Total Number of Pages : 02

MBA
18MBA301B

3rd Semester Regular / Back Examination: 2021-22
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q.Code : OF465
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 x 10)
a)   Write different aspects of Investment?
b)   Write the Primary objectives of Investment?
c)   Define securities?
d)   What is meant by warrants?
e)   What is purchasing power risk?
f)   Explain the commonly available money market securities?
g)   Who is an insider?
h)   Define Efficient Frontier?
i)   Define Markowitz diversification?
j)   What is meant by factor sensitivity?

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6 × 8)
        Twelve)
a)   Why do Investors invest in gold and silver?
b)   How do warrants different from share certificates?
c)   Distinguish between systematic and unsystematic risk?
d)   Describe the features of various types of debentures?
e)   What are the evidences in support of EMH?
f)   Distinguish between CAPM And Arbitrage Pricing Theory?
g)   Explain how EVA is derived?
h)   Discuss about different trends given in DOW theory?
i)   How leverage portfolio is constructed?
j)   Explain Security Market Line?
k)   Explain the Jensen index of Portfolio performance?
l)   What are the advantages of professionally managed portfolio?

Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)
Q3   What is Beta? How is it interpreted? Explain with examples.   (16)

Q4 What are the steps adopted to analyse the financial position of a company? **(16)**

Q5 What do mean by portfolio revision? Discuss about different formula plans for implementing passive portfolio revision? **(16)**

Q6 With the given details, evaluate the performances of the different funds using Sharpe, Treynor and Jensen performance evaluation techniques. **(16)**
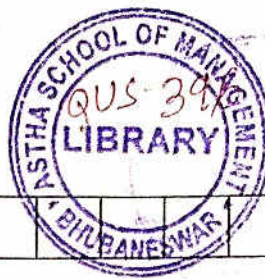
Funds	Return	Standard Deviation	Beta
A	12	20	0.98
B	12	18	0.97
C	8	22	1.17
D	9	24	1.22

Risk free rate of return is 4 per cent. Market return is 10 %.

Registration No :

Total Number of Pages : 02

MBA / MBAP
18MBA303B / 18PTMBA502B

3rd & 5th Semester Regular / Back Examination: 2021-22
ADVANCED MANAGEMENT ACCOUNTING
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q. Code : OF522

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :   (2 × 10)
a) What do you mean by Cost Centre?
b) State two advantages of Standard Costing.
c) What is Break Even Point?
d) Give examples of two industries where Process Costing is followed.
e) Mention cost unit of Petrol and Wheat.
f) Give two examples of Selling overhead.
g) What is Master Budget?
h) What is Margin of Safety?
i) What is Uniform Costing?
j) What is Zero Based Budgeting?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (6 × 8)
a) How do you calculate Material Variances?
b) Distinguish between Cost Reduction and Cost Control.
c) What is Service Costing?
d) What is inter process profit?
e) What do you mean by Activity Based Costing?
f) What is Apportionment of Overhead?
g) Discuss Functional Budget.
h) State the different methods of costing.
i) What is Joint Product?
j) What is Variable Costing?
k) How do you treat Abnormal Loss in Process Costing?
l) Distinguish between Budgetary Control and Standard Costing

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 What do you mean by Cost Volume Profit Analysis? Discuss its main features.   (16)

Q4 Distinguish between Job Costing and Process Costing.   (16)
The following data are available from records of ABC Company.
Sales   Rs 60,000
Variable Cost   Rs 30,000
Fixed Cost   Rs 15,000
You are required to
a) Calculate P/V Ratio, Break Even Point and Margin of Safety.
b) Calculate the effect of 10% increase in Sales Price

Q5 Cost records of a manufacturing company give the following information. Prepare a **(16)**
cost sheet showing all relevant results.

	1st Jan 2022 (Rs)	31st Jan 2022 (Rs)
Raw Material	1,00,000	1,23,500
Finished Goods	71,000	42,000
Work in Prog	31,000	34,500

Other transactions are as follows:

	Rs
Purchase of Raw Materials	88,000
Direct Wages	70,000
Works Expenses	39,500
Administrative Expenses	13,000
Selling and Distribution Expenses	15,000
Sales	2,84,000

Q6 What do you mean by Cost Volume Profit Analysis? Discuss its main features. **(16)**

Total Number of Pages : 02

MBA / MBAP

18MBA304B / 18PTMBA503B

3rd & 5th Semester Regular / Back Examination: 2021-22
PROJECT APPRAISAL AND FINANCING
BRANCH(S): BA,FM,GM,HRM,IB,MBA,MBA(IM&F),MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q.Code : OF550

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

(2 × 10)

Q1 Answer the following questions :
a) What do you mean by bridge financing? Give an example.
b) What are the stages involved in project formulation?
c) What are the various types of feasibility analysis?
d) Explain the difference between Bandwagon Effect and Nostalgia Effect.
e) What is Project rating Index? Why is project rating carried out?
f) Write down the Components of BOOT.
g) Differentiate between Covenantor and Covenantee.
h) What are the main reasons for project termination?
i) Name two ongoing projects of Government of Odisha one each in health and education sector.
j) Name two examples of pre operative expenses in a project. Whether company registration charges are part of pre operative expenses of project cost?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 × 8)

a) What are the qualities and competencies required of an effective project manager?
b) Briefly explain the sources of project identification.
c) What is UNIDO manual? Also explain the scope and applicability of UNIDO manuals.
d) Discuss various dimensions considered for conducting feasibility study of a new project.
e) "Evaluation of a project is another means of project control". Discuss.
f) "Technically feasibility of project depends largely on location, availability, and cost of various requirements in alternative location". Discuss the statement.
g) What is commercial appraisal?.Discuss the demand forecasting techniques under survey method.
h) Briefly explain the characteristics of a sound project organization.
i) What is the new approach for infrastructure project? Also explain the issues related to infrastructure projects.
j) What do you mean by project risk analysis? What are thje measures of risk?
k) What are the similarities and difference between the UNIDO approach and Little – Mirrlees approach?
l) Briefly explain the objectives of Project control. What are the reasons for ineffective control in project.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Discuss the Project evaluation stage of Project management and also explain the different techniques to evaluate project. (16)

Q4 What are the factors, which control the cost of a project? How does over-run affect the project cost? (16)

Q5 What do you mean by Social Cost Benefit analysis? Explain its features and significance and also explain UNIDO approaches to conduct social cost benefit analysis. (16)

