

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

**END TERM EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –3rd SEMESTER –
FEBRUARY/MARCH, 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**

MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING

MBA-F-3012

Maximum Marks: 50

Time: 3 Hours

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

SECTION-A

- Q1a). Define and describe 'Merger'. Is it different from 'Acquisition'? 5
- b). Examine reasons behind a "Reverse Merger" citing a relevant real life example of such merger. 5
- Q2). Describe in detail value drivers in Mergers and Acquisitions. Do value drivers in mergers differ from Acquisitions?
- Q3). How combined entity's new capital structure and cost of capital is calculated post merger? Discuss citing one hypothetical example of your choice.

SECTION-B

- Q4). Describe the 'Asset based Valuation' method for valuing a potential firm.
- Q5a). Examine the difficulties faced in a cross border acquisitions. 5
- b). Describe in detail various strategies for post merger success. 5
- Q6). Discuss following terms relevant to valuation
- a). Unlevered & Levered Beta
- b). Book, Replacement, Going Concern, Liquidation and Market Value (2*5)=10

SECTION-C

- Q7). Examine the implications of corporate restructuring for various stakeholders. How balance has to be accomplished among diverse objectives of stakeholders?
- Q8). Write short note on followings:
- a). Sources of gains in Buyouts
- b). Reasons for failure of Joint ventures (2*5)=10

SECTION-D

- Q9). Outline various types of due diligence necessary for a merger transaction.
- Q10). Define and describe 'Divestitures'. Is it different from a 'Strategic Alliance'? Examine reasons behind divestitures.

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**END TERM & REAPPEAR EXAMINATION, MBA3rd SEMESTER,
FEBRUARY/MARCH 2021**

**PAPER TITLE: PERFORMANCE MANAGEMENT
PAPER CODE: MBA-H-3016**

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. Outline the challenges and issues in any performance management system of an organization. Delineate the characteristics of an ideal performance management system.
2. How do you think appraising performance is different from managing the executive performance? Discuss in detail with regard to the objectives and area of focus of both.

SECTION – B

3. Critically evaluate the role of Goal setting theory in performance management .How far do you think is it able to achieve the desired objectives? Discuss.
4. What do you think is the significance of mentoring in managing individual performance in the organization? Explain with examples.

SECTION – C

5. What do you understand by stocktaking of performance? Outline the common issues and concerns involved in it.
6. Outline the various traditional and modern methods of performance appraisal. Which one do you think is applicable and successful in your area of specialization (service sector)?
7. What are the most common errors that crop up in performance appraisal and management systems? What can be done to avoid them to achieve the desired objectives of both the organizations and the employees?

SECTION – D

8. What are the challenges for today's organizations in designing 'Total rewards philosophy' for individuals across various levels in the organizations?
9. What are Pay structures? Discuss their significance and the various methods for developing pay structures specific to your area of specialization.
10. Outline the aims and objectives of any reward philosophy for an organization. Discuss the various financial and non-financial rewards that can be given in your service industry.

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

PAPER TITLE: INTERNET MARKETING

PAPER CODE: MBA-M-3008

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 internet marketing. How internet marketing has contribution towards the growth of Businesses especially during the Covid-19 times, explain with a relevant example.

Q2: (a) Explain 10 Cs of the internet marketing with their relevance in the business.
(b) Explain various e-business models with the relevant examples of each.

Q3: Is internet marketing and digital marketing same? What are the skills required to be a marketing manager for digital marketing?

Section – B

Q4: Explain how does the information system have impacted the hierarchical structure of an organization? Does digital marketing have some contribution in doing so? Explain with an example to justify your answer.

Q5: Explain various e-payment systems. What are the security systems of e-payment systems?

Q6: What do you mean by consumer characteristics and branding strategy? How do consumer characteristics influence the branding strategy? Explain with an example.

Section – C

Q7: How social media advertisements are different from print media, television, radio advertisements and online advertisements? What are the key points to be kept in mind while designing an advertisement for social media websites, print media, television, radio and online platforms? Explain with an example.

Q8: What are the parameters for measuring internet marketing effectiveness? Is mobile marketing different from online digital marketing? Give an example to justify your answer.

Section – D

Q9: Write short notes on:

(a) Website publishing

(b) SEO

(c) Web browsers

Q10: Explain IT ACT 2000 in detail by quoting any four cases because of which amendments were made to IT Act 2000.

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

**PAPER TITLE: MANAGEMENT OF TECHNOLOGY AND INNOVATION
PAPER CODE: **MBA-O-3020****

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 Technology Management. Examine the relationship between the role played by the technology in sustaining the businesses during pandemic. Give suitable example from your respective sector.	10
2.	Write short notes on	
a.	Technology Life Cycles	3
b.	Challenges in technology acquisition and absorption	4
c.	Global trends in technology management	3
3.a.	Explain the various methods of technological forecasting. What new data and techniques are needed to improve the value of forecasts?	7
b.	How can corporations organize for technological forecasting?	3

SECTION – B

4.	Discuss the process of leveraging structure in bringing change in organisation. Explain with suitable examples.	10
5.	Write short notes on	
a.	Types of change	5
b.	Organizational Climate	5
6.	‘CEOs leading by inspiration and making the right strategic choices are needed for change’. Discuss the various leadership traits a CEO must possess to help a firm grow and improve.	10

SECTION – C

7.	Explain the innovation types and process in detail with suitable examples.	10
8.	Discuss different types of creativity techniques used in business for generating new ideas.	10

SECTION – D

9.	“The state of technological innovation in the public sectors of India is not encouraging”. What are the reasons for this trend? If you were the Chief Technology Officer, what measure would you take to strengthen technological innovation in public sectors of India?	10
10.	“Process innovation is defined as creating radical or game-changing shifts.” Taking an example of a firm from your respective sector, discuss how introduction of a process innovation helped it to keep afloat during covid-19?	10