

OP JINDAL UNIVERSITY, RAIGARH (C.G.)
END SEMESTER EXAMINATION, JANUARY 2023



Program Name: **MBA**

Program Code: **02PG010**

Time: 3 Hrs

Semester: **3rd**

Max. Marks: 100

Course Code: **FIN- 303**

Course Name: **Investment Banking**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	State the role of Investment Banking.	10	CO1	KL2
	b.	Describe the meaning of the Merchant Bank and its services.	10	CO1	KL2
OR					
2	a.	Differentiate the – 1. Investment Banking and Commercial Banking 2. Investment Banking and Merchant Banking	20	CO2	KL1
	b.	Write the short note on – 1. Intermediaries in a Stock Market 2. Portfolio Manager	10	CO4	KL1
Section B (Unit-II) (20 marks)					
3	a.	List the important facts about the depository.	10	CO3	KL1
	b.	Identify the needs of depository and services provided by a depository.	10	CO3	KL2
OR					
4	a.	Write short note on – 1. Depository System 2. Depository Participants	10	CO3	KL3
	b.	How can one convert physical holding into electronic holding i.e. how can one dematerialise securities?	10	CO3	KL1
Section C (Unit-III) (20 marks)					
5	a.	Evaluate the different types of home loans.	10	CO2	KL4
	b.	Write the short note on Non-Banking Financial Institutions.	10	CO2	KL1
OR					
6	a.	Examine the procedure, types of loan offering and Interest rate of any two form the following Institutions and banks – 1. HDFC Housing Finance 2. LIC Housing Finance 3. PNB Housing Finance Limited 4. L & T Housing Finance Limited	10	CO2	KL3
	b.	What are the different types/categories of NBFCs registered with RBI?	10	CO2	KL1
Section D (Unit-IV) (20 marks)					

7	a.	Explain about the following terms (with example) – a. Lease, b. Lesser, c. Lessee, d. Financial Lease, e. Domestic Lease	10	CO4	KL2
	b.	State the meaning and features of Hire Purchase.	10	CO3	KL2
OR					
8	a.	Discuss on Process and types of Leasing.	10	CO4	KL3
	b.	State the Advantages and disadvantages of Lease Financing.	10	CO3	KL2
Section E (Case Study)-1(20 marks)					
9	a.	Prepare case study on Housing Finance based on Indian Financial Institution or Bank.	20	CO4	KL4
OR					
10	a.	Describe any one topic from the followings – a. Investment Banking and its services in India b. State the role of Merchant Banks in India c. RBI Guide line for Housing Finance d. Depository System in India	20	CO2	KL2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA** Program Code: **02PG010** Time: **3 Hrs**
Semester: **3rd** Max. Marks: **100**
Course Code: **OM- 302** Course Name: **Total Quality Management**

Answer any one question from each section

All questions carry equal marks

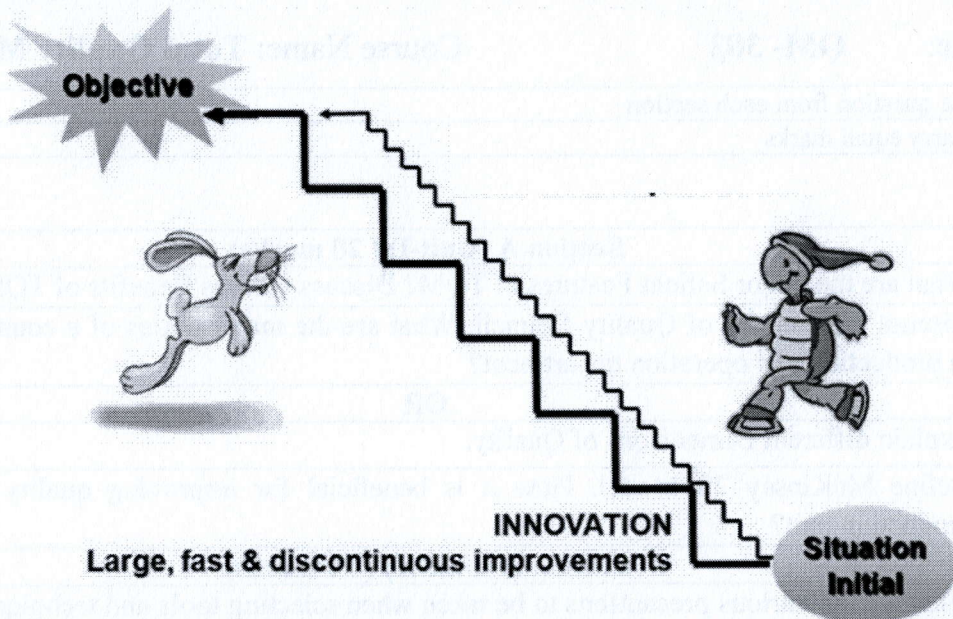
		M	C	KL	
		O			
Section A (Unit-I) (20 marks)					
1	a.	What are the major Salient Features of TQM? Discuss various Benefits of TQM.	5*2	1	3
	b.	Discuss the concept of Quality Council. What are the major duties of a council in production and operation department?	10	1	3
OR					
2	a.	Explain different Dimensions of Quality.	8	1	2
	b.	Define McKinsey 7S Model. How it is beneficial for improving quality in production unit?	12	1	2
Section B (Unit-II) (20 marks)					
3	a.	What are the various precautions to be taken when selecting tools and techniques for total quality management? Discuss various reasons for failure of tools and techniques	10	2	2
	b.	Discuss any two of the following from TQM perspective- ➤ Check sheets/tally sheets ➤ Histograms ➤ Scatter Diagram ➤ Stratification	5*2	2	3
OR					
4	a.	Define Pareto analysis in detail.	5	2	1
	b.	Elaborate the concept of quality circle. Discuss its advantages and disadvantages.	15	2	3
Section C (Unit-III) (20 marks)					
5	a.	What does sigma indicate in 6sigma concept? Explain the relevance of 6σ in modern production model.	10	3	2
	b.	Discuss various phases of DMAIC methodology of 6σ.	10	3	3
OR					
6	a.	Define benchmarking. Discuss various types of benchmarking in detail.	10	3	2
	b.	How Control Charts are significant for quality assurance? Discuss type I and type II errors of production.	10	3	3

