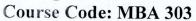# OP JINDAL UNIVERSITY, RAIGARH (C.G.)
END SEMESTER EXAMINATION, DECEMBER 2023

MBA 3rd Semester
Course Name: Digital and Social Media Marketing
Course Code: MBA 303

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND 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				
1	a.	What is digital marketing? Explain with suitable example the progression of digital marketing from traditional marketing.		10	CO1	KL1
	b.	Explain the P-O-E-M Framework with suitable example.		10	CO3	KL3
		OR				
2	a.	Discuss critical strengths and applications of digital marketing.		10	CO1	KL2
	b.	Explain the digital marketing process.		10	CO3	KL3
		Unit-II				
3	a.	Write the procedure of create a blog and how can you post any content in blog.		10	CO1	KL1
	b.	Create a chart to differentiate between the features offered by Facebook, Instagram, and LinkedIn.		10	CO3	KL3
		OR				
4	a.	How to measure the effectiveness of advertising campaign of any social media platform of your choice.		10	CO3	KL3
	b.	Write a short note on LinkedIn. Describe the process of creation of ad in LinkedIn.		10	CO1	KL1
		Unit-III				
5	a.	Why is search engine optimization (SEO) an important consideration for the company's owned media strategy?		10	CO3	KL3
	b.	Why email marketing is suitable for promotion of the product and services? Critically evaluate the steps in planning an email campaign.		10	CO3	KL4
		OR				
6	a.	What do you mean by Search Engine Marketing? Also explain the various KPI used for evaluating the performance of SEM.		10	CO2	KL2
	b.	How to select keywords for a website. Also discuss the Google keyword planner tools.		10	CO2	KL2
		Unit-IV				
7	a.	Is Online Reputation Management important in today's scenario? Suggest a suitable Online Reputation strategy for a new retail setup.		10	CO3	KL4

	b.	Discuss the key elements of Digital Transformation framework in detail.	10	CO3	KL4
		OR			
8	a.	Critically analyse the various principles of Digital Leadership in detail.	10	CO4	KL4
	b.	How digital marketing is adding value to business? And also explain how a company evaluates cost effectiveness of digital strategies.	10	CO4	KL4
		UNIT-V (Applied Questions)			
9	a.	Do you think Indian is now capable in doing business through Digital Marketing? Explain your answer either in favour or against.	10	CO3	KL5
	b.	With Facebook, brands have been offered the chance to actually understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do in order for that information to be available is to listen. Comment on this, using Indian Brands as examples.	10	CO4	KL5
		OR			
10	a.	Identify two companies which are using Online Communities to engage consumers for co-creation to develop new food and beverage options.	10	CO4	KL5
	b.	Explain the following – (i) Organic Vs Paid listings (ii) ROI of Digital Strategies	10	CO3	KL5

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA 3rd Semester [02PG010]
Industrial Relations & Labour Laws

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.	Investigate diverse approaches to industrial relations, offering an in-depth analysis of their principles, applications, and consequences in the context of the current dynamics of business.	10	1	3
	b.	Discuss how industrial relations contribute to the development of positive relations between employers and employees.	10	1	2
OR					
2	a.	Discuss the historical emergence and procedure of labor laws.	10	1	2
	b.	Examine the role of the government in managing industrial relations in India. How has government policy influenced employer-employee relationships over the years?	10	1	3
Unit-II (20 marks)					
3	a.	Examine the Trade Unions Act 1926 in detail, discussing its historical context, key provisions, and the impact it has had on the formation and functioning of trade unions in India.	10	3	3
	b.	Discuss the concept of collective bargaining in labor relations, exploring its definition, process, and types.	10	2	2
OR					
4	a.	Explain the process of registration of trade union in India.	08	3	2
	b.	Examine the concept of workplace grievances in organizational settings, exploring the definition, causes and resolution mechanisms	12	4	2
Unit-III (20 marks)					
5	a.	Discuss the role of labor laws in protecting the rights and welfare of workers in India. Analyze the challenges and opportunities of labour law reforms in the context of the changing nature of work.	12	3	3
	b.	Discuss the constitutional provisions that safeguard labour rights as fundamental rights.	08	3	2
OR					
6	a.	What are Directive Principles of State Policy, and what is their significance in the Indian Constitution?	08	3	2
	b.	Explain the Origin and Purpose of Labour Laws. Also Discuss Classification of Labour Laws.	12	3	2
Unit-IV (20 marks)					
7	a.	Discuss the key provisions and significance of the Factories Act, 1948 in ensuring the health, safety, and welfare of workers in industrial establishments	10	4	3

	b.	List out the key provisions and objectives of the Industrial Disputes Act, 1947 in regulating industrial relations and resolving disputes between employers and employees.	10	4	3
		OR			
8	a.	Explain the significance of the Industrial Employment (Standing Orders) Act, 1972 in regulating the terms and conditions of employment in industrial establishments. Discuss the objectives of the Act and its impact on industrial relations and employee rights in India.	10	3	4
	b.	Discuss the objectives of the Contract Labour (Regulation & Abolition) Act, 1970, the regulatory framework it establishes for employing contract labor, and its impact on the relationship between contractors, principal employers, and contract workers.	10	4	3

UNIT-V (20 marks)

