

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2022

Programme: **MBA (Re-appear)**

Session : **2022**

Semester : **II**

Max. Time : **3 Hours**

Course Title: **International Business**

Maximum Marks: **70**

Course Code: **SLM MGT 01 202 DCEC 3104**

SET-I

Instructions:

1. Question No. 1 has seven sub parts and students need to answer any four parts. Each sub part carries three and half Marks.
2. Question No. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1

1. a) Why do organisations want to enter in international business? Discuss.
b) How political risks can be managed in international business?
c) Differentiate global company from transnational company. Give examples.
d) Discuss some of the disadvantages of globalization with specific examples.
e) Write short note on *Porter's National Competitive Advantage* theory.
f) How does inflation affect the economic environment of any country? Elaborate.
g) Discuss the essence of establishing ADB as an independent institution.

Question No. 2

- a) What can be the reasons of dispute between two organizations at international level? How such disputes can be resolved? Discuss.
- b) Throw some light on lending policies of IMF as an international financial institution.
- c) Discuss the concept of disequilibrium in Balance of Payments of any nation and also the measures to correct this disequilibrium.

Question No. 3

- a) How ethnocentric approach is different from polycentric approach in international business? Explain with the help of examples.
- b) Describe the journey of WTO from the origin of GATT.
- c) What do you understand by foreign exchange market? Discuss its various components with suitable examples.

Question No. 4

- a) List out the major drivers contributing to the growth of globalization. Support your argument with suitable examples.
- b) '*Culture is the software of the mind and brain is the hardware that runs this software*'. Discuss this statement in context of international business.
- c) What are different types of dumping in international business? Discuss some of the anti-dumping measures used by the importing countries.

Question No. 5 Write a note in about 100-150 words on any three of the following:

- a) Cultural Shock Vs Cultural Adaptation
- b) Direct Vs Indirect Quotes
- c) Factor Endowment Theory
- d) Merger and Acquisition

CENTRAL UNIVERSITY OF HARYANA

Even Semester Term End Examinations June 2022

Programme: MBA

Session: 2021-22

Semester: 4th

Max. Time: 3 Hours

Course Title: Compensation Management

Max. Marks: 70

Course Code: SLM MGT 01 407 C 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Differentiate between Mandatory and Voluntary Benefits.
- b) Define the various types of financial compensation.
- c) Briefly describe the importance of Employee welfare schemes.
- d) Define the role of Strategic human resource management.
- e) Write down the importance of Grade pay structures.
- f) Differentiate between direct and indirect costs of labour.
- g) What are the various objectives of Minimum wages act 1948?

Q 2.

(2X7=14)

- a) Define Job Evaluation? Describe the various techniques of Job Evaluation process.
- b) Discuss the role of equity in compensation management in an organization.
- c) Explain the steps involved in the process of designing a pay structure.

Q3.

(2X7=14)

- a) Discuss the various compensation issues that arise while designing international compensation system.
- b) Explain the various intramural welfare services provided by the employers to their employees.
- c) Explain the process of Performance reward.

Q 4.

(2X7=14)

- a) Define the term pay commissions and discuss the various objectives of pay commissions.
- b) Discuss the various steps to control the idle time in order to control the labour cost.
- c) Describe the Broadband compensation structure and its importance also.

Q 5.

(2X7=14)

- a) Define the objectives of Payment of wages act 1936 and also discuss its rules related to the time of wage payment.
- b) Discuss the applicability as well as importance of Maternity benefit act 1961.
- c) Explain the provisions of minimum and maximum payment of bonus as provided by the Payment of bonus act 1965.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2022

Programme: **MBA (Re-appear)**

Session : **2022**

Semester : **II**

Max. Time: **3 Hours**

Course Title: **Organisational Behaviour**

Maximum Marks: **70**

Course Code: **SLM MGT 01 205 C 3104**

Instructions:

1. Question No. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question No. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1

- a) *Generally, it is said that behaviour is caused.* Do you agree with this? Comment.
- b) *Workforce diversity is a challenge for organisational behaviour.* Analyze this statement.
- c) How ethical behaviour of individuals can be improved in organisations? Elaborate.
- d) Write short note on *Attribution Theory of Perception.*
- e) *Halo Effect and Stereotyping* affect the perception of an individual. Do you agree with this? Comment.
- f) Write short note on Vroom's Expectancy Theory of motivation.
- g) Why conflict arises in organisations? Discuss briefly.

