) None of the above
End Semester Examination, May 2019  
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**. Fill the right option in the answer table given below. Each question carries **ONE mark**. **No negative marking**. Options filled in the answer table will be considered.

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bridge
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**End Semester Examination, May 2019**

**B. Tech. – Fifth Semester**

**CAREER SKILLS-III (HM-503A)**

Time: 1½ hrs.  
Max Marks: 50

No. of pages: 4

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End Semester Examination, May 2019
B. Tech. – First Semester
PROFESSIONAL COMMUNICATION-I (HM-104)

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

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

Q.1 Answer the following questions (any five):
   a) What is Intensive Reading?
   b) What do you understand by the term “decoding”?
   c) What is Body language?
   d) What is SQ3R theory?
   e) Explain any two factors that affect Speaking skills.
   f) What do you understand by Indianism in English?
   g) What is motor-ocular discrimination? 2×5

PART-A

Q.2 a) What is SWOT analysis? Give a detailed SWOT analysis on yourself for personal development. 10

Q.3 Write an argumentative essay “Is technology limiting creativity”? 10

Q.4 What is non-verbal communication? Explain the various types of Non-verbal communication along with its importance. 10

PART-B

Q.5 Explain the difference between skimming and scanning. Give examples. 10

Q.6 What are the factors influencing acquisition of Reading ability? 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.
End Semester Examination, May 2019
MCA – Third Semester
EMPLOYABILITY ENHANCEMENT PROGRAMME-II (HM-305)

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

Note: All questions are compulsory. Each question has FOUR options. Fill the right option in the answer table given below. Each question carries ONE mark. No negative marking. Options filled in the answer table will be considered.

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</table>
Q.1 Vimal walks northwards. After a while, he turns to his right and a little further to his left. Finally, after walking a distance of one kilometer, he turns to his left again. In which direction is he moving now? 
   a) North      b) South  
   c) West       d) East 

Q.2 Rasik walked 20 m towards north. Then he turned right and walks 30 m. Then he turns right and walks 35 m. Then he turns left and walks 15 m. Finally he turns left and walks 15 m. In which direction and how many metres is he from the starting position? 
   a) 15 m West   b) 30 m East 
   c) 30 m West   d) 45 m East 

Q.3 If South-East becomes North, North-East becomes west and so on. What will West become? 
   a) North-East  b) North-West 
   c) South-East  d) South-West 

Q.4 Daya has a brother Anil, Daya is the son of Chandra. Bimal is Chandra's father. In term of relationship, what is Anil of Bimal? 
   a) Grandson    b) Son 
   c) Mother      d) Father 

Q.5 At the end of a business conference, the 14 people present all shake hands with each other once. How many handshakes will there be altogether? 
   a) 91      b) 90  
   c) 45      d) 28 

Q.6 Introducing a woman, Shashank said, "She is the mother of the only daughter of my son." How that woman is related to Shashank? 
   a) Daughter    b) Sister-in-law 
   c) Wife       d) Daughter-in-law 

Directions for questions 7 to 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?
Q.12 If A is the brother of B; B is the sister of C; and C is the father of D, how D is related to A?
   a) Brother
   b) Sister
   c) Nephew
   d) Cannot be determined

Q.13 In what time will a railway train 60 m long moving at the rate of 36 kmph pass a telegraph post on its way?
   a) 6 Sec
   b) 9 Sec
   c) 10 Sec
   d) 15 Sec

Q.14 A train 125 m long passes a man, running at 5 km/hr in the same direction in which the train is going, in 10 seconds. The speed of the train is?
   a) 50 Km/hr
   b) 60 Km/hr
   c) 75 Km/hr
   d) 80 Km/hr

Q.15 Two trains are moving in opposite directions at 60 km/hr and 90 km/hr. Their lengths are 1.10 km and 0.9 km respectively. The time taken by the slower train to cross the faster train in seconds is?
   a) 36
   b) 48
   c) 56
   d) 60

Q.16 At a game of billiards, A can give B 15 points in 60 and A can give C to 20 points in 60. How many points can B give C in a game of 90?
   a) 5 Points
   b) 20 Points
   c) 10 Points
   d) 30 Points

Q.17 A man can row 30 km downstream and 20 km upstream in 4 hours. He can row 45 km downstream and 40 km upstream in 7 hours. Find the speed of man in still water?
   a) 12.5 Kmph
   b) 20 Kmph
   c) 25 Kmph
   d) 80 Kmph

Directions for questions 18 to 22: Which one will replace the question mark in the following figures?

Q.18 a) 5  b) 6  c) 7  d) 9

Q.19
Q.20

\[
\begin{array}{c}
\text{492} \\
\text{572} \\
\text{?}
\end{array}
\]

a) 115  
 b) 130 
 c) 135  
 d) 140

Q.21

\[
\begin{array}{c}
5 \\
6 \\
3 \\
\text{8} \\
\text{10} \\
\text{?}
\end{array}
\]

a) 1  
 b) 4  
 c) 3  
 d) 6

Q.22

\[
\begin{array}{c}
1 \\
3 \\
27 \\
\text{343} \\
7 \\
\text{?}
\end{array}
\]

a) 125  
 b) 165  
 c) 600  
 d) 625

Q.23 In a certain code 786 means “bring me apple”, 958 means “peel green apple” and 645 means “bring green fruit”. Then code for “me” is?

a) 8  
 b) 6  
 c) 7  
 d) None of these

Q.24 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.25 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) WeDNeSdAY  
 b) WEdnESdAY  
 c) THURSdAY  
 d) frldAY
Q.26 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.27 Find the unit's digit in the product? \((784 \times 618 \times 917 \times 463)\)
   a) 8       b) 2
   c) 5       d) 10

Q.28 Find the unit's digit in \((264)^{102} + (264)^{103}\).
   a) 2       b) 5
   c) 0       d) 10

Q.29 In a group of 60 people, 27 like cold drinks and 42 like hot drinks and each person likes at least one of the two drinks. How many like both coffee and tea?
   a) 10       b) 9
   c) 5       d) 12

Q.30 What will be the day of the week on 15\(^{th}\) August, 2010?
   a) Sunday       b) Monday
   c) Tuesday      d) Friday

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

Q.31 a) The little boy knows
   b) how to start the engine
   c) but does not know to stop it.
   d) No error

Q.32 a) Wearing extremely fashionable clothes
   b) and surrounded by photographers and pressmen,
   c) she swept up to the microphone
   d) No error

Q.33 “Meatless Days has been made into a film”. If this sentence is to be written starting with “A film has been made”, the sentence would end with
   a) Has been made
   b) Into meatless days
   c) On meatless days
   d) None of the above

Q.34 a) I am thinking to
   b) going to Agra
   c) for my cousin's wedding
   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) 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.36  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

Choose the right option  
Q.37  Jane _______ her blue jeans today, but usually she wears a skirt or a dress.  
a) wears  
b) wearing  
c) wear  
d) is wearing

Q.38  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

Use the correct form of tenses from the options given below each question:  
Q.39  If I some money, I would not have to borrow now  
a) Am saving  
b) Have saved  
c) Saved  
d) Had saved

Q.40  A river _______ downstream  
a) Flows  
b) Will flow  
c) Is flowing  
d) Was flowing

Pick out the most effective word(s) from the given words to fill in the blank to make the sentence meaningfully complete.  
Q.41  The team was well trained, but somehow, their _______ was low.  
a) strength  
b) moral  
c) consciousness  
d) morale

Q.42  Johny! Where are you? _______ up this tree  
a) There I am  
b) There am I  
c) Here I am  
d) Here am I

Q.43  When I was a child, I _______ to school every day instead of going by bicycle.  
a) Had walked  
b) Walked  
c) Have walked  
d) Have been walking
Q.44 The synonym for the word “AUGUST” is
   a) Common       b) Ridiculous
   c) Dignified     d) Petty

Q.45 The antonym for the word “ZENITH” is
   a) Acme          b) Top
   c) Nadir         d) Pinnacle

Read the passage below and answer the questions that follow:
As civilization proceeds in the direction of technology, it passes the points of supplying all the basic essentials of life, food, shelter, cloth, and warmth. Then we are faced with a choice between using technology to provide and fulfil needs which have hitherto been regarded as unnecessary or, on the other hand, using technology to reduce the number of hours of work which a man must do in order to earn a given standard of living. In other words, we either raise our standard of living above that necessary for comfort and happiness or we leave it at this level and work shorter hours. I shall take it as axiomatic that mankind has, by that time, chosen the latter alternative. Men will be working shorter and shorter hours in their paid employment.

Q.46 “Then we are faced with a choice....” What does “Then” mean here?
   a) Present state of civilisation
   b) Past stage of civilisation
   c) When automation takes over
   d) After having provided the basic essentials of life

Q.47 What does the passage suggest about the use of technology?
   a) It creates new and essential needs for mankind
   b) It is opposed to the basic needs of mankind
   c) It is complementary to the basic standards of living
   d) It is responsible for the man's love for comfort

Q.48 What does the author mean by the word ‘axiomatic’ in the given passage?
   a) Without any evidence
   b) Evident without proof
   c) Proved with the help of idioms
   d) None of the above

Q.49 What does the author suggest? Man will....
   a) Rise above his present stage in civilisation
   b) Settle down to the same stage with fewer hours of work
   c) Raise his standard of living by working longer hours
   d) None of the above

Q.50 “Hitherto” means:
   a) Until this time     b) Accepted
   c) Proved             d) Taken for granted
Q.1  **Lisez et répondez les questions:**

Dans ma famille, il y a six membres. Mes parents, mes grands-parents, ma petite sœur et moi!
Mes grands-parents aiment voyager. Ils vont aller à Paris le mois prochain. Ma sœur a onze ans. Elle est jolie mais méchante. Nous habitons dans une grande maison et nous avons une voiture rouge. J'aime ma famille beaucoup!

**Key Words:**
- Prochain: Upcoming
- Méchante: Naughty

**Dites vrai ou faux:**
(Say True or False):

a) Ryan est très triste. ________________________________
b) Il y a seize membres dans sa famille. ________________________________
c) Leurs parents sont gentils. ________________________________
d) Le père va jouer avec lui samedi. ________________________________
e) Ses grands-parents vont voyager en France. ________________________________

Q.2  **Écrivez les nombres en français:**
(Write the numbers in French):

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<th>LES NOMBRES</th>
<th>CARDINAUX</th>
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Q.3  **Complétez avec les articles défini:**
(Le; La; Les; L’):
(Complete the sentence with definite articles):

a) C’est _____________ professeur d’anglais.
b) C’est _____________ maison de Valérie.
c) Ce sont _____________ enfants de Mme. Maria.
d) C’est _____________ robe de Sophie.
e) Ce sont _____________ bonbons de Caroline.

Q.4  **Complétez avec les articles indéfini:**
(Un; Une; Des):
(Complete the sentence with indefinite articles):

a) Ils ont __________ crayons rouges.
b) Ce sont __________ éléves.
c) Voilà __________ garçon et __________ fille.
d) C’est __________ belle image.

Q.5 Conjuguez les verbes en présent:
(Conjugate the verbs in present):

a) Il _______________________ les livres. (Détester)
b) Elles ________________________ des fruits. (Manger)
c) Vous ________________________ à Paris. (Visiter)
d) Marc ________________________ les chansons. (Chanter)
e) Tu ________________________ au cinéma. (Aller)
f) Paul ________________________ le gateaux. (Aimer)
g) Maria et Stephie ________________________ la télévision. (Regarder)
h) J’______________________ dix ans. (Avoir)

Q.6 Complétez avec les pronoms sujets:
(Je, Tu, Il, Elle, Nous, Vous, Ils, Elles):
(Complete with subject pronoun):

a) __________ sommes petits
b) __________ vas au cinéma
c) __________ préférez les bonbons
d) __________ aimons les chocolats
e) __________ parlent italien?
f) __________ habite à Nice?
g) __________ s’appellent Hina et Alina.
h) __________-est Americanne

Q.7 Écrivez en français:
(Write in French):

a) Good night: ____________________________
b) See you soon: ____________________________
c) Thanks a lot: ____________________________
d) Nice to meet you: ____________________________
e) Good evening: ____________________________
f) Good night: ____________________________

Q.8 Présentez votre ami/amie en 5 ligne:
(Describe your friend in 5 lines):

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

475/4
Q.9 Traduisez en anglais:
(Translate in English)
a) Il fait beau: ______________________________________
b) Il fait du vent: ______________________________________
c) Il fait froid: ______________________________________
d) Il neige: ______________________________________
End Semester Examination, May 2019
B. Tech. – Third Semester
CAREER SKILLS-I (HM-302)

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

Note: The paper consists of FIFTY multiple choice questions; each question has FOUR options with ONE correct answer. Select the correct answer. Attempt all questions. All questions are of ONE mark each. There is no negative marking. Options filled in the answer table given below will be considered.

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</table>
Q.1 K is 40 m South-West of L. If M is 40 m South-East of L, then M is in which direction of K?
   a) East   b) West   c) North East   d) South

Q.2 One morning after sunrise, Suresh was standing facing a pole. The shadow of the pole fell exactly to his right. To which direction was he facing?
   a) East   b) South   c) West   d) Data inadequate

Q.3 One evening before sunset Riya and Himani were talking to each other face to face. If Himani's shadow was exactly to the right of Himani in which direction was Riya facing?
   a) North   b) South   c) West   d) Data inadequate

Q.4 In the AMS club, all the members participate either in the Tambola or the Fete. 420 participated in the Fete, 350 participated in the Tambola and 220 participated in both. How many members does the club have?
   a) 410   b) 550   c) 440   d) 140

Q.5 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 _ cabc _ dcba _ bab _ a
   a) abdca   b) bcadc   c) abcd   d) cbdaa

Q.6 Prashant walks northwards. After a while, he turns to his right and a little further to his left. Finally, after walking a distance of one kilometer, he turns to his left again. In which direction is he moving now?
   a) North   b) South   c) East   d) West

Q.7 There are five different houses, A to E, in a row. A is to the right of B, E is to the left of C and right of A. B is to the right of D. Which of the houses is in the middle?
   a) A   b) B   c) D   d) E

Q.8 In alphabet series, some alphabets are missing which are given in that order as one of the alternatives below it. Choose the correct alternative. _ bcdbc _ dcabd _ bcdbc _ dc _ bd
   a) aaaaaa   b) ccccc   c) bbbbbb   d) dddddd

Q.9 Sia introduced Raghav as the son of the only daughter of the father of her uncle. How is Raghav related to Sia?
   a) Brother   b) Cousin   c) Nephew   d) can't be determined

Q.10 Vaibhavi who is the sister-in-law of Arpit is the daughter-in-law of Kiran. Divyansh is the father of Shrey who is the only brother of Arpit. How Kiran is related to Arpit?
   a) Mother-in-law   b) Aunt   c) Wife   d) Mother

Q.11 A father said to his son, "I was as old as you are at the present at the time of your birth". If the father's age is 38 years now, the son's age five years back was:
   a) 23 years   b) 28 years   c) 19 years   d) 14 years

Q.12 Kunal walks 10 km towards North. From there he walks 6 Km towards South. Then, he walks 3 Km towards East. How far and in which direction is he with reference to his starting point?
   a) 5 Km East   b) 7 Km South   c) 5 Km North East   d) 5 Km North

Q.13 Arjun walks southwards. After a while, he turns to his right and a little further to his left. Finally, after walking a distance of one kilometer, he turns to his left again. In which direction is he moving now?
   a) North   b) South   c) West   d) East

Q.14 Sandeep is 40 metres South-West of Ananya, Prashant is 40 meters South-East of Ananya, Prashant is in which direction of Sandeep?
   a) South   b) West   c) East   d) North-East

Q.15 A man said to a lady, "Your mother's husband's sister is my aunt". How is that lady related to that man?
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. _ _ aba _ _ ba _ ab
   a) abba  b) abbab  c) baabb  d) bbaba

Q.17 Pointing to Niharika in the photograph, Raman said, “His mother has only one grandchild whose mother is my sister.” How is Raman related to Niharika?
   a) Brother  b) Brother-in-law  c) Father-in-law  d) Data inadequate

Q.18 A is east of B and west of C, H is south-west of C, B is south-east of X. Which is the farthest west?
   a) A  b) B  c) C  d) X

Directions for questions 19 to 22:
In a family of six, C is the sister of F, B is the brother of E’s husband, D is the father of A and grandfather of F. There are two father’s and three brothers in the family:

Q.19 How is D related to B?
   a) Father  b) Mother  c) Brother  d) Grandfather

Q.20 Who is C’s mother?
   a) E  b) B  c) F  d) D

Q.21 Which of the following are not siblings?

Q.22 If F is married to an outsider G, how is B related to G?
   a) Uncle  b) Aunt  c) Sister in law  d) None of these

Directions for questions 23 to 26:
P, Q, R, S, T, U, V and W are sitting round the circle and are facing the centre. P is second to the right of T who is the neighbor of R and V. S is not the neighbor of P. V is the neighbor of U. Q is not between S and W. W is not between U and S.

Q.23 Which of the following are not neighbors?
   a) RV  b) UV  c) RP  d) QW

Q.24 Which is immediate right to the V?
   a) P  b) U  c) R  d) T

Q.25 Which of the following is correct?
   a) P is to the immediate right of Q.  b) R is between U and S  
   c) Q is to the immediate left of W.  d) U is between W and S.

Q.26 What is the position of S?
   a) Between U and V  b) Second to the right of P  
   c) To the immediate right of W  d) Data inadequate.

Q.27 In alphabet series, some alphabets are missing which are given in that order as one of the alternatives below it. Choose the correct alternative. _ _ baffba _ a _ _
   a) ababb  b) baaab  c) bbaba  d) babbba

Directions for questions 28 to 31:
Find the value of the missing figure (?)