9	a.	Explain the objectives of the Maternity Benefit Act, 1961 in promoting the welfare of women employees during pregnancy and childbirth. Discuss the rights and benefits provided under the Act and its impact on gender equality and work-life balance in India.	10	4	3
	b.	Explain the provisions and objectives of the Payment of Gratuity Act, 1972 in providing retirement benefits to employees in India. Discuss the eligibility criteria, calculation, and payment of gratuity under the Act.	10	4	3
		OR			
10	a.	Examine the Workmen's Compensation Act of 1923 in detail, discussing its key provisions, and implications for employers and employees. Explain the objectives of the Act and its impact on worker welfare and employer liability in India.	10	3	3
	b.	Explore the key provisions and implications of the Employees' Provident Fund and Miscellaneous Provisions Act, 1952. Discuss its role in safeguarding the financial interests of employees, promoting retirement savings, and fostering industrial relations.	10	4	3

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

MBA 3rd Semester
Course Name: Integrated Marketing Communication
Course Code: MKT – 302M

OPJU
UNIVERSITY OF STEEL TECHNOLOGY
AND 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					
1	a.	Explain the benefits of advertising to the various section of society.			10	CO3	KL3
	b.	Describe the various elements of promotional mix along with their objectives and functions.			10	CO1	KL1
		OR					
2	a.	Define advertising and discuss its role in marketing.			10	CO1	KL2
	b.	Explain the term integrated marketing communications. How can a company apply this concept? Give relevant example to support it.			10	CO3	KL3
		Unit-II					
3	a.	How would you define marketing communications? What are the main elements of communications process?			10	CO2	KL2
	b.	Explain the various elements of Hierarchy of effect model.			10	CO3	KL3
		OR					
4	a.	Classify the different elements of AIDA model as per the cognitive Affective and behavior stages.			10	CO2	KL2
	b.	Explain the Innovation adoption model.			10	CO3	KL3
		Unit-III					
5	a.	Determine the different methods for promotion budget determination. Which is the best method, in your view?			10	CO4	KL4
	b.	Discuss the different factors required to be considered at the time of selection of an advertising agency.			10	CO1	KL1
		OR					
6	a.	Critically evaluate the DAGMAR approach.			10	CO4	KL2
	b.	Discuss the different types of advertising agencies and their merits & demerits.			10	CO1	KL1
		Unit-IV					
7	a.	Classify the different types of advertising media. How broadcast media is differed from print media.			10	CO3	KL4

	b.	What are the major ethical issues in advertising? Why is it important for those engaged in advertisers to follow ethical practices?	10	CO4	KL4
		OR			
8	a.	What is advertising copy? Explain the element of an Advertising Copy.	10	CO4	KL4
	b.	Describe the role of ASCI in upholding advertising ethics in India.	10	CO3	KL3

UNIT-V

9	a.	If a new company has introduced a FMCG product in the market. Suggest and determine the relevancy of various digital marketing tools for promoting the FMGC product.	10	CO3	KL5
	b.	Suppose you are the marketing manager of XYZ company. How you can manage the marketing communications on different social media platform.	10	CO4	KL5
		OR			
10	a.	Explain the different forms of Online Marketing Communication with suitable examples.	10	CO4	KL5
	b.	Explain the following buzz words of digital marketing. (i) Word of Mouth (ii) Mobile Marketing	10	CO3	KL5

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA 3rd Semester [02PG010]
Management of Financial Institutions

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND 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.	What do you understand with financial institutions? Discuss its types and the role performed by these institution in economic growth of the nation.	10	1	2
	b.	Differentiate the working of modern financial market with traditional financial market. How the modern market eradicates the disadvantages of traditional market? Elaborate	10	1	3
**OR**
2	a.	What do you understand with Underwriting? Discuss the methods of floating new issue. Also cover all the principal steps of a public issue.	10	1	2
	b.	Differentiate between Corporatization and Demutualization. State the significance of demutualization with respect to investors and traders.	10	1	3
**Unit-II (20 marks)**
3	a.	Elaborate in detail about Money market instruments.	10	2	2
	b.	Discuss the concept of Commercial Paper, along with its features. Also, highlight the RBI guidelines on commercial papers.	10	2	2
**OR**
4	a.	What is Treasury Bills? Discuss its types, along with its operations and participants.	10	2	2
	b.	What do you understand with call money market? If there is any difference with money market? Elaborate. Also discuss the operations and participants in this market.	10	2	3
**Unit-III (20 marks)**
5	a.	Discuss the concept of Merchant banking. What are the key functions of Merchant banking?	10	3	2
	b.	Discuss the categories and types of Merchant banking.	10	3	2
**OR**
6	a.	Highlight the importance of credit rating for Investors, Borrowers, Lenders & Creditors, Market functioning and Government and regulatory bodies.	10	3	2
	b.	Differentiate between operational and financial lease also highlight the advantages and disadvantages of leasing.	10	3	2

		Unit-IV (20 marks)			
7	a.	Highlight the history and concept of Mutual fund.	10	4	2
	b.	Classify the types of mutual fund with objective and advantages & disadvantages.	10	4	2
		OR			
8	a.	Differentiate between ADR and GDR, also elaborate the working of ADR and GDR.	10	4	3
	b.	What is government security market? What are the features of G-Sec Market?	10	4	2
		Common (20 marks)			
9	a.	Elaborate the concept of Venture Capital along with its features, scope, and methods of venture financing in India.	10	4	2
	b.	What are the difference between hire purchase and leasing? Discuss its importance accordance with the beneficiaries.	10	3	2
		OR			
10	a.	What is Commercial Paper? Explain its features, along with Guidelines of RBI on commercial papers. Who are the issuing and paying agent.	10	2	2
	b.	i) Differentiate between Primary and Secondary market. ii) Explain the concept of Corporatization of Stock Exchange.	10	1	3

