

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

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –
4 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/GByr7YS1MJwwSPja9> 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/3vu6YEVGtRRUho1J7> upto 3.00 p.m. (Evening session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 4st SEMESTER, MAY 2021
SECTORAL: MBA(Retail Management)**

PAPER TITLE: MARKETING STRATEGIES AND MANAGEMENT

PAPER CODE: MBARM-4009

MAX. MARKS: 15

TIME: 2 HOURS

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

Q1. "Socially Responsible Marketing is the need of the hour". Comment on this statement.

Q2. What is Viral Marketing? How it has taken social media taken by storm.
Quoterelevant examples.

Q3. What is Ambush Marketing? What are its types? Cite examples

Q4. Enumerate the various marketing strategies adopted by domestic companies.

Q5. Short Notes on:

A) Market Challenger Strategy

B) Market Follower Strategy

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**MID TERM EXAMINATION OF MBA 4th SEMESTER, MAY 2021
SECTORAL: MBA (BANKING AND INSURANCE)**

PAPER TITLE: RISK MANAGEMENT

PAPER CODE: MBA-BI-4009

MAX. MARKS: 15

TIME: 2 HOURS

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

Question 1. Draw the cashflow charts for long call, short call, long put and short put options?

Question 2. What is interest rate risk? How can interest rate options be used to hedge interest rate risk?

Question 3. What are interest rate futures? How are interest rate futures priced and used to hedge risk?

Question 4. What is currency risk? How can currency options be used by exporters and importers to hedge risk?

Question 5. What is liquidity risk and how can it be analyzed?

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**MID TERM EXAMINATION OF MBA 4th SEMESTER, MAY 2021
SECTORAL: MBA(Information Technology and Telecommunication)**

PAPER TITLE: IT PROJECT MANAGEMENT

PAPER CODE: MBA-IT-4009

MAX. MARKS: 15

TIME: 2 HOURS

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

Q1: Explain the relationship of Project Management and Software Development Lifecycle(SDLC) with an example.

Q2: What are the required skill sets to be a Project Manager? Explain each of them with a relevant example.

Q3: What is a Project Team? What is Team Dynamics, Team Building process, various motivational techniques to build up the team morale and trust? Explain with an example.

Q4: What are the steps to track and control the IT Project? Explain with a relevant example.

Q5: Explain various Project Critical Success Factors. How to define scope and requirements of the IT Project?

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**MID TERM EXAMINATION OF MBA 4th SEMESTER, MAY 2021
SECTORAL: MBA(Infrastructure Management)**

**PAPER TITLE: URBAN, RURAL AND SOCIAL INFRASTRUCTURE
SECTORS**

PAPER CODE: MBA-IM-4009

MAX. MARKS: 15

TIME: 2 HOURS

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

Q1). Discuss in detail the JNNURM programme of government of India citing the need for Urban Sector Development at the backdrop of JNNURM Program. Discuss the state-wise outcomes of Jawaharlal Nehru National Urban Renewal Mission.

Q2). Examine the powers and responsibilities of Municipalities. How 74th constitutional amendment act has empowered more to these urban local bodies? Explain.

Q3). Describe the term 'Local Governance'. Are these different from 'Local Self Governance'? Examine the structure of municipal governance of either urban or rural areas.

Q4). Offer snapshot of 'Education Infrastructure' in India citing market size and Government's initiatives. Describe the various bottlenecks in improving the education infrastructure in India. To what extent NEP-2020 is going to overcome these challenges? Comment.

Q5). Offer a detailed overview of Health Care Sector in India stating current status, market size, and investments needs. Offer some suggestions to improve the healthcare in India.

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MID TERM EXAMINATION OF MBA 4th SEMESTER, MAY 2021
SECTORAL: MBA(Pharmaceutical management)

PAPER TITLE: PATENTS AND DRA

PAPER CODE: MBA-PM-4009

MAX. MARKS: 15

TIME: 2 HOURS

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

Q.1 Discuss in brief on salient features of Drug and Cosmetics Act and Rules.

Q.2 Write a brief note on salient features of Pharmacy Act 1948.

Q. 3 Write a brief note on salient features of Drug Price Control Order.

Q.4 Write a brief note on salient features of Drug and Magic Remedies Act.

Q.5 Write a short note on ICH guidelines and role of WHO in drug regulations.

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MID TERM EXAMINATION OF MBA 4TH SEMESTER, MAY 2021

SECTORAL: MBA (Hospital Management)

PAPER CODE: MBA-4009

PAPER TITLE: LEGAL ASPECTS OF HOSPITAL MANAGEMENT

MAX. MARKS: 15

TIME: 2 HOURS

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

Q.1 Enumerate various confidentiality issues with respect to contractual obligations towards the patients and various rights and responsibilities of the patient.

Q.2 Write a short note on medical records and need of Health Insurance Portability and Accountability Act (HIPPA) in Healthcare Industry.

Q. 3 Define medical negligence along with civil and criminal negligence. What are the various defenses available against medical negligence with relevant sections of Indian Penal code (IPC).

Q.4 What is Euthanasia and its various types? Do we need Euthanasia in India? If yes, Why.

Q.5 Write a short note on the following (Attempt any two):

- a) Vicarious Liability in Healthcare Industry
- b) Professional Indemnity in Healthcare Industry
- c) Concept of Living Will.