

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

**Franchising Management MBARM-3003
Retail Management – 3rd Semester**

Time: 2 Hours

Maximum Marks:15

Attempt any three questions.All questions carry equal marks.

Q1.Using the example of McDonald's In India explain the challenges in Franchising. (5)

Q2.Explain the type of franchise model for each in detail in India –

- i. Dominos
- ii. McDonald's
- iii. Subway (5)

Q3.Explain the financial aspects that need to be kept in mind from the point of view of both the franchisor and the franchisee. Mention the relevance of each aspect. (5)

Q4.Mention the steps needed to check the feasibility of a franchise. (5)

Q5.Why franchising is a sought after entry mode for international brands in India? (5)

Q6. Compare and contrast the pros and cons of entering through franchising or thru company opened stores. (5)

Management of Clinical and Super-specialty Hospitals

MBAHM-3003

Hospital Management – 3rd Semester

Time: 2 Hours

Maximum Marks:15

Attempt any three questions. All questions carry equal marks.

Q.1 Write a detailed note on the design, layout, functions and challenges in managing an Out Patient Department of a multi/super specialty hospital.

Q.2 Explain the salient features of an operational and functional plan for the management of emergency department of a super specialty hospital. What are the management challenges that you should be aware of, and how will you handle them?

Q.3 Write short notes on:

1. Zoning in operation theatre complex
2. Management issues in Laboratory department

Q.4 How are the medical equipment classified? Explain in detail the steps involved in utilization survey for hospital equipment.

Q.5 Explain in brief, the functions and management issues involved in:

1. Physical medicine department
2. Labor and delivery suite

Q.6 The cardiac catheterization lab in a hospital is a profit center, but has to be managed well to remain so. Explain this statement, with special reference to inventory management in catheterization lab.

MBA-3RD SEMESTER MID-TERM EXAMINATION
MANAGEMENT OF BANKING SERVICE OPERATIONS
(MBA-BI-3003)

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 “Indian banking sector has witnessed ever changing scenario since independence of the country.” Comment upon the changing nature of Indian banking industry.

Q: 2 Discuss major issues and challenges faced by Indian banks particularly after second generation financial sector reforms.

Q: 3 What is the need of CRM in banking sector?

Q: 4 Examine responses of banks with newer services citing real time examples.

Q: 5 Define e-banking. Discuss the latest trends in e-banking.

Q: 6 “The emergence of information technology has resulted in the introduction of several technological advancements in the industry.” Comment upon the usage and challenges of information technology in banks.

FINANCING OF INFRASTRUCTURAL PROJECTS

Paper Code: MBAIM-3003

Max. Marks= 15

Attempt three questions in all.

Q1). Describe the scenario of Insurance & Pension Funds as sources of Infrastructure Finance in India. Examine the major issues with regard to financing Infrastructure in India.

Q2). Describe the regulations regarding Real Estate Investment Trusts and Infrastructure Investments Trusts for funding Infrastructure Finance in India.

Q3). Offer a critical analysis about the role of specialized Infrastructure Financing Institutions in funding Infrastructure requirements of India.

Q4). Examine the various key contractual parties involved in structuring an Infrastructure project committed to be funded via Project Finance.

Q5). Write short note on followings:

a). Off-Balance Sheet Financing vis-à-vis Balance Sheet Financing

b). Project Finance vis-à-vis Corporate Finance **(2.5*2=5M)**

Q6). Describe the role of multilateral institutions in infrastructure financing. **2.5**

b). Define and differentiate 'Brown Field Investments' from 'Green Field Investments'. **2.5**

Mid Semester Test

Subject: IT & Telecommunications Regulations & Policies Time: 3 Hrs

Paper Code: MBAIT-3003

M.M: 15

Note: Attempt any three questions in total. All questions carry equal marks.

Q1: What is Spectrum management? Which organizations play an important role in managing and auctioning of spectrum? What are the steps of spectrum auction?

Q2: What are Value Added Services? Name any five VAS.

Q3: What is Mobile Number Portability? What is the procedure for Mobile Number Portability from one network provider to another?

Q4: What is the consumer protection and redressal authority in India? How consumers can file their complaints online?

Q5: What are intelligent networks? How intelligent networks can contribute to the growth and development of a nation? Explain with a suitable example.

Q6: Write short notes on:

(a) Green Telecom

(b) NGN

(c) IPv6

(d) Net Neutrality

MID SEMESTER TEST DECEMBER,2020

MBA (Pharmaceutical Management) III Sem

Paper Code: MBAPM3003 Title: PHARMACEUTICAL MARKETING

Max Marks: 15

Time: 2 Hrs

Note: Attempt ANY THREE questions. Each question is of 5 marks

- 1) Outline salient features of various concepts of marketing as are applicable for the pharmaceutical products. Which concept is most applicable in Indian context? Give illustrations in support of your answer.
- 2) What are the tasks performed by the pharmaceutical marketing manager? Elaborate. Do you think these tasks have undergone change in view of the emerging tools of digital marketing?
- 3) Critically examine the distinguishing features of BCG group matrix, as applied for pharmaceutical in marketing. Give examples.
- 4) Explain relative advantages and disadvantages of various bases of segmenting markets for pharmaceutical products. Give illustrations in support of your views
- 5) Outline alternative approaches to positioning a pharmaceutical product, by citing examples.
- 6) Describe features of competitive structure of the pharmaceutical industry in India. Recommend ways to undertake competitive analysis, with examples.