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

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

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

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

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

Answer any one question from each section

All questions carry equal marks

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

		the higher education institutions. What major components/aspects you will consider and why? How it is being perceived by the different stakeholders like teachers and students?			
	b.	As a HR manager, create a Strategic Compensation plan for a fresher MBA graduate for an edutech company? What factors will you consider will designing the plan?	10	CO4	3
OR					
8	a.	What are the reasons of poor performance? How an HR manager should address this problem? What role does performance management system play in managing the performance of employee?	10	CO4	3
	b.	As a HR manager, create a Strategic Compensation plan for a middle level sales manager of real estate company? What factors will you consider will designing the plan?	10	CO5	3
Section E (Unit-V) (20 marks)					
9	a.	What do you mean by Retrenchment? When may employees be retrenched? Why it is important to have smooth Retrenchment?	10	CO1	1
	b.	Explain different types of Retrenchment strategies?	10	CO1	1
OR					
10	a.	Retrenchment may have both positive and negative effects on employees as well as on Organizational? Discuss in detail.	10	CO2	2
	b.	What are the reasons of Retrenchment? Differentiate various retrenchment strategies followed in companies.	10	CO2	2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA 3rd Semester [FIN 301 M]

School of Management

Security Analysis and Portfolio 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.	Write notes on: 1. Sharpe ratio 2. Real interest 3. Nominal interest	12	1	2
	b.	What is Return on Investment? Explain the methods of calculating average returns?	8	1	2
OR					
2	a.	Write short notes on: 1. Holding period return 2. Alpha 3. Beta	12	1	2
	b.	Describe capital allocation line.	8	1	2
Unit-II (20 marks)					
3	a.	Explain the meaning and quantitative measures of risk.	10	2	2
	b.	Write short notes on: 1. Inflation rate 2. Interest rate	10	2	2
OR					
4	a.	Explain the types of risk and differentiate them.	10	2	2
	b.	Explain the meaning of Risk aversion and investor's degree of risk aversion.	10	2	2
Unit-III (20 marks)					
5	a.	Explain portfolio optimization theory and its methods.	10	3	2
	b.	Explain efficient frontier, its feature and criticism.	10	3	2
OR					
6	a.	Explain Markowitz model.	10	3	2
	b.	Explain 1- Capital asset pricing model. 2- Security characteristic line	10	3	2
Unit-IV (20 marks)					
7	a.	Explain efficient market hypothesis and its features.	10	4	2
	b.	Explain the forms of market efficiency and tests of each form.	10	4	2

		OR			
8	a.	Explain Fama-French model.	10	4	2
	b.	Explain multi-factor analysis and its use for decision making.	10	4	2
		UNIT-V (20 marks)			
9	a.	What are the three uses of money? Which is the best use of money, how?	10	1	2
	b.	Mrs. Garima wants to invest an amount of INR 5 lakhs. As a portfolio manager how would you suggest her to invest if she is a risk averse type of investor and wants more return. What tool will you use for that?	10	4	2
		OR			
10	a.	An investor has to make some analysis before investing his or her money. What are those three basic analysis the investor can do before making the investment?	10	4	2
	b.	How would you suggest a portfolio to a risk averse type investor?	10	3	2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA. 3rd Semester
CONSUMER BEHAVIOUR [02PG010]

OPJU
University of Steel Technologies and 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.	Narrate the influence of 7P with reference to consumer behavior.	10	2	2
	b.	Fact-finding and need analysis is key to consumer satisfaction. Explain	10	1	2
OR					
2	a.	Explain the evolution of customization from mass marketing concepts.	10	1	1
	b.	How consumer proceed from awareness to purchase explain with a theory?	10	2	2
Unit-II (20 marks)					
3	a.	Explain the influence of a social media on perception-based purchase.	10	3	2
	b.	How motivation theory impact consumer purchase. Explain with examples.	10	3	2
OR					
4	a.	Describe Big Five Factor theory and its effect on consumer behavior.	10	3	2
	b.	Explain Social Learning theory and its effect on consumer behavior.	10	3	2
Unit-III (20 marks)					
5	a.	Explain ten lifestyle influences on consumer purchase?	10	4	3
	b.	Compare and contrast extensive problem solving to limited problem solving?	10	4	2
OR					
6	a.	What are the impact of psychographic factors on consumer purchase.	10	4	2
	b.	Explain the influence of adolescents on family purchase decision-making.	10	4	2
Unit-IV (20 marks)					
7	a.	Elucidate a comparison between organizational and consumer purchase.	10	5	3
	b.	Explain the cross cultural dynamics in international purchase.	10	5	2
OR					
8	a.	Elucidate the Howard-Seth decision making model in consumer purchase	10	5	3
	b.	Explain elements of the A.K.B model in connection to consumer purchase.	10	5	2
UNIT-V (20 marks)					
9	a.	Prepare a Fact-Finding form and analyze the need of few potential customers.	20	5	3
	b.				
OR					
10	a.	Construct a VALS segmentation for a fictitious product.	20	5	3
	b.				

