

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, July 2023

Programme: MBA

Session: 2022-23

Semester: I

Max. Time: 3 Hours

Course Title: Business Statistics and Research Methods(RE-APPEAR)

Max. Marks: 70

Course Code: SLM MGT 01 104 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.

Q1. Answer the following questions:

- a. What do you mean by Hypothesis testing ? Explain.
- b. Define different measures of Central Tendency.
- c. Distinguish between Primary and Secondary Data.
- d. Differentiate between Nominal and Ordinal Scale with example.
- e. Distinguish between Type I error and Type II error.
- f. Explain the reasons leading to errors in the sampling Process.
- g. Discuss the role of computer in research.

Q2. a) What do you mean by Research Methodology ? Discuss the objectives of research in

detail.

b) Briefly describe the different steps involved in a research process.

c) What are the classifications of measurement scales? Explain with examples.

Q3. a) Enumerate the different methods of data collection along with examples of each.

b)“Ethics in research is the need of an hour”. Justify the statement. Also, explain the

Problems faced by researchers in India .

c)What are the techniques involved in defining a research problem?

Q4. a) What do you mean by Sampling Design? Explain the advantages of sampling over

complete enumeration.

b) Write briefly about the different forms of data presentation devices.

c) What is meaning of probability sampling? Discuss different Sampling Techniques.

Q5.a) Write the assumptions and characteristics of Chi square Test .

b) In an anti-malaria campaign in Bhubaneswar, Chloroquine was administered to 812 persons

out of a total population of 3248. The number of fever cases is shown below:

Treatment	Fever	Non Fever	Total
With Chloroquine	20	792	812
With out chloroquine	220	2216	2436
Total	240	3008	3248

Discuss the usefulness of Chloroquine in checking malaria using Chi-square test at 5% LOS.

c) “Interpretation is a fundamental Component of Research Problem”.Brielly explain the layout of research report, covering all relevant points.

CENTRAL UNIVERSITY OF HARYANA

Second Semester Term End Examinations July 2023

Programme: Master of Business Administration (MBA)

Semester: II Semester

Course Title: Legal Aspects of Business

Course Code: SLM MGT 01 201 GEC 2002

Max. Time: 3 Hours

Max. Marks: 70

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 1: Write short notes on the following: (4X3.5=14)

1. Voidable Contract.
2. Unpaid seller
3. Undue Influence
4. Quasi Contract
5. Holder-in-due-course
6. Right of education
7. District Forum
8. Memorandum of Association

Question 2: (2X7=14)

1. Define consideration. Explain its main features. State the exceptions to the rule that "An agreement without consideration is void".
2. What do you understand by contracted capacity of parties ? Explain the law regarding contract made by minors
3. Who is an 'unpaid seller', discuss of rights of Unpaid Seller?

Question 3: (2X7=14)

1. Write notes on the following :
 - (a) Promissory Note
 - (b) Bill of Exchange
 - (c) Cheque
2. What is a holder in due course ? Explain the privileges granted by law to the holder in due course.

3. What is discharge of Negotiable Instrument? State different ways in which negotiable instrument can be dishonored?

Question 4:

(2X7=14)

1. What do you mean by Consumer Rights ? Explain the working and composition of the district forum for consumer rights.
2. Discuss how the grievance of the consumer are sought to be protected under the consumer protection act?
3. What are the objectives of Consumer Protection, Act, 2019 and its salient features

Question 5:

(2X7=14)

1. Explain different types of meetings held in a company. Describe their essential features as per the Company Law.
2. Briefly state the importance and contents of the Article of Association. How can they be altered ?
3. Explain CAA rules 2016 for Merger and Amalgamation.

CENTRAL UNIVERSITY OF HARYANA

Second Semester Term End Examinations July 2023

Programme: MBA

Session: 2022-23

Semester: Second

Max. Time: 3 Hours

Course Title: Production and Operations Management

Max. Marks: 70

Course Code: SLM MGT 01 201 DCEC 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) Discuss the importance of 'Standardization' in operations management. What role did it played in evolution of the subject of operations management? Explain.
- b) Discuss any two ways by which productivity can be increased by operations manager.
- c) Can value engineering help in reducing production cost? Explain your answer with example.
- d) What is cross docking? How it helps operations manager? Explain.
- e) What is six sigma? Discuss its relevance for operations manager.
- f) Discuss the importance of 'Smoothing Constant' in 'Exponential Smoothing' method of forecasting. Explain with example.
- g) What is ergonomics? Discuss its importance in production and operations management.

Q 2. (2X7=14)

- a) Is it necessary for operations management to be global? Give any two examples where operations managers have improved productivity by adopting global operations. Explain.
- b) How important is 'Critical Success Factors' for companies? How do you see operations management without critical success factors? Explain with examples.
- c) Is it good to have more than one 'House of Quality'? If Yes, Why, If No, Why Not? Explain your answer with examples.

Q3. (2X7=14)

- a) When do you recommend the 'Product-Oriented layout'? Discuss some challenges in implementation of product-oriented layout. Explain with examples.

- b) Discuss the relevance of 'Factor Rating Method' in selecting location. When will you recommend it? Explain your answer with examples.
- c) It is said that 'Suppliers should be treated as partners in the firm strategy'. Do you agree with this statement? If yes, why, If no, why not? Explain with example.

Q 4.

(2X7=14)

- a) Is 'Associative Model' of forecasting better than 'Time Series Methods' of forecasting? Explain your answer with example.
- b) What role does the product structure plays in 'Material Requirement Planning'? How do you see material requirement planning without product structure? Explain.
- c) What is concept of 'Total Quality Management'? How does it ensure the quality management for an operations manager? Explain with examples.

Q 5.

(2X7=14)

- a) Discuss 'Economic Order Quantity' model of inventory management. When should it be used? Explain your answer with example.
- b) How 'Self-Directed Teams' is related with 'Job Design'? Discuss its relevance by citing some examples.
- c) What is importance of 'Performance Rating Factor' while establishing standards in operations management? How do you see 'establishing standards' without performance rating factor?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, Jun-July 2023

Programme: MBA

Session : 2023

Semester : II

Max. Time : 3 Hours

Course Title: International Business

Maximum Marks: 70

Course Code: SLM MGT 01 202 DCEC 3104

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 organisations engage in international business? Give specific reasons.
b) How *cultural adaptation* and *cultural transmission* are related to each other? Give your view point in context of international business.
c) Differentiate a *global company* from a *transnational company*. Give examples.
d) Define globalization with the help of some specific examples.
e) Write a short note on the *Product Life Cycle* theory of international trade.
f) What do you understand by *Balance of Payments*? Elucidate.
g) How WTO is different from GATT? Discuss with some specific points.