Question No. 2

- a) Differentiate *Organizational Culture* from *Organizational Climate* with the help of suitable examples taken from the industry.
- b) Discuss the process of group formation in organisations. Also elaborate why individuals join groups?
- c) Power and Politics goes together. Do you agree with this? Why and why not?

Question No. 3

- a) Discuss in brief the Big Five Models of personality dimensions.
- b) Why people resist change? Suggest some techniques to mitigate such resistance.
- c) Discuss in brief the contribution of other disciplines in the development of OB as a separate discipline.

Question No. 4

- a) Discuss and differentiate the characteristics of type A and type B personality.
- b) How motivation is necessary for individuals? Discuss types of motivation with their advantages and disadvantages.
- c) *Conflict can be beneficial for the organisations.* Do you agree with this? Justify your stand on the statement.

Question No. 5

- a) Discuss '*Distributive Justice Principle*' as one of the key part of Justice Model of Ethics.
- b) Explain the challenges and opportunities which the managers are facing today in managing the behavior of their employees in organizations.
- c) Write a note on the Transactional Analysis Model.

CENTRAL UNIVERSITY OF HARYANA

Term End (Reappear) Examinations June 2022

Programme: MBA

Session: 2021-22

Semester: II

Max. Time: 3 Hours

Course Title: Marketing Management (Reappear)

Max. Marks: 70

Course Code: SLM MGT 01 202 C 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What does sales orientation concept mean in marketing? Explain.
- b) Explain the concept of niche marketing with examples.
- c) What strategies would you recommend for a product which is in maturity stage of product life cycle. Explain.
- d) Is it necessary to do market testing while developing a new product? Explain.
- e) What is the concept of masstige marketing? Explain its relevance.
- f) What is relevance of ethics in marketing?
- g) What is consumerism in marketing? Is it good for marketer? Explain.

Q 2. (2X7=14)

- a) Why understanding of demographic environment is important in marketing? State examples where marketers have failed because demographic environment was not properly studied.
- b) Discuss the relevance of marketing information system. How do you see marketing without marketing information system.? Explain.
- c) Why consumer resistance is considered as a new marketing reality? How can marketer address this? Explain.

Q3. (2X7=14)

- a) Is segmentation a reality or myth? How can marketer utilize this concept? Explain.
- b) What is single segment concentration targeting? Under what situations should this targeting be followed? Explain.
- c) Discuss the contribution of Al Ries and Jack Trout in positioning. What strategies they suggested for positioning? Explain with examples.

Q 4.

(2X7=14)

- a) Can pricing objective influence the pricing of a product? Explain your answer with atleast three examples.
- b) For what type of product and in what situations would you recommend to adopt the exclusive distribution strategy? Explain with examples.
- c) Discuss any three tools of sales promotion. Comment on relevance of these tools with examples.

Q 5.

(2X7=14)

- a) What is the concept of planned obsolescence in marketing? Does it really exist? Explain with examples.
- b) How much relevant is direct marketing in today's times? How can it be done? Explain with examples.
- c) What is e-marketing? What changes has it brought to the marketing domain? How do you see today's marketing without e-marketing?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2022

Programme: **MBA**

Session: **2022**

Semester : **IV**

Max. Time: **3 Hours**

Course Title: **International Marketing**

Maximum Marks: **70**

Course Code: **SLM MGT 01 401 DCEC 2002**

Instructions:

Question No.1 has seven sub parts and students need to answer any four. Each part carries three and half marks.

Question No. 2-5 have three sub parts and students need to answer any two parts of each question. Each part carries seven marks.

Question No. 1

- a. How a MNC can be characterized by its structure? Explain briefly.
- b. Write short note on *geocentric behaviour* of an organisation.
- c. Do you think that increasing aspirations of customers is becoming a challenge for the international marketers? Give your views.
- d. *Culture is the software of the mind*. Give your argument to this statement.
- e. How *Management Contract* is different from *Turnkey Operations*? Comment.
- f. *Orientation and challenges of international marketing are different from domestic marketing*. Give your view point on this statement.
- g. How tourism and transportation are related to each other? Elaborate in context of international market.

