

**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.

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

MBA (BANKING & INSURANCE MGT.)

PAPER TITLE: MANAGEMENT OF BANKING SERVICE OPERATIONS

PAPER CODE: MBABI-3003

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 changing nature of banking operations? What are latest issues and challenges?

Question 2. Write notes on (a) need of CRM (b) stages of development of CRM?

Question 3. What is generic view of holistic model unifying CRM?

UNIT B

Question 4. What is various products and services offered by banks?

Question 5. State as to how have banks responded with new services and delivery systems in 21st century?

Question 6. Write notes on (a) IT in banking industry (b) E-banking

UNIT C

Question 7. Write notes on (a) mobile banking (b) internet banking

Question 8. Write notes on (a) NEFT (b) RTGS

UNIT D

Question 9. Explain in detail the various risks and concerns in e-Banking?.

Question 10. Explain in detail the disaster management and contingency plan in Banking Industry?

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**END TERM & REAPPEAR EXAMINATION, MBA (HOSPITAL MANAGEMENT)3rd
SEMESTER,**

FEBRUARY/MARCH 2021

MBA (HOSPITAL MGT.)

MANAGEMENT OF CLINICAL AND SUPERSPECIALITY SERVICES

MBAHM-3003

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. “Early dedicated rooms for surgical procedures were called operating theatres because they literally were theatres, built in a gallery style for public observation. The design of operation rooms and their ancillary spaces has responded over the years to changes in surgical needs and practice”. In light of this statement discuss in detail layout, design and management of Operation theatre of 500 bedded multi-speciality hospital.
2. “Outpatient department is the first point of contact of the hospital with patients and serves as the shop window to any healthcare service provided to the community”. Do you agree with this statement? Support your answer with reference to layout and design of OPDs
3. Write Short Notes on:
 - a. Transplantation Unit
 - b. Clinical Laboratories

SECTION – B

4. Discuss in detail the importance and process of utilization survey of super speciality equipments in Hospitals.
5. What are the design and space requirements for Labour and delivery suite, which will ensure safety of mother and child?

SECTION – C

6. What are the objectives of Health Education? Elaborate the characteristics of a good health education programme for patients.
7. What do you understand by decision making in nursing profession? What is role of good nurse-patient relationship in delivery of quality healthcare services by the hospital?
8. Write short Notes on:
 - a. ICU
 - b. Psychiatric Nursing Unit

SECTION – D

9. Highlight the role of Clinical and paraclinical staff of hospital in rehabilitation and de-addiction.
10. Short Notes:
 - a. Alternative and Complimentary Medicine
 - b. Promotive Healthcare

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

MBA (INFRASTRUCTURAL MGT.)

PAPER TITLE: FINANCING OF INFRASTRUCTURAL PROJECTS

PAPER CODE: MBAIM-3003

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. Write brief notes on:
 - i. Greenfield Vs. Brown field Investments.
 - ii. Infrastructure as an asset.
 - iii. Real Estate Investment Trusts and Infrastructure Investment Trusts.
 - iv. Scheme Takeout and Modified Takeout Finance
 - v. Toll Operate Transfer.
2. What is the significance of Specialized Infrastructure Financing Institutions- IDFC, IL& FS, IIFCL?
3. What is the role played by Multilateral Agencies for funding Infrastructure Projects?

SECTION – B

4. Write short notes on the following:
 - i. Traditional On-Balance -sheet Financing/ Corporate Finance.
 - ii. Development and features of project finance.
5. Discuss the role played in development of the following:
 - i. Key Project Parties.
 - ii. Key Contractual Parties.
 - iii. Key Transaction Documents and Contracts.
 - iv. Key Project Documents.
- v. Security Documents.

SECTION – C

6. Write a detailed note on valuing the Project and Project Cash-Flows.
7. Discuss the significance of due diligence in Infrastructure project valuation in the light of the following-Collecting Information, Discussion with Promoters, Selection of Expert/Engineers.