Q.28

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<td>85</td>
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<td>83</td>
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</table>

   a) 115  b) 99  c) 89  d) 140

Q.29

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   a) 125  b) 165  c) 600  d) 625

Q.30

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   a) L10  b) K15  c) I15  d) K8

Q.31

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<th>23</th>
<th>37</th>
<th>79</th>
<th>26</th>
<th>?</th>
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<tr>
<td>67</td>
<td>42</td>
<td>16</td>
<td>25</td>
<td>87</td>
</tr>
</tbody>
</table>

   a) 5  b) 6  c) 7  d) 9

Directions for questions 32 to 36:
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.32 How many cubes are there which have no face painted?
   a) 0  b) 4  c) 8  d) 16

Q.33 How many cubes have only one face painted?
   a) 8  b) 4  c) 24  d) 32

Q.34 How many cubes have less than three faces painted?
   a) 44  b) 24  c) 48  d) 56

Q.35 How many cubes are there with three faces painted?
   a) 4  b) 8  c) 16  d) 24

Q.36 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.37 If B says that his mother is the only daughter of A's mother, how is A related to B?
   a) Son  b) Father  c) Brother  d) Uncle

Q.38 A dice is numbered from 1 to 6 in different ways. If 1 is adjacent to 2, 4 and 6, then which of the following statements is necessarily true?
   a) 2 is opposite to 6  b) 1 is adjacent to 3  c) 3 is adjacent to 5  d) 3 is opposite to 5

Q.39 Pointing to a woman, Abhijit said, "Her granddaughter is the only daughter of my brother." How is the woman related to Abhijit?
   a) Sister  b) Husband  c) Mother  d) Brother

Q.40 Amit said - "This girl is the wife of the grandson of my mother". How is Amit related to the girl?
   a) Father-in-law  b) Brother  c) Sister  d) Mother

Q.41 One morning Uday and Vishal were talking to each other face to face at a crossing. If Vishal's shadow was exactly to the left of Uday, which direction was Uday facing?
   a) East  b) North  c) West  d) South-East

Q.42 In alphabet series, some alphabets are missing which are given in that order as one of the alternatives below it. Choose the correct alternative. aa _ ab _ _ aaa _ a
   a) aaab  b) aabb  c) abab  d) baaa

Q.43 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 _ caab _ c _ abb _c
   a) cbbac  b) bbcaa  c) cabac  d) bbcab

Q.44 How many dots are there on the dice face opposite the one with three dots?
   (i)  (ii)  (iii)  (iv)
   a) 2  b) 4  c) 5  d) 6

Q.45 D is brother of B. M is brother of B. K is father of M. T is wife of K. How is B related to T?
   a) Son or daughter  b) Son  c) Father  d) None of these

Q.46 X told Y, "Though I am the son of your father, you are not my brother". How is Y related to X?
   a) Sister  b) Brother  c) Son  d) None of these

Q.47 Pointing to Gagan, Neha Says, "I am the daughter of the only son of his grandfather." How Neha is related to Gagan?
   a) Niece  b) Daughter  c) Sister  d) Indeterminable

Q.48 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 _ bba
   a) abba  b) baab  c) aaab  d) abab

Q.49 There are 20,000 people living in Defence Colony Gurgaon. Out of them 9,000 subscribe to Star TV Network and 12,000 to Zee TV Network. If 4,000 subscribe to both, how many do not subscribe to any of the two?
   a) 3,000  b) 2,000
Q.50 When the following figure is folded to form a cube, how many dots lie opposite the face bearing five dots?

![Diagram of a cube with dots]

a) 1  b) 2  c) 3  d) 4
End Semester Examination, May 2019
B. Tech. – Sixth Semester
SPANISH (HM-608)

Time: 2 hrs. No. of pages: 3

Note: Attempt ALL questions. Marks are indicated against each question.

Q.1 Traduce lo siguiente. (Translate the following)
   a) Mi hermana trabaja a las siete de la tarde.

   ____________________________________________

   b) Mi madre y mi tía cocinan la comida a las nueve de la noche.

   ____________________________________________

   c) We study Spanish at 5 in the evening.

   ____________________________________________

   d) You all eat food at 8:45 PM.

   ____________________________________________

   e) Mis amigos practican baila a las diez menos cuarto de la noche.

   ____________________________________________ 2×5

Q.2 a) Lee el texto siguiente y responde las preguntas. (Read the following text and respond to the questions) 5
   b) Traduce el texto siguiente en inglés. (Translate the following text in English) 5


   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________

   Responde: (Respond)
   a) ¿Cuántos años tiene Ana?

   ____________________________________________

   b) ¿Dónde vive Ana y su familia?

   ____________________________________________

   c) ¿Cuántos (how many) hijos tiene Ana?

   ____________________________________________

   d) ¿Por qué trabaja en un restaurante?

   ____________________________________________

   e) Busca (find) dos verbos del texto y hace frase para cada uno. (Find two verbs from the text and make sentence from each 1.)

   ____________________________________________
   ____________________________________________

Q.3 Completa con la forma adecuada de los verbos:
(Complete with the appropriate form of AR, ER and IR ending verbs)

a) Ustedes ___________ (aprender) español
b) Mi mama ___________ (cocinar) en la cocina.
c) Nosotros ___________ (viajar) cada día.
d) Yo ___________ (aprender) lingua extranjera.
e) Juan y Pedro ___________ (vivir) aquí. 1x5

Q.5 Completa con la forma adecuada de ‘SER y ESTAR’
(Complete with the appropriate form of Ser and Estar)
a) Maria ___________ Ingeniera
b) El gato ___________ en la silla (chair)
c) Yo ___________ contento (happy)
d) Ana y Pedro ___________ amigos de Juan
e) Tu ___________ contento pero yo ___________ triste
f) Ustedes ___________ médicos
g) Ella ___________ en la cocina (kitchen)
h) Nosotros ___________ contentos
i) Mi primo ___________ Ingeniero
j) Juan y Pedro ___________ mis amigos 1x10

Q.6 Describe a tu mejor amigo o primo/a in 10 lines.
(Describe your best friend or cousin en diez lineas)
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
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Q.7 Escribe las conjugaciones de los verbos siguientes.
(Write the conjugations of the following verbs)

<table>
<thead>
<tr>
<th>Personal pronoun</th>
<th>Tener</th>
<th>Llevar</th>
<th>Estar</th>
<th>Ser</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

10
Q1. a. Lee el texto siguiente y responde las preguntas. (5)
(Read the following text and respond to the questions.)
b. Traduce el texto siguiente en inglés. (5)
(Translate the following text in English.)

Responde: (Respond)

a. ¿Cuántos (how) años tiene Martin?

b. ¿Dónde vive (where does Martin live) Martin?

c. ¿Cuántos (how many) hermanos tiene Martin?

d. ¿A qué dedicas (What does his father do) su Papa?

e. Busca (find) dos verbos del texto y hace frase para cada uno. (Find two verbs from the text and make sentence from each 1.)
Q2. Completa con la forma adecuada de los verbos :-
(Complete with the appropriate form of AR,ER and IR ending verbs)

1. Ustedes ___________ (escribir) español
2. Mi mama ___________ (cocinar) la comida.
4. Yo ___________ (aprender) lengua extranjera.
5. Juan y Pedro ___________ (vivir) en Delhi.

Q3. Completa con la forma adecuada de ‘SER y ESTAR’
(Complete with the appropriate form of Ser and Estar)

1. Maria ___________ Ingeniera
2. El gato ___________ en la silla (chair)
3. Yo ___________ contento (happy)
4. Ana y Pedro ___________ amigos de Juan
5. Tu ___________ contento pero yo ___________ triste
6. Ustedes ___________ médicos
7. Ella ___________ en la cocina (kitchen)
8. Nosotros ___________ contentos
9. Mi primo ___________ Ingeniero
10. Juan y Pedro ___________ mis amigos

Q4. Escribe en español.
(Write numbers in Spanish.)

a. 25+56=81
b. 65+19=84
c. 77+15=92
d. 15
e. 22

Q5. Escribe las conjugaciones de los verbos siguientes.
(Write the conjugations of the following verbs)

<table>
<thead>
<tr>
<th>Personal pronoun</th>
<th>Ser</th>
<th>Hablar</th>
<th>Comer</th>
<th>Estar</th>
</tr>
</thead>
<tbody>
<tr>
<td>First singular</td>
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<td>Second singular</td>
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<td>Third singular</td>
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<td>Second plural</td>
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<tr>
<td>Third plural</td>
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</tbody>
</table>
Q6. Describe tu madre/ padre in 10 lines. (10)
(Describe your mother or father in 10 lines)

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Signature of Subject Coordinator

Signature of HOD
End Semester Examination, May 2019
MBA – Fourth Semester
NEW VENTURE CREATION AND START UPS (MBA-054)

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 a) What makes people turn entrepreneurs? Explain with examples. 5
b) How does entrepreneurs help economic development of a country? 5

Q.2 The first step in the creative process is 'Idea Germination'. Explain the subsequent steps that follow. 10

Q.3 Plumy Mobile Solutions (PMS) has been a leader in the mobile handset industry for years. After technological advancement, many players entered the market and started to take up the sales share. PMS failed to understand the changing trends in the mobile phone and lost its market share majorly whereas Manchung Mobitech could understand the sensitivity to the environment factors which is crucial for an entrepreneur. How has the understanding of environment helped Manchung Mobitech? Explain. 10

Q.4 Aspiring entrepreneurs, no matter the industry or size of the business, create business budgets based on start-up costs. Describe the various heads covering all startup costs. 10

Q.5 Discuss the essential marketing strategies for any start up. 10

PART-B

Q.6 Entrepreneurs can avoid venture failures by managing known causes of failures which are under their control. Critically evaluate this statement. 10
End Semester Examination, May 2019
B. Tech. – Sixth Semester
SPANISH (HM-608)

Time: 1½ hrs. Max Marks: 50
Note: Attempt ALL questions. Marks are indicated against each question.

Q.1
a) Lee el texto siguiente y responde las preguntas.
   (Read the following text and respond to the questions.)
b) Traduce el texto siguiente en inglés.
   (Translate the following text in English.) 5x2


Responde: (Respond)
a) ¿Cuántos (how) años tiene Martin?

b) ¿Dónde vive (where does Martin live )Martin?

c) ¿Cuántos (how many) hermanos tiene Martin?

d) ¿A qué dedicas (What does his father do) su Papa?

e) Busca (find) dos verbos del texto y hace frase para cada uno.(Find two verbs from the text and make sentence from each 1.)

Q.2 Completa con la forma adecuada de los verbos:
(Complete with the appropriate form of AR,ER and IR ending verbs)
a) Ustedes ___________(escribir) español
b) Mi mama __________ (cocinar) la comida.
c) Nosotros __________ (viajar) a Londres.
d) Yo ___________ (aprender) lengua extranjera.
e) Juan y Pedro __________(vivir) en Delhi. 5

Q.3 Completa con la forma adecuada de ‘SER y ESTAR’
(Complete with the appropriate form of Ser and Estar)

a) María _______ Ingeniera
b) El gato _______ en la silla (chair)
c) Yo _______ contento (happy)
d) Ana y Pedro _______ amigos de Juan
e) Tu _______ contento pero yo _______ triste (sad)
f) Ustedes _______ medicos (doctor)
g) Ella _______ en la cocina (kitchen)
h) Nosotros _______ contentos
i) Mi primo _______ Ingeniero
j) Juan y Pedro _______ mis amigos

Q.4 Escribe en español.
(Write numbers in Spanish.)
a) 25+56=81
b) 65+19=84
c) 77+15=92
d) 15
e) 22

Q.5 Escribe las conjugaciones de los verbos siguientes.
(Write the conjugations of the following verbs)

<table>
<thead>
<tr>
<th>Personal pronoun</th>
<th>Ser</th>
<th>Hablar</th>
<th>Comer</th>
<th>Estar</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

Q.6 Describe a tu madre/ padre en 10 lines.
(Describe your mother or father in 10 lines)
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

10
Q.1 Ergänzen Sie die Tabelle:
(Complete the given table)

<table>
<thead>
<tr>
<th>Personal Pronomen</th>
<th>kaufen</th>
<th>lernen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ich</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Er/sie/es</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wir</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ihr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Du</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sie/sie</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10

Q.2 Schreiben Sie die bestimmter Artikel:
(Write definite article for the following words)

a) ___________ Computer
b) ___________ Tee.
c) ___________ Heft.
d) ___________ Wörterbuch.
e) ___________ Lampe.
f) ___________ Overhead-Projektor.
g) ___________ Schwamm.
h) ___________ Orangensaft.
i) ___________ Cola
j) ___________ CD Player.

1×10

Q.3 Ergänzen Sie.
(Conjugate verb „haben” in the following sentences)

a) Markus ___________ Geburtstag.
b) Frau Maria und Frau Schmidt ___________ Urlaub (vacations).
c) Ich ___________ eine schöne Tasche.
d) ___________ ihr Radiergummi?
e) Wir ___________ einen Grillparty?

1×5

Q.4 Ergänzen Sie.
(Conjugate verb „sein” in the following sentences)

a) Wir ___________ beste Freundin seit der Kindheit.
b) ___________ Ihr nette Kollegin/nen?
c) Leider ___________ ich krank.
d) ___________ du im Unterricht?
e) Sie ___________ im Unterricht.

1×5

Q.5 Schreiben Sie die Zeit:

<table>
<thead>
<tr>
<th>Nummer</th>
<th>Offiziel Zeit</th>
<th>Inoffiziel Zeit</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:10 Uhr</td>
<td></td>
<td></td>
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<tr>
<td>05:15 Uhr</td>
<td></td>
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<tr>
<td>12:30 Uhr</td>
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</tr>
</tbody>
</table>
Q.6 Schreiben Sie über Ihre Familie

Oder

Schreiben Sie über Ihre Wohnung

________________________________________________________________________
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10
Q.1 Lisez la passage et répondez les questions:
(Read the text and complete the questions)

Je m’appelle Jessica.

Aujourd’hui, on est samedi, nous rendons visite à notre grand-mère. Elle a 84 ans et elle habite à Antibes. J’adore ma grand-mère, elle est très gentille. Elle fait de bons gâteaux.


a) Quel âge a Jessica ?
   i) 12
   ii) 13
   iii) 16
   iv) 9

b) Combien de frères a Jessica?
   i) 1
   ii) 2
   iii) 3
   iv) 4

c) Quelles sont les langues que Jessica parle?
   i) Seulement le français.
   ii) L’espagnol et l’anglais.
   iii) L’anglais
   iv) Le français, l’italien et l’allemand.

d) Où est-ce que Jessica et sa famille ont l’intention d’aller aujourd’hui?
   i) La plage
   ii) Le cinéma
   iii) Rendre visite à leur grand-mère
   iv) À l’école

e) Quelle est la matière préférée de Jessica à l’école?
   i) L’allemand
   ii) Les maths
   iii) La science
   iv) Le sports et le français

Q.2 Completez le tableau:
(Complete the table)

<table>
<thead>
<tr>
<th>S. No</th>
<th>ENGLISH</th>
<th>MASCULINE</th>
<th>FEMININE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Judge</td>
<td>Le juge</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Advocate</td>
<td>L’avocate</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Director</td>
<td>La directrice</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Doctor</td>
<td>Le médecin</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Journalist</td>
<td>Le journaliste</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Singer</td>
<td>La chanteuse</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Actor</td>
<td>L’acteur</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Professor</td>
<td>Le professeur</td>
<td></td>
</tr>
</tbody>
</table>

Q.3 Traduisez en anglais:
(Translate into English)
a) It’s beautiful: _______________________________________.
b) It snows: _______________________________________.
c) It’s Cold: _______________________________________.
d) It rains: _______________________________________.
e) It’s hot: _______________________________________.
f) It’s sunny: _______________________________________. 1×6

Q.4 Complètez avec les adjectifs possessifs:
(Complete with adjective possessive)
a) Il va au cinéma avec __________ sœur, __________ frère et __________ Parents.
b) Nous sommes dans __________ classe.
c) Je regarde __________ professeur.
d) Ils vont chez __________ cousins. 1×6

Q.5 Écrivez le contraire:
(Write the opposites of these adjectives)
a) Bête × ______________________________
b) Gros × ______________________________
c) Laide × ______________________________
d) Content × __________________________
e) Petit × ______________________________
f) Bonne × ______________________________ 1×6

Q.6 Complètez les blancs avec les prépositions :
(Complete the blanks with prepositions)
a) La voiture est __________ la maison (Infront of).
b) J’habite __________ l’école (Near by)
c) L’hôpital est __________ de la piscine (On the left)
d) L’oiseau __________ de la table (On)
e) Les livres sont __________ la table (Under) 1×5

Q.7 Conjuguez les verbes suivants:
(Conjugate the verbs)
a) Tu ___________ la tante. (AIDER)
b) Je ___________ une chanson. (CHANTER)
c) Nous ___________ la robe rouge. (VISITER)
d) Vous ___________ de la musique. (ÉCOUTER)
e) Nous ___________ le musée. (CHERCHER)
f) Elles ___________ la robe. (AIMER)
g) Je ___________ la porte. (FERMER)
h) Clara ___________ ses poches. (REGARDER)
i) Il ___________ bien. (DANSER) 1×9
**End Semester Examination, May 2019**
B.Sc. (Hotel and Hospitality Administration) – Second Semester
**FOOD AND BEVERAGE PRODUCTION II (BHHA-2-211)**

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

Note: *All sections are mandatory. Part A and Part C is compulsory. Attempt any Six questions from Part B.*

**PART-A**

Q.1 *Write the meaning of the following:*
   a) Navrin  
   b) Npper  
   c) Poutet.  
   d) Poisson  
   e) Promage  
   f) Zest  
   g) Zuppa  
   h) Alla orly  
   i) Cloute  
   j)  

2x10

**PART-B**

Q.2 Classify fish with a well labeled flow chart.  

10

Q.3 List and describe various cuts of fish.  

10

Q.4 Write about cream, its processing its types.  

10

Q.5 How do we cook rice, cereals and pulses? What are the effects of heat on the same?  

10

Q.6 Draw a well labeled layout of service and wash up area.  

10

Q.7 Draw a well labeled diagram of pork cuts.  

10

Q.8 How many types of butter are there? Describe its processing.  

10

**PART-C**

Q.9 Write about the functions of every ingredient in bread making.  

10

Q.10 Draw structure of wheat label it.  

10

Q.11 What are pastries? How many types of pastries are there? Write about them in detail.  

10
End Semester Examination, May 2019
B.Sc. (Hotel and Hospitality Administration) – Second Semester
FOOD AND BEVERAGE PRODUCTION II (BHHA-2-211)

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

Note: All sections are mandatory. Part A and Part C is compulsory. Attempt any Six questions from Part B.

PART-A

Q.1 Write the meaning of the following:
   a) Navrin
   b) Npper
   c) Poutet.
   d) Poisson
   e) Promage
   f) Zest
   g) Zuppa
   h) Alla orly
   i) Cloute
   j) Canape

PART-B

Q.2 Classify fish with a well labeled flow chart.
   10
Q.3 List and describe various cuts of fish.
   10
Q.4 Write about cream, its processing its types.
   10
Q.5 How do we cook rice, cereals and pulses? What are the effects of heat on the same?
   10
Q.6 Draw a well labeled layout of service and wash up area.
   10
Q.7 Draw a well labeled diagram of pork cuts.
   10
Q.8 How many types of butter are there? Describe its processing.
   10

PART-C

Q.9 Write about the functions of every ingredient in bread making.
   10
Q.10 Draw structure of wheat label it.
   10
Q.11 What are pastries? How many types of pastries are there? Write about them in detail.
   10
Q.1 Fundamental analysis and valuation of the firm can be leading to the decision making regarding the investments in the firm or not, but it’s the stages of the firm and the industry that decides the future of the firm. Comment on the basis of capital budgeting techniques and risk management.

