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 Functional 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

MBA (SECTORAL) 4th Semester Term End Examinations,

(Banking and Insurance Management), September -2020

MBA-BI-4009   **RISK MANAGEMENT**

Maximum Marks: 50   **Time: 2 Hours**

Note*: (i) Question Paper contains **SIX** Questions*
(ii) All questions carry equal marks
*(iii) Students are required to attempt **ANY THREE QUESTIONS***

Q: 1 'Risk is a condition in which there exists a quantifiable dispersion in the possible outcomes from any activity. It can be classified in a number of ways.' Discuss.

Q: 2 What are currency risk and how this currency risk be hedged by using currency options?

Q: 3 What is interest rate risk. How interest rates futures can help in hedging interest rate risk?

Q: 4 Why Basel-II norms were introduced and what is the need of Basel-III norms?

Q: 5 Write notes on

(a) Credit default swap

(b) Non-performing assets

Q: 6 'The greatest benefit of VAR is that it imposes a structured methodology for critically measuring risk.' Discuss. Also explain measures and limitations of VaR.

MBA (SECTORAL) 4th Semester Term End Examinations,

(Retail Management), September -2020

MBA-RM-4009 **Marketing Strategies and Management**

Max Marks: 50 **Time: 2 Hrs**

Note: Attempt Any Three Questions. All Questions carry equal marks

1) A) Critically examine the salient features of the Segmentation-targeting-positioning (STP) strategy, with examples.
   B) Outline important strategies a market challenger can pursue, with illustrations.

2) A) What factors should be kept in mind while assessing marketing capabilities of the competitors? Elucidate.
   B) Recommend various strategies for developing brand loyalty.

3) A) Critically examine the salient features of internal marketing by citing examples.
   B) Outline distinguishing features of affiliate marketing.

4) A) What are the distinctive characteristics of marketing in an information-intensive environment? Give appropriate illustrations.
   B) Highlight ethical, legal and social aspects of marketing on the internet.

5) Describe significance of relationship marketing in the emerging business scenario. Outline the applicability of relationship marketing concepts in mass markets, with examples and/or case studies.

6) Identify reasons for the growth of direct marketing. What are its advantages? Explain various forms of direct marketing with appropriate examples.

IT Project Management   **MBA-IT-4009**

Maximum Marks: 50   **Time: 2 Hours**

1.   A)Discuss the various phases of software development life cycle(SDLC).

    B)A XYZ firm was developing an online learning management system (LMS) for universities of India. The process was intermitted due to pandemic (covid-19). This created a new market with the demand for online teaching systems. To meet this new market, XYZ needs to hasten the SDLC of its LMS. Which software development model should the firm use? Also discuss the modalities of the proposed model.

2.   The process of team creation for an IT project is different from management projects. Discuss the types of team structures, team members, communication protocols and team dynamics an IT project manager should consider while forming his team.

3.   A)What are the various types of changes in an IT project? Discuss in detail, how a change in the IT project is managed.

    B)You are working as a programmer in a student database project for college. You realized that student's aadhar number instead of his roll number should be used as a primary key. Create a Request for change (RFC) document for incorporating the new primary key.

4.   A)A project size of 200 KLOC is to be developed. Software development team has average experience on similar type of projects. The project schedule is not very tight. Calculate the Effort, development time, average staff size, and productivity of the project.
    B)Create a Work Breakdown Structure (WBS) for an online mobile banking system.

5.   A) What is a risk? What are the different kinds of risks that may occur in software project?
    B)Identify any two risks of conducting online exams. Perform risk assesment and prepare RMMM plan.

6.   Write short notes on:

    a.Software configuration control

    b.Techniques for enhancing software quality

MBA (Sectoral) 4th Semester Term End Examination,
(Infrastructural Management), September, 2020

Urban, Rural And Social Infrastructure Sectors   **MBA-IM-4009**

Maximum Marks: 50   **Time Duration: 2 hours**

Attempt any 3 questions, all questions carry equal marks.

Q1). Critically analyze the implementation of JNNURM programme of government of India stating its objectives and significance.

Q2). Describe the genesis and evolution of Urban Local Governance. Examine the structure of municipal governance of metropolis, smaller cities and towns.

Q3).Examine in detail the 'Education Infrastructure' in India. Describe the initiatives of Government of India to improve the current education infrastructure in India.

Q4). Give a comprehensive overview of Bio Medical Waste Disposal scheme of Government of India.

Q5). Offer the feasibility analysis of Mass Rapid Transportation Projects in tri-city of Chandigarh, Panchkula and Mohali.

Q6). What is 'Intelligent Traffic Management' system? Explain citing its objectives and significance to country like India.

MBA (Sectoral) 4th Semester Term End Examination,

(Hospital Management), September-2020

MBA-HM-4009   **Legal aspects of hospital management**

Maximum marks: 50   **Time: 2 hours**

Note:

(i)Question paper contains **six questions**

(ii) All questions carry equal marks.Student are required **to attempt any three questions**

Q.1   (a) Discuss the relevance of Hippocratic oath to the ethical and moral values of contemporary medicine.

(b) What are the salient features of Health Insurance Portability and Accountability Act?

Q.2 Write short notes on:

   1. Informed consent

   2. Rights and responsibilities of patient

   3. Confidentiality issues with respect to contractual obligations towards patient

   4. Vicarious liability

Q.3 Write a detailed note on Indian legal perspective of medical negligence. What is the defence available to a medical practitioner against a complaint of medical negligence?

Q.4 (a) What are the key features of Consumer Protection Act?

   (b) Passive Euthanasia is now a legal reality in India. Discuss its implications with respect to medical practice in our country.

Q.5 Discuss in brief:

   1. PNDT Act (1994)

   2. MTP Act (1971)

   3. Transplantation of Human Organs and tissues Act

Q.6   (a) Discuss the essential features of regulatory framework offered by the Indian Medical Council Act (1956).

 (b) What are the regulatory requirements for setting up a blood bank in a hospital?

MBA (Sectoral) 4th Semester Term End Examination

(Pharmaceutical Management), September-2020

MBA-PM-4009   **Patents and DRA**

M.M: 50   **Time: 2 Hours**

Note: Question paper contains Six questions and all questions carry equal marks. Attempt any three questions. Give suitable examples from your sectoral area of specialization.

Q 1: Discuss in brief about various global regulatory authorities for drug regulation and explain in detail the role of WHO for the same.

Q 2: What are IPRs, discuss in detail. How is a patent different from a Copyright, explain by giving a suitable example?

Q 3: Short Notes:

      a) Drugs and Magical Remedies Act

      b) Employees Act, 1976.

Q 4: What are recent amendments in Patent Act, 1970, and what are implications of IPA, 1970 for pharmaceutical Industry.

Q 5: Describe the filing and processing for patents and various reliefs to patentee in case of patent Infringement.

Q 6:   a) Drugs and Cosmetics Act and Rules

      b) National Pharmaceutical Policy