SECTION – D

8. Discuss the following briefly: Flow of Revenue, Rate Setting, Rate Regulation, Rate of Return (RoR)/Cost of Service Analysis.
9. Elaborate upon the following:
 - i. Major Drivers of Credit Risk Management,
 - ii. Calculation of Credit Risk,
 - iii. Risk Assessment of Infrastructure Loans by Banks,
 - iv. Risk Based Pricing.
10. Illustrate the application of Project Finance in Infrastructure sector.

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

MBA (PHARMACEUTICAL MGT.)

PAPER TITLE: PHARMACEUTICAL MARKETING

MBAPM-3003

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 Discuss in detail marketing strategy at portfolio level and its translation to product level

Q.2 Discuss the concept of marketing. Briefly discuss various alternatives to marketing orientation and selling orientation

SECTION-B

Q.3 Discuss in details market segmentation in pharmaceutical marketing, its advantages and limitations with the help of suitable example

Q.4 Discuss in detail positioning of pharmaceutical industry with special focus on measuring of product positioning and perceptual mapping.

Q.5 Discuss process of competitive analysis and performance evaluation of global pharmaceutical market

SECTION-C

Q.6 Discuss the external analysis of market and internal product positioning analysis

Q.7 What is the meaning of SWOT? Discuss various steps involved in SWOT analysis.

SECTION-D

Q.8 Define product strategy. Discuss in detail product and market development strategy with the help of suitable example.

Q.9 Define market research. Discuss in detail market research process and related data collection channels with the help of suitable example.

Q.10 How market strategy is implemented with special focus on product life cycle.

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

MBA (RETAIL MGT.)

PAPER TITLE: FRANCHISING MANAGEMENT

PAPER CODE: MBARM-3003

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 franchising. Throw light on the history and evolution of franchising.

Q2) Assume that you are the manufacturer of automobile tyres and now intend to start your own distribution network for retail customers. If you intend to offer franchisees for the automobile tyre brand, what elements will be considered ensuring that the franchising model is successful?

Q3) Enumerate the advantages and disadvantages of franchising to the franchisor and the franchisee.

SECTION – B

Q4) What role does infrastructure play in the success of a franchising arrangement?

Q5) Explain the concept of multi-level franchising. Under what circumstances should multi-level franchising be adopted?

Q6) Write notes on

a) Franchisor support services

b) Company owned stores

SECTION – C

Q7) What is the relevance of standards in a franchising agreement? How can standards be enforced?

Q8) "International franchising is the same as franchising in the home country." Do you agree with the statement? Justify your stance.

SECTION – D

Q9) Briefly describe the legal documents required in franchising.

Q10) Write notes on

a) Exit Strategy

b) Termination of franchising agreement

**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
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PAPER TITLE: IT AND TELECOMMUNICATIONS REGULATIONS AND POLICIES

PAPER CODE: MBAIT-3003

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 is role of WPC in Spectrum Management in India? How it functions? (10)**
- 2. Explain the working of Mobile number portability architecture. How it impacts the permanent mobility of the user from its base circle. (10)**
- 3. What are the mechanism available in India for the protection of consumer in telecom related issues? How DND contributes to the same? (10)**

SECTION – B

- 4. What is IPv6? Why its adoption is slow? How it will impact the Indian Telecom Sector? (10)**
- 5. What are the parameters to be considered for Green Telecom infrastructure? Is there any regulation/ law to govern the same in India?**

SECTION – C

- 6. What are various Public Protection and Disaster relief communication system? (10)**
- 7. Summarize various policies of Government of India encouraging Made in India Telecom manufacturing. (10)**
- 8. How the traffic plans are designed by the Telecom Service Providers? Explain various regulatory aspects for the same in India. (10)**

SECTION – D

- 9. What is ITU? What role it plays in shaping the future of Telecom Sector? Is there any ITU equivalent/ partner in India? (10)**
- 10. What are silent features of Telecom Regulatory Authority of India Act 2014? (10)**