Q.2 Discuss (any two) of the following:
   a) Cost of capital and capital structure are independent
   b) Cash dividend and bonus share
   c) Dividend and interest payment

Q.3 Capital structure of Ms. ABC Ltd as on March 31, 2018 is as under:
   Share capital S(Share of Rs.10 each) Rs.200 lakh
   Reserves & surplus Rs.1800 lakh
   15% Debetures Rs.2000 lakh
   The company reported profit-after tax for the year Rs.1000 lakh

Knowing that you have successfully completed MBA from a prestigious institute in north India, you are asked to advise regarding declaration of Dividend for the year under the following three alternative situations:
   a) Company has a profitable investment plan, or
   b) Shareholders comprise mainly Pensioners, or
   c) Company does not have any profitable investment proposal.
   d) Justify your recommendations.

Q.4 Differentiate between (any two):
   a) Hostile Takeovers and mergers and Acquisitions.
   b) Debt Restructuring and operational restructuring.
   c) Operating lease and financial lease.

Q.5 Why are no single working capital investment and financial policy necessarily optimal for all firms? What additional factors need to be considered in establishing a working capital policy?

PART-B

Q.6 Corporate restricting details of ABC Systems Ltd. Are given as it is preparing to acquire the Systems ltd considering the following data with additional given information you are required to compare the increase/decrease in value resulting from this merger for both the companies:

<p>| ABC Systems (in Rs.) | Systems Ltd (in Rs.) |</p>
<table>
<thead>
<tr>
<th></th>
<th>10,00,000</th>
<th>6,00,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earning per share</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Dividend per share</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Share price</td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>Number of shares</td>
<td>10,00,000</td>
<td>6,00,000</td>
</tr>
</tbody>
</table>

Further, investigation lead you to estimate that investors currently expect a steady compounded growth of about 10% each year in System Ltd earnings and dividends. Under ABC Systems Limited control this growth should increase to about 100% each year, without any additional capital investment and without any change in the riskiness of operations. Given share price = dividend/cost of equity - growth.
End Semester Examination, May 2019  
MBA — Fourth Semester  
EXECUTIVE COMPENSATION AND WAGE ADMINISTRATION  
(MBA-453-2)

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 What is the importance of compensation management for HR department of a company having over a 1000 employees on its rolls? Discuss some of the important criteria for developing a suitable compensation structure for a midsized business company. 10

Q.2 What are various hard and soft components of compensation? Discuss some of the basic objectives of salary and wage administration. 10

Q.3 Write short notes on (any four) of the following:  
a) Minimum wage.  
b) Payment of bonus act.  
c) Fringe benefits.  
d) Pay commissions.  
e) Time v/s Piece wage payment system.  
5×2

Q.4 What is the importance of pay surveys in maintaining external equity in wage administration? What are some of the prerequisites for conducting such pay surveys? 10

Q.5 What is meant by “Performance Related Compensation”? Discuss about the role of Performance management System (PMS) in developing an ideal compensation system. 10

**PART-B**

Q.6 What are important objectives of job evaluation? Discuss some of the important methods / procedures involved in this process. 10
End Semester Examination, May 2019  
MBA – Second Semester  
STRATEGIC MANAGEMENT (MBA-207)

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.

Q.1 Strategic is about achieving a sustainable competitive advantage. Discuss.  

Q.2 Explain in detail the strategic management framework.  

Q.3 What is the role of PEST analysis in monitoring the external environment?  

Q.4 What are the generic competitive strategies employed by organizations?  

Q.5 Explain the key components of the 75 framework.  

**PART-B**

Case Study:

Home sale data is that rare economic indicator that’s refusing to improve-832.09 million sq.ft. of unsold inventory as on end-December and 8% fall in sales for the quarter ending. December, according to figures from property research firm Liases Foras. Investors who had bet on handsome resale margins are struck with unsold apartments. Some of them are willing to sell apartments at below current market prices.

Deepak Parekh, Chairman of HDFC and a man who’s witnessed many housing booms and busts, says “it’s a buyers’ market now” Ashwin Chawla, CEO of BigDeals .in, explains why realty majors are somewhat desperate. “Developers are stressed in terms of sales. They need to show bookings to even raise construction finance, ”Chawla said. Yashwant Dalal, president of Estate Agents Association of India, says developers are offering brokers bigger incentives but the problem is the lack of buyers. “In this kind of market, builders have no option but to lure buyers with incentives and offers Dalal says (except from a report in the Economic Times, Feb 15, 2-15).

Q.6 You are the CEO at one of the leading real estate company in Delhi NCR with projects spread over Noida, Ghaziabad and Gurgaon. Your company’s shareholders have pressed the panic button your inventories have piled up and macro-economic indicators are unlikely to get any better too soon. Considering the business environment, develop a strategy that can help your company in clearing the inventory and build confidence in the shareholder.
End Semester Examination, May 2019
PGDARP – Second Semester
CORPORATE COMMUNICATION: CONCEPTS, POLICIES AND
STRATEGIES (PGD-APR-201)

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. Marks are indicated against each question.

Q.1 Attempt (any five) short notes from this section. Be specific.
   a) Brand trap.
   b) Spider web model of measuring corporate identity.
   c) Mission statement.
   d) Stakeholder communication.
   e) Elements of corporate communication plan.
   f) Crisis communication.
   g) Investor relations. 2×5

PART-A

Q.2 How important is speed of response rate in a digital world, particularly when an organization is facing a crisis? 10

Q.3 Discuss brand identity prism with suitable case study. 10

Q.4 Who in your view are the various stakeholders for Corporate Communication? Discuss in detail. 10

PART-B

Q.5 Read the case study thoroughly and then answer the question.
Bengaluru-based Mindtree has made headlines after one of its investors, the owner of coffee chain CafeS Coffee Day (CCD), VG Siddhartha, struck a deal to sell his 20.32% stake in the company to Indian engineering giant Larsen & Toubro (L&T). The decision did not go down well with co-founders Krishnakumar Natarajan, Subroto Bagchi, Parthasarathy NS, and CEO Rostow Ravanan, who deemed the hostile takeover “a grave threat” to the 20-year-old organisation. Besides opposing the deal on Twitter, the co-founders called a press conference to express their disapproval, with Natrajan calling it “corporate India’s #MeToo moment.” They asked several sentimental questions to L & T, including, “If you persist in what you are doing, you will be forever remembered for this. Is this how you want to set an example?” and “what message are you giving to all startups in the country?”

Question:
As corporate communication executive what would have been your strategy and what Tools and techniques of Media Relations you would use to evade this hostile takeover? 10

Q.6 Define ‘CSR’. How it is similar or different from corporate citizenship, sponsorship and corporate philanthropy? 10
Q.7 Why is it challenging and at the same time necessary to constantly maintain a positive reputation in the digital age?
Q.1 Answer the following questions:
   a) What is TAM?
   b) What is BARC?
   c) What is media vehicle?
   d) What do you understand by AdEx?
   e) Difference between online and offline media planning?  

   PART-A

Q.2 What do you understand by Media Plan? Define the role of media agencies in accomplishing media planning for a particular product.  

Q.3 Enumerate different media planning strategies for urban and rural areas with varied demographic and psychographic dimensions?  

Q.4 Briefly explain all the steps involved in media planning objectives formulation.  

PART-B

Q.5 Explain Bill Harvey's expansion and Recency models of Media Planning with suitable examples?  

Q.6 What are the steps involved in media buying for a brand? Explain with examples.  

Q.7 What is CPRP in media budget and calculate the CPRP in the below mentioned table.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Spots</th>
<th>Seconds</th>
<th>Investment</th>
<th>GRPs</th>
<th>Channel CPRP</th>
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</table>

Table - 1

Average Plan CPRP: 35186800  

10
End Semester Examination, May 2019
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) Global distribution system.
   b) Mean plans.
   c) PMS.
   d) Cut off policy for reservations.
   e) High Balance Report.
   f) Feedback process.
   g) Express check-out.
   h) Hotel packages.
   i) Bouncing a guest.
   j) Up-grading a guest.  2x10

PART-B

Q.2 The usage of Revenue Management practices in hotel operations has considerably improved the financial performance of the hotels. Discuss and explain any five tactics that the hotel uses for revenue optimization.  6

Q.3 What is meant by PMS? Discuss the different features of PMS operations used by the hotel from office department for their day to day activities.  6

Q.4 Explain the concept of 'Overbooking'. What are the risks associated with this management practice? Also discuss the advantages it gives to the from office department.  6

Q.5 "Room is the most perishable commodity in the hotel", discuss the statement with suitable explanations.  6

Q.6 What are the various customized services that the from office department offers to the guest? Discuss in detail any two.  6

Q.7 Explain the role of From Office Manager in evaluating, forecasting and planning to improve the business of hotel.  6
End Semester Examination, May 2019
B. Sc. (Hospitality and Hotel Administration) — Fourth Semester
FOOD AND BEVERAGE PRODUCTION-IV (BHHA-411)

Time: 3 hrs.  Max Marks: 50
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 Define the following terms:
   a) Crepinette.
   b) Roulard.
   c) Gorgonzola.
   d) Mousse.
   e) Purfaiit.
   f) Blood worst.
   g) Flank fort.
   h) Navrin.
   i) Napper.
   j) Offals.

1×10

PART-B

Q.2 What is ham, bacon and gammon? What are the differences between them? What is green bacon? 5

Q.3 Write in detail about Chinese cuisine. 5

Q.4 What is chocolate and tempering of chocolate? How it is manufactured? 5

Q.5 Write in detail about Mexican cuisine. 5

Q.6 What is forcemeat? How many types of forcemeats are there, write about them in detail? 5

Q.7 Write in detail about cake faults. 5

Q.8 What are sausages? How they are made? What precautions should we take while handling natural casings? 5

Q.9 Differentiate between “Aspic Gelee and Aspic Jelly”. 5

Q.10 What is larder? What are the duties and responsibilities of larder chef? 5
End Semester Examination, May 2019
MBA – Second Semester
PRODUCTION AND OPERATIONS MANAGEMENT (MBA-205)

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.

Q.1 “Production and operations management are used by the firms to have an edge over other competitive firms”. Discuss with effective utilization of production planning and operations management. 10

Q.2 “Market demand of products is not constant, so the requirement of raw material, hence a production manager had to have a proper material planning and management so that the sales and profit of the firm don’t get disturbed” Explain with suitable examples. 10

Q.3 “Layout plan and location of the production and distribution are amongst the most important strategic decision of the company’s management”. Explain this while considering for the set up a new plant. 10

Q.4 “Manufacturing process should be taken care by the use of supervised and controlled systems” Discuss with the help of statistical process control. 10

Q.5 Japanese industries and Practitioner’s had contributed towards the development of Production and Operations management, explain with the help of few practices with examples in support of your answer. 10

PART-B

Q.6 Discuss how the PERT diagram and Critical Path methods are adopted by the firms in decision making. 10
End Semester Examination, May 2019
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 in detail breach of contract. 10

Q.2 Explain different kinds of meetings. Also explain the requisites of a valid general meeting. 10

Q.3 Define “Partnership”. Also discuss the rights and liabilities of the partners on the dissolution of the firm. 10

Q.4 Explain the following:
   a) Digital signature.
   b) Negotiable instruments. 5×2

Q.5 What do you understand by caveat emptor under the sale of goods act 1930? What are the exceptions to this rule? 10

PART-B

Q.6 a) A duly posts letter of acceptance to B. But the letter is lost in transit by the negligence of the post office. What effect, if any does this have on the formation of the contract? 5

b) P was appointed principal of a school. One of the members of the governing body privately informed P that he had been appointed principal. But no official communication was sent to P by the governing body. Later the governing body did not appoint P as the principal. P filed a suit against the governing body to claim damages. Advise him giving full reasons as to whether he would succeed? 5
End Semester Examination, May 2019
MBA – Fourth Semester
EVENTS – LAWS, LICENCES 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 the permissions required for an open ground event. 10
Q.2 Explain the following: Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL). 10
Q.3 Explain registration of establishment in shop and establishment act. 10
Q.4 How are service tax implemented on event management services? 10
Q.5 Explain the classification of contracts according to Indian Contract Act 1872? 10

PART-B

Q.6 You have been hired by Tanishq to organize a Jewelry Mela for which you have to make a proposal and present to the management along with legal permission that are to be taken before the event? Explain what kind of permissions are required in detail. 10
End Semester Examination, May 2019  
MBA – Fourth Semester  
CONSUMER BEHAVIOUR (MBA-451-1)  

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.** Each question carries equal marks.  

**PART-A**  

Q.1 Explain Engle, Blackwell and Miniard model of Consumer Behaviour with suitable example.  

10  

Q.2 Write short notes:  
   a) Consumer motivation  
   b) Fast food restaurant  

5×2  

Q.3 How can the principles (a) classical conditioning and (b) instrumental conditioning be applied to the development of marketing strategies?  

10  

Q.4 Explain the various individual and group factors that influence a customers’ decision to buy for the following product/services? Explain your answer with reason(s).  
   a) Household furniture  
   b) Fast food restaurant  

10  

Q.5 How does reference group influence very over product categories? What type of reference group influence can you expect for the following products and why?  
   i) Clothing  
   ii) Bread  

5×2  

**PART-B**  

For years, people believed that children learn and often imitate what they see on TV and expressed concern regarding the negative impact of TV on children’s behavior. Increases in violent crime have been partially attributed to the once-widespread depiction of sex and violence on TV, and as a result, TV programmers have curtailed showing such behaviours. Now, may attribute the growing rates of obesity and associated illness among children and teenagers to the over consumption of high calorie and high-fat foods that, these critiques claim, are the best result of heavy promotion of foods to children on which advertisers spend about $10 billion a year and in which most of the items advertised are high in fat and sugar but low in nutrition. In fact, several countries have already either banned advertising food to children or restricted it. Several influential consumer advocacy groups have called for restricting the advertising of ‘junk foods’ on TV, in movie placements and tie-ins, and in schools, and it appears likely that a bill will be introduced. In addition, several individuals sued the food companies for causing them obesity or obesity-related health problems.  

Recognizing these concerns and facing legal restriction on their advertising to children, some fast-food companies eliminated the "super size" servings from their menus, started offering and advertising more vegetable and food products, and began stressing the importance of physical activity in their commercials. The marketers of major brand of soft drinks, voluntarily, stopped marketing full-calorie carbonated drinks in elementary schools and are developing healthier soft drinks. Food and restaurant companies are also pursuing legislation that will prevent consumers from suing them on
the grounds that long-term consumption of their foods resulted in health problems. It is obvious that marketing foods to children has some negative results that concern society and that these concerns will result in changes, voluntary or mandated, in the ways food companies target the young. Question:

Q.6 Some maintain that it is strictly up to parents to determine what their children eat and educate them about eating, and, therefore, food marketers should not be blamed for the increases in children's obesity and advertising of foods to children must not be regulated. Others say that parents who are trying to get their children to eat right cannot effectively compete with the heavy advertising of foods to the children and the widespread presence of "junk foods" and that children are likely to pick up bad eating habits regardless of what their parents might try and teach them. Therefore, the advertising of foods to children must be regulated. Which position do you agree with and why?
End Semester Examination, May 2019  
B. Sc. (Hospitality and Hotel Administration) — Second Semester  
FRONT OFFICE THEORY-II (BHHA-2-213)

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

Note: Attempt EIGHT 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 Define the following terms:  
a) Guest feedback cards.  
b) Express check-in.  
c) Meal plans.  
d) Bouncing a guest.  
e) Up-selling.  
f) Corporate rate.  
g) Stay over.  
h) Cut off date.  
i) Walk in guest.  
j) Rooming the guest.  

2×10

PART-B

Q.2 Explain the purpose and importance of maintaining guest history in a five star hotel.  

10

Q.3 Explain the importance of reservation in a hotel. List all possible sources of reservations.  

10

Q.4 What important conversations happen between the hotel and the guest during the registration process? Give the format of a guest registration card.  

10

Q.5 List and explain the activities in a sequential manner that happens in the arrival stage of guest cycle.  

10

Q.6 Give A detailed S.O.P. followed during the process of guest departure in a five star hotel.  

10

Q.7 Reservation made by a guest in a five star hotel can be of many types. Discuss.  

10

Q.8 List and explain all communications that happen between front office and housekeeping department across each and every stage of a guest cycle.  

10

PART-C

Q.9 Executing a guest check in is a process that requires alertness and presence of mind. Discuss in details at least four errors that happen during the check in process, along with the precautions necessary to avoid their occurrence.  

20

Q.10 Post-departure stage of guest cycle is very crucial to ensure that the guest visits your hotel again. Elaborate this statement giving suitable examples and activities that, the hotel undertakes to ensure guests repeat visit.  

20
End Semester Examination, May 2019
MBA — Second Semester
RESEARCH METHODOLOGY (MBA-203)

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

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

PART-A

Q.1 A restaurant in your city wants to ascertain the image it has in the minds of its customers. Develop a “marketing research proposal” by discussing each stage of research process. 10

Q.2 Explain different methods of data collection. “Primary data should be collected only when suitable secondary data is not available” Discuss the statement. 10

Q.3 Explain in detail the rationale behind selecting various types of research approaches in business management. 10

Q.4 Qualitative research must not be conducted in situations where obtaining quantitative data is the ultimate objective.” Discuss the statement. 10

Q.5 Write short notes on (any two) of the following:
a) Random sampling.
b) Observation as a method of data collection.
c) Report writing. 5x2

PART-B

Trent Eating Association (TEA) operates a chain of restaurants in eight communities of similar size and population characteristics. TEA currently has the image of a high-class restaurant chain serving excellent food at premium prices. Its president is wondering whether a 15 percent reduction in prices of all menu items would hurt or help sales revenues and profits. Assume a marketing research study is to be conducted in this situation and necessary data is to be gathered through questionnaire.

Q.6 Design a questionnaire to collect data for the study. 10
End Semester Examination, May 2019
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. Marks are indicated against each question.

**PART-A**

Q.1 What are the main benefits that a company selling software could derive by creating a website? What actions should e-commerce managers take to safeguard consumer privacy and security while visiting websites? 10

Q.2 Many experts agree that mobile marketing will become to be dominant type of digital marketing. Explain the challenges that marketers as well as consumers would face with mobile marketing. What steps can be taken to become by companies to become more effective at mobile marketing? 10

Q.3 Internet offers many technologies that can help in managing closer relationship with customers. Describe the various techniques utilized by companies for enhanced CRM. 10

Q.4 Explain the various parameters which can be utilized by an organization to measure their website effectiveness? Why it is important to measure the website effectiveness for a company? 10

Q.5 Explain any five online promotion techniques that can be used to increase market penetration and create new markets. 10

**PART-B**

‘Village Darbar’, an online marketplace offering Indian product specializing in handmade items. The founder of company, Ramesh Lulla (Ramesh) is very passionate about bringing the true Indian art from villages to urban cities and empower local artisans to grow their business across India. Ramesh was of the opinion that through online advertising platforms Village Darbar would be able to build brand awareness and credibility, enabling local artisans to grow their business by 10-folds. He aimed to make Village Darbar a one-stop-shop for all Indian handmade products across India.

