4M1401

4M1401

MBA IV Sem (Main) Examination, July - 2022
FINANCE
M-410 Financial Derivatives

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) The question paper is divided into three parts.

2) Part A contains 10 questions which are compulsory. Part B contains Eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

PART - A

(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1. What do you mean by "Underlying assets" in derivatives?

2. What is the long position in call option?

3. What is default risk in swaps?

4. Difference between strike price and exercise price.

5. What is a financial swap?

6. Difference between futures and options.

7. A trader purchased a T-bill of Rs. 1,000 for Rs. 987, 90 days before the date of maturity. What is the yield on this T-bill?

8. Determine no-arbitrage boundaries for given information about imperfect market.

   Borrowing rate $(C_B) = 10\%$

   Lending rate $(C_L) = 5\%$

   Current Price (S) = 5,000

   Transaction cost (T) = 2%

9. What are various assumptions of Binomial pricing model?
10. What do you mean by market - to - market (MTM)?

PART- B

Attempt any Five questions. (5×6=30)

1. What are the main differences between forward and futures contracts?
2. Write a detailed note on classification of forward contracts with examples.
3. Explain the following:
   i) Lot size
   ii) Clearing House
   iii) Open Interest
4. An investor buys 500 shares of cipla @ Rs. 210 per share in the cash market. In order to hedge, he sells 300 futures of cipla @ 195 per share after two days. Further, the share price and futures decline by 5% and 3% respectively then he closes his positions by counter transactions. Find out his profit or loss on each transaction and net profit or loss in given trade.
5. Elaborate the regulatory framework of derivative market in India.
6. If yield on 161-day T-bill is 5.75% and that on a 70-day. T-bill is 4.95% At what Price level should 91 day T-bill future trade (which is 70 days from now)? Also calculate the implicit yield on T-bill and value of Index.
7. Explain the differences between interest rate swaps and currency swaps, in detail.
8. The current market price of an asset is Rs.80 (S). In one year's time from now, the price may be Rs.100 (S_1) or Rs.70 (S_2). A call option at the strike price of Rs.80 is available for Rs.20. The risk-free rate of interest for the one period till expiration of call option is 10%. Find out the fair value of the call option as per BM.

PART-C

Compulsory: (16+4=20)

1. a) A bank has a housing loan portfolio of Rs.1,00,00,000 at a fixed rate of 8.5% and it has financed it by borrowing at a floating rate of T-bill, which is equivalent to 6.50%. This bank is expecting to make a profit of 2%. Bank is worried about (Yield) the increasing rates which caused reducing bank's profitability. When bank borrowed the money, futures are trading at Rs.93.15 (discount 6.85%) from the 91st day till 180th day. Suggest how bank can invest fixed rate loan to floating rate loan when financing its client's if after 90 days T-bill yield increased to 8.25%.

   b) Following information is available for a share :

S = Rs. 50	K = Rs. 50
S_1 = Rs. 55	r = 10% per annum
S_2 = Rs. 45	T = 6 months

   Find out the value of put as per BM.

4M1443

4M1443

M.B.A. IV Sem. (Main) Examination, July - 2022
FINANCE
M-410 Financial Derivatives

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

*1)   The question paper is divided in **three** parts.*

*2)   Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit **25** words only)

All questions are **compulsory.**   **(10×2=20)**

1.   Explain the meaning of Derivatives.

2.   What is forward contracts?

3.   Explain the role of clearing house.

4.   Explain the meaning of Index futures.

5.   What is Swaps Derivatives?

6.   Explain the meaning of options.

7.   Explain the meaning of Interest Rate futures.

8.   How many participants are there in derivatives market?

9.   What are the common types of derivatives?

10.   Who introduced derivatives in India?

PART - B

Attempt any **five** questions.   (5×6=30)

1. What is the difference between futures and options?

2. Explain the pricing of a T-bill futures contract.

3. Explain in detail the procedure for valuing a swap.

4. Review the assumptions and limitations of the BS option - pricing model.

5. What is the structure of the derivatives market in India?

6. Explain the relationship between Spot price and futures price.

7. Assuming a normal distribution, what is the probability of the daily return on a stock being above 0.65% when the mean return is 0.48% and the standard deviation is 0.15%?

8. Explain how a futures market can be used for speculation.

PART - C

Compulsory   (20)

1. a. Assume that a pension fund has to sell a part of its portfolio to meat a forthcoming cash requirements. Explain how it can use the interest rate futures.
   (10)

   b. Explain the recommendations suggested by L.C. Gupta committee.   (10)

_____

M.B.A. IV Sem. (Main) Examination, July - 2022
FINANCE
M-411 : Financial System, Institutions and Instruments

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1)   *The question paper is divided in three parts.*

2)   *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A
(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1.   What are the key elements of a well functioning financial system?

2.   What is the difference between Banking and Non Banking Financial Company?

3.   Discuss in detail the role of financial development institution for the growth of Indian economy.

4.   What are the problems faced by Financial Market in India?

5.   What do you understand by pre-emptive right of shares?

6.   Describe the features of any two Money Market Instruments.

7.   Highlight the ethical issues in Merchant Banking.

8.   What is the procedure of Securitisation of debt?

9.   Define Mutual Funds and state various schemes/classification of mutual fund.

10.   Write short notes on any Two:

    a)   Housing Finance

    b)   Commercial Papers

    c)   Certificate of deposites

    d)   Pension Fund Insurance

PART - B

Attempt any Five questions.   (5×6=30)

1. Financial service industry in India has grown remarkably during last few years. Do you agree? Explain various developments in brief.

2. What is the difference between capital and money market? Discuss properly various instruments of capital and money market.

3. What are the various methods of raising funds from the capital market? Explain in detail.

4. What is the role of RBI in regulating financial markets and institutions?

5. What do you understand by Indian Financial System? Explain all the components of the formal financial system in detail.

6. Explain development financial institutions with examples. What are the various functions of it?

7. Explain trading and settlement procedure of stock market in India.

8. Distinguish between T-Bill market and government securities market.

PART - C

Case Study (Compulsory)   (1×20=20)

1. The Bombay Stock exchange, which is the largest stock exchange in Asia, witnessed a profound transformation in its business operations. From being a regional stock exchange, it has emerged as one of the important institutions for transferring savings into investments is the country. Between 1990 and 2003. BSE witnessed a series of stock market scams, which involved more than 500 rupee crores of investors money. BSE faced criticism from industry expects, analysts, policy makers and politicians for being non-transparent, unregulated, and taking inadequate measures for investors protection. To overcome these challenges, BSE launched a series of measures in the late 1990s with the advent of reforms, BSE witnessed mutable developments in many areas such as : a) Trading, 2) Operations, 3) Management, and 4) Addressing investors grievance. The govt. of India also took steps to corporatize the stock exchange, thereby separating trading ownership and Management. Finally on the August 9th 2005, BSE created history by converting itself into a corporate identity, thereby forming BSE Limited.