Question No. 2

- a) Differentiate *Polycentric approach* from *Regiocentric approach* to international business. Explain by drawing organisational structures of both.
- b) How *Turnkey Operation* is different from *Joint Venture* in international business? Give examples of each one and also discuss various steps involved in formation of a joint venture.
- c) *Assuming that an organisation has decided to go global*. Discuss the strategies to be adopted by the organisation before it really enters into global market.

Question No. 3

- a) How theory of *Absolute Cost Advantage* is different from theory of *Comparative Cost Advantage*? Elaborate with the help of an example.
- a) '*Culture is the software of mind and brain is the hardware that runs it*'. Discuss this statement in context of international business.
- b) What is the basis of deciding the economic status of any country? Discuss various types of economic systems available at global level.

Question No. 4

- b) Write a detailed essay on the International Monetary Fund (IMF) and also discuss the lending procedure adopted by IMF.
- c) What was the purpose of establishing International Labor Organisation (ILO) as a separate entity? Discuss the mission and mandate given to ILO.
- d) Define and discuss different types of dumping in international business. Also elaborate the anti-dumping measures generally used by the importing countries. Give suitable examples.

Question No. 5

- a) How trade disputes arise in organisations at international level? Discuss the dispute settlement procedure of WTO including appeal.
- b) Discuss the major financial functions a manager has to carry out in international business. Also explain briefly the factors which affect these decisions.
- c) Differentiate *domestic financial management* from *international financial management*. Also discuss the constraints in achieving maximum returns by MNCs.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: **MBA**

Session: **2023**

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. Differentiate *common interests* from *conflicting interests* in international marketing.
- b. Write a short note on *polycentric behaviour* of an organisation.
- c. *Increasing aspirations of customers is a challenge as well as an opportunity for international marketers.* Give your opinion on this statement.
- d. Write a short note on *Aesthetic Adaptation* of customers in IM.
- e. How *Management Contract* is different from *Turnkey Operations*? Comment.
- f. *Challenges of international marketing are same or different from domestic marketing?* Give your opinion.
- g. Tourism and transportation are supplementary or complementary to each other? Justify in context of international market.

Question No. 2

- a) Define and discuss major factors which affect pricing decisions in international marketing. Do you think that same factors affect the domestic market? Elaborate with examples.
- b) Discuss some of the driving and restraining forces which influence international marketing operations. Suggest the ways to tackle them effectively. Support your response with suitable examples.

- c) What do you understand by multinational corporations (MNCs)? Discuss the ways by which MNCs can be defined. Also mention few of their advantages and disadvantages.

Question No. 3

- a) If you wish to enter in international market, what criteria would you consider as a systematic market selection process? Do you think that same process can be applied in domestic market? Give your view point.
- b) How *licensing* is different from *franchising*? Give examples of each taken from the international brands operating in India under these strategies.
- c) In international market, businesses need to use both direct and indirect channels. Considering this, give some examples how these channels can be used by international operators. Give industry specific examples.

Question No. 4

- a) Can the designing of products be standardized at global level? Discuss and explain the factors that affect the product designing strategies at international level. Cite some examples.
- b) *Some think that cultures around globe are similar and others say it's an illusion.* In this context, define culture and its influence on consumption pattern of customers. Cite some practical examples of leading international organisations.
- 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? Is it a mandatory requirement or advisory to operate at international level? Make a list of important documents required to get the IEC number.
- b) Discuss major changes responsible for the growth of international marketing? Provide logic for each factor you mention in your argument.
- c) Explain the concept of international negotiation and discuss the steps involved in international negotiation process. Cite any recent case that went through this negotiation process.

CENTRAL UNIVERSITY OF HARYANA

Forth Semester Term End Examinations June 2023

Programme: MBA

Session: 2022-23

Semester: Forth

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) David Grasso, Chief Marketing Officer, Nike once said – ‘Facebook is changing the marketing the same way as TV did in 1960s’.
Do you agree with this statement? Give reasons for your answer.
- b) Discuss the importance of ‘Encoding’ and ‘Decoding’ of message from marketing communication perspective.
- c) Differentiate marketing objectives from communication objectives. Explain with examples.
- d) Differentiate creative strategy from creative tactics. What is importance of these? Explain your answer.
- e) What is difference between an advertisement and campaign? Why campaigns are preferred over advertisements? Explain.
- f) How ‘marketing public relation function’ is different from ‘public relations’? Which one is better in modern times? Explain with example.
- g) Can sales promotion be done using internet marketing? If yes, how, if no, why not? Explain.

Q 2.

(2X7=14)

- a) How can Integrated Marketing Communication help in brand building? Give any two examples to explain your answer.
- b) Discuss the relevance of ‘Alternate Response Hierarchy’ models in consumer’s response process. Explain alternate response hierarchies by giving examples.
- c) Discuss the importance of source in delivering a marketing message. How a source should be selected? Explain with example.

Q3.

(2X7=14)

- a) Discuss any one example where a client has terminated the relationship with an advertising agency. Discuss the reasons for the termination. Was it a good decision for client? Explain.
- b) What is concept of transformational advertising? How do one differentiate a transformational advertisement? Explain its importance over other forms of advertisements with examples.
- c) How 'Brand Development Index (BDI)' and 'Category Development Index (CDI)' are important from Media Planning perspective? What problem is it addressing in media planning? How do you see media planning without BDI and CDI? Explain.

Q 4.

(2X7=14)

- a) Here is what David Ogilvy have to say about Big Idea. Read it carefully and answer the question given below – "I doubt if more than one campaign in a hundred contains a big idea. I am supposed to be one of the more fertile investors of big ideas, but in my long career as a copywriter I have not had more than 20".
What is so special about big idea? Why is it important? Why it is so difficult to find a big idea? Give your answer in context of the statement of David Ogilvy on big idea.
- b) Discuss the relationship between sales promotion and brand equity. Support your answer by giving at least two examples.
- c) What is the concept of 'vertical cooperative advertising'? Is it advisable for companies to adopt this? If yes, why, if no, why not? Explain your answer with examples.

