

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

**Subject: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Paper Code: MBAIM-H-3008**

MBA: Human Resource Management-3rd Semester

Total Marks: 15 marks

All questions carry equal marks.

Attempt any 3 questions

Q.1 Differentiate between IHRM and HRM with suitable illustration.

Q.2 Discuss in brief various approaches to staffing and role of expatriate in IHRM.

Q. 3 Discuss in brief various Training and Development programmes for the expatriates in IHRM.

Q.4 Discuss in brief the various approaches and key components of international compensation Programme with suitable illustration?

Q.5 Discuss in brief various factors to be taken in designing repatriation programme with suitable illustration.

Q.6 Attempt any two from the following suitable illustrations:

- a) Role of non-expatriate.
- b) Various reasons for expatriate failure.
- c) Various re-entry and career issues for expatriate.

MBA-F-3009
Investment Analysis Portfolio Management

Note: (i) *Question Paper contains SIX Questions*

(ii) *All questions carry equal marks*

(iii) *Students are required to attempt ANY THREE QUESTIONS*

1. How investment is different from speculation? Discuss approaches to investment.
2. 'Portfolio management starts with objective identification and leads to portfolio evaluation', comment upon the statement.
3. Price of their securities truly reflect all available information. Do you agree with the statement? How can we empirically test any market?
4. Under current pandemic situation, how far stock prices in India are affected by macro-economic factors?
5. Discuss the components of company analysis with the help of suitable examples.
6. A) The probability distribution of the rate of return on a stock is given below:

State of the Economy	Probability of Occurrence	Rate of Return
Boom	0.50	45 %
Normal	0.30	15 %
Recession	0.20	- 20%

What is the expected return and standard deviation of return?

B) Calculate systematic and unsystematic risk from the following:

Security Return	10	12	8	9	10	11	9	7	8
Nifty Return	11	13	9	9.5	11	11.5	8	7.5	7

MARKETING RESEARCH AND CONSUMER BEHAVIOUR
MBA-M-3005
(ALL SECTIONS OF MARKETING : BI/RM/IT/IM/PM/HM)

- Note:** (i) *Question Paper contains SIX Questions*
(ii) *All questions carry equal marks*
(iii) *Students are required to attempt ANY THREE QUESTIONS*

1.a.	Define consumer behavior	2
b.	Taking an example of a product from your respective branch discuss the consumer decision-making process.	5
i	Mobile payment gateways (Banking and Insurance)	
ii	Online retail store (Retail management)	
iii	Online mail services (IT and Telecommunication)	
iv	Buying an flat from a builder in UT (Infrastructure management)	
v	Online pharmacy (Pharmaceutical /Hospital management)	
2.a.	What is a 'situation'? Why is it important for the marketing managers to understand situational influences on purchasing behavior?	2.5
b.	Explain the following	2.5
i	Social surroundings	
ii	Temporal perspective	
iii	Task definition	
3.a.	What is motive?	1
b.	Describe each level of Maslow's hierarchy of needs with suitable examples	4
4.a.	What is meant by exposure? What determines which stimuli an individual will be exposed to? How do marketers utilize this knowledge?	3
b.	What is zipping, zapping and muting? Why are they a concern to marketers?	2
5.	How might the knowledge of the personality be used to develop an advertising campaign for the following	5
a.	Iphone	
b.	Economics times(Newspaper)	
c.	Instant noodles	
d.	Phulkari (Local handicraft of Punjab)	
e.	Organic vegetables	
6.	Design a newspaper advertisement for a coffee shop at sector 17 Chandigarh. Discuss the following elements of the advertisement	
a.	Color of the logo, text and images	2
b.	Types of images used	1
c.	Content used	1
d.	Size and placement of the advertisement	1

Supply Chain Management
MBA-3RD SEMESTER MID-TERM EXAMINATION
(MBA-O-3017)

MM:15

Time: 2 hours

Note: (i) *Question Paper contains **SIX** Questions*
(ii) *All questions carry equal marks*
(iii) *Students are required to attempt **ANY THREE QUESTIONS***

Q.1 Define supply chain management. Identify the key drivers of supply chain management.

Q.2 What challenges and opportunities have emerged for the supply chain managers in this COVID 19 pandemic situation? Explain this in context of organizations in your respective sector.

Q.3 Explain the seven “R” principal as applied to customer relationship management. How does this impact the processes in supply chain of a particular organization?

Q.4 Explain the role and scope of logistics management as an essential component of supply chain management.

Q.5 Write a detailed note on the impact and relationship of logistics management with other functions of an organization.

Q.6 Write short notes on:

1. Third and fourth party logistics players
2. Purchase cycle.