Questions: Answer the following questions:

a) Explain the issue of failure of corporate governance of Asia's biggest stock exchange.

b) Explain the role of SEBI to strengthen the BSE to prevent stock market scam.

_____

Roll No. _____ [Total No. of Pages : 2

4M1457

4M1457

M.B.A. IV - Sem. (Main) Examination, July - 2022
FINANCE
M-411 Financial System, Institutional and Instruments

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

 1) *The question paper is divided in **three** parts.*

 2) *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit **25** only)

All questions are **compulsory**   **(10×2=20)**

 1. What is NBFCs?

 2. What is certificate of deposits?

 3. What is private placement?

 4. State the meaning of GDR.

 5. What is over - the - counter exchange?

 6. What is SEBI?

 7. What is new issue market?

 8. What is mutual funds?

 9. What is Equity shares?

 10. What is convertible Bonds?

PART - B

Attempt any **five** questions   **(5×6=30)**

 1. What are the criteria for evaluation of a financial system.

 2. Distinguish between the money market and the capital market.

3. What is the process used to issue treasury securities?

4. Summarize the functions of stock exchange.

5. What are the different objectives of borrowing by the government?

6. "SEBI has played a strong role for improvement of the secondary market in India". Comment.

7. "Reserve Bank of India acts as a promoter of the financial system". Justify.

8. What is the difference between primary market and secondary market.

PART - C

(Compulsory) (20)

1. Why is it surprising that money markets exist? Why do they exist nonetheless? What factors explain the relative size of money markets in different countries?

_____

MBA IV Sem(Main) Exam 2022
FINANCE
M-412 Mergers, Acquisitions and Corporate Restructuring
4M1471

Time: 3 Hours   Maximum Marks: 70

Instructions to Candidates:
1) The question paper is divided in three parts.
2) Part A contains 10 questions which are compulsory . Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

Part A(Word limit 25 only)
All questions are compulsory

Q. 1. What do you mean by Corporate Restructuring?

Q.2 What is a triangular merger?

Q.3 What is a Conglomerate merger?

Q.4 What is a corporate spin off?

Q.5 What is due diligence?

Q.6 List the different forms of takeovers

Q.7 What do you mean by reverse merger?

Q.8 Explain the 4 role of industry life cycle in merger.

Q.9 What do you mean by Liquidation value?

Q.10 Explain 2 difference between Friendly v/s Hostile takeovers?

                                                    10 x 2 = 20

Part B
Attempt any five questions

Q.1 What do you mean by corporate restructuring? Discuss the various forms of corporate restructuring.

Q.2 Explain different types of M&A. Also Explain the success factors contribute for M&A

Q.3 What are the process and components of Due Diligence? Explain them.

Q.4. Distinguish between price and value. Discuss the concepts of market values, Intrinsic value and Replacement value.

Q.5 Write note on:
    a) Asset Based Approach
    b) Swap Ratio
    c) Exchange Ratio Concept

Q.6 Explain opportunities .threats and limitation of International M&A?

Q.7 Saviruchi Ltd (has 200000 shares outstanding) wants to acquire Durgabhavan Ltd(has 100000shares outstanding), by exchanging its 1.6 shares for every share of Durgabhavan Ltd. Calculate the post-merger number of shares.

Q.8 Based on the information given below ascertain the exchange ratio based on Net Assets Value:

	Slice Ltd (Acquirer)	Maaza Ltd (Target)
Total Assets	1000 Lacs	500 Lac
External Liabilities	400 Lacs	200 Lacs

<div align="right">5 x 6 =30</div>

Part C
Compulsory
Case Study

Q.1 The largest M&A deal in history, UK-based Vodafone AirTouch PLC, now known as Vodafone Group Plc (NASDAQ: VOD), acquired Germany's Mannesmann in February 2000. The deal. $180.95 billion was resisted by the majority of Germans who worried that takeovers like this one would spell the end for German businesses. Vodafone's acquisition made the firm the world's largest mobile operator and set the tone for future mergers and price-wars within the telecom space. Verizon Communications Inc.'s (NYSE: VZ) much sought after of Verizon Wireless from Vodafone Group plc. (NASDAQ: VOD). For nearly a decade, Verizon worked to acquire Vodafone's 45 percent stake in Verizon Wireless and the firm's efforts were finally successful in September 2013. The US telecom agreed to pay $130 billion in order to take full control of its wireless unit, which was bringing in around $21.8 billion each year. The deal gave Verizon the financial strength it needed in order to up investment in better infrastructure and increase its competitiveness in US markets.

Questions :

a) What is international mergers and acquisition?
b) What are the reasons for international trade mergers and acquisition?

<div align="right">20</div>

4M1429

4M1429

MBA IV Sem. (Main) Examination, July - 2022
FINANCE
M-412 Mergers, Acquisitions and Corporate Restructuring

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided into **Three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **Eight** questions out of which **five** are to be attempted. Part C contains one question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1. Meaning of corporate restructuring?

2. Difference between merger and acquisition.

3. Define Negotiation.

4. What is the meaning of Intrinsic value?

5. What is meant by synergy of a merger?

6. What is the meaning SWOT analysis?

7. Mention porters five forces.

8. What is the meaning of purchase consideration?

9. Define equity curve out?

10. What is cultural compatibility?

PART - B

Attempt any Five questions. (5×6=30)

1. Explain LPO in detail.

2. What type of corporate restructuring adopted in India?

3. Explain the process of Merger Integration.

4. Explain the different types of Mergers.

5. Explain the role of industry life cycle in merger.

6. What are the process involve in Due Diligence?

7. What are the various causes of Dispute at time of negotiation and execution of terms?

8. Explain porters Five forces model.

PART - C

(Compulsory) (1×20=20)

1. Compare and analyze the features of a Domestic and Border Mergers and Acquisition using one real case of each involving an Indian company.

