

**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/DfXpSzGZSsd8Lj3Z8> within 90 minutes from completion of examination i.e. till 2.30 p.m. on the day of examination.

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

MBA (BANKING & INSURANCE MANAGEMENT)

PAPER TITLE: INTERNATIONAL BANKING

PAPER CODE: MBABI-3002

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. Discuss the Organizational Features of International Banking in detail. Critically examine the role of international banking in today's scenario.
2. Comment upon the financial markets interdependence and securitization in context of India and assess the financial operations of foreign branches of Indian banks during last five years.
3. Write short note on the followings: A) NOSTRO and VOSTRO accounts, B) FEDWIRE C) CHIPS & CHAPS, D) Consortium Banks

SECTION – B

4. Critically analyse the role and function of overseas banking. Also briefly explain the role of IBRD in context of international financial market.
5. A) Compare the Indian payment mechanism & settlement system with the same followed in US, UK, and Switzerland.
B) Write short note on international private banking.

SECTION – C

6. Highlight the mechanism of letter of credit and UCPDC/ URC/ Buyer's /Sellers credit. Taking any example demonstrate how fraudulent practice can misuses letter of credit to tarnish the image of bank.
7. Explain the concept, components and role of Eurocurrency markets in boosting international trade.

SECTION – D

8. Distinguish between forfeiting and factoring. Also explain various facilities that may be offered to exporters and importers.
9. What is meant by foreign exchange risk? How current banking practices can ensure adequate analysis and control of foreign portfolio risk
10. Explain modern Portfolio Theory Oriented approach to assess the riskiness of bank's foreign claims, loans to government and sovereign risk.

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

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

MBA (HOSPITAL MANAGEMENT)

SUBJECT TITLE: HOSPITAL PLANNING AND ORGANIZATION

MBAHM-3002

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. Define a hospital and discuss how hospital services are different from other services. Classify the Hospitals.
2. Which all clinical and support services will be required in a 500 bedded multi-speciality hospital?
3. Write Short Notes on:
 - a. Feasibility Report
 - b. Financial Planning

SECTION – B

4. Who all are members of Hospital Design team and what is their selection criteria? Discuss in brief the functions of Design Team
5. Write Short Notes on:
 - a. Principles of Hospital Planning
 - b. Various processes of architecture

SECTION – C

6. Define an organization. What are the constituents of organizational structure and various designs of organization structure?
7. Write short Notes on:
 - a. Span of Management
 - b. Responsibilities of Hospital CEO.

SECTION – D

8. As a hospital manager how will you ensure safety of staff, patients and public in your hospital?
9. “Based on data from a number of countries, it can be estimated that each year, hundreds of millions of patients around the world are affected by HAI. The burden of HAI is several fold higher in low- and middle-income countries than in high-income ones.” What steps should be taken to reduce the burden of hospital acquired infections at hospital level?
10. Short Notes:
 - a. Types and phases of disaster.
 - b. Disaster Preparedness.

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

MBA (INFRASTRUCTURAL MANAGEMENT)

PAPER TITLE: Infrastructure Project Delivery, Managing Contracts and Negotiations

PAPER CODE: MBAIM-3002

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 the various types of Infrastructure Contracts used presently. Critically analyze any Infrastructure Delivery method with respect to Aviation Sector in India.

Q2 Describe in detail Build-Operate-Transfer and Design-Build-Operate-Transfer construction methods with examples.

Section B

Q3 Draft and discuss the role of Operation and Maintenance Contracts in Infrastructure Projects and its utility for sector specifics.

Q4 Discuss in detail the need and importance of Insurance in Infrastructure Projects with examples related to specific sector.

Q5 Explain Government Support Agreements. Explain various contemporary issues involved in project contracts in India.

Section C

Q6 Discuss and draft various operational risks involved in Infrastructure Contracts.

Q7 Discuss and draft maintenance risk in carrying out an Infrastructure Project for setting up Thermal Power Plant.

Section D

Q8 Describe the Process of Negotiation and explain the seven stages of Negotiation in detail.

Q9 Describe the process and various barriers involved in Negotiations along with methods to remove barriers.

Q10 Write Short Notes on the following:

a. Nash Equilibrium.

b. Win-Win Negotiations.

