

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
PANJAB UNIVERSITY CHANDIGARH**

**Customer Relationship Management – MBARM 3002
Retail Management 3rd Semester**

Time: 2 Hours

Maximum Marks:15

Attempt any three questions. All questions carry equal marks.

Q1. Higher customer value leads to customer satisfaction. Explain the concepts, statement with the use of examples. (5)

Q2. Using the example of an OTT platform explain the steps taken by the platform during the various stages of a customer relationship life cycle. Also explain the cycle in detail. (5)

Q3. Discuss atleast three CRM models in detail. (5)

Q4.

- a) Explain the importance and meaning of the concept of Customer life time value in the e-commerce industry.
- b) Also mention how CRM can help improve customer life time value. (5)

Q5. CRM today is an integral part of a successful business. Highlight through examples how the same is true. (5)

Q6. How does technology help CRM become better. Explain using examples. (5)

Hospital Planning and Organization

MBAHM 3002

Time: 2 Hours

MaximumMarks:15

Attempt any three questions. All questions carry equal marks.

Q.1 What are the functions of a hospital as a healthcare settings? How are hospitals classified in today's era?

Q.2 Explain the various steps involved in the feasibility study for a 200 bed multi and super specialty hospital in a semi-urban area.

Q.3 Write short notes on:

1. Guiding principles for planning a hospital
2. Operational and functional plan of a 100 bed multi-specialty hospital

Q.4 Explain the roles and responsibilities of constituent members of design team of a 250 bed multi and super specialty hospital.

Q.5 What are the essential features of small scale drawings and working drawings in an architectural plan? What are the specifications and details that are included in the tender document for a hospital plan?

Q.6 Explain in brief:

1. Bed composition, bed distribution, and bed occupancy in a hospital
2. Site plan

PAPER: INTERNATIONAL BANKING (MBABI-3002)

Time: 2 Hours

MaximumMarks:15

Attempt any three questions. All questions carry equal marks.

1. Describe the concept of international banking and explain its features.
2. What are the reasons for global trends and developments in international banking in recent years?
3. What do the terms "wholesale banking" and "retail banking" mean?
4. Discuss corresponding banking in detail.
5. What do you understand about overseas banking? Explain the role and function of overseas banking.
6. Write a note on:
 - a. IMF and IBRD
 - b. WTO and IFC

Medical Pharmacology

MBAPM-3002

Time: 2 Hours

MaximumMarks:15

Attempt any three questions. All questions carry equal marks.

Q.1 Explain in detail, the adverse drug reactions that can occur after administration of a drug. What are the specific conditions, related to phenotype and genotype of patient, that have to be assessed before administering any drug?

Q.2 Write short notes on:

1. Pharmacokinetics and pharmacodynamics
2. Clinical toxicology

Q.3 Enumerate the basic principles involved in sympathetic and parasympathetic neurotransmission. Classify the drugs that influence these transmissions, and mention their uses in various medical conditions.

Q.4 Explain in brief, the classification, mechanism of action, and uses of:

1. Anti-epileptic drugs
2. Drugs used for mental disorders

Q.5 How do you classify acid controlling drugs? Explain the mechanism of action of each of the class.

Q.6 Write short notes on:

1. ACE inhibitors
2. Anti-inflammatory drugs

**INFRASTRUCTURE PROJECT DELIVERY,
MANAGING CONTRACTS AND
NEGOTIATIONS**

Paper Code: MBAIM-3003

Max. Marks= 15

Attempt three questions in all.

Q1). Discuss various Contracting Methods employed in Infrastructure Projects involved in provisioning of Infrastructure.

Q2). Examine in detail various factors that help in identifying a suitable delivery method for delivery of Infrastructure projects of different sectors.

Q3). Write short notes on followings:

a) Off take contract

b) Ancillary Contracts

(2.5*2=5M)

Q4). Examine the various key provisions and remedies related to Termination of project Agreement in a concession agreement.

Q5). Write a detailed note on Operation and Management contract citing in detail its suitability and objectives.

Q6). Elaborate in detail the role and essential provisions of Insurance in a concession agreement.

Mid Semester Test

Subject: Cloud Computing Essentials

Time: 3 Hrs

Paper Code: MBAIT-3002

M.M: 15

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

- Q1: What is Cloud Computing? Why this term came into existence after much of technological transformation? How cloud computing is important in Business management?
- Q2: Explain the concept of Cloud architecture and deployment model with a relevant example.
- Q3: Explain the term “Virtualization”.
- Q4: What do you mean by Service Level Agreement? Give a relevant example to illustrate.
- Q5: What is MapReduce? Explain its working with a relevant example.
- Q6: What do you mean by Open-source Cloud? State differences between Microsoft Azure and Google Cloud Platform (GCP).