

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

**MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –
4 SEM-MAY, 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 16.
- 6) Timing of Examinations are 2.30 p.m. to 4.30 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) **YOU ARE REQUIRED TO ATTEMPT THE ANSWERS IN YOUR OWN HANDWRITING IN BLUE/BLUE BLACK PEN.**
- 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/QqMYxbr1rP9wArRu6> within 90 minutes from completion of examination i.e. till 1.30 p.m. (for Morning Session exam.) and till 6.00 p.m. (for Evening Session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 4TH SEMESTER(RETAIL MANAGEMENT), MAY
2021**

PAPER TITLE: MARKETING OF SERVICES

PAPER CODE: MBA-RM-4008

MAX. MARKS:15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5.All questions carry equal marks.

Q1	Discuss what a service product is and how it is different from the traditional product. Enumerate the different components of service offering with the help of an example.	5
Q2.	Discuss the various elements of the servicescape. Using your own experiences . give examples of times when you have been affected cognitively, emotionally and physiologically by elements of the servicescape.	5
Q3.a.	Explain how companies identify attractive market segments and choose a market coverage strategy.	3
b.	You are launching a new budget hotel chain in India. What will be your target market and how will you position the hotel vis-à-vis the competitors present in the market.	2
Q4.a.	What is the significance of managing the blueprinting process in a service firm.	2
b.	You plan to set up an online retail website which offers fresh fruits and vegetables. What are the service process issues that you must consider while starting the business. Design the same in the form of the flowchart.	3
Q5.	Write short notes on	
a.	High contact and low contact services	2.5
b.	Service process mix	2.5

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**MID TERM EXAMINATION OF MBA 4th SEMESTER (BANKING & INSURANCE
MANAGEMENT), MAY 2021**

PAPER TITLE: MARKETING OF FINANCIAL SERVICES

PAPER CODE: MBABI - 4008

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

Q.1 Explain various methods available with financial service providers for market segmentation. Give illustrations in support of your answer.

Q.2 How relationship marketing helps financial service providers in maintaining customer loyalty and long-term engagement?

Q.3 What are the factors influencing consumer behaviour in financial services sector?

Q.4 Discuss various communication challenges faced by financial service providers in India.

Q.5 'The foundations of pricing strategy can be described as a tripod, with costs to the provider, competitors' pricing, and value to the customer as the three legs.' Elaborate.

University Institute of Applied Management Sciences,
Panjab University, Chandigarh
Mid Semester Test 2021

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**MID TERM EXAMINATION OF MBA 4th SEMESTER(IT & TELECOM. MGT.), MAY
2021**

PAPER TITLE: IoT FUNDAMENTALS

PAPER CODE: MBAIT-4008

MAX. MARKS: 15

TIME: 2 HOURS

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

Q1:How IoT can contribute towards Digitization? Why convergence of IT and OT is important?
How implementation of IoT is challenging? Explain with a relevant example.

Q2: Explain IoT Network Architecture and Design in detail.

Q3:Differentiate between Sensors, Actuators, and Smart Objects. What is a Wireless Sensor
Networks? Explain with an example.

Q4:What are the various technologies for connecting Smart Objects? Explain each of them with an
example.

Q5:Write Short notes on:

- a) LoRaWAN
- b) NB-IoT
- c) Other LTE Variations

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**MID TERM EXAMINATION OF MBA 4th SEMESTER (INFRASTRUCTURAL MGT.),
MAY 2021**

PAPER TITLE: EMERGING ISSUES IN INFRASTRUCTURAL MANAGEMENT

PAPER CODE: MBA-IM-4008

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

Q1). Define and describe 'Remote Infrastructure Monitoring and Management'. Examine its application in various sectors.

Q2). Describe the concept of 'Unbundling reforms in electricity sector in India' stating its various types and potential benefits attached with these reforms.

Q3). "The immediate and main challenge facing the oil and gas industry is not the availability of oil and gas resources, but putting these reserves into production and delivering the final products to consumers at the minimum cost possible". How can Supply chain management (SCM) play a role in accomplishment of afore-mentioned objective? Offer some ways to improve SCM in Oil and Gas sector.

Q4). Describe 'Sustainable Societies' citing ways to progress towards 21st century's sustainable societies.

Q5). Define the term 'Smart Cities' citing its key aspects. Examine in detail the objectives and impediments in implementation of smart city mission of government of India.

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MID TERM EXAMINATION OF MBA 4th SEMESTER, MAY 2021

PAPER TITLE: HEALTH INSURANCE

PAPER CODE: MBAHM 4008

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

1. Define insurance and two laws governing it. Discuss in brief the principles of insurance.
2. Differentiate between individual, floater and group health insurance policies.
3. Highlight the special problems in health insurance and solutions for the same.
4. Write short notes on:
 - a. Cradle care insurance
 - b. Critical care insurance
5. Write short notes on:
 - a. Cancer insurance
 - b. Mediclaim Scheme

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MID TERM EXAMINATION OF MBA 4th SEMESTER, MAY 2021

PAPER TITLE: ADVANCED SUPPLY CHAIN MANAGEMENT

PAPER CODE: MBAPM 4008

MAX. MARKS: 15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

1. What are principles of material handling? Discuss about advantages of material handling.
2. How can an organisation gain competitive advantage through supply chain management? Explain.
3. Discuss in detail the process view of supply chain.
4. Write short notes on:
 - a. JIT
 - b. VMI
5. Write short notes on:
 - a. Bullwhip Effect
 - b. Responsive Supply Chain