

# UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES

## 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 10.00 a.m. to 12.00 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.**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 10) 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/U7b4ZJhXLKtzJLoK9> within 90 minutes from completion of examination till 1.30 p.m. (for Morning Session exam.) on the day of examination.
- 11) The candidate will be required to **submit his/her attendance** on the Google Form link <https://forms.gle/82VjXp8FBGT9rnuWA> upto 10.30 a.m. (Morning session exam.) on the day of examination.

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**MID TERM EXAMINATION OF MBA 4<sup>st</sup> SEMESTER, MAY 2021  
FUNCTIONAL SPECILIZATION: FINANCE**

**PAPER TITLE: CORPORATE VALUATION**

**PAPER CODE: MBARM-F-4012**

**MAX. MARKS: 15**

**TIME: 2 HOURS**

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

Question 1. Explain in detail the bottoms-up approach of determining cost of equity?

Question 2. How to determine Degree of Operating Leverage and Degree of Financial Leverage?

Question 3. What is regression beta? How to we calculate regression beta?

Question 4. Explain the process of determining growth rate in EBIT in cash flow based model?

Question 5. Explain the process of determining growth rate in Net Income in earnings based

model?

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**MID TERM EXAMINATION OF MBA 4<sup>th</sup> SEMESTER, MAY 2021  
FUNCTIONAL SPECIALIZATION: HUMAN RESOURCE**

**PAPER TITLE: INDUSTRIAL RELATIONS AND LABOUR WELFARE**

**Paper Code: MBA-H-4014**

**MAX. MARKS: 15**

**TIME: 2 HOURS**

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

Q.1 Discuss in brief functions of Trade Unions, its approaches and structures of Trade Unions.

Q.2 What is Collective Bargaining. Explain the process of Collective Bargaining along with various negotiation techniques.

Q. 3 Explain in brief the causes and settlement of Industrial Dispute.

Q.4 Explain in brief Grievance Redressal Machinery in India .

Q.5 Write a short note on Disciplinary Action and Domestic Inquiry.

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**MID TERM EXAMINATION OF MBA 4<sup>st</sup> SEMESTER, MAY 2021  
FUNCTIONAL SPECILIZATION: MARKETING**

**PAPER TITLE: Industrial and Rural Marketing**

**PAPER CODE: MBARM-M-4010**

**MAX. MARKS:15**

**TIME: 2 HOURS**

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

Q1.What are rural markets? Discuss the potential reasons why companies have realized “Fortune lies at the bottom of the Pyramid”.

Q2. Define rural marketing? How has rural marketing evolved, discuss with suitable examples.

Q3.Quoting suitable examples discuss the buying characteristics of the Indian Rural Consumers.

Q4.Comment on the various types of product strategies applied in the Indian rural markets. Give suitable example of a successful product strategy.

Q5.Design a suitable rural product depending on your field. Discuss the pricing and promotion strategies you plan to adopt in the rural market of your choice.

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**MID TERM EXAMINATION OF MBA 4<sup>th</sup> SEMESTER, MAY 2021  
FUNCTIONAL SPECIALIZATION: OPERATIONS**

**PAPER TITLE: ENTERPRISE RESOURCE PLANNING**

**PAPER CODE:MBA-O-2016**

**MAX. MARKS:15**

**TIME: 2 HOURS**

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

Q1a.	ERP systems represents th a collection of the best business practises. Expalin the concept and how it enables business process reingeneering.	2.5
b.	What are the typical business process workflows in an organizations. Explain each with suiatble examples.	2.5
Q2.	Discuss the five pillars of ERP-II.	5
Q3	Write short notes on the following	
a.	World class funcationalies expected in an ERP solution.	2.5
b.	Modules of ERP solution	2.5
Q4	A supermarket(daily household needs) with 10 branches in Chandigarh is planning to buy ERP solutions. The CEO of the firm has hires you as an ERP consutant for drafting of a Requirment Definition Study (RDS) Document and Selecting the ERP.  a. Prepare a flowchart of the activities, the firm should follow to complete the RDS document.  b. Discuss the criterias , firm should consider for shortlisting an ERP.	5
Q5	Discuss the various implementation plan for ERP.	5