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

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

MBA (IT & TELECOMMUNICATION MANAGEMENT)

PAPER TITLE: CLOUD COMPUTING ESSENTIALS

PAPER CODE: MBAIT-3002

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.	Discuss in detail components of the cloud architecture. How does cloud architecture provide automation and performance transparency?	5
b.	Enumerate various risks and challenges associated with the cloud architecture deployment. Also suggests measures, firms can take to reduce them.	5
2a.	Differentiate between XML and HTML	4
b.	Explain the following in context of XML	6*1
I	XML DOM Document	
Ii	XPath	
Iii	Attribute	
Iv	XML Element	
V	XML Namespaces	
Vi	XML Parser	
3.	With the help of a diagram, explain Service Oriented Architecture. Also discuss its benefits.	10
SECTION B		
4.	What is cloud economics? How do we calculate the cost of moving to the cloud?	10
5.	Briefly discuss the landscape of openstack and the functioning of each component.	10
6.	Discuss the pricing strategies, advantages and disadvantages of implementing CloudMicrosoft Azure and Google Cloud Platform (GCP).	10
SECTION C		
7.a.	What factors must be considered by the cloud service providers while framing Service Level Agreement (SLA).	3
b.	Explain various service quality and Service Resiliency metrics used by SLA to express measurable QoS characteristics.	7
8.	Write short notes on	
a.	Cloud-Based Security Groups	5
b.	Hardened virtual server images	5
SECTION D		
9.	Explain the features and applications of the following	
a.	Mobile cloud computing	3
b.	Fog computing	3
c.	Sensor Cloud Computing	4
10	Answer the following	
a.	Explain Docker architecture	3
b.	What is the lifecycle of a Docker Container	3
c.	Suppose you have 3 containers running and out of these, you wish to access one of them. How do you access a running container?	2
d.	How to start, stop and kill a container?	2

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

MBA (PHARMACEUTICAL MANAGEMENT)

PAPER TITLE: MEDICAL PHARMACOLOGY

PAPER CODE: MBAPM-3002

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) Diagrammatically explain the general outlay of efferent autonomic nervous system.
b) Elaborate the steps involved in neurohumoral transmission.
2. Define, classify and discuss the mechanism of action of anticholinesterases.

SECTION B

3. Explain the pathophysiology of peptic ulcer. Discuss various approaches for the treatment and mechanism of action of any two classes of drugs.
4. a) Define and classify bronchodilators.
b) Differentiate between expectorants and demulcents. Discuss various mucolytic drugs along with their mechanism of action.
5. a) Classify various antidepressant drugs. Discuss the mechanism of action and adverse effects of TCAs.
b) Elaborate the biosynthesis of corticosteroids.

SECTION C

6. Classify and discuss the mechanism of action of various anti-neoplastic agents.
7. Classify various antiviral agents. Discuss the pharmacokinetics, mechanism of action and adverse effects of anti-retrovirus drugs.
8. Classify antimicrobials on the basis of mechanism of action and chemical structure.

SECTION D

9. Write an elaborative note on any three pharmaceutical necessities.
10. Elaborate various objectives and principles of quality assurance.

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

MBA (RETAIL MANAGEMENT)

PAPER TITLE: CUSTOMER RELATIONSHIP MANAGEMENT

PAPER CODE: MBARM-3002

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. Highlight the role of customer relationship management as an integral component of business strategy. How does CRM add value to the customer? Give examples.
2. Outline the concept of customer relationship management. Critically evaluate alternative CRM business models. Which of the CRM model is most appropriate in Indian context?

SECTION – B

3. (a) Critically examine the role of consumer research in developing CRM strategy.
(b) Outline the probable financial implications of pursuing CRM policy.
4. Highlight the role and importance of technology in pursuing CRM strategy. Give illustrations in support of your answer.
5. (a) Suggest ways to integrate CRM with the sales strategy of a firm.
(b) Highlight role of marketing communication in pursuing CRM strategy.

SECTION – C

6. Elaborate on purpose of undertaking measurement of CRM programme in retailing industry. Recommend various tools for evaluating CRM efforts.
7. (a) What factors will you consider in customer identification and customer profiling?
(b) Highlight the role of customer databases in retailing, with illustrations.

SECTION – D

8. Explain the steps involved in developing and implementing CRM strategy. What are the critical success factors for effective implementation of CRM strategy? Give examples.
9. Critically examine CRM practices being pursued in the retailing industry. Give suitable examples in support of your answer.
10. (a) Elaborate on future of CRM in a developing country like India.
(b) Outline the privacy concerns and ethical considerations in pursuing CRM practices.