_____

4M1403

4M1403

MBA IV Sem. (Main) Examination, July - 2022
MARKETING
M-420 Consumer Behavior

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

   1)   *The question paper is divided in three parts.*

   2)   *Part A contains 10 questions which are compulsory. Part B contains Eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A

All questions are compulsory.(Word limit 25 only)   **(10×2=20)**

1. Write any four responsibility of Consumer.

2. How does consumer perception effect on product.

3. What is classical conditioning theory.

4. Write two differences between formal and informal group.

5. Define adoption process in consumer behavior.

6. What do you mean by individual decision and group decision.

7. Name the pricing strategies use by Jio Company for pre-paid connection.

8. What are two major differences between Culture and Sub-Culture.

9. What the term "group" means? On what bases groups may be classified.

10. Discuss the basic properties of a group.

PART- B

Attempt any Five questions. (5×6=30)

1. What is the References Group? Write the factors that affect reference group influences.

2. Write Consumer Decision making model.

3. Write Buyers Decision making process.

4. Write different Promotion Strategies with examples.

5. What is meant by Consumer Behavior? Discuss the factors affecting Consumer Behavior with one example of Smart Watch.

6. Define perception. Discuss the role of extrinsic cues and intrinsic cues in the perceive quality of a product.

7. What do you mean by Brand Extension and Brand Loyalty.

8. Write the role of customs, values and belief on consumer behavior.

PART-C

Compulsory (20)

1. "The Purchase decision process in organizations is significantly' influenced by the complexity and difficulty of a given purchase situation"

4M1445

4M1445

M.B.A. IV Semester (Main) Examination, July - 2022
MARKETING
M-420 Consumer Behavior

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **Three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A
(Word limit 25 words only)

All questions are compulsory.   **(10×2=20)**

1. What do you understand by Psycho - Demographics profiling with reference to young adult Indian consumer?

2. 'Perception has strategic implications for marketers because consumers make decisions based on what they perceive rather than on the basis of objective reality' Explain.

3. What do you mean by cognitive learning and how does it differ from the conditioning theory approach to learning?

4. Briefly explain the role of values and beliefs on consumer behavior with appropriate examples.

5. What is meant by family decision making? How can different members of the household be involved with different stages of the decision process?

6. Identify a product that was recently adopted by you or some of your friends. Identify what type of innovation it is and describe what are the characteristics of people who adopted it first? What features of the product are likely to determine its eventual success or failure?

7. 'A reference group helps shape a person's attitudes and behaviors' Elucidate with examples.

8. Give a brief account of how consumer behavior can be used to develop marketing strategy.

9. How do researchers identify and measure human motives? Give examples.

10. 'Celebrity brand endorsement is a powerful strategy to differentiate and create competitive positions' Explain with help of minimum two examples of brands which have benefited from celebrity endorsement.

PART - B

Attempt any Five questions (5×6=30)

1. 'The buyer development as a 'social power' began with the need of safeguarding and advancing the interests of customers against exploitative and uncalled - for exchange practices of the makers and merchants' In light of the statement examine any three purposes behind the start of consumer movement in India.

2. 'Personality plays a significant role in the consumer buying behavior since different consumers have different personality traits which reflect their buying behavior' In this context describe with examples how trait theories examine personality as an individual difference and allow marketers to segment consumers as a function of their personality differences?

3. 'Measures of consumer learning include recognition and recall tests, and attitudinal and behavioral measures of brand loyalty. Brand loyalty consists of both attitudes and actual behaviors towards a brand and both must be measured' Elaborate with examples.

4. A consumer's buying behavior is influenced by cultural social and personal characteristics. Discuss with the help of example of a Jewelery brand you plan to purchase.

5. As a marketing consultant you were retained by Tripadvisor to design a study investigating how families make vacation decision. Whom within family would you interview? What kind of questions would you ask? How would you assess the relative power of reference groups in influencing vacation - related decisions?

6. Describing a recent purchase you made elaborate on the components that constitute a conceptual model of consumer behavior.

7. 'B2B buying decisions tend to be more formal and information - intensive than consumer buying decisions' In light of the statement elaborate on the steps involved in organizational buying process with help of minimum two B2B buying examples.

8. 'Technology, globalization and social responsibility have created new opportunities and challenges and significantly changed marketing management. FMCG and consumer durable companies seek the right balance of tried - and - true methods with breakthrough new approaches to achieve marketing excellence' In this context explain with examples the marketing mix adopted by marketers in recent times to enhance customer satisfaction after carefully assessing consumer behavior.

PART - C

1. **Read the case carefully and attempt the questions given at the end.**

Unilever Adapts to Sell Laundry Products Globally

Unilever is highly successful in marketing its laundry products outside of the United States. The reason is that the company continually adapts to existing and emerging factors both within and across the countries where it does business. A stunning statistic is that "Every half hour 7 million people in the world was their clothes with Unilever products, and 6 million of them do so by hand". Below we touch on each of the seven global considerations as they relate to Unilever's global strategy.

* **Cultural Homogeneity:** In the global laundry market, heterogeneity, even within a country, can occur, For example, Brazil northeast and southeast regions are very different one difference is that in the poorer noorheast region most

laundry is done by hand and more bar soap than powder is used. In the more affluent south east region, most laundry is done in a washing machine and more powder detergent is used than bar soap in the process.

* **Needs:** Hand washing versus machine washing leads to different laundry product needs. In addition, in developing countries, which are an important focus for Unilever, products must be adapted to meet strength of cleaning needs related to removing sweat, adors, and tough stains due to physical labor.

* **Affordability :** Clearly affordability is a component in pricing the laundry detergents themselves to be competitive. However, Unilever also faces the situation that a transition from hand washing to washing machines depends in large part on the economic prosperity of a country or region, as this determines the affordability of washing machines. Adoption of washing machines, in turn, changes the type and amounts of laundry products used as we saw earlier.

* **Relevant Values :** One source indicates that cleanliness, convenience, and sustainability are key value aspects in laundry products that vary across culture. In many countries where Unilever operates there are segments of kids dubbed "Nintendo Kids" who don't tend to go outside and play and thus don't get dirty. A core strategy for a number of Unilever's brands in these markets is the "dirt is good" campaign that stresses that playing and getting dirty are part of a healthy child's development.....and "let Unilever worry about getting their clothes clean".

* **Infrastructure :** A broad infrastructure issue in laundry is access to hot water. Many in developing countries don't have access to hot water or large quantities of water. Unilever responded in India with Surf Excel Quick Wash, an enzyme based product that uses less water and works under lower water temperatures.

* **Communication :** Europeans have traditionally cleaned their clothes in much hotter water with the logic being that "boiling clothes" is the only real way to get them clean and kill germs. This trend is reversing as Unilever pushes more environmental - friendly products and as Europeans have begun to wash in cooler temperatures to save energy. An interesting consequence of the shift is that antibacterial additives are now demanded by European customers to kill the germs.