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, December 2023

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

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

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

Course Code: **MBA-301**   Course Name: **Business Analytics**

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 Business Analytics? How does business analytics contribute to the concept of data-driven decision-making within an organization?	10	1	1
	b.	What are different approaches & tools of Business Analytics? Explain.	10	1	2
OR					
2	a.	Discuss Data Mining & its Process.	8	1	2
	b.	Explain Data Warehouse along with Data Warehouse design process in detail.	12	1	2
Section B (Unit-II) (20 marks)					
3	a.	What is Machine Learning and how does it differ from traditional programming?	8	2	3
	b.	What are the main types of Machine Learning algorithms, and how do they categorize into supervised and unsupervised learning?	12	2	4
OR					
4	a.	Explain Machine Learning Workflow.	10	2	3
	b.	Discuss about Applications of Machine Learning in Business.	10	2	4
Section C (Unit-III) (20 marks)					
5	a.	As businesses increasingly focus on customer-centric strategies, how can customer analytics help organizations gain a competitive advantage, personalize customer experiences, and optimize marketing efforts?	10	3	4
	b.	Explain various types of Queuing System.	10	3	4
OR					
6	a.	What is Accounting Analytics? Explain the role of Big Data in Accounting.	10	3	4
	b.	Explain HR Metrics in Recruitment and Time Tracking.	10	3	4
Section D (Unit-IV) (20 marks)					
7	a.	What is Business Intelligence (BI), and how does it contribute to organizational decision-making processes?	10	4	2
	b.	What role does data visualization play in business analytics, and how	10	4	3

		can effective data visualization techniques enhance the communication of insights to stakeholders and support data-driven decision-making?			
**OR**
8	a.	What is Dashboard and How it can help in data-driven decision-making?	10	4	3
	b.	What is Tableau and how does it contribute to data visualization?	10	4	4
**Section E (Unit-V) (20 marks)**
9	a.	What is the purpose of using MS Excel for data analysis? Explain the significance of pivot tables in data analysis using MS Excel.	12	5	3
	b.	What is Power BI and what are its key components?	8	5	3
**OR**
10	a.	What is the role of charts and graphs in data analysis, and how can they be created in MS Excel?	10	5	3
	b.	What is R programming language and how is it commonly used in the context of data analytics? Explain the concept of Vectors in R.	10	5	3

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA 3rd Semester
School of Management [02PG010]

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

ENTREPRENEURSHIP & INNOVATION

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.	Elaborate the term Entrepreneur. How is it different from traditional businessmen?	10	1	2
	b.	Elucidate the importance of entrepreneurs for developing the economy.	10	1	3
OR					
2	a.	"Technological advancement may not be possible if the ultimate ownership and control of production lie in the hands of Fabians and drones." Justify the statement with a significant explanation.	10	2	3
	b.	Discuss in detail the challenges of entrepreneurship. Also, provide the appropriate solution in each case respectively.	10	1	3
Unit-II (20 marks)					
3	a.	Service innovation is demand of today's market scenario. Explain if you agree and If not then justify with suitable comments.	10	2	1
	b.	"Creativity is the fuel of innovation". Justify the statement with a valid example.	10	3	3
OR					
4	a.	What are the main factors of innovation? Explain the concept with relevant examples.	10	2	3
	b.	Write Short notes on- Product Innovation & Process Innovation	10	2	2
Unit-III (20 marks)					
5	a.	Define Business Plan. What are the Essential characteristics of a Good Business Plan?	10	3	2
	b.	How Feasibility Study is different from a Business Plan for starting a Business venture?	10	4	3
OR					
6		Elaborate the concept of Venture Capital. What are the major advantages and disadvantages of Venture Capital?	20	4	3
Unit-IV (20 marks)					
7		How to raise venture capital for a tech startup? Elaborate on various stages in detail with example.	20	4	3
OR					
8		Write short notes on- a. Marketing Plan, b. Organizational Plan, c. Financial Plan & d. Operations Plan	20	5	2
Case study (20 marks)					
9		Elaborate the innovation process by suitable product/process.	20	5	3
OR					
10		Which points should be considered while selecting a business idea? Elaborate your answer with suitable examples and practical applications.	20	5	3

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA. 3rd Semester
CONSUMER BEHAVIOUR [02PG010]

OPJU

Max. Marks: 100

Time: 3 Hrs.

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
Unit-I (20 marks)					
1	a.	Narrate the special nature in Indian consumer.	10	2	2
	b.	How the consumer behavior evolved from marketing concepts.	10	1	2
OR					
2	a.	Explain the formal process of decision-making.	10	1	1
	b.	Explain the differences in behavior of rural and urban consumers .	10	2	2
Unit-II (20 marks)					
3	a.	Compare qualitative research design to quantitative research design.	10	3	2
	b.	Analyze the impact of various branches of study on consumer purchase.	10	3	2
OR					
4	a.	Elucidate a comparison between sampling methods in consumer research.	10	3	2
	b.	Narrate ten the applications of consumer behavior in real world.	10	3	2
Unit-III (20 marks)					
5	a.	Discuss the impact of habits and hobbies in consumer purchase.	10	4	3
	b.	Discuss various problem-solving during purchase based on involvement.	10	4	2
OR					
6	a.	What are the impact of psychographic factors on consumer purchase.	10	4	2
	b.	Compare the impact of need theory and hygiene theory on consumer purchase.	10	4	2
Unit-IV (20 marks)					
7	a.	How AKB model differs to Howard-Seth model. Explain.	10	5	3
	b.	Compare and contrast between Nicosia and Howard-Seth model.	10	5	2
OR					
8	a.	Elucidate the impact of brand differences and involvement in buying behavior.	10	5	3
	b.	'Construct a sample product purchase' on the line of Nicosia model.	10	5	2
UNIT-V (20 marks)					
9	a.	Draw consumer research process for a FMCG products on different conditions.	10	5	4
	b.	Describe the practical implications of attitude in various decision models.	10	5	3
OR					
10	a.	How perceptual biases impact consumer purchase explain with cases.	10	5	4
	b.	Explain the elements of VALS segments and its importance.	10	5	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