Question No. 2

- a) *In international marketing, Standardisation refers to the offering of identical product lines at identical prices using identical distribution systems*. Do you think that this marketing strategy can be applied in domestic market? Elaborate.
- b) Discuss some of the driving and restraining forces which are eminent in international operations. Give suitable examples to support your argument.

- c) Assuming that the fast-food restaurant chain KFC has outlets in more than 100 countries. Debate on the statement that the company is close to global marketing but has not achieved it.

Question No. 3

- a) If you wish to enter in international market, what criteria would you consider before finalizing the market? Justify your view point.
- b) Where do you see the future of franchising in India? Differentiate franchising from chain stores citing few examples of each.
- c) Discuss how changing demographics of global consumers impact their expectations about products and services. Give your objective opinion.

Question No. 4

- a) Can the pricing be standardized at global level? Discuss and explain the factors that affect the pricing strategies at international level. Cite some examples.
- b) *Branding or No Branding*. Elaborate this with the help of practical examples taken from some of the leading organisations operating at international level.
- c) *Product is not merely a tangible thing having some physical attribute but a bundle of utilities*. Do you agree with this statement or not? Discuss.

Question No. 5

- a) What do you understand by IEC number? Make a list of some important documents required to get the IEC number to operate at international level.
- b) Increasing intervention of IT in international marketing, a boon or a bane? Give your view point on the statement.
- c) Explain the concept of international negotiation and discuss the steps involved in international negotiation process. Cite a case you are known to.

CENTRAL UNIVERSITY OF HARYANA

Even Semester Term End Examinations June 2022

Programme: MBA

Session: 2021-22

Semester: IV

Max. Time: 3 Hours

Course Title: Integrated Marketing Communication

Max. Marks: 70

Course Code: SLM MGT 01 404 C 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Do you think that freedom to agencies have played a role in evolution of integrated marketing communication? Explain with example.
- b) How public relations is different from publicity? Explain with example.
- c) Discuss the relevance of sales response models in budgeting.
- d) What is the concept of account planning? Why is it important? Explain.
- e) Why do communication managers prefer contest over sweepstakes? Explain with example.
- f) Can marketer control and manage publicity? Explain with example.
- g) Discuss any three rich media. Explain their relevance.

Q 2.

(2X7=14)

- a) Why innovation adoption model is kept under the category of traditional response hierarchy models? Explain your answer with examples.
- b) Discuss the relevance of FCB grid in planning for communication. Explain with examples.
- c) Cite any two examples where a campaign has failed because of source. Explain the reasons of failure.

Q3.

(2X7=14)

- a) Discuss the contribution of DAGMAR Model in establishing communication objectives. Explain your answer with examples.
- b) 'In communication, creativity is considered as risk'. Do you believe in this statement? If yes, why, if no, why not? Explain your answer with examples.

- c) Is market analysis and target market identification important in media planning? How do you see media planning without market analysis and target market identification? Explain.

Q 4.

(2X7=14)

- a) Compare direct marketing and sales promotion as IMC elements for FMCG brands. Which one should be adopted for better results in IMC for FMCG brands? Explain.
- b) Discuss any two successful loyalty programmes. Discuss the important of loyalty program in IMC with examples.
- c) Discuss the relevance of cooperative advertising in integrated marketing communication. Explain your answer with examples.

Q 5.

(2X7=14)

- a) For which type of products, would you recommend below the line advertising? Explain your answer with examples.
- b) Discuss various ethical aspects of promotion along with their importance and relevance. Do you see these aspects as problems? Why and Why Not? Explain.
- c) Why the hierarchy of effects model is modified in context of internet marketing? Discuss its relevance with examples.

CENTRAL UNIVERSITY OF HARYANA

Even Semester Term End Examinations June 2022

Programme: MBA

Session: 2021-22

Semester: IV

Max. Time: 3 Hours

Course Title: Integrated Marketing Communication

Max. Marks: 70

Course Code: SLM MGT 01 404 C 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Do you think that freedom to agencies have played a role in evolution of integrated marketing communication? Explain with example.
- b) How public relations is different from publicity? Explain with example.
- c) Discuss the relevance of sales response models in budgeting.
- d) What is the concept of account planning? Why is it important? Explain.
- e) Why do communication managers prefer contest over sweepstakes? Explain with example.
- f) Can marketer control and manage publicity? Explain with example.
- g) Discuss any three rich media. Explain their relevance.