Q6 What are the various sources of finance available for the projects in India? Describe briefly the various means of financing of project. (16)
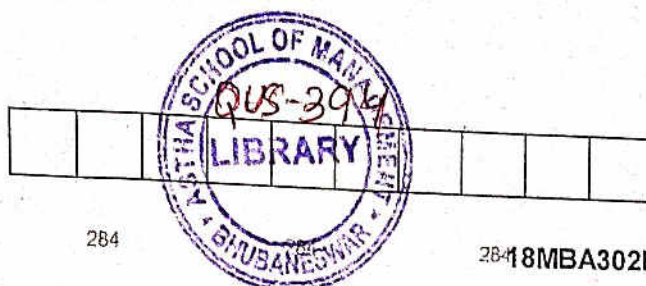
MBA / MBAP
18MBA302B /18PTMBA501B

3rd & 5th Semester Regular / Back Examination: 2021-22
FINANCIAL DERIVATIVES
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q.Code : OF559

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 × 10)
a)   What is counterparty risk?
b)   What is an Open interest?
c)   What are ITM, ATM and OTM?
d)   What are covered option and naked option? Explain with example.
e)   You saw the following quote in Derivative Market.
     "RIL(300),2500, Aug21, Call AM Rs15"
     Explain what do you mean by that.
f)   What is hedging effectiveness?
g)   What is basis?
h)   What is swap? What type of derivative instrument it is?
i)   What are the three different styles of Options? Explain
j)   How is put buyer different from short seller?

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6 × 8)
      Twelve)
a)   Bring out the distinction between over the counter derivatives and Exchange
     traded derivatives.
b)   Who are the participants in derivative market? Explain their roles.
c)   How are futures trades settled in the stock market?
d)   The following data relate to the Futures Contract.
     Gold Futures Contract size =100gms
     Investor buys one December Gold Futures contract on 1 November at Rs400 per
     gram.
     Initial Margin is 10% and Maintenance Margin is 75% of initial margin.
     Set up a Buyer's Margin Account assuming the closing price of Gold /gm as ; Rs.
     400, 403, 398, 390, 392, 387, 394, 401, 405 and 410 for next 10 consecutive
     trading days.
     Also find the profit .
e)   What is intrinsic value of a call option? How is it calculated?
f)   What is FRA? Explain the concept with an example.
g)   Given the following data, find at what forward rate, will there be no arbitrage gain
     possible?
     Rs22/DM (SPOT), 6 month interest rates: Re 11.5% per annum and DM 6.5%
     percent per annum.

h) What do you mean by Fair price of a Forward contract?
Calculate the Fair Price of a Forward Contract based on the following data:
Current Price of Asset (S_0) = Rs 5.00 lakhs. Risk free return is 5% per annum.
Time to expiration (T) is 6 months.

i) KK is bearish about the share of DLF. He expects the price to fall to Rs50 from current market price of Rs200 in 3 months. He wants to sell the shares. Again he thinks, if it rises beyond Rs200, he might lose. He approaches a broker. Broker advises him to buy a Put option as follows:
"DLF (1100) 180 June22,Put Am Rs25"
Suppose May22 Spot Price of DLF is Rs90 and KK exercises his option, Will he gain? If yes, How much?

j) Current Market Price of a stock is Rs100. Strike Price (X) is 115, t=12 months. Spot price may increase by 60% or decline by 20% of the current market price. Risk free rate is 10% per annum. Find the Call price and Put price.

k) Explain the Straddle strategies.

l) Write a note on Black-Scholes option pricing model.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3   Discuss the factors responsible for the growth of derivative market in India.   **(16)**

Q4   An investor has a portfolio of Rs30,00,000 consisting of the following stocks: **(16)**

Stocks	Value (Rs)	Beta
Infosys	10,00,000	0.97
L&T	12,00,000	1.24
ICICI	8,00,000	1.52

Q5   Current NIFTY level is 16,000 and Nifty Futures lot is 15. Calculate the number of contracts required for hedging when Beta is 0.75   **(16)**
Explain the nature of Equity derivative instruments such as:
a) Equity Index Futures and Equity stock Futures
b) Equity Index Options and Equity Stock Options with clear examples.

Q6   Explain Bull Spread and bear spread with clear examples. Put neat diagrams wherever necessary.   **(16)**
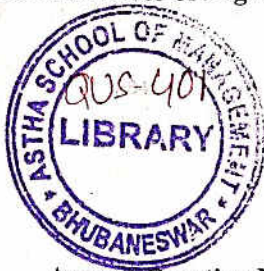
3rd,5th Semester Regular / Back Examination: 2021-22
EMPLOYEE RELATIONS
Branch: BA, FM, GM, HRM, IB, MBA,
MBA (M & F), MM / MBA(PT)
Max Marks: 100
Time: 3 Hours
Q Code: OF332

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part- I

|		
Q1	Only Short Answer Type Questions (Answer All-10)	(02×10)
a)	What do you mean by social dialogue?	(2)
b)	State the structure of ILO.	(2)
c)	Distinguish between settlement and award.	(2)
d)	Define individual dispute.	(2)
e)	What is the minimum number of members required for registration of a trade union?	(2)
f)	Write four challenges of employee relations.	(2)
g)	What do you mean by union security?	(2)
h)	Diagrammatically represent the structure of trade unionism.	(2)
i)	Define consent award.	(2)
j)	How radical approach will affect ER climate?	(2)

Part- II

Q2	Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)	(06×08)
a)	Define psychological contract and outline the process of psychological contract.	(6)
b)	Differentiate between industrial relations and employee relations.	(6)
c)	Briefly explain the different types of trade unions.	(6)
d)	Discuss the process of registration of a trade union.	(6)
e)	Define conciliation. Explain the process of conciliation.	(6)
f)	Define the term industrial dispute and discuss the various forms of industrial dispute.	(6)
g)	What steps should be taken to promote industrial harmony in Indian context?	(6)
h)	What obstacles restrict the growth of collective bargaining in India?	(6)
i)	Why do employee grievances arise? Suggest suitable steps to handle employee grievances.	(6)
j)	Briefly outline the purpose and contents of code of discipline.	(6)
k)	Briefly outline the role of tripartite bodies towards healthy labour-management relations.	(6)
l)	Distinguish between conventions and recommendations.	(6)