Section D (Case Study)-1(20 marks)

7	Elaborate the concept of PDCA cycle. Examine various phases for start up.	20	4	2
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OR

8	Identify and elaborate the following management concept for improving the quality in manufacturing and service sector. Discuss its various advantages and disadvantages.	20	4	2
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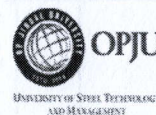
Section E (Case Study)-2(20 marks)

9	Define Quality Assurance. If a company want to apply the quality assurance in production unit, discuss various internal and external benefits which need to be taken into consideration for proper application.	20	1	3
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OR

10	Compare the concept of quality control and quality assurance from different perspectives in production and operation department of a manufacturing firm.	20	1	2
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OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA** Program Code: 02PG010

Time: 3 Hrs

Semester: **3rd**

Max. Marks: 100

Course Code: **HRM 303** Course Name: **International Human Resource Management**

Answer any one question from each section					
All questions carry equal marks					
			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Why is a greater degree of involvement of HR managers in employees' personal lives inevitable in many international HRM activities? What all activities HR dept. must look after for an employee selected for international assignment?	10	CO2	2
	b.	Matt and Sam are co-owners of a company that has an entirely integrated global strategy. They need to hire employees that will run their day-to-day activities. Which would be the best staffing strategy they should use & why? What are the five challenges for International Staffing and how you can overcome them?	10	CO4	3
OR					
2	a.	To operate in an international environment is more complicated than domestic environment. What are the factors that moderating differences between domestic and international HR?	10	CO1	1
	b.	Explain the reasons for expatriate failures. How would you personally prepare an expatriate for an international assignment? Discuss in detail.	10	CO1	1
Section B (Unit-II) (20 marks)					
3	a.	Discuss the factors considered for expatriate selection? What are the advantages of accepting an international assignment for an employee?	10	CO2	2
	b.	What are the factors that determine as to from which country the staff are selected-PCN or HCN or TCN? What are the pros & cons of all the three sources?	10	CO2	2
OR					
4	a.	What skills in an employee are needed for working internationally and in an HR manager for managing people (HRM) internationally? Discuss in detail?	10	CO2	2
	b.	Is there a universally accepted philosophy as to which national should be selected to a multinational? What are the advantages and disadvantages of four approaches of selecting staff ?	10	CO3	3
Section C (Unit-III) (20 marks)					
5	a.	How long does cross-cultural training last? Discuss on the basis of training rigor & techniques used.	10	CO3	3
	b.	Sandeep has just joined the Bangalore office of a New York based MNC. As part of his training he will be spending 3 months in the US, but has already been assigned to a team with members in New York, Tokyo and Bangalore. Sarah, the New York based project manager, has scheduled a teleconference meeting for Tuesday. Sandeep will be traveling to Delhi to get his US visa over the meeting time. Here's their conversation... Sarah: Can we do the teleconference tomorrow, 7 pm for you, or should we	10	CO4	3

		wait until you get back? Sandeep: Better if we can wait, but I can do it if you like –if it’s necessary. Sarah: Do you want to postpone it? Tell me, yes or no? Questions to answer Q1. What cultural and/or personality traits are influencing the communication? Q2. What is Sarah likely to be thinking/feeling? Q3. What is Sandeep likely to be thinking/feeling?			
OR					
6	a.	Mention two advantage & two disadvantage of multicultural teams. Do they tend to perform better or worse than monoculture teams? Explain your answer.	10	CO1	1
	b.	What are the important considerations when determining the timing and delivery of a Cross-Cultural Training program and why?	10	CO1	1
Section D (Unit-IV) (20 marks)					
7	a.	Air Canada has had a difficult relationship with its unions in the past. What can management and labor do to increase the chance that the two groups will work together more smoothly in the future?	10	CO4	3
	b.	What are the four ways labor relations strategies are available to management? What are the three phases of the labor relations process?	10	CO3	2
OR					
8	a.	How is labor relations used to establish an effective and efficient relationship between employees, union representatives and the organization?	10	CO2	2
	b.	Given what you have learned about employee relations and labor relations, explain whether it is possible for an HR practitioner to be an effective advocate for both employees and the organization at the same time? Why or why not?	10	CO3	2
Section E (Unit-V) (20 marks)					
9	a.	When does Repatriation occur? What are the challenges faced in re-entry by the employee and the HR manager?	10	CO2	2
	b.	Rajesh Software Limited is a fast growing software company in India. It defines, designs and delivers technology-enabled business solutions to its clients. It has a global presence through strategic alliance with leading technology providers located in different parts of the world. In fact, it conducts its global operations through its 22 overseas offices located in countries like the USA, UK, Australia, China, Poland, South Africa, the Philippines and Argentina. The company has 15,000 employees, of which 3200 are expatriates on an international assignment at any point of time. It has an international HR division as part of the well-developed HR department to prepare, expatriate and repatriate the employees linked to foreign assignments. The HR department of this company is managed by Mr. Pranav Kumar, director (HR). The International Human Resource (IHR) division, headed by AGM (IHR) Mr. Srinivas Patel, is responsible for identifying, training, orienting and compensating the expatriate employees. It is also responsible for evaluating the performance of the expatriate on overseas missions. Since Rajesh Software gets a sizeable portion of its income from overseas operations, it has spent a considerable amount of time and resources to develop a global HR system. Yet, the international division of this company faces a few specific problems like high employee attrition among expatriates and a high cost of maintaining them	10	CO4	3