* **Ethical Implications :** While conversion of the world's consumers to fully automated washing machines would help standardize Unilever's approach, it has major implications for water usage. This is because compared to hand washing, machine washing can, depending critically on the number of rinse cycles needed, use more water. Continued innovation in products toward lower water use will be a key ethical and performance issue for Unilever moving forward.

As you can see, Unilever has and must continue to innovate and adjust as its target markets evolve along these critical dimensions.

Case questions :

1. How might generational influences affect the adoption of washing machines even after economic conditions make them affordable?

2. What other features beyond price and form (bar versus powder) do you think Unilever has had to adjust to meet different needs/wants/preferences across different markets?

3. Which core value is related to sustainability and green marketing? Does this value vary across countries and cultures?

_____

4M1475

4M1475

M.B.A. IV Semester (Main) Examination, July - 2022
MARKETING
M-424 Digital and Social Media Marketing

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **Three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A
(Word limit 25 only)

All questions are compulsory. **(10×2=20)**

1. Give introduction of digital marketing. Write main role of internet. **(2)**
2. Explain digital marketing framework with digital marketing mix. **(2)**
3. What is the main characteristics of social media marketing? **(2)**
4. Write the name of all social media tools. **(2)**
5. What do you mean by search engine? Write the name of all search engines. **(2)**
6. Explain Google analytics and google adverts. **(2)**
7. What types of components used in E-marketing management. **(2)**
8. Define data analytics. Write basic role of Data analysis in current time. **(2)**
9. Write the benefits of E - CRM. **(2)**
10. Write the main features of mobile marketing. **(2)**

PART - B

Attempt any Five questions. **(5×6=30)**

1. In your openion, Does digital marketing deserve its appreciation as an effective communication medium? Express your openion in light of the growth of digital marketing as a vital tool of marketing. **(6)**
2. Think the recent compaign (By any type of organisation) that you come across on the digital landscape (website/social media/etc) did you like or dislike the compaign? What were the reasons for the same? (Explain aspects of the compaign in brief).**(6)**
3. What is SEO? Explain the difference between on page and off page SEO. Explain major on - Page SEO tools and techniques. **(6)**
4. How can you use facebook for marketing your personal commercial venture? **(6)**
5. How will you create a google search engine compaign for any marketer? Explain the process and the key decisions to be taken. **(6)**

6. Explain the meaning of the following terms :
  a. Quality score.
  b. Supply side platform
  c. Click through rate. **(6)**

7. You are a marketing solutions provider in a prominent city in Rajasthan, with ambitions of becoming a national marketing consultant. How can linkedin and Twitter be helpful to you? Explain the tools which you would use on these platforms. **(6)**

8. Explain P-O-E-M framework in digital marketing strategy with reference to any Indian FMCG giant. **(6)**

PART - C
(Compulsory) **(20)**

1. Case study :
Youtube case study dove showeroke.
Dove was challenged to expand their consumer base to include vibrant younger women and they wanted to do so with a new product called "Dove Go Fresh". Seeing how music is considered to be an influence in the daily lives of younger women and how women are more comfortable singing in the shower while alone, Doves, strategy was to create an online content for women to perform and own their shower experience online, giving every woman a chance to be a star. They called the campaign Dove Showeroke. Showeroke is pronounced like Karaoke.

Dove created a micro site where users customized their shower experience by selecting different designs and as they remixed the shower experience the music changed along with it. Users uploaded YouTube videos of themselves performing with Dove in the background. Fans voted for their favorite. The contest ended with the top performers singing live with a band and shower design behind them. The crowd at the live show picked the winner.

The results of the Showeroke Youtube campaign were as follows :

1. Showeroke video and blog entries were picked up by several blogs, generating a readership of 18.000 people

2. Dove bar annual penetration went up from 13.7% to 18.4%.

3. Dove body wash loyalty went up from 24% to 27.6%.

4. Dove won Best Creative Campaign ICON Award.

5. Leveraging Video Content to Represent Your Brand.

  a. Do you think digital marketing agency should leverage the power of video content to represent one's brand? **(10)**

  b. "Note having a video presence on YouTube means brands are missing out on valuable online traffic" - Do you agree or disagree with this statement and why? **(10)**

(OR)

  a. "Dove is a personal care brand" - Explain this statement. **(10)**

  b. Based on the case study as a digital marketing manager, what are your recommendations for your brands YouTube videos? **(10)**

4M1407

MBA IV Sem. (Main) Examination, July - 2022
HUMAN RESOURCE MANAGEMENT
M-430 Employee Relations & Labour Laws

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

    1)   *The question paper is divided in three parts.*

    2)   *Part A contains 10 questions which are compulsory. Part B contains Eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A

(Word limit 25 only)

All question are compulsory.   **(10×2=20)**

1.   What is the meaning of Employee Relationship management?

2.   List the importance of Industrial democracy & participative Management.

3.   Give the importance of collective Bargaining.

4.   When does a strick become Illegal.

5.   What do you mean by Negotiation?

6.   Define Punishment.

7.   Is the act applicable to a closed Industry.

8.   What are the eligibility of Bonus?

9.   What is the purpose of collective bargaining?

10.   Retrenchment is a disciplinary action taken against a worker explain.

PART- B

Attempt any Five questions.   (5×6=30)

1. What is meant by Industrial relations? Discuss the significance of good industrial relations?

2. What are the various weaknesses of trade various? How these can be removed.

3. What is meant by workers participation in management ? Why it is needed?

4. What are the salient features of "Factories Act"? What are the latest amendments introduced in it?

5. Why do industrial disputes crop up? How these can be avoided?

6. Define "Wages" and Industrial establishment"Under the payment of wages Act 1936.

7. Discuss the salient features of the " Minimum wages Act".

8. Explain the Grievance handling procedure in detail.

PART-C

Compulsory   (20)

1. a) Industrial relations in India are not conducive to rapid industrial Growth" Do you agree ? Suggest measures to bring about harmonious industrial relations for sustained growth.

    b) Discuss the conditions when compensation is a net payable to employed person who has been laid off.

4M1449

M.B.A. IV Sem. (Main) Examination, July - 2022
HUMAN RESOURCE MANAGEMENT
M-430 Employee Relations and Labour Laws

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A
(Word limit 25 words only)

All questions are compulsory.   **(10×2=20)**

1. Define Industrial Relations.
2. Write two functions of a trade union.
3. Define collective bargaining.
4. What do you understand by misconduct?
5. Mentions anyone way of ensuring employee safety.
6. Define domestic enquiry.
7. Mention any two ways of employee participation in India.
8. Mention any two types of punishments.
9. What do you understand by employee empowerment?
10. Explain in brief code of discipline.