Q 2. (2X7=14)

- a) Why innovation adoption model is kept under the category of traditional response hierarchy models? Explain your answer with examples.
- b) Discuss the relevance of FCB grid in planning for communication. Explain with examples.
- c) Cite any two examples where a campaign has failed because of source. Explain the reasons of failure.

Q3. (2X7=14)

- a) Discuss the contribution of DAGMAR Model in establishing communication objectives. Explain your answer with examples.
- b) 'In communication, creativity is considered as risk'. Do you believe in this statement? If yes, why, if no, why not? Explain your answer with examples.

- c) Is market analysis and target market identification important in media planning? How do you see media planning without market analysis and target market identification? Explain.

Q 4.

(2X7=14)

- a) Compare direct marketing and sales promotion as IMC elements for FMCG brands. Which one should be adopted for better results in IMC for FMCG brands? Explain.
- b) Discuss any two successful loyalty programmes. Discuss the important of loyalty program in IMC with examples.
- c) Discuss the relevance of cooperative advertising in integrated marketing communication. Explain your answer with examples.

Q 5.

(2X7=14)

- a) For which type of products, would you recommend below the line advertising? Explain your answer with examples.
- b) Discuss various ethical aspects of promotion along with their importance and relevance. Do you see these aspects as problems? Why and Why Not? Explain.
- c) Why the hierarchy of effects model is modified in context of internet marketing? Discuss its relevance with examples.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2022

Programme: **MBA**

Session: **2022**

Semester : **IV**

Max. Time: **3 Hours**

Course Title: **International Marketing**

Maximum Marks: **70**

Course Code: **SLM MGT 01 401 DCEC 2002**

SET-II

Instructions:

Question No.1 has seven sub parts and students need to answer any four. Each part carries three and half marks.

Question No. 2-5 have three sub parts and students need to answer any two parts of each question. Each part carries seven marks.

Question No. 1

- h. How a MNC can be characterized by its behaviour? Explain briefly.
- i. Write short note on *ethnocentric behaviour* of an organisation.
- j. Differentiate *common interests* from *conflicting interests* with the help of an example.
- k. *Abundant of information has put the customers into dilemma*. Do you agree with this statement? Comment.
- l. *Culture is the software of the mind*. How do you interpret this statement? Justify.
- m. *Orientation of international marketing is different from domestic marketing*. Do you agree with this statement? Give your view point.
- n. Write short note on *Aesthetic Adaptation*.

Question No. 2

- d) Do you think that on the name of Standardisation, local products face challenges from the foreign products? Give your argument in this context and cite related examples.
- e) Discuss some of the driving and restraining forces that are countered by the marketers in international operations. Elaborate with suitable examples.

- f) Assuming that the fast-food restaurant chain KFC has outlets in more than 100 countries. Debate on the statement that the company is close to global marketing but hasn't achieved it.

Question No. 3

- d) Do you think a company should use systematic market selection process even while entering into emerging markets? Justify your answer with logical reasoning.
- e) Differentiate *turnkey project* from *joint venture* and discuss which one would be most suitable for an entrepreneur aspiring to enter in international market. Give practical examples.
- f) *Dynamic nature of consumer behaviour has emerged as a challenge for the marketers operating at international level. Do you agree with this statement? Justify.*

Question No. 4

- d) Discuss and explain the factors that make it difficult to set and control uniform standard prices at international level. Explain with examples you are familiar with.
- e) What different alternative marketing channels a company can have, while entering in a new country market? Discuss some pros and cons of each of such channels.
- f) Chart out the criteria that should be considered by global marketers when making product design decisions. Give suitable examples from established brands.

Question No. 5

- d) What are the major changes responsible for the growth of international marketing? Provide logic for each factor you mention in your argument.
- e) Give your views about the increasing intervention of IT in international marketing. Is it a boon or a bane? Critically analyze.
- f) Discuss the concept of negotiation in international context and mention the 4Cs which are crucial for effective negotiation. Also share your experience of negotiating at any level, if any.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2022

Programme: **MBA**

Session: **2022**

Semester : **IV**

Max. Time: **3 Hours**

Course Title: **International Marketing**

Maximum Marks: **70**

Course Code: **SLM MGT 01 401 DCEC 2002**

SET-I

Instructions:

Question No.1 has seven sub parts and students need to answer any four. Each part carries three and half marks.