	<p>on international assignments. An employee satisfaction survey conducted among the expatriates revealed employee dissatisfaction over performance evaluation and pay differences. Some of the expatriates complained that the IHR division was ignoring the dissimilarity in the expatriate assignments and foreign situation while evaluating the performance of the expatriate employees in the same positions posted to different countries. As such the international performance management tools have failed to recognize the country-or-region-specific difficulties in job performance. Another major problem associated with the expatriate assignment is the high cost of maintaining expatriates on overseas jobs. Rajesh Software estimated that the cost of using local employees. The management also felt that the expatriates often overemphasized short-term results rather than the necessary long-term results since they were aware that they would be working in the foreign assignment only for a few years. The management sought the view of the HR department about the expatriate problems and instructed it to develop strategies to surmount them. The HR department forwarded the letter to the IHR division for its views and responses. Mr. Patel, in his reply, defended both the performance evaluation system for expatriates and the practice of deputing parent-country employees. Regarding performance evaluation, he maintained that a cross-section of the employees, including expatriates, was consulted while designing the international performance standards and evaluation techniques. Thus, the international performance management system was objective and comprehensive. As regards, the high cost associated with the expatriate employees, he wanted the present system to continue in the future despite managerial vacancies. According to him, the expatriate system enabled the company to have a better and direct control over the foreign branches. When his response was placed before the management, there was a sense of disappointment among the top managers. This was because the response from IHR division was devoid of any concrete solution. Understandably, the management was seriously pondering its next move.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1) What is your understanding of the seriousness of the problem faced by Rajesh Software Limited in its overseas operations? 2) What is your opinion about the response of the IHR division to the queries raised by the management? 3) Accordingly to you, what should the management do now to address the problems of high attrition and cost in international operations? 				
OR					
10	a.	What issues in an international assignment does female expatriate may face & why? What issues HR manager may face selecting female employee for international assignment and what strategies you suggest to resolve those issues?	10	CO2	2
	b.	In view of significant level of expatriate failure, what precautions would you take as an international HR manager in selecting expatriate staff? How do willingness to move, length of assignment and work-related factors impact on expatriate's success in foreign assignment?	10	CO3	2

Course Code: 02PG010

O P JINDAL UNIVERSITY
MBA III Semester Regular Examinations
Personal Financial Planning-Minor



Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	Explain SMART Financial Goal?	10	1	2
	b.	What are the various deduction in respect of certain payment in Income Tax?	10	3	4
OR					
2	a.	What are the various ways in which you can save tax on your Income?	10	3	4
	b.	Explain the importance of Personal Financial Planning.	10	2	2
Unit-II					
3	a.	List out the steps for home loan procedure.	10	2	2
	b.	Discuss the various Features of Credit Card	10	1	1
OR					
4	a.	Explain two financing option in case of Auto Financing.	10	1	2
	b.	Write a note on Personal Loan and Mortgage loan.	10	1	1
Unit-III					
5	a.	What are the various benefits of Life Insurance?	10	2	1
	b.	Write a note on a. Health Insurance b. Motor Insurance	10	2	2
OR					
6	a.	With Respect to Life Insurance coverage write a note on a. Premium as a percentage of your income b. Underwriters Rule.	10	3	3
	b.	Distinguish between Insurable and Non Insurable risk.	10	2	2
Unit-IV					
7	a.	Explain the various types of risk associated with equity investment.	10	4	2
	b.	What are the benefits of investing in Fixed income securities?	10	4	1
OR					
8	a.	Write a note on Portfolio Management service.	10	3	3
	b.	Distinguish between primary market and Secondary Market?	10	2	2
UNIT-V					
9	a.	Describe in details the various myths of estate planning.	10	4	2
	b.	Explain the importance of Retirement planning.	10	2	1

OR

10	a.	As a Personal Financial Planner advice the various sources of Retirement Income.	10	3	4
	b.	Difference between WILL and Trusts.	10	3	3

Course Code: 02PG010

O P JINDAL UNIVERSITY
MBA III Semester Regular Examinations
Personal Financial Planning-Major



Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

M	CO	KL
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Unit-I (20 marks)

1	a.	What are the rewards for Personal Financial Planning?	10	1	2
	b.	What are the roles and duties of Financial Planner?	10	1	3

OR

2	a.	Explain the importance of Personal Financial Planning?	10	1	2
	b.	What are the various types of tax planning?	10	3	4

Unit-II

3	a.	How is your loan borrowing capacity determined?	10	2	4
	b.	Explain two financing option in case of Auto Financing.	10	2	2

OR

4	a.	Write a note on Hire Purchase system.	10	1	1
	b.	Bring out the advantages and disadvantages of Credit Card.	10	1	1

Unit-III

5	a.	What are the four ways to calculate your Life Insurance Coverage	10	2	2
	b.	Bring out the difference between Insurable risk and Non Insurable risk.	10	1	2

OR

6	a.	As a Personal Financial Planner how will you suggest (parameter) a best insurance Company to a client?	10	3	4
	b.	Explain the various principle of Insurance.	10	1	2

Unit-IV

7	a.	Your Client asks you about the risk associated with Equity Investment, Explain the various types of risk associated with equity investment.	10	4	4
	b.	Distinguish between primary market and Secondary Market?	10	3	2

OR

8	a.	Write a note on Portfolio Management service.	10	3	2
	b.	Explain various types of Investment strategies.	10	4	1

UNIT-V

9	a.	What are the various sources of Retirement income.	10	4	3
	b.	Explain the importance of Retirement planning.	10	2	2

OR

10	a.	Write a note on Annuities.	10	1	1
	b.	What are the objectives of Estate Planning?	10	2	2

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END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA** Program Code: **02PG010**