Part-III

	Only Long Answer Type Questions (Answer Any Two out of Four)	(02×16)
Q3	What steps do organizations need to take to develop an effective employee relations management framework? Discuss with examples.	(16)
Q4	What are the functions of trade unions? Examine whether the trade unions in India have been able to fulfil these functions.	(16)
Q5	Explain briefly the procedure of collective bargaining in an enterprise with which you are familiar.	(16)
Q6	What are the major activities of International Labour Organization? Discuss the technical assistance of ILO to India.	(16)
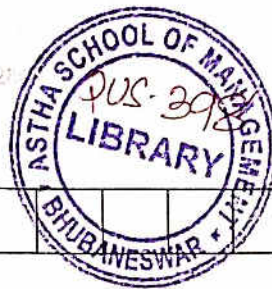
Total Number of Pages : 02

MBA / MBAP
18MBA303C / 18PTMBA502C

3rd & 5th Semester Regular / Back Examination: 2021-22
COMPENSATION AND BENEFIT MANAGEMENT
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q. Code : OF532
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two
from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 × 10)

a)   Why wage determination is a product of a number of factors?
b)   State the relevance of 3P compensation concept.
c)   Write a short note on wage policy.
d)   What do you understand by payment by results?
e)   What is the need of different incentive plans for different employees?
f)   How broad banding is often suitable for relatively flat organizations.
g)   Write a short note on employee stock ownership plans.
h)   How cost of living index affect the wage policy.
i)   What do you mean by wage fund theory?
j)   Outline the various types of fringe benefits.

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (06× 08)
      Twelve)

a)   What is internal and external equity? How both of these significant in pay   (6)
      determination?
b)   "People join and stay in a firm because of pay." Comment.   (6)
c)   How labour market factors affect the compensation administration?   (6)
d)   Analyze the argument in favour of and against merit-based pay.   (6)
e)   What is profit sharing and how it is different from productivity/ gain sharing?   (6)
f)   What are the statutory provisions for employees' health and wellbeing?   (6)
g)   How executive benefits are different from typical remuneration and pay?   (6)
h)   What are the financial and non- financial incentives?   (6)
i)   Compare the time wage system with piece wage system?   (6)
j)   How benefits program can be administered effetely in an organization?   (6)
k)   Job evaluation identifies the compensable factors and their relative worth. Justify. (6)
l)   What is bargaining theory of wage? How it is different from productivity theory   (6)
      wage?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)   (02×16)

Q3   Discuss the emerging trends in compensation management. How global market   (16)
   and structural adjustment impacted organizational compensation policy?

Q4   Elucidate the process of job evaluation? How effective job evaluation facilitates (16)
      accomplishment of compensation objectives?

Q5 Discuss various components of compensation. How to develop and administer employee benefits program? **(16)**

Q6 Classify different incentive schemes of an organization and their suitability in different context. Discuss the characteristics of ideal incentive schemes. **(16)**
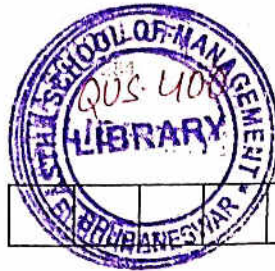
MBA
18MBA301C

3rd Semester Regular / Back Examination: 2021-22
MANPOWER PLANNING
BRANCH(S): BA, FM, GM, HRM, IB, MBA,
MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q. Code : OF493

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 × 10)
a) Why HR strategies need to be aligned with organizational goal?
b) State the relevance of succession planning.
c) Write a short note on skill inventory mapping.
d) HR capabilities are foremost necessary for HR delivery. Comment.
e) Why HR planning is not always accurate?
f) How emotional quotient is an integral part of mapping competency?
g) Write a short note on cohort analysis.
h) How critical incidents techniques used for competency mapping?
i) How HR planning regulate personnel costing?
j) Write a short note on long term manpower forecast.

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6× 8)
       Twelve)
a) Competency assessment is a continuous process. Comment.
b) "Human resource planning aligned with entire business process." Justify this.
c) How technological innovation influenced emerging trends in Human resource planning?
d) Analyze the quantitative and qualitative considerations of manpower planning.
e) Illustrate the methods and use of data on mapping employees' potential.
f) What is behavioral event interviewing? How it is helpful for performance estimation.
g) Analyze how HR planning has a connection with other functions of personnel in the organization.
h) "Strategic HR planning is different from operational workforce planning."Comment.
i) Analyze the micro and macro purpose of manpower planning.
j) How different interview techniques beneficial for individual competency mapping?
k) Illustrate the main problems involved in the process of manpower planning.
l) How gap analysis is used in development of individual competency thereby organizational performance?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four) (02 ×16)

Q3 Discuss the objectives of manpower planning and different techniques used in forecasting of manpower requirements. (16)

Q4 Elucidate the stages and strategies involved in strategic human resource planning (SHRP). What is the significance of SHRP? (16)

Q5 Design a competency mapping framework suitable for a fast growing IT firm. (16)

Q6 "There are numerous statistical techniques and mathematical models facilitate the process of human resource planning." Justify with appropriate examples. (16)

Registration No :

Total Number of Pages : 02

MBA / MBAP
18MBA304C / 18PTMBA503C

3rd & 5th Semester Regular / Back Examination: 2021-22
PERFORMANCE MANAGEMENT SYSTEM
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q.Code : OF556

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2 ×10)

a) Define Performance in your own words.
b) Write two benefits of Performance Management.
c) What do you understand by Performance Appraisal?
d) Write the types of pay for Performance of the employees?
e) Define Potential Appraisal.
f) State two KPI of a HR Professional.
g) What you mean by 'Do only, what you get paid for' syndrome.
h) State what do you understand by Assessment Center?
i) How does job description contribute to Performance Management?
j) State two HR interventions to improve the Performance of the employees.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)

a) Is Performance Management essential for the Organization irrespective of size& nature? Explain.
b) Distinguish between Potential Appraisal & Performance Appraisal.
c) What is Balance Score Card? How is it useful for the Organization?
d) What is the Performance Measurement criteria? Explain its importance.
e) MBO is a systematic technique for Performance Appraisal. Justify it.
f) Performance Appraisal fails due to Personal Biases some time. How to overcome this?
g) Mention & brief the methods of Performance appraisal?
h) Explain briefly the Performance Management process.
i) Every organization and its employees need to perform. Do you agree? Justify with your view points.
j) What is the need of Performance Counseling &coaching in the Organization? Whose role is this. Explain.
k) As a HR mgr. what should be your strategies to improve the performance of the employees?
l) State the concept of Performance Counseling & Coaching & explain its importance.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)   **(02×16)**

Q3   Define & explain:
a) BARS
b) EFQM

Q4   Define the reward Management & Explain the process of it. What are the objectives of reward & it's different components? Suggest an ideal reward Management model for the organization.