Q6. Describe to Ramesh which mediums among online sites could help his business scale up as well as increase brand awareness about his products. 10
End Semester Examination, May 2019  
B. Sc. (Hospitality and Hotel Administration) — Second Semester  
FOOD AND BEVERAGE SERVICE-II (BHHA-2-212)

Time: 3 hrs.  
Max Marks: 100  
No. of pages: 1  
Note: Attempt NINE 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 Give the food accompaniments for the following dishes:  
a) Roast turkey.  
b) Mellon.  
c) Cheese.  
d) Caviar.  
e) Minestrone soup.  

Q.2 Fill in the blanks:  
a) Pre-plated food is served from ________ side.  
b) Diameter of a large plate _________.  
c) Silver service is also known as _________.  
d) Flavored ice/cigars come under which course _________.  
e) B & B plate is also known as _________.  

PART-B

Q.3 a) Discuss the objectives of menu planning.  
b) Differentiate between a la carte and table d hote menu.  

Q.4 Enlist and explain different types of trolleys used in food and beverage of service of a 5 star hotel.  

Q.5 Write short notes on the following:  
a) Mise-en-scene.  
b) Mise-en-place.  

Q.6 Discuss different types of meals served with suitable examples.  

Q.7 What are the opening and closing duties of a restaurant?  

Q.8 Explain the triplicate checking system followed in sale control in detail.  

Q.9 Briefly explain the guest cycle of a restaurant from receiving till its departure.  

PART-C

Q.10 Enlist and explain the courses of 17 course French classical menu by providing two examples of classical dishes from each course.  

Q.11 a) Classify cigars according to the colour of their wrapper.  
b) Discuss about the care and storage of cigars.
End Semester Examination, May 2019
B. Sc. (Hospitality and Hotel Administration) — Fourth Semester
ROOMS DIVISION THEORY-IV (BHHA-413)

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 Define **(any ten)** of the following:
   a) Retention charge.
   b) Over stay.
   c) Black list.
   d) Skipper.
   e) Wash factor.
   f) First aid.
   g) Crime prevention.
   h) Renovation.
   i) Time and motion study.
   j) Millennials.
   k) Refurbishment.
   l) Remedial training.

2×10

**PART-B**

Q.2 State the information required for developing room forecast in a hotel. State the information required for developing room forecast in a hotel. 6

Q.3 Differentiate between the following giving suitable examples
   a) RevPAR and ADR.
   b) Rack rate and Special rate. 3×2

Q.4 “Applying yield management improves the co-ordination between front office and sales department”. Justify. 6

Q.5 Discuss the tactics a hotel will adopt during the low demand period. 6

Q.6 What are the different types of housekeeping budgeting expenses? Explain in detail. 6

Q.7 Explain the importance of applying ergonomic principles in housekeeping? 6

Q.8 Discuss the changing role of professional housekeeper in hotel establishments. 6

Q.9 How the labour costs can be reduced with technology in the hotel industry? 6
End Semester Examination, May 2019
MBA – Second Semester
MANAGING SUSTAINABLE DEVELOPMENT (MBA-210)

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 roles played by Environmental Impact Assessment (EIA) in ensuring environmental sustainable development. 10

Q.2 Explain three policy measures put in place by Indian government to promote sustainable development in cities. 10

Q.3 Explain three pillars of sustainability and their relevance. 10

Q.4 Explain which community participation in socio-economic and environmental development can be enhanced for achieving sustainability. 10

Q.5 “We can create more sustainable, safer and clean world by making wiser energy choices” explain the importance of this quote. 10

**PART-B**

Q.6 Densely populated areas in our country are suffering with a major problem of solid waste and waste water management. Relate this situation with the current situation of your state and explain three methods each for solid waste and waste water management problems. 10
End Semester Examination, May 2019
B.Sc. (Hospitality & Hotel Administration) – Second Semester
HOUSEKEEPING-II (BHHA-2-214)

Time: 3 hrs.  
Max Marks: 100
Note: Attempt TEN questions in all; PART-A and PART-C is compulsory. Attempt any SIX questions from Part-B. Marks are indicated against each question.

PART-A

Q.1  Write the usage of following Taski Cleaning agents:

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Expand the words and give the meaning of the (any six) terms:

a) CFL
b) HVAC
c) GRA
d) 3 Rs’ of environmental conservation.
e) SOP
f) OSHA
g) IPM and STP

2×6

PART-B

Q.2  Explain lost and found procedure followed in the housekeeping department of a hotel. 10

Q.3  Explain the role of computerized key cards in a hotel. 10

Q.4  Give the step by step procedure of room cleaning followed by GRA’s. 10

Q.5  Elaborate the procedure of bed making. 10

Q.6  Write a note on environment-friendly housekeeping. 10

Q.7  Discuss the documentation maintained by the Housekeeping control desk. 10

Q.8  Explain waste disposal. In what ways can ecotels manage the waste generated on their premises? 10

Q.9  What is meant by water conservation? Discuss methods that may be adopted by eco-sensitive hotels for water conservation. 10

Q.10 What are pests? Why is their control important? Discuss areas of pest infestation in a hotel and preventive measures. 10

Q.11 Draw the layout for the following:
   a) Format of an accident book.
b) Room occupancy report.
c) Lost and found register.
d) Call register/guest message register.

PART-C

Q.12 Discuss the importance and role of the housekeeping control desk. Explain the role of the control desk in coordination with the front office and maintenance department.

OR

Converse the risk factor analysis; work simplification and application of ergonomics in housekeeping operations.

20
End Semester Examination, May 2019
MBA – Fourth Semester
EVENTS-LAWS, LICENCES 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 the permissions required for an open ground event. 10

Q.2 Explain the following: Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL). 10

Q.3 Explain registration of establishment in shop and establishment act. 10

Q.4 Explain in detail about Phonographic Performing License (PPL). 10

Q.5 Write a note on how service taxes are imposed for event management services? 10

PART-B

Q.6 You have been hired by ABC event Management Company for organizing a 3 day event (24X3) 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 license permissions would be required for the event? 10
End Semester Examination, May 2019
Master of Business Administration – Second Semester
ENTREPRENEURSHIP (MBA-206)

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

Note: Attempt any 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 impact does entrepreneurship have on your national and regional economy and why entrepreneurship is important for India? Does entrepreneurship also have any disadvantages? 10

Q.2 What are the various sources of Business Ideas? Discuss the various methods of generating Business Ideas. 10

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

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

Q.5 Discuss the growth and exit strategies available to an entrepreneur. 10

PART-B

Q.6 What are the elements of a business plan? Write a brief sample plan for a new product idea which you are about to launch in Haryana. 10
End Semester Examination, May 2019  
MBA – Fourth Semester  
EVENT LOGISTICS MANAGEMENT (MBA-459-1)

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 ‘An event programme is considered successful if it has no surprises on the day of the event and at final reconciliation, and exceeds event objectives.’ Based on this statement, explain the meaning and importance of event logistics as a discipline.  
10

Q.2 Why is protocol important for an event? What are the event elements where protocol needs to be managed? Explain with examples.  
10

Q.3 XYZ Corporation is planning an event to felicitate its high performing channel partners all over India. The event shall be held in India. Outline the considerations for deciding the time and location for the event.  
10

Q.4 Give examples and discuss the strategies for ‘greening of events’.  
10

Q.5 Write short notes on (any two) of the following:  
a) Virtual events.  
b) Functional spaces at event venues.  
c) Types of event objectives.  
5×2

PART-B

Q.6 Based on the picture given below, answer the following questions:  
a) Discuss the logistics requirements which need to be arranged for a summit and an expo.  
b) If the given picture is an advertisement, what is the objective of the communication message in it?  
5
Q.1 Answer the following:
   a) Discuss nature of management.
   b) Problems of layout.
   c) Draw a BIN card.
   d) Importance of industrial relations.  

   **PART-A**

Q.2 Define ‘management’. Discuss the controlling process with the help of a diagram.  

Q.3 Define ‘plant layout’. Discuss the types of layout with the help of a diagram.  

Q.4 Discuss various types of associated charts along with method studies.  

   **PART-B**

Q.5 Discuss EOQ analysis with the associated costs with inventory management.  

Q.6 Discuss the scope of employee welfare.  

Q.7 What is TQM? Discuss TQM in detail.
End Semester Examination, May 2019
PGD (APR) – Second Semester
CREATIVITY AND CAMPAIGN PLANNING (PGDAPR-203)

Time: 2 hrs. Max Marks: 50
No. of pages: 1

Note: Attempt FIVE questions in all; Q1 is compulsory. Attempt any TWO questions from PART-A and any TWO from PART-B. Marks are indicated against each question.

Q.1 Answer the following questions:
a) Explain Gestalt theory of design.
b) Explain Public Service Advertising
c) What are primary colours
d) To which language group Sanskrit belongs to and what are the sister languages of Sanskrit?
e) Code Mixing and Code Switching.

PART-A

Q.2 A message has to have an ‘appeal’ in order to get the desired response from the target audience. Explain your answer in the context of various appeals used by creative directors in creating advertising messages.

Q.3 Discuss the role and contribution of advertising legends David Ogilvy and William Bernbach.

Q.4 What is an advertising strategy? Describe stages of strategy planning.

PART-B

Q.5 Advertising is incomplete without colour and every colour has a psychology. Explain the psychology behind RED, BLACK and WHITE colours.

Q.6 How do you define semiotics? Explain various domains of semiotics in the form of tree diagram.

Q.7 Write short notes on the following:
a) Indo-Aryan language and geographical distribution
b) Language change and factors responsible for it.
c) Genetic classification of indo-European languages.
End Semester Examination, May 2019  
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)

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Q1. In how many ways can the letters of the word 'LEADER' be arranged?  
a) 72  
b) 144  
c) 360  
d) 720

Q2. A committee of 5 persons is to be formed from 6 men and 4 women. In how many ways can this be done when at least 2 women are included?  
a) 196  
b) 186  
c) 190  
d) 200

Q3. How many lines can you draw using 3 non collinear (not in a single line) points A, B and C on a plane?  
a) 3  
b) 6  
c) 2  
d) 4

Q4. A letter lock consists of three rings each marked with six different letters. The number of distinct unsuccessful attempts to open the lock is at the most?  
a) 215  
b) 268  
c) 254  
d) 216

Q5. How many 3 digit even numbers can be formed without repetition using the digits 1, 4, 3, 5, 8?  
a) 32  
b) 12  
c) 60  
d) 24

Q6. In a lottery, there are 10 prizes and 25 blanks. A lottery is drawn at random. What is the probability of getting a prize?  
a) 1/10  
b) 2/5  
c) 2/7  
d) 5/7

Q7. Three unbiased coins are tossed. What is the probability of getting at most two heads?  
a) 3/4  
b) 7/8  
c) 1/2  
d) 1/4

Q8. A man and his wife appear in an interview for two vacancies in the same post. The probability of husband's selection is (1/7) and the probability of wife's selection is (1/5). What is the probability that only one of them is selected?  
a) 2/7  
b) 1/7  
c) 3/4  
d) 4/5

Q9. Four dice are thrown simultaneously. Find the probability that all of them show the same face.  
a) 1/216  
b) 1/36  
c) 2/216  
d) 4/216

Q10. In a race, the odd favour of cars P, Q, R, S are 1:3, 1:4, 1:5 and 1:6 respectively. Find the probability that one of them wins the race.  
a) 319/420  
b) 27/111  
c) 114/121  
d) 231/420
Q11. Discover the co-ordinates of the centroid of \( \triangle ABC \) whose vertices are A (6, -2) and B (4, -3) and C (-1, -4).
a) -3,3  
b) 3,3  
c) 3,3  
d) -3,3

Q12. Find the area of triangle ABC whose vertices are A (10, -6), B (2, 5) and C (-1, 3).
a) 49/2 units\(^2\)  
b) 47/2 units\(^2\)  
c) 45/2 units\(^2\)  
d) 43/2 units\(^2\)

Q13. If the largest angle in a triangle is 70\(^{\circ}\), what is the least possible value of the smallest angle of the triangle?
a) 69\(^{\circ}\)  
b) 1\(^{\circ}\)  
c) 40\(^{\circ}\)  
d) 39\(^{\circ}\)

Q14. Each interior angle of a regular polygon is 120 degrees greater than each exterior angle. How many sides are there in the polygon?
a) 6  
b) 8  
c) 12  
d) 13

Q15. The percentage increase in the area of a rectangle, if each of its sides is increased by 20% is:
a) 40%  
b) 42%  
c) 44%  
d) 46%

Q16. The ratio between the perimeter and the breadth of a rectangle is 5 : 1. If the area of the rectangle is 216 cm\(^2\), what is the length of the rectangle?
a) 16 cm  
b) 18 cm  
c) 24 cm  
d) Data inadequate

Q17. A wire can be bent in the form of a circle of radius 56 cm. If it is bent in the form of a square, then its area will be:
a) 7744  
b) 8844  
c) 5544  
d) 4444

Q18. A hall is 15 m long and 12 m broad. If the sum of the areas of the floor and the ceiling is equal to the sum of the areas of four walls, the volume of the hall is:
a) 720  
b) 900  
c) 1200  
d) 1800

Q19. If radius and height of a cylinder increases by 20% and 15% respectively, then what is the % change in curved surface area?
a) 41%  
b) 38%  
c) 33%  
d) 44%

Q20. There is a cylinder circumscribing the hemisphere such that their bases are common. Find the ratio of their volumes.
a) 3 : 2  
b) 5 : 2  
c) 7 : 2  
d) 9 : 2

Q21. Three solid cubes of sides 1 cm, 6 cm and 8 cm are melted to form a new cube. Find the surface area of the cube so formed.
a) 486  
b) 586  
c) 686  
d) 786

Q22. A tank is 25 m long, 12 m wide and 6 m deep. The cost of plastering its walls and bottom at 75 paisa per m\(^2\), is:
a) Rs. 456  
b) Rs. 458  
c) Rs. 558  
d) Rs. 568

Q23. The curved surface area of a cylindrical pillar is 264 m\(^2\) and its volume is 924 m\(^3\). Find the ratio of its diameter to its height.
a) 3 : 7  
b) 7 : 3  
c) 6 : 7  
d) 7 : 6

Q24. The expression \( a^2 + ab + b^2 \) is _________ for \( a<0 \) , \( b<0 \) is?
a) \( \leq 0 \)  
b) \( < 0 \)  
c) \( > 0 \)  
d) \( = 0 \)

Q25. Find all the values of b for which the equation \( x^2 - bx + 1 = 0 \) does not possess real roots.
a) \(-1<b<1\)  
b) \(0<b<2\)  
c) \(-2<b<2\)  
d) \(-1.9<b<1.9\)

Q26. Solve for \( x \): \((x+7)(x+4)(x+5)>0\).
a) \(x>7\) or \(x<-5\)  
b) \(x>7\) or \(x<-5\)  
c) \(x>7\)  
d) \(x<-5\)

Q27. Find the non-negative integral solution of \( x+y+z=10 \) where, \( x\geq0 \geq0 \) and \( z\geq0 \).
a) 45  
b) 66  
c) 120  
d) None of these

Q28. Find max and min value of \( f(x)=16-|-x+3| \).
a) 16 and infinity  
b) 16 and \(-\infty\)  
c) infinity and 16  
d) 16 and 3
Q29. Sum of the numbers are given (x+y+z)=9. Find the maximum value of the product (x*y*z)?
   a) 9   b) 18   c) 27   d) None of these

Q30. Product of the numbers is given x*y^2=27. Find the minimum value of sum (32x+y).
   a) 18   b) 33   c) 32   d) None of these

Directions for Q31 to Q34: Find out which part of the sentence has an error.

Q31. a) The course of events took a turn   b) for the worst when the policy to be
   c) implemented was negated by the house   d) No error

Q32. a) The traveler asked the peasant if he could   b) tell him the way
   c) to the nearest inn   d) No error

Q33. a) The police brought the conmen to   b) the villagers so that they
   c) can identify them   d) No error

Q34. a) He is taking care of   b) the garden at his house
   c) since his father’s death   d) No error

Direction for Q35 to Q38: Use the correct form of tenses from the options given below for each question.

Q35. I thought today ______ Saturday, but it turns out that it ____ Friday.
   a) was, is   b) are, were   c) is, was   d) were, was

Q36. Oh my! You seem to ______ yourself. Let me get you a band aid.
   a) cut   b) cuts   c) has cut   d) have cut

Q37. By the time we got to the restaurant, Ramesh ______ two burgers.
   a) ate   b) had eaten   c) eats   d) would have eaten

Q38. “The store ______ in ten minutes,” said the announcer.
   a) has closed   b) are closing   c) will close   d) closed

Directions for Q39 to Q42: Read the question and answer accordingly.

Q39. The word meaning SIMILAR to “AUGUST” is:
   a) Common   b) Ridiculous   c) Dignified   d) None of the above

Q40. The word meaning SIMILAR to “CANDID” is:
   a) Apparent   b) Explicit   c) Bright   d) Frank

Q41. The word meaning OPPOSITE to “RELINQUISH” is:
   a) Abdicate   b) Renounce   c) Possess   d) Deny

Q42. The word meaning OPPOSITE to “BELLICOSE” is:
   a) Peaceable   b) Pugnacious   c) Overconfident   d) Skepticism

Directions for Q43 to Q45: Out of the four alternatives, choose the one which can be substituted for the given words/sentences.

Q43. Someone who scientifically studies birds is called
   a) Zoologist   b) Biologist   c) Birdologist   d) Ornithologist

Q44. According to the sequence of time
   a) Serial   b) Chronological   c) Orderly   d) Timely

Q45. A disease that affects a large number of people in an area at the same time
   a) Contagious   b) Epidemic   c) Incorrigible   d) Communicable

Directions for Q46 to Q48: Complete the verbal analogies using the best possible option out of the four alternatives given.

Q46. LIGHT : BLIND ::
   a) speech : dumb   b) language : deaf   c) tongue : sound   d) voice : vibration

Q47. AFTER : BEFORE ::
   a) first : second   b) successor : predecessor   c) contemporary : historic   d) present : past
Q48. ATHIEST : BELIEF:
  a) Pinnacle : Valley   b) philosopher : ideas   c) Indigent : money   d) Silk : scarf

Directions for Q49 to Q50: FOUR sentences, i.e. P,Q, R, and S, are given and have been presented in wrong order. Find the correct order from the choices given below to form a meaningful paragraph.

