

UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES PANJAB  
UNIVERSITY, CHANDIGARH

END TERM EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –3<sup>rd</sup> 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/ABmjYtemHrpxEBAD6> 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  
PANJAB UNIVERSITY CHANDIGARH**

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

**MBA (RETAIL MANAGEMENT)  
PAPER TITLE: VISUAL MERCHANDISING**

**PAPER CODE: MBARM-3004**

**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) What is visual merchandizing? Explain the challenges involved in visual merchandizing?

Q2) As a merchandiser, what steps will you take if the actual merchandize does not match with the planograms?

Q3) Explain the concept and importance of industrial display in exhibits and trade shows.

**SECTION – B**

Q4) Explain the following

- a) Harmony in a display                      b) Rhythm in a display

Q5) What are the psychological effects of colors? Explain the concept of color blocking.

**SECTION – C**

Q6) “Creating attractive window displays require financial resources only. The creativity of personnel is of little importance in the creation of window displays”. Do you agree with the statement? Justify your stance.

Q7) Write notes on

- a) Use of Paper in Displays                      b) Merchandizing presentation principles

Q8) What are Mannequins. Enlist the various alternatives of Mannequins.

**SECTION – D**

Q9) What elements do you envisage in the future of visual merchandizing?

Q10) What are the various optimizing techniques in retail space?

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

**MBA (BANKING & INSURANCE MANAGEMENT)  
PAPER TITLE: LIFE AND GENERAL INSURANCE**

**PAPER CODE: MBABI-3004**

**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. 'When determining a premium for an insurance policy, several ingredients are needed'. Discuss.
2. 'Underwriting denotes acceptance of risk on a Proposal'. Classify the risk involved. Also discuss underwriting practices followed by private and public insurers in India.
3. (a) Differentiate between surrender value and paid-up value  
(b) Discuss lapse and non-forfeiture options.

**SECTION – B**

4. Discuss in detail the various kinds of documents necessary at the stage of proposal, which if accepted result into a policy.
5. What are the documents required for settlement of maturity and claim? Discuss the provisions framed for settlement of claims under IRDA Policyholders' Protection Regulations?
6. Explain in detail nomination and assignment.

**SECTION – C**

7. Explain in detail the features of fire insurance. Discuss the procedure of settlement of fire insurance claim.
8. What are the various types of health insurance? Discuss the underwriting procedure in case of health insurance.

**SECTION – D**

9. Are there exclusions with the comprehensive cover in vehicle insurance? Discuss the claim procedure for vehicle insurance.
10. Discuss the features, types and Coverage of personal accidents insurance.

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

**MBA (IT & TELECOMMUNICATION MANAGEMENT)**

PAPER TITLE: BIG DATA TECHNOLOGY

PAPER CODE: MBAIT-3004

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.**

<b>SECTION A</b>		
1.a	Define Big Data and explain the Vs of Big Data.	5
b.	What drives firms to seek Big data solutions?	5
2.a.	With the help of a neat diagram, explain Map reduce architecture.	5
b.	Discuss the various steps of Matrix Multiplication with MapReduce	5
3a.	Explain the various inputs and outputs of MapReduce.	4
b.	Discuss the three stages of MapReduce program execution.	6
<b>SECTION B</b>		
4.	Define HDFS and YARN, and explain their respective components.	10
5.	Differentiate between	
a.	HDFS with Network Attached Storage (NAS).	3
b.	Hadoop 1 and Hadoop 2.	4
c.	Active and passive "NameNodes .	3
6	Write short notes on	
a.	HDFS Monitoring	5
b.	MapReduce Job Monitoring	5
<b>SECTION C</b>		
7.	Discuss the following principles of Big Data privacy, ethics and protection.	
a.	Lawful, legitimate and fair use	2
b.	Sensitive data and sensitive contexts	2
c.	Open data, transparency and accountability	3
d.	Risk mitigation and risks, harms and benefits assessment	3
8.	What are the challenges in Big Data ecosystem? Suggest solutions for the challenges identified.	10
<b>SECTION D</b>		
9.a.	Discussion the evolution of Hadoop's Security Model.	5
b.	Give a brief overview of Kerberos Protocol Flow .	5
10	Discuss the various components of Hadoop ecosystem	10

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

**MBA (PHARMACEUTICAL MANAGEMENT)**

**PAPER TITLE: Brand Management**

**PAPER CODE: MBAPM- 3004**

**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. What are the branding challenges and opportunities? Discuss how can we develop integrated marketing communication (IMC) for brand building.
2. A) Brands have physical as well as psychological features, explain with the help of an example .  
B) How is service branding different from product branding , explain with the help of examples .
3. Explain steps involved in strategic brand management process. Explain the role of brand awareness, brand identity, brand image, brand elements in building brands.