Q 5.

(2X7=14)

- a) For promotion of a low involvement product, which one will you recommend – 'Above the Line' or 'Below the Line'? Give reasons for your answer. Explain with example.
- b) Highlight any two examples in detail where advertisers have been untruthful and deceptive? What impact can untruthful and deceptive advertising have on consumers? Explain by giving examples.
- c) It is said that 'Advertisements increases the price which a consumer pays for a product'? Do you agree with this statement? If yes, why, if no, why not? Give any two examples to support your answer.

CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

Name of Examination	M B A (Term End Examination: June 2023)
Year & Session	2021-23 ; Semester-IV
Course	Financial Derivatives
Course Code	SLM MGT 01 405 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 Attempt all short answer type questions. Each small question carries 2 marks each.

- a) What is the status of NSE in global individual stock futures market?
- b) Which Gold and Silver futures and Options are available in MCX in India?
- c) Differentiate between AMERICAN and EUROPEAN Stock Options.
- d) Differentiate arbitrageurs and speculators in F&O Segment.
- e) How a future contract can be settled?
- f) Discuss different OTC and ET derivatives.
- g) Explain protective put strategy in options trading.

Q. 2

a) "Derivatives are misunderstood to a large extent." Discuss various myths about derivative trading in India.

b) Define a derivative contract. Discuss different features and characteristics of derivative contract.

c) Explain different types of derivative contract with suitable examples.

Q.3

- a) "Futures are nothing but standardized format of forward contract." Differentiate forward and futures contract taking suitable examples in Indian context.
- b) As a CEO of a food processing company, how will you manage risks through application of derivative contracts.
- c) Discuss settlement mechanism of futures contract in Indian stock market? Explain various alternatives for settlement of a futures contract.

Q. 4

- a) Suppose current market price of equity share of ABC Ltd is Rs. 50. Mr John is not sure which direction market will move. He want to make profit out of this situation and purchased two months call option at Rs 55 and put option at Rs 45 on option premium of Rs. 2 each for put and call.

Calculate his pay off at different prices on contract maturity date. Prepare a diagram to explain this case.

- b) What are different approaches to option pricing with suitable examples.
- c) Discuss various strategies of option trading to make profits out of application of various combination of transactions.

Q. 5

- a) Explain different aspects of contract specification of 'BAJRA' in National Commodity Derivatives Exchange of India.
- b) "Derivative market provides impetus to spot commodity market." In the light of above statement discuss role of commodity market for the growth of economy.
- c) Write a detailed note on currency derivatives in India.

CENTRAL UNIVERSITY OF HARYANA

Term End Examination, June 2023

Programme: **MBA**

Session : **2023**

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) Differentiate *Customer Focused Approach* from *Product Focused Approach*.
- b) Briefly explain *Customer Relationship Framework*.
- c) Why do customer loyalty programmes fail? Critically evaluate with an example.
- d) Discuss how *cross-selling* and *up-selling* can help in building relationship with customers. Give suitable examples.
- e) Define *Lead Management* and elaborate how it helps in building effective CRM.
- f) List out and briefly define the essential elements of a call center which make it efficient and effective.
- g) Write a short note on '*On Line Analytical Processing*'.

Question No. 2

- a) *CRM is a combination of people, process and technology*. Do you agree with this statement? Critically evaluate with an example.
- b) What do you understand by Cybermediaries? Make a list and discuss at least three of them in detail with relevant examples.
- c) Discuss in detail the concept of customer life cycle and its various stages. Also elaborate how customers can be classified based on their value. Give examples to justify what you say.

Question No. 3

- a) Do you think that sales force automation has really helped in building better CRM? What would have been the situation without automation of sales force? Give your viewpoint with suitable examples.

- b) Define personal digital assistants (PDAs) and discuss how they help in building effective relationship with customers. Share your experience of interacting with any such PDA during your purchase journey.
- c) Discuss the concept and importance of *Workflow Management* in sales force automation. Who gets the most benefit of using this function in organisations and how? Elaborate.

Question No. 4

- a) What do you understand by Data Mining? Discuss its significance and important characteristics which help in effective CRM.
- a) Considering yourself a Customer Relationship Manager, how would you measure the effectiveness of a call center? Elaborate with examples.
- b) *The easiest way to grow your customers is not to lose them.* Do you agree with this statement? Justify of saying so with the help of examples. Also suggest few customer retention strategies.

Question No. 5

- a) It is expected that *superior customer services would be the only differentiator in the future.* Critically analyze this statement by citing some examples.
- b) Discuss the emerging role of IT in the service sector with special reference to insurance sector. Do you think the intervention of IT has made the services easier and simpler for users? Elucidate.
- a) Discuss five greatest challenges and five greatest opportunities which the post Covid-19 pandemic situations have provided to customer relationship managers. Also discuss the strategies to tackle them.

CENTRAL UNIVERSITY OF HARYANA
Term End Examinations, June 2023

Programme: MBA
Semester: IV
Course Title: Human Resource Analytics
Course Code: SLM MGT 01 408C3104

Session: 2022-23
Max. Time: 3 Hours
Max. Marks: 70

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.

Q1. Answer the following Questions.

- a. Explain consumerization of HR.
- b. Define Artificial Intelligence and Big data.
- c. What do you mean by Gig Economy? Explain.
- d. How to estimate the cost of employee absenteeism? Explain all necessary steps required in detail.
- e. Write a brief note on statistical software used for HR analytics and important vendors.
- f. Elucidate the steps to successfully implement the human resource information system in an organization.
- g. Explain HR key preferred indicators? Explain them as leading or lagging indicators. .

Q2.a) Analyse various HR functions which can benefit from HR analytics. What role will big data play in HR analytics in the coming decades?

- b) Explain the model for purposeful HR Analytics.
- c) Explain LAMP framework and its usage.

