

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2024

Program Name: **MBA (Back)** Program Code: _____ Time: **3 Hrs.**
 Semester: **1st** Max. Marks: **100**
 Course Code: **MBA-106** Course Name: **Operations Management**

Answer any one question from each section

All questions carry equal marks

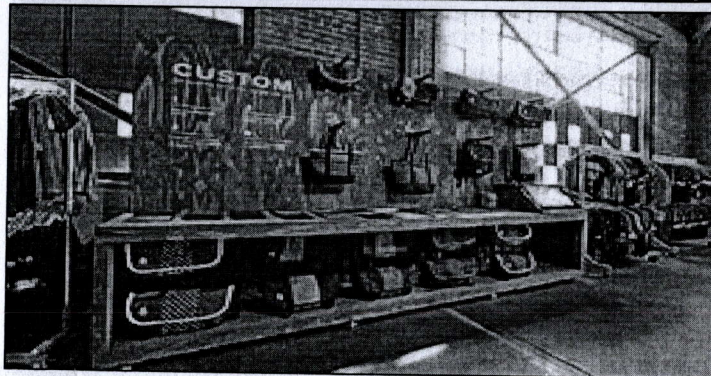
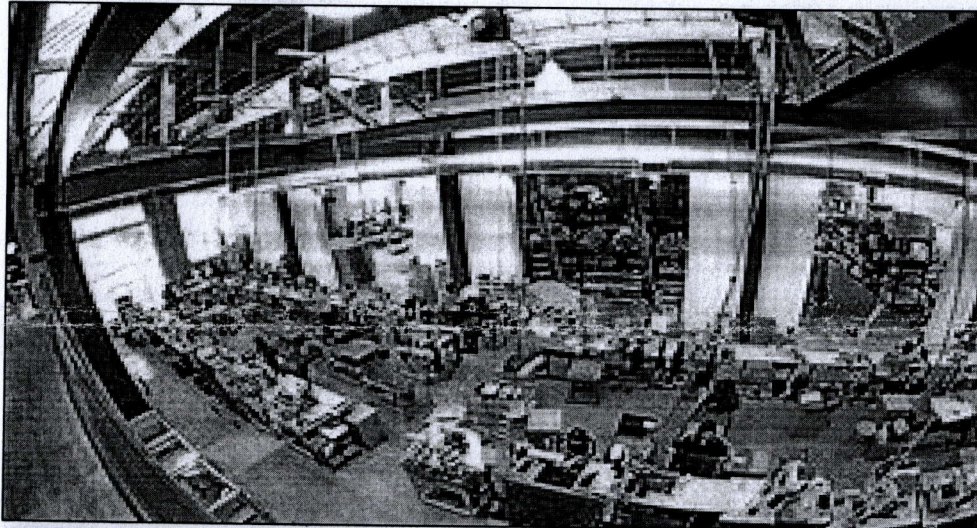
Section A (Unit-I) (20 marks)

M CO KL

a. Explain the *System View* and *Process View* of the IPO model used in OM.

10 1 1

b. **CASE STUDY: Timbuk2**



10 2 1

Timbuk2 is an innovative company based at San Francisco dealing with the production of high-quality custom and classic messenger bags direct to customer order. They have a team of approximately 25 hardworking cutters and sewers in that plant. Over the years, they fine-tuned their production line to make it as efficient as possible while producing the highest-quality messenger bags.

The local manufacturing focused on the custom messenger bag for which orders were taken over the Internet. The customers were given many configuration, size, color, pocket, and strap options. The bag is tailored to the exact specifications of the customer on the *Timbuk2* assembly line in San Francisco and sent via overnight delivery directly to the customer.

Thereafter, *Timbuk2* began making some of its new products in China, which is concern to some of its long-standing customers. The company argues that it has designed its new products to provide the best possible features, quality and value at reasonable prices and stresses that these new products are designed in San Francisco. *Timbuk2* argues that the new bags are much more complex to build and require substantially more labor and a variety of very expensive machines to produce. They argue that the San Francisco factory labor cost alone would make the retail price absurdly high. After researching a dozen of factories in China, *Timbuk2* found one that it thinks is up to the task of producing these new bags. Much as in San Francisco, the China factory employs a team of hardworking craftspeople who earn good wages and an honest living. *Timbuk2* visits the China factory every four to eight weeks to ensure superior quality standards and working conditions.

On the *Timbuk2* website, the company argues they are the same hardworking group of bag fanatics designing and making great bags, and supporting our local community and increasingly competitive global market. The company reports that demand is still strong for the custom messenger bags made in San Francisco and that the new laptop bags sourced from China are receiving rave reviews. The additional business is allowing them to hire more people in all departments at the San Francisco headquarters – creating even more jobs locally.

Case Question:
 Consider the two categories of products that *Timbuk2* makes and sells.
 For the custom messenger bag, what are the key competitive dimensions that are driving sales?
 Are the competitive priorities different for new laptop bags sourced in China?

OR

2	a.	Explain how the <i>Operations Management</i> interacts with other main <i>Functional</i> and <i>Sub-functional</i> areas of Management in a manufacturing company.	10	2	1
	b.	Describe and differentiate the <i>Mass Production</i> from <i>Batch Production</i> system.	10	1	1
Section B (Unit-II) (20 marks)					
3	a.	What is the difference between <i>Production</i> and <i>Productivity</i> ? Can one of these two remain constant and still the other one can rise ? Explain how.	10	2	2
	b.	Looking at the load summary of six departments in a manufacturing firm, develop and draw the best possible <i>Layout</i> . Optimize up to three iterations. [Hint: Load summary, Two-way composite loads, Initial loading, Non-adjacent loads, Load-distance etc.]	10	3	3

		Departments	I	II	III	IV	V	VI			
		I	-	-	60	60	30	-			
		II	-	100	100	-	20	10			
		III	50	30	-	100	-	30			
		IV	10	-	10	50	70	-			
		V	-	120	-	-	-	80			
		VI	20	90	-	10	40	-			

OR

4	a.	Explain how the <i>Business Plan, Aggregate Plan, and Master Production Plan</i> are related to each other in a manufacturing organization.	10	1	1
	b.		10	2	3

Section C (Unit-III) (20 marks)

5	a.	List and describe the factors considered for selecting a business location.	10	1	1
	b.	Bharati Forge (BF) does annual production plan over four quarters with demand tonnage value projections (Q1 = 80 t; Q2 = 120 t; Q3 = 100 t; Q4 = 90 t). The regular workforce is capable of producing 70t in a quarter. The output during overtime is observed 25% higher than the regular capacity with the limitation of 20% extra time at 40% extra cost. BF has a supplier on sub-contract who produces on its behalf, but at an additional cost of 50%. The regular cost pf production is ₹1,00,000/t. Inventory carrying cost is ₹50,000/t per year. BF Management does not allow shortages. Develop a most economic <i>Aggregate Production Plan</i> for BF and the total production cost. Assume zero inventory at the beginning.	10	4	3

OR

6	a.	Explain the ten functions of <i>PPC</i> .	10	1	1																			
	b.	The supply, demand, cost and inventory data for LECOSTO Co. is given. The company has a constant work force with which it wants to meet all the demand (with no back orders). Allocate the production capacity to satisfy demand at minimum cost. Demand data (units): Quarter-1: 100; Q-2: 50; Q- 3: 70; and Q-4: 80 Supply data (units): RT(Regular capacity), OT (Overtime Capacity) <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Period</th> <th>RT</th> <th>OT</th> <th>Subcontract</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>60</td> <td>18</td> <td>1000</td> </tr> <tr> <td>2</td> <td>50</td> <td>15</td> <td>1000</td> </tr> <tr> <td>3</td> <td>60</td> <td>18</td> <td>1000</td> </tr> <tr> <td>4</td> <td>65</td> <td>20</td> <td>1000</td> </tr> </tbody> </table> Additional information: <ul style="list-style-type: none"> • Initial inventory = 20 units • Final inventory = 25 units • Regular time cost/ unit = Rs. 100/- 	Period	RT	OT	Subcontract	1	60	18	1000	2	50	15	1000	3	60	18	1000	4	65	20	1000	10	4
Period	RT	OT	Subcontract																					
1	60	18	1000																					
2	50	15	1000																					
3	60	18	1000																					
4	65	20	1000																					

		<ul style="list-style-type: none"> • OT cost/unit = Rs. 125/- • Subcontract cost/unit = Rs. 130/- • Carrying cost/unit/period = Rs. 2/- <p>[Note: Ignore the cost of unused capacities in all modes of production.]</p> <p>Develop an efficient <i>Aggregate Production Plan</i> for the given data-based situation and evaluate, thereby the total cost. [Hint: Least Cost Allocation.]</p>				
Section D (Unit-IV) (20 marks)						
7	a.	Write short notes on – <ul style="list-style-type: none"> • <i>Costs of Quality</i> • <i>Quality Circle</i> 	10	1	1	
	b.	Explain the <i>Supply Chain Management</i> and <i>Logistics Management</i> with reference to an Iron and Steel Manufacturing company.	10	4	2	
OR						
8	a.	Write short notes on – <ul style="list-style-type: none"> • <i>TQM</i> • <i>7 QC tools</i> 	10	1	1	
	b.	Explain the <i>Supply Chain Management</i> and <i>Logistics Management</i> with reference to a Apparel Manufacturing company.	10	4	2	
Section E (Unit-V) (20 marks)						
9	a.	Describe and then compare <i>Product Layout</i> with <i>Process Layout</i> .	10	2	1	
	b.	Develop suitable <i>Service Strategy</i> for maintenance service provider while executing an annual contract with a manufacturing company.	10	3	4	
OR						
10	a.	Describe and then compare <i>Fixed Position Layout</i> with <i>Circular Layout</i> .	10	2	1	
	b.	Develop suitable <i>Service Strategy</i> for a private city-bus transportation facility provider in annual contract with the state government.	10	3	4	

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, January-2024

MBA 1st Semester

School of Management [02PG010]



OPERATIONS MANAGEMENT

Time: 3 Hrs.

Max. Marks: 100

Note: Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	Define the concept of Productivity. Differentiate between Total and Multifactor Productivity.	10	1	3
	b.	From the operation manager's point of view discuss various methods for increasing productivity on individual and team levels.	10	1	3

OR

2	a.	Discuss the significance of Operation Management in the current market scenario.	10	1	2
	b.	What are the major responsibilities and attributes of a successful operation manager for ensuring the sustainability of business in the long run?	10	1	3

Unit-II (20 marks)

3	a.	Define the concept of Production System. What are the major characteristics of production system?	10	2	2
	b.	Discuss various advantages and disadvantages of Demand Management	10	3	3

OR

4	a.	Elaborate the concept of facility planning. List down various factors affecting facility planning.	10	2	3
	b.	Write short notes on- 1. Process Layout, 2.Product Layout, 3. Group Layout, 4.Fixed Position Layout	10	2	2

Unit-III (20 marks)

5	a.	Define the Significance of the Master production schedule. List down different Steps for Creating MPS.	10	3	2
	b.	Elaborate the mechanism of Batch and Flow production Planning in detail.	10	3	3

OR

6	a.	Why Inventory management is considered as a key for the smooth production system?	10	3	3
	b.	Differentiate between Material requirements planning (MRP) and Capacity Requirements Planning (CRP)	10	3	2

Unit-IV (20 marks)

7	a.	Explain Cost of Quality in production system. Define various components of cost of quality.	12	4	2
	b.	A business generates Rs. 2,000,000 in sales. It incurs Rs. 10,500 in Quality checks and inspections. Pays Rs. 15,000 for appraising the purchased raw materials. Additionally, Pays Rs. 25,000 for repairs on finished items. It maintains a provision of 35,000 for warranty costs and product returns. Help the management to determine the cost of quality as a percentage of sales.	8	4	3

OR

8	a.	Write Short notes on- ➤ Just-in-Time (JIT) ➤ Six Sigma ➤ Quality Circles ➤ Cause and Effect Analysis	20	4	2
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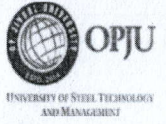
Unit-V (20 marks)

9	a.	Elaborate Conventional Supply Chain Management. Detail various intermediaries of supply chain management.	10	5	2
	b.	What are the major Objectives and functions of Supply Chain Management?	10	5	2

OR

10	a.	Discuss various drivers of supply chain management in detail.	8	5	2
	b.	Elucidate the importance of Warehousing in Supply chain management. Also explain various types of warehousing.	12	5	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)
END SEMESTER EXAMINATION, JANUARY 2024