**SECTION – B**

4. Developing the brand elements, Brand identity and brand personality for the Brand is one of the important roles of any marketer. Elucidate the statement with the help of examples.
5. Explain with the help of diagram Kapferer's Brand Identity Prism. Highlight importance of Metaphors in Delivering Brand Image.

**SECTION – C**

6. What is customer based brand equity? Explain various methods which can be used by Amazon, Flipkart, Alibaba to build and customer based brand equity ?
7. The Brand manager of Amul says that brand management is becoming more difficult than ever before. Recent developments have posed further challenges for brand managers. What could these challenges be? Elaborate the same in light of Brand positioning strategy by Nestle.

**SECTION – D**

8. Explain factors to be considered while determining Pharmaceutical Brand Name Strategy. Explain Pharmaceutical Branding Strategies.
9. Explain the steps involved in Building Pharmaceutical Brands? Explain pros and cons of managing Pharmaceutical Brands in global markets.
10. Outline different marketing communication tools available for a brand manager for building Pharmaceutical Brands on internet ? List the merits and demerits of each tool.

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

**MBA (HOSPITAL MANAGEMENT)**

**PAPER TITLE: MANAGEMENT OF SUPPORT SERVICES IN HOSPITALS**

**PAPER CODE: MBAHM-3004**

**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**

- Q.1 What is the role of marketing and public relations department in creating the image of a hospital?
- Q.2 The nursing service administrative unit is the neural centre for all the nursing service activities in a hospital. Elaborate this statement, citing examples.
- Q.3 Discuss the role of human resource department in achieving the strategic goals and objectives of the healthcare organization.

**SECTION – B**

- Q.4 Enumerate the services that are rendered by central sterile and supply department (CSSD) in a hospital. Explain the workflow of CSSD for movement of soiled linen from and to the operating units of hospital.
- Q.5 What are the key practices in the in-patient and out-patient pharmacy department of a hospital that ensure seamless supply of medical provisions for healthcare delivery?
- Q.6 Explain in brief, the functions of:
1. Materials management department
  2. Food and beverages department

**SECTION – C**

- Q.7 Write short notes on need, design, and physical facilities required for:
1. Laundry and linen services
  2. Housekeeping department
- Q.8 What is telemedicine? What are the domains in which it can be utilised to supplement the healthcare delivery services to remote areas?

**SECTION – D**

- Q.9 Explain the facility requirement and functionality of solid waste management department of a hospital.
- Q.10 What are the management issues that have to be handled in relation to:
1. Water supply and sanitary department
  2. Centralised medical gas system

**MBA (Infrastructure Management)**

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

**PAPER TITLE: Public Private Partnership**

**PAPER CODE: MBAIM-3004**

**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) Define Public Private Partnership. Discuss in detail various determinants of PPP in Indian context.

Q2) Explain various PPP types and their advantages and potential disadvantages.

Q3) Explain the role of government in success of PPP projects with suitable example.

**SECTION-B**

Q4) Discuss in detail the PPP Policy and Institutional Framework at Central Government Level. Give suggestions for robust PPP framework.

Q5) Write short notes on followings:

- a) Essentials for a robust PPP framework.
- b) PPP Risk Matrix.

**SECTION-C**

Q6) Explain the procurement process and life cycle of PPP projects by giving suitable example of any PPP infrastructure project in India.

Q7) Draft a model concession agreement for a power project in India.

**SECTION-D**

Q8) Write a brief note on PPP in education sector and health services.

Q 9) Explain project finance and its application in PPP.

Q 10) Write short note on the following:

- a) Viability Gap funding
- b) PPP vis-à-vis Social Infrastructure