BACKLOG END SEMESTER EXAMINATION, DEC 2023

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

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

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

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
		Section A (Unit-I) (20 marks)			
1	a.	Discuss changing role of HRM. Differentiate between operational & strategic HRM.	10	CO2	1
	b.	Discuss Dave Ulrich model in detail?. What will happen if strategic focused functions are done well?	10	CO1	1
		OR			
2	a.	Discuss various challenges of HRM in the changing environment? How Work Force Diversity may effect HRM functions?	10	CO1	1
	b.	What new Six Competencies for the Future of HR is suggested.	10	CO2	1
		Section B (Unit-II) (20 marks)			
3	a.	How quality of work can help in improved recruitment & retention of employees? Justify your answer with example.	10	CO4	2
	b.	Discuss various reasons for work-life imbalance. What risk are involved in imbalance between work life & personal life?	10	CO3	2
		OR			
4	a.	Discuss strategies to enhance work life balance for employees in detail.	10	CO2	2
	b.	Discuss various flexi work arrangements offered by the organization as a strategy for recruitment & retention.	10	CO3	2
		Section C (Unit-III) (20 marks)			
5	a.	As an HR manager, what challenges you may face while implementing cross culture training? What solutions do you suggest?	10	CO5	3
	b.	What is Competency Mapping and why it is important in training function?	10	CO4	3
		OR			
6	a.	Discuss about Cultural Conflicts in Workplace? What strategies you suggest to overcome it?	10	CO3	3
	b.	What is succession planning? How it is different from career planning?	10	CO4	3
		Section D (Unit-IV) (20 marks)			
7	a.	What do you mean by Strategic Compensation? Discuss various strategy approaches to compensation?	10	CO5	3
	b.	What are the various approaches to measure Performance? How can you manage problem employees?	10	CO4	3
		OR			
8	a.	What is required to gain competitive advantage in this cut throat competition? How strategic compensation can help.	10	CO4	3
	b.	Explain Performance Management Process in detail. What are the reason of	10	CO5	3

		poor performance?			
**Section E (Discussion Questions) (20 marks)**				
9	a.	How can SHRM contribute to creating a sustainable competitive advantage for an organization?	10	CO3	3
	b.	Discuss the challenges and opportunities of implementing a strategic approach to HRM in a global or multinational organization.	10	CO3	3
**OR**				
10	a.	How can HR professionals align HR strategies with the overall organizational strategy? What factors should be considered in this alignment process?	10	CO2	2
	b.	How can organizations effectively manage change and develop a culture that embraces strategic HRM initiatives?	10	CO3	2

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

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

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

Course Code: **BA-302M** Course Name: **Business Intelligence &Visualization**

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 data visualisation? explain its advantages and disadvantage.	10	CO1	K2
	b.	What are the application s of Data visualization in business world	10	CO1	K3
**OR**					
2	a.	What are the tools and techniques of data visualization in dynamic business world?	10	CO1	K2
	b.	Illustrate how data visualization is better than the traditional text based data methods	10	CO1	K3
**Section B (Unit-II) (20 marks)**					
3	a.	What is ggplot? How it helps in visualisation?	10	CO2	K2
	b.	Briefly discuss the Components of ggplot.	10	CO2	K3
**OR**					
4	a.	What do you mean by goem? Explain its flow-chart	10	CO2	K2
	b.	What types of different graphs and charts can be drawn on geom?	10	CO2	K3
**Section C (Unit-III) (20 marks)**					
5	a.	What is TABLEAU and discuss it's benefit as a researcher.	10	CO3	K2
	b.	How TABLEAU helps in data visualisation.	10	CO3	K3
**OR**					
6	a.	What are the different Tableau Products and what is the latest version of Tableau?	10	CO3	K2
	b.	What are the different connections you can make with your dataset?	10	CO3	K3
**Section D (Unit-IV) (20 marks)**					
7	a.	What are the major Components of business Intelligence	10	CO4	K2
	b.	Discuss the Evaluation of business Intelligence capabilities	10	CO4	K3
**OR**					
8	a.	List and explain different phases of business intelligence system.	10	CO4	K2
	b.	What is Business Intelligence how it reduces the time for business decisionmaking?	10	CO4	K3
**Section E (Unit-V) (20 marks)**					
9	a.	Discuss the key features of Power BI for Business Intelligence	10	CO5	K2
	b.	What is the main purpose of business intelligence?	10	CO5	K3
**OR**					
10	a.	What is power BI? How it is different from other visualization tools	10	CO5	K2
	b.	In case of Power BI distinguish between Dashboard and report.	10	CO5	K3

OP JINDAL UNIVERSITY, RAIGARH

End Semester Examination, January -2024
Program: MBA,   Semester-3
School of Management

Course: TOTAL QUALITY MANAGEMENT   **Course Code: OM-302M**

Time: 3 Hrs. | | Max. Marks: 100

Note: Write answers to all parts of a question at one place.
Answer any one question from each unit. All questions carry equal marks.