Q5   What are the different types of pay for Performance plan along with its advantages and disadvantage in each case?

Q6   What is 360-degree Performance Appraisal method and why it is called 360 degrees only. Explain the concept of Self-Appraisal. Is 360 degree a preferred method of appraisal as compared to others? Share your views.

MBA
18MBA301E

3rd Semester Regular / Back Examination: 2021-22
DATA MINING FOR BUSINESS DECISIONS
Branch: BA, GM, IB, MBA, MBA (M & F)
Max Marks: 100
Time: 3 Hours
Q Code: OF293

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part- I

Q1	Only Short Answer Type Questions (Answer All-10)	(02×10)
a)	How predictive data mining is different from descriptive datamining?	(2)
b)	What do you mean by data preprocessing?	(2)
c)	Write the difference between numerical data and categorical data.	(2)
d)	Why are Pie chart and Box plots used?	(2)
e)	Define Association rule mining.	(2)
f)	How can we say that association rules are interesting?	(2)
g)	Determine the Euclidean distance between the two data points A (4,3) and B (2,3).	(2)
h)	Write the two partitioning methods used in clustering.	(2)
i)	What is the role of root node and leaf node in a decision tree?	(2)
j)	Is C 4.5 better than ID3?	(2)

Part- II

Q2	Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)	(06×08)
a)	Differentiate between OLTP and OLAP.	(6)
b)	Analyze the various visualization techniques used in datamining.	(6)
c)	State apriori algorithm. Distinguish between Support and Confidence.	(6)
d)	Differentiate between regression and clustering.	(6)
e)	What is PCA? How it helps in dimension reduction?	(6)
f)	Write any three strengths of decision tree method.	(6)
g)	Distinguish between three broad categories of clustering techniques?	(6)
h)	What do you mean by ANN? What are the different applications of ANN?	(6)
i)	Explain the K-means method with a step-by-step algorithm.	(6)
j)	Illustrate multidimensional association rule.	(6)
k)	Explain in detail the process of agglomerative clustering.	(6)
l)	Explain in detail about the architecture of a Neural Network model?	(6)

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(02×16)

Q3	Define Datamining. Discuss in detail with a neat diagram the process of Knowledge Discovery in databases (KDD) giving emphasis on selection and preprocessing phase.	(16)
Q4	What is Market Basket analysis? Describe with an example, how it uses the concept of association analysis?	(16)
Q5	Discuss in detail the role of regression in predictive modelling.	(16)
Q6	Describe in detail about the attribute selection measures used by the ID3 (Iterative Dichotomiser three) algorithm to construct a decision tree.	(16)

Total Number of Pages : 02

MBA
18MBA304E

3rd Semester Regular / Back Examination: 2021-22
MANAGING DIGITAL PLATFORMS
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q.Code : OF555
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two
from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :   (2 × 10)
   a) What is Digital Ecosystems?
   b) What is meant by Channel optimization?
   c) Why is Twitter called a micro-blogging platform?
   d) What are the issues involved in Governance for digital platforms?
   e) Which digital platform technologies you will prefer to invest in and why?
   f) How is Intellectual properties in Digital Economy different to the traditional intellectual properties?
   g) What does audience platform utilization indicate?
   h) What are the types of Pricing Policies?
   i) Name a popular crypto-currency. How is it different to a digital currency, in general?
   j) What is IOT and how is it useful for any business?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6 × 8)
    Twelve)
   a) Briefly explain the different type of Platform Architecture.
   b) Explain Platform Economics in the context of digital platforms. Furnish examples from present day scenario.
   c) What is the role and responsibility of a CTO (Chief Technology Officer), when it comes to planning for the digital platform environment for the organization?
   d) Briefly explain how AI can be useful for a dating app or a matrimonial site like Shaadi.com etc.
   e) Describe the impact of Internet and Cloud Computing in the business process of an organization. Furnish examples to clarify your answer and the concepts.
   f) List out some trends and development of new technologies and how will those impact the modern digital enterprises.
   g) Is there any competition between Instagram and facebook so far as users' choice and habits are concerned? Please explain your answer with logical evidences.
   h) Explain the various challenges involved in adoption of total digital economy.
   i) Debate whether the marriage of E-commerce and Social Media platforms will affect our future or not? Substantiate with real life examples as we see now a days.
   j) Briefly state your forecast about the roadmap of Twitter, after it is fully owned and managed by Elon Musk.

k) Describe how is crypto-currency bringing in more challenges, with increased use of digital platforms and e-commerce?

l) Suggest a few ideas as to how LinkedIn can increase its business revenue? Substantiate your answer with specific examples or tasks.
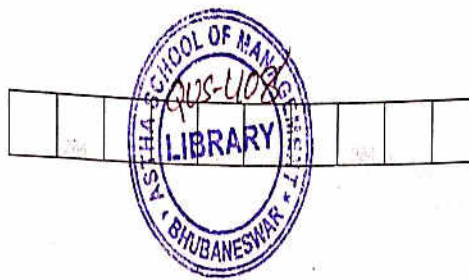
Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)

Q3   Prepare a complete Cross Media Marketing Strategy to launch a new Event Management company. Furnish examples from business world to support your plans.   **(16)**

Q4   As the head of an automobile company, prepare the digital platform concept paper for a new business unit for EV (Electric Vehicle) in Indian market. You may use actual examples from real life business scenario.   **(16)**

Q5   If all types of digital platforms are made free from any Governance or Regulatory control, what are the possible advantages or disadvantages for the society and the business world? Explain with suitable examples.   **(16)**

Q6   Describe the role and importance of a Tech-Savvy Leadership in promoting digital business Innovation. Give hypothetical examples to support your thoughts.   **(16)**

Total Number of Pages : 02

MBA
18MBA302E

3rd Semester Regular / Back Examination: 2021-22
BUSINESS ANALYTICS
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q.Code : OF472
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 x 10)
   a)   What do you mean by correlation? Mention any two uses of it?
   b)   What is the difference between Business Analytics and Business Analysis?
   c)   What is Time series analysis?
   d)   What do you mean by Measures of Central Tendency?
   e)   How can you load a .csv file in R?
   f)   What is Standard Deviation? List the merits and demerits.
   g)   What is the difference between an Array and a Matrix?
   h)   What are the data view and variable view in SPSS?
   i)   Name some of the most commonly used tools by Business Analysts.
   j)   What is a Feasibility Study?

