

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

**End Semester Examinations- MBA (Functional Subject) –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 Relevant Question Paper as Per Your Functional Area of Study**
- 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 3 pm to 5 pm.**
- 7) Attempt ANY THREE Questions. ALL Questions carry Equal Marks**
- 8) Give relevant example as per your Sectoral Area of Study/Functional Area**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.**
- 10) Email the scanned copy of the Answer Sheet (Maximum 16 pages) at [uiamsexam@pu.ac.in](mailto:uiamsexam@pu.ac.in)**

**MBA4<sup>th</sup> Semester Term End Examinations, Marketing Management, September -2020**

**MBA-M- RM/BI/IT/IM/PM/HM-4011      Integrated Marketing Communications**

**Maximum Marks: 50**

**Time: 2 Hours**

Note: Question paper contains Six questions and all questions carry equal marks. Attempt any three questions. Give suitable examples from your sectoral area of specialization.

Q 1: What is IMC Model? Explain in detail various steps involved in developing an IMC Programme.

Q 2: Define advertising and discuss its role in marketing. How does advertising appeal change with different stages of PLC?

Q 3: Short Notes:

a) Importance of Headline and Body Copy

b) Process of Media Plan Development and Common Problems Encountered.

Q 4: What do you understand by Promotion and which are various tools used for promotion. Explain in brief the Push and Pull strategies for promotion.

Q 5: What are advantages and disadvantages of Direct Marketing. Discuss in detail various Direct marketing strategies, with example.

Q 6: a) Pre testing and Post testing

b) Event Management

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**MBA 4<sup>th</sup> Semester Term End Examinations, Financial Management, September-2020**

**MBA-F-RM/BI/IT/IM/PM/HM-4013**

**Management of Financial Services**

**Maximum Marks: 50  
Hours**

**Time: 2**

**Attempt ant THREE Questions out of Total SIX. All questions carry equal marks.**

Q.1: Write notes on following:

- a) Recent development in financial services
- b) Theoretical and economic perspective of regulation

Q.2: Write notes on following:

- a) Role of NSDL and CDSL
- b) Mutual Funds

Q.3: What are different types of Insurances? Explain in detail.

Q.4: Explain securitization of mortgaged and non-mortgaged assets issue management?

Q.5: What is credit rating? Explain a methodology of credit rating.

Q.6: Write short notes on following:

- a) Housing finance
- b) Factoring

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**MBA 4<sup>th</sup> Semester, Term End Examination, Human Resources Management,  
September, 2020**

**MBA-RM/BI/IT/IM/PM/HM-H-4015**

**Training and Development**

**Time: 2 Hours**

**Total Marks: 50**

**Attempt Any Three Questions. Give examples from your respective sector. All Questions carry equal marks.**

Q1. Why training and development is crucial for an organisation? What are the components of training and how can they foster development?

Q2. How can conducive organisational environment be created for facilitating continuous Learning and Development with an aim to achieve ROI?

Q3. What is design document? What is included in a design document? How it is useful for training and transfer of training?

Q4. What training methods are useful in technical training? Select two training methods and explain with illustrations.

Q5. Why evaluation of training and development programme necessary? How can the performance of a training executive be appraised?

Q6. Explain the relationship between 'managing diversity and inclusion' and 'diversity training.' Which is more effective and why?

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**MBA 4<sup>th</sup> Semester Term End Examination, Operations Management, September, 2020**

**MBA-RM/BI/IT/IM/PM/HM-O-4017**

**Productivity Management**

**Maximum Marks: 50**

**Time: 2 hours**

**Attempt any 3 questions, all questions carry equal marks.**

1. “The word productivity has taken a broad connotation in the organizational context”  
Elaborate. What steps do organizations take to inculcate productive culture at all levels?
  2. What are the primary sources of productivity in an enterprise? Describe the process of productivity factors influencing the standard of living in the society.
  3. Productivity analysis is important for productivity improvement. Explain the statement with regard to productivity measurement.
  4. What are the factors that cause organizations to decrease their productivity levels?  
Elaborate upon the strategy put forward by Stewart to arrest this decline in productivity levels.
  5. Explain how the productivity culture can enhance the organisational effectiveness and overall productivity.
  6. Labour productivity is one of the most important types of productivity, which has a direct link to Industrial relation. Establish the link taking examples from your area of specialisation.
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