			M	CO	KL
		Unit-I (20 marks)			
1	a.	What is *Quality Council ?*	10	1	1
	b.	Explain with example, how the Quality Council works in an organization.	10	3	2
		OR			
2	a.	What is *Quality Improvement Plan/Program* ?	10	1	1
	b.	Explain with example, how *Quality Improvement Plan/Program* works.	10	3	2
		Unit-II (20 marks)			
3	a.	What are the obstacles to implement *TQM*.? How to overcome these obstacles?	10	1	2
	b.	Draw the *House of Quality*. Explain how HOQ is used for *Quality Deployment*.	10	2	2
		OR			
4	a.	Describe by relating the terms – *TQM, ISO-9000* and *Six Sigma*	10	2	1
	b.	How an organization will implement *TQM, ISO-9000, Six Sigma* all together.	10	3	2
		Unit-III (20 marks)			
5	a.	Explain the need for TQM in a Supply Chain.	10	2	1
	b.	Write short notes on - *Production Part Approval Process*, and *FMEA*.	10	1	1
		OR			
6	a.	Write short notes on – *Supplier Quality Management* and APQP.	10	1	1
	b.	Explain how the supply chain partners contribute towards quality enhancement.	10	4	3
		Unit-IV (20 marks)			
7	a.	Write short notes on any two of the following – *Quality by Design, TQM Audit Tools, Continuous Improvement*	10	1	1
	b.	Explain the concept of 3 M's (i.e. Muri, Mura and Muda) as a support to CI.	10	1	1
		OR			
8	a.	Write short notes on any two of the following – *CI Software, Fish Bone Diagram, Kanban*	10	1	1
	b.	What is VSM? Explain how it assists in achieving Quality Goals ?	10	4	3
		UNIT-V (20 marks)			
9	a.	Describe your SIP work from a *Quality Management* perspective. Explain how TQM was implemented there. If, not implemented, how to implement there.	10	3	3
	b.	Suggest an annual *Quality Improvement Plan* for the organization where you had undergone the SIP.	10	3	3
		OR			
10		(a) Read the case. Assuming yourself as the Quality Manager at SUBWAY.	10	4	3

Present your successful implementation in boardroom using slide boxes.

(b) Describe your slides immediately below the boxes drawn in the answer-a.

With a worldwide presence, SUBWAY® is constantly growing its supply chain. It uses a strict approval process to meet legal requirements and ensure high quality.

Subway was experiencing issues with the amount of time it would take to get the legal documents negotiated, reviewed, signed and approved. The process took several months. There was no traceability or tracking aside from manual spreadsheets that were not always maintained, so tracking or finding documents became almost impossible.

SUBWAY® knew it needed a way to better manage and track requests, marking sure vendor information was properly stored and easily accessible for audits. It also needed something that could be used across multiple departments simultaneously, so all necessary information could be captured in sync. Finally, it needed a workflow that didn't depend on email communication, so requests would no longer be sitting in cluttered inboxes.

Filling the Gap

Transferring the process to ETQ Reliance™ was the solution SUBWAY® needed. It was an easy transition as Reliance was already in use for other processes involving vendors. ETQ automated the process of vendor approval by providing a form, workflow and database for a visible way to track requests. It streamlined the process with a few unique features.

Form Wizard: The request form walks the user through step-by-step, showing them only what they need to see for each part. This makes the long form easy to handle as the user fills it out.

Progress Bar: Lots users see their progress status through the 10 steps of the form.

Documents Uploaded to Request Form: This grid shows what documents are required from a given vendor and tracks when they are uploaded.

Document Tracker View: Since up to hundreds of requests may be in progress at a time, they need to quickly see where multiple requests are at one time.

Documents Transferred to Vendor Profile: Vendor requests are removed from the database once they are complete, but this process automatically

10	4	3

transfers all required documents from the request to the vendor profile so they can be included there.

Meeting the Need

This new process allows SUBWAY® to set up suppliers and get products to market faster. Requests, submissions and negotiations are no longer passed from email inbox, which decreases the turnaround time from initial request to final approval.

Walking users through the submission form vis the wizard broke down the initial process into manageable chunks. This keeps users focused on the task and ensures they will complete all necessary steps. Within their forms, the ability to see which documents are required and which are needed in one glance keeps the database organized and the process moving quickly.

Overall, SUBWAY's® application has reduced the time it takes to complete a request by providing ways to track it and make sure all necessary documents are attached. It offers visibility to the requesters so they know when to follow up on a request and with what. Getting vendors approved more quickly lets products go to market more quickly. This will help SUBWAY® develop regions faster for improved growth and franchise profitability.

Looking Forward

Since this feature has been so successful already, SUBWAY® plans on adding more features in the future. They are looking to implement workflows for financial review and insurance review to automate those processes as well. They also plan on integrating their vendor approval with DocuSign, which provides a legal digital signature solution. In addition, they hope to expand the use of vendor approval to those who are not food, including packaging and equipment.