Time: **3 Hrs**

Semester: **3rd**

Max. Marks: **100**

Course Code: **FIN301** Course Name: **Security Analysis and Portfolio Management**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Explain the measures of calculating average returns.	10	1	2
	b.	Explain: 1. Standardized Returns 2. Holding period return	10	1	2
OR					
2	a.	Explain the meaning, importance and measures of normal distribution?	10	1	1
	b.	Explain: 1- Return under different scenarios 2- Dollar-weighted returns	10	1	2
Section B (Unit-II) (20 marks)					
3	a.	Write short notes on 1- Risk premium 2- Sharpe ratio	10	2	1
	b.	Define risk aversion. Explain the products and strategies of risk aversion.	10	2	1
OR					
4	a.	Explain the various types of risks associated with a portfolio and how it is measured.	10	2	2
	b.	Explain: 1- Capital allocation line 2- Diversification of risk	10	2	2
Section C (Unit-III) (20 marks)					
5	a.	Explain the methodology to determine the efficient set frontier.	10	3	2
	b.	Explain 1- Market Risk premium 2- The separation property	10	3	2
OR					
6	a.	Explain 1- Capital asset pricing model. 2- Security characteristic line	10	3	2
	b.	Give an account of Markowitz model, its assumption and the grounds on which	10	3	2

		it is criticized.			
Section D (Unit-IV) (20 marks)					
7	a.	Explain the forms of market efficiency and tests of each form.	10	4	2
	b.	Explain efficient market hypothesis and its features.	10	4	2
OR					
8	a.	Explain Arbitrage pricing theory and its mechanisms.	12	4	2
	b.	Explain Fama-French model.	8	4	1
Section E (case study) (20 marks)					
9	a.	Mr. Deepak has a monthly income of Rs. 1,60,000. He wants to save as well invest for earning more. He needs a saving of 40,000 every month and his expenses are 30000 per month. He wishes to invest his rest amount in the shares of a reputed company having a good return. How would you suggest him to invest his money? How can he go through your suggestions?	10	3	3
	b.	How would you suggest a portfolio to a risk averse type investor?	10	3	3
OR					
10	a.	An investor has to make some analysis before investing his or her money. What are those three basic analysis the investor can do before making the investment?	10	4	3
	b.	How would you use CAP model for investment appraisal and decision making?	10	4	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA** Program Code: **02PG010** Time: **3 Hrs**

Semester: **3rd** Max. Marks: **100**

Course Code: **MKT- 301** Course Name: **Consumer Behaviour**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Explain the evolution of marketing concepts linking to consumer behavior.	10	1	2
	b.	Elucidate the importance of fact finding and need analysis examples.	10	1	3
OR					
2	a.	“Consumer behavior can be influenced”, analyze positive and negative aspects of the statement.	10	1	3
	b.	Establish the relationship between consumer behavior and behavioral science.	10	2	3
Section B (Unit-II) (20 marks)					
3	a.	Explain any financial product advertising correlating with any motivational theory?	10	3	4
	b.	‘Perception effect consumer behavior’ give five example of impulse purchase?	10	4	4
OR					
4	a.	Demonstrate the impact of personality in the advertisement ‘mutual fund sahi hai.....’ of mutualfund.com.	10	3	4
	b.	‘Social learning theory justifies consumer purchasing behavior’, demonstrates the statement through a case study of real life	10	3	4
Section C (Unit-III) (20 marks)					
5	a.	Why do consumers conform to reference group cause and effect on consumer purchase elucidate with a few examples?	10	2	3
	b.	Narrate the impact of values and culture on purchase decisions explain.	10	2	2
OR					
6	a.	‘Purchase varies with family life cycle stages’ describe with examples.	10	3	3
	b.	Describe individual family member’s influence in purchase decisions.	10	3	3
Section D (Case Study)-1(20 marks)					
7	a.	Learning and perceptual constructs have importance in purchase decisions.	10	4	4
	b.	Organizational and consumer purchase are different from each other.	10	5	4
OR					
8	a.	Significance of Angel-Kolat-Blackwell model in consumer purchase decision making.	10	4	4
	b.	How sales process linked to purchase process in purchase decision making.	10	5	4

Section E (Case Study)-2(20 marks)

9	a.	Design a model of consumer decision making for any beauty product.	20	5	4
	b.				
OR					
10	a.	Design a model of consumer decision making for any industrial goods.	20	5	4
	b.				

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END SEMESTER EXAMINATION, JANUARY 2023

Program Name: MBA Program Code: 02PG010

Time: 3 Hrs

Semester: 3rd

Max. Marks: 100

Course Code: MGT303

Course Name: Indian Financial System & Institution

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Explain the meaning and functions of Financial system.	10	1	1
	b.	“Indian Financial system is still in its growing stage.” Explain the statement with reference to the growth and development this system has seen so far and its future prospects.	10	1	2
OR					
2	a.	“Growth of an economy largely depends upon the growth of its Financial system”. Justify.	12	1	2
	b.	Explain the components of Indian Financial system.	8	1	1
Section B (Unit-II) (20 marks)					
3	a.	Give an overview of recent developments in Indian Money market.	10	2	2
	b.	Explain the functions and importance of Indian money market.	10	2	1
OR					
4	a.	Define FOREX market and its role in the development of Indian financial system.	10	2	2
	b.	What do you understand by money market? What are the instruments of money market?	10	2	1
Section C (Unit-III) (20 marks)					
5	a.	Give an account of primary market. How it is different from secondary market and What are the methods to raise fund in primary market?	12	3	2
	b.	Explain the meaning of listing of securities and its procedure.	8	4	2
OR					
6	a.	Give an overview of stock exchanges and explain the factors that influence prices on stock exchanges.	8	3	3
	b.	Define: 1. Rolling settlement 2. Mutual funds 3. Merchant banking 4. Depository Services	12	4	1
Section D (Unit-IV) (20 marks)					
7	a.	Give an account of NABARD, its members and functioning.	10	4	2

	b.	Explain the role of financial institutions in the financial system.	10	4	2
OR					
8	a.	What is NBFC? How it is different from banks and explain the services provided by NBFCs?	10	4	2
	b.	Give an account of: 1- SFC 2- SIDBI	10	3	1
Section E (Unit-V) (20 marks)					
9	a.	Explain the functions of RBI and its role in money market.	10	3	2
	b.	Explain the role and objectives of SEBI.	10	3	2
OR					
10	a.	Explain the instruments used by RBI in credit control.	10	4	3
	b.	Give an overview of reforms taken by SEBI in primary and secondary market.	10	4	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA** Program Code: **02PG010** Time: **3 Hrs.**
 Semester: **3rd** Max. Marks: **100**
 Course Code: **MGT-301**
 Course Name: **BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY**