Q49. P. For many scientists oceans are the cradle of life.
Q. But all over the world chemical products and nuclear waste continue to be dumped into them.
R. Coral reefs, which are known to be the most beautiful places of the submarine world are also fast disappearing.
S. The result is that many species of fish die because of this pollution.

a) RSPQ   b) PQSR   c) PQRS   d) RQSP

Q50. P. I think even more urgent than privatizing existing state-owned firms is to allow the entry of private firms into sectors earlier reserved for the state.
Q. Indian thinking has traditionally been encumbered by a zero-sum view of the economy.
R. In reality, economic life is full of complementarities.
S. A government that facilitated private business was assumed to be working against the interest of the workers and the public sector.

a) SRPQ   b) PSRQ   c) SPQR   d) QSRP
End Semester Examination, May 2019  
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 Explain how internet marketing effectiveness can be measured?  
10

Q.2 Explain what do you mean by E-Marketing Research and its importance in the current era?  
10

Q.3 Write in detail a note on digital marketing strategy formulation?  
10

Q.4 Explain the difference between Digital versus traditional marketing communication. Also, explain the advantages and disadvantages of both?  
10

Q.5 Explain objectives and ways of measuring of interactive marketing communication?  
10

**PART-B**

Q.6 Explain how on a digital platform you will promote any two of the following:  
5x2

a) Real Estate Company.

b) Educational Institute.
End Semester Examination, May 2019
B. Tech. – Sixth Semester
CAREER SKILLS-IV (HM-602)

Time: 2 hrs.          Max Marks: 50

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.

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Q.1 Naveen purchased two oranges, 3 apples and 5 bananas and paid Rs. 40. Had Naveen purchased 3 oranges, 5 apples and 9 bananas, He would have to pay Rs. 64. Gagan demanded only 1 orange, 1 apple and 1 banana) If Naveen purchased only what was demanded by Gagan, then how much would he have paid (in Rs.)?
   a) 16  b) 28  c) 36  d) 24

Q.2 21 pencils and 29 pens cost Rs. 79. But if the number of pencils and pens were interchanged, the cost would have reduced by Rs. 8. Find the cost of each pen.
   a) Rs. 1  b) Rs. 2  c) Rs. 3  d) Rs. 4

Q.3 What percentages of numbers from 1 to 70 have 1 or 9 in the unit's digit?
   a) 1  b) 14  c) 20  d) 21

Q.4 A fruit seller had some apples. He sells 40% apples and still has 420 apples. Originally, he had:
   a) 588  b) 672  c) 600  d) 700

Q.5 Students of a class are made to stand in rows. If 4 students are extra in each row, there would be 2 rows less. If 4 students are less in each row, there would be 4 more rows. The number of students in the class is:
   a) 90  b) 94  c) 92  d) 96

Q.6 If Dennis is 1/3rd the age of his father Keith now, and was 1/4th the age of his father 5 year ago, then how old will his father Keith be 5 year from now?
   a) 45 years  b) 40 years  c) 55 years  d) 50 years

Q.7 Salaries of Ravi and Sumit are in the ratio 2:3. If the salary of each is increased by Rs. 4000, the new ratio becomes 40:57. What is Sumit's salary?
   a) Rs. 17,000  b) Rs. 20,000  c) Rs. 34,000  d) Rs. 38,000

Q.8 The salaries A, B, C are in the ratio 2:3:5. If the increments of 15%, 10% and 20% are allowed respectively in their salaries, then what will be new ratio of their salaries?
   a) 3:3:10  b) 10:11:20  c) 23:33:60  d) Cannot be determined

Q.9 8 is 4% of a, and 4 is 8% of b) c equals b/a). What is the value of c?
   a) 1/32  b) 1/4  c) 1  d) 4

Q.10 What is the unit digit in \{(6374)^{1793} \times (625)^{317} \times (341)^{491}\}?
   a) 0  b) 2  c) 3  d) 5

Q.11 How many 3 digit numbers are divisible by 6 in all?
   a) 149  b) 150  c) 151  d) 166
Q.12 A special lottery is to be held to select a student who will live in the only deluxe room in a hostel. There are 100 Year-III, 150 Year-II and 200 Year-I students who applied. Each Year-III's name is placed in the lottery 3 times; each Year-II's name, 2 times and Year-I's name, 1 time. What is the probability that a Year-III's name will be chosen?

a) 1/8  
   b) 2/9  
   c) 2/7  
   d) 3/8

Q.13 Two numbers are respectively 20% and 50% more than a third number. The ratio of the two numbers is:

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

Q.14 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. The marks obtained by them are:

a) 39, 30  
   b) 41, 32  
   c) 42, 33  
   d) 43, 34

Q.15 A cone and sphere have the same radius of 12 cm. Find the height of the cone if the cone and sphere have the same volume.

a) 18 cm.  
   b) 24 cm.  
   c) 36 cm.  
   d) 48 cm.

Q.16 A bag contains 2 red, 3 green and 2 blue balls. Two balls are drawn at random. What is the probability that none of the balls drawn is blue?

a) 10/21  
   b) 11/21  
   c) 13/21  
   d) None of these

Q.17 Two discounts of 60% and 20% equal to a single discount of:

a) 70  
   b) 65  
   c) 66  
   d) 68

Q.18 Sahil earns 10% more than Satish and Satish earns 20% more than Swati. If Swati earns Rs. 17,500 less than Sahil then what are the earnings of each?

a) Swati = Rs. 35,900.0  
   Sahil = Rs. 53,400.0  
   Satish = Rs. 58,740.0  
   b) Swati = Rs. 39,500.0  
   Sahil = Rs. 57,000.0  
   Satish = Rs. 62,700.0  
   c) Swati = Rs. 54,687.5  
   Sahil = Rs. 72,187.5  
   Satish = Rs. 65,625.0  
   d) Swati = Rs. 69,125.0  
   Sahil = Rs. 86,625.0  
   Satish = Rs. 95,287.5

Q.19 If 35% of a number is 112. Then what is the number?

a) 380  
   b) 300  
   c) 320  
   d) 350

Q.20 A car travels first half distance between two places with a speed of 40 km/hr. and rest
of the half distance with a speed of 60 km/hr. The average speed of the car is:
a) 48 km/hr  
b) 37 km/hr  
c) 44 km/hr  
d) 45 km/hr

Q.21 The ratio between the speeds of two trains is 7:8. If the second train runs 400 km in 4 hours, then the speed of the first train is:
a) 67.5 kmph  
b) 57.5 kmph  
c) 77.5 kmph  
d) 87.5 kmph

Q.22 The ages of the two persons differ by 20 years. If 5 year ago, the older one be 5 times as old as the younger one, then their present ages, in year are:
a) 25, 5  
b) 30, 10  
c) 35, 15  
d) None of these

Q.23 Two numbers are in the ratio 3:4. The difference between their squares is 28. Find the greatest number.
a) 12  
b) 8  
c) 24  
d) 16

Q.24 A man sold an umbrella for Rs. 1800 and incurs a loss of 20% then what is the cost price of the umbrella?
a) 1440  
b) 2160  
c) 2250  
d) 2320

Q.25 What is the LCM of 8, 12, and 15?
a) 150  
b) 100  
c) 120  
d) 180

Q.26 The age of Mr. Chetan in 2002 was 1/90 of his birth year. What is his age in 2006?
a) 30  
b) 28  
c) 26  
d) 22

Q.27 The CP of an article is 5/6 of the SP. What is the percentage profit or loss?
a) 20% loss.  
b) 16.66 profit.  
c) 16.66% loss.  
d) 20% profit.

Q.28 A man has 1044 candles. After burning, he can make a new candle from 9 stubs left behind) Find the maximum number of candles that can be made.
a) 116  
b) 120  
c) 130  
d) 140

Q.29 The smallest three digits divisible by 3 are:
a) 103  
b) 100  
c) 102  
d) None of these

Q.30 Three unbiased coins are tossed. What is the probability of getting at most two heads?
a) 3/4  
b) 1/4  
c) 3/8  
d) 7/8

Q.31 A re-statement of a text or passage is also known as:
a) Paraphrasing.  
b) Greeting.  
c) Referencing.  
d) Encoding.

Q.32 For an effective communication the subject should be:
a) Complex.
b) Unfamiliar.
c) Simple and familiar.
d) None of these.

Q.33 After you”, “May I”, “Please allow me”, “Thank you” are examples of:
a) Punctuality.  b) Morality.
c) Courtesy.  d) Brutality.

Q.34 Which is the best dress code for boys for an interview?
a) Casual.
b) Shirt and Tie.
c) Designer suit.
d) Business suit and a tie.

Q.35 Which of the following is a strict NO during an interview?
a) Making excuses.
b) Making negative comments.
c) Taking a cell phone call.
d) All of the above.

Q.36 A resume is a:
a) Formality.
b) Irrelevant employment document.
c) A very important employment document.
d) None of these.

Q.37 While sitting for an interview, you should:
a) Maintain eye contact.
b) Be composed and poised.
c) Smile.
d) All of these.

Q.38 Which of the following should be avoided in a resume?
a) Skills.  b) Education.
c) Hobbies.  d) Your Religion.

Q.39 A personal interview stresses on the following areas:
a) Your Goal.
b) Knowledge.
c) Personality trait.
d) All of these.

Q.40 Which of the following is an example of body language?
a) Body Posture.
b) Pitch of voice.
c) Rate of speech.
d) Volume of voice.

Q.41 I am a participant in a GD. I, realizing that the group is losing focus on the topic, bring the group back on the topic. This makes me a:
a) Moderator.  b) Channelizer.
c) Contributor.  d) Initiator.

Q.42 In order to be an effective listener you should not:
a) Maintain eye contact.
b) Resist distractions.
c) Paraphrase.
d) Interrupt.

Q.43 Making eye contact is a way of communicating:
   a) Interest.       b) Involvement.
   c) Attention.     d) All of these.

Q.44 In order to do well in a GD one should be:
   a) Speak clearly and confidently.
   b) Speak continuously even if it’s irrelevant.
   c) Dominating.
   d) Keep looking at the Jury/Panel.

Q.45 When you have to speak about a topic without preparation, it is called:
   a) Extempore.  b) Debate.
   c) Declamation. d) None.

Q.46 Example of Non-verbal communication:
   a) Debate.
   b) Group discussion.
   c) Extempore.
   d) Communication through body language.

Q.47 A good handshake is:
   a) Elbow grasp.
   b) Glove handshake.
   c) The wrist holds
   d) A firm handshake with a smile and eye contact.

Q.48 The prime motive of a cover letter is to:
   a) Highlight the items covered in the resume.
   b) Show alignment towards the job description.
   c) State the fact that resume is attached.
   d) All of the above.

Q.49 Tick the correct statement about telephonic interviews:
   a) One may be casual in dress and conduct.
   b) One may select any location for the conduct of interview.
   c) One should select a quiet place for the interview.
   d) Is not as important as a face to face interview.

Q.50 We should pick up our phone ideally in ________ or less rings.
   a) 1       b) 2
   c) 3       d) 6
End Semester Examination, May 2019  
B. Tech. – Sixth Semester  
TOTAL QUALITY MANAGEMENT (HM-623)

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 Write short answers (any five):
   a) Discuss the role of senior management in an organization.
   b) Explain the term ‘cost of quality’.
   c) Discuss important steps involved towards better teamwork.
   d) What is significance of quality circles?
   e) Discuss the benefits of ISO90001 quality management.
   f) What is Six Sigma? State the matrix of Six Sigma.

   4×5

PART-A

Q.2 Define the term ‘quality’. Discuss the various dimensions of product quality with help of an example.

20

Q.3 What is meant by customer retention? Discuss the concept Customer Relation Management (CRM) with help of an example.

20

Q.4 Who are the key players in a Six Sigma project? Discuss the various steps of Six Sigma DMAIC methodology.

20

PART-B

Q.5 a) What is benchmarking process? Explain the benchmarking process in detail.
   b) What is meant by Taguchi Quality Loss Function? Explain with help of neat sketch.

10 10

Q.6 What is meant by supply chain management? Discuss supplier customer relationship participation and comment how it helps in organization growth?

20

Q.7 What is the significance of ISO quality management systems? Elaborate the steps for successful implementation of ISO in an organization.

20
End Semester Examination, May 2019  
B.Sc. (Hospitality & Hotel Administration) – Fourth Semester  
FRONT OFFICE REVENUE MANAGEMENT (BHHA-419)

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  
a) What is meant by contracted rates?  
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.  

Q.6  
Discuss in detail any five steps that a front office team should take during a LOW demand period for a hotel.  

Q.7  
What is meant by forecasting? What all records are required to make accurate forecasting? What are its benefits?
Q.1 Answer the following questions:
a) Enumerate different types of projects.
b) What are important characteristics of a project?
c) What do you mean by project success criteria?
d) What do you mean by ‘Decision tree analysis’?
e) What are components of project cost?
f) What do you understand by term tender?
g) Define product organization.
h) What are types of project termination?
i) What do you mean by EOQ?
j) What is inventory?

Q.2 Explain the following:
a) What are key objectives of project management?
b) Describe four stages in project life cycle.

Q.3 a) Explain, with schematic diagram of feasibility study.
b) What are hypothesis in projects?

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

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<th>Activity</th>
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<th>Most likely time (t_m)</th>
<th>Pessimistic (time)</th>
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Arrive at the critical path and the expected project completion time. What is the probability that project will be completed in 35 days?

Q.5 a) What is organizational break down structure? How does it help in controlling a project?
b) What are major types of a non-turnkey contracts? Explain in brief.

Q.6 a) What are procedures and strategies for project completion and review?
b) What are objectives of project negotiation?

Q.7 a) Derive economic order quantity algebraically and graphically.
b) Explain ‘ABC analysis’ of inventory control and its relevance for projects.
END SEMESTER EXAMINATION, MAY 2019
B. TECH. – EIGHTH SEMESTER
MARKETING MGT (HM-821)

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

Note: Attempt FIVE questions in all. Q1 is compulsory. Attempt any TWO questions from PART-A and any TWO from PART-B. Marks are indicated against each question.

Q.1 Answer (any two) of the following questions:
   a) Salient features of marketing concept.
   b) Importance of marketing management for any business.
   c) Define product planning and its importance.
   d) Buying motives of consumer.
   e) Define promotion mix and its importance. 5x4

   PART-A

Q.2 a) Differentiate between marketing and selling. 10
    b) Discuss the functions and objectives of marketing management. 10

Q.3 a) What are different levels of products? 10
    b) Explain product life cycle & its importance. 10

Q.4 a) What do you understand by marketing research? Explain and its advantages. 10
    b) Explain branding’ its functions and advantages. 10

   PART-B

Q.5 a) What are the various price strategies used in the business? 10
    b) What are the various factors which affects the pricing decision? 10

Q.6 a) What is the importance of distribution channel and enumerate different kinds of channel partners. 10
    b) What are the factors which affect the selection of channel partners. 10

Q.7 a) What do you understand by promotion planning? What are different methods of promotion? 10
    b) What are the factors which helps us in determining the ‘promotion mix’ 10
End Semester Examination, May 2019  
B. Sc. (Hospitality and Hotel Administration) — Second Semester  
HOTEL ACCOUNTING (BHHA-2-215)

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

Note: Attempt NINE 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 Categories the following items into assets and liabilities:  
a) Cash at bank.  
b) Owing to bank.  
c) Motor vehicle.  
d) Loan to A.  
e) Premises.  
f) Capital.  
g) Patents.  
h) Accounts payable.  
i) Building.  
j) Premises.  

1×10

Q.2 Explain the following terms:  
a) Liabilities.  
b) Financial management.  
c) Intangible assets.  
d) Dividends.  
e) Working capital.  

2×5

**PART-B**

Q.3 What are the objectives of financial management? Why do we prepare accounting records?  

10

Q.4 Draw the formats of balance sheet, journal and ledger.  

10

Q.5 What are the different types of dividends? Explain any two theories of dividend.  

10

Q.6 What do you mean by working capital and what are the factors affecting the working capital needs?  

10

Q.7 What do you mean by capital budgeting? Enlist the five importance of capital budgeting and name any five methods of capital budgeting.  

10

Q.8 What are the various sources of debt and equity finances? Explain with advantages and disadvantages in detail.  

10

Q.9 What do you understand by the term ‘financial statement’ and what are the different types of financial statements?  

10

**PART-C**

Q.10 a) What do you understand by the term ‘accounting’? Explain it with examples.  

6  
b) What are the advantages and disadvantages of accounting?  

7  
c) What are the different golden rules of accounting? Give two examples of each.  

7

Q.11 a) Give two example of current assets fixed assets long term assets.  

7  
b) Explain different types of liabilities.  

7  
c) What are the various functions of accounting?  

6


**PART-A**

Q.1 Categories the following items into Assets and Liabilities.
   a) Capital
   b) Account payable
   c) Motor Vehicle
   d) Building
   e) Premises
   f) Loan to A
   g) Loan to B.
   h) Cash at Bank
   i) Patents
   j) Owing to Bank

Q.2 Explain the following terms in 2-3 lines each
   a) Capital Budgeting
   b) Assets
   c) Financial Management
   d) Working Capital
   e) Dividends

**PART-B**

Q.3 What do you understand by the term accounting? What are the advantages and disadvantages of accounting?

Q.4 Draw the format of balance sheet, journal and ledger.

Q.5 What are the different types of dividends and explain any two theories of Dividend?

Q.6 What do you mean by working capital and what are the factors affecting the working capital needs?

Q.7 What do you mean by capital budgeting? Enlist the 5 importance of capital budgeting and name any 5 methods of capital budgeting?

Q.8 What are the various sources of Debt & Equity Finances? Explain with advantages and disadvantages?

Q.9 What do you understand by the term Financial Statement and what are the different type of financial statements?

**PART-C**

Q.10 a) Explain the Accounting Principles.
    b) What are the various functions of accounting?
    c) Why do we maintain the accounting records?
INTERGENERATIONAL AND DIVERSITY MANAGEMENT (MBA-213)

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 mean by international business environment? Why is it important to understand international business environment? 10

Q.2 “Organizations cannot afford to avoid the knowledge of operations of businesses internationally”. Comment on this statement. 10

Q.3 What is cross-cultural negotiation? Explain its importance. Discuss the stages in the negotiation process. 10

Q.4 Explain in detail ERG theory of motivation? How is it significantly different from Maslow's need hierarchy? 10

Q.5 Charismatic leaders do possess different characteristics that make them stand out as successful leader. Explain in detail. 10

PART-B

An English friend of mine had finished her studies in the most famous “Grande Ecole” of commerce in France. She did both her undergraduate and her MBA studies there and then she was hired by a well-known consulting firm in London. She worked there for four years and reached the level of senior consultant by the age of thirty-three. She was then given an assignment with an oil company based in Saudi Arabia. Until then she had had no problems in communicating with the client’s team members and had always produced successful results. However, with this particular client, she had enormous difficulties.