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (6 × 8)
   a)   Explain data visualization. Explain the job responsibilities of BI analysts for creating data visualizations.
   b)   Differentiate between dashboards & scoreboards.
   c)   What are different types of charts? Explain any three with hypothetical examples.
   d)   Explain the purpose of performance measurement system and how organizations need to define key performance indicators (KPI)?
   e)   Explain the importance of data visualization techniques?
   f)   Explain the role of decision support system with its main components?
   g)   Discuss the importance of business analytics and mention its advantages and disadvantages.
   h)   Explain the functions of any three of the following functions used in SPSS; Recede, Crosstabs, Descriptive, Compute.
   i)   What is data storytelling and explain its important?
   j)   Explain the methods of classification in Organization of data with Example.
   k)   What is SPSS? What is the difference between R, Python and SPSS?
   l)   Can plots be exported as image files or other file formats in R? Explain briefly.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 Explain with examples from business organisations, how the customer experience helps in building an effective BI systems? **(16)**

Q4 What are the various domains where BI can be used and explain any three BI applications in industry. **(16)**

Q5 What is meant by Data? What are the sources data that can be fetched? Why Data warehousing is needed? What are the methods of collecting the data? **(16)**

Q6 A random sample of first - year students at a local community college were selected and a general survey that included a number of items was conducted. A series of questions results in self-esteem rating, and part of their official record includes their IQ. Give the procedure to calculate correlation coefficient for these two variables in SPSS. Using following table give the correlation coefficient between two variables and interpret the result **(16)**
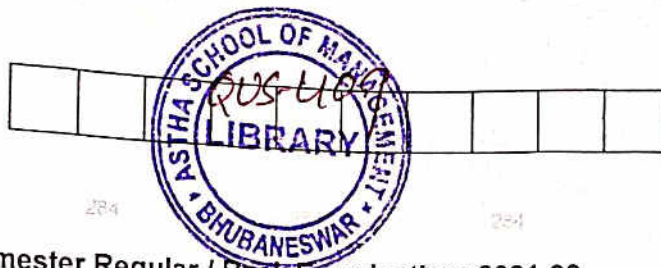
Correlations

		Self esteem	IQ
Self esteem	Pearson Correlation	1	.599*
	Sig. (2-tailed)		.040
	N	12	12
IQ	Pearson Correlation	.599*	1
	Sig. (2-tailed)	.040	
	N	12	12

*. Correlation is significant at the 0.05 level (2-tailed)

MBA
18MBA303E

3rd Semester Regular / Back Examination: 2021-22
E-COMMERCE AND DIGITAL MARKETS
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q.Code : OF524

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2 × 10)
a) What are the various components of electronic commerce applications?
b) List any two applications of B2B E-commerce.
c) What is EFT?
d) What is a search engine? How does it promote E-commerce?
e) What is meant by digital signature and how is it important ?
f) Write some ethical and social issues in E-commerce.
g) What are ad-clicks? What is their use?
h) What are security requirements of Internet and E-Commerce applications?
i) What do you mean by Data Encryption Standard?
j) What do you mean by application-based e-startups?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (06× 08)
a) Discuss the E-Commerce architecture and its components with a block diagram.
b) How is revenue generated through advertisements in E-Commerce.
c) Explain how e-commerce is not only helpful in customer retention, but also the key to maximizing revenue.
d) Describe the functional requirements for online selling and what specialized services and servers perform these functions.
e) What is meant by payment gateways? Explain the need and importance of payment gateways in e-business.
f) Write about various Internet tools required for successful E-Commerce
g) How does E-commerce compare with the traditional business in the context of rural customers.
h) Is social media an important aspect of Customer Relationship Management? Explain the various advantages and disadvantages of this in E-business, with actual industry examples.
i) Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled.
j) Briefly explain how E-business entrepreneurship can manage business incubators
k) Discuss intermediation and disintermediation in e-commerce.
l) Briefly explain how is Online Consumer Behaviour impacting the Marketing functions in E-Commerce.

**Only Long Answer Type Questions (Answer Any Two out of Four)** (02×16)

Q3 Explain the various Supply Chain Management components in E-commerce business. For a prospective vendor, what are the issues and concerns to be a part of the business model. Give industry examples to support your arguments. (16)

Q4 Discuss at length how E-commerce is increasingly impacting the global economy. Substantiate with appropriate example. (16)

Q5 Present a comparative analysis of Amazon and Flipkart in India, in terms of various aspects the E-Commerce that you have come across. Substantiate with suitable facts and examples wherever possible. (16)

Q6 Explain the role and support of E-Commerce in the following applications (16)
a) Financial Services sector
b) Travel and Tourism
c) Jobs and Employment sites
d) Matrimonial alliance sites
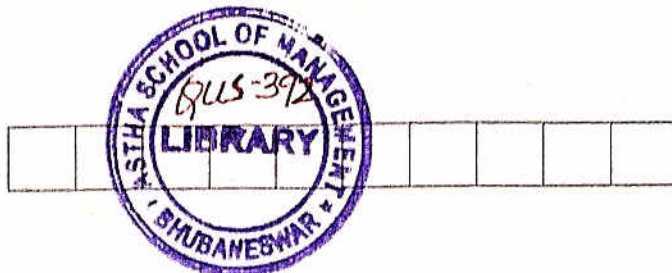
MBA
18MBA304A

3rd Semester Regular / Back Examination: 2021-22
SERVICE MARKETING
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q. Code : OF542
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 × 10)

a) Contrast and compare between physical goods and services from marketing perspective.
b) What are the 7p's in service marketing mix?
c) What is services cape?
d) What is customer life time value?
e) State the concept of e-CRM and its applications in service industry.
f) What is interactive marketing?
g) Write the process of new service development.
h) Explain the concept of zone of tolerance in service marketing.
i) State the five determinants of service quality.
j) What is Moment of Truth from customer perspective?

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6 × 8)
        Twelve)

a) Discuss the various factors influencing the transformation of service economy in India?
b) What do you mean by service quality? Discuss the SERVQUAL model in service marketing?
c) Define and elaborate the five gaps of service quality?
d) Discuss the major characteristics of the e-services provided in India. What steps/precautions should the e-marketer take to ensure effective customer relationship and customer satisfaction?
e) What do you mean by service encounter? Discuss the various types of service encounters?
f) What are the vital relationships in a service triangle?
g) State the importance of relationship marketing in service sector?
h) Elaborate the three types of channel conflicts and how to avoid these conflicts?
i) Prepare an exhaustive marketing research questionnaire for drawing responses from the customers of private Airlines in order to improve its service quality.
j) What are the three basic price structures and difficulties associated with usage for services? Discuss the service pricing strategies for four customer definitions of value.
k) State the implications of service characteristics in financial sector with suitable example.
l) Explain the different type of intermediary in service distribution channel?