PART - B

Attempt any Five questions.   **(5×6=30)**

1. Throw some light on the Aspects of Industrial relations in the current times.
2. Describe in detail the development of trade unionism and its various functions.
3. Elaborate upon the procedure of collective Bargaining with examples.
4. Discipline is of utmost importance in any organisation and disciplinary action is taken if one doesn't abide by it. Elaborate upon types of punishments in this light.

5. Write a short note on the Industrial Disputes Act, 1947.

6. Explain wages code concerns. What is the impact of the code and way forward.

7. Write a note of the major provisions of the trade unions act, 1926.

8. Elaborate upon the major provisions of the factories act, 1948.

PART - C

Compulsory (20)

1. An Amicable supervisor.

Jayesh manages the customer relations department of a public utility company JV Panorma. The department is responsible for replying to customer requests for informations and to customer complaints

There are seven typists in the department who handle the correspondence to customers dedicated by the staff.

Jayesh recently promoted Mr. Verma to office supervisor. Mr. Verma had been a typist in the department for ten years. He was considered the fastest and most accurate typist who ever marked for Jayesh. Mr. Verma had been in his best and regular attendance record in the department and Jayesh considered him his most dependable employee. He was very - well liked by all the typists and they considered him to be a good personal friend.

As a supervisor Mr. Verma does a fantastic job of handling out work assignments, but he does little else to supervise the typists. He does not like to supervise in a criticising way and neither criticises the typists and does not enforce office rules no matter what a typist does Mr. Verma will not take any disciplinary action. He makes no attempt the work of the typists for compliance with quality standards or to see that work is computed on time. Jayesh has been receiving complaints about poor quality of typing and slow turn around time for work. When Jayesh talked to the typists, they told him that Mr. Verma frequently invites them to his house for dinner It appears to Jayesh that due to such gatherings the staff is not supervised properly. Jayesh mentioned that Mr. Verma must focus his effects on improving the work of the typists. He replied." These people are my friends and don't feel right about cracking down on them".

Questions :

a. What must Jayesh do to ensure that the work of the typists will improve?

b. Should Mr. Verma be promoted to office supervisor?

c. If you were Jayesh, what would you do? Would you quite the supervisor's job? Would you no longer be friends with the typists?

d. Can an individual effectively manage a group and be a close friend with staff members?

M.B.A. IV Sem. (Main) Examination, July - 2022
HUMAN RESOURCE MANAGEMENT
M-431 Performance Management System

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

*1)   The question paper is divided in **Three** parts.*

*2)   Part A contains **10** questions which are compulsory. Part B contains **Eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1.   What is performance management?

2.   Write any two objectives of potential Appraisal.

3.   Define employee Retention strategies.

4.   Write any two characteristics of an ideal performance Management System.

5.   Elucidate upon performance Coaching.

6.   Define Reward system.

7.   Write any two prospective Appraiser's errors.

8.   Define Horn effect.

9.   Explain BARS.

10. Define self Appraisal.

PART - B

Attempt any Five questions.   (5×6=30)

1. Write in brief the purpose of strategic planning.

2. Write short notes :

   a) Trait approach for measuring performance

   b) Ethical factors in appraisal system.

3. Enumerate six dangers of poorly implemented performance Management system.

4. Employee's performance could be kept confidential or shared openly with him indicate three merits and (3) three demerits of each system.

5. Design an open Appraisal system and state any three organisational prerequisites for its effective implementation.

6. "Accuracy of Ratings is often the concern of most of the employees". How can we improve the accuracy of ratings in an organisation?

7. What is role clarity? How does performance planning help in achieving it?

8. Explain the concept of HR Scorecard from the perspective of assessing performance.

PART - C

Compulsory Question   (20)

1. You are to conduct a performance feedback session with one of your subordinate whose performance is not good and there are complaints from team members about this behaviour. Explain the process you will follow.

4M1463

4M1463

M.B.A. IV Sem. (Main) Examination, August - 2022
HUMAN RESOURCE MANAGEMENT
M-431 Performance Management System

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A
(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1. Explain the terms performance coaching and performance appraisal.
2. Write two objectives of performance appraisal.
3. What is the purpose of training need assessment.
4. Write two objectives of potential appraisal.
5. Write names of four retention strategies of employee in the organisation.
6. Name two code of conduct as example considered in industry practice.
7. Name two modern methods of performance appraisal methods.
8. Who are associated (as parties) assessing appraisal in 360° method of performance appraisal.
9. Explain two basic difference between career planning and career development.
10. Write two basic difference in traditional and modern approach of performance appraisal system.

PART - B

Attempt any Five questions.   **(5×6=30)**

1. Write short notes on :   **(3+3=6)**
   i) Performance planning.
   ii) Competency mapping.
2. Explain the importance of code of Ethics in individual growth and improving organisational performance.

3. Explain the following. (3+3=6)
   i) Self assessment and its importance.
   ii) Counselling for better performance.

4. Why organisations go for retention strategies? also, Explain the factors responsible for high employee turnover.

5. Explain the perspectives and benefits of balance score card model w.r.to an organisational performance.

6. What is the purpose of feedback mechanism and how it is Linked with training need assessment of an employee in the organisation.

7. Explain the features of career planning and career development and how it is beneficial to organisations.

8. Give five examples of workplace ethics and how it contribute in keeping harmony among employee's in an organisation.

PART - C
Compulsory

(5+5+5+5=20)

1. A large retail sector fast moving consumer goods (FMCG) manufacturing company needs to revive his performance and productivity after Covid-19. The company also gone for replacement policy for the machines not giving economic production level/performance company has also introduced RAMIS (Resource asset and management information system) as high level IT/computerized system to sustain with the technological advancement in the era of Industry 4.0 being a HR (performance and training) manager of the company, you need to align the individual, group and organisational level performance improvement of employee's along with keeping balance approach with time and it includes functional area of revamp maintenance, manufacturing IT enabled improved reporting and

   Services penetration of marketing again.

   i) Explain the summary of concept for training need assessment and realign of performance/potential management system

   ii) Explain what different types of training methods you need to adopt keeping in view of organizational climate and employee's are well experienced.

   iii) Steps of new/modified performancce management system model inclusion with HR scorecard.

   iv) What are new policies you prepared to identify potential employees keeping in view of near future requirements. Explain with an innovative model using the basis of balance scorecard model.