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

Time:3 Hrs

Semester: **I**

Max. Marks: 100

Course Code: **MBA-107** Course Name: **Quantitative Techniques in Management**

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 statistics? Define its function and Scope in business world	10	CO1	K2																					
	b.	What are the different method of collecting data? Define any two in detailed.	10	CO1	K3																					
OR																										
2	a.	The following data shows the marks obtained by 100 students in an examination: Marks : 0-10 10-20 20-30 30-40 40-50 50-60 No. Of Students: 10 9 25 30 10 16 i. Construct a less than cumulative frequency distribution for the given data. ii. Construct a "less than" o-give of the cumulative frequency distribution of the above data.	10	CO1	K2																					
	b.	What is Histogram? How differential statistics is different from inferential statistics.	10	CO1	K3																					
Section B (Unit-II) (20 marks)																										
3	a.	The mean wage of 100 workers in a factory running in two shifts of 60 and 40 workers respectively is rs. 38. The mean wage of 60 workers working in the morning shift is rs. 40. Find the mean wage of the workers working in the evening shift.	10	CO2	K2																					
	b.	What are the different methods of calculating central Tendency? When we use mean and median method.	10	CO2	K3																					
OR																										
4	a.	An incomplete distribution is given below Class : 0-10 10-20 20-30 30-40 40-50 50-60 60-70 TOTAL Frequency: 10 20 ? 40 ? 25 15 170 Find the missing frequencies if median value is 35.	10	CO2	K2																					
	b.	5. Fifty students took up a test. The result of those who passed the test is given below: Marks : 4 5 6 7 8 9 No. of students: 8 10 9 6 4 3 If the average for all 50 students was 5.16 marks, find the average of those who failed	10	CO2	K3																					
Section C (Unit-III) (20 marks)																										
5	a.	Goals scored by two teams A & B in a football season are given below. Find the more consistent team.	10	CO3	K3																					
		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">No of goals</th> <th style="text-align: center;">0</th> <th style="text-align: center;">1</th> <th style="text-align: center;">2</th> <th style="text-align: center;">3</th> <th style="text-align: center;">4</th> <th style="text-align: center;">5</th> </tr> </thead> <tbody> <tr> <td>Team A</td> <td style="text-align: center;">27</td> <td style="text-align: center;">9</td> <td style="text-align: center;">8</td> <td style="text-align: center;">5</td> <td style="text-align: center;">4</td> <td style="text-align: center;">1</td> </tr> <tr> <td>Team B</td> <td style="text-align: center;">17</td> <td style="text-align: center;">9</td> <td style="text-align: center;">6</td> <td style="text-align: center;">5</td> <td style="text-align: center;">3</td> <td style="text-align: center;">2</td> </tr> </tbody> </table>				No of goals	0	1	2	3	4	5	Team A	27	9	8	5	4	1	Team B	17	9	6	5	3	2
		No of goals				0	1	2	3	4	5															
	Team A	27	9	8	5	4	1																			
Team B	17	9	6	5	3	2																				
b.	Example 6) Find the interquartile range and the coefficient of QD from the following	10	CO3	K4																						

		data:									
		Marks Less than:	10	20	30	40	50	60	70	80	
		No of students:	4	16	40	76	96	112	120	125	

OR

6	a.	The mean and variance of seven observations are 8 and 16 respectively. If five of these are 2, 4, 10, 12 and 14, then find the remaining two observations.	10	CO3	K3
	b.	What are the different ways of measuring dispersion? Discuss any two method.	10	CO3	K4

Section D (Unit-IV) (20 marks)

7	a.	calculate Rank Correlation co-efficient between marks assigned to 10 students by judge's X & Y in a certain competitive test.	10	CO4	K2																		
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>X</td> <td>52</td> <td>53</td> <td>42</td> <td>60</td> <td>45</td> <td>41</td> <td>37</td> <td>38</td> <td>25</td> <td>27</td> </tr> <tr> <td>Y</td> <td>65</td> <td>68</td> <td>43</td> <td>38</td> <td>77</td> <td>48</td> <td>35</td> <td>30</td> <td>25</td> <td>50</td> </tr> </table>				X	52	53	42	60	45	41	37	38	25	27	Y	65	68	43	38	77	48
	X	52	53	42	60	45	41	37	38	25	27												
Y	65	68	43	38	77	48	35	30	25	50													
b.	What is regression coefficient? How it is different from Correlation Coefficient?	10	CO4	K3																			

OR

8	a.	Find the means of X and Y variables and the coefficient of correlation between them from the following two regression equations: $2Y - X - 50 = 0$ $3Y - 2X - 10 = 0.$	10	CO4	K2											
	b.	Compute the regression coefficient of Y and X from the following data: <table border="1" style="margin-left: 20px; border-collapse: collapse;"> <tr> <td>X:</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Y:</td> <td>140</td> <td>180</td> <td>140</td> <td>180</td> <td>200</td> </tr> </table>	X:	1	2	3	4	5	Y:	140	180	140	180	200	10	CO4
X:	1	2	3	4	5											
Y:	140	180	140	180	200											

Section E (Unit-V) (20 marks)

9	a.	How the knowledge of statistics helps in the understanding and application of business forecasting?	10	CO5	K3
	b.	What is business forecasting? Discuss its need and significance in business.	10	CO5	K4

OR

10	a.	Explain the steps of forecasting? What are its features?	6+4	CO5	K3
	b.	What are the different methods of Forecasting? Explain any three in details	10	CO5	K4

Course Code: MBA-105

OP JINDAL UNIVERSITY

END SEMESTER EXAMINATION, DECEMBER-2023

MBA-I Semester [Programme Code-02PG010]

Subject-Business Communication

School of Management



Time: 3 Hrs.

Max. Marks: 100

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 Marks)

1	a.	What do you mean by Horizontal Communication in an organisation? Discuss the impact of Grapevine on Horizontal Communication.	10	CO1	K2
	b.	What do you mean by Formal Communication? Discuss the merits and demerits of Formal Communication'?	10	CO1	K1
OR					
2	a.	What is Importance of Informal Communication in an organisation? Discuss the merits and demerits of 'Downward Communication' in an organisation?	10	CO1	K1
	b.	What do you mean by Tangible and Intangible differences in communication. Discuss with examples.	10	CO1	K2
Unit-II (20 Marks)					
3	a.	Forward your Resume' along with cover letter in Complete Block style for the post of Junior Executive in Marketing Division to the CEO, S.S. Power Limited, Raigarh. Advertisement Publication: Times of India, 5 Jan 2024. Eligibility Conditions: i. Academic Qualification: Minimum Post Graduate Degree in Management with good academic record. (Invent necessary details)	10	CO3	K1
	b.	Write a conversation of around 150 words between Head of the Sales Department and Head of the Marketing Department discussing their LAST QUARTER achievements.	10	CO3	K3
OR					
4	a.	Discuss in brief with example the Complete Structure of a Business Letter.	10	CO3	K1
	b.	Write a note on the following topic (200 Words): • Role of youth in making India a Viksit Bharat@2047	10	CO3	K3
Unit-III (20 Marks)					
5	a.	<i>International School of Business in Delhi</i> decides to conduct an online examination for about 75,000 students (12 th Pass) in India for their selection to Graduate Degree programmes and invites proposals from various consultancy firms. As the CEO of <i>Future Solutions Ltd., Hyderabad (Telangana)</i> , you respond to their request through a business proposal. (Invent necessary details)	12	CO3	K3
	b.	What do you mean by 'Technical Plan' of a proposal? What are the Characteristics of a winning business proposal?	8	CO3	K2
OR					
6	a.	You are Senior Sales Manager of Anaadi & Anaadika Pvt. Ltd. company manufacturing three wheelers, at Anna Nagar, Chennai. Recent market	12	CO3	K3

		survey reveals the decline in the sale of your products because of the rising prices and costly maintenance in comparison to other three wheelers available in the market. Prepare a report to submit the Executive Director of the company. (Invent necessary details and data)			
	b.	What do you mean by 'Draft Contract'? Enumerate the contents of MAIN BODY SECTION of a Proposal.	8	CO3	K2
Unit-IV (20 Marks)					
7	a.	What do you mean by Group Communication? Discuss the skills judged during Group Discussion.	10	CO2	K2
	b.	"Power Point Gives Power to the Point." Discuss the statement and write how to plan a Good Presentation?	10	CO2	K2
OR					
8	a.	What do you mean by Reflective Question? Write the brief notes on the following points to get ready for your interview to be held next week: i. Why did you take admission to MBA programme? ii. What is the difference between administration and management? iii. What are the roles played by a business administrator? iv. How will you differentiate between a manager and a leader	10	CO2	K2
	b.	What is the impact of Active Listening in the growth of an organisation? Discuss in brief the barriers to effective listening in an organization.	10	CO2	K2
UNIT-V (20 Marks)					
9	a.	What do you mean by 'Culture'? Discuss in brief the Forces that Shape Individual Culture.	10	CO4	K2
	b.	Cross-cultural communication creates ' <i>An understanding of diverse market</i> '? Why is it important for people to study culture as they prepare to enter their career?	10	CO4	K2
OR					
10	a.	Read the following case carefully and answer the given questions: Wise web analytics is a California-based multinational company that has set up its offices in Hyderabad and Bengaluru. Santosh recently joined this company in its Hyderabad office. He is part of a team that has members from New York, Shanghai, and Malaysia for a major project in the area of risk analysis. His project manager Julie is based in San Jose. In the first week of his joining the company, Julie wanted to call for a project meeting of all the members through Video Conferencing. She asked Santosh whether it would be convenient for him to join the meeting at 7 PM. Santosh knew that he had another important assignment at 6 PM and he was not sure that whether that would be over or not by 7 PM. But he did not directly say 'No' to Julie. He said that if the team could wait for some time, it was fine or else they could go ahead with the meeting and he would join later. Put off by his reply, she firmly asked him whether he said 'Yes' or 'No.' And this confused Santosh. Questions: • Analyse the cultural differences involved in this case keeping in mind the discussion. • What do you feel about Santosh's way of answering? • What would Julie think about Santosh?	12	CO4	K3
	b.	Discuss in brief the Blocks to Cross Cultural Communication.	8	CO4	K2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, JANUARY-2024



MBA 1st Semester [02PG010]

Managerial Economics

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	Discuss Consumer's Equilibrium with the help of Indifference curve and Budget line.	10	1	2
	b.	Elaborate all the concept of Elasticity with the help of daily life examples.	10	1	3

OR

2	a.	Under short-run production function (where L is the variable input and Q is the output) function is given as. $Q = 66L^2 - 1.1L^3$ (i) Find the value of "L" at the point of inflexion. (ii) Determine "L" at which stage of increasing return ends. (iii) Determine the level of "L" employed at which total production is maximum.	10	1	4
	b.	You are given the following production functions. Which ones represent constant returns to scale, which ones increasing returns to scale and decreasing returns to scale and why? i) $Q = A.K^{0.5} .L^{0.7}$ ii) $Q = A.K^{1/4} .L^{3/4}$ iii) $Q = A.K^{0.3} .L^{0.6}$ iv) $Q = 10 \sqrt{L.K}$	10	1	3

Unit-II (20 marks)

3	a.	Given $TC = 1000 + 12Q^2 - 3Q^3$. Find out all cost functions.	10	2	3
	b.	Discuss the relationship between AC, AVC and MC.	10	2	2

OR

4	a.	Elaborate all the concepts of Costs with an example.	10	2	2
	b.	A firm manufacturing bag has the following cost function: $TVC = 500 + 250Q - 12Q^2 + 0.5Q^3$ (a) total cost function (b) marginal cost function (c) average variable cost function (d) average total cost function (e) at what output levels average variable cost and marginal cost will be minimum.	10	2	3

Unit-III (20 marks)

5	a.	If the cost function of a firm is given, $TC = 60Q + 0.5Q^2$. and $TR = 100Q$, find out the equilibrium output, price, average cost and total profit.	10	3	3
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	b.	What do you understand with price discrimination? Discuss the degrees of price discrimination with examples. Also highlight the fundamental conditions for price discrimination.	10	3	2
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OR

6	a.	Suppose a "ABC" firm is a monopolist, the following demand and total cost functions are given. Find out equilibrium output and price along with total profit, if $Q = 1000 - 40P$ (demand function) $TC = 10Q + 0.05Q^2$ (cost function)	10	3	3
	b.	A firm's total variable cost is given by the following: $TVC = 75Q - 10Q^2 + Q^3$ Will the firm produce the product if price of the product is Rs. 40 ?	10	3	3

Unit-IV (20 marks)

7	a.	Discuss all the methods of measuring National Income.	10	4	2
	b.	With the help of circular flow of money concept, discuss the four sector model, along with identity to explain the private savings and Public savings	10	4	2

OR

8	a.	Highlight the difference between Real and Nominal GNP with the help of an example. Also, elaborate the concept of GNP Deflator, why it is an important indicator?	10	4	3																					
	b.	Calculate (1) GDP at market prices and (2) national income from the following information. <table border="1" style="width: 100%; margin-top: 5px;"> <thead> <tr> <th style="text-align: center;">Particulars</th> <th style="text-align: center;">Amount (in cr)</th> </tr> </thead> <tbody> <tr> <td>Personal consumption expenditure</td> <td style="text-align: right;">7200</td> </tr> <tr> <td>Indirect taxes less subsidies</td> <td style="text-align: right;">170</td> </tr> <tr> <td>State government consumption and investment expenditure</td> <td style="text-align: right;">650</td> </tr> <tr> <td>Central government consumption and investment expenditure</td> <td style="text-align: right;">2100</td> </tr> <tr> <td>Change in business inventories</td> <td style="text-align: right;">150</td> </tr> <tr> <td>Gross private domestic fixed investment</td> <td style="text-align: right;">1450</td> </tr> <tr> <td>Exports</td> <td style="text-align: right;">1170</td> </tr> <tr> <td>Net factor payments to rest of the world</td> <td style="text-align: right;">-150</td> </tr> <tr> <td>Imports</td> <td style="text-align: right;">1290</td> </tr> <tr> <td>Depreciation</td> <td style="text-align: right;">240</td> </tr> </tbody> </table>	Particulars	Amount (in cr)	Personal consumption expenditure	7200	Indirect taxes less subsidies	170	State government consumption and investment expenditure	650	Central government consumption and investment expenditure	2100	Change in business inventories	150	Gross private domestic fixed investment	1450	Exports	1170	Net factor payments to rest of the world	-150	Imports	1290	Depreciation	240	10	4
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UNIT- V (20 marks)

9	a.	Explain all the aggregates of National Income. What is the aggregate that truly explain National Income and why?	10	4	2
	b.	Explain the concept of Balance of Payment. Also show the tabular BOP of any nation as an example.	10	5	2

OR

10	a.	What do you mean by Inflation? Explain the types of Inflation.	10	5	2
	b.	Explain the stages of business cycle. Also discuss the sunspot theory of business cycle.	10	5	2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, JANUARY-2024
MBA 1st Semester [02PG010]



Business Computing

Time: 2 Hrs.