Answer any one question from each section

All questions carry equal marks

				M	CO	KL
Section A (Unit-I) (20 marks)						
1	a.	What are the objectives of Business Ethics? Discuss the pressures on organisations to address their Business Ethics.	4+ 6	1	2	
	b.	Can a Corporate Code of Ethics Influence Behavior? What Can Companies Do to Promote a Positive Ethical & Responsible Workforce?	3+ 7	1	2	
OR						
2	a.	What do you mean by Code of Ethics? Discuss the major contents included in a good code of ethics.	3+ 7	1	1	
	b.	How ethics is an integral part of business? Discuss the ethical roles of Managers.	4+ 6	1	2	
Section B (Unit-II) (20 marks)						
3	a.	Briefly trace the history of CSR in India and write a detailed note on <i>Ombudsman in India</i> .	4+ 6	2	2	
	b.	“It is governments job to do CSR activities and corporate should focus their attention on Profit” and “CSR is a lip service and doesn’t help many”- Explain your view point on both the statement.	5+ 5	2	3	
OR						
4	a.	Explain the steps of <i>Reporting on CSR Initiatives</i>	10	2	2	
	b.	What are CSR Challenges? How can educational institutes promote Corporate Social Responsibility?	5+ 5	2	3	
Section C (Unit-III) (20 marks)						
5	a.	What do you mean by cost-benefit analysis? Discuss the cost of CSR Activities.	5+ 5	3	2	
	b.	‘Businesses have a moral obligation to ensure that they act in socially and environmentally responsible manner. Any businesses that choose to ignore these responsibilities will ultimately find they have no future.’ Critically evaluate the above statement. To what extent does it reflect the potential significance of corporate social responsibility for contemporary business? Also mention what drives consumer’s social responsibility?	7+ 3	3	2	
OR						
6	a.	What do you mean by Corporate Citizenship? Discuss the Principles of	3+ 7	3	3	

		Corporate Citizenship.			
	b.	What do you mean by PDCA method of CSR management? Discuss the procedure for implementing Corporate Social Responsibility	2+ 8	3	2
Section D (Case Study)-1(20 marks)					
7	a.	<p>Case Study: TRANSPARENCY What's the Buzz?</p> <p>Rachel has just graduated with an M.A. in Advertising and taken a job at a major agency in account services. In school, she studied buzz marketing, a relatively new communication technique with the objective of seeking out trendsetters in target communities and subtly pushing them to talk up the brand to their friends and acquaintances. In essence, these people were hired to generate favorable word of mouth.</p> <p>Rachel has been assigned to work as an assistant account executive for a major automobile client that is introducing a new sports car. The account team was recommending an interesting buzz marketing technique. Rather than spend a lot of money on 30-second commercials, opinion leaders in key markets would be recruited and given one of the new sports cars to drive for six months. The responsibility of these individuals would be to talk the car up and to hand out literature and trinkets to anyone who expressed an interest in the car. However, the individuals would have to agree not to tell anyone that they had been given the car to drive and in essence had been hired by the company to create favorable word of mouth.</p> <p>Rachel felt uncomfortable about this aspect of the promotion that her account team was recommending; it seemed deceptive to her. She had heard that the client loved the promotion. She also wondered what harm the promotion could cause. It seemed that the worst that would happen is that someone would get a ride in a nice sports car and some free trinkets.</p> <p>QUESTIONS:</p> <ol style="list-style-type: none"> 1. What, if anything, is ethically problematic about this case? 2. Who, if anyone, is potentially affected by this approach and how? 3. What ethical guidelines apply in this case? 4. What options are available to Rachel and her team? 	20	1	3
OR					
8	a.	Select your favorite or known Indian Public Limited Company and write its CSR activities and achievements on triple bottom line approaches basis i.e. People, Planet and Profit.	20	3	3
Section E (Case Study)-2(20 marks)					
9	a.	<p>Case Study: Ethics in Public Service</p> <p>Ramanujan Shastri, Secretary in the Ministry of Defence, is a respected and admired bureaucrat. Defence minister trusts Ramanujan and has given him a free hand in the ministry.</p> <p>Ramanujan, who is at the far end of his career, recently lost his elder son and</p>	20	1	3

	<p>wife in an accident and ever since, he has kept a low profile and has grown more fond of his other son who now just finished his graduation from an ordinary institution in the capital.</p> <p>In a deal involving direct government to government contract with a major arms supplier, Ramanujan is tasked with speeding up the contract agreement and finalize the deal. The manufacturer, who will benefit immensely if the process is expedited, on many occasions has personally contacted Ramanujan and expressed his frustration in the slow movement of files in the ministry.</p> <p>Ramanujan's younger son wants to study in a world's most reputed university for which he needs a lot of money and good references. Son has his father's complete support and he himself is contemplating the idea of moving out with his son to a new place, but money is the constraint. The person from the company who is in touch with Ramanujan comes to know about this and in one of his meetings with Ramanujan, he assures him to look after his son's entire higher education costs — from admission to placement to a well paying job — provided he speeds up the finalization of the deal.</p> <p>Because of unexpected political circumstances, the defence minister now wants to scrap the deal. From his experience Ramanujan senses that the present controversy is temporary and somehow the deal will be inked later. Ramanujan who has few months of service left with him is in a dilemma. He doesn't want to disappoint his son and at the same time he wants to be in good terms with the minister. The deal, if signed, doesn't harm anyone's interests. The products are of world class and is sure to add value to the country's defence arsenal.</p> <p>Question:</p> <ol style="list-style-type: none"> i. Discuss the Ethical Dilemma of Ramanujan. ii. What should be Ramanujan's course of action in this situation? Discuss step by step course of action. 			
OR				
10	a. Select your favorite or known International Public Limited Company/ MNC and write its CSR activities and achievements on triple bottom line approaches basis i.e. People, Planet and Profit.	20	3	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER REGULAR EXAMINATION, JANUARY 2023