MBA IV Sem(Main) Exam 2022

HUMAN RESOURCE MANAGEMENT

M-432 Cross Cultural Human Resource Management

4M1477

Time: 3 Hours   **Maximum Marks: 70**

Instructions to Candidates:

1)   The question paper is divided in three parts.
2)   Part A contains 10 questions which are compulsory . Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

Part A (Word limit 25 only)

All questions are compulsory

Q1 Define IHRM

Q2 Name the different models of IRHM.

Q3 Name the different dimensions of culture

Q4 What is cross cultural management?

Q5 Define cultural Intelligence

Q6 What factors should be kept in mind while making decisions within diverse cultures?

Q7 What is e- recruitment.

Q8 Define repatriates training.

Q9 Name the components of international compensation.

Q10 What do you mean by knowledge transfer in MNC's?   10*2=20

PART B

Attempt any five questions

Q1 Differentiate between IHRM and Domestic HRM

Q2 How are business practices being impacted by culture? Explain with suitable examples.

Q3 What are the challenges in managing cross cultural workgroups?

Q4 Explain the various recruitment methods used at international level.

Q5 Explain the components of effective pre-departure training programmes.

Q6 What are the factors which influence compensation policy? Explain them in detail.

Q7 Describe the Key issues of International Labour relations.

Q8 Compare the HRM practices of India with that of Japan and China.   **5*6=30**

PART C

Compulsory

Q.1 IHRM is a multifaceted concept. Describe this statement. Explain the challenges of
International Human resource management.   **20**

4M1435

M.B.A. IV Sem. (Main) Examination, July - 2022
HUMAN RESOURCE MANAGEMENT
M-432 Cross Cultural Human Resource Management

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1)   *The question paper is divided in **three** parts.*

2)   *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1. What are the key issues in staff selection to internationalized firms?

2. Is there a universally accepted philosophy as to which of the national should be selected to a multinational?

3. What are the challenges of Cross cultural management.

4. What are the advantages and disadvantages of using expatriate managers instead of host country nationals.

5. What are the objectives of international compensation management.

6. What is Cultural Training.

7. Highlight the factors in designing an international compensation package.

8. How does IHRM differ from domestic HRM?

9. List any five components that needs to be focused on training someone for an overseas assignment.

10. How does ethnocentric, geocentric, polycentric and Region - centric approaches affect the management of International Human Resource Management?

PART - B

1. What are the advantages and disadvantages selecting staff from (1) parent country organizations, (2) recruiting locally or from our country, (3) selecting from on of its foreign subsidiaries?

2. Does the type of industry impact the focus international HR practices? Substantiate with recent events while highlighting the importance of cultural awareness?

3. Why is it important to provide comprehensive pre - departure training to an employee who is going abroad on a foreign posting and to his/her family?

4. Write briefly about various approaches of compensation in global assignments.

5. Discuss the role of trade unions in maintaining Industrial relations at International level.

6. Explain the HRM practices in Japan.

7. What are the challenges that HR professionals encounter in retaining, developing and retrenching staff both in the parent country as well as in the host country?

8. a. Explain using suitable illustrations the emerging Global HR issues which is making cross cultural management more complex and challenging.

    b. Explain the role of Culture in employee management in IHRM, highlighting the dimensions of cultural diversity using suitable illustrations.

PART - C

(Compulsory)

1. **Case study** (20)

    You are recruited into an International recruiting firm Dinosaur. Com; the first assignment given to you is to develop content for their website titled "Expatriate selection" After pursuing your MBA with IHRM as your specialization, use all your theoretical foundation on this assignment and try meeting the following aspects in the overall frame work of the content designed by yo

    1. What are the things that an expatriate is selected against?

    2. List and discuss at least seven traits that an expatriate must have in order to succeed on a foreign assignment.

    3. What type of goal/talk orientation should an expatriate have to improve his or her success on a foreign assignment.

MBA IV Sem. (Main) Examination, July - 2022
INFORMATION TECHNOLOGY MANAGEMENT
M-452 Artificial Intelligence for Managers

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided into three parts.*
2) *Part A contains 10 questions which are compulsory. Part B contains Eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

PART - A

(Word limit 25 only)

All question are compulsory.   **(10×2=20)**

1. What is computer vision in AI?

2. What is Reinforcement learning and how does it work?

3. What are some real life applications of AI Artificial Intelligence?

4. What is Artificial Intelligence?

5. Define "Fundamentals of machine learning.

6. What do you understand by supply chain?

7. What is AI and Ethics?

8. Define " Data visualization in Python.

9. What is Q - learning?

10. What are Bayesian networks?

PART- B

Attempt any Five questions. (5×6=30)

1. What is the difference between strong AI and a weak AI?

2. What assessment is used to test the intelligence of a machine?

3. Explain Advantages of AI driven Business Intelligence solutions.

4. Define " Impact of AI in BI?

5. What is Role of AI in Business Intelligence?

6. How the impact of AI in Economics and business Research.

7. What is consumer and object experience in the internet of things and digital data streams.

8. What is the difference between in AI and MI?

PART-C

Compulsory (20)

1. How artificial intelligence is used in our daily life? How artificial intelligence affect our day to day life ? What are the 4 main problems AI can solve.

_____

4M1468

4M1468

M.B.A. IV-Semester (Main) Examination, July - 2022
INFORMATION TECHNOLOGY MANAGEMENT
M-452 Artificial Intelligence For Managers

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

    1)   *The question paper is divided in **three** parts.*

    2)   *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1.   Define Artificial Intelligence.

2.   Discuss AI thinking humanly (cognitive approach).

3.   Define artificial agents.

4.   What do you understand by peer to peer sharing?

5.   Discuss components of AI in business intelligence tools.

6.   Define machine learning.

7.   Define neural network.

8.   Define two limitations of deep learning.

9.   Discuss the role of python.

10.   What do you mean by Trolley Problem.

PART - B

1. Discuss the rising role of big data in business planning.

2. Explain seven step process for framing an AI initiatives.

3. What is role of AI in logistics?

4. Explain in detail role of AI in business Intelligence.

5. Differentiate between AI and ML.

6. What are the necessary conditions for deep learning applications.

7. Define CRISP - DM Framework to solve analytical problems.

8. Explain the ethical values of AI.

PART - C

Compulsory. (20)

1. "Today Artificial Intelligence is centralized decision making of the organization. Is it ethically right". Justify this statement.