Question No. 2-5 have three sub parts and students need to answer any two parts of each question. Each part carries seven marks.

Question No. 1

- a. How a MNC can be characterized by its structure? Explain briefly.
- b. Write short note on *geocentric behaviour* of an organisation.
- c. Do you think that increasing aspirations of customers is becoming a challenge for the international marketers? Give your views.
- d. *Culture is the software of the mind*. Give your argument to this statement.
- e. How *Management Contract* is different from *Turnkey Operations*? Comment.
- f. *Orientation and challenges of international marketing are different from domestic marketing*. Give your view point on this statement.
- g. How tourism and transportation are related to each other? Elaborate in context of international market.

Question No. 2

- a) *In international marketing, Standardisation refers to the offering of identical product lines at identical prices using identical distribution systems*. Do you think that this marketing strategy can be applied in domestic market? Elaborate.
- b) Discuss some of the driving and restraining forces which are eminent in international operations. Give suitable examples to support your argument.

- c) Assuming that the fast-food restaurant chain KFC has outlets in more than 100 countries. Debate on the statement that the company is close to global marketing but has not achieved it.

Question No. 3

- a) If you wish to enter in international market, what criteria would you consider before finalizing the market? Justify your view point.
- b) Where do you see the future of franchising in India? Differentiate franchising from chain stores citing few examples of each.
- c) Discuss how changing demographics of global consumers impact their expectations about products and services. Give your objective opinion.

Question No. 4

- a) Can the pricing be standardized at global level? Discuss and explain the factors that affect the pricing strategies at international level. Cite some examples.
- b) *Branding or No Branding*. Elaborate this with the help of practical examples taken from some of the leading organisations operating at international level.
- c) *Product is not merely a tangible thing having some physical attribute but a bundle of utilities*. Do you agree with this statement or not? Discuss.

Question No. 5

- a) What do you understand by IEC number? Make a list of some important documents required to get the IEC number to operate at international level.
- b) Increasing intervention of IT in international marketing, a boon or a bane? Give your view point on the statement.
- c) Explain the concept of international negotiation and discuss the steps involved in international negotiation process. Cite a case you are known to.

CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

Name of Examination	M B A (End Term Examination: June 2022)
Year & Session	2021-22 ; Semester-IV
Course	Mergers and Acquisition
Course Code	SLM MGT 01 406 C 3104
Time	3 hours
Max. Marks	70

Note: 1. *Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.*

2. *Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.*

Q.1 Short Answer type questions

- What is the shareholding pattern of Twitter Inc?
- Define Swap ratio in merger of two companies.
- How does fictitious assets are treated on acquisition of running business?
- What are different methods of payment for purchase consideration?
- What do you mean by due diligence in amalgamation of companies?
- Recently NYKKA acquired stakes in which companies?
- What were the major areas of mergers and acquisition during Covid 19?

Q.2

- Define the term business combinations. Why do companies go for various forms of business combinations?
- Define internal reconstruction of a company. Explain different cases of internal reconstruction with suitable examples.
- Discuss different forms of mergers and acquisition. Explain different types of M&As with suitable real life cases.

Q.3

- Suppose you are MD of a company manufacturing kids garments on a large scale in India. You have been entrusted with the task of searching for a fabric manufacturing company to acquire. What steps will you take to do the desired acquisition of such a unit. Discuss the steps to be taken in detail.
- Discuss major provisions of mergers and acquisition in a) Companies act 2015 b) Income tax Act provisions
- Discuss SEBI guidelines on mergers and acquisition related to substantial acquisition of shares.

Q.4

- a. How will you carry out journal entries for acquisition of business in the books of company liquidating the currently running business?
- b. What is accounting treatment of pre-acquisition and post-acquisition profits in consolidated balance sheet?
- c. Discuss important aspects of the Ind AS (Indian accounting standard) related to amalgamation of companies.

Q. 5

- a. Write a detailed note on recent acquisition of Twitter Inc Shares by Elon Musk of Tesla inc.
- b. Discuss any major M & A deal in India during post Covid 19 pandemic scenario at global level.
- c. Why government of India carried out some changes in legislation related to Mergers and acquisition during covid 19 and what were these provisions?

