

**University Institute of Applied Management Sciences
Panjab University, Chandigarh**

End Semester Examinations- MBA (Sectoral Management) –IV Sem-Sept, 2020

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 am to 12 noon**
- 7) Attempt ANY THREE Questions. ALL Questions carry Equal Marks**
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.**
- 9) Email the scanned copy of the Answer Sheet (Maximum 16 pages) at uiams@pu.ac.in**

Branch: MBA (Banking & Insurance) IV Sem

Subject Code: MBABI-4008

Subject Title: Marketing of Financial Services

Max. Marks: 50

Time : 2 Hrs

Note: 1) Question Paper Contains SIX Questions.

2) Attempt ANY Three Questions.

3) All Questions Carry EQUAL Marks

- i) Critically examine the various elements of the marketing mix as are applicable for financial services. Suggest various ways for market segmentation for financial services. Give illustrations in support of your answer.
 - ii) Identify various objectives of communication for financial services. Highlight important components of the communication mix you would recommend for financial services, with suitable illustrations.
 - iii) Why is it important to take continuous customer feedback on various aspects of financial services offerings? What are the features of a good customer feedback system? Elucidate with examples.
 - iv) What are the alternative objectives of pricing a financial service? What factors should be kept in mind while deciding about pricing a financial service? Elaborate.
 - v) Critically examine the role of technology in marketing of financial services. Give illustrations in support of your answer.
 - vi) Highlight the need and importance of ensuring ethical behaviour in marketing of financial services. Identify various types of unethical behaviour encountered in marketing of financial services, with suitable examples.
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Branch: MBA (Retail Management) IV Sem

Paper Title: MARKETING OF SERVICES

Paper Code: MBARM-4008

Max. Marks: 50

Time : 2 Hrs

Note: 1) Question Paper Contains SIX Questions.

2) Attempt ANY Three Questions.

3) All Questions Carry EQUAL Marks

1.a.	Discuss the factors responsible for the growth of service sector in the Indian economy.	
b.	How has pandemic (covid-19) pulled the service sector activity in the contraction mode? Enumerate various measures, service firms are implementing to keep their businesses afloat.	
2.	Discuss the various elements of servicescape. What factors must be considered while designing of servicescape.	
3.	Taking an example of a service firm from your respective sector, discuss the following	
	a. Pricing strategy	
	b. Segmentation process	
	c. Targeting strategy	
	d. Promotion strategy	
4.	With the help of a neat diagram, explain service-process matrix. Also discuss challenges for management that are inherent in a firm's position within the Service Process Matrix.	
5.	Write short notes on	
	a. Role of customer in service delivery	
	b. Types of risks in service buying	
6.	What are the various types of service quality gaps identified by the SERVQUAL model? Discuss different strategies to close these gaps and improve customer service.	

Branch: MBA (IT & Telecom Management) IV Sem

Paper Title: IoT FUNDAMENTALS

Paper Code: MBA-IT-4008

Max. Marks: 50

Time : 2 Hrs

Note: 1) Question Paper Contains SIX Questions.
2) Attempt ANY Three Questions.
3) All Questions Carry EQUAL Marks

Q1: Explain IoT technologies, its genesis, and impact on the business management. Explain how convergence of IT and OT can lead to better business management with a relevant example.

Q2: (a) Explain IoT Architectural drivers. Compare Various IoT Architectures.

(b) Explain Core IoT Functional stack and data management and Compute Stack?

Q3: How sensors and actuators interact with the physical world by taking a relevant example? Explain wireless sensor networks.

Q4: What are the various technologies for connecting smart objects? Explain one from each of the short range, medium range and long range networks.

Q5: What do you mean by data analytics for IoT? What are various Big Data Analytics Tools and Technology? Explain each of them with a relevant example.

Q6: How can IoT be secured? What are the challenges for securing IoT devices as well as IoT technologies? Explain IoT security risk and challenges by citing a relevant example.

Branch: MBA (Infrastructural Management) IV Sem

Subject Code: (MBAIM-4008)

Subject Title: Emerging Issues in Infrastructure Sector

Maximum Marks: 50

Time Duration: 2 hours

Note: 1) Question Paper Contains SIX Questions.

2) Attempt ANY Three Questions.

3) All Questions Carry EQUAL Marks

Q1). Define and describe 'Remote Infrastructure Monitoring and Management'. Describe in detail various services offered under RIMM.

Q2). Examine the objectives of unbundling reforms in electricity sector in India. Describe vertical and horizontal unbundling. What are the benefits that can accrue from these reforms? Discuss in detail.

Q3). "Governance has tremendous potential to bring desirable outcomes in delivery of Infrastructure". Elucidate the statement.

Q4). Define and describe 'Sustainable Societies'. Elaborate in detail about the 21st century sustainable society index elaborating its key dimensions.

Q5). Elaborate in detail the vision and initiatives of Government of India for promoting renewable energy.

Q6). Provide a critical analysis of 'Atal Mission for Rejuvenation and Urban Transformation' as a flagship programme of Government of India.

Branch: MBA (Pharmaceutical Management) IV Sem

Subject Code: MBAPM-4008

Subject Title: Advanced Supply Chain Management

Maximum Marks: 50

Time Duration: 2 hours

Note: 1) Question Paper Contains SIX Questions.
2) Attempt ANY Three Questions.
3) All Questions Carry EQUAL Marks

Q1) Write a detailed note on vendor performance evaluation and vendor rationalization.

Q2) Explain the Bullwhip effect in SCM.

Q3) What do you mean by collaborative supply chain?

Q4) Explain the approach to supply chain assessment and excellence.

Q5) Explain the role of supply chain management in e-business.

Q6) Has information technology facilitated supply chain management? Justify your stance.

Branch: MBA (Hospital Management) IV Sem

Subject Code: (MBA HM-4008)

Subject Title: Health Insurance

Maximum Marks: 50

Time Duration: 2 hours

Note: 1) Question Paper Contains SIX Questions.

2) Attempt ANY Three Questions.

3) All Questions Carry EQUAL Marks

1. How insurance evolved in India? In today's scenario of contagious disease how far it's coverage and limitations are justifiable?
 2. Being a health management expert, think out of some insurance policies for hospitals / medical establishments and compare them.
 3. Discuss coverage, limitations, terms & conditions of insurance for critical illness.
 4. Through light on changing market structure and emerging opportunities in the domain of health insurance with the help of suitable practical examples.
 5. Critically evaluate RashtriyaSwasthyaBimaYojna and Mediclaim scheme.
 6. In your opinion what are the various reforms that have taken place in health insurance? Also discuss how economic environment for insurance changed in recent decade.
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