

UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES PANJAB
UNIVERSITY, CHANDIGARH

END TERM EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –3rd SEMESTER -
FEBRUARY, 2021

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 the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 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 24.
- 6) Timing of Examinations are 10.00 a.m. to 1.00 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 9) The candidate will be required to submit a single PDF file of his/her answer sheet from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/ABmjYtcmHrpxEBAD6> within 90 minutes from completion of examination i.e. till 2.30 p.m. on the day of examination.

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
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**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
FEBRUARY/MARCH 2021**

PAPER TITLE: ADVERTISING AND SALES MANAGEMENT

PAPER CODE: MBA-M-3006

MAX. MARKS:50

TIME: 3 HOURS

Note: 1. Attempt five questions in all, Selecting at least one question from each unit/section. All questions carry equal marks.

2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.

SECTION – A

1. a) Critically examine the importance of advertising as a tool of the marketing mix, with suitable illustrations.
b) Outline, with examples, the DAGMAR approach to setting of the advertising objectives
2. Explain relative advantages and disadvantages of various media for advertising, with suitable illustrations. What factors should be kept in mind while selecting advertising media?
3. a) Elaborate various kinds of advertising appeals commonly used? Give examples from your sectoral area.
b) What factors should be considered while developing advertising messages? Elaborate

SECTION – B

4. Critically examine the role and importance of advertising agencies. What are the probable causes of conflict between clients and advertising agencies? Recommend strategies for developing smooth client-agency relations by citing illustrations
5. Highlight the role of Integrated Marketing Communications (IMC) in business organisations. Explain alternative modes of deciding budgets for IMC programs.

SECTION – C

6. Outline major functions performed by sales executives. What, according to you are the desirable qualities of the sales executive employed in your sectoral area of specialisation

7. Explain relative advantage and disadvantages of various forms of sales organisational structures, with examples. Which factors should be kept in mind while designing organisational structures

SECTION – D

8. a) Outline the steps involved in the selling process, with appropriate examples.
b) Highlight various techniques of sales forecasting, with examples.
9. a) Suggest various ways of motivating the sales force
b) Highlight various methods of compensating the sales team, with examples.
- 10) a) Recommend various techniques for evaluating the performance of the sales force.
b) What factors should be kept in mind while designing sales territories for the sales force

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**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
FEBRUARY/MARCH 2021**

PAPER TITLE: STRATEGIC COST MANAGEMENT

PAPER CODE: MBARM-F-3010

MAX. MARKS:50

TIME: 3 HOURS

Note: 1. Attempt five questions in all, Selecting at least one question from each unit/section. All questions carry equal marks.

2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.

UNIT A

Question 1. State the Difference between Conventional Cost Analysis and Strategic Cost Analysis?

Question 2. Write notes on (a) Operational and Strategic Views of Cost (b) Operational and Strategic Views of Cost.

Question 3. What is activity based costing? State its advantages and disadvantages?

UNIT B

Question 4. What is value chain analysis? What are various Application of strategic Value Chain Analysis?

Question 5. Write notes on (a) Critical Success Factors Analysis (b) Productivity improvement technique?

UNIT C

Question 6. Write notes on (a) material variances (b) labour variances

Question 7. Write notes on (a) Functional- based planning and control (b) budgeting cycle

Question 8. Explain as to how performance of investment can be measured using ROI, RI and EVA.

UNIT D

Question 9. How to perform valuation of intangible assets? Explain in detail.

Question 10. What is balance scorecard? Explain in detail?

**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
FEBRUARY/MARCH 2021**

PAPER TITLE: ORGANIZATIONAL DEVELOPMENT (3014)

PAPER CODE: MBA-H-3014

MAX. MARKS:50

TIME: 3 HOURS

Note: 1. Attempt five questions in all, selecting at least one question from each unit/section. All questions carry equal marks.

2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.

SECTION – A

Q1. Explain the objectives of organisational development. Make a distinction between organisational development and management development. (10)

Q2. Discuss the different aspects of Organisational Change? What are the pre-requisites of a change? (10)

Q 3. Discuss the competing value and Behavioural approach of Organisational development. (10)

SECTION – B

Q4. What do you mean by Interventions? Explain the features of OD interventions. (10)

Q5. Explain the concept of Human Resource Management Interventions. Discuss their objectives and scope. (10)

Q6. Describe the importance and working of Role Negotiation and Role Analysis Techniques as part of Team Interventions. (10)

SECTION – C

Q 7. What do you understand by Comprehensive Interventions? Discuss its latest techniques. (10)

Q8. Explain how Transactional Analysis and Johari Window can help you better understand your interpersonal relations. (10)

SECTION – D

Q9. Explain the concept of structural Interventions. What are different elements of structural Interventions? (10)

Q10. Elaborate organisation development practitioner styles for implementing OD projects in an organisation? (10)

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Advance Production Management

MBA-O-3018

Maximum Marks: 50

Time: 3 Hours

Note: Attempt any five questions in all, selecting at least one question from each unit/section. All questions carry equal marks.

Section-A

Q1). "Operation control is application of production management in both product and service firms". Elucidate the statement.

Q2). Outline the detailed step-wise process of product development. Describe tool of efficient product development too.

Section-B

Q3). Examine various methods of location planning. Describe determinants of location.

Q4). "Doing error on lower side is better than doing it on higher side". Discuss the statement in light of capacity planning decisions.

Q5). "Time study relies on quantitative analysis whereas Motion Study is an outcome of qualitative analysis". Justify the statement.

Section-C

Q6). Examine in detail various productivity improvement techniques.

Q7). Write short note on followings:

a). Kanban System

5

b). Purchase methods

5

Section-D

Q8). Describe various coding methods for store management. Describe various functions that are performed under store management.

Q9). Examine in detail various alternatives types of maintenance citing advantages and limitations of each type.

Q10). Describe in detail the role and importance of inventory planning and control stating various control techniques.