

**University Institute of Applied Management Sciences  
Panjab University, Chandigarh**

**End Semester Examinations- MBA (Sectoral Management) –IV Sem-Sept, 2020**

**Important Instructions:**

- 1) Please download the Question Paper immediately on receipt of the same.**
- 2) Mark your attendance online After Receiving the Question Paper**
- 3) Select Relevant Question Paper as Per Your Sectoral Area of Study**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet**
- 5) Maximum Number of pages in Answer Sheet are 16.**
- 6) Timing of Examinations are 10 am to 12 noon**
- 7) Attempt ANY THREE Questions. ALL Questions carry Equal Marks**
- 8) Give relevant example as per your Sectoral Area of Study/Functional Area**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.**
- 10) Email the scanned copy of the Answer Sheet (Maximum 16 pages) at [uiamsexam@pu.ac.in](mailto:uiamsexam@pu.ac.in)**

**End Semester Examinations- MBA (Sectoral Management) –IV Sem-Sept, 2020**

**MBA – M – 4010  
Industrial and Rural Marketing**

**MM : 50**

**Time : 2 Hrs**

**All questions carry equal marks. You are required to attempt any 3 questions**

Q1. You are company X looking to purchase a pump for your upcoming chemical plant. Highlight the buying process to procure the same.

Q2. You are a HVAC (air conditioning) system manufacturer launching your product in the TRICITY. What will your Segmenting, Targeting and positioning Strategies to achieve success?

Q3. “Post Covid a rural resurgence will fuel India’s economic recovery” Elaborate the statement to elucidate the importance of rural markets.

Q4. Discuss the importance of Public Distribution in India. Also highlight the challenges the PDS faced during the COVID 19 lockdown.

Q5. Using real life cases elaborate on rural specific pricing strategies adopted by various FMCG brands.

Q6. Explain in detail the various factors that influence the organizational buying behavior.

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**End Semester Examinations- MBA (Sectoral Management) –IV Sem-Sept, 2020**

**MBA – F – 4012  
Corporate Valuations**

**MM : 50**

**Time : 2 Hrs**

**All questions carry equal marks. You are required to attempt any 3 questions**

1. What is the role of cost of equity in valuation? With the help of imaginary data, show its measurement?
  2. Take an imaginary example and show how beta can be computed for private firms.
  3. Compare earning based and cash flow-based approach. In your opinion which is better and why?
  4. How PE ratio can be computed for a high growth firm in two-stage model.
  5. What is EV/ EBITDA multiple? Discuss its application in your sector.
  6. Write short notes on:
    - a) BCG Matrix
    - b) Capex Analysis
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**End Semester Examinations- MBA (Sectoral Management) –IV Sem-Sept, 2020**

**MBA-H-4014**

**Industrial Relations and Labour Welfare**

**Time: 2 Hours**

**Total Marks: 50**

**Attempt Any Three Questions. Give examples from your respective sector. All Questions carry equal marks.**

Q1. Define the modern concept of Industrial Relations. How it has become indispensable in these days.

Q2. Discuss various objectives for the formation of trade unions? What are different types of unions which have emerged across the globe?

Q3. Describe the grievance procedure and discuss why grievances should be settled quickly and at the level at which they occur.

Q4. What are the types of misconduct? Distinguish misconduct related to the duty from those arising out of indiscipline.

Q5. Is technology a friend or enemy of labour and society?

Q6. What are the various labour welfare funds available in India? Discuss the benefits that such funds offer to workers.

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**MBA (Sectoral) 4<sup>th</sup> Semester Term End Examination September, 2020**

**MBA-O-4016  
Enterprise Resource Planning**

**M.M 50**

**Time: 2 Hrs**

**Note:**

- (i). Question Paper contains Six Questions
- (ii). All Questions carry equal marks
- (iii). Students are required to attempt **ANY THREE QUESTIONS**
- (iv). in the functional subjects candidates are instructed to give Suitable illustrations from their sectoral area of specialization in support of their answer.

Q1: What is meant by business model? What tools and symbols are used in business modelling? What is the significance of modern business and the role played by ERP-II to meet the modern business requirements?

Q2: What is the impact of BPR and issues such as concurrent users, 3<sup>rd</sup> party integration and continuous enhancement in ERP functionalities as well as the increase in total cost of ownership?

Q3: Explain the following with suitable examples wherever necessary:

- (i) Risks and benefits of ERP for Firms.
- (ii) Cross Functional Integrated ERP Systems.
- (iii) Name any five ERP Solution providers in India.

Q4: (a) Explain reasons for failure on ERP implementations.

(b) Is ERP implementation same as ERP package implementation? Justify your answer by citing an example from your sector.

Q5: (a) What is Gap analysis? How are the Gaps found out during the Gap analysis phase filled?

(b) What is the role of SDLC in ERP? Explain

Q6: Write short notes on (considering your respective sector):

- (a) ERP adoption models
  - (b) Continuous business improvement through ERP
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