CENTRAL UNIVERSITY OF HARYANA
Jant-Pali, Mahendergarh, Haryana
Term End Examination

Name of Programme	: MBA		
Year & Semester	: June 2022 , Fourth Semester		
Course Name	: Human Resource Analytics		
Course Code	: SLM MGT 01 408 C 3104		
Maximum Marks	: 70	Duration	:3 Hrs

Note: Attempt all 5 questions.

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1.

- A. Define the concept of gig economy.
- B. Explain the importance of data cleaning for decision making in HR.
- C. What is bench marking? Explain it important.
- D. Explain the issues faced by researcher in collection of HR data.
- E. Describe the process of connecting HR analytics for business benefits with few examples.
- F. Explain different key performance indicators of HR.
- G. Define scorecard. Why it is important?

Question No. 2.

- A) "HR Analytics is the third wave for HR value creation". Elaborate.
- B) Explain the LAMP framework and its application along with diagram.

C) What do you mean by HR Metrics? Explain how internal and external HR metrics can be analyzed.

Question No. 3.

A) Explain the challenges faced by contemporary HR. How it is different from traditional HR?

B) Explain the different soft wares available in the market for recording, maintaining, retrieving and analysing HR information.

C) What are the differences between descriptive, predictive and prescriptive analytics? Explain it using an example.

Question No. 4.

A) Describe various statistical methods relevant for analyzing the cost of employees leaving the organisation.

B) Explain the process of planning and implementing a new HRIS in organisation with example.

C) Explain the qualitative and quantitative analytical tools to understand trends in HR data.

Question No. 5.

A) Discuss the different statistical tool available in market for HR data presentation and data visualization.

B) Explain the role of IT to enhance the efficiency and effectiveness of HR functions within the organisation.

C) Explain different measures of central tendency for analysing HR data.

CENTRAL UNIVERSITY OF HARYANA

Term End Examination, June 2022

Programme: MBA

Session : 2022

Semester : IV

Max. Time : 3 Hours

Course Title: **Customer Relationship Management**

Maximum Marks: 70

Course Code: **SLM MGT 01 403 C 3104**

1. Question No. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.

2. Question No. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1

1. a) *CRM– the hottest buzz word in business today.* Comment on this.
- b) How transactional marketing is different from relationship based marketing? Briefly justify your argument.
- c) Briefly explain the essence of customer loyalty programmes in any business.
- d) How cross-selling is different from up-selling? Give suitable examples.
- e) Discuss '*Workflow Management*' as one of the essential features of Sales Force Automation.
- f) Briefly explain the elements of a call center which are essential to make it efficient and effective.
- g) Write short note on '*On Line Transaction Processing*'.

Question No. 2

- a) "*Today's market is changing from Product Focused Approach to Customer Focused Approach*". Critically analyze this statement with suitable examples.
- b) What do you understand by Cybermediaries? Make a list and discuss at least three of them in detail with examples.
- c) What do you understand by customer life cycle? Is it customer's view or company's view point? Discuss various stages of customer life cycle.

Question No. 3

- a) What was the need to have automation in sales force? Explain the building blocks of sales force automation and give suitable examples.

- b) Define personal digital assistants (PDAs) and discuss how they help in making the relationship effective with customers. Share your experience of using any such PDA.
- c) Discuss the concept of 'Partner Management' and 'Opportunity Management' as important features of sales force automation. Who gets benefitted out of these two important functions? Elaborate.

Question No. 4

- a) What do you understand by Data Mining? Discuss its significance and some of the important characteristics which help in effective CRM.
- b) By keeping the increasing IT intervention in focus, discuss the future of CRM in next one decade. Cite some of your projections.
- c) *The easiest way to grow your customers is not to lose them.* Considering this statement as true, discuss some of the customer retention strategies

Question No. 5

- a) Being owner of a FMCG global company, how you will handle the complexity of customer base in terms of, number of customers, number of companies, type of customers and number of industries engaged in? Draft a strategy to handle it.
- b) Discuss the role of IT teams in day to day operations of an organization. Also explain the scope of business operation without support of information technology.
- c) Discuss five greatest challenges and five greatest opportunities before the customer relationship manager in post Covid-19 situation.