[Source (Adapted from): www.etq.com]

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, DECEMBER-2023
MBA-3rd Semester
MBA [02PG010]
BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

Time: 3 Hrs.	Max. Marks: 100

Note:

Answer any one question from each unit
All units carry equal marks

			M	CO	KL
		Unit-I (20 marks)			
1	a.	What do you mean by Business Ethics? Discuss the role of Business Ethics in the growth of organisation.	10	1	2
	b.	What may be the impact of Code of Ethics on an employee? Discuss.	10	1	2
		OR			
2	a.	What are the major contents one should keep in mind during drafting of a Code of Ethics. Discuss.	10	1	1
	b.	What do you mean by Moral Managers? Discuss the ethical roles of Managers.	10	1	2
		Unit-II (20 marks)			
3	a.	Write a detailed note on Development of CSR in India.	10	2	2
	b.	Write a detailed note on the Role of CSR in Rural Transformation.	10	2	3
		OR			
4	a.	How do you prepare the report on CSR Initiatives taken by your organization?	10	2	2
	b.	Discuss the Role of Universities/ Colleges in awareness creation and promotion of Corporate Social Responsibility?	10	2	3
		Unit-III (20 marks)			
5	a.	Do you agree with the statement- 'CSR is a financial burden on organisation'? Discuss your opinion with examples.	10	3	2
	b.	'Businesses have a moral obligation to ensure that they act in socially and environmentally responsible manner. Any businesses that choose to ignore these responsibilities will ultimately find they have no future.' Critically evaluate the above statement. To what extent does it reflect the potential significance of corporate social responsibility for contemporary business?	10	3	2
		OR			
6	a.	What are the Pillars of Corporate Citizenship. Discuss the benefits of Corporate Citizenship to an organisation.	10	3	3
	b.	What do you mean by CSR Thematic Areas? Discuss the role of CSR Committee in an organisation.	10	3	2
		Unit-IV (20 marks)			
7	a.	What do you mean by Tripple Bottom Line of business? Select your favorite or known Indian Public Limited Company and write its CSR activities and	20	3	3

		achievements.			
		OR			
8	a.	What do you mean by Corporate Social Responsiveness? Select your favorite or known MNC and write its CSR activities and achievements.	20	3	3

UNIT-V (20 marks)

9	a.	Study the following Case- "Coca-Cola Drinks India," and answer the given questions: Coca-Cola is one of the world's leading soft drinks companies, and the owner of one of the most widely recognized global brands. It is not only successful in largely saturated markets in the developed world but increasingly also in global south where consumption of its soft drinks often is a much coveted status symbol of Western life style and consumption. As a large American multinational, Coca-Cola is often perceived as a powerful player bringing billions of Dollars of investment to the developing world. In India, for instance, one of its more recent expansions, the company is estimated to have invested over $ 1bn between 1993 and 2004, thus, contributing roughly a fifth of the entire foreign direct investment into the country. Against this backdrop, it came as quite a surprise to the company when in 2004 a High Court in the southern province of Kerala ordered the closure of a Coca-Cola Bottling plant in the village of Palchimada. The ruling followed three years of campaigning by local villagers, national level NGO's, institutes, displaying a truly multifaceted arsenal of campaign tactics reaching from local demonstrations, sit-ins at the plant gate, and human chains, to 10-day marches between various Coke plants, nationwide '*Quit India*' campaign, and political lobbying (the Indian parliament has subsequently banned the company's products from its cafeteria). The central issue of the campaign, at least initially, was the fact that since the Kerala plant opened in 2000, ground water levels had fallen by 25.4% leading to severe water shortages for rural neighbours of the plant. Harvests allegedly fell by 80 to 90 percent and the remaining water became undrinkable in a region where most people are extremely poor and dependent on small scale local agriculture. Coca-Cola, who extracted about 510,000 litres of water per day from the ground-water under the plant, initially blamed the decline in rainfalls over the preceding years in the region and dismissed the protest as '*anti-capitalist*'. Still through, the company set up a tanker service providing people around the plant with a daily supply of water. The Court, however, ruled that groundwater is a public good and Coca-Cola, in the aftermath of the ruling, had to reorganize its water use by 24 percent and installed rainwater-harvesting systems in 26 of their plants.			

The company's struggle with civil society campaigners, however, was not helped by subsequent allegations that its Indian soft drinks contained pesticides such as DDT, Lindane and Malathion which are banned in the US and Europe. In a litigation suit filed on behalf of the NGO 'Youth Welfare Society', the company was forced to publish the exact ingredients of their soft drinks, information hitherto considered as commercially confidential by the company.

The campaign is particularly interesting as Coca-Cola, typically enjoys fairly good relations with national and local governments in India. The plant in Kerala allegedly received a £1.5m subsidy from the local government, and much of the protest was hampered by court rulings against the campaign. In Kerala, at one stage, criminal charges were laid against campaigners and orders to stop 'shouting slogans of making inflammatory speeches within 300 metres of the plant' were issued.

The campaigners have, however, managed to keep the protest afloat. Involving not only local action but also national organisations, including Indian Anti-Globalisation celebrity Vandana Shiva and her 'Research Foundation for Science, Technology and Ecology' up to global NGOs such as Christian Ai and War on Want, Coca-Cola faces similar allegations not only in different Indian States but also globally, most recently in Latin America. Increasingly, consumers in the global north have also started to become aware of the issues. Although the British National Union of students decided against boycotting Coca-Cola products, the 2006 resolution of the students' parliament at the University of Cologne to ban the company's products on campus is potentially just the first of a series of boycotts to be initiated in Europe and further afield.

