

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

**END TERM EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –3rd SEMESTER -
FEBRUARY, 2021**

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 24.
- 6) Timing of Examinations are 10.00 a.m. to 1.00 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 9) The candidate will be required to submit a single PDF file of his/her answer sheet from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/DfXpSzGZSsd8Lj3Z8> within 90 minutes from completion of examination i.e. till 2.30 p.m. on the day of examination.

**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
FEBRUARY/MARCH 2021**

PAPER TITLE: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

PAPER CODE: MBA-F-3009

MAX. MARKS:50

TIME: 3 HOURS

Note: 1. Attempt five questions in all, Selecting at least one question from each unit/section. All questions carry equal marks.

2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.

SECTION – A

1. 'Investment and speculation are somewhat different and yet similar in certain respect.' Explain. Also discuss how gambling is different from investment and speculation.
2. 'Investment alternatives range from financial securities to traditional non-security investment.' Elucidate.
3. Can a series of historical stock prices or rate of return be an aid in predicting future stock prices or rates of return? Discuss.

SECTION – B

4. 'Industry life cycle exhibits the status of the industry and gives the clue to entry and exit for investment'. Elucidate.
5. (a) Differentiate between fundamental analysis and technical analysis
(b) Critically examine Dow Theory.

SECTION – C

6. Define Markowitz diversification. Explain the statistical method used by Markowitz to obtain the risk reducing benefit.
7. Explain the CAPM theory and its validity in the stock market.
8. How can an investor earn riskless arbitrage? Can the arbitrage exist forever in the market?

SECTION – D

9. 'Formula plans help the investor to overcome being emotionally attached to the stock.' Explain.
10. Discuss in detail relative valuation techniques.

**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
FEBRUARY/MARCH 2021**

**PAPER TITLE: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
PAPER CODE: MBA-H-3013**

MAX. MARKS: 50

TIME: 3 HOURS

**Note: 1. Attempt five questions in all, Selecting at least one question from each unit/section. All questions carry equal marks.
2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.**

Section A

- Q1. What are the key considerations that determine the approach of staffing in international organisations?
- Q2. How does understanding and practice of International HRM provide competitive advantage to global organisations?

Section B

- Q3. Why is expatriation a critical decision for organisations? Discuss the common problems faced by expatriates moving to and working in international locations.
- Q4. Design a pre-departure training programme for a team of expatriates to be sent to an international assignment shortly.
- Q5. Discuss the measures that organisations can follow in order to compensate their employees fairly and adequately.

Section C

- Q6. Explain the contribution made by Hofstede in understanding values across cultures
- Q7. How do organisations such as ILO and WTO influence the industrial relations globally?
- Q8. State the critical issues in managing and appraising the performance of employees in multinational organisations.

Section D

- Q9. What according to you are the International HRM challenges faced by organisations? Discuss with specific focus on organisations from your respective sectors.
- Q10. Compare and contrast the HRM practices of Indian and Japanese organisations.

**END TERM & REAPPEAR EXAMINATION, MBA (SECTORAL) 3rd SEMESTER,
FEBRUARY/MARCH 2021**

PAPER TITLE: Marketing Research and Consumer Behaviour

PAPER CODE: MBA-M-3005

MAX. MARKS: 50

TIME: 3 HOURS

Note: 1. Attempt five questions in all, Selecting at least one question from each unit/section. All questions carry equal marks.

2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.

SECTION – A

Q1) “The study of consumer behaviour is important for the formulation of a sound marketing strategy.” Do you agree with the statement? Justify your stance.

Q2) Explain the impact of situational analysis on consumer behaviour. Substantiate your answer with suitable examples.

Q3) Write notes on

- a) Post purchase dissonance (b) Need Identification in consumer decision making process

SECTION – B

Q4) “There is no need to understand consumer behaviour in case of low involvement products.” Do you agree with the statement? Justify your answer with the help of suitable examples.

Q5) Explain the various factors that influence consumer behaviour.

Q6) Write notes on

- (a) Family influence on consumer behaviour
(b) Consumer behaviour in adapting new products

SECTION – C

Q7) Is marketing research devoid of ethical issues? Give suitable examples while explaining your stance.

Q8) Write a detailed note on research design formulation.

SECTION – D

Q9) How is marketing research used in developing new products?

Q10) What is sales forecasting? In your opinion, is it possible to segregate methods of sales forecasting into ‘more reliable’ and ‘less reliable’ methods? If yes, how? If no, why not?

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PAPER TITLE: SUPPLY CHAIN MANAGEMENT

PAPER CODE : MBA-O-3017

MAX. MARKS:50

TIME: 3 HOURS

**Note: 1. Attempt five questions in all, Selecting at least one question from each unit/section.
All questions carry equal marks.**

2. Suitable illustrations from your sectoral area of specialization may be quoted in support of your answer for each question.

SECTION – A

1. What is Physical Distribution Management (PDM)? Why is PDM considered to be a critical area of overall supply chain management? Discuss the system or 'total' approach to PDM in detail.
2. Explain clearly the meaning of "World-Class" in World-Class Supply Chain Management (WCSCM). What are the features of World-Class Companies ? Give your answer highlighting different characteristics pertaining to management level, quality control, operations/production and technological advances.
3. "There are many possible structures for supply chain, but the simplest view has materials converging on an organisation through tiers of suppliers and products diverging through tiers of customers." Elaborate.

SECTION – B

4. When Christopher says that "Supply chains compete, not companies" what exactly does he mean ? Evaluate this statement from the cost point of view.
5. Why is the location of warehouse important for the SCM? Discuss some methods for determining the location of the warehouse.

SECTION – C

6. "In the era of outsourcing, third party logistics can add value to existing supply chains." Explain this statement with examples.
7. Explain how a company can select a third party logistics (3PL) firm on the basis of
 - a. Customer orientation
 - b. Level of specialization
 - c. Asset ownership status
 - d. Price of the service

SECTION – D

8. What are the essential difference's in the Supply Chain Management of Products vs. Services? Discuss the application of Supply Chain Management principles in Financial Services.
9. How can traditional book, music, television and film industry react to new distribution technologies to enhance customer value delivery?
10. Describe the framework and note for supply chain in E- Business and B2B practices.