Q3.a) Define matrix and its qualities? Why are Matrix important for HR.

b) Explain the common errors in the data collection in HR. Define the practices to deal with the common data challenges such as missing data, outdated data , no data available, data outliers, inconsistent data.

c) What do you mean by communicating with storytelling and visualization of HRA?

Q4.a) Define different data collection methods and sources of data in HR.

b) Elucidate the steps to successfully implement the human resource information system in an organization..

c) It is rightly mention that “ what gets measured gets managed”. Explain the statement in the light of importance of HRA.

Q5.a) Define the composition of new workforce in the Organisation.

b) What do you mean by HR analytics? Explain the concept of description, predictive and prescriptive analytics.

c)Solve the case study:

Managing talent is increasingly becoming a critical issue for a Pune-based automobile spares manufacturer of India. With successive acquisitions abroad, the company now emerges as one of the biggest automobile spares manufacturer in the world. The company observes, despite its inclusive talent development approach, a very high talent attrition rate. Talent attrition in general is attributable to factors such as inter-industry mobility of workforce for the effect of cross-skilling, globalization and workforce demography. However, at the organization level, it is difficult to assess which factors are more dominating the mindsets of the talented people to change their job. The company believes this largely for their lack of insight into HR data. HR data analysis on why employees leave their job, basis of their recruitment and data on the same, how capable they are in delivering the jobs, what is their engagement level with the organizations, what is the compa-ratio of compensation and benefits, what training and development programmes have been conducted for such job leavers and so on can help the company to understand the underlying reasons for talent attrition. Such understanding can help the company to decide on effective talent retention strategies. The company has decided to invest in HR analytics for better insights into such critical HR issues.

- Questions: 1 mark each

1. Explain key factors contributing to the high talent attrition rate at the Pune-based automobile spares manufacturer?
2. How have successive acquisitions abroad impacted the talent attrition rate at the company?
3. What data would be most useful for the company in order to better understand the underlying reasons for talent attrition?
4. How can HR analytics help the company to develop effective talent retention strategies?
5. What training and development programs need to be conducted for employees leaving the company, and how effective have they been in retaining talent?
6. How does the company's compensation and benefits compared to the competitors and how might this impact talent retention?
7. What steps can be taken to improve employee engagement and prevent talent attrition?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, Jun-July 2023

Programme: **MBA**

Session : **2023**

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) Write a short note on *Mutuality of Interests* in organisations.
- b) *Improving people skills is a challenge for organisational behaviour*. Comment on this statement.
- c) Define and differentiate *Ethical Dilemma* and *Ethical Domination* in organisations. Give example of each.
- d) What do you understand by *Frustration-Regression Model of Motivation*? Explain with the help of an example.
- e) *Halo Effect* and *Stereotyping* affect the perception of an individual. Do you agree with this? Comment.
- f) Differentiate *Job Enlargement* from *Job Enrichment* with the help of examples.
- g) Write a note on *Life Scripts* as one of the models of transactional analysis.

Question No. 2

- a) Define and discuss *Organisational Citizenship Behavior* and its various forms. Give suitable examples to prove your point.
- b) Define *Business Abuse* and suggest various measures the employers and the employees should take in cases of business abuse.
- c) What do you understand by *Utilitarian Model of Justice*? Discuss its parts and utilitarianism principles which makes this model effective.

Question No. 3

- a) Write a detailed note on *MARS Model* of individual behaviour in organisations.
- b) Discuss the *Myers-Briggs Type Indicators* of personality determinants. Elucidate your response with suitable examples.
- c) Do you think OB is a separate discipline or other disciplines contributed in its development? Give your opinion in this regard.

Question No. 4

- a) Write a detailed note on *Freud's Psychoanalytic Theory*. Give examples wherever necessary.
- b) Discuss the essence of inter-personal relationship in organisations and also explain the barriers to effective inter-personal relationship. Suggest some strategies to overcome such barriers.
- c) Discuss the major factors on which the *Attribution Theory* is based. Also explain the major outcomes of this theory.

Question No. 5

- a) Why do people join groups? Discuss various stages of group formation and the functions which are carried out by groups. Support your answer with examples.
- b) Define *organisational culture* and elaborate how it starts and build-up in organisations. Take help of examples to explain your viewpoint.
- c) Discuss various *stages of conflict* and also state how *functional conflict* is different from *dysfunctional conflict*. Which one to be preferred in organisations? Critically analyze.

CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

Name of Examination	M B A (Term End Examination June 2023)
Year & Session	2021-23; Semester-IV
Course	International Financial Management
Course Code	SLM MGT 01 402 DCEC 2002
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

- a) Define Global Depository Receipts.
- b) Which currency derivatives are available at NSE?
- c) Discuss the status of India's balance of payment in last one decade?
- d) What is CRA(country risk analysis) in international financial management?
- e) What is weighted average cost of capital?
- f) Explain 'lead and lag' in international payments?
- g) Explain decision tree approach in international capital budgeting decisions.

Q. 2

- a) Define international finance. Discuss peculiar aspects of international financial management?
- b) Write a detailed note on historical perspectives of various international monetary systems which prevailed in the whole world over the period of time.
- c) Discuss different exchange rate regimes in India. Also explain present status of balance of payment in India.

Q. 3

- a) Define forex market. Discuss role and functions of forex market in functioning of any economy.
- b) Write a detailed note on forex market mechanism in India, also discuss role of different participants in this market.
- c) Discuss foreign exchange forward, futures and options market mechanism presently prevailing in India.

Q. 4

- a) Suppose as a CEO you are responsible for managing different types of forex exposures, how will you manage various exposures?

- b) Discuss different theories of exchange rate determination with suitable examples and data.
- c) What are different types of forex risk exposures in international finance, explain taking suitable data.

Q. 5

- a) Discuss the important factors influencing capital structure of an MNC and peculiar aspects of cost of capital.
- b) Suppose you are CMD of an Indian MNCs, how will you deal with the issues of international capital budgeting?
- c) Write a detailed note on External commercial borrowings.

Central University of Haryana
Jant-Pali, Mahendragarh, Haryana

Term End Examination- June-2023

Department- Management Studies

Name of Programme- MBA

Final Year-Semester IV

Course Name: Merger and Acquisitions

Course Code: SLM MGT 01 406 C3104

Time Allowed: 3 Hour

Maximum Marks: 70

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.