Max. Marks: 50

Answer any one question from each unit

M	CO	KL
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Unit-I (10 marks)

1	a.	Explain the classification of computer languages based on their level of abstraction. Provide examples for each category.	6	1	2
	b.	Differentiate between Data and Information	4	2	2

OR

2	a.	Define an operating system and explain its types.	5	1	2
	b.	What are the different types of computer? Explain briefly.	5	1	2

Unit-II (10 marks)

3	a.	How a pivot table can be used to analyze data effectively, explain with the help of an example.	5	2	3
	b.	How to perform mail merge in MS office, explain briefly.	5	2	2

OR

4	a.	Discuss the types of charts available in Excel and provide scenarios where each chart type is appropriate	5	2	2
	b.	Discuss the principles of effective slide design in PowerPoint. Explain the purpose of slide transitions.	5	2	3

Unit-III (10 marks)

5	a.	What is meant by a computer network? Explain the categorization of networks.	5	1	2
	b.	Define Search Engine and Browser with suitable examples.	5	3	2

OR

6	a.	What are the different types of network topologies? Provide a brief description of each.	5	1	2
	b.	What is internet? Explain internet service provider in detail.	5	3	2

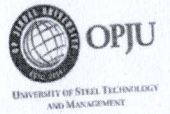
Unit-IV (10 marks)

7	a.	Define e-commerce and explain its significance in today's business landscape.	5	3	3
	b.	M-commerce involves shopping through a mobile device (mostly smart phones) and all transactions are performed over mobile device. At this juncture explain the types of mobile commerce along with benefits of using mobile commerce.	5	3	4

OR

8	a.	How computer can help manager to take crucial decisions? Explain with suitable examples.	5	3	3
	b.	Discuss the challenges and considerations associated with developing and implementing m-commerce strategies for businesses	5	3	3
UNIT-V (10 marks)					
9	a.	Differentiate between DBMS and RDBMS.	4	3	2
	b.	What is System Software? Explain functions and components of System Software	6	4	2
OR					
10	a.	Explain the term Database. Describe types of Database Languages.	5	3	2
	b.	Differentiate between Application Software and Programming Software.	5	4	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, DEC 2023

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

Time: 3 Hrs

Semester: **1st**

Max. Marks: 100

Course Code: **MBA 102**

Course Name: **Organization Behaviour**

Answer any one question from each section		M	CO	KL
All questions carry equal marks				
Section A (Unit-I) (20 marks)				
1	a.	10	CO2	1
	b.	10	CO1	1
OR				
2	a.	10	CO3	2
	b.	10	CO2	1
Section B (Unit-II) (20 marks)				
3	a.	10	CO4	2
	b.	10	CO3	2
OR				
4	a.	10	CO2	2
	b.	10	CO3	2
Section C (Unit-III) (20 marks)				
5	a.	10	CO5	3
	b.	10	CO4	3
OR				
6	a.	10	CO3	3
	b.	10	CO4	3
Section D (Unit-IV) (20 marks)				
Discuss the stages of group development. How social loafing affect group performance? Contrast the effectiveness of group decision making over individual decision making.				
What are different approaches to manage functional and dysfunctional conflicts? Explain by giving examples				

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG END SEMESTER EXAMINATION, JAN 2024

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

Time: 3 Hrs

Semester: **1st**

Max. Marks: 100

Course Code: **MBA 102**

Course Name: **Organization Behaviour**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Discuss the relevance of OB in today's business environment. Why do people behave the way they do?	10	CO2	1
	b.	Explain individual behaviour on the basis of various approaches of OB.	10	CO1	1
OR					
2	a.	Explain various disciplines that contributes to OB.	10	CO1	2
	b.	Compare various OB models that defines the behaviour of an organization.	10	CO2	1
Section B (Unit-II) (20 marks)					
3	a.	Emotional intelligence can be explained through five dimensions. Discuss five dimensions in detail.	10	CO2	2
	b.	Discuss the process of perception in detail. Discuss various perceptual errors with examples?	10	CO2	2
OR					
4	a.	What are common perceptual distortions that can obstruct accurate perception?	10	CO2	2
	b.	Explain Big Five personality theory in detail. How you will define your own personality on the basis of Big Five.	10	CO3	2
Section C (Unit-III) (20 marks)					
5	a.	Differentiate between functional and dysfunctional conflicts? Explain by giving examples	10	CO5	3
	b.	How do group norms differences affect group performance? How can cohesiveness and diversity support group effectiveness? Explain with example	10	CO4	3
OR					
6	a.	Discuss the stages of group development. How can a group can be converted into a team?	10	CO3	3
	b.	Differentiate various types of groups with examples at workplace.	10	CO3	3
Section D (Unit-IV) (20 marks)					
7	a.	What factors are can make a conducive organizational climate to higher productivity and why?	10	CO5	3
	b.	What factors are important to design an organization structure? How those factors affect organization behaviour?	10	CO4	3
OR					
8	a.	Explain the main characteristics and components of culture. How employees can be more committed towards organization through practicing a particular culture.	10	CO4	3

	b.	Discuss various types of organization structure? How it may affect the behaviour of an organization?	10	CO5	3
Section E (Unit-V) (20 marks)					
9	a.	<p>Case Study: Ranbir is the Chief executive officer of a company. The Company has been growing and has recruited quite a few specialists recently. The functional heads in the company have to meet their staff in an open meeting every two months. Ranbir detested these meetings. It was open to everyone in the office. The staff came up with a long list of trivial and tiresome complaints and grievances. They repeated the same things and spoke at length. Even when the staff knew of the constraints, they went on with their complaints. They wanted more space for lounge, for bathrooms and crèche. Ranbir pointed to lack of space, and yet the staff continued to complain. Ranbir cultivated a habit of sitting through the meeting with a cheerful face, but with his mind switched off from the proceedings. The meeting became a tiresome ritual he had to get through. Due these issues many employees had left the company and its further hampering the Business of the company. Q. In Ranbir's situation what action would you have taken and why?</p>	10	CO3	1
	b.	<p>Case Study You go out with your husband/wife for dinner at a new restaurant you have not frequented before. It is in a part of town you rarely visit. You are shocked to see your friend's spouse having dinner with a very young, attractive person. From the way they are behaving, it is obvious they are more than friends. The couple finish their meal and leave without seeing you. They behave very affectionately on the way out the door. What will you do in this situation and why? What personality characteristics of yours will dominate in this situation?</p>	10	CO4	1
OR					
10	a.	<p>Case Study ABC Tech, a leading technology company, faced the challenge of adapting to a rapidly changing industry landscape. Company operates in the highly dynamic and competitive technology sector., With increasing market demands, technological advancements, and a need for innovation, the company recognized the necessity for strong leadership to navigate these challenges and position itself for sustained growth. What key leadership principles and strategies can be employed that led to the successful turnaround and growth of ABC Tech.</p>	10	CO4	2
	b.	<p>Case Study John has graduated from the college of Business administration at State University and has joined his family's small business, which employees twenty-five semiskilled workers During the first week on the job, his dad called him in and said: "John, I've had a chance to observe you working with the men and women for the past two days and, although I hate to, I feel I must say something. You are just too nice to people. I know they taught you that human relations stuff at the university, but it just doesn't work here. I remember when we discussed the Hawthorne studies when I was in school and everybody at the university got all excited about them, there is more to managing people than just being nice to them. If you were John how would you explain to your father the new perspective that is needed and how the study of organizational behaviour will help the business be successful in the new Paradigm?</p>	10	CO3	2

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER BACK LOG EXAMINATION, DECEMBER-2023

MBA 1st Semester

Managerial Accounting [MBA 103]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	Define Accounting . Explain the importance of Accounting	10	CO 1	KL 1
	b.	Explain Money measurement Concept, Accounting year concept and Dual Concept	10	CO 1	KL 1

OR

2	a.	Explain functions of accounting	10	CO 1	KL 1
	b.	Explain Disclosure convention, Materiality convention, Consistency convention	10	CO 1	KL 1

Unit-II (20 marks)

From the following prepare the Trading and Profit and Loss Account for the year ended 31st March 2013 and a Balance Sheet as on that date:

Particulars	Amount	Particulars	Amount
Capital	1,00,000	Carriage	1,600
Bank	4,000	Freight	4,400
Cash in hand	1,000	Creditors	24,400
Building	60,000	Debtors	30,000
Wages	30,000	Purchases Return	4,000
Salaries	20,000	Sales Return	3,000
Rent & Rates	3,600	Bills Receivable	8,000
Printing & Stationary	2,400	Discount (Cr)	800
Stock (1.4.2012)	16,000	Discount allowed	1,000
Purchases	1,40,000	Furniture	6,000
Insurance	1,600	Travelling expenses	3,600
Machinery	24,000	Loans	20,000
Drawings	16,000	Bills Payable	4,000
Land	27,000		
Sales	2,50,000		

3 a. 10 CO 2 KL 3

	<p align="center">Provide for the following:</p> <ol style="list-style-type: none"> 1. Prepaid insurance – 400 2. Depreciation on: Machinery- 20% Furniture- 10 % 3. Outstanding wages- 1,600 4. Outstanding Salaries- 1,200 5. Write off bad debt 1,000 and create and reserve for bad debt at 3% on debtors 6. Closing stock 20,000 			
	b. Define Trial Balance. Why trial balance prepared	10	CO 2	KL 2

OR

	<p align="center">Prepare Trial Balance as on 31 March 2013</p> <table border="1"> <thead> <tr> <th>Particular</th> <th>Rs</th> <th>Particular</th> <th>Rs</th> </tr> </thead> <tbody> <tr> <td>Capital</td> <td>920000</td> <td>Machinery</td> <td>120000</td> </tr> <tr> <td>Creditor</td> <td>288520</td> <td>Furniture</td> <td>16400</td> </tr> <tr> <td>Bills Payable</td> <td>69300</td> <td>Debtor</td> <td>156000</td> </tr> <tr> <td>Sales</td> <td>1218500</td> <td>Opening stock</td> <td>250400</td> </tr> <tr> <td>Provision for doubtful debt</td> <td>14200</td> <td>Cash in hand</td> <td>9880</td> </tr> <tr> <td>Interest (Cr)</td> <td>4400</td> <td>Bad debt</td> <td>6130</td> </tr> <tr> <td>Building</td> <td>700000</td> <td>Audit fees</td> <td>5000</td> </tr> <tr> <td>Cash at bank</td> <td>145340</td> <td>Travelling Expenses</td> <td>4250</td> </tr> <tr> <td>Bill receivable</td> <td>58440</td> <td>Discount (Dr)</td> <td>6200</td> </tr> <tr> <td>Purchase</td> <td>855220</td> <td>Sales Return</td> <td>2850</td> </tr> <tr> <td>Carriage inward</td> <td>12910</td> <td>Investment</td> <td>89220</td> </tr> <tr> <td>Carriage outward</td> <td>8000</td> <td>General Expenses</td> <td>60850</td> </tr> <tr> <td></td> <td></td> <td>Insurance</td> <td>7830</td> </tr> </tbody> </table>	Particular	Rs	Particular	Rs	Capital	920000	Machinery	120000	Creditor	288520	Furniture	16400	Bills Payable	69300	Debtor	156000	Sales	1218500	Opening stock	250400	Provision for doubtful debt	14200	Cash in hand	9880	Interest (Cr)	4400	Bad debt	6130	Building	700000	Audit fees	5000	Cash at bank	145340	Travelling Expenses	4250	Bill receivable	58440	Discount (Dr)	6200	Purchase	855220	Sales Return	2850	Carriage inward	12910	Investment	89220	Carriage outward	8000	General Expenses	60850			Insurance	7830			
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4	a.	10	CO 2	KL 3																																																								
	b. What is final account? Why it is prepared?	10	CO 2	KL 1																																																								

Unit-III (20 marks)