She worked as hard as she could to figure out the structure of the company, its problems and possible solutions. Despite her efforts, however, she could feel that her opinions were not being taken seriously, and that senior managers of the client usually tried to avoid discussing issues with her. Moreover, she had difficulty in getting vital information from employees lower down in the hierarchy, so she was unable to come up with the analyses she wanted. Although she felt she could really help the company with her knowledge and experience, she found it difficult to persuade the client to put her ideas into practice. In fact, the better and more innovative her ideas were, the more difficult it was to get them over to the managers in Saudi Arabia.

Q.6 a) Which particular aspects of status relate to the consultant and to the company for whom she was working? 5
b) How do you think the consultant can be a key to improve her situation? 5
Q.1 Answer the following:
   a) What is primary learning system?
   b) What is SWOT analysis?
   c) What are smart goals? Explain with one example.
   d) Write a short note on inter-cultural communication?
   e) What is professional etiquette?  2x5

PART-A

Q.2 What is audience analysis? Why is it important?  10
Q.3 Differentiate between formal and informal communication?  10
Q.4 Write a letter to your favorite teacher thanking her for all the efforts she has put in you.  10

PART-B

Q.5 There is a vacancy in XYZ Co. Pvt. Ltd. for the position of a android developer. Draft a cover letter and resume applying for the same.  20
Q.6 What are the barriers to communication? How to overcome those barriers? Why is feedback important in the process of communication?  20
End Semester Examination, May 2019  
B.Sc. (Hospitality and Hotel Administration) – Fourth Semester  
RETAIL MANAGEMENT (BHHA-420)

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

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

**PART-A**

Q.1 Select a Jewellery shop in an enclosed mall and one in a neighborhood market? List the pros and cons of each location. Which location is most desirable?  
10

Q.2 What are the different functions performed by a retailer? Also, describe responsibilities of a store manager?  
10

**PART-B**

Q.3 Writ short notes on:
   a) VMR method  
   b) Supply chain strategies  
   5x2

Q.4 What are the key drivers of retailing in India?  
10

Q.5 What is FDI? Why is important to study and implement FDI in retail industry?  
10

Q.6 Explain the concept of franchising with its advantages and disadvantages in retail industry?  
10

Q.7 Why is it important to “know your customer” in retail industry?  
10
End Semester Examination, May 2019
BCA – Second Semester
FRENCH (HM-208)

Note: Attempt ALL questions. Marks are indicated against each question.

SECTION-A
Compréhension Écrite

Q.1 Lisez le passage et répondez aux questions suivantes:
(Read the passage and answer to the questions)

a) Complétez avec un mot du texte.
   (Complete with a word from the text)
   i) J'ai un __________ qui s'appelle Louis.
   ii) Les grands-parents sont ____________.

b) Dites vrai ou faux:
   (True or False)
   i) La famille de Sophie est petite. ______________
   ii) Sandrine a douze ans. ______________
   iii) Elle a deux chiens et deux chats. ______________
   iv) Son oncle habite à Lyon. ______________

SECTION-B
Expression Écrite

Q.2 Décrivez votre ami(e)
(Describe your friend)
_______________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
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SECTION-C
Grammaire
Q.3

a) Complétez avec l’article défini.
(Complete with the definite articles)
(LE/LA/L’/LES)

i) J’adore _______ glace et _______ bonbons.

ii) Nous regardons _______ télévision.

iii) _______ étudiants sont dans ______ classe.

iv) Il aime _______ gâteau.

b) Complétez avec les verbes:
(Complete with the verbs)

i) Nous __________ (Faire)

ii) Vous __________ (Visiter)

iii) Il __________ (Avoir)

iv) Elles __________ (Travailler)

v) Je __________ (Regarder)

vi) Elles __________ (Travailler)

vii) Tu __________ (Habiter)

viii) Elle __________ (Être)

1×6  

1×8

c) Traduisez en français:
(Translate into french)

i) It snow. ____________________________________.

ii) It’s hot. ____________________________________.

iii) It is windy. ____________________________________.

iv) It’s pleasant. ____________________________________.

1×4

d) Quelle heure est-il ?
(What time is it ?)

i) 4 : 45 ____________________________________

ii) 8 : 30 ____________________________________

iii) 9 : 25 ____________________________________

iv) 2 :10 ____________________________________

v) 6 :05 ____________________________________

1×5

e) VIII. Complétez avec les jours de la semaine ou mois de l’année.
(Complete with the days name and months name)

i) ___________________________ est le deuxième jour de la semaine.

ii) ___________________________ est le septième mois de l’année.

iii) ___________________________ est le septième jour de la semaine.

iv) ___________________________ est le neuvième mois de l’année.

1×4

f) Complétez avec l’article indéfini.
(Complete with the indefinite articles)

(UN/UNE/DES)

i) Elle a _______ stylo et _______ règle.
ii) Ce sont _______ garçons et _______ filles.

iii) J'ai _______ trousse.

iv) Il a _______ chapeau.

**SECTION-D**

**Culture and Civilisation**

Q.4 Complétez les phrases:
(Complete the sentences)

a) ____________ est la capitale de la France.

b) ____________ est la monnaie unique européenne.

c) ____________ est célébré comme la fête nationale de la France.

d) ____________ est le vin (wine) français.

e) ____________ est le fromage (cheese) français.

f) Le drapeau français est ____________, ____________ et ____________.

1×6
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?

PART-A

Q.2 What is meant by “Controlling” aspect of “Management”? Discuss the process of “Controlling”, with the help of a block diagram.

Q.3 Define Plant Layout. Discuss various types of plant layout with suitable diagrams.

Q.4 What is meant by work sampling”? Discuss various steps involved in the process of work sampling.

PART-B

Q.5 Discuss the economic order quantity model of materials management.

Q.6 Explain the concept of workers participation in management.

Q.7 a) What is INSPECTION? Discuss its types.
   b) What is meant by quality circles? Discuss its procedures.
End Semester Examination, May 2019  
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. Calculator is 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)

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Q.1 The average of five numbers is 12. What will be the new average, if each of the numbers is multiplied by 4?
   a) 60  
   b) 20  
   c) 48  
   d) 4

Q.2 If 35% of a number is 112. Then what is the number?
   a) 380  
   b) 300  
   c) 320  
   d) 350

Q.3 If 40, x, x, 40 are in proportion, then find the value of x.
   a) 40  
   b) 50  
   c) 30  
   d) 25

Q.4 Two numbers are in the ratio 3:4. The difference between their squares is 28. Find the greatest number.
   a) 12  
   b) 8  
   c) 24  
   d) 16

Q.5 In a group of persons, 70% of the persons are male and 30% of the persons are married. If two-seventh of the males are married, what fraction of the females is single?
   a) 2/7  
   b) 1/3  
   c) 3/7  
   d) 2/3

Q.6 An airplane covers a certain distance at a speed of 240 kmph in 5 hours. To cover the same distance in 1 hours, it must travel at a speed of:
   a) 300 Kmhp  
   b) 360 kmph  
   c) 600 kmph  
   d) 720 kmph

Q.7 The CP of an article is 5/6 of the SP. What is the percentage profit or loss?
   a) 20% loss  
   b) 16.66 profit  
   c) 16.66% loss  
   d) 20% profit

Q.8 A man sold an umbrella for `1800 and incurs a loss of 20%, then what is the cost price of the umbrella?
   a) 1440  
   b) 2160  
   c) 2250  
   d) 2320

Q.9 The smallest three digits divisible by 3 is:
   a) 103  
   b) 100  
   c) 102  
   d) None of these

Q.10 The side of a square is 20 cm. What is the area of the square?
   a) 400 cm²  
   b) 300 cm²  
   c) 40 cm²  
   d) 480 cm²

Q.11 What is the LCM of 8, 12, 15?
   a) 150  
   b) 100  
   c) 120  
   d) 180

Q.12 To complete a piece of work A and B take 8 days, B and C 12 days. A, B and C take 6 days.
A and C will take:

a) 7 days  
b) 7.5 days  
c) 8 days  
d) 8.5 days

Q.13 A tank is 25m long, 12m wide and 6m deep. The cost of plastering its walls and bottom at 75 paise per sq.m is?

a) `456  
b) `458  
c) `558  
d) `568

Q.14 The ratio between the perimeter and the breadth of a rectangle is 5:1. If the area of the rectangle is 216 sq.cm, what is the length of the rectangle?

a) 16cm  
b) 18cm  
c) 24cm  
d) 20cm

Q.15 A mixture of water and milk contains 80% milk. In 50 litres of such a mixture, how many litres of water is required to increase the percentage of water to 50%?

a) 20  
b) 15  
c) 30  
d) 45

Q.16 What is the probability of getting an even number in single throw of a dice?

a) 2/5  
b) ½  
c) 1/3  
d) 5/6

Q.17 A shopkeeper has 50kgs of rice, part of which he sells at 8% profit and the rest at 18% profit. On the whole, he gains 14% profit. What quantity of rice is sold at 18% profit?(in kgs)

a) 40  
b) 35  
c) 30  
d) 45

Q.18 Amit started a business by investing `30,000. Rahul joined the business after some time and invested `20,000. At the end of the year, profit was divided in the ratio of 2:1. After how many months did Rahul join the business?

a) 9  
b) 3  
c) 4  
d) 5

Q.19 Three unbiased coins are tossed. What is the probability of getting at most two heads?

a) 3/4  
b) ¼  
c) 3/8  
d) 7/8

Each of the questions 20-21 given below consists of a statement and / or a question and two statements numbered I and II given below it. You have to decide whether the data provided in the statement(s) is / are sufficient to answer the given question. Read the both statements and

• Give answer (a) if the data in Statement I alone are sufficient to answer the question, while the data in Statement II alone are not sufficient to answer the question.
• Give answer (b) if the data in Statement II alone are sufficient to answer the question, while the data in Statement I alone are not sufficient to answer the question.
• Give answer (c) if the data even in both Statements I and II together are not sufficient to answer the question.
• Give answer(d) if the data in both Statements I and II together are necessary to answer the question.
Q.20 What is Sonia's present age?
I. Sonia's present age is five times Deepak's present age.
II. Five years ago her age was twenty-five times Deepak's age at that time.
Answer __________

Q.21 How much time did X take to reach the destination?
I. The ratio between the speed of X and Y is 3 : 4
II. Y takes 36 minutes to reach the same destination
Answer __________

Q.22 16. Look at this series: 2, 4, 8, 16, ... What number should come next?
a) 64  
b) 48  
c) 45  
d) 32

Q.23 Two pipes can fill the cistern in 10hr and 12 hrs. respectively, while the third empty it in 20hr. If all pipes are opened simultaneously, then the cistern will be filled in
a) 7.5 hrs.  
b) 8 hrs.  
c) 8.5 hrs.  
d) 10 hrs.

Q.24 Which of the following diagrams indicates the best relation between Earth, Sea and Sun?

a)  
b)  
c)  
d)  

Q.25 In how many different ways can the letters of the word 'OPTICAL' be arranged so that the vowels always come together?
a) 120  
b) 720  
c) 4320  
d) 2160

Q.26 In how many different ways can the letters of the word 'GAMER' be arranged?
a) 8!  
b) 6!  
c) 3!×2!  
d) 5!

Q.27 Find the remainder when 103 is divided by 3?
a) 2  
b) 1  
c) 3  
d) 7

Q.28 If a quarter kg of potato costs 60 paise, how many paise will 200 gm cost?
a) 48 paise  
b) 54 paise  
c) 56 paise  
d) 72 paise

Q.29 Which of the following diagrams indicates the best relation between India, Haryana and World?

a)  
b)  
c)  
d)  

Q.30 The length of a rectangle is halved, while its breadth is tripled. What is the percentage
change in area?
   a) 25% increase  
   b) 50% increase  
   c) 50% decrease  
   d) 75% decrease

Q.31 To make a presentation impressive and effective you should use:
   a) Jargons  
   b) Complex sentences  
   c) Passive sentences  
   d) A simple and active form of sentences

Q.32 Self-assessment in career planning helps you to know
   a) What your talents & strengths are  
   b) The activities you get most satisfaction from  
   c) The talents you achieve most with  
   d) All of the above

Q.33 Which of these is a characteristic of high performance team where members believe in the integrity, character and ability of each other?
   a) Openness  
   b) Worthiness  
   c) Trust  
   d) Loyalty

Q.34 Which of these is the fundamental pattern of cultural differences?
   a) Communication styles  
   b) Clothing Styles  
   c) Decision making style  
   d) All of the above

Q.35 I pass others’ work as in my own work I am indulging in:
   a) Compassion  
   b) Altruism  
   c) Plagiarism  
   d) Benevolence

Q.36 Which of the following could be considered as a stress?
   a) Noise  
   b) Commuting to work  
   c) Crowd  
   d) All of the above

Q.37 Effective teams can
   a) Be bought  
   b) Be faked  
   c) Be created through trust and competency  
   d) Exist without having a common goal

Q.38 In a self-awareness process, research can be done by
   a) Shopping  
   b) Speaking with people involved in your area of interest  
   c) Joining a dance school  
   d) Participating in GD
Q.39 Which of these is an unhealthy way of coping with stress?
   a) Listen to music
   b) Physical exercise
   c) Over eating or under eating
   d) Talking it out with family & friends

Q.40 The visual aids used in a presentation needs to be:
   a) Simple
   b) Have an impact
   c) Easy to read
   d) All of the above

Q.41 Creativity is related to ________ brain
   a) Left       b) Posterior
   c) Right      d) Rear

Q.42 Good presenters will
   a) Keep their hands on the podium
   b) Gesture with their hands
   c) Keep their hands in their pockets
   d) Does not make a difference

Q.43 Urgent and Important activities will find place in your Schedule as
   a) Could      b) Must
   c) Should     d) None of these

Q.44 The idea of effective cross cultural communication is to:
   a) Respecting cultural differences and working together.
   b) Stereo typing a culture.
   c) Delegate work to the other person.
   d) Changing oneself as per the other culture.

Q.45 What is the tendency to postpone things called?
   a) Overreaching
   b) Procrastination
   c) Delegation
   d) Remuneration

Q.46 Career Plan is
   a) Life long process
   b) Acquiring skills
   c) Changing Careers
   d) All of the above

Q.47 SWOT analysis helps you
   a) Plan Better
   b) Identify things that go in your favour
   c) Identify pitfalls
   d) All of the above

Q.48 Diversity in teams are caused best by
   a) Religion
   b) Gender
   c) Educational back ground
   d) Competencies
Q.49  I like to break complex tasks into sequential simpler tasks. This makes me
a) Process Oriented
b) Resourceful
c) Smart
d) Pragmatic

Q.50  Plagiarism is
a) Unethical
b) Passing of others’ work as your own
c) Both
d) None of the above
End Semester Examination, May 2019
P.G. Diploma in Advertising and Public Relations — Second Semester
PRINTING PRESS, PHOTOGRAPHY, FILM AND VIDEO PRODUCTION
(PG-DAPR-204)

Time: 2 hrs. 
Max Marks: 50
No. of pages: 1

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

Q.1 Attempt (any five) questions:
   a) Different kind of camera movements.
   b) What are the different camera component? Explain them in detail.
   c) What is rule of 3rd? Explain it with diagram.
   d) What is 'Fill' light in studio shoot? Why it is important?
   e) Why printing industry is changing rapidly? Discuss it with reference to specialized printing.
   f) Why receive is very important step in film production? 2×5

PART-A

Q.2 Why different media companies are now concentrating on visual production? Explain it with examples.
   10

Q.3 a) Discuss about the importance of film as a strong medium of communication. How they can be used as a tool of information dissemination?
   5
   b) How a film is evolved from an idea to screenplay? Why screenplay is very important in film production?
   5

Q.4 Write a story for a five minute movie.
   10

PART-B

Q.5 "Youtube and other such platforms have revolutionized the video production field". Do you agree with the statement? Support your argument with suitable examples.
   10

Q.6 How photography plays crucial role in product advertising? What are the different requirements for a product shoot?
   10

Q.7 Write down a TV ad script for a product of your choice.
   10
End Semester Examination, May 2019
B. Tech – Second Semester
ENGLISH (HSMC-101)

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

Note: **PART-A, B and PART-C is compulsory.** Attempt any **TWO** questions from **PART-B.**
Marks are indicated against each question.

**PART-A**

Q.1 Write short notes on the following:
   a) Explain STAR in interview process
   b) Do’s and Don’ts of email writing
   c) Vowels and consonants
   d) Techniques of effective presentation
   e) Narrative style of writing

   **2x5**

**PART-B**

Q.2 Answer **(any two)** of the following:
   a) Explain in details Do’s and Don’ts of effective presentation skills.
   b) Write an email to the HR manager of Accenture India applying for an internship. Assume relevant details.
   c) How do we communicate effectively in a work place?

   **10x2**

**PART-C**

All questions are compulsory by choosing correct answers:

Q.3 I have three shirts—a yellow one, an orange one, and ________ black one.
   A) a  B) an  C) the  D) no article

Q.4 He just wanted to be left _______ peace but they kept trying to talk to him.
   A) to  B) by  C) in  D) on

Q.5 The robbers tried to hold ______ the bank.
   A) to  B) up  C) down  D) above

Q.6 “Aren’t you going to enter ____ this race? “ Mr. Gan asked Bobby.
   A) of  B) off  C) for  D) from

Q.7 The shop had to close _____ as its owners were bankrupt.
   A) to  B) by  C) on  D) down

Q.8 Which of these words is closest in meaning to the word provided? Remote
   A) automatic  B) distant  C) savage  D) mean

Q.9 Detest
   A) argue  B) hate  C) discover  D) reveal

Q.10 Gracious
   A) Pretty  B) clever  C) pleasant  D) present
Q.11 Audience attendance is maximum
A) in the end  B) in the beginning  C) in the middle  D) throughout the presentation

Q.12 SMS language (day, u, tmrw) in email should be
A) Used with selected few clients  B) an be used sometime if you feel like
C) should not be used  D) Used while writing to juniors.

Q.13 Choose the sentence below with the correct punctuation.
   a) Ted and Janice, who had been friends for years, went on vacation together every summer.
   b) Ted and Janice, who had been friends for years, went on vacation together, every summer.
   c) Ted, and Janice who had been friends for years went on vacation together every summer.
   d) Ted and Janice who had been friends for years, went on vacation together every summer.