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3   Explain the process of service blue printing? Design the service blueprint of an   **(16)**
Overnight Stay Hotel.

Q4   Formulate an effective service marketing strategy with special emphasis on STP.   **(16)**
How does customer experience versus inexperience affect marketing
segmentation strategy?

Q5   Explain the complexities in distribution of services and how it is different from   **(16)**
distribution of goods? Identify few services that can be distributed electronically
and discuss the challenges involved in it.

Q6   Explain the benefits to a company of having an effective service recovery strategy.   **(16)**
Explain the types of actions that customers can take in response to a service
failure. As a manager would you want to encourage your customers to be voicers?
If so, how?

Total Number of Pages: 01

MBA
18MBA301A
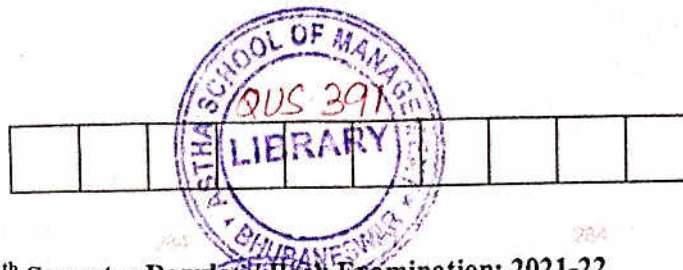
3th Semester Regular / Back Examination: 2021-22
CONSUMER BEHAVIOUR
Branch: BA, FM, GM, HRM, IB, MBA, MBA (A & M),
MBA (M & F), MM
Max Marks: 100
Time: 3 Hours
Q Code: OF391

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)   (02×10)
a) Define perception?   (2)
b) Who are opinion leaders?   (2)
c) What is VALS?   (2)
d) What is omni channel behavior?   (2)
e) What is umbrella positioning?   (2)
f) Differentiate between need and want?   (2)
g) What is consumer ethnocentrism?   (2)
h) What is halo effect in consumer behavior?   (2)
i) Name the components of ABC attitude model.   (2)
j) What is post purchase dissonance?   (2)

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (06×08)
a) Compare the characteristics of Netizens with general consumers.   (6)
b) How does social media influence consumer behavior?   (6)
c) Distinguish between the different types of cross-cultural strategies.   (6)
d) Justify the role of demographics in consumer behavior.   (6)
e) Illustrate the strategies involved to frame consumer imagery for a bakery brand?   (6)
f) How does trait theory help in consumer behavior?   (6)
g) Explain the types of family life cycle.   (6)
h) How is the behavior of online consumers different from that of offline ones?   (6)
i) Analyse classical conditioning in context to consumer behavior.   (6)
j) Distinguish between Freudian and Neo-Freudian theory.   (6)
k) What is the difference between absolute threshold and differential threshold?   (6)
l) Analyse the role of extrinsic and intrinsic cues in the perceived quality of products citing examples.   (6)

Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)   (02×16)
Q3 Evaluate the factors influencing the consumer decision making process with an example.   (16)
Q4 Describe the Engel Kollat Blackwell model with its application.   (16)
Q5 Discuss the use of Maslow's theory in segmentation and positioning.   (16)
Q6 How does a nuclear family differ from a joint family? As a marketer of holiday package what strategies would you adopt for both.   (16)

Registration No. :

MBA/MBAP

Total Number of Pages :02   **18MBA302A/18PTMBA501A**

3ʳᵈ, 5ᵗʰ Semester Regular / Back Examination 2019-20
SALES & DISTRIBUTION MANAGEMENT
BRANCH : BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM, MBAP
Time : 3 Hours
Max Marks : 100
Q.CODE : OF243

Answer Question No.1(Part -1) which is compulsory, and EIGHT from Part-II and any TWO from
Part – III
The figures in the right hand margin indicate marks

Part – I

Q.1. Only Short Answer type questions (Answer All – 10)   **(2x10)**
a) Distinguish between Transactional Selling and Relational Selling.
b) What do you mean by Vertical Marketing System?
c) What do you mean by canned presentation ?
d) What do you mean by Hybrid Channel?
e) Explain briefly about Reverse Logistics.
f) What is intensive distribution? For which type of product it is applicable?
g) Briefly explain about clover leaf routing plan.
h) Distinguish between sales quota and sales potential.
i) What is the difference between Logistics and Physical distribution?
j) What do you mean by milk run concept?

Part – II

Q2. Focused short answer type questions (Answer any eight out of twelve).   **(6x8)**
a) Why is sales career considered exciting, challenging and a route to the top position in an organization?
b) How the buying situations of household consumers are different from those of business buyers?
c) What is a sales budget ? What are the purposes of the sales budget?
d) "If you pay a sales person enough, you will have a well-motivated sales person". Comment on the statement.
e) Describe the steps involved for evaluating and controlling sales force performance.
f) Explain in detail the distribution objective for a FMCG Company.
g) Briefly explain the functions of a retailer?
h) What are the factors which are critical for the success of electronic channels?
i) What are major functions of a warehouse? How is warehousing related to inventory decisions?
j) What are various modes of transportation in distribution management?
k) Briefly explain wedge shaped sales territory and how a sales person covers it.
l) How does distribution of service differ from distribution of products? Explain with example.