5	a. From the following balance sheet of V Ltd. Prepare Cash flow Statement	10	CO 3	KL 3
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		Liabilities	2012	2013	Asset	2012	2013																																					
		Equity Share capital	200000	250000	Goodwill	30000	20000																																					
		12% Preference share	50000	40000	Building	1000000	80000																																					
		General Reserve	35000	55000	Plant	40000	70000																																					
		P& L account	15000	17000	debtors	120000	160000																																					
		Creditor	23000	5000	Stock	18000	20000																																					
					Cash	15000	17000																																					
		Depreciation charge on Plant was Rs 30000 and on building Rs 50000																																										
	b.	Write formula of Operating ratio and Stock turn over ratio								10	CO 3	KL 2																																
OR																																												
		From the given information calculate																																										
		1 Current ratio																																										
		2 Quick ratio																																										
		3 Proprietary ratio																																										
		4 Debt Equity Ratio																																										
6	a.	<table border="1"> <thead> <tr> <th>Particular</th> <th>Amount</th> <th>Particular</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Share capital</td> <td>400000</td> <td>Goodwill</td> <td>100000</td> </tr> <tr> <td>Capital reserve</td> <td>80000</td> <td>Fixed asset</td> <td>500000</td> </tr> <tr> <td>12% mortgage loan</td> <td>200000</td> <td>Stock</td> <td>120000</td> </tr> <tr> <td>Bank overdraft</td> <td>40000</td> <td>Cash</td> <td>180000</td> </tr> <tr> <td>Creditor</td> <td>100000</td> <td>Investment(Short term)</td> <td>100000</td> </tr> <tr> <td>Provision for tax</td> <td>60000</td> <td></td> <td></td> </tr> <tr> <td>Profit and loss</td> <td>120000</td> <td></td> <td></td> </tr> </tbody> </table>	Particular	Amount	Particular	Amount	Share capital	400000	Goodwill	100000	Capital reserve	80000	Fixed asset	500000	12% mortgage loan	200000	Stock	120000	Bank overdraft	40000	Cash	180000	Creditor	100000	Investment(Short term)	100000	Provision for tax	60000			Profit and loss	120000										10	CO 3	KL 3
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Creditor	100000	Investment(Short term)	100000																																									
Provision for tax	60000																																											
Profit and loss	120000																																											
	b.	What is Cash Flow Statement? Why it is prepared?								10	CO 3	KL 2																																
Unit-IV (20 marks)																																												
7	a.	Difference between financial accounting, cost accounting and management accounting								10	CO 4	KL 2																																

	b.	Define management accounting. Explain the objectives of management accounting	10	CO 4	KL 1																					
OR																										
8	a.	Explain scope of management accounting	10	CO 4	KL 1																					
	b.	Explain responsibility center, cost center and profit center	10	CO 4	KL 1																					
UNIT-V (20 marks)																										
9	a.	<p>A Ltd has furnished the following particular relating to the year ending 31-3-2012</p> <p>Calculate</p> <p>1 P/V Ratio</p> <p>2 BEP</p> <p>3 Profit for sales volume Rs 140000</p> <p>4 Sales to earn profit Rs 15000</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Particular</th> <th style="width: 50%;">Amount</th> </tr> </thead> <tbody> <tr> <td>Fixed Cost</td> <td>30000</td> </tr> <tr> <td>Sales</td> <td>100000</td> </tr> <tr> <td>Variable Cost</td> <td>60000</td> </tr> </tbody> </table>	Particular	Amount	Fixed Cost	30000	Sales	100000	Variable Cost	60000	10	CO 5	KL 3													
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b.	Explain Marginal Costing and Absorption Costing		10	CO 5	KL 1																					
OR																										
10	a.	<p>The estimated cost of producing 8000 units of a product as follows</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 20%; text-align: center;">Per</th> <th style="width: 20%; text-align: center;">Unit</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td></td> <td></td> </tr> <tr> <td>Direct material cost</td> <td style="text-align: center;">15</td> <td style="text-align: center;">120000</td> </tr> <tr> <td>Direct wages</td> <td style="text-align: center;">10</td> <td style="text-align: center;">80000</td> </tr> <tr> <td>Direct expenses</td> <td style="text-align: center;">2</td> <td style="text-align: center;">16000</td> </tr> <tr> <td>Factory overhead (variable)</td> <td style="text-align: center;">3</td> <td style="text-align: center;">24000</td> </tr> <tr> <td>Factory overhead fixed</td> <td style="text-align: center;">5</td> <td style="text-align: center;">40000</td> </tr> </tbody> </table> <p>The same product can be purchase from the market at a price of Rs 32 per unit . If the product is purchased from market at 60% of the fixed factory overhead will be saved. Should the company make the product or buy it from the market?</p>		Per	Unit	Total			Direct material cost	15	120000	Direct wages	10	80000	Direct expenses	2	16000	Factory overhead (variable)	3	24000	Factory overhead fixed	5	40000	10	CO 5	KL 2
		Per	Unit																							
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b.	Define Cost volume analysis, Break Even Point and Contribution		10	CO 5	KL 1																					

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA 1st Semester



Managerial Accounting [MBA 103]

Time: 3 Hrs.

Max. Marks: 100

Note:

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.	Define Accounting . Explain the nature of Accounting	10	CO 1	KL 1
	b.	Explain Money measurement Concept, Accounting year concept and Dual Concept	10	CO 1	KL 1
OR					
2	a.	What are accounting standards? Explain the need of accounting standards	10	CO 1	KL 1
	b.	Explain Disclosure convention, Materiality convention, Consistency convention	10	CO 1	KL 1

Unit-II (20 marks)

3	a.	From the following prepare the Trading and Profit and Loss Account for the year ended 31 st March 2013 and a Balance Sheet as on that date:							
		Particulars	Amount	Particulars	Amount				
		Capital	1,00,000	Carriage	1,600				
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		Building	60,000	Debtors	30,000				
		Wages	30,000	Purchases Return	4,000				
		Salaries	20,000	Sales Return	3,000				
		Rent & Rates	3,600	Bills Receivable	8,000				
		Printing & Stationary	2,400	Discount (Cr)	800				
		Stock (1.4.2012)	16,000	Discount allowed	1,000				
		Purchases	1,40,000	Furniture	6,000				
		Insurance	1,600	Travelling expenses	3,600				
		Machinery	24,000	Loans	20,000				
		Drawings	16,000	Bills Payable	4,000				
Land	27,000								
Sales	2,50,000								

10	CO 2	KL 3
----	---------	---------

	<p>Provide for the following:</p> <ol style="list-style-type: none"> 1. Prepaid insurance – 400 2. Depreciation on: Machinery- 20% Furniture- 10 % 3. Outstanding wages- 1,600 4. Outstanding Salaries- 1,200 5. Write off bad debt 1,000 and create and reserve for bad debt at 3% on debtors 6. Closing stock 20,000 			
	b. Define Trial Balance. Why trial balance prepared	10	CO 2	KL 2

OR

	Prepare Trial Balance as on 31 March 2013																																																												
4	a.	<table border="1" style="width: 100%;"> <thead> <tr> <th>Particular</th> <th>Rs</th> <th>Particular</th> <th>Rs</th> </tr> </thead> <tbody> <tr> <td>Capital</td> <td>920000</td> <td>Machinery</td> <td>120000</td> </tr> <tr> <td>Creditor</td> <td>288520</td> <td>Furniture</td> <td>16400</td> </tr> <tr> <td>Bills Payable</td> <td>69300</td> <td>Debtor</td> <td>156000</td> </tr> <tr> <td>Sales</td> <td>1218500</td> <td>Opening stock</td> <td>250400</td> </tr> <tr> <td>Provision for doubtful debt</td> <td>14200</td> <td>Cash in hand</td> <td>9880</td> </tr> <tr> <td>Interest (Cr)</td> <td>4400</td> <td>Bad debt</td> <td>6130</td> </tr> <tr> <td>Building</td> <td>700000</td> <td>Audit fees</td> <td>5000</td> </tr> <tr> <td>Cash at bank</td> <td>145340</td> <td>Travelling Expenses</td> <td>4250</td> </tr> <tr> <td>Bill receivable</td> <td>58440</td> <td>Discount (Dr)</td> <td>6200</td> </tr> <tr> <td>Purchase</td> <td>855220</td> <td>Sales Return</td> <td>2850</td> </tr> <tr> <td>Carriage inward</td> <td>12910</td> <td>Investment</td> <td>89220</td> </tr> <tr> <td>Carriage outward</td> <td>8000</td> <td>General Expenses</td> <td>60850</td> </tr> <tr> <td></td> <td></td> <td>Insurance</td> <td>7830</td> </tr> </tbody> </table>	Particular	Rs	Particular	Rs	Capital	920000	Machinery	120000	Creditor	288520	Furniture	16400	Bills Payable	69300	Debtor	156000	Sales	1218500	Opening stock	250400	Provision for doubtful debt	14200	Cash in hand	9880	Interest (Cr)	4400	Bad debt	6130	Building	700000	Audit fees	5000	Cash at bank	145340	Travelling Expenses	4250	Bill receivable	58440	Discount (Dr)	6200	Purchase	855220	Sales Return	2850	Carriage inward	12910	Investment	89220	Carriage outward	8000	General Expenses	60850			Insurance	7830	10	CO 2	KL 3
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	b. What is final account? Why it is prepared?	10	CO 2	KL 1																																																									

Unit-III (20 marks)

5	a. From the following balance sheet of V Ltd. Prepare Cash flow Statement	10	CO 3	KL 3
---	---	----	---------	---------

		Liabilities	2012	2013	Asset	2012	2013				
		Equity Share capital	200000	250000	Goodwill	30000	20000				
		12% Preference share	50000	40000	Building	1000000	80000				
		General Reserve	35000	55000	Plant	40000	70000				
		P& L account	15000	17000	debtors	120000	160000				
		Creditor	23000	5000	Stock	18000	20000				
					Cash	15000	17000				
		Depreciation charge on Plant was Rs 30000 and on building Rs 50000									
	b.	What is cash flow statement. Explain advantages of cash flow statement							10	CO 3	KL 2

OR

6	a.	Prepare Cash flow statement									10	CO 3	KL 3
		Liabilities	2012	2013	Asset	2012	2013						
		Share capital	180000	200000	Discount on issue of debenture	3000	2000						
		Depreciation on asset	60000	62000	Machinery	21000 0	280000						
		Debenture	60000	54000	Bank balance	11000	15000						
		P& L account	45000	72000	debtor	96000	83000						
	Creditor	35000	32000	Stock	60000	40000							
	b.	What is financial statement ? Explain components of financial statement.							10	CO 3	KL 2		

Unit-IV (20 marks)

7	a.	From the given information calculate 1 Current ratio 2 Quick ratio	10	CO 4	KL 2
---	----	--	----	---------	---------

		3 Proprietary ratio						
		4 Debt Equity Ratio						
		Particular	Amount				Particular	Amount
		Share capital	400000				Goodwill	100000
		Capital reserve	80000				Fixed asset	500000
		12% mortgage loan	200000				Stock	120000
		Bank overdraft	40000				Cash	180000
		Creditor	100000				Investment(Short term)	100000
		Provision for tax	60000					
Profit and loss	120000							

b. Explain the objectives of financial statement analysis 10 CO 4 KL 1

OR

8	a.	Particular	Amount	Particular	Amount	10	CO 4	KL 1
		Sales	2500000	Fixed asset	1440000			
		Cost of sales	2000000	Net worth	1500000			
		Net profit	400000	Debt long term	900000			
		Average inventory	800000	Current liabilities	500000			
		Other current asset	700000	Net profit before tax & interest	800000			

Calculate
 1 Gross Profit ratio
 2 Net Profit ratio
 3 Current Ratio
 4 liquid Ratio

b. Explain the tools of financial statement analysis 10 CO 4 KL 1

UNIT-V (20 marks)

9	a.	A Ltd has furnished the following particular relating to the year ending 31-3-2012 Calculate 1 P/V Ratio 2 BEP 3 Profit for sales volume Rs 140000 4 Sales to earn profit Rs 15000	10	CO 5	KL 3
---	----	---	----	------	------

		Particular	Amount			
		Fixed Cost	30000			
		Sales	100000			
		Variable Cost	60000			
	b.	Define management accounting. Explain the objectives of management accounting		10	CO 5	KL 1
OR						
		The estimated cost of producing 8000 units of a product as follows				
			Per	Unit		
		Total				
		Direct material cost	15	120000		
		Direct wages	10	80000		
		Direct expenses	2	16000		
	a.	Factory overhead (variable)	3	24000	10	CO 5
10		Factory overhead fixed	5	40000		KL 3
		The same product can be purchase from the market at a price of Rs 32 per unit . If the product is purchased from market at 60% of the fixed factory overhead will be saved. Should the company make the product or buy it from the market?				
	b.	Difference between financial accounting, cost accounting and management accounting		10	CO 5	KL 2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG EXAMINATION, JANUARY 2024

