

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

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –
2 SEM-MAY, 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 16.
- 6) Timing of Examinations are 2.30 p.m. to 4.30 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) **YOU ARE REQUIRED TO ATTEMPT THE ANSWERS IN YOUR OWN HANDWRITING IN BLUE/BLUE BLACK PEN.**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 10) 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/gg8wtwXgNKePKqpA8> within 90 minutes from completion of examination till 6.00 p.m. (for Evening Session exam.) on the day of examination.
- 11) The candidate will be required to **submit his/her attendance** on the Google Form link <https://forms.gle/4T6P2XR5cej1Ycjb7> upto 3.00 p.m. (Evening session exam.) on the day of examination.

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MID TERM EXAMINATION OF MBA 2nd SEMESTER(RETAIL MGT.), MAY 2021

PAPER TITLE: INTRODUCTION TO RETAILING

PAPER CODE: MBARM-2007

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

- Q1. What is retailing? Why it is undergoing so much change in today's era?
- Q2. Enumerate different approaches adopted by retailers to increase customer retention?
Quote with relevant examples
- Q3. Discuss the strategic role and importance of Human Resource Management in the retail sector.
- Q4. How do retail managers ensure security in the retail outlets?
- Q5. What capabilities are needed to be an effective multi-channel retailer? Cite examples

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**MID TERM EXAMINATION OF MBA 2nd SEMESTER(BANKING & INSURANCE
MGT.), MAY 2021**

PAPER TITLE: PRINCIPLES AND PRACTICES OF BANKING

PAPER CODE: MBA-BI-2007

MAX. MARKS:15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

Q1.) Distinguish between loans and advances. Why should banks be careful while extending such facility to various clients?

Q2.) Write a short note on any of the two:

- a.) Cyber security and Banking
- b.) Role of RBI in Indian Banking System
- c.) Advantages and Disadvantages of Electronic Banking

Q3.) How does micro finance influence economic development? Also list down challenges faced by MFI in India.

Q4.) Detailed note on scope and need of bancassurance. What are the benefits to various stakeholders?

Q5.) What is the importance of holding a bank account. What type of accounts are best for everyday transactions and how they are different from NRI accounts.

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**MID TERM EXAMINATION OF MBA 2ND SEMESTER (CAPITAL MARKETS),
MAY 2021**

PAPER TITLE: DYNAMICS OF FINANCIAL SYSTEM

PAPER CODE: MBACM-2007

MAX. MARKS:15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

- 1) Explain with examples the components of formal financial system.
- 2) Explain in detail with a time line – the after reforms period of Indian financial system
- 3) Write a short note on following
 - a) Treasury Bills (T-bills)
 - b) Call/notice money market
- 4) What is Book-Building Method? Explain its genesis, process and mechanism with examples.
- 5) Write a short note on following
 - a) Green Shoe option
 - b) Private Placement

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**MID TERM EXAMINATION OF MBA 2nd SEMESTER(IT & TELECOM. MGT.),
MAY 2021**

PAPER TITLE: DATA COMMUNICATIONS & CYBER SECURITY

PAPER CODE: MBAIT- 2007

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

Note: Attempt any three questions in total. All the questions carry equal marks

Q1: What is a Cellular network? Explain various technologies of Cellular networks so far implemented and used?

Q2: What is Gigabit Passive Optical Network? Explain Radio/Backhauling for voice and packet data with a relevant example.

Q3: Explain Network Function Virtualization (NFV), its Framework, Benefits, and Market Drivers. Explain with an example for NVF deployment in cloud.

Q4: Define Software Defined Networking (SDN). Explain its Implementation and protocols, SDN in the Data Center, SDN in Service Provider Cloud, SDN in Wide-Area Networks, Enterprise SDN, Transport SDN.

Q5: What is LoRa Technology? How it can be beneficial for a Smart City concepts? Explain with an example.

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**MID TERM EXAMINATION OF MBA 2nd SEMESTER(INFRASTRUCTURAL MGT.),
MAY 2021**

**PAPER TITLE: INTRODUCTION TO INFRASTRUCTURAL MANAGEMENT
PAPER CODE: MBAIM- 2007**

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

Q1). Define and describe the term 'Infrastructure' citing its salient features. Offer a detailed snapshot of market size, investments and Government initiatives and road map of Indian Infrastructure sector in India.

Q2). What is the 'Harmonized List of Infrastructure'? What are the reasons behind this definition? Give a detailed list of various sub-sectors included in the latest version of this definition.

Q3). "Adequate Infrastructure supports Economic Growth whereas inadequacy of it poses a limitation to development". In the light of this statement, examine the role of Infrastructure to economic development of India.

Q4). Define 'SWOT' and 'Porter's Five Forces Analysis'. How these tools enable analysis of Infrastructure sector of India.

Q5). Write short note followings:

- a) Growth drivers for Infrastructure in India.
- b) Recent Performance of eight core industries of Infrastructure in India. $2 \times 2.5 = 5$

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**MID TERM EXAMINATION OF MBA 2nd SEMESTER(PHARMACEUTICAL MGT.),
MAY 2021**

**PAPER TITLE: INDUSTRIAL PHARMACY AND PHARMACEUTICAL
TECHNOLOGY**

PAPER CODE: MBAPM 2007

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

- 1.** Discuss the expanding role of pharmacists in India in the present scenario. Give suitable examples.
- 2.** “Public Hospitals play a significant role in managing the healthcare of the Indian population”. Comment on the public healthcare infrastructure of India.
- 3.** What is role of technology and automation in pharmaceutical industry? Discuss any three technologies in brief.
- 4.** Write short notes on:
 - a. Factors affecting patient Compliance
 - b. Pharmaceutical care plan
- 5.** Discuss in detail outline, design and management of a hospital pharmacy.

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MID TERM EXAMINATION OF MBA 2ND SEMESTER(HOSPITAL MGT.), MAY 2021

PAPER TITLE: INTRODUCTION TO EPIDEMIOLOGY AND BIostatISTICS

PAPER CODE: MBA-HM-2007

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

Q.1 Define epidemiology. Discuss the various epidemiological methods available to investigate the occurrence of a disease.

Q.2 What are the common mortality and morbidity indicators that can be used to assess the health status of a community?

Q.3 Write short notes on:

1. Association and causation
2. Uses of epidemiological data

Q.4 Human health and well-being are intimately linked to the state of the environment. Discuss this statement, with special reference to impact of water and air pollution on health of an individual.

Q.5 How can smart nutrition and food choices help in preventing disease and promoting health?