Program Name: **MBA**

Program Code: **02PG010**

Time: **3 Hrs**

Semester: **3rd**

Max. Marks: **100**

Course Code: **MKT 302**

Course Name: **Advertising and Brand Management**

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I

1	a.	Discuss the various functions and objectives of advertising? Explain with the help of examples.	10	CO1	KL1
	b.	Evaluate the selection criteria of advertising agency for promotion of products.	10	CO3	KL3

OR

2	a.	Explain the benefits of advertising to manufacturers, customers, and community.	10	CO3	KL3
	b.	Describe the different types of advertising agency working in India.	10	CO1	KL2

Unit-II

3	a.	What do you understand by message appeal? Describe the different message appeals with the help of examples.	10	CO1	KL1
	b.	Explain the marketing communication process and factors that can interfere with interpretation of the advertising message.	10	CO3	KL3

OR

4	a.	Explain the element of an Advertising Copy. Also outline the qualities of good advertising copy.	10	CO3	KL3
	b.	Summarize the objectives and functions of each element of promotional mix.	10	CO1	KL1

Unit-III

5	a.	Explain the process of New Product Development.	10	CO3	KL3
	b.	Elucidate the different level of product with suitable example.	10	CO4	KL4

OR

6	a.	Classify the consumer and industrial products with suitable examples.	10	CO2	KL2
	b.	What do you mean by product mix? Illustrate the various dimensions of a product mix with suitable example.	10	CO4	KL4

Unit-IV

7	a.	Outline the various stages of product life cycle.	10	CO2	KL2
	b.	Critically evaluate the BCG Matrix for product portfolio management.	10	CO4	KL4

OR

8	a.	Describe the characteristics and strategies for each stage of product life cycle.	10	CO2	KL2
	b.	Critically evaluate the Ansoff Matrix for product portfolio management.	10	CO4	KL4

UNIT-V (Applied Questions)

9	a.	Advertising sells the product". DO you agree with this statement? Give reasons.	10	CO5	KL5
	b.	Which advertising media would you suggest for the promotion of travel & tourism products ? Give reasons in support of your answer.	10	CO5	KL5

OR

10	a.	Pick any product which according to you is in the maturity phase. Discuss the strategies available to a manager to handle the product.	10	CO5	KL5
	b.	Which advertising media would you suggest for the promotion of Business School ? Give reasons in support of your answer.	10	CO5	KL5

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA** Program Code: 02PG010

Time: 3 Hrs

Semester: **3rd**

Max. Marks: 100

Course Code: **HRM 301** Course Name: **Strategic Human Resource Management**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Describe the role of HRM in the changing environment? What characteristics according you HR managers should possess?	10	CO2	1
	b.	Explain Dave Ulrich model in detail? What will happen if strategic focused functions are not done well?	10	CO1	1
OR					
2	a.	Traditionally HR department is considered as cost center, but strategically it is a profit center. Justify the statement with suitable examples.	10	CO3	2
	b.	Describe various challenges faced by HRM in today's competitive environment. Why there is a need for HRM transformation?	10	CO2	1
Section B (Unit-II) (20 marks)					
3	a.	What is more important flexibility at workplace or autonomy? Justify your answer in the light of its advantages & disadvantages.	10	CO4	2
	b.	What strategies will you suggest to enhance employee participation? How it will effect employees performance?	10	CO3	2
OR					
4	a.	There are many levels of freedom inherent in flexible working hours. Can the staff really be trusted? Share your views on this. What are the best practices to make flexitime work effectively at workplace?	10	CO2	2
	b.	As an HR manager, what retention strategies will you suggest for an educational institute when its turnover rate is high? Describe each strategy in detail. How this retention strategies will assist recruitment function?	10	CO3	2
Section C (Unit-III) (20 marks)					
5	a.	Cross culture training is useful while working in different culture countries. Do you think it is applicable in single country? Why or why not?	10	CO5	3
	b.	As an HR manager, what challenges you may face while implementing cross culture training? What solutions do you suggest?	10	CO4	3
OR					
6	a.	How competency mapping is related to other functions of HRM? Relate it with atleast 4 functions.	10	CO3	3
	b.	How succession planning is different from career planning? What techniques you suggest under succession planning?	10	CO4	3
Section D (Unit-IV) (20 marks)					
7	a.	Design a performance management framework/system for faculty members in the higher	10	CO5	3

		education institutions. What major components/aspects you will consider and why? How it is being perceived by the different stakeholders like teachers and students?			
	b.	As a HR manager, create a Strategic Compensation plan for a middle level sales manager of consumer goods? What factors will you consider will designing the plan?	10	CO4	3
OR					
8	a.	What are the reasons of poor performance? How an HR manager should address this problem? What role does performance management system play in managing the performance of employee?	10	CO4	3
	b.	Too often, leaders fail to view compensation through a holistic and strategic lens. Instead, they make compensation decisions ad hoc to solve a single problem, such as making an offer to a candidate, handling a staff member's request for a company car, or responding to a key employee's demand to participate. What according to your view it should be and why?	10	CO5	3
Section E (Unit-V) (20 marks)					
9	a.	What do you mean by Retrenchment? When may employees be retrenched? Why it is important to have smooth Retrenchment?	10	CO1	1
	b.	Explain different types of Retrenchment strategies?	10	CO1	1
OR					
10	a.	What are the effects of Retrenchment on employees as well as on Organizational Performance? Describe in detail.	10	CO2	2
	b.	Why do businesses and companies follow the Retrenchment strategy? Differentiate retrenchment strategies in terms of its advantages & disadvantages.	10	CO2	2