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

Time: 3 Hrs

Semester: **1st**

Max. Marks: 100

Course Code: **MBA 101**

Course Name: **Principles & Practice of 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 Management and its characteristics in detail.	10	1	2
	b.	What is Corporate Social Responsibility? Explain Social Responsibility of a Business.	10	1	2
OR					
2	a.	How can the principle of scalar chain be strategically applied within an organization to improve communication, streamline decision-making processes, and foster a more efficient flow of information? Provide practical examples of how adhering to the scalar chain can enhance organizational effectiveness and promote a seamless hierarchy in the workplace.	8	1	2
	b.	Explain POSDCORB.	12	1	2
Section B (Unit-II) (20 marks)					
3	a.	What is Planning? Explain its process in detail.	10	2	3
	b.	Explain Porters Five Forces with suitable examples.	10	2	3
OR					
4	a.	Discuss Management by Objectives in detail.	12	2	3
	b.	Explain Strategy in detail.	8	3	3
Section C (Unit-III) (20 marks)					
5	a.	What is Span of Control? Explain its types in detail.	12	3	4
	b.	You are the newly appointed manager of a medium-sized manufacturing company that produces electronic gadgets. The company has been growing rapidly, and there is a need to reorganize the structure to enhance efficiency and coordination. Currently, all functions are managed centrally, and it's becoming challenging to manage the increasing complexity of tasks. Question: 1. Identify and justify the most suitable form of departmentation for your	8	3	4

		manufacturing company. Consider factors such as the nature of the products, the size of the organization, and the need for coordination.			
		2. Describe how the chosen departmentation method would contribute to better organizational performance and employee satisfaction. Discuss potential challenges and how you would address them.			
OR					
6	a.	Explain Authority in detail.	10	3	3
	b.	Explain Staffing and its process in detail.	10	3	3
Section D (Unit-IV) (20 marks)					
7	a.	Explain Maslow's Hierarchy of Needs.	10	4	3
	b.	What is Supervision? Explain the qualities of supervisor.	10	3	3
OR					
8	a.	Explain Adams' Equity Theory.	10	3	3
	b.	What is Leadership? Explain its types in detail.	10	3	3
Section E (Unit-V) (20 marks)					
9	a.	What is Controlling? Explain its process.	10	4	3
	b.	Explain Traditional Controlling Techniques in detail.	10	4	3
OR					
10	a.	Explain Modern Controlling Techniques in detail.	10	4	3
	b.	What are the qualities of Effective Control System? Explain in detail.	10	4	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2024

Program Name: **MBA**

Program Code: 02PG010

Time: 3Hrs

Semester: **1st**

Max. Marks: 100

Course Code: **MBA101** Course Name: **Principles & Practice of Management**

Answer any one question from each section

All questions carry equal marks

				M	CO	KL
Section A (Unit-I) (20 marks)						
1	a.	How can an organization effectively apply the principles of management to enhance its operational efficiency and achieve its objectives? Discuss the nature and key characteristics of management that contribute to successful organizational leadership and decision-making.	12	1	2	
	b.	What is Corporate Social Responsibility? Explain Social Responsibility of a Business.	8	1	2	
OR						
2	a.	How can the principle of scalar chain be strategically applied within an organization to improve communication, streamline decision-making processes, and foster a more efficient flow of information? Provide practical examples of how adhering to the scalar chain can enhance organizational effectiveness and promote a seamless hierarchy in the workplace.	8	1	2	
	b.	Explain Functions of Management.	12	1	2	
Section B (Unit-II) (20 marks)						
3	a.	Do you believe that effective planning is crucial for the success of organizations? Support your perspective with examples and insights into the planning process, outlining key steps and considerations organizations should take to develop comprehensive and adaptive plans for achieving their goals in today's dynamic business environment.	10	2	3	
	b.	Confirmation bias is the idea that we seek out information that is consistent with, and ignore information that is in contrast to, our personal thoughts and beliefs. Do you think engaging in confirmation bias is overt? Or, is it more of an unconscious effort? Explain.	10	2	3	
OR						
4	a.	How can the implementation of the Management by Objectives (MBO) approach positively impact the performance and goal attainment of a	12	2	3	

		specific department within a company? Provide practical examples of how MBO can be applied in real-world scenarios, and discuss the potential challenges that organizations might face when adopting this management strategy.			
	b.	Explain Strategy in detail.	8	3	3

Section C (Unit-III) (20 marks)

5	a.	How does the concept of 'span of control' impact the organizational structure and effectiveness of a company? Explore the practical implications of different types of spans of control, such as narrow and wide spans, in specific industries or organizational contexts. Provide examples and discuss how the choice of span of control can influence communication, decision-making, and overall managerial effectiveness within an organization.	8	3	4
	b.	<p>You are the newly appointed manager of a medium-sized manufacturing company that produces electronic gadgets. The company has been growing rapidly, and there is a need to reorganize the structure to enhance efficiency and coordination. Currently, all functions are managed centrally, and it's becoming challenging to manage the increasing complexity of tasks.</p> <p>Question:</p> <p>1. Identify and justify the most suitable form of departmentation for your manufacturing company. Consider factors such as the nature of the products, the size of the organization, and the need for coordination.</p> <p>2. Describe how the chosen departmentation method would contribute to better organizational performance and employee satisfaction. Discuss potential challenges and how you would address them.</p>	12	3	4

OR

6	a.	Explain Authority in detail.	10	3	3
	b.	Explain Staffing and its process in detail.	10	3	3

Section D (Unit-IV) (20 marks)

7	a.	You have been promoted to the position of a supervisor in a customer service department of a large e-commerce company. The customer service team handles a high volume of inquiries and concerns from customers through various channels, including phone, email, and live chat. Recently, there have been challenges with customer satisfaction, and the management has identified a need for improved supervision.	10	4	3
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		<p>Question:</p> <p>1. Describe the key principles and strategies you would implement as a supervisor to enhance the performance and satisfaction of your customer service team. Consider factors such as communication, motivation, and skill development.</p> <p>2. Explain how you would address a situation where one of your team members is consistently underperforming and affecting overall customer satisfaction. What steps would you take to provide constructive feedback and support for improvement?</p>			
	b.	Explain Maslow's Hierarchy of Needs.	10	3	3
OR					
8	a.	Explain Adams' Equity Theory.	10	3	3
	b.	Discuss Managerial Grid in detail.	10	4	3
Section E (Unit-V) (20 marks)					
9	a.	What is Controlling? Explain its characteristics.	10	4	3
	b.	Explain Modern Controlling Techniques in detail.	10	4	3
OR					
10	a.	Explain Traditional Controlling Techniques in detail.	10	4	3
	b.	Discuss Controlling Process.	10	4	3

OP JINDAL UNIVERSITY, RAIGARH

BACKLOG END SEMESTER EXAMINATION, JANUARY-2024

MBA 1ST Semester [02UG010]

MANAGERIAL ECONOMICS

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	What are the factors affecting demand? Also discuss the shifting and movement in the demand curve.	10	1	2
	b.	Given the following market supply function for the commodity X $Q_x = f(P_x, N, T, I, T, U)$ Where, P_x = Price of the commodity X; N = number of firm producing the product; T = technological advances; I = price of the input; U = unpredictable event such as climate. Explain how will the supply and price of a commodity X change? (i) if price of the commodity X rises, (ii) if the number of producing firm decreases. (iii) if the technological advances support the industry. (iv) If the price of the input rises, and (v) If the climate change create loss to the industry.	10	1	4

OR

2	a.	If the production function is given: $Q = L^a.K^b$, where Q is output and a and b are positive constants. Show that sum of "a" and "b" represents all three stages of return to scale.	10	4	3
	b.	Under short-run production function (where L is the variable input and Q is the output) function is given as. $Q = \frac{66}{L-2} - \frac{11}{10L-3}$ (i) Find the value of "L" at the point of inflexion. (ii) Determine "L" at which stage of increasing return ends. (iii) Determine the level of "L" employed at which total production is maximum.	10	4	3

Unit-II (20 marks)

3	a.	Define marginal cost. How is it related to the marginal product of a factor? How marginal cost behaves with the change in output. Also, discuss how MC affects other costs and relationship with them.	10	4	3
	b.	Short-run total cost function: $TC = 100 + 50Q - 12Q^2 + Q^3$. where TC is total cost and Q is level of output. Determine : (a) total fixed cost function, (b) total variable cost function, (c) average variable cost function, (d) marginal cost function, (e) average fixed cost function, (f) total fixed cost.	10	4	3

OR

4	a.	Explain the concepts of total fixed cost, total variable costs, and total costs. How are they related to each other? Illustrate them through schedule and curves.	10	4	2
	b.	A bottle manufacturer has the following variable cost function: $TVC = 250Q - 12Q^2 + 0.5Q^3$ If the company's fixed costs are equal to 500 lakhs, find out: (a) total cost function (b) marginal cost function	10	4	3

		(c) average variable cost function (d) average total cost function (e) at what output levels average variable cost and marginal cost will be minimum.																									
Unit-III (20 marks)																											
5	a.	i. Can a firm under perfect competition operate in the short run when it is making losses? If so, under what conditions? ii. When does a firm working under perfect competition decide to shut down in the short run?	10	4	2																						
	b.	Let us assume the monopoly equilibrium with a numerical example. Suppose a "XYZ" firm is a monopolist, the following demand and total cost functions are given. Find out how much he will produce and what price he will charge and total profit, if $Q = 1200 - 50 P$ (demand function) $TC = 12Q + 0.08Q^2$ (cost function)	10	3	2																						
OR																											
6	a.	Explain the equilibrium of a monopoly firm. Also, discuss how, due to the non-availability of perfect competition, dead weight loss arises in the monopoly, take the case of constant return to scale cost condition.	10	3	3																						
	b.	Define price discrimination and the degrees of it. Also highlight the condition when price discrimination is possible.	10	3	3																						
Unit-IV (20 marks)																											
7	a.	Discuss all aggregates of National Income.	10	3	2																						
	b.	Calculate (1) GDP at market prices and (2) national income from the following information.	10	3	3																						
		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Particulars</th> <th style="text-align: center;">Amount (in cr)</th> </tr> </thead> <tbody> <tr> <td>Personal consumption expenditure</td> <td style="text-align: right;">7200</td> </tr> <tr> <td>Indirect taxes less subsidies</td> <td style="text-align: right;">170</td> </tr> <tr> <td>State government consumption and investment expenditure</td> <td style="text-align: right;">650</td> </tr> <tr> <td>Central government consumption and investment expenditure</td> <td style="text-align: right;">2100</td> </tr> <tr> <td>Change in business inventories</td> <td style="text-align: right;">150</td> </tr> <tr> <td>Gross private domestic fixed investment</td> <td style="text-align: right;">1450</td> </tr> <tr> <td>Exports</td> <td style="text-align: right;">1170</td> </tr> <tr> <td>Net factor payments to rest of the world</td> <td style="text-align: right;">-150</td> </tr> <tr> <td>Imports</td> <td style="text-align: right;">1290</td> </tr> <tr> <td>Depreciation</td> <td style="text-align: right;">240</td> </tr> </tbody> </table>				Particulars	Amount (in cr)	Personal consumption expenditure	7200	Indirect taxes less subsidies	170	State government consumption and investment expenditure	650	Central government consumption and investment expenditure	2100	Change in business inventories	150	Gross private domestic fixed investment	1450	Exports	1170	Net factor payments to rest of the world	-150	Imports	1290	Depreciation	240
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OR																											
8	a.	Explain all the methods of measuring national income.	10	3	2																						
	b.	Highlight the circular flow of income in three and four sector of economy. Also discuss the leakages and injection to the economy.	10	3	2																						
UNIT-V (20 marks)																											
9	a.	What do you understand with balance of payment? Discuss all the elements of the BOP.	10	2	3																						
	b.	Explain the stages of business cycle. Also discuss the sunspot theory of business cycle.	10	2	3																						
OR																											
10	a.	Discuss all the issues and challenges with Indian foreign trade.	10	4	3																						
	b.	What do you understand with Inflation? Discuss its types.	10	2	2																						

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION(Backlog), JANUARY-2024

MBA 2nd Semester
School of Management [02PG010]

Operation Research

Time: 2 Hrs.

Max. Marks: 100

Note: Answer any one question from each unit. All questions carry equal marks.

Invigilators, please allow the calculator in examination hall for calculation purposes.