CENTRAL UNIVERSITY OF HARYANA

Term End (Reappear) Examinations June 2022

Programme: MBA

Session: 2021-22

Semester: III

Max. Time: 3 Hours

Course Title: Business Environment (Reappear)

Max. Marks: 70

Course Code: SLM MGT 01 102 GEC 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Why it is important to study business environment? Explain with example.
- b) What is micro environment? Discuss its implications on business.
- c) What is the impact of income level of customers on business?
- d) Discuss the relevance of political environment in business.
- e) What is globalization? How it impacts business?
- f) How climate changes influence the business? Explain with examples.
- g) Is consumerism good or bad for business? If good, Why, If bad, Why?

Q 2. (2X7=14)

- a) Do you believe in the statement that business environment is complex and dynamic?
If yes, Why, If no, Why not? Explain with examples.
- b) What is the concept of business ecology? How can it help in performing good in business?
- c) How do you define organizational structure? Does it change when organization progresses from a small entity to a large corporate? Explain.

Q3. (2X7=14)

- a) What constitute the demographic environment of the country? Give at least two examples where demographic environment was properly analyzed by an organization.
Discuss the result of proper analysis of demogrpahic environment.
- b) Do you think that falling birth rate is an issue for the business? Give at least two examples to support your answer.
- c) Given the fact that different countries and scholars have different opinion on the subject, what is your opinion on state intervention in business? Is it good or bad?
What could be its implications on business? Explain with example.

Q 4.

(2X7=14)

- a) How business and society are related? How do they impact each other? Explain with examples.
- b) What is relevance of segregating countries in developing and developed economies? How this concept impact business? Explain with example.
- c) What is concept of newly industrializing economies? Is it important for business? Explain with examples.

Q 5.

(2X7=14)

- a) What are impulsive and propulsive factors? How understanding of these factors can improve decision making in business? Explain.
- b) What is radical innovation? How is it different from incremental innovation? Discuss the relevance of these innovations in business.
- c) What is concept of time lag in technology introduction and absorption in different countries? Is it related with business? Explain.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2022

Programme: MBA (Re-appear)	Session: 2022
Semester: III	Max. Time: 3 Hours
Course Title: Marketing Research	Max. Marks: 70
Course Code: SLM MGT 01 304 C 3104	

SET-I

Instructions:

1. Question Number 1 has seven sub parts and students need to answer any four. Each sub part carries three and half marks.
2. Question Number 2 to 5 have three sub parts and students need to answer any two of each question. Each sub part carries seven marks.

Question No. 1

- a) What are the basic information needed before proceeding for any research? Comment.
- b) Write short note on Marketing Information System and its relevance in research.
- c) What do you understand by sampling error in research?
- d) Elucidate the significance of pre-testing of questionnaire. Is it necessary or advisory?
- e) Can t-test be used in place of ANOVA? Explain your viewpoint.
- f) Make a list of steps involved in sampling design.
- g) Write short note on discriminant analysis.

Question No. 2

- a) Differentiate qualitative research design from quantitative research design and discuss the relationship between these designs. Give suitable examples.
- b) What are the prerequisites of using secondary data in any research? Discuss some published and non-published sources of secondary data.
- c) Why scaling techniques are used in research process? Explain briefly some of such scales which you have used during your research.

Question No. 3

- a) Differentiate questionnaire from schedule and discuss the steps involved in designing of a good questionnaire.

- b) What is the significance of sampling technique in research process? Define and discuss the types of probability sampling techniques. Give suitable examples of each.
- c) What is the relevance of hypothesis in research process? Define various steps involved in the process of hypothesis testing.

Question No. 4

- a) What do you understand by data preparation and data cleaning in any research process? Also discuss the importance and types of editing in this process.
- b) Discuss the meaning of the term *causality* with a view point of an ordinary person and to a scientist? Elaborate with the help of an example.
- c) How regression analysis is different from correlation analysis? Explain with the help of examples.

Question No. 5

- a) What do you understand by Factor Analysis? Discuss some of the prerequisite of using this technique.
- b) Discuss the basic guidelines for writing a research report. Also mention the prerequisites needed for making the report effective for the readers.
- c) Draw and discuss briefly the classification of univariate techniques used in marketing research.