1. Give any two points of distinction between merger and acquisition?
2. What is meant by Goodwill?
3. State any two international accounting standards?
4. What do you mean by hostile takeover?
5. What is meant by amalgamation?
6. What is business restructuring?
7. What is meant by minority interest?

Question No. 2

- a) Write a note on present position of combination movement in India?
- b) Briefly discuss the types of mergers and acquisitions?
- c) Enumerate and explain the motives for business combinations?

Question No. 3

- a) Explain the benefits of restructuring?
- b) Write a detailed note on accounting standard on merger and acquisitions?
- c) Explain the following terms-
 - a) Internal Reconstruction
 - b) External Reconstruction

Question No. 4

- a) Enumerate and explain the issues and challenges in Mergers and Acquisitions in India?
- b) Discuss any three prominent cases of Mergers and Acquisitions of past two decades?
- c) Write a detailed note on regulatory framework of M & A in India?

Question No. 5

- a) Write a detailed note on securities and exchange board of India?
- b) Explain the tax implications in M&As under the Income Tax Act, 1961?
- c) Discuss the causes for the slow growth of the combination movement in India?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: MBA

Session: 2022-23

Semester: IV

Max. Time: 3 Hours

Course Title: Entrepreneurship Development

Max. Marks: 70

Course Code: SLM MGT 01 402 C 2002

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.

Q1. Answer the following Questions.

- a. Explain the objectives of EDP's.
- b. Define the different sources of entrepreneurial finance.
- c. Differentiate between Entrepreneurship and Intrapreneurship?
- d. Explain the significance of conducting Market Research.
- e. Define SSI and Ancillary Industry.
- f. Differentiate Innovation and creativity.
- g. Define the concept of Social Entrepreneurship.

Q2.a) "Entrepreneurship and economic development are the two sides of the same coin". Critically examine the given statement with the help of examples.

b) Discuss the concept and nature and theories of Entrepreneurship .

c) Explain the entrepreneurial process. Explain the different challenges faced by an entrepreneur in modern environment.

Q3.a) Define women entrepreneurship. Discuss the problem faced by women entrepreneur and the measures to improve the conditions of women entrepreneurs in India?

b) What is entrepreneurial ethics? State the factors influencing ethics in the Organisation?

c) Explain the role of government in building a sustainable startup ecosystem in India? Explain the different initiatives taken by government for promoting entrepreneurship..

Q4.a) "The failure of a business has a lot to do with poorly researched and prepared business plans." Explain this statement highlighting the different reasons responsible for failure of business plans.

b) Describe the role of Innovation and creativity in Idea Generation with examples. Also discuss the different sources of new ideas?

c) Explain the problem faced by SSI in India and measures to tackle them.

Q5.a) What do you mean by International entrepreneurship? Explain how it is different from domestic entrepreneurship.

b) Explain the meaning and different phases of Entrepreneurship Development Programmes.

c). Solve the following case study:

Farah, a 22 years old girl, has always been passionate about baking. After few years of working in different bakeries and honing her skills, she decided to start her own bakery business. She rented a small space in a busy area and started selling her baked goods.

As her business grew, Farah realized that she needed to expand her operations. She hired a few employees and started offering catering services for events and parties. She also started selling her baked goods online and delivering them to customers' door steps.

Farah's bakery became very popular in the community and she was approached by investors who were interested in funding her business expansion. Farah was hesitant at first, but after careful consideration, she decided to accept the investment and open a new branch of her bakery in a different location.

Questions: (2+2+1+2)

1. What qualities of entrepreneurial leadership does Farah possess?

2. What challenges did Farah face in growing her business, and how did she overcome them?

3. How did Farah's decision to accept investment impact her business?

4. What lessons can other entrepreneurs learn from Farah's experience?

Central University of Haryana

Term End Examinations June 2023

Programme: MBA

Semester: IV

Course Title: Compensation Management

Course Code: SLM MGT 01 407 C 3104

Session: 2022-23

Max Time: 3 Hours

Max marks: 70

Instructions:

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

Question: 1

(4 X 3.5 = 14)

- a) What is Compensation Management? State its Components.
- b) Explain the meaning of term pay structure.
- c) Explain Deferent Compensation strategies.
- d) Explain type of employee benefits
- e) Elements of expatriate compensation packages.
- f) Concepts of fringe benefits.
- g) Write down of pay commissions.

Question: 2

(2 X 7 = 14)

Mrs X is a newly promoted human resource supervisor of a big and modern hospital in Metro Manila. The hospital is a medium-sized corporation equipped with modern and state of the art health care facilities. It has a total workforce of 500 employees composed of 15 executives, 10 consultants, 20 managers, 50 supervisors, 25 technicians, 200 nurses and 180 clerical and support staff. Most of these employees are college degree holders specializing in medical, paramedical, business and liberal arts fields. Mrs X finished her undergraduate degree in human resource management with high academic distinction from a prestigious university five years ago and entered the hospital as an HR assistant. After two years of employment, she was promoted as an HR specialist in recruitment. She is very excited about the promotion and wants to enrol in the graduate school to take up Masters in Business Administration with concentration in Hospital Administration. While working as an HR assistant in the same organization, she encountered several problems and complaints on compensation administration like delayed salary adjustments, salary distortions, uncompetitive pay scale, and poorly designed job analysis and job evaluation programs. She also noticed a high turnover rate mostly from the technical and professional ranks which she suspected to be caused by poor salary and benefits packages. She felt helpless and don't know what to do since HR manager was always busy with some labour relations issues. She also thought that the poor economic conditions in her country coupled by mediocre human resource management system could be the culprit of these problems.

Now that she is in the position to make some recommendations and influence management, she thinks it is necessary for her to develop a plan for establishing a compensation system.

Give the answer of any two

QUESTION:

1. What do you think of Mrs X's idea? What other things can you suggest to Mrs X to improve the management?

2. What are the different factors considered by organizations in designing a compensation system?
3. Explain the importance of human resource management decisions in the above study.

Question: 3

(2X7=14)

- a) State the different types of Incentives pay to employees.
- b) What is meant by International compensation system? Explain It.
- c) What are the way through which we can assess employee performance? Explain in detail.