M CO KL

Unit-I (20 marks)

1	a.	Describe what operation research is. Address various characteristics of operation research.	10	1	1
	b.	"In operation research, the modeling process forms the cornerstone of sound decision-making." Provide a suitable explanation to support the claim.	10	2	2

OR

2	a.	Describe the different underlying presumptions of the operation research linear programming problem. Enumerate the benefits and drawbacks of the linear programming problem.	10	1	2
	b.	What are the main principles of modelling in operation research.	10	2	1

Unit-II (20 marks)

3	a.	Solve the following linear programming problem by graphical method. Objective Function $\text{Max } Z = 6X_1 + 8X_2$ Subject to constraints $5X_1 + 10X_2 \leq 60$ $4X_1 + 4X_2 \leq 40$ NNR $X_1, X_2 \geq 0$	10	3	3
	b.	Dual of Dual linear programming problem is same as primal linear programming. Explain the theory by example.	10	2	2

OR

4	a.	Write the dual of following Linear programming problem. Objective Function $\text{Min } Z = 3X_1 + 2X_2 + 4X_3$ Subject to constraints $3X_1 + 5X_2 + 4X_3 \geq 7$ $16X_1 + 2X_2 + 3X_3 \geq 4$ $7X_1 - 2X_2 - X_3 \leq 10$ $X_1 - 2X_2 + 5X_3 \geq 3$ $4X_1 + 7X_2 - 2X_3 \geq 2$ NNR $X_1, X_2, X_3 \geq 0$	10	3	3
	b.	What are the different methods to solve linear programming problem? Define augmentation process in Simplex method.	10	2	1

Unit-III (20 marks)

5		A company has three production facilities S1, S2 and S3 with production capacity of 17, 13 and 20 units (in 100s) per week of a product respectively. These units are to be shipped to four warehouses D1, D2, D3 and D4 with requirement of 5, 18, 17 and 10 units (in 100s) per week, respectively. Following table depicts the transportation costs (in rupees) per unit between factories to warehouses.	20	4	3
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Transportation Costs

	D1	D2	D3	D4
S1	19	30	50	10
S2	70	30	40	60
S3	40	8	70	20

Find initial feasible solution by Least Cost method (LCM) and ~~Least cost~~ method.

North-west Corner.

OR

6	Discuss basic assumptions of an assignment problem in operation research. Elaborate the mechanism for solving problems with restrictions by Hungarian method.	20	4	2
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Unit-IV (20 marks)

7.	<p>The following matrix gives the payoff (in Rs) of different strategies (alternatives) A1, A2 and A3 against conditions (events) E1, E2, E3 and E4:</p> <table border="1"> <thead> <tr> <th rowspan="2">State of Nature</th> <th colspan="3">Strategy</th> </tr> <tr> <th>A₁</th> <th>A₂</th> <th>A₃</th> </tr> </thead> <tbody> <tr> <td>E₁</td> <td>4,000</td> <td>20,000</td> <td>20,000</td> </tr> <tr> <td>E₂</td> <td>-100</td> <td>5,000</td> <td>15,000</td> </tr> <tr> <td>E₃</td> <td>6,000</td> <td>400</td> <td>-2,000</td> </tr> <tr> <td>E₄</td> <td>18,000</td> <td>0</td> <td>1000</td> </tr> </tbody> </table> <p>Indicate the decision taken under the following approaches (i) Pessimistic, (iii) Equal probability, (v) Hurwicz criterion, the degree of optimism being 0.7</p>	State of Nature	Strategy			A ₁	A ₂	A ₃	E ₁	4,000	20,000	20,000	E ₂	-100	5,000	15,000	E ₃	6,000	400	-2,000	E ₄	18,000	0	1000	20	5	3
State of Nature	Strategy																										
	A ₁	A ₂	A ₃																								
E ₁	4,000	20,000	20,000																								
E ₂	-100	5,000	15,000																								
E ₃	6,000	400	-2,000																								
E ₄	18,000	0	1000																								

OR

8.	<p>Write short notes on any four-</p> <ul style="list-style-type: none"> • Optimism (maximax or minimin) criterion • Pessimism (maximin or minimax) criterion • Equal probabilities (Laplace) criterion • Expected monetary value • Expected value of perfect information 	20	4	3
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Case study (20 marks)

9.	<p>An organisation produces two types of products, M and N. Producing a unit of product M requires 4 kg of raw material and 8 hours of labour, while a unit of product N requires 6 kg of raw material and 6 hours of labour. The organisation has 60 kg of raw material available and 100 hours of labour per week. One unit of product M yields a profit of `60, while one unit of product N earns a profit of `40. Formulate an LPP for maximising the profit of the organisation. Assume that there is no marketing constraint and all that is produced is sold.</p> <p>Formulate the Linear Programming Problem.</p>	20	3	3
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OR

10.	Explain the concept of Row Minima and Column Minima methods for finding out the initial feasible solution of transportation problem.	20	3	2
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OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG EXAMINATION, JANUARY 2024

Program Name: **MBA**

Program Code: 02PG010

Time: **3 Hrs**

Semester: **2nd**

Max. Marks: **100**

Course Code: **MBA 204**

Course Name: **Business Research Methods**

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 Research? Explain the major characteristic of good research briefly.	10	1	2
	b.	How to formulate research problem? Explain the research process with example.	10	1	2
OR					
2	a.	Explain various Research Approaches in detail.	10	1	2
	b.	Explain Following: Analytical Model Research Question Hypothesis Research Objective	10	1	2
Section B (Unit-II) (20 marks)					
3	a.	What is Research Design? Explain in detail.	10	2	3
	b.	Differentiate between Primary and Secondary Data. Explain sources of Secondary Data.	10	2	3
OR					
4	a.	How is Interview different from Observation? Discuss the direct and indirect observation methods of data collection.	10	2	3
	b.	Define why it is important to measure attitudes in social research?	10	3	3
Section C (Unit-III) (20 marks)					
5	a.	Discuss Probability and Non- Probability sampling in detail.	10	3	2
	b.	Prepare a Questionnaire for data collection to conduct research in order to evaluate the Employee Satisfaction.	10	3	2
OR					
6	a.	Explain Questionnaire Design Process.	12	3	2
	b.	What are the various types of error one must avoid in designing a questionnaire wording?	8	3	2
Section D (Unit-IV) (20 marks)					
7	a.	What is Data Editing? Explain important considerations for an editor.	10	3	2

	b.	Explain Data Classification in detail.	10	3	2
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OR

8	a.	<p>The Table given below shows the data obtained during outbreak of Smallpox-</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>Attacked</th> <th>Non-Attacked</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Vaccinated</td> <td>31</td> <td>469</td> <td>500</td> </tr> <tr> <td>Non-Vaccinated</td> <td>185</td> <td>1315</td> <td>1500</td> </tr> <tr> <td>Total</td> <td>216</td> <td>1784</td> <td>2000</td> </tr> </tbody> </table> <p>Test the effectiveness of vaccines in preventing the attack from smallpox with the help of Chi Square Test at 5% level of significance.</p>		Attacked	Non-Attacked	Total	Vaccinated	31	469	500	Non-Vaccinated	185	1315	1500	Total	216	1784	2000	10	4	3
		Attacked	Non-Attacked	Total																	
Vaccinated	31	469	500																		
Non-Vaccinated	185	1315	1500																		
Total	216	1784	2000																		

8	b.	<p>Set up ANOVA table for the following information relating to three drugs testing to judge the effectiveness in reducing blood pressure for three different groups of People:</p> <p>Amount of Blood Pressure Reduction in Millimeters of Mercury</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Group of People/Drugs</th> <th>X</th> <th>Y</th> <th>Z</th> </tr> </thead> <tbody> <tr> <td rowspan="2">A</td> <td>14</td> <td>10</td> <td>11</td> </tr> <tr> <td>15</td> <td>09</td> <td>11</td> </tr> <tr> <td rowspan="2">B</td> <td>12</td> <td>07</td> <td>10</td> </tr> <tr> <td>11</td> <td>08</td> <td>11</td> </tr> <tr> <td rowspan="2">C</td> <td>10</td> <td>11</td> <td>08</td> </tr> <tr> <td>11</td> <td>11</td> <td>07</td> </tr> </tbody> </table> <p>Do the Drugs act differently? Are the different groups of people affected differently? Is the interaction term significant? Answer the above-mentioned Questions taking a significant level of 5%.</p>	Group of People/Drugs	X	Y	Z	A	14	10	11	15	09	11	B	12	07	10	11	08	11	C	10	11	08	11	11	07	10	4	3
	Group of People/Drugs	X	Y	Z																										
A	14	10	11																											
	15	09	11																											
B	12	07	10																											
	11	08	11																											
C	10	11	08																											
	11	11	07																											

Section E (Unit-V) (20 marks)

9	a.	Discuss Report Preparation and Presentation Process.	10	4	3
	b.	Discuss General Guidelines of Report Presentation.	10	4	3

OR

10	a.	Explain Research Report format.	10	4	3
	b.	Explain General Guidelines of Report Writing.	10	4	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JANUARY 2023

Program Name: **MBA (Backlog)** Program Code:

Time: **3 Hrs.**

Semester: **2nd**

Max. Marks: **100**

Course Code: **MGT-204** Course Name: **Operations Management**

Answer any one question from each section

All questions carry equal marks

Section A (Unit-I) (20 marks)

		M	CO	KL	
1	a.	10	1	1	
	b.	10	2	2	
					Months: Jan Feb Mar Apr
					Units produced 3300 2800 2200 3000
Hours per machine 250 250 350 300					
	Number of machines 3 5 4 4				
Find the average monthly <i>Productivity</i> .					

OR

2	a.	10	2	1
	b.	10	3	2

Section B (Unit-II) (20 marks)

3	a.	10	2	2
	b.	10	1	1

OR

4	a.	10	2	2
	b.	10	3	2

Section C (Unit-III) (20 marks)

5	a.	Breeze Inc. manufactures domestic air-conditioners. It currently produces its XA-300 model at three different locations: Plant-A, Plant-B, and Plant-C. The higher management decided to build all compressors in a separate dedicated facility, Plant-D and supply to A, B, and C. Suggest the <i>Best Location</i> for Plant-D using the centroid method for the given data in the table below.	10	2	3																																				
		<table border="1"> <thead> <tr> <th>Plant</th> <th>Location Address (x, y)</th> <th>Compressors Required/Year</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>(150, 75)</td> <td>6,000</td> </tr> <tr> <td>B</td> <td>(100, 300)</td> <td>8,200</td> </tr> <tr> <td>C</td> <td>(275, 380)</td> <td>7,000</td> </tr> </tbody> </table>	Plant	Location Address (x, y)	Compressors Required/Year	A	(150, 75)	6,000	B	(100, 300)	8,200	C	(275, 380)	7,000																											
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Depts.	I	II	III	IV	V																																				
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II	15	-	25																																						
III		5	-	40	5																																				
IV			5	-	10																																				
V	30			20	-																																				

OR

6	a.	Explain the ten functions of <i>PPC</i> practiced in a manufacturing company.	10	1	1
	b.	List and explain the types of production systems justifying with examples.	10	2	2

Section D (Unit-IV) (20 marks)

7	a.	Write short notes on – 7 <i>QC tools</i> and <i>Quality Circle</i>	10	1	1
	b.	Explain the <i>Supply Chain Management</i> and <i>Logistics Management</i> with reference to a construction company.	10	4	2

OR

8	a.	Write short notes on – <i>TQM</i> and <i>Costs of Quality</i>	10	1	1
	b.	Explain the <i>Supply Chain Management</i> and <i>Logistics Management</i> with reference to a chain of retailing company in India.	10	4	2

Section E (Unit-V) (20 marks)

9	a.	List and explain the 7 wastes identified by Toyota Production System.	10	1	1
	b.	Develop suitable <i>Service Strategy</i> for the maintenance service provider while executing an annual contract for the elevator of a 10-storied apartment.	10	4	4

OR

10	a.	Describe the importance of materials management with reference to MRP, BOM, EOQ, ROL etc.	10	2	2
	b.	Develop suitable <i>Service Strategy</i> for running the bus service provided to a local university with reference to execution of annual contract.	10	4	4

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG END SEMESTER EXAMINATION, JUNE 2023

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

Time: 3 Hrs

Semester: **2nd**

Max. Marks: 100

Course Code: **MBA 203**

Course Name: **Human Resource Management**

Note: Answer any one question from each section

All questions carry equal marks. Clearly mention the section & question no. while answering.