Course Code: MGT-303

O P JINDAL UNIVERSITY
MBA-. III Semester Regular/ Backlog Examinations
Retail Marketing (MGT-303)



Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

M CO KL

Section-A

1	a.	What is "Retail"?	2	CO-1	KL-1
	b.	What is "Merchandise"?	2	CO-1	K-1
	c.	What does GIS stand for?	2	CO-1	K-1
	d.	What is "Retail Communication"?	2	CO-1	K-1
	e.	Name the different Retail store classes?	2	CO-1	K-1
	f.	What is CRM in Retail practice?	2	CO-2	K-1
	g.	Write about Integrated Supply Chain in Retail Management?	2	CO-2	K-1
	h.	What is DSS?	2	CO-2	K-1
	i.	What do mean by "Channel relationship"?	2	CO-2	K-1
	j.	Write on "Stock Control" system in Retail Management?	2	CO-2	K-1

Section-B:

Unit-I

2	a.	What do you understand by "Internationalization of Retailing"?	8	CO-2	K-1
	b.	Discuss some important reasons behind internationalization of Retailing?	8	CO-2	K-1

OR

3	a.	Mention the factors involved in Internationalization of Retailing practices?	8	CO-1	K-1
	b.	"Selling online is non-negotiable". How Retail Practice can take advantages for string establishment?	8	CO-1	K-1

Unit-II

4	a.	What is Retail Location Decision? Discuss	8	CO-3	K-2
	b.	Explain Landscape of Retail Practices in India?	8	CO-3	K-2

OR

5	a.	"Omni channel tools are creating more meaningful shopping experiences". Discuss?	8	CO-3	K-2
	b.	"Social commerce is one of the biggest digital trends in the retail industry". Put lime light?	8	CO-3	K-2

Unit-III

6	a.	Discuss how DSS system helps Retailer to take decision about identifying proper location forest up?	8	CO-2	K-1
	b.	Explain the trends of Retailing in India?	8	CO-3	K-2

OR

7	a.	Name Five gadgets with their important role in Display system of Retail Management?	8	CO-3	K-2
	b.	State and discuss the inter relationship between Retail Location and Retail identification ?	8	CO-3	K-1

Unit-IV

8	a.	What are the supportive factors help in identifying the location of Retailing?	8	CO-3	K-2
	b.	What is "Supply Chain Planning System" Retail Management?	8	CO-3	K-2

OR

9	a.	What are the procedures followed for Retail Branding?	8	CO-4	K-2
	b.	Discuss the interior display features being generally followed by Retail outlets??	8	CO-2	K-1

UNIT-V

10	a.	Give a brief picture of benefits of using internet by the business houses?	8	CO-1	K-1
	b.	Point out the differences in between "Buyer Oriented online market place" and Supplier oriented Online Market place?	8	CO-3	K-1

OR

11	a.	"Due to advent of technology the dimension of Retail Marketing has drawn a paradigm shift" Discuss?	8	CO-2	K-1
	b.	How the internet facilitates Retailing Practice? Discuss in brief?	8	CO-1	K-1

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: MBA

Program Code: 02PG020

Time: 3 Hrs

Semester: 3rd

Max. Marks: 100

Course Code: HRM 302

Course Name: Industrial Relations

Answer any one question from each section

All questions carry equal marks

		M	CO	KL	
Section A (Unit-I) (20 marks)					
1	a.	What are the roles of Trade Union? Discuss in detail.	10	1	3
	b.	Explain Psychological, Socio-ethical & System approach to Employee Relations.	10	1	3
OR					
2	a.	Discuss the Evolution of Industrial Relations in India.	12	1	2
	b.	What are the roles of State in Industrial Relations?	8	1	2
Section B (Unit-II) (20 marks)					
3	a.	What are various forms of Worker's Participation.	10	2	2
	b.	What is Worker's Participation in Management? Explain its Objectives and importance.	10	2	2
OR					
4	a.	Discuss different types of Collective Bargaining.	12	2	2
	b.	Explain Grievance Redressal Process in detail.	8	2	2
Section C (Unit-III) (20 marks)					
5	a.	Discuss Voluntary Retirement Scheme in detail.	10	3	3
	b.	What is The National Labor Commission? Discuss its Objectives and Recommendation.	10	3	4
OR					
6	a.	Discuss about International Labor Organization, its Objectives, Structure and Functions.	12	3	3
	b.	What are the most important areas affected by ILO in India?	8	3	3
Section D (20 marks)					
7	a.	The In-Flight Food Services Company provides prepared meals for several airlines at a major airport in the Southeast. Food handlers cook and package meal to be reheated in airplane galleys for service to passengers while in flight. Most of the 535 food handlers belong to the Independent Food Handlers Union, which has represented these employees for over five years. Each year the industrial relations department noticed that the number of	20	4	4