_____

MBA IV Sem(Main) Exam
INFORMATION TECHNOLOGY MANAGEMENT
M-453 Emerging Technologies
4M1440

Time: 3 Hours   Maximum Marks: 70

Instructions to Candidates:
1) The question paper is divided in three parts.
2) Part A contains 10 questions which are compulsory . Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

Part A(Word limit 25 only)
All questions are compulsory

Q. 1 List the disadvantages of file system.

Q.2 What is the main function of UNION and Intersection operator?

Q.3 What is an integrity constraint?

Q.4 What is the use of DISTINCT keyword in SQL select statement. Give an example.

Q.5 What do you understand by the terms super key and candidate key?

Q.6 Describe Distributed Processing with example?

Q.7 Define Graph Database.

Q.8 What do you understand by degrees of data abstraction?

Q.9 Differentiate between First Normal Form and Second Normal form.

Q.10 What do you understand by Deductive Database?

$$10 \times 2 = 20$$

Part B
Attempt any five questions

Q.1 Explain the overall system structure of DBMS with the help of suitable diagram.

Q.2 What is a relational Database? Describe the characteristics of a relation and explain the different relational database operators.

Q.3.What is ER model? Explain the concept of Cardinality of relationship with example.

Q.4.Discuss the problems caused by redundancy and the purpose of normalization.

Q.5 Explain use of Logical operator (AND,OR,NOT) and GROUP BY clause with example.

Q.6 Explain Distributed databases and its advantages .

Q.7 Explain NOSQL Data Management in detail. Discuss Master Slave replication.

Q.8 Write short note on following :

(a) Temporal Databases (b) Mobile Databases (c) Spatial Databases

5 x 6 =30

Part C
Compulsory

Q.1 Construct an ER Diagram for Company having following details and write down the appropriate SQL commands to construct tables for the ER Diagram:

- Company organized into DEPARTMENT. Each department has unique name and a particular employee who manages the department. Start date for the manager is recorded. Department may have several locations.
- A department controls a number of PROJECTS. Projects have a unique name, number and a single location.
- Company's EMPLOYEE name, ssno, address, salary, sex and birth date are recorded. An employee is assigned to one department, but may work for several projects (not necessarily controlled by her dept). Number of hours/week an employee works on each project is recorded; The immediate supervisor for the employee.
- Employee's DEPENDENT are tracked for health insurance purposes (dependent name, birth date, relationship to employee).

20

4M1482

4M1482

M.B.A. IV Sem. (Main) Examination, July - 2022
INFORMATION TECHNOLOGY MANAGEMENT
M-453 Emerging Technologies

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

*1)   The question paper is divided in **three** parts.*

*2)   Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory.   **(10×2=20)**

1.   Who is DBMS?

2.   What is the use of sub queries?

3.   Explain the basic structure of a relational database with an example?

4.   What do you mean by weak entity set?

5.   Give example for one to one and one to many relationships.

6.   What is the need of normalization?

7.   What are NoSQL databases? What are the different types of NoSQL databases?

8.   Define spatial database?

9.   List the string operations supported by SQL?

10. What is E-R model in the DBMS?

PART - B

Attempt any Five questions.   (5×6=30)

1. Explain about various database models?

2. What is normalization? Explain all Normal forms?

3. Explain the components of Distributed Database Management system (DDBMS)?

4. Explain numeric functions, conversion functions and group functions used in SQL?

5. Discuss the various disadvantages in the file system and explain how it can be overcome by the database system?

6. What are the advantages of NoSQL over traditional RDBMS?

7. Write a detailed note on RDBMS?

8. How does a DBMS represent a relational query evaluation plan?

PART - C

Compulsory   (20)

1. Write a detailed note on advanced data models?

Total No. of Questions: Total No. of Pages:

Roll No. _____

MBA IV Sem(Main) Exam 2022
BUSINESS ANALYTICS
M-462 Business Forecasting
4M1470

Time: 3 Hours   **Maximum Marks: 70**

Instructions to Candidates:
1) The question paper is divided in three parts.
2) Part A contains 10 questions which are compulsory . Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

Part A (Word limit 25 only)
All questions are compulsory

Q1 Define Forecasting.
Q2 Is forecasting art or science or both and why?
Q3 Name the different patterns in time series data.
Q4 Define data.
Q5 What are the benefits of Delphi method in making forecasts?
Q6 Write the difference between extrapolation and interpolation.
Q7 What is multicollinearity?
Q8 What is the meaning of a trend?
Q9 What is the significance of Parametric tests?
Q10 Name any 3 non parametric tests.   **10*2=20**

PART B
Attempt any five questions

Q1 What are the features of a good forecast?
Q2 Explain the seasonal and cyclical variations as a component of time series.
Q3 Differentiate between the qualitative and quantitative method of forecasting.
Q4 The following table shows the number of motor registrations in a certain territory for a term of 5 years and the sale of motor tyres by a firm in that territory for the same period.

Year	1	2	3	4	5
Motor Registrations	600	630	720	750	800
No. of Tyres Sold	1250	1100	1300	1350	1500

Find the regression equation to estimate the sale of tyres when the motor registration is known. Estimate sale of tyres when registration is 850.

Q5 A hospital has used a 9 month moving average forecasting method to predict drug and surgical inventory requirements. The actual demand for one item is shown in the table below. Using the previous moving average data, convert to an exponential smoothing forecast for month 33

Month	24	25	26	27	28	29	30	31	32
Demand (in units)	78	65	90	71	80	101	84	60	73

Q6 Explain what you understand by time series. Why is time-series considered to be an effective tool of forecasting?

Q7 Write short note on : (1) CFE   (2) MAD

Q8 Differentiate between parametric and non-parametric tests.   5*6=30

PART C
Compulsory

.Q1 What are the objectives of forecasting? Explain the application of forecasting techniques in business.   20

M.B.A. IV - Sem. (Main) Examination, July - 2022
BUSINESS ANALYTICS
M-462 Business Forecasting

Time : 3 Hours **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **Three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **Eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A

(Word limit 25 only)

All questions are compulsory. **(10×2=20)**

1. What is Binary regression?

2. What challenges may you face when using the modern data warehouse?

3. Which smoothing technique is best? Why.

4. What is an example of mean absolute deviation?

5. Describe utility of time series.

6. Why forecast is important in business?

7. What is Interpolation & Extrapolation?

8. What are the three types of forecasts?

9. What are the four conditions for regression analysis?

10. What is the difference between null & alternative hypothesis?

PART - B **(5×6=30)**

1. Explain clearly the different components into which a time series may be analyzed. Explain any method in isolating trend values in a time series.

