

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

**PAPER: INTERNET MARKETING  
MBA-M-3008  
(SECTION B: IT/IM/PM/HM)**

**Note: (i) Question Paper contains SIX Questions**

**(ii) All questions carry equal marks**

**(iii) Students are required to attempt ANY THREE QUESTIONS**

1.a.	Describe the main challenges faced by the marketers in the internet age. Suggest how they may be addressed.	2.5
b.	Discuss the various stakeholders and their roles in facilitating the internet growth.	2.5
2.a.	Taking an example of a firm from your respective sector, discuss the 10 C's of the internet marketing.	3
b.	Enumerate the various capabilities a firm needs to built for competing on the web.	2
3.	Define marketing control. Discuss the various marketing control instruments applied in internet marketing.	5
4.	With the help of a block diagram, explain the various elements of Internet Marketing Information System.	5
5.	How does online branding differ from the offline branding?	1
6.	Enumerate the steps a firm must implement to develop a good online brand.	4

**PAPER: MERGERS AND ACQUISITIONS (MBA-F -3012)**

**NOTE: ATTEMPT ANY THREE OUT OF TOTAL OF SIX QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

**Maximum Marks 15**

**Time Allowed 2 hours**

- Q.1. What are different types of Mergers and acquisitions?
- Q. 2. What are operational synergies? Explain in detail?
- Q. 3. What are financial synergies? Explain in detail?
- Q. 4. What are various reasons for failure of Mergers and acquisitions?
- Q. 5. What are various reasons for success of Mergers and acquisitions?
- Q. 6. What are different motives behind Mergers and acquisitions?

**Operations 3<sup>rd</sup> Semester**

**Time: 2 Hours**

**Maximum .Marks:15**

**Attempt any three questions. All questions carry equal marks.**

**Question 1.** Using the example of televisions explain the concept of the Technology s curve. (5)

**Question 2.** How can India use technology to improve its Human Development index? Give a plan specific to the HDI parameters. (5)

**Question 3**

- a) Using the case of Motorola explain the concept of Technology Acquisition. (2.5)
- b) Using the case of Bullet train in India explain how the concepts of technology transfer and absorption work. (2.5)

**Question 4.** How can the education industry face the change caused due to the prevailing COVID 19 situation? Mention the challenges and ways to overcome the say for higher educational institutes. (5)

**Question 5**

- a) Give an example and explain how exemplary leadership helps handle change.
- b) Give an example of a firm and explain how the culture of the organization could help overcome change related challenges. (2.5\*2=5)

**Question 6.** Discuss the types of change and give examples of each. (5)

**PAPER: PERFORMANCE MANAGEMENT**

Paper Code: MBAPM-H-3016

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. What has led to the emergence of performance management? State the advantages it creates for the organisation and employees. (5)
- Q2. Write a detailed note on the performance management process of any organisation from your respective sector. (5)
- Q3. State the repercussions of a poorly implemented performance management system. (5)
- Q4. Elaborate the steps involved in the performance planning process. State the critical issues, typical to your specific sectors, that need to be addressed during performance planning. (5)
- Q5. State the role of performance monitoring in ensuring effective performance from the employees. What measures can be taken to improve performance monitoring? (5)
- Q6. How is managee development important in the process of performance management? Briefly explain the stages of the managee development process. (5)