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Define human resource management (HRM) and explain its significance in organizations and the new roles to be played by HR dept in todays competitive environment.	10	CO1	1
	b.	How can technology be leveraged to streamline HR processes and improve efficiency?	10	CO2	1
OR					
2	a.	Among different tasks an HR manager does, which do you think is the most challenging? Why?	10	CO3	2
	b.	Discuss in detail the various competitive challenges faced by today's HR Management. How can you overcome those challenges.	10	CO5	3
Section B (Unit-II) (20 marks)					
3	a.	What is demand forecasting in human resource planning? Describe the methods used to forecast the demand the human resources.	10	CO3	2
	b.	Explain socialization process? Discuss three stages of socialization process with any of your life example.	10	CO3	2
OR					
4	a.	What is Job Analysis? Discuss the challenges and limitations of conducting job analysis and propose strategies to overcome them.	10	CO5	3
	b.	Differentiate between internal and external sources of recruitment? Differentiate between recruitment & selection process.	10	CO3	2
Section C (Unit-III) (20 marks)					
5	a.	What factors you would consider while designing a compensation package? Design a compensation package for a middle level manager with 5 years of experience of an FMCG company.	10	CO2	3
	b.	Compare and contrast the trait-based and behavior-based approaches to performance appraisal. Discuss various errors in performance appraisal process?	10	CO2	3
OR					
6	a.	Explain different methods of job designing with example? Which type of training do you think is most important for a sales executive? Explain your answer with suitable examples.	10	CO3	3
	b.	What are the components of a compensation structure? How should higher level executives be compensated?	10	CO4	3

Section D (Unit-IV) (20 marks)					
7	a.	How can the work-life balance of employees can be achieved? Discuss the efforts to balance the personal & professional work from both employer & employee side.	10	CO5	3
	b.	Describe the different categories of labor welfare measures. Describe the different categories of labor welfare measures.	10	CO4	3
OR					
8	a.	Discuss the key factors that contribute to a positive quality of work life for employee. Explain the role of work-life balance in enhancing the quality of work life. Provide examples of strategies organizations can implement to promote work-life balance	10	CO4	3
	b.	Discuss the different approaches or models of industrial relations. Describe the main types of industrial disputes that can arise in the workplace and discuss strategies for resolving them effectively.	10	CO5	3
Section E (Case Study) (20 marks)					
9	a.	<p>Case Study Eon consulting is a multinational company in the fashion industry, is expanding its operations and needs to hire a new team of sales representatives. The HR department has the responsibility of designing and implementing an effective selection process to identify the best candidates for the positions.</p> <p>Develop a selection process to ensure they hire qualified sales representatives. Provide an overview of the steps involved, including the methods and techniques you would recommend for assessing the candidates' suitability for the role. Additionally, discuss the importance of considering both job-related qualifications and cultural fit in the selection process.</p>	10	CO4	3
	b.	<p>Case Study: You recently completed your company's new compensation plan. You are happy with the results but know there is more to retaining the employees than just pay, and you don't currently have a retention plan. Your organization is a large staffing firm, consisting of several offices on the West Coast. The majority of employees are staffing recruiters, and they fill full-time and temporary positions for a variety of clients. One of the challenges you face is a difference in geographical areas, and as a result, there are differences in what may motivate employees.</p> <p>As you initially look at turnover numbers, you have the sense that turnover has increased over the last six months. Your initial thoughts are the need for a better retention strategy, utilizing a bonus structure as well as other methods of retention. Currently, your organization pays a straight salary to employees, does not offer flextime or telecommuting options, focuses on individual performance (number of staffing placements) rather than team performance, and provides five days of vacation for every two years with the organization.</p> <p>Questions to answer Q1. What are the possible reasons for turnover in your organization and other organizations? Q2. What steps would you take to remedy the situation?</p>	10	CO5	3

OR

10	a.	<p>Case Study</p> <p>You are the HR manager at Vigan Corporation, a global furniture company that is expanding its operations. The company plans to open several new stores across different locations and is in the process of selecting store managers to lead these establishments. As the HR manager, you have been tasked with designing and implementing an effective selection process to identify the most suitable candidates for the store manager positions.</p> <p>Describe the steps you would take to design and execute the selection process for store managers. Provide a rationale for each step and explain how it aligns with the company's goals and requirements. Additionally, discuss any challenges you anticipate and how you would address them to ensure a fair and effective selection process.</p>	10	CO4	3
	b.	<p>Case Study</p> <p>John is the HR manager at a medium-size pet supply wholesaler. Merry is a salesperson at the organization and an invaluable member of the team. Last year, her sales brought in about 20 percent of the company revenue alone.</p> <p>Everybody likes Merry as she is friendly, competent, and professional. Training is an important part of the company, and an e-mail was sent last month that said if employees do not complete the required safety training by July 1, they would be let go. It is July 15, and it has just come to John's attention that Merry has not completed the online safety training that is required for her job. When he approaches her about it, she says, "I am the best salesperson here; I can't waste time doing training. I already know all the safety rules anyway." Would you let Merry go, as stated in the e-mail? How would you handle this?</p>	10	CO5	3

OP JINDAL UNIVERSITY, RAIGARH**END SEMESTER BACKLOG EXAMINATION, DECEMBER-2023****MBA 2nd Semester****Course Name: Marketing Management****Course Code: MBA 201****Time: 3 Hrs.****Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL**Unit-I (20 marks)**

1	a.	What do you understand by the term 'Marketing'? Distinguish between selling and marketing.	10	CO1	KL1
	b.	Some of the environmental forces are controllable whereas the others are beyond the control of a firm - Discuss.	10	CO2	KL2

OR

2	a.	Elucidate the evaluation of marketing concepts.	10	CO2	KL2
	b.	Discuss the various elements of a marketing mix.	10	CO1	KL1

Unit-II (20 marks)

3	a.	What is meant by market segmentations? What are the criteria of successful market segmentation?	10	CO1	KL1
	b.	Discuss the strategies for targeting a market with suitable examples.	10	CO2	KL2

OR

4	a.	Why is it important to study consumer behaviour? Identify factors influencing consumer buying behaviour?	10	CO2	KL3
	b.	Determine the stages of consumer buying behavior.	10	CO1	KL2

Unit-III (20 marks)

5	a.	Describe the various stages involved in the new product development with illustrations.	10	CO3	KL3
	b.	Enumerate the various strategies for each stage of Product Life Cycle.	10	CO4	KL4

OR

6	a.	Explain about the major branding decisions taken by company regarding branding activities.	10	CO3	KL3
	b.	Critically evaluate the various pricing strategies.	10	CO4	KL4

Unit-IV (20 marks)

7	a.	Differentiate between Zero level, One level, Two level and Three level distribution channels.	10	CO4	KL4
	b.	Distinguish between wholesaling and retailing.	10	CO3	KL3

OR

8	a.	What is the meaning of Advertising? Discuss the importance of advertising in effective marketing.	10	CO3	KL3
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	b.	Critically analyses the factors affecting promotion mix decisions.	10	CO4	KL4
UNIT-V (20 marks)					
9	a.	Discuss the emerging trends and issues in Indian market with special reference to changing consumer behavior.	10	CO3	KL5
	b.	Illustrate the various levels of product with suitable examples.	10	CO4	KL5
OR					
10	a.	Discuss the concepts of Product Mix. Illustrate the Product Mix of any company of your choice.	10	CO3	KL5
	b.	Define Channels of Distribution. Describe various types of Distribution Channels considered for Marketing of Consumer Goods.	10	CO4	KL5

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER BACK LOG EXAMINATION, DECEMBER-2023

MBA 2nd Semester

Legal Aspects of Business [MBA 205]

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL

Unit-I (20 marks)

1	a.	Define Contract. Explain essential elements of valid contract	10	CO 1	KL 1
	b.	Difference between contract and agreement	10	CO 1	KL 2

OR

2	a.	Define Breach of contract. Explain remedies available for breach of contract	10	CO 1	KL 1
	b.	Explain different modes of discharge of contract	10	CO 1	KL 1

Unit-II (20 marks)

3	a.	Define contract of sale. Explain the formation of contract of sale	10	CO 2	KL 1
	b.	Difference between sale and Agreement to Sale	10	CO 2	KL 2

OR

4	a.	Who is unpaid seller? Explain rights of unpaid seller	10	CO 2	KL 1
	b.	Difference between Conditions and warranties	10	CO 2	KL 2

Unit-III (20 marks)

5	a.	Define Limited Liability Partnership Act . Explain features of limited liability partnership	10	CO 3	KL 3
	b.	Difference between Partnership and Limited liability Partnership	10	CO 3	KL 2

OR

6	a.	Define Partnership. Explain the procedure of registration of partnership	10	CO 3	KL 1
	b.	Explain characteristics of partnership	10	CO 3	KL 2

Unit-IV (20 marks)

7	a.	Define Company? Explain Characteristics of company	10	CO 4	KL 1
	b.	Difference between Memorandum of association and Article of association	10	CO 4	KL 2

OR


8	a.	What is Patent? Explain procedure for grant of patent in India	10	CO 4	KL 1
	b.	Explain One person company and its features	10	CO 4	KL 3

UNIT-V (20 marks)

9	a.	Define Consumer. Explain the rights of consumer	10	CO 5	KL 2
	b.	Explain different areas that is covered in Consumer Protection Act 2019	10	CO 5	KL 3

OR

10	a.	Explain important sections of ITA act 2000 along with crime and penalty	10	CO 5	KL 2
	b.	Difference between District forum, State Commission and National Commission	10	CO 5	KL 3

				Course Code: MBA 202						
OP JINDAL UNIVERSITY, RAIGARH										
END SEMESTER EXAMINATION (Backlog), January-2024										
MBA II Semester School of Management										
Financial Management [MBA 202]										
Time: 3 Hrs.			Max. Marks: 100							
Answer any one question from each unit										
All questions carry equal marks										
				M	CO	KL				
Unit-I (20 marks)										
1	a.	Write short note on Time value of Money.			10	CO1	KL1			
	b.	Discuss on the role and responsibilities of Financial Manager.			10	CO1	KL1			
OR										
2	a.	₹ 10000 invested at annual rate of interest of 5%. What is the amount after 3 years if the compounding Half Yearly?			10	CO2	KL3			
	b.	Possible net cash flows of projects A and B at the end of first and their probabilities are given below. Discount rate is 10 per cent. For both projects, initial investment is ₹ 10,000. Calculate the expected net present value for each project. State which project is preferable?				10	CO2	KL3		
			Possible Event	Project A					Project B	
				Cash flow (₹)	Probability				Cash flow (₹)	Probability
			A	8,000	0.10				24,000	0.10
			B	10,000	0.20				20,000	0.15
	C	12,000	0.40	16,000	0.50					
	D	14,000	0.20	12,000	0.15					
	E	16,000	0.10	8,000	0.10					
Unit-II (20 marks)										
3	a.	Differentiate the Systematic and Unsystematic risk.			10	CO3	KL1			
	b.	Discuss on the Capital Assets Pricing Model (CAPM).			10	CO2	KL1			
OR										
4	a.	Differentiate the Risk and Uncertainty.			10	CO2	KL1			
	b.	Brief various techniques of Risk Analysis in Capital Budgeting.			10	CO2	KL2			
Unit-III (20 marks)										
5	a.	Describe Capital Budgeting with its methods.			10	CO3	KL2			
	b.	What is Payback Period Method? Write its Advantages and disadvantages.			10	CO3	KL1			
OR										
6	a.	Compute the Net Present Value for a project with a net investment of ₹1,00,000 and net cash flows for year one is ₹ 55,000 for year two is ₹ 80,000 and for year three is ₹ 15,000. Future, the Company's cost of capital is 10%. (PVIF@10% for three years are 0.909, 0.826 and 0.751)			10	CO2	KL3			

		XYZ Ltd. Is analysing a project requiring a initial cash outlay of ₹2,00,000 and is expected to generate cash inflows as followings:													
	b.	<table border="1"> <thead> <tr> <th>Year</th> <th>Annual Cash inflows (₹)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>60,000</td> </tr> <tr> <td>2</td> <td>80,000</td> </tr> <tr> <td>3</td> <td>20,000</td> </tr> <tr> <td>4</td> <td>60,000</td> </tr> </tbody> </table>	Year	Annual Cash inflows (₹)	1	60,000	2	80,000	3	20,000	4	60,000	10	CO3	KL3
Year	Annual Cash inflows (₹)														
1	60,000														
2	80,000														
3	20,000														
4	60,000														
		Calculate the payback period for the project.													
Unit-IV (20 marks)															
7	a.	What do you understand by Capital Structure? Brief about the Capital Structure Theories.	10	CO4	KL1										
	b.	Discuss on Optimum Capital Structure of a Company.	10	CO4	KL2										
OR															
8	a.	Rupa Ltd's EBIT is ₹5,00,000. The Company has 10%, ₹20 lakh debentures. The equity capitalization rate (Ke) is 16%.	10	CO4	KL3										
	b.	Radiant Ltd. is expected to disburse a dividend of ₹30 on each equity share of ₹10. The current market price of share is ₹80. Calculate the cost of equity capital as per dividend yield method.	10	CO4	KL3										
UNIT-V (20 marks)															
9	a.	Write an Article on Role of Financial Management in a Company.	20	CO1	KL1										
OR															
10	a.	Discuss on Financial Structure of a Company.	20	CO3	KL2										

OP JINDAL UNIVERSITY, RAIGARH**END SEMESTER BACKLOG EXAMINATION, DECEMBER-2023****MBA 4th Sem****Course Name: Marketing Analytics****Course Code: MKT 403****Time: 3 Hrs.****Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL**Unit-I (20 marks)**

1	a.	Discuss the scope and importance of marketing analytics in present era.	10	CO1	KL1
	b.	Outline the various skills that marketing analytics managers needed for effective analytics.	10	CO2	KL2

OR

2	a.	Discuss the concept of nominal, ordinal, interval and ratio scale with suitable examples.	10	CO2	KL3
	b.	Outline the various types of analytics.	10	CO1	KL1

Unit-II (20 marks)

3	a.	Describe the different types of correlation with diagram.	10	CO2	KL2
	b.	What is the utility of descriptive and predictive analytics in marketing?	10	CO4	KL4

OR

4	a.	Distinguish between correlation and regression	10	CO2	KL3
	b.	Explain the meaning and utility of analysis of variance.	10	CO4	KL4

Unit-III (20 marks)

5	a.	Define market segmentation, Targeting and positioning.	10	CO1	KL1
	b.	Why company should do A/B testing? Explain.	10	CO3	KL3