2. Define forecasting. What are the steps in the forecasting process? Explain.

3. A Random sample of 400 tins of vegetable oil & labelled "5kg net weight" has a mean net weight of 4.98kg with standard deviation of 22kg. Do we reject the hypothesis of net weight of 5kg per tin on the basis of this sample at 1% level of significance?

4. What are data trends & patterns? How do they impact business decisions?

5. Write a short note on:-

   a) Simple & Moving Average

   b) Mean absolute standard deviation.

6. An investment company speculates about the relationship between family incomes & their allocation for investment. A survey of 8 randomly selected families gives the following data:-

   Annual Income (In 000 Rs.)   18   21   19   34   23   30   36   38

   Percent Allocation for Investment   28   36   32   40   35   55   60   64

   i) Develop the regression equation to describe this data.

   ii) Estimate the probable income of a family who allocates 22 portent for investment.

7. Briefly explain the Non-parametric tests, thus highlight the advantages of Non-parametric tests.

8. In a country the production of steel in million of tons during the years 1956-66 is given in the following tables.

Years:	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966
Production:	66.6	84.9	88.6	78.0	96.8	105.2	93.2	111.6	88.3	117.0	115.2

   i) Graph the data

   ii) Obtain the least square line fitting the data & construct the graph of the trend line.

PART - C

(Compulsory)   (20)

1. Two horses A & B were tested accordingly to the time (in seconds) to run a particular track with the following results:

Horse A:	28	30	32	33	33	29	34
Horse B:	29	30	30	24	27	29	-

   Test whether the two horses have the same running capacity. Apply F-test. Tabulated value of $F_{.05}(5.6) = 4.39$

4M1442

4M1442

M.B.A. IV Sem. (Main) Examination, July - 2022
BUSINESS ANALYTICS
M-463 Functional Analytics

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1)   *The question paper is divided in **three** parts.*

2)   *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A
(Word limit 25 only)
All questions are compulsory.   **(10×2=20)**

1.   Define "client profitability analytics".
2.   What is capital market data.
3.   What do you understand by data analysis in stock market.
4.   Define "marketing analytics".
5.   What do you understand by HR metric.
6.   Elaborate the term HRM's used in HR analytics.
7.   What is performance analysis.
8.   Explain the term digital marketing.
9.   What do you mean by web analytics.
10. What is workforce segmentation.

PART - B
Attempt any Five questions.   **(5×6=30)**

1.   Explain any 3 of the following financial functions in excel with the help of examples:
   a.   Net present value function.
   b.   Periodic payment function.
   c.   Internal rate of return.
   d.   Number of periodic payment.
   e.   Interest rate period.

2.   What do you understand by the term financial data visualisation. Explain few of the important tools used for financial data visualisation.

3. Explain the term HR analytics. Throw some light on the advantages of HR analytics to the organisation and work force.

4. Explain the LAMP framework used in HR analytics in detail with the help of an example.

5. What do you understand by the term customer analytics. Explain its objectives, advantages and challenges.

6. Explain the process of Recruitment and selection analytics in detail with the help of a diagram.

7. Explain moderation and interaction analysis in HR. Elaborate the advantages and disadvantages.

8. Write short notes on any 2 of the following :
   a. Work force segmentation and search for critical job role.
   b. Evaluating stress levels.
   c. Performance analysis.
   d. Technical analysis indicators in capital market.

PART - C
Compulsory

1. Case study :   **(20)**

   A large company named XYZ, employs, at any given point of time, around 4000 employees. However, every year, around 15% of its employees leave the company and need to be replaced with the talent pool available in the job market. The management believes that this level of attrition (employees leaving, either on their own or because they got fired) is bad for the company, because of the following reasons :

   a) The former employee's projects get delayed, which makes it difficult to meet timelines, resulting in a reputation loss among consumers and partners.

   b) A sizeable department has to be maintained, for the purposes of recruiting new talent.

   c) More often than not, the new employees have to be trained for the job and/or given time to acclimatize themselves to the company.

   Hence, the management has contracted an HR analytics firm to understand what factors they should focus on, in order to curb attrition. In other words, they want to know what changes they should make to their workplace, in order to get most of their employees to stay. Also, they want to know which of these variables is most important and needs to be addressed raight away. Since you are one of the star analysts at the fern, this project has been given to you.

   i) You are required to study the problem mentioned in the case study in detail and suggest few HR analytics tools to solve the problem.

   ii) Explain the role of diversity analysis and performance analysis in the above mentioned case study.

4M1484

4M1484

M.B.A. IV-Sem. (Main) Examination, July - 2022
BUSINESS ANALYTICS
M-463 Functional Analytics

Time : 3 Hours   **Maximum Marks : 70**

Instructions to Candidates:

1) *The question paper is divided in **three** parts.*

2) *Part A contains **10** questions which are compulsory. Part B contains **eight** questions out of which **five** are to be attempted. Part C contains **one** question which is compulsory.*

PART - A
(Word limit **25** only)

All questions are compulsory   **(10×2=20)**

1. What are financial functions?

2. Define 'HR Metrics'?

3. Write the steps of calculation Alpha and Beta using Excel of stock market data?

4. List out the source of Primary Data?

5. Write any four advantages of marketing analytics?

6. Define the term 'Digital Marketing'?

7. Who is responsible for conducting an equality analysis?

8. What are the three level of training need analysis?

9. Why is Workforce segmentation important?

10. What is selection bias in data analytics?

PART - B

1. Detail the different statistical tools available in the market for financial analytics and data visualisation.

2. Describe any ten financial functions with the help of using excel.

3. Explain various technical analytics indicator with example.

4. Give a detailed description on LAMP framework of HR analytics.

5. How market data is helpful in Decision making?

6. Explain the limitation of statistical segmentation?

7. Explain HRIS. also discuss various steps involved in implementing HRIS.

8. Write short note on Descriptive analysis?

PART - C

(Compulsory)   (20)

1. Walmart is the World's largest privately owned company with 2.2 m global employees. Its HR analytics team was created by Elpido Ormanidou in 2012 and now number over 70 people with a diverse array of skills, capabilities and background. The team is organised into four pillars : - modelling and data mining, research and social media, Visualization and prototype and test and learn. As well as turnover, absence, mobility and leadership development there is a strong focus on monitoring customer experience and sales - linking HR data to wider business metrics.

Questions :

a. Why HR Analytics important for Walmart?

b. How reporting, dashboards, datamining help to Walmart?

_____