UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES

PANJAB UNIVERSITY CHANDIGARH

PAPER: LIFE AND GENERAL INSURANCE (Code: BI-3004)
CLASS: BANKING AND INSURANCE 3RD SEM

Maximum Marks 15   **Time Allowed 2 hours**

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

Q1. Explain the coverage of private car under a Motor Insurance policy.

Q2. Explain the claim settlement procedure under Cashless Health Insurance policy.

Q3. Explain disablement and its types under Personal Accident Insurance policy

Q4. Explain Hospitalization Indemnity policy.

Q5. Explain the points of coverage and add-on covers under a Fire Insurance policy.

Q6. Explain the underwriting procedure for Personal Accident Insurance policy.

PAPER: MANAGEMENT OF SUPPORT SERVICES IN HOSPITALS (MBAHM-3004)

Maximum Marks: 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***

1. What is significance of Marketing and Public Relations department in creating and sustaining brand image of a hospital.

2. Write short notes on the following:
    a) Functions of C.E.O of Hospital.
    b) Professional Service Unit.

3. How will you plan and manage Nursing services for a 500 bedded multi-speciality hospital? Discuss in detail.

4. Short Notes:
    a. Admitting Department
    b. Importance of Medical Records for various stakeholders of Hospitals.

5. How does the CSSD help in preventing and containing the cross-infection or nosocomial infection in hospitals, describe the process involved in it.

6. Discuss the Objectives, functions, space requirements, design and characteristics of a good hospital pharmacy

Maximum Marks: 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

1. Define a Brand and differentiate between brand and product with examples. Enumerate various things which can be branded.

2. Write short notes on the following:
   a) History and development of branding.
   b) Strategic Brand Management Framework

3. Discuss in detail various elements and models of brand identity.

4. Short Notes:
   a. ZMET
   b. Explain any five brand logos/names in detail.

5. Differentiate Brand Image and Brand Identity. What is role of metaphors in creation of brand image?

6. "Brand personality is carrier of brand identity", do you agree with this statement? Why? Discuss in detail any two scales on which personality can be measured.

PUBLIC PRIVATE PARTICIPATION IN INFRASTRUCTURE SECTORS

Paper Code: MBAIM-3004   **Max. Marks= 15**

Attempt three questions in all.

Q1). Define and describe the term 'PPP'. Explain in detail rationale and importance of PPPs.

Q2). Examine in detailthe Indian Perspective of PPP. What are the opportunities lying ahead in India for PPPs across various value chains.

Q3). Write in detail about the essentials for a robust PPP framework in context to India.

Q4). Examine in detail the factors determining PPPs.

Q5). Describe in detail PPP Policy and Institutional framework at the Central Government Level. Offer some suggestions to improve the legal and institutional framework of PPPs at central level taking cues from the pioneer states like Gujarat and Andhra Pradesh.

Q6). Discuss the incentives for private players for collaboration in PPPs for developing Infrastructure**.**

Mid Semester Test

Subject: Big Data Technology   **Time: 2Hrs**

Paper Code: MBAIT-3004   M.M: 15

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

Q1: What is big data? Explain its scope and importance in Business Management with a relevant example?

Q2: "Four Vs are the pillars of Big data". Comment on this statement and explain with an example.

Q3: What is Hadoop and how is it important for Big data? What are its characteristics and architecture?

Q4: What is the relevance of Big data in today's technological aspect? What is the concept of HDFS and MapReduce?

Q5: What is the importance and working of Name Node, Secondary Name Node and Data Node? Explain with an example.

Q6: What are the Google's contributions to Big Data processing? How does Hadoop differ from a traditional file system? Explain with a relevant example.

Time -2hrs   **Max Marks: 15**

All questions carry 5 marks. Attempt any 3 out of 6 questions.

Q1. Describe the role of visual merchandising in today's competitive environment.

Q2.What are the various challenges in Visual Merchandising? Discuss the strategies used to overcome these challenges.

Q3. Explain the different principles of core design strategies?

Q4. What are the different areas of Visual Merchandising where marketers have to focus?

Q5. Briefly discuss the history of Visual Merchandising.

Q6. What are Mannequins? Explain their alternatives used in visual merchandising of stores.