

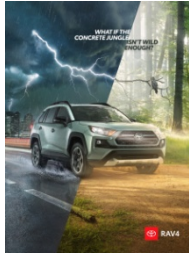
UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
PANJAB UNIVERSITY CHANDIGARH
MST Examination December-2020
Paper: Advertising and Sales Management (MBA-M-3006)

Note: Attempt any three questions. All questions carry equal marks.

Time Allowed: 2 Hours

Max Marks: 15

Q1) Comment on the creative execution of the print advertisement of Toyota RAV4



Source: https://www.adsoftheworld.com/media/print/toyota_rav4

Q2) A two-wheeler company intends to roll out an electric scooter and wants you to determine which 'advertising appeal' should it use in the advertisements? Give three advertising appeal options that may be used. Briefly explain these options before selecting the one that you consider best. Justify your stance.

Q3) Chipotle Mexican Grill, Inc. mentions the following as part of its values; Real Ingredients. Real Purpose. Real Flavor (<https://www.chipotle.com/values>). How would you position the Chipotle Mexican Grill brand? How would this positioning help the company attract customers?

Q4) The Mercedes advertisement was released during the coronavirus lockdown period. What type of advertising is this? Elaborate the theoretical concept of this type of advertising.



Q5) The advertising agency that you work with has entrusted you with the task of coming up with a 'Big Idea' for a 'Mobile Grocery Store'. What is the 'Big Idea' that you have thought of Elaborate.

Q6) Explain any one of the following

- a) Advertising objectives
- b) Difference between publicity and advertising

STRATEGIC COST MANAGEMENT
MBARM-F-3010, MBABI-F-3010, MBAIM-F-3010, MBAIT-F-3010, MBAPM-F-3010,
MBAHM-F-3010

Max. Marks-15

Note: 1. Give Suitable Illustrations and/or Examples from your sectoral area of the study in support of your answers.

2. Attempt three questions in all.

Q1). “Strategic Cost Management is more meaningful in recent environment, and thereby enables in accomplishment of sustainable competitive advantage”. Elucidate the statement.

Q2). “Profitability from different customers varies significantly”. In light of the statement, offer the relevance of customer profitability analysis in improving the profitability of a firm?

Q3). Offer a comparative analysis of Functional, Operational and Strategic Views of costs.

Q4). Write a detailed note on ‘Strategic Positioning Analysis’ stating its relevance and detailed methodology.

Q5a). ‘Value Chain Analysis is relevant for both product as well as service based firm’. Comment. **2.5**

b). Examine the step wise detailed process of conducting value chain analysis for attaining competitive advantage in a firm. **2.5**

Q6). A firm has been incurring two types of overhead costs- Set Up and Quality Control. The Cost expected for these categories for the coming year are as follows:

Set Up Costs= Rs 10, 000, 00

Quality Control Costs= Rs 50, 000, 00

Firm currently charges overhead using direct machine hours and this figure is 50, 000 for all jobs. The firm’s manager has been asked to calculate the total cost of the job and has assembled the following data concerning the proposed job

	Job
Direct Materials	:Rs 30,000
Direct Labours	:Rs 40,000
Machine hours	:1000 hrs
Number of Set Ups	:20
Number of Hours spent on Quality Control Activities	:100

The manager has been suggested to use ABC approach to assign overheads to jobs. He estimates that number of set ups for all jobs during the year is 1,000. He also expects 5,000 hours spent on Quality controlrelated activities.

Required:

- (1) Compute the total cost of the proposed job using machine hours to assign overhead.
- (2) Compute the total cost of job using ABC approach.
- (3) Which approach do you think best reflects the actual costs of the job? Explain.

ORGANIZATIONAL DEVELOPMENT

Paper Code: MBAPM-H-3014

Max. Marks: 15

Time allowed: 2 hours

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

- Q1. Identify the unique characteristics of Organisational Development that are useful in coping up with organisational change. (5)
- Q2. State the impact of OD values and assumptions in managing and running organisations. (5)
- Q3. Explain the System's Theory through the example of a real life organisation from your respective sector. (5)
- Q4. Examine the working of any government department which according to you is not working properly. State how OD interventions can be useful in improving the problems. (5)
- Q5. The appreciation and concerns exercise is helpful if the group members lack appreciation. Elaborate. (5)
- Q6. Suggest the intervention you would use when there is extreme hostility between two groups. Also, state the stages of implementation of the suggested intervention. (5)

PAPER: Advanced Production Management (3018)

Time : 2 HOURS

MAX. MARKS 15

Note : Attempt any three questions. All question carry equal marks

1. Define Operation Management. Explain the need and scope of Operation Management?
2. State the production development process. Explain the varied tools used in effective product development.
3. Write a note on Product –Process Matrix.
4. “Facility location decisions play an important role in an enterprise”. Comment
5. Discuss different types of Layout Strategies with example.
6. Write in detail about the role of Work study technique in improving the productivity.