Question: 4

(2X7=14)

- a) What is labour costing? What factor are to be considered while managing it?
- b) What is embedded control? State its applications in structuring compensation function.
- c) Explain concept of compensation by exploring and define in present context.

Question: 5

(2X7=14)

- a) What is Maternity benefit act? Explain its recent amendment.
- b) Discuss in detail "Code on wages 2019 Act"
- c) Explain how the gratuity Act 1972 is in favour of employees?

CENTRAL UNIVERSITY OF HARYANA

First Semester Term End Examinations, June 2023

Programme: Master of Business Administration (MBA)

Semester: I Semester(Reappear)

Course Title: Financial and Management Accounting

Max.Time: 3 hours

Marks: 70 max.

Course Code: SLM MGT 01 103 C3104

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 1: Write short notes on the following:

1. Current Ratio
2. Differentiate between Liability and Asset.
3. Matching Concept
4. Depreciation
5. PV ratio
6. Financial reporting
7. Zero based budgeting

Question 2:

1. What are different kinds of accounts? Briefly explain all types of accounts.
2. Differentiate between financial Accounting and Cost Accounting?
3. Management accounting is all about decision making of the business. Comment on the statement.

Question 3:

1. Define is GAAP? Explain the various Accounting Principles of accounting which are globally accepted?
2. Differentiate between Journals, Ledgers and Trail Balance.
3. Arun is a trader dealing in automobiles. For the following transactions, pass journal entries for the month of January, 2018

Jan.	Rs.	
1	Commenced business with cash	90,000
2	Purchased goods from X and Co. on credit	40,000
3	Accepted bill drawn by X and Co.	20,000
4	Sold goods to D and Co. on credit	10,000
5	Paid by cash the bill drawn by X and Co.	
6	Received cheque from D and Co. in full settlement and deposited the same in bank	9,000

7 Commission received in cash	5,000
8 Goods costing Rs. 40,000 was sold and cash received	50,000
9 Salaries paid in cash	4,000
10 Building purchased from Kumar and Co. for Rs. 1,00,000 and an advance of Rs. 20,000 is given in cash.	

Question 4:

1. What is a Balance Sheet? Describe the revised Performa of Balance Sheet stated in Schedule VI?
2. Elaborate AS-3 Cash flow statement items? Explain the different kinds of activities.
3. Solve the following:
 - a) X Ltd., has a current ratio of 3.5 : 1 and quick ratio of 2 : 1. If excess of current assets over quick assets represented by inventories is Rs. 24,000, calculate current assets and current liabilities.
 - b) From the following information, calculate inventory turnover ratio:

Inventory in the beginning = 18,000

Inventory at the end = 22,000

Net purchases = 46,000

Wages = 14,000

Revenue from operations = 80,000

Carriage inwards = 4,000

Question 5:

1. BA produces and sells two products. The W sells for Rs.8 per unit and has a total variable cost of Rs.3.80 per unit, while the R sells for Rs.14 per unit and has a total variable cost of Rs.4.20. For every five units of W sold, six units of R are sold. BA's fixed costs are Rs.43,890 per period. Budgeted sales revenue for next period is Rs.74,400, in the standard mix. Calculate the margin of safety in terms of sales revenue and also as a percentage of budgeted sales revenues.
2. Describe the steps involved in Budgetary Control technique?
3. "The establishment of budgets relating the responsibilities of executives to the requirements of a policy, and the continuous comparison of actual with budgeted results, either to secure by individual action the objective of that policy, or to provide a basis for its revision". Comment.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, Jun-July 2023

Programme: MBA (Re-appear)

Session: 2023

Semester: I

Max. Time: 3 Hours

Course Title: Principles of Management

Max. Marks: 70

Course Code: SLM MGT 01 101 C 3104

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) Write short note on the contribution of Henry Gantt in the development of management as a separate discipline.
- b) What are the common characteristics in organisations? Explain briefly.
- c) Differentiate *controlling* from *monitoring* in a management process.
- d) How *Unity of Command* differs from *Unity of Direction*? Comment.
- e) Discuss in short the difference between *tactical planning* and *operational planning*. Support your answer with suitable examples.
- f) Briefly explain *Hertzberg Two Factor Theory* of motivation.
- g) Write short note on *change process*.

Question No. 2

- a) Discuss and critically analyse the contribution of F.W Taylor in the development of management thoughts.
- b) How efficiency, effectiveness and performance are related to each other in organisations? Critical evaluate.
- c) Discuss and explain some of the crucial elements of micro as well as macro environment which affect the performance of organisations. Give examples.

Question No. 3

- a) *Science teaches to 'know' and art teaches to 'do'*. Critically evaluate this statement in context of present business environment. Give suitable examples.
- b) Why organisations need to move from centralization to decentralization? Discuss advantage and disadvantage of both with suitable examples.
- c) Explain in detail *Maslow's Need Hierarchy* theory of motivation.

Question No. 4

- a) What is the purpose of planning in organisations? Discuss the steps to be followed in planning process for its effective execution.
- b) Write a detailed note on the contribution of Peter Drucker in the development and growth of management.
- c) How *transactional*, *transformational* and *situational* leaders differ from each other? Cite at least one example of such leaders along with their contribution.

Question No. 5

- a) How *programmed decisions* are different from *non-programmed decisions*? Justify your answer with suitable examples taken from the industrial sector.
- b) Explain the communication process in organisations. Discuss some of the barriers faced in the effective communication process.
- c) Define delegation and the steps to be followed in delegation process. Also explain the obstacles faced in the effective delegation process.

Central University of Haryana
Jant-Pali, Mahendragarh, Haryana
Term End Examination- July-2023
Department- Management Studies
Name of Programme- MBA
Final Year-Semester II
Course Name: Human Resource Management
Course Code: SLM MGT 01 204 C 3104

Time Allowed: 3 Hour

Maximum Marks: 70

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.

1. What is meant by Human Resource Management?
2. What is meant by Recruitment?
3. Explain the term Intellectual Capital?
4. What do you mean by Human Resource Planning?
5. What is meant by Flexi-time Schedules?
6. What do you mean by selection
7. Explain two benefits of studying HRM?