OR

6	a.	Define Recency, Frequency and Monetary (RFM). How RFM analysis can be used in retail analytics?	10	CO1	KL1
	b.	Elaborate the concept of Customer Life Time Value.	10	CO3	KL3

Unit-IV (20 marks)

7	a.	What is your understanding about market basket analysis?	10	CO2	KL2
	b.	How to measure the effectiveness of advertising? Explain.	10	CO3	KL3

OR

8	a.	What is Customer Lifetime Value? With the help of hypothetical data calculate the CLV.	10	CO3	KL3
	b.	What is sentiment Analysis. Discuss the applicability of sentiment analysis in marketing research.	10	CO2	KL2

UNIT-V (20 marks)

9	a.	What do you mean by single tabulation and cross tabulation? Draw the single table and cross table based on hypothetical data.	10	CO4	KL5
	b.	How to import, clean, and manipulate data for analysis? Explain.	10	CO4	KL4
OR					
10	a.	Describe the market data sources (Primary and Secondary). Critically evaluate the pros and cons of different data sources.	10	CO4	KL4
	b.	Critically evaluate the functionality of any two: 1. XL Miner 2. JAMOVI 3. SPSS	10	CO4	KL4

OP JINDAL UNIVERSITY, RAIGARH**END SEMESTER BACKLOG EXAMINATION, DECEMBER-2023****MBA 4th Sem****Course Name: Services Marketing****Course Code: MKT 401****Time: 3 Hrs.****Max. Marks: 100**

Note:

Answer any one question from each unit

All questions carry equal marks

M CO KL**Unit-I (20 marks)**

1	a.	What is expended marketing mix? Briefly describe the 7 P's of services marketing.	10	CO1	KL1
	b.	Elucidate the importance of service marketing. Also outline the various categories of services.	10	CO2	KL2

OR

2	a.	Outline the various powerful forces which are transforming service markets.	10	CO2	KL2
	b.	What is service? Distinguishing between goods and services.	10	CO1	KL1

Unit-II (20 marks)

3	a.	Explore the various dimensions of SERVQUAL model.	10	CO4	KL4
	b.	Examine the role of branding in the marketing of services.	10	CO3	KL3

OR

4	a.	What is pricing? Discover the various strategies used for pricing the services.	10	CO3	KL3
	b.	Explore the various component of services promotion mix with suitable examples.	10	CO4	KL4

Unit-III (20 marks)

5	a.	Explain the need for new services development. Write the process of new services development.	10	CO2	KL2
	b.	What is the role of CRM in the delivering the customer relationship strategy? Explain with suitable examples.	10	CO2	KL2

OR

6	a.	What do you mean by service recovery? Identify the various service recovery strategies used by company.	10	CO2	KL2
	b.	Explain the concept of customer life time value.	10	CO2	KL2

Unit-IV (20 marks)

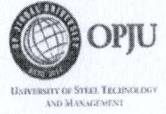
7	a.	Explain the various components of service triangle.	10	CO3	KL3
	b.	Explore the various channels of service delivery.	10	CO4	KL4

OR

8	a.	Graphically illustrate the service quality GAP model also explain the methods	10	CO4	KL4
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		to measure the gaps of the services.			
	b.	How do customers react after service failure? Also, categories the various types of complainers.	10	CO3	KL3
UNIT-V (20 marks)					
9	a.	Apply the various services marketing concepts on development of education services.	10	CO5	KL5
	b.	Apply the various services marketing concepts on development of financial services.	10	CO5	KL5
OR					
10	a.	Apply the various services marketing concepts on development of tourism services.	10	CO5	KL5
	b.	Apply the various services marketing concepts on development of health services.	10	CO5	KL5

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG END SEMESTER EXAMINATION, DEC 2023

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

Time: **3 Hrs**

Semester: **4TH**

Max. Marks: **100**

Course Code: **HRM402**

Course Name: **Human Resource Analytics**

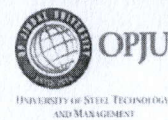
Note: Answer any one question from each section

All questions carry equal marks. Clearly mention the section & question no. while answering.

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Discuss various approaches of HR analytics along with examples.	10	CO2	1
	b.	Discuss the ethical considerations and challenges associated with HR analytics. Explain the importance of maintaining data privacy, ensuring fairness, and avoiding bias in HR analytics initiatives.	10	CO1	1
OR					
2	a.	What are the importance of HR analytics? What steps are involved in it?	10	CO2	2
	b.	Describe the concept of prescriptive analytics in HR. Provide examples of how it can be applied to address HR challenges and improve HR planning.	10	CO5	3
Section B (Unit-II) (20 marks)					
3	a.	How offer acceptance rate metric is calculated? Discuss the factors that can influence offer acceptance rate and strategies to improve them.	10	CO3	2
	b.	Discuss any four Workforce Deployment Metrics with suitable example for each.	10	CO3	2
OR					
4	a.	Explain the importance of measuring diversity in recruitment and provide examples of relevant metrics.	10	CO5	3
	b.	Cost per hire metric is important to calculate in talent acquisition. Why? Explain how you can calculate this metric and provide strategies to reduce the cost per hire.	10	CO3	2
Section C (Unit-III) (20 marks)					
5	a.	How can performance differentiation be measured, and why is it important for organizations to have a fair and accurate differentiation process?	10	CO4	3
	b.	How Relative pay productivity is calculated, and what does it indicate about an organization's compensation structure?	10	CO4	3
OR					
6	a.	How can employee engagement be measured, and how does it relate to the effectiveness of the performance management system?	10	CO4	3
	b.	How is variable pay calculated, and why is it important for organizations to align incentives with desired outcomes?	10	CO4	3
Section D (Unit-IV) (20 marks)					
7	a.	How can you measure the effectiveness of employee engagement program in	10	CO5	3

		an organization?			
	b.	How can you measure the effectiveness of any training program?. Describe the metrics used to assess the impact of training programs on employee performance and organizational outcomes.	10	CO4	3
OR					
8	a.	Discuss any four metrics to measure the effectiveness of training and development. How will you determine training need by competency mapping?	10	CO4	3
	b.	A new software is installed in your organization. How can you measure the effectiveness of that new software?	10	CO5	3
Section E (Unit-V) (20 marks)					
9	a.	Discuss the application of LAMP framework in detail.	10	CO4	3
	b.	How employee turnover rate is calculated. Discuss the significance of turnover rate as a talent retention metric.	10	CO2	1
OR					
10	a.	What are the four phases of HCM 21 model? How it can be utilized for the management of human resource?	10	CO4	3
	b.	Discuss the key talent retention metrics that organizations commonly use and explain the insights they provide about employee retention.	10	CO3	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



BACKLOG EXAMINATION, DECEMBER 2023

Program Name: **MBA**

Program Code: 02PG010

Time: **3 Hrs**

Semester: **4th**

Max. Marks: **100**

Course Code: **HRM 403**

Course Name: **Performance Management**

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 Performance? Explain various aspects of Performance with suitable example.	10	1	2
	b.	Distinguish between Performance Management & Performance Appraisal.	10	1	2
OR					
2	a.	What methods are employed in Performance Management? Please explain with suitable examples.	10	2	2
	b.	Explain the Components of Performance Management System along with the Performance Management Process.	10	3	2
Section B (Unit-II) (20 marks)					
3	a.	Describe performance planning and elucidate its significance in achieving organizational success. Identify the essential components of the performance planning process.	10	2	2
	b.	Imagine you are a team lead assigned to implement the Role Analysis Process in a newly established department of a growing company. The management is keen on optimizing team dynamics and maximizing individual strengths. Describe the specific steps you would take to execute the Role Analysis Process, highlighting potential challenges and strategies to overcome them. Additionally, explain how you would communicate the changes to your team members and ensure a smooth transition to the new role assignments.	10	3	2
OR					
4	a.	Discuss Performance Evaluation in detail.	10	2	3
	b.	Explore the diverse methodologies employed in Performance Measurement by delving into an in-depth explanation of different approaches.	10	3	3
Section C (Unit-III) (20 marks)					
5	a.	What is performance management audit? Describe how the execution of a performance management audit can enhance overall organizational performance.	10	4	3

	b.	What does Performance Appraisal involve? Elaborate on the key features of a successful appraisal process.	10	4	2
OR					
6	a.	Describe different methods for conducting Performance Appraisal.	10	4	3
	b.	What is performance monitoring, and how does it play a role in evaluating and enhancing the performance of both individuals and organizations?	10	4	4
Section D (20 marks)					
7	a.	<p>XYZ Company is a mid-sized technology firm that has been experiencing rapid growth over the past few years. As the company expanded, the leadership team recognized the need for a more formalized performance appraisal system to evaluate and reward employees based on their contributions. However, the implementation of the new system has posed some challenges.</p> <p>The current performance appraisal process involves an annual review where managers assess employees based on predetermined goals and competencies. However, employees have expressed dissatisfaction with the transparency and fairness of the process. Some feel that the criteria for evaluation are unclear, leading to confusion and frustration among the workforce. Additionally, there are concerns about favoritism and bias in the assessment process.</p> <p>Managers, on the other hand, find the current system time-consuming and feel that it doesn't capture the full scope of an employee's performance. They struggle with balancing subjective evaluations and objective metrics, making it challenging to provide constructive feedback and fair ratings.</p> <p>To address these challenges, the HR department at XYZ Company is considering a revamp of the performance appraisal system. They want to ensure that the new system is transparent, fair, and able to effectively evaluate employee performance in a way that motivates and rewards high performers while identifying areas for improvement.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What are the key issues with XYZ Company's current performance appraisal system? 2. How can XYZ Company ensure that the new performance appraisal system encourages employee development and growth while maintaining fairness and objectivity? 	20	4	4
OR					
8	a.	<p>XYZ Corporation is a multinational company operating in the technology sector. With a diverse workforce spread across different regions, the company has identified the need for a robust performance planning process to align individual and team goals with organizational objectives.</p> <p>The company has observed variations in employee performance, and there is a need to establish a structured performance planning system to</p>	20	2	4

enhance productivity, foster employee development, and drive overall organizational success.

Key Challenges:

- Lack of a standardized performance planning process.
- Inconsistent goal-setting and performance expectations across departments.
- Limited alignment of individual goals with the company's strategic objectives.
- Inadequate communication and feedback mechanisms regarding performance expectations.

Questions:

1. Why is performance planning important for XYZ Corporation's success?
2. What potential resistance or challenges might the workforce face during the implementation of the new performance planning system, and how can these be addressed?

Section E (20 marks)

ABC Corporation, a global retail giant, places a high premium on fostering employee growth and acknowledges the pivotal role of evaluating and refining employee skills. As an integral part of its talent management strategy, the company routinely performs competency assessments to pinpoint skill gaps and deliver focused training and development opportunities.

Meet Alex, a marketing executive at ABC Corporation boasting three years of professional experience. While excelling in his role, his supervisor, Jessica, discerns a deficiency in his proficiency regarding digital marketing strategies—a skill crucial for the company's ongoing expansion. Jessica perceives that augmenting Alex's expertise in digital marketing would not only enhance his individual performance but also significantly contribute to the company's overarching marketing endeavors.

In response, Jessica initiates a meeting with Alex to delve into his current competencies, areas for development, and future aspirations. They scrutinize Alex's job responsibilities, identifying specific digital marketing skills requiring refinement. Jessica proposes enrolling Alex in a digital marketing course and supplies resources for self-study, including online learning platforms.

Throughout the competency enhancement journey, Jessica closely monitors Alex's advancements, offering guidance and feedback. She assigns him digital marketing projects to apply his newfound skills, ensures access to pertinent tools and resources, and fosters a culture of

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continuous learning.

After a few months, Jessica conducts a reassessment of Alex's competencies to gauge progress. Acknowledging his improved digital marketing skills and contributions to recent successful campaigns, she explores potential career advancement opportunities for Alex and formulates a competency-based career development plan.

Questions:

1. Identify two potential benefits of conducting competency assessments for employees, based on Alex's case.
2. Discuss two potential challenges or barriers that Jessica may encounter when assessing and developing employee competencies.

OR

ABC Corporation is a global consulting firm that has implemented a 360-degree performance appraisal system to evaluate the performance of its employees. The 360-degree performance appraisal process involves gathering feedback from multiple sources, including supervisors, peers, subordinates, and clients, to provide a comprehensive assessment of an employee's performance.

John, a senior consultant at ABC Corporation, has been with the company for five years. He is known for his technical expertise and strong client relationships. However, there have been some concerns raised by his peers and subordinates regarding his communication and teamwork skills. John's immediate supervisor is aware of these concerns and believes that a 360-degree performance appraisal would provide valuable insights for John's development.

The 360-degree performance appraisal process at ABC Corporation involves the distribution of feedback surveys to multiple raters, including supervisors, peers, subordinates, and clients who have worked closely with the employee. The surveys typically include questions about various performance dimensions, such as communication, teamwork, problem-solving, and leadership. The collected feedback is then compiled and used in the performance review discussions.

Questions:

1. Identify two potential benefits of using a 360-degree performance appraisal process for evaluating employee performance, based on John's case.
2. Based on John's case, how can the feedback received from multiple sources in a 360-degree performance appraisal help identify his areas for improvement and support his professional development?

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