

**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/xAG17wNPWgKXKMWE6> 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/ETCV6OTaTtyShLoc9> upto 3.00 p.m. (Evening session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 4<sup>th</sup> SEMESTER, MAY 2021**

**FUNCTIONAL: MARKETING**

**PAPER TITLE: INTEGRATED MARKETING COMMUNICATION**

**PAPER CODE: MBA-M-4011**

**MAX. MARKS: 15**

**TIME: 2 HOURS**

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

**Q1.** Discuss the role IMC plays in creating a Brand Image. Give examples of companies from your area of specialization.

**Q2.** How DAGMAR Approach helps marketers in goal setting? Explain with the help of suitable examples.

**Q3.** What are the problems associated with setting communication objectives? How can marketers overcome these problems and improve their effectiveness? Cite examples

**Q4.** Discuss the role of Corporate advertisements in improving the communication between an organization and the outside world with the help of relevant examples.

**Q5.** Explain the importance of the Marketing and Promotion Process Model in today's era.

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**MID TERM EXAMINATION OF MBA 4<sup>th</sup> SEMESTER, MAY 2021**

**FUNCTIONAL: FINANCE**

**PAPER TITLE: MANGEMENT OF FINANCIAL SERVICES**

**PAPER CODE: MBA-F-4013**

**MAX. MARKS:15**

**TIME: 2 HOURS**

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

1. In contemporary world, financial services include all activities involved in transformation of savings into investments. In the light of this statement discuss various fund based as well as non-fund based financial services offered by financial intermediaries.
2. What is the need of depositories in India? Name the depositories operating in India and discuss various services provided by them.
3. Who can act as an stock broker? Discuss various requirements to be compiled for being a stock broker. Also discuss the functions to be performed by the stock broker.
4. In your opinion, how mutual fund is advantageous in coparison of direct investment. Also disuss various types of mutual fund schemes.
5. Write short note on any two of the following:
  - a. Dematerialisation
  - b. Principles of Insurance
  - c. Debt Securitisation

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**MID TERM EXAMINATION OF MBA 4TH SEMESTER, MAY 2021**

**FUNCTIONAL: HUMAN RESOURCE**

**PAPER TITLE: TRAINING AND DEVELOPMENT**

**PAPER CODE: MBA-H-4015**

**MAX. MARKS: 15**

**TIME: 2 HOURS**

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

Q1. Organisations invest huge resources in terms of time and money for the design, development and implementation of training and development programmes for their employees. State and explain what justifies this huge investment made by these organisations. (5)

Q2. A training programme may add little value to the organisation and the employees in the absence of a proper training need analysis. Elaborate. (5)

Q3. Define the concept of learning. Discuss how the understanding of learning principles can help in deriving better outcomes from training and development programmes. (5)

Q4. If you are the HR manager of any organisation, state the various factors you would consider while outsourcing a training programme. (5)

Q5. Discuss the relevance of using a combination of on-the-job methods and off-the-job methods of training and development. Also discuss the factors that organisations consider while selecting the appropriate training and development methods. (5)

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**MID TERM EXAMINATION OF MBA 4<sup>th</sup> SEMESTER, MAY 2021**

**FUNCTIONAL: OPERATIONS**

**PAPER TITLE: PRODUCTIVITY MANAGEMENT**

**PAPER CODE: MBA-O-4017**

**MAX. MARKS:15**

**TIME: 2 HOURS**

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

1. Define Operations Management. Elaborate on the role of operations management in your area of specialisation.
2. The significance of productivity in increasing national welfare is now universally recognised. Critically evaluate the statement.
3. Write short notes on
  - (i) Productivity and Standard of Living
  - (ii) Limitations of partial measures of productivity
4. Explain how the productivity culture can enhance the organisational effectiveness and overall productivity.
5. Productivity analysis is important for productivity improvement. Explain the statement with regard to productivity measurement.