Question No. 2

- a) Explain objectives of HR in a dynamic work environment?
- b) Write a detailed note on Job Analysis?
- c) Mr. Verma is running a small company of 100 workers and is planning for the expansion of workforce. Mr. Verma is of the opinion to create a mix of old and young people to reap the benefits of experience and technological advancement for his company. Assuming yourself as HR Manager of the company, give your view point with reasons on the opinion of Mr. Verma??

Question No. 3

- a) Elaborate how the Training & Development activities improves organizational effectiveness?
- b) Enumerate and explain the sources of recruitment?
- c) Write a detailed note on compensation management?

Question No. 4

- a) Discuss the various methods of performance appraisal?
- b) Write a detailed note on HR Audit?
- c) Enumerate and explain the objectives of performance appraisal?

Question No. 5

- a) Write a detailed note on grievance redressal?
- b) Explain the concept and importance of employee empowerment?
- c) Write a detailed note on conflict management?

CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

Name of Examination	M B A (Term End Examination: June- July 2023)
Year & Session	2022-24 ; Semester-II
Course	Financial Management
Course Code	SLM MGT 01 203 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

- Calculate future value of Rs 5,000 deposited today and withdrawn after 2 years. Interest accrue @ 10 quarterly.
- If IRR is 10% and what will be value of NPV at 10% discount rate and why?
- Define certainty equivalent approach.
- Discuss stable dividend policy.
- If a company is 100% equity share capital, what will be degree of financial leverage and why?
- Explain ABC analysis in inventory management.
- If $r > K_e$, What would be your advise to company management according to Gordon model of dividend decision.

Q.2

- Z Ltd is planning to retire 1,00,000 12% debentures of Rs 10 at 20% premium in lump sum after 5 year from now. How much annual investment Z ltd should make to accumulate the requisite amount after 5 years, if such investment earns a return of 10% p.a. ?
- “Finance is blood life of any business concern” in the light of above statement discuss various functions of finance manager.
- Write a detailed note on organization of finance function with suitable diagram.

Q. 3

- Determine average rate of return of a project with following information;

Cost of Project = Rs 5,00,000

Estimated life = 5 years

Estimated scrape value after 5 years = Rs 20,000

Year	I	II	III	IV	V
Cash inflow	1,00,000	1,20,000	1,50,000	1,80,000	2,00,000

- b) Q Ltd is planning to invest in a machinery costing Rs 1,00,000 which is expected to provide annual cash inflow of Rs 30,000 p.a. for five years, calculate its IRR
- c) Discuss different approaches to incorporate risk in capital budgeting decisions

Q.4

- a) Theta Ltd issued 10% debentures of Rs 100 each at Rs 90 which is redeemable at Rs 120 after three years. Floatation cost amounts to Rs 5 per debenture. Calculate cost of debenture if applicable tax rates are 50%.
- b) Critically evaluate Modigliani Miller (MM) approach to capital structure taking suitable examples.
- c) Define financial and operating leverage. Explain how leverage affects EBIT and EPS of a company.

Q. 5

- a) Following information is made available to you in respect of XYZ Ltd ;
EPS= Rs 100
Ke = 20%
Assuming different cases of r i.e. A) 10% B) 20% C) 25%
Using walters' model explain effect of dividend policy in different cases of r and KE with suitable examples.
- b) Explain the term working capital. Discuss different factors affecting requirement of working capital.
- c) Define inventory management. Discuss different techniques of inventory management with suitable examples.

CENTRAL UNIVERSITY OF HARYANA

Third Semester Term End Examinations June 2023

Programme: MBA

Session: 2022-23

Semester: Third

Max. Time: 3 Hours

Course Title: Business Policy and Strategic Management (Reappear)

Max. Marks: 70

Course Code: SLM MGT 01 302 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) Differentiate Business Policy and Strategic management with examples.
- b) Discuss the evolution of strategic management as a discipline. Explain.
- c) Differentiate vision and mission of a company. Discuss their relevance.
- d) Discuss the importance of ethics in strategy formation. Explain.
- e) What is 'Agency theory'? How is it useful in behavioral implementation?
- f) What is operational implementation? Why is it important in strategic management?
- g) What do you mean by strategic control? Discuss its significance.

Q 2. (2X7=14)

- a) Discuss the importance of 'Staging' and 'Economic Logic' in model of strategic management proposed by Hambrick and Fredrickson.
- b) Differentiate Corporate level strategy from Functional level strategy. Give examples to support your answer.
- c) What do you mean by strategic decision making? Discussion some of the issues in strategic decision making. Explain.

Q3. (2X7=14)

- a) What do you mean by strategic intent? How is it important for organization? What happens if strategic intent is missing for an organization?
- b) Discuss the importance of SWOT analysis in strategy formulation. Give any two examples of SWOT analysis of companies. Explain.
- c) What do you mean by corporate portfolio analysis? How is it helpful in strategic management? Explain with example.

Q 4.

(2X7=14)

- a) What is structural implementation? What can go wrong in structural implementation?
Give example of any successful structural implementation.
- b) What is concept of vertical and horizontal fit in functional implementation? Explain your answer with example.
- c) Discuss the importance of 'organizational culture' in strategy implementation.
Explain your answer by giving example.

Q 5.

(2X7=14)

- a) Discuss the importance of 'premises made during strategy formulation' in strategy evaluation and control. Explain with example.
- b) Highlight some important barriers in strategy evaluation. How can these barriers be addressed?
- c) Explain 'strategic surveillance' and its importance in strategic control. Explain your answer with example.

CENTRAL UNIVERSITY OF HARYANA

Second Semester Term End Examinations July 2023

Programme: MBA

Session: 2022-23

Semester: Second

Max. Time: 3 Hours

Course Title: Marketing Management

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 are 4 As in marketing? Explain their relevance.
- b) Discuss the importance of research in marketing.
- c) What is the concept of differentiated marketing? Explain with examples.
- d) What is line pruning? When should marketer adopt it? Explain.
- e) What are various levels of marketing channel? Which level should be adopted in which situation? Explain.
- f) When should marketer adopt personal selling? Explain with example.
- g) How has globalization impacted marketing in contemporary scenario? Explain with example.

Q 2.