Part – III

Only Long answer type questions (Answer any two out of four).   **(16x2)**
Q3. a) "There is no magic formula to make a sale". Do you agree? Is there any standard process to make a sale? If yes, justify why a standard selling process is required.   **(8)**
   b) Explain various steps involved in personal selling process with suitable examples.   **(8)**
Q4 a) Explain various non-statistical methods of demand forecasting?   **(8)**
   b) What are sales quotas and why it is important for a Sales Manager to set quota for sale people?
                                                                               (8)

Q5 a) What is a sales territory? Why is it necessary for companies to establish sales territories? **(8)**

b) Describe the procedure for designing sales territories. (8)

Q6 a) Explain the various channel levels with examples. (8)

b) What are the types for channel conflict ? How can you resolve various types of channel conflict? (8)
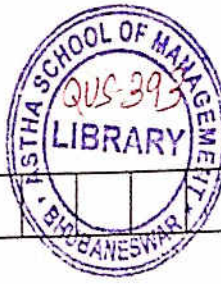
Total Number of Pages : 02

MBA / MBAP
18MBA303A / 18PTMBA502A

3rd & 5th Semester Regular / Back Examination: 2021-22
DIGITAL MARKETING
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M),
MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q. Code : OF510

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1   Answer the following questions :   (2 × 10)
   a) Why digital marketing has gained momentum in today's business?
   b) Explain Pay Per Click advertising with a suitable example
   c) Describe title tag optimization.
   d) What is the difference between SEO and SEM?
   e) Why is online marketing preferred over offline marketing?
   f) Describe the four C's of Digital Marketing?
   g) Differentiate between Ad Words and Ad Sense.
   h) State the meaning of key work advertising with suitable example
   i) How affiliate marketing helps digital marketers?
   j) Mention different types of ad tools with its uses

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (6 × 8)
   a) Explain digital marketing landscape that shape digital infrastructure
   b) Illustrate with suitable example how Gen Y influence the growth of digital marketing
   c) Enumerate the reasons for which businesses are going towards digital marketing.
   d) Elaborate the key traits of digital consumer with suitable examples.
   e) Explain various factors influencing the successful PPC advertising. State some of the advantages and disadvantages of PPC.
   f) How could you use Social media in order to promote your brand and increase Customer Engagement?
   g) Mr. Kumar wants to make a display ad of his newly opened hospital. Suggest types of display ads that he can use and justify.
   h) Explain various factors influencing Display Advertisements.
   i) Analyze the different types of mobile marketing with its advantages.
   j) Define ROI in digital marketing. Explain the different techniques used for ROI measurement.
   k) Ragini wants to create first Google Ad campaign of her beauty blog. Explain the process of creating first Goggle ad campaign for her.
   l) Illustrate with example how consumer segmentation and positioning is done through online tools.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)   (02×16)
Q3   How consumers are targeted through online marketing tools. Explain in details   (16)

Q4   Critically examine the key drivers for the growth of digital marketing in India.   (16)

Q5   Describe content marketing. Explain its importance with suitable example.   **(16)**

Q6   Discuss the benefits of E-mail marketing. Explain the tasks involved to make your E-mail marketing communication more effective.   **(16)**
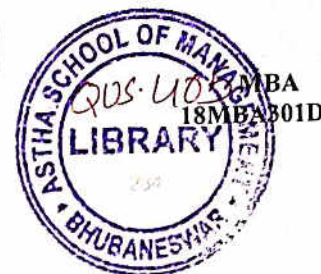
3rd Semester Regular / Back Examination : 2021-22
SUPPLY CHAIN MANAGEMENT & LOGISTICS
BRANCH : MBA, BA, GM, IB, MBA(M&F)
Max Mark : 100
Time : 3 Hours
Q CODE : OF336

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10)   (02×10)
a) What do you mean by Reverse logistics?   (2)
b) What do you mean by Vendor managed inventory?   (2)
c) Explain the concept of Web based supply chain.   (2)
d) Explain the concept of cross docking.   (2)
e) Explain the benefits of RFID.   (2)
f) What do you mean by stockpiling? Give an example.   (2)
g) Differentiate between Bottleneck vendors and leverage vendors?   (2)
h) What do you mean by blanket purchase order? Give an example.   (2)
i) What is the primary objective of activity based costing?   (2)
j) Explain the concept of Milk Run. Write one benefit.   (2)

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (06×08)
a) Explain the Bull whip Effect with example. What are the causes and consequence of the same?   (6)
b) What is 4PL? What are the stages involved in 4PL solutions and also explain its operational mechanism.   (6)
c) "Vendor rating has become a important tool of contemporary supply chain practices". Justify it.   (6)
d) "Supply chain management is an integration of firm's logistic function with other participants like vendors, cutomers and third party logistics service providers". Why.   (6)
e) Write short notes on the effective forecasting process.   (6)
f) Write a note on various criteria for evaluation of vendors performance.   (6)
g) What are the elements of total cost cost for supply chain management ? explain.   (6)
h) What is the role of IT in supply chain management? Discuss advantages and implementation.   (6)
i) Explain Third Party logistics and its advantages.   (6)
j) What are the factors affecting the location of warehousing?   (6)
k) Define the value chain of SCM. Explain the flow of various things in it along with their relevance.   (6)
l) How CRM is used in supply chain management?   (6)

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)   (02×16)

Q3 What is supply chain Management? How supply chain management is linkage with marketing, manufacturing , sales and information technology? Explain.   (16)

Q4 Discuss the various factors influencing network design decisions.   (16)

Q5 Discuss the following two approaches to measure supply chain performance   (16)
(a)SCORE model   (b) Balanced Scorecard method.

Q6 Write short notes on any two: (16)
(a)Vendor rating techniques
(b)Hub and Spoke model
(c)Vendor relationship management
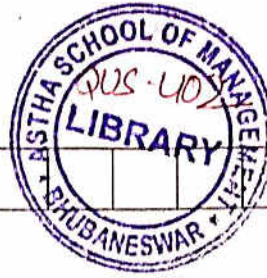
Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2 ×10)

a) What is forecasting error?
b) What is MRP ?
c) Give an example good and a service that shows seasonal demand pattern annually.
d) What is reactive strategies in terms of aggregate planning?
e) What is mean flow time in scheduling?
f) What do you mean by Loading?
g) Define System capacity.
h) What are the primary reports in MRP output?
i) Give one example of MRP in services.
j) If the design capacity is 50 trucks/day, effective capacity is 40 trucks / day and actual output is 36 trucks /day, find the efficiency and utilization of the system.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)

a) What are the main functions of operation management?
b) How does production planning and scheduling differ?
c) Explain in brief the master production schedule (MPS).
d) Explain chase demand strategy for meeting the uneven demand.
e) What are the objectives of operations planning and control?
f) Explain in brief bill of materials.
g) Discuss the elements of a good forecast.
h) Explain routing with it's significance.
i) Consider the following single machine scheduling problem

Job (j)	1	2	3	4	5	6
Processing time (t_j)	10	8	8	7	12	15
Due date (d_j)	15	10	12	11	18	25

Determine the optimal sequence using Earliest Due Date (EDD) rule and find the total completion time & maximum lateness.
j) Describe the different ways through which you can generate pure strategies.
k) Write a note on scheduling with it's purpose.
l) Explain in brief the Theory of Constraints.

