UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES

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 10.00 a.m. to 12.00 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/2BYLqxzKhnVa2RYj9 within 90 minutes from completion of examination till 1.30 p.m. (for Morning 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/veAaB1ny7AtAXKBn9 upto 10.30 a.m. (Morning session exam.) on the day of examination.

MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: RETAIL MANAGEMENT

PAPER TITLE: PRODUCT AND BRAND MANAGEMENT

PAPER CODE: MBA-RM-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

Question 1

   a) Discuss the classification of products and provide examples of each.(5)

Question 2

   a) Taking the case of P&G, explain the concept of Product Line Analysis and how the analysis can lead to Product pruning.(5)

Question 3

   a) Using examples elaborate the concepts of –
        i. Test marketing
       ii. Line Modernization.

                                                 (2.5*2=5)

Question 4

   a) Using Maruti Suzuki as an example, explain the concept of a product mix. Also highlight what are Product length, Width and depth using the same example. (5)

Question 5

   a) Discuss the various challenges in new product development taking the example COVID 19 Vaccines developed by various pharmaceutical companies.   (5)

MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: BANKING AND INSURANCE MGMT.

PAPER TITLE: PRINCIPLES OF INSURANCE

PAPER CODE: MBA-BI-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

Q1.) Write short notes on any two:

  a.   'Uberrima Fides'
  b.   Consensus ad idem
  c.   Physical hazard vs Moral Hazard

Q2.) Explain concept of insurance and its importance as security tool.

Q3.) Define risk. Determine the risk control strategy using the 4T's process. Support with appropriate examples.

Q4.) Elaborate the term "free consent" and its importance in insurance contracts. Also list all conditions necessary to form a valid contract.

Q5.) Write a short note on recent trends in insurance in India. What are the challenges being faced by this industry?

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MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: CAPITAL MARKETS

PAPER TITLE: CAPITAL MARKETS AND FINANCIAL INTERMEDIATION

PAPER CODE: MBACM-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

1. Enumerate the role of various retail and institutional investorsin the capital market in brief.

2. Explain the role of SEBI in promotion and development of capital market.

3. Explain the following equity capital market instruments:-

   (i)   Private equity   (ii) Hedge fund

4. What do you mean by securitisation? Elucidate the process of securitisation.

5. Differentiate primary market and secondary market. Also interpret the various derivatives market instruments.

MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: IT AND TELECOMMUNICATION MANAGEMENT

PAPER TITLE: BUSINESS INTELLIGENCE WITH DATA MINING

PAPER CODE: MBA-IT-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

Q1:What is a Data Mining Process, its functionalities and Systems? Explain Supervised and Unsupervised Learning with an example.

Q2: A dataset has 1000 records and 50 variables with 5% of the values missing, spread randomly throughout the records and variables. An analyst decides to remove records that have missing values. About how many records would you expect would be removed?

Q3: Two models are applied to a dataset that has been partitioned. Model A is considerably more accurate than model B on the training data but slightly less accurate than model B on the validation data. Which model are you more likely to consider for final deployment?

Q4: Which are the major visualizations and operations, according to data mining goal? Explain each of them with an example.

Q5: A data mining routine has been applied to a transaction dataset and has classified 88 records as fraudulent (30 correctly so) and 952 as non-fraudulent (920 correctly so). Construct the classification matrix and calculate the error rate.

MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: INFRASTRUCTURAL MANAGEMENT

PAPER TITLE: REGULATORY FRAMEWORK OF INFRASTRUCTURAL MANAGEMENT
PAPER CODE: MBA-IM-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

Q1).   Discuss in brief the investment policies and regulatory issues in development of Transport Infrastructure in India.

Q2). Describe in detail various categories of MRTS and factors affecting their choice.

Q3). Examine in detail the genesis of AAI. State its various functions too.

Q4). Examine the objectives behind NTP, 2012. To what extent these objectives have been accomplished? Offer a critical analysis, and as a stakeholder, offer some suggestions to be incorporated for the purpose of future telecom policy.

Q5). Write short note followings:
   a) Functions of TRAI
   b) Reasons behind Establishing TDSAT   **2*2.5=5**

MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: PHARMACEUTICAL MANAGEMENT

PAPER TITLE: QUALITY ASSURANCE AND INVENTORY MANAGEMENT
PAPER CODE: MBAPM-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

Q1.Discuss the different sources of variation in medicines. Quote suitable examples.

Q2. Discuss the benefits of Quality Management Systems (QMS) in Pharmaceuticals.

Differentiate between Quality Assurance and Quality Control(QC).

Q.3Write a brief note on Good laboratory practice (GLP) w.r.t. key personnel in QC lab.

Q.4 Explain in brief GLP w.r.t. testing facilities in QC lab.

Q.5 Write a short note on GLP w.r.t.facilities and equipments in QC lab.

MID TERM EXAMINATION OF MBA 2nd SEMESTER, MAY 2021
SECTORAL: HOSPITAL MANAGEMENT

PAPER TITLE: COMMUNITY HEALTH AND MANAGEMENT OF NATIONAL HEALTH PROGRAMMES
PAPER CODE: MBA-HM-2008

MAX. MARKS: 15   **TIME: 2 HOURS**

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

Q.1 Define health. What are the various determinants and dimensions of health?

Q.2 Write short notes on:

1. Epidemiological triad

2. Role of healthcare organizations in preventive strategies

3. Levels of prevention

Q.3 Name some qualitative health indices that can be used to measure health of a nation. What is the role of Human Development Index in measuring the overall social and economic development of a country?

Q.4 Explain the different aspects of health and safety measures that have to be operationalised at the workplace to ensure highest standards of occupational health of the workforce.

Q.5 What should be the essential components of health policies related to:

1. Maternal and child health

2. Urban health