(2X7=14)

- a) What is concept of unsatisfied need and unrecognized need? Why transition from unsatisfied to unrecognized need is considered as paradigm shift? Explain the importance of this transition with examples.
- b) Do you really think that 'consumer is a king' in contemporary times? Explain your answer by giving examples.
- c) What is the concept of 'planned obsolescence'? How are marketers adopting it? Discuss its impact on marketer and consumers. Explain.

Q3.

(2X7=14)

- a) Is it really possible for marketers to adopt and implement 'Individual Marketing'? What challenges can marketer face while implementing individual marketing? Explain with examples.

- b) What is 'augmentation' in product level? Discuss the benefits and disadvantages of augmentation for marketers. Explain with examples.
- c) What is 'Concept Development and Testing' in 'New Product Development'? Discuss its importance. How do you see new product development without concept development and testing? Explain.

Q 4.

(2X7=14)

- a) What is 'Market Skimming'? How is it related with pricing objective for a product? Explain your answer with example.
- b) What is concept of 'promotion mix' in marketing? How does it help marketers to communicate with consumers? How is it better than traditional form of communication? Explain.
- c) Can marketer control 'Publicity'? How can it impact marketer? Explain your answer with examples.

Q 5.

(2X7=14)

- a) Discuss any three unethical practices followed by marketer. Can marketing be ethical in absolute terms? Explain your answer with examples.
- b) What is 'Event Marketing'? Discuss its relevance in marketing. Discuss any one example where marketer has benefited using event marketing. Explain.
- c) How relevant is 'Direct Marketing' in contemporary times? Discuss any two examples to support your answer.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, July 2023

Programme: MBA

Session: 2022-23

Semester: II

Max. Time: 3 Hours

Course Title: Operations Research(Regular/Re-appear)

Max. Marks: 70

Course Code: SLM MGT 01 201 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.**

Q1. Answer the following Questions:

- a. It is said that “OR is equivalent to decision making”. Do you Agree? Explain the role of OR.
- b. Explain the advantage of dual simplex method.
- c. Explain different types of inventories.
- d. Define the basic characteristics of queueing system .
- e. Differentiate between feasible and basic feasible solution?.
- f. Explain the strategies of game theory.
- g.

Q2.a)Operational research is an art of winning war without actually fighting it. Comment on it.

b)A company produces two types of leather belts A and B. A is of superior quality and B is of inferior quality. The respective profits are Rs. 10 and Rs. 5 per belt. The supply of raw material is sufficient for making 850 belts per day. For belt A, a special type of buckle is required and 500 are available per day. There are 700 buckles available for belt B per day. Belt A needs twice as much time as that required for belt B and the company can produce 500 belts if all of them were of the type A. Formulate a L.P. model for the above problem.

c) Solve graphically the following LPP:

$$\text{Maximise } Z = 8x_1 + 16x_2$$

$$\text{Subject to } x_1 + x_2 \leq 200$$

$$x_2 \leq 125$$

$$3x_1 + 6x_2 \leq 900$$

$$x_1, x_2 \geq 0$$

Q3.a)c) Give the dual of the following problem $\text{Max } Z = x + 2y$

$$\text{Subject to } 2x + 3y \geq 4$$

$$3x + 4y = 5$$

$$x \geq 0 \text{ and } y \text{ unrestricted.}$$

b) Difference between Transportation Problem and Assignment Problem.

c) Determine an initial basic feasible solution for the following TP, using least cost method.

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	6	4	1	5	14
O ₂	8	9	2	7	16
O ₃	4	3	6	2	5
<i>Demand</i>	6	10	15	4	35

Q4.a) Distinguish between deterministic and probabilistic queuing models. Discuss some probabilistic queuing models with examples.

b) Using the following cost matrix, determine (a) optimal job assignment, and (b) the cost of assignments.

	Job				
Machinist	1	2	3	4	5
A	10		3	2	8

B	9	7	8	2	7
C	7	5	6	2	4
D	3	5	8	2	4
E	9	10	9	6	10

c) The manager of a bank observes that, on the average, 18 customers are served by a cashier in an hour. Assuming that the service time has an exponential distribution, what is the probability that (a) a customer shall be free within 3 minutes, (b) a customer shall be serviced in more than 12 minutes.

Q5.a) Solve the game whose payoff matrix is given below:

		B1	B2	B3	B4	B5
A1	(-2	0	0	5	3
A2		3	2	1	2	2
A3		-4	-3	0	-2	6
A4		5	3	-4	2	6

Determine the optimal minimax strategies for each player in the following game.

b) Solve the following payoff Matrix, using decision making under uncertainty criteria

Status of Nature	Decisions		
	A1	A2	A3
S1	220	180	100
S2	160	190	180
S3	140	170	200

C) Write Short Note on any two of the following:

a. Limitations of OR.

b. Different costs involved in Inventory.

c. Steps involved in simplex algorithm for solving an LPP.

Central University of Haryana
Jant-Pali, Mahendragarh, Haryana
Term End Examination- June-2023
Department- Management Studies

Name of Programme- MBA

Final Year-Semester IV

Course Name: Cross Cultural Management

Course Code: SLM MGT 01 403 DCEC 2002

Time Allowed: 3 Hour

Maximum Marks: 70

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.

1. Explain the term Emic and Etic dilemma?
2. What is meant by culture?
3. Explain any two benefits of studying cross cultural management?
4. What do you mean by Global Organizations?
5. Enumerate the types of research?
6. Explain the term Self-Reliance Criterion
7. Explain the term Ethnocentric Orientation

Question No. 2

- a) Write a detailed note on cross cultural communication?
- b) Write a detailed note on Human Resource Management in Global Organizations
- c) Write a detailed note on Cross cultural Leadership and Decision Making?

Question No. 3

- a) Explain the characteristics of culture in detail?
- b) Enumerate and explain the sources of information for international business intelligence?
- c) Explain the following terms-
 - a) Western Management Thoughts
 - b) Eastern Management Thoughts

Question No. 4

- a) Discuss the structural evolution of Global Organizations?
- b) Explain the cross-cultural differences and its managerial implications?
- c) Enumerate and explain the various phases of a research project?

Question No. 5

- a) Explain the major obstacles in international business?
- b) Design a detailed study on the primary survey methods of data collection?
- c) Write a detailed note on diversity at work?