	<p>grievances filed by members of the union had increased about 15 percent. The time spent by union representatives, employees, and supervisors as a result of those grievances was affecting productivity in the company's cafeteria. The general manager was concerned that the company's costs and the low productivity could lead to a loss of key contracts with major airlines.</p> <p>The IR department studied all the grievances during the past year and provided the following analysis:</p> <table data-bbox="359 616 1029 828"> <tr> <td>Total grievances filed</td> <td>803</td> </tr> <tr> <td>Number settled at:</td> <td></td> </tr> <tr> <td> First-level supervision</td> <td>104</td> </tr> <tr> <td> Second-level supervision</td> <td>483</td> </tr> <tr> <td> General manager level</td> <td>205</td> </tr> <tr> <td> Arbitration</td> <td>11</td> </tr> </table> <p>Although some grievances involved more than one issue, most of them were single-issue matters. When the IR department classified the grievances, the following results were reported:</p> <table data-bbox="359 929 1029 1108"> <tr> <td>Tardiness or absence control</td> <td>349</td> </tr> <tr> <td>Overtime disputes</td> <td>265</td> </tr> <tr> <td>Other discipline or discharge</td> <td>77</td> </tr> <tr> <td>Incorrect job schedules</td> <td>75</td> </tr> <tr> <td>Multiple-issue disputes</td> <td>37</td> </tr> </table> <p>Questions:</p> <ol style="list-style-type: none"> 1. Assuming the IR director asked you to design a training programme to reduce the high number of grievances, who do you think should attend the training sessions? 2. What topics would you cover in the training? 	Total grievances filed	803	Number settled at:		First-level supervision	104	Second-level supervision	483	General manager level	205	Arbitration	11	Tardiness or absence control	349	Overtime disputes	265	Other discipline or discharge	77	Incorrect job schedules	75	Multiple-issue disputes	37			
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Multiple-issue disputes	37																									
OR																										
8	<p>a. Subhash Jain had been a production line employee for nearly eight years with Nesac Paints Ltd. He was a very strong union man also. Five months ago, he was promoted as a supervisor of the production line on which he had previously worked. He was now part of the management and enjoyed his position. As a supervisor, Subhash noticed an employee who was repeatedly late for work. Subhash noted four occurrences and after the fifth in twenty days, sent the employee home without pay as stipulated in the labour management agreement. A grievance was filed by the union asserting that Subhash was harassing the employee. During a meeting in the plant manager's office, the union chief claimed that Subhash was harassing the employees and the employee had come in time. Subhash insisted that the employee had come twenty minutes late. The plant manager also expressed concern at Subhash's behaviour as a supervisor stating that several other employees had confided that</p>	20	4	4																						

		<p>Subhash seemed to enjoy harassing them. Subhash believes that that union is out to get him. He likes his job as a supervisor and wonder why all the employees have turned against him.</p> <p>Questions:</p> <p>1. What perceptions might the union members have formed about Subhash since he became a supervisor?</p> <p>2. What should Subhash do now?</p>			
Section E (20 marks)					
9	a.	<p>A company with good record of quality products, a good market share in the automobile industry has been existence for about 15 years in Pune. It had in its roll about 600 employees in plant, and marketing. For about three years; it is passing through labour trouble. The unions in the company have been fight for recognition and sole bargaining power to it. This has reflected in production and quality going down because of their union rivalry. Efforts by the management to bring about peace, unity understanding amongst two unions have not been successful the company is seriously contemplating to shift its operation to an industrial estate 30 KM from Pune. The industrial estate has no proper facilities like transport, availability of food, medical facilities, recreation and shops.</p> <p>Question:</p> <p>1. Would you like to offer Voluntary retirement benefits or separation benefits to employees whose service is more than 12 years before the plant is shifted to new location? Give reasons for the same.</p>	20	3	3
OR					
10	a.	<p>What happens if, during negotiations, an employer and a trade union cannot agree on the terms to be included in a collective agreement?</p>	20	4	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: MBA Program Code: 02PG020

Time: 3 Hrs

Semester: 3rd

Max. Marks: 100

Course Code: MGT 302

Course Name: Entrepreneurship & Innovation

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	What is Entrepreneurship? Discuss various reasons to be an entrepreneur.	12	1	2
	b.	What are the advantages & disadvantages of Small Business? Explain.	8	1	2
OR					
2	a.	What are Key Personal attributes of an Entrepreneur. Explain in detail.	10	1	1
	b.	What are different Entrepreneurial Challenges? Explain in detail.	10	1	2
Section B (Unit-II) (20 marks)					
3	a.	Discuss Innovation with suitable example.	8	2	2
	b.	Explain Innovation Process in detail.	12	2	2
OR					
4	a.	What is Business Idea? Explain features of sound Business Idea.	10	2	3
	b.	What is Business Opportunity? Explain how to identify Business Opportunity?	10	2	5
Section C (Unit-III) (20 marks)					
5	a.	What is Business Plan? Explain key features of Business Plan.	12	5	2
	b.	Differentiate between various Legal Forms of Business.	8	3	3
OR					
6	a.	Discuss Tax Attributes of Various Legal Forms of Business.	10	3	3
	b.	What is Marketing Plan? Explain its types in detail.	10	3	3
Section D (Unit-IV) (20 marks)					
7	a.	Discuss about various types of Creditors.	12	5	3
	b.	What are common misconception about entrepreneurial financing?	8	5	3
OR					
8	a.	Explain Advantages & Disadvantages of Self Financing the Business.	10	5	3
	b.	Discuss about Bootstrapping in detail.	10	4	3
Section E (20 marks)					
9	a.	Raman came with a good proposal and discussed it with his friends Siva and Shyam. Under the changing social, economical and political	20	5	4

		<p>environments, the three entrepreneurs with professional expertise would like to start an organization in Bangalore to manufacture computer spare parts. All the entrepreneurs have an engineering background and are financially sound. They are fresh graduates and their knowledge of the practical aspect of management is inadequate. They would like to be world leaders in a period of 10-15 years in manufacturing computer spare parts.</p> <p>What should these entrepreneurs know about management?</p>			
OR					
10	a.	<p>You were introduced to The Buddy, a plastic hair and beard grooming tool that began selling on E-commerce platform in 2016. Following funding from one of the investors, the company plans to expand into retail and extend its product line.</p> <p>How would a business plan for the company's e-commerce business differ from a retail distribution outlet?</p> <p>What do you think should be the key markets and strategies moving forward for the company?</p>	20	5	4