Q.14 To ________, Anne was on time for her math class.
   A) everybody’s surprise.  B) every body’s surprise.
   C) everybodys surprise.  D) everybody’s’ surprise

Q.15 In Edgar Allen Poe’s _______ Edgar Allen Poe describes a man with a guilty.
   A) everybody’s surprise.  B) short story The Tell-Tale Heart,
   C) short story, The Tell-Tale Heart.  D) short story. “the Tell-Tale Heart,”

Q.16 Billboards are considered an important part of advertising for big business _____ by their critics.
   A) but, an eyesore,  B) but “an eyesore,“
   C) but an eyesore  D) but-an eyesore

Q.17 I can never remember how to use those two common words, “sell,” meaning to trade a product for money, or _________ meaning an event where products are traded for less money than usual.
   A) sale  B) “sale,”  C) “sale”  D) “to sale,“

Q.18 Select the word which begins with a consonant.
   A) Oven  B) Ink  C) Uniform  D) Kite.

Q.19 How many consonants are there in English Alphabet?
   A) 15  B) 26  C) 20  D) 5

Q.20 Select the word which begins with a vowel:
   A) Plum  B) Mango  C) Lemon  D) Orange

Q.21 I’m not doing anything important. “I’m just killing _________ time.
   A) a  B) an  C) the  D) No article.

Q.22 My wife is _________ only person I love.
   A) a  B) an  C) the  D) no article
End Semester Examination, May 2019
B. Tech. – Second Semester
PROFESSIONAL COMMUNICATION-II (HM-204)

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. 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)

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Read each sentence to find out whether there is any grammatical error in it. If there is no error answer is D (Q.1 to Q.5)

Q.1 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.2 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.3 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.4 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.5 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.6 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.7 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.8 What is the best reason for setting a goal?
  a) You are bored
  b) You want to improve a skill or a talent
  c) Your parents Want to
  d) Without any reason
Q.9 When writing an email message, paragraphs should
 a) Be long    b) Be short
 c) Be indented d) Be invisible

Q.10 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.11 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) It’s ok to forward all mails

Q.12 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.13 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.14 During the presentation, the attention span of the audience is maximum during
 a) Opening    b) Closing
 c) Both        d) None of above

Q.15 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.16 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.17 Self-awareness affects our
Q.18 The following is not a learning style
   a) Auditory   b) Visual
   c) Reading    d) Kinesthetic

Q.19 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.20 Kinesthetic learning style involves:
   a) Learning through listening
   b) Learning through seeing
   c) Learning through practical hands-on experience
   d) None of the above

Q.21 The best way to apply for a job is to submit a résumé that is:
   a) Specifically written for that particular job
   b) Suitable for any job
   c) Self-recommending
   d) Full of personal information

Q.22 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.23 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.24 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.25 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.26 To be able to give a good presentation, a full rehearsal is:
   a) Necessary  b) Audience based
Q.27 Just reading out the slides during the presentation is:
   a) Helpful  b) Not allowed
   c) Allowed  d) Dull

Q.28 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.29 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.30 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.31 Extrinsic personality includes
   a) Style of Dressing
   b) Communication Style
   c) All of the above
   d) None of the above

Q.32 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.33 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.34 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.35 Presentation Skills helps in improving our
   a) Communication Skills
   b) Team Work dynamics
   c) Leadership Qualities
Q.36 The following is not a communication style:
   a) Assertive   b) Passive Aggressive
   c) Submissive   d) Passive Assertive

Q.37 There are ______ vowel sounds in spoken English
   a) 25   b) 20
   c) 12   d) 18

Q.38 The following is not a vowel sound
   a) “th”   b) “oo”
   c) “aw”   d) “ae”

Q.39 Twenty one consonants make ______ consonant sounds in English language.
   a) 80   b) 21
   c) 24   d) 22

Q.40 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

Reading Comprehension:

China, in recent time, has converted a large number of rocks across the South China Sea into islands, where it has based missiles, armed personnel and military aircraft, using its military might. The Obama Administration took virtually no action in response to Chinese belligerence against the Philippines — a longtime military ally. Worse still, the US recently acquiesced in the seizure of one of its unmanned underwater vehicles close to the Philippines. Chinese belligerence is paying off. President Duterte of the Philippines has quietly acquiesced to Beijing’s territorial demands. ASEAN countries like Malaysia, Brunei, Thailand and Cambodia are following suit. Myanmar is being pressured by China, by permitting Chinese territory to be used by armed ethnic groups from Myanmar’s bordering Shan and Kachin states.

It is clear that a belligerent China is no longer prepared to tolerate any challenges to its dominance and hegemony across Asia. Agni IV, currently operational, with a range of 4,000 km, can hit targets in southern China, while Agni V, with a range of 5,500-8000 km, can hit even at the farthest points in China. The submarine-launched Sagarika missile, currently operational, has a range of 750 km. Its variants — under development — can hit across China from the Bay of Bengal. China, in turn, has transferred the designs and knowhow of the Shaheen range of missiles to Pakistan. These missiles can hit targets across India. Moreover, Karachi and Gwadar will be used, not only to base the eight submarines China is supplying to Pakistan, but also serve as bases for Chinese nuclear and conventional submarines that are now venturing increasingly into the Indian Ocean. The range of missiles being developed by India clearly signals to China that it will find any effort to use Pakistan as a nuclear proxy against India very costly and perhaps unaffordable. Agni V is virtually invulnerable as it is mobile and housed in canisters.

New Delhi needs to be far more active in insisting that a comprehensive nuclear dialogue with China is essential for strategic stability across Asia. China is loathe to enter into such
a dialogue as it evidently wishes to not formally accord recognition to India’s nuclear weapons status, even as it peddles nuclear weapons and ballistic missile designs and materials to Pakistan, while helping Pakistan to develop both uranium and plutonium-based nuclear weapons. These transfers to Pakistan are in total disregard of China’s responsibilities under the nuclear Non-Proliferation Treaty. India has been far too defensive and avoided exposing the Sino-Pakistan nuclear/missile nexus in important world capitals, notably Washington, London, Paris, Moscow and Tokyo. A far more determined effort on this score would be necessary once the Trump Administration assumes office and settles down to looking at the world.

Within Asia, Chinese hubris and arrogance would need far closer consultations and dialogue with countries like Japan, Vietnam and Indonesia. There appears to be a sentiment growing slowly in Tokyo that in the face of Chinese territorial and geopolitical ambitions, Japan should review its nuclear policies. The incoming Trump Administration has also indicated that allies like Japan need to do more to defend themselves, rather than depend excessively on the US. A nuclear-armed Japan can certainly play a key role in moderating Chinese behaviour and hubris. This is an issue that needs to be looked at carefully. All this has to be combined with a vigorous dialogue with China, which includes maintenance of peace and tranquility along our borders, expanding equitable trade and economic ties and promoting peace and stability across the entire Indo-Pacific Region.

(Adapted – “China frets and fumes” – Article by G Parthasarathy)

Q.41 What changes has China made in South China sea in the recent past?
   a) China has increased its military exercises in South China Sea.
   b) China has objected to trespassing of US vessels In South China Sea.
   c) China has stationed missiles, military personnel and aircrafts in South China Sea
   d) No Change

Q.42 What was the response of Obama Government of USA to Chinese hostility towards Philippines?
   a) US sent unmanned water vessels near Philippines in the sea in its defence.
   b) US showed indifference towards Chinese hostility towards Philippines.
   c) US protested to China against its hostile attitude towards Philippines
   d) Obama government was quiet.

Q.43 How is China pressuring Myanmar for submission to its dominance?
   a) China has posted military troops on the border areas of Myanmar states of Shan and Kachin
   b) China has facilitated tribal rebels of Myanmar to operate against it
   c) China creates hindrances in South China sea routes for trade by Myanmar
   d) By capturing its people.

Q.44 The recent military developments made by India are acting as irritants for China, why?
   a) China cannot tolerate any challenge to its dominance across Asia
   b) China considers that India would use these against it or its ally Pakistan
   c) China is committed to Pakistan to defend it against any attack from India
   d) All of the above
Q.45 How other ASEAN Countries like Indonesia, Malaysia and Thailand reacted to Philippine’s response?
   a) These countries raised their protest to Philippines against its action
   b) These countries consented and acted in accordance with China
   c) These countries also sought help and intervention of the US government
   d) No interference policy

Q.46 What is the purpose of China in acquiring territory of countries like Philippines, Myanmar, Thailand or Malaysia etc.? 
   a) China wants to prove its dominance in the South Asia area
   b) China wants to coerce these counties to promote its trade with them
   c) China wants to conduct its military operations by using their territory
   d) China wants to take the gold from these countries.

Q.47 What does the word “belligerence” as used in the passage suggest?
   a) To act in a manner of dominance or supremacy
   b) To terrify or cause panic to someone
   c) A tendency of being antagonistic towards others
   d) None of the above

Q.48 What was the effect of China’s hostility on Philippines?
   a) Philippines succumbed to China’s pressure and accepted its territorial demands
   b) Philippines vehemently protested to China and took up the matter with US
   c) Philippines opposed China with the help of countries like Malaysia, Thailand etc.
   d) Philippines rejected all Chinese visas

Q.49 How China and Pakistan are deploying their submarines in sea?
   a) Pakistan is allowing its seaports as bases for Chinese submarines for operations in Indian ocean
   b) China is transferring technical knowhow to Pakistan along with its submarines
   c) China has moved a fleet of sea war ships in the sea near Pakistan in defence
   d) None of the above

Q.50 How does the author consider China violating its responsibilities under nuclear non-Proliferation Treaty?
   a) China has raised its army and positioned its nuclear missiles in the South China sea
   b) China has sent unmanned under-water vehicles in the sea to use them against countries like Philippines, Malaysia, Cambodia and Thailand
   c) China is aiding Pakistan to develop uranium and plutonium based nuclear weapons
   d) All of the above.
End Semester Examination, May 2019
B. Sc. (Hospitality and Hotel Administration) — Fourth Semester
HOTEL FACILITY PLANNING (BHHA-414)

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 Expand the following abbreviations:
   a) CPM
   b) PERT
   c) PQRST
   d) LIFO
   e) HACCP
   f) HRACC
   g) FSSAI
   h) FHRI
   i) CADD
   j) SLP

   1x10

Q.2 Define the following in one-two lines:
   a) FIFO
   b) Kitchen stewarding
   c) Cellar
   d) S in PQRST
   e) Car parking
   f) Facilities for physically challenged guests.

   2x5

PART-B

Q.3 Why does the government of India undertake classification of hotels? What purpose is solved by classification?

   6

Q.4 “Location and site play a major role in the success of a hotel” Justify the statement with suitable examples.

   6

Q.5 Enumerate the points to be considered while planning for a kitchen.

   6

Q.6 Define a store and justify the need of a storeroom in a hotel.

   6

Q.7 Differentiate between CPM and PERT.

   6

Q.8 Enlist the points you will consider while designing an energy conservation program.

   6

Q.9 Draw a well labeled layout of an island kitchen.

   6

Q.10 Differentiate between (any two) of the following:
   a) Carpet area and plinth area.
   b) Safety and security.
   c) Design and layout.

   3x2
End Semester Examination, May 2019
MBA – Third Semester
CUSTOMER RELATIONSHIP MANAGEMENT (MBA-055)

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 Customer Relationship Management? What is the role of interactive technologies in CRM? 5

Q.2 What is customer life cycle? Explain the phases in customer life cycle. 5

Q.3 Write short notes on:
   a) CRM software packages.
   b) Customer Equity. 5x2

Q.4 Explain the changing trends in CRM? How it effectively works in retaining customer base? 10

Q.5 Discuss the strategies of customer acquisition, retention and prevention of defection. 10

PART-B

Q.6 A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required and so the company’s new brand could be established in the market. 10
End Semester Examination, May 2019
MBA – Second Semester
OPERATIONS MANAGEMENT (MBA-2004)

Time: 3 hrs.          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 Define Linear Programming. Enumerate the steps involved in solving a LPP by graphical approach. 15

Q.2 Solve the LP problem using Simplex method. Determine the following:
   a) What is the optimal solution?
   b) What is the value of the objective function?
   c) Which constraint has excess resources and how much?
      \[ Z_{\text{max}} = 5x_1 + 6x_2 \]
      Subject to constraints,
      \[ 2x_1 + x_2 \leq 2000 \] .................... (i)
      \[ x_1 \leq 800 \] .................... (ii)
      \[ x_2 \leq 200 \] .................... (iii)
      where \( x_1, x_2 \geq 0 \) 15

Q.3 Consider the following transportation problem and develop a linear programming (LP) model.

<table>
<thead>
<tr>
<th>Source</th>
<th>Destination</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>15</td>
<td>20</td>
<td>30</td>
<td>350</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>10</td>
<td>9</td>
<td>15</td>
<td>200</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>14</td>
<td>12</td>
<td>18</td>
<td>400</td>
</tr>
<tr>
<td>Demand</td>
<td></td>
<td>250</td>
<td>400</td>
<td>300</td>
<td></td>
</tr>
</tbody>
</table>

Q.4 What is an assignment problem? Give its areas of application. Explain the steps involved in solving an assignment problem. 15

Q.5 Calculate:
   a) Re-order Level;
   b) Minimum Level; and
   c) Maximum Level for each Component A and B from the following information:
      Normal Usage 50 Units per week each
      Minimum Usage 25 Units per week each
      Maximum Usage 75 Units per week each
      Re-order Quantity A: 300 Units; B: 500 Units
      Re-order Period A: 4 to 6 weeks; B: 2 to 4 weeks 15

PART-B

Q.6 a) Draw a network diagram for a project given in below mentioned table.

<table>
<thead>
<tr>
<th>Activity</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate Predecessor</td>
<td>—</td>
<td>A</td>
<td>B</td>
<td>A</td>
<td>D</td>
<td>C</td>
<td>E</td>
<td>D</td>
<td>H</td>
<td>H</td>
<td>F, H</td>
<td>G, J</td>
</tr>
</tbody>
</table>

b) What is the difference between CPM and PERT? Briefly describe advantages of PERT. 7½×2
End Semester Examination, May 2019
MBA - First Semester
GERMAN (MBA-2011B)

Time: 2 Hours
Max Marks: 100
No. of pages: 4

Note: Attempt ALL questions are compulsory. Marks are indicated against each question.

PART-A

Q.1 Answer the followings:

a) **Ergänzen Sie die W-Frage:**
   i) ______________ ist das?
   ii) ______________ helfen Sie?
   iii) ______________ ist Herr Kurnar?
   iv) ______________ wohnst du?
   v) ______________ geht es dir?
   vi) ______________ ist dein Name?
   vii) ______________ mochten Sie nehmen?
   viii) ______________ lernst du deutsch?
   ix) ______________ Mitglieder haben Sie in Ihre Families
   x) ______________ haben Sie den Geburtstag?

Q.2 **Schreiben Sie die Zahlen:**
(write the numbers)

a) 70 ______________
   b) 11 ______________
   c) 96 ______________
   d) 79 ______________
   e) 0 ______________
   f) 88 ______________
   g) 44 ______________
   h) 16 ______________
   i) 27 ______________
   j) 1000 ______________

Q.3 **Ergänzen Sie die Tabelle:**

<table>
<thead>
<tr>
<th>Du</th>
<th></th>
<th>Wir</th>
<th>Trinken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Er/sie/es</td>
<td>Braucht</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ihr</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sie/sie</td>
<td>Nehmen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ich</td>
<td>Essen</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lesen sie den Text und schreiben Sie die folgenden die Antworten:

1) In welche Schule studieren die Kinder?

___________________________________________________________________

2) Wo geburt Mahima Bhatia?

___________________________________________________________________

3) Was macht Samaira?

___________________________________________________________________

4) Wann hat Mahima Geburtstag?

___________________________________________________________________

5) Welche Sprache lernt Sie?

___________________________________________________________________

6) Was ist die Nachname von Mahima Bhatia?

___________________________________________________________________

7) Was ist die Vornamewon Mahima Bhatia?

___________________________________________________________________

8) Wie heißt Kollegin von Mahima?

___________________________________________________________________

9) In welche Universität studieren Sie?

___________________________________________________________________

10) Schreiben Sie die 2 Verben aus dem Text und machen Sie die Sätze7

___________________________________________________________________

Q.4 Konjugieren Sie das "Haben":
(Conjugate verb "haben")

a) __________________ Sie kein Geld.

b) Sonalika __________________ einen Schwarz Hund.

c) __________________ ihr ein Buch.

d) Ich __________________ ein Problem.

e) Leider __________________ wir nicht so viel Zeit.

Q.6 Konjugieren Sie das Verb " Sein":
(Conjugate verb "sein")

a) Ich __________________ lehrerin von beruf.
b) Wir ______________ beste Freundin.
c) Sie ______________ krank.
d) ________________ das Platz frei?
e) Nein, das Platz ________________ nicht frei.

Q.7 Schreiben Sie die Modalverben in richtigform:
a) Ich gehe ins Kino __________ du mit uns gehen? (wollen) Nein, Leider ___________ ich nicht (können)
b) ______________ Sie deutsch lernen (mochten). Ja, gerne
c) Was ____________ wir wieder machen? (sollen)
d) ______________ Ich Rein kommen ? (Durfen)
e) Man ______________ nicht viel Zigarette rauchen. (sollen)
f) Ich __________ nicht mehr laufen. (können)
g) Papa __________ ich heute ins Kino gehen. (können)
h) Ich habe durst, _____________ ich deine Wasserflasche nehmen. (können)
i) Warum _____________ du nicht pünktlich kommen. (können)

Q.8 Übersetzung:
(Translation)

<table>
<thead>
<tr>
<th>Waitress</th>
<th>Das Brot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cake</td>
<td>Hähnchen</td>
</tr>
<tr>
<td>Sunday</td>
<td>Restaurent</td>
</tr>
<tr>
<td></td>
<td>Der Vater</td>
</tr>
<tr>
<td>Grandparents</td>
<td>Meine Familie</td>
</tr>
<tr>
<td>Childerns</td>
<td></td>
</tr>
</tbody>
</table>

Q.9 Erzählen Sie Kein und Nicht:
a) Ich habe ____________ intresse.
b) Sie ist ____________ schon.
c) Ich weiß ____________.
d) Mein Handy funktioniert ____________.
e) Ich habe ____________ Buch.

Q.10 Schreiben Sie die Bestimmtartikel:
a) ______________ Kuchen
b) ______________ Kaffee
c) ______________ Tee
d) ______________ Orangensaft
e) ______________ Wasser
f) ______________ Bier
g) ______________ Saft
h) ______________ Nudeln
i) ______________ salat
j) ______________ chips

Q.11 Schreiben Sie über Ihre Familie:
____________________________________________________________________

572/6
End Semester Examination, May 2019
MBA – Fourth Semester
DIGITAL MARKETING (MBA-451-2)

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

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

PART-A

Q.1 Discuss the future of digital marketing in India 10
Q.2 Explain the major considerations while designing a retail website to make it more user friendly. 10
Q.3 Integrated digital market in communications is the most effective way to build an online presence. Explain. 10
Q.4 What do you understand by ay-per-click advertising? Why this has become a popular advertising technique in recent years? 10
Q.5 CRM is critical for the success of any business. How the marketers are implementing eCRM? 10

PART-B

Q.6 You have been appointed as a Marketing Manager of a company manufacturing women ethnic wear. Develop a social media strategy to connect and engage with your customers. 10
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.