Part-III

**Only Long Answer Type Questions (Answer Any Two out of Four)** (02 ×16)

Q3 Discuss in details various qualitative methods of forecasting. What are the main advantages that quantitative techniques of forecasting have over qualitative techniques?

Q4 What is aggregate planning. What is the need, purpose and techniques for aggregate planning?

Q5 What do you mean by capacity planning? Why capacity planning for services is more challenging than it is for goods production?

Q6 Discuss in detail the role of ERP in operations planning and control.
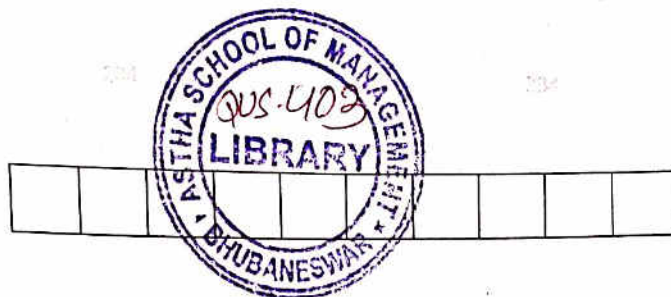
MBA
18MBA302D

3rd Semester Regular / Back Examination: 2021-22
PRICING AND REVENUE MANAGEMENT
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q. Code : OF499

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :   (2 × 10)

a) Write four industries where Revenue Management is applied effectively.

b) What is the basic difference between cost plus pricing and demand oriented pricing?

c) State what is GDS stands for and where and how it is used.

d) Write down at least two main benefits of dynamic pricing.

e) Why price differentiation (or discrimination)is adopted in pricing management?

f) State the difference of assumption between finite and infinite population in dynamic pricing models

g) In perfect competition what decision/decisions a firm can and cannot take in its level?

h) What do you mean by 'willingness to pay' or 'reservation price' or 'reserve price'?

i) What are the main features of a monopoly market?

j) Write at least four factors that are taken as base for customer segmentation

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)   (6× 8)

a) Explain briefly types of decisions taken in typical Revenue Management with examples.

b) Differentiate between Price based and Quantity based revenue management with examples

c) Explain how Revenue Management is applied in Airline industries with a limited number of seats.

d) Illustrate how Revenue Management is applied in hotel industry undertaking quantity based revenue management.

e) Distinguish between partitioned and nested bid control system in quantity based revenue management with a example

f) Explain dynamic pricing and its features. Differentiate between 'with replenishment' and 'without replenishment' models of dynamic pricing

g) What do you mean by ODF (or ODIF)? Explain with diagramme how length-of-stay in hotels and hub-and-spoke network in airlines make different ODFs.

h) Explain price differentiation (or discrimination) and it's types (degrees) with example. Which market structure is normally suitable to adopt price differentiation?

i) Suppose there are limited 100 seats for booking in an Airlines with fare classes 1(full fare), 2(discounted), and 3(deep discount). The allotments for each class are 36, 40 and 24 respectively. Under the scheme of nested booking limit find out the booking limits each class. How the protection levels for the classes are expressed with these booking limits?

j) Explain comparing the 'Bid Price control and Booking limit control' system adopted in quantity based revenue management.

k) Explain how LP model is used in quantity based Revenue Management stating

objective function and constraint / constraints.

l) What are the situations conducive to Revenue Management in an Industry?

<div align="center">

Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)

</div>

(02 ×16)

Q3 What are the traditional Pricing methods? Discuss their advantages and shortcomings.   (16)

Q4 What do you mean by Revenue Management? Discuss its nature and scope of its application in different industries.   (16)
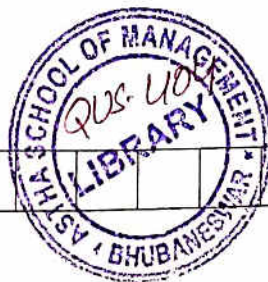
Q5 Describe the Network Management in quantity based revenue management with example of an industry. Discuss the challenges and complexities of Network capacity control system   (16)

Q6 Write Short notes on   (16)
  a) Revenue Opportunity Assessment
  b) Revenue Benefit Measurement

Total Number of Pages : 02

MBA
18MBA303D

3rd Semester Regular / Back Examination: 2021-22
OPERATIONS STRATEGY
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q.Code : OF538

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

(2×10)

Q1   **Answer the following questions :**
a)   How is Operations strategy different from operations management?
b)   How Operations Strategy is different from Business Strategy?
c)   What factors are normally considered to analyse the market / customer requirements for formulating Operations Strategy?
d)   What are the main operations performances considered as objectives in operations strategy formulation?
e)   What is meant by "flexibility" in operations performance?
f)   What do you understand by 'Order Qualifying factors' of operations performance?
g)   What do you mean by economies of scale?
h)   What is learning curve and its significance in operation's capacity strategy?
i)   What main decisions are taken in area of supply network in operations strategy making?
j)   Name the 'wastes' defined in Lean Manufacturing

Part-II

Q2   **Only Focused-Short Answer Type Questions-   (Answer Any Eight out of Twelve)**   (6×8)

a)   Main content of the Operation strategy is reconciliation between Market requirement and Operations Resources – Explain
b)   How outsourced supply affect an operation's main performance objectives?
c)   What do you mean by Focused Operations? How it is useful in Operations Strategy?
d)   What are the factors that influence addition of a new location under strategic capacity decision? Discuss.
e)   Write in brief the factors influencing operations capacity.
f)   The concept of TQM fits as a substitute to operations strategy– Discuss
g)   Draw a typical importance–performance matrix and discuss the 4 zones of improvement strategy actions.
h)   What is the strategic importance of product and service development by operations?
i)   Discuss in brief the ERP from operations perspective.
j)   Draw the Porter's Value chain frame work briefly explaining the elements considered in it.
k)   How do market volume and variety influence process technology?
l)   Define Creativity, Innovation and Design. State their relationship.

Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 What do you mean by operations performance objectives? Explain in details the (16) five generic performance objectives.

Q4 Discuss importance of Capacity Change and explain in details the strategic timing (16) of capacity change as per market demand.

Q5 Discuss the four stage model developed by Prof. Hayes and Prof. Wheelwright that (16) captures maturity and contribution of any operations in opening up market potential for the organisation.

Q6 What is sustainable alignment? Discuss the Prof. Terry Hill's framework for (16) operations strategy formulation.