**PART-A**

Q.2 Define human resource management. Comprehend the scope of management.  
Q.3 How would you conduct human resource planning within an organization?  
Q.4 Identify various environmental influences on recruitment? State with the necessary examples.  

**PART-B**

Q.5 How would you design and administer a training programme?  
Q.6 What is performance management system? Demonstrate the process of performance management system.  
Q.7 a) Evaluate the role of human resource in knowledge industry.  
    b) Discuss the role of human resource in mergers and acquisitions.
Part A
Q.1 Discuss the future of digital marketing in India 10
Q.2 Explain the major considerations while designing a retail website to make it more user friendly. 10
Q.3 Integrated digital market in communications is the most effective way to build an online presence. Explain. 10
Q.4 What do you understand by ay-per-click advertising? Why this has become a popular advertising technique in recent years? 10
Q.5 CRM is critical for the success of any business. How the marketers are implementing eCRM? 10

Part B
Q.6 You have been appointed as a Marketing Manager of a company manufacturing women ethnic wear. Develop a social media strategy to connect and engage with your customers. 10
PART-A

Q.1 “Price discrimination is indistinguishable from dumping.” Discuss the accuracy of this statement. 15

Q.2 “Should international business promote the creation of more trading blows for improving GD of developing countries”. Discuss with relevant examples. 15

Q.3 “Corporate culture and ethical climate can put more pressure on people to channel their actions in certain directions” Discuss. 15

Q.4 “Moving step by step with the globalization and adopting new technology improves organizational performance.” Justify this statement with the explanation of the cycle related to it? 15

Q.5 “Non-trade barriers are one way to control. Explain the resources in developing countries.” Discuss with relevant examples. 15

PART-B

Case study: OFFERS TURNED DOWN:

Frank Mcdougal had been chosen to set up a branch office of his engineering consulting him in Seoul, Korea. Although the six engineering consultants who would eventually be transferred to Seoul were Americans, Frank was interested in hiring local support staff. He was particularly interested in hiring a local person with excellent accounting skills to handle the company’s books. He was confident that he would be able to find the right person for the job because his company was prepared to offer an excellent salary and benefits package. After receiving what he considered to be several excellent leads, he was surprised to be turned down by all four prospective candidates. They were very appreciative of being conserved for the position, but all preferred to stay with their current employer. Frank just couldn’t understand why all four Koreans chose to pass up an increase in salary and fringe benefits.

Q.6 QUESTION: How would you explain this situation to Frank? 15
End Semester Examination, May 2019
B.Sc. (HHA) – Second Semester
OPERATIONAL SAFETY AND HACCP (BHHA-2-216)

Time: 3 hrs. Max Marks: 100
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 the following in brief:
   a) Workplace health and safety.
   b) Ambient temperature zone of bacteria.
   c) Trip
   d) Scald
   e) CCP
   f) FSP
   g) Sanitizing.
   h) Food safety.
   i) Hygiene
   j) Infection
   k) SOP
   l) Hazard Analysis. 2x10

Q.2 What are the preventive measures for common accidents in a 5 star hotel kitchen? 12

Q.3 Name 12 ingredients, that must be declared on the menu which cause allergies? 12

Q.4 Please safely the control oints of IS & Hs 12

Q.5 “Non-trade barriers are one way to control. Explain the resources in developing countries.” Discuss with relevant examples. 12

PART-B

Offers Turned Down:
Frank McDougal had been chosen to set up a branch office of his engineering consulting him in Seoul, Korea. Although the six engineering consultants who would eventually be transferred to Seoul were Americans, Frank was interested in hiring local support staff. He was particularly interested in hiring a local person with excellent accounting skills to handle the company’s books. He was confident that he would be able to find the right person for the job because his company was prepared to offer an excellent salary and benefits package. After receiving what he considered to be several excellent leads, he was surprised to be turned down by all four prospective candidates. They were very appreciative of being conserved for the position, but all preferred to stay with their current employer. Frank just couldn’t understand why all four Koreans chose to pass up an increase in salary and fringe benefits.

QUESTION: How would you explain this situation to Frank? 15
End Semester Examination, May 2019
B.Sc. (HHA) – Second Semester
OPERATIONAL SAFETY AND HACCP (BHHA-2-216)

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

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

**PART-A**

Q.1 Describe the following in brief:
   a) Workplace health and safety.
   b) Ambient temperature zone of bacteria.
   c) Trip
   d) Scald
   e) CCP
   f) FSP
   g) Sanitizing
   h) Food safety
   i) Hygiene
   j) Infection
   k) SOP
   l) Hazard Analysis.  

   2x10

**PART-B**

Q.2 What are the preventive measures for common accidents in a 5 star hotel kitchen?  

Q.3 Name 12 ingredients, that must be declared on the menu which cause allergies?  

Q.4 Please specify the control points of OS and HACCP standards in kitchen.  

Q.5 What is the aim and objectives of establishing the FSSAI 2006 Act?  

Q.6 Give a simple SOP for three sink method of dish washing.  

Q.7 Give 5 steps and 7 principles of HACCP.  

Q.8 Write in detail about what causes food spoilage in food production.  

**PART-C**

Q.9 Explain preventive and corrective maintenance of a volume kitchen?  

Q.10 What are the main features of the FSSAI 2006 Act?
End Semester Examination, May 2019
MBA – Second Semester
STRATEGIC MANAGEMENT AND BUSINESS POLICY (MBA-2009)

Time: 3 hrs. Max Marks: 75

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 does scanning and monitoring the external environment help an organization achieve competitive advantage?” 15

Q.2 Why is it critical for an organization to develop an innovative entrepreneurial culture? 15

Q.3 Why should corporate engage in CSR activities? 15

Q.4 What are the generic strategies employed by organizations? 15

Q.5 Companies need to be agile in leadership and approach. Comments. 15

PART-B

Case study:
Home sales data is that rare economic indicator that’s refusing to improve – 832.09 million sq.ft. of unsold inventory as on end-December and 8% fall in sales for the quarter ending December, according to figures from property research firm Liases Foras. Investors who had bet on handsome resale margins are stuck with unsold apartments. Some of them are willing to sell apartments at below current market prices.

Deepak Parekh, Chairman of HDFC and a man who’s witnessed many housing booms and busts says “it’s a buyers’ market now”. Ashwin Chawla, CEO of BigDeals.in, explains why realty majors are somewhat desperate. “Developers are stressed in terms of sales.. They need to show bookings to even raise construction finance,” Chawla said, Yashwant Dalal, president of Estate Agents association of India says developers are offering brokers bigger incentives but the problem is the lack of buyers. “IN this kind of market, builders have no option but to lure buyers with incentives and offer,” Dalal says (except from a report in the Economic Times, Feb, 2-15).

Q.6 You are the CEO at one of the leading real estate company in Delhi NCR with projects spread over Noida, Ghaziabad and Gurgaon. Your company’s shareholders have pressed the panic button your inventories have piled up and macro economic indicators are unlikely to get any better too soon. Considering the business environment, develop a strategy that can he your company in clear in the inventory and build confidence in the shareholders. 15
Q.1 The management of a leading department store has approached you with a problem of decrease in footfalls in its store. As a consultant you are required to develop a “Marketing Research Proposal” clearly giving the stages in the Marketing Research process for this case.  

Q.2 A leading FNCG company has recently launched “Fruit flavored yoghuri” in the market. It is interested in know in whether an association exists between consumer’s intention to buy the product and family size. The following table shows the result of the data collected. Assume the data and prove that association exists.  

Q.3 What are the various sources of secondary data? Explain, briefly discuss the methods of conducting qualitative research.  

Q.4 Differentiate between probability and non-probability sampling. Explain any two of the methods from probability and non-probability sampling. Give examples.  

Q.5 Write short notes on any TWO of the followings:  
   a) Correlation Analysis  
   b) Analysis of Variance (Anova)  
   c) Coding and tabulation of data  
   d) Attitude measurement and its relevance  

Q.6 The FM radio is booming but the demand for radio sets is on a rapid decline forcing companies in India to either stop manufacturing devices or trim down the number of models sold. In the wake of growing listener–Ship and mushrooming of FM channels in the country. Companies are integrating radio as an additional feature in other devices like mobile phones, music players and torches to cater to consumer demand. A leading Japanese electronics major once used to sell a wide range of radio sets and transistor n India, is just left with only one model in retail shelves. Currently this company sells a small transistor priced at Rs.800 which is mostly brought by senior citizens. The youth is not interested in buying separate radio sets any more. Despite the substantial decline in demand of the products, companies still believe that there is still scope for business opportunities in smaller markets.  

QUESTION: Develop a questionnaire to survey the reasons for decline in demand and new consumer preference for Radio.
End Semester Examination, May 2019  
B. Sc. (Hospitality and Hotel Administration) — Fourth Semester  
FOOD AND BEVERAGE SERVICE-IV (BHHA-412)

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) Function Catering  
   b) Call Brand  
   c) Jiggers  
   d) Bar Die  
   e) BOT  
   f) Neat  
   g) Par Stock  
   h) Toast  
   i) Complimentary Snacks

**PART-B**

Q.2 What is a Bar? Explain the different types of a Bar?  
Q.3 Give any 10 equipments names with their uses that are used in a buffet?  
Q.5 What are the opening duties and Closing duties of a bar?  
Q.6 Draw an organization chart of a Banquet department?  
Q.7 Define Buffet? Plan a four course Indian Menu for a Buffet in a 5 star hotel?  
Q.8 Define banquet and what are the different styles of seating arrangements/table set ups that are made in the hotels. Explain.
End Semester Examination, May 2019  
B. Sc. (Data Science) - Second Semester  
PROFESSIONAL COMMUNICATION—II (HM-204)

Time: 2 hrs.  
Max Marks: 50  
No. of pages: 1

Note: The Paper consists of THREE Sections. SECTION-A is compulsory. Attempt any TWO questions from SECTION-B and any TWO questions from SECTION-C. Marks are indicated against each question.

SECTION-A

Q.1 Write short answers (any five) of the following:
   a) What is inter-cultural communication? Explain with an example?
   b) What is coherence in 7 C's of communication?
   c) What is self-awareness? How to develop self-awareness?
   d) What is professional grooming?
   e) What are the barriers to effective communication?
   f) Write the steps for preparing an effective presentation.
   g) Write the steps for preparing an effective presentation.

SECTION-B

Q.2 What is a presentation? Write 5 steps for preparing an effective presentation? How will presentation skills be beneficial to your area of profession in particular?


Q.4 What is a resume? Explain the most important components of resume,. Write Do’s and Don’ts of resume writing.

SECTION-C

Q.5 Write a letter to your mentor requesting for attendance for April 09, 2019 as you were attending ‘Zenith’ event in your college.

Q.6 What are the smart goals? Why should we set goals? Explain five principles of goal setting.

Q.7 Discuss the relevance of email writing in professional communication? Explain do’s and don’ts of email writing.
End Semester Examination, May 2019
B.Sc. (HHA) - Second Semester
EVENT MANAGEMENT (BHHA-2-218)

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

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

**PART-A**

Q.1 Explain briefly the following:
   a) Event volunteers.
   b) Event promotion.
   c) Public utilities in events.
   d) Four major risk areas in a mega event.
   e) Name any four licenses necessary for a big event.
   f) Event insurance.
   g) Contingency plan.
   h) Who are spectators?
   i) Event management.
   j) What is meant by site inspection?

**PART-B**

Q.2 What is event planning? Discuss the steps involved in event planning?

Q.3 Describe in detail the check list for an entertainment based mega event.

Q.4 Discuss in detail about event planning ethics and etiquette as a general code of conduct for the event management firms.

Q.5 What do you mean by “Sponsor”? What are the various advantages to an event from sponsorship?

Q.6 Discuss in detail about waste management after the conclusion of an event. Give some suggestions to improve the present condition regarding the handling of waste.

Q.7 With the emphasis on inclusivity of the audience, how has the event management industry changed towards its treatment of “especially-abled” people visiting an event. Give some suggestions to improve the present condition of the same.

Q.8 Discuss about various logistics used in event management.

**PART-B**

Q.9 Risk management is a very important function in organizing a sports event. Discuss the statement with a special mention of the steps taken to handle the risks arising in such events.

Q.10 Name at least four government agencies/ bodies involved in event management. Write about the role and functions of each.
End Semester Examination, May 2019  
B. Tech. — Sixth Semester  
INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP (HM-504)

Time: 3 hrs.  
Max Marks: 100

No. of pages: 1

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

Q.1  
Answer the following questions:
  a) What is the importance of ‘controlling’ as part of management function?
  b) What are the importance steps in finding and finalizing location for a plant/ factory/ business site?
  c) Need and importance of “employee welfare” as part of industrial relations.
  d) Discuss main qualities/ traits of an entrepreneur.  

\[5 \times 4\]

PART-A

Q.2  
What do you understand by the term ‘management’? Explain key functions of management in detail.  

20

Q.3  
Explain the key factors that influence a plant layout. What are the problems that one face in deciding a suitable plant layout?

20

Q.4  
What do we mean by ‘inventory control and management’. Explain its key objectives in detail.  

20

PART-B

Q.5  
What do we mean by “workers’ participation in management”? How does it help towards maintaining cordial industrial relations in a business company?  

20

Q.6  
What is the infrastructural support system created by Central/ State government to develop entrepreneurship?  

20

Q.7  
Imagine you are setting up a business concern. Give all the details of the type of business, method of setting up, key steps that you would take to set up such a business, with financial projections on revenues and expenditures.  

20
End Semester Examination, May 2019
B.Sc. (HHA) – Fourth Semester
HOSPITALITY SALES AND MARKETING (BHHA-415)

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

Note: Attempt all THREE PARTS of the question paper. PART-A and PART-C are compulsory. Attempt any THREE questions from PART-B. Marks are indicated against each question.

PART-A

Q.1 Write short notes (any Five) of the following:
   a) Forecasting.
   b) Customer satisfaction.
   c) Grievance and feedback.
   d) Customer connect.
   e) Relationship marketing.
   f) Customer expectations.
   g) Sales budget.
   h) Sales territory.

PART-B

Q.2 Answer (any three) of the following:
   a) Discuss the unique characteristics of services that differentiate them from products.
   b) What do you understand by the term consumer behavior? Discuss different external factors that influence consumer behavior.
   c) What is SWOT analysis and why is it essential for business?
   d) Define the products of sales and marketing in context of hospitality?
   e) What is customer retention and why is it critical from business point of view?
   f) How can dynamic pricing help in keeping the business profitable?

PART-C

Q.3 Suppose you are opening a café in the University, what are the pricing and sales and marketing strategies you would use for the promotion of your café? Discuss all the strategies in detail.
PART-A

Q.1 Attempt (any six) questions:
   a) Briefly explain reference groups.
   b) Innovation in hospitality.
   c) Anticipation of guest needs.
   d) Recall factor.
   e) Customer feedback.
   f) Customer satisfaction.
   g) Cross culture.

PART-B

Q.2 Explain the Maslow’s theory of hierarchy of needs and its relevance to consumer behavior.  

Q.3 What is the impact of digital revolution on consumer behaviour? Explain with examples.  

Q.4 Why is it essential to understand guest expectations, what steps can a hospitality professional take in understanding the same, please illustrate with examples?  

Q.5 What do you understand by lifestyle, explain the different components with special reference to hospitality?  

Q.6 What do you understand by reference groups and their impact on decision making, explain with examples?  

Q.7 “Needs can be created” explain this concept with reference to marketing in the field of hospitality.  

Q.8 Communication is critical in any business and has a tremendous impact of consumer decision making process, explain the same with the help of examples with special reference to hospitality.  

PART-C

Q.9 Suppose you are going to open a café in your university, considering this with regards to understanding the psychology of your consumers explain the below:
   a) Who are going to be your target customer?
   b) How will you find out the food preferences of your target customers?
   c) What kind of communication would you plan for marketing for your target customers?
   d) What mechanism would you design for taking feedback?
   e) Would the existing competition play any role in your planning?
End Semester Examination, May 2019
B.Sc. (Hospitality & Hotel Administration) – Fourth Semester
ENTREPRENEURSHIP MANAGEMENT (BHHA-416)

Time: 3 hrs.  
Max Marks: 50

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) Production plan.
   b) Debt and equity.
   c) Angel funding.
   d) Branding.
   e) Vision statement.
   f) Contingency plan
   g) SWOT analysis.
   h) Quality.
   i) Sole proprietorship.
   j) Advertising.
   k) Cash flow.
   l) USP.  

   2×10

**PART-B**

Q.2 Discuss in detail, what must be considered before deciding to become a businessman? 10

Q.3 How you may protect your business from the competitive world? 10

Q.4 Design a complete business plan template for a small business you may like to start. 10

Q.5 Write an essay on ‘making a good financial plan’. 10

Q.6 Explain the myth related to e-commerce. Give step-by-step procedure of starting the e-commerce entrepreneurship. 10
End Semester Examination, May 2019
B.Sc. (Hospitality & Hotel Administration) – Fourth Semester
WORLD OF DIGITAL MARKETING (BHHA-417)

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 the following:
   a) Mobile marketing.
   b) Social media marketing.
   c) Digital marketing.
   d) E-business.
   e) SEO.  

**PART-B**

Q.2 Write down the step by step procedure on how to create and use a google form? 6
Q.4 Differentiate between digital marketing and traditional marketing. 6
Q.5 A website can be useful way of collecting customer information. Discuss in detail how e-marketing helps in building customer relationship? 6
Q.6 There are various regulations that relate to e-marketing. Mention those legal issues. 6
Q.7 Enlist and explain the various components of digital marketing. 6
Q.8 What is e-commerce business model? Discuss its various types in detail. 6
End Semester Examination, May 2019
B.Sc. (Hospitality & Hotel Administration) – Fourth Semester
STRATEGIC MANAGEMENT (BHHA-418)

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) Define ‘strategy’.
   b) Environmental threats.
   c) Risk Analysis.
   d) Explain stakeholders.
   e) Vision statement.
   f) Business Ethics.
   g) Importance of strategy review.       4×5

PART-B

Q.2 What is the significance of SWOT analysis in strategy formulation?     10

Q.3 The role of values, ethics and social responsibility cannot be underestimated in corporate
   strategy formulation, discuss with examples.                  10

Q.4 What are the benefits of formulating policies for an organization discuss with special
   reference to personnel and finance policies. You may use examples to explain?       10

Q.5 The success of a strategy would depend upon the right environmental analysis. Do you
   agree? Discuss with examples.                                   10

Q.6 What are the different steps involved in making any strategy? Explain with examples.   10