Questions:

i. What are the major ethical issues involved in this case?

ii. If you were the CMD of Coca-Cola India, what would have been your defence for the allegations labelled against Coca-Cola?

		OR			
10	a.	Discuss the Social responsibility of Business towards different groups with examples.	20	3	3

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

OPJU

UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

MBA 3rd Semester
Course Name: The One Thing and Extreme Ownership
Course Code: MBA 304

Time: 2 Hrs.			Max. Marks: 50

Note:

Answer any one question from each unit

All questions carry equal marks

			M	CO	KL
		Unit-I			
1	a.	Live by priority by setting the goal to now. Explain.	5	2	2
	b.	Living with purpose ensures happiness and fulfilment during the journey. Explain.	5	2	2
		OR			
2	a.	Time-blocking ensures living for productivity. How does time-blocking help in getting the most important thing done?	5	2	2
	b.	How would you battle your distractions to protect your time blocks?	5	2	2
		Unit-II			
3	a.	Living a purposeful life is essential for achieving extraordinary results. Explain.	10	2	2
	b.	Out of the "victim" mindset and the "accountable" mindset, which is the one you would like to adopt in your life and why?	10	2	2
		OR			
4	a.	What are the four thieves of productivity? Explain each one of them.	10	2	2
	b.	After learning about the concepts of The One Thing, how would you put the one thing to work in the day-to-day professional life?	10	2	2
		Unit-III			
5	a.	You own everything in your world. Explain this statement from the extreme ownership point of view.	10	3	3
	b.	Leading up and down the chain of command is an important principle of extreme ownership. While leading down the chain is easy (as they are the subordinates of the leader), how would you lead up the chain?	10	3	3
		OR			
6	a.	There are no bad teams, only bad leaders. Explain	10	3	3
	b.	Explain "Decentralized command". Why decentralized command is more effective?	10	3	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, DECEMBER 2023 (Backlog)

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

Program Name: **EMBA** Time: **3 Hrs**

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

Course Code: **EMBA-32** Course Name: **International Business**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Why companies engage in international business? What are the determinants of mode of entry?	10	CO1	K2
	b.	What is globalization? Discuss any two components of EPRG model.	10	CO1	K3
OR					
2	a.	Scanning of global business environment is a must for any firm whether doing business domestically or internationally. Comment	10	CO1	K2
	b.	Discuss the process of new product development through technological interventions.	10	CO1	K3
Section B (Unit-II) (20 marks)					
3	a.	What is Forex? Define its Characteristics and functions.	10	CO2	K2
	b.	What are the major Participants of Forex market? Discuss any two types of Forex Market.	10	CO2	K3
OR					
4	a.	What do you mean by Spot rate, Forward rate cross currency rate.	10	CO2	K2
	b.	What are the factors behind growth of global capital market?	10	CO2	K3
Section C (Unit-III) (20 marks)					
5	a.	What actions can managers take to compete more effectively in global economy?	10	CO3	K2
	b.	What do you mean by Strategy in IB terms? Discuss any two types of strategy.	10	CO3	K3
OR					
6	a.	How do you increase the profitability of a firm in international business?	10	CO3	K2
	b.	What do you mean by location economies? How companies utilize in IB?	10	CO3	K3
Section D (Unit-IV) (20 marks)					
7	a.	What are the Pitfalls of Exporting? How to overcome that?	10	CO4	K2
	b.	What do you mean by bill of lading, Draft and Letter of Credit?	10	CO4	K3
OR					
8	a.	Discuss the methodology for improving the performance of export.	10	CO4	K2
	b.	Discuss the international transaction using flow chart.	10	CO4	K3
Section E (Unit-V) (20 marks)					
9	a.	Which Career Would You Choose in Global Supply Chain Management? Any why?	10	CO5	K2
	b.	Did you know global supply chains are not just about transportation? Comment on this with suitable Supply chain company example.	10	CO5	K3
OR					
10	a.	Is there any relationship between cost and quality? Justify your answer.	10	CO5	K2
	b.	What are the factors consider while answering the where to produce concept.	10	CO5	K3

OP JINDAL UNIVERSITY, RAIGARH
Executive MBA, JANUARY-2024
STRATEGY & ETHICS IN BUSINESS [EMBA 31]

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND 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.	Discuss any four schools of thoughts in details with recent examples.	10	2	2
	b.	Prepare the strategic intent on any two company.	10	1	2
		OR			
2	a.	Describe the process of strategic formulation with a real life example.	10	1	1
	b.	Discuss two environmental analysis tools in details.	10	2	2
Unit-II (20 marks)					
3	a.	What are the significance of various points in 3 circle analysis?	10	3	2
	b.	What are the various grand strategy state with examples?	10	3	2
		OR			
4	a.	Discuss the difference between red and blue ocean strategy.	10	3	2
	b.	Discuss the renewal strategy in details.	10	3	2
Unit-III (20 marks)					
5	a.	Why there is a need for business ethics and its significance?	10	4	3
	b.	Discuss consequentialism and deontology and their significance?	10	4	2
		OR			
6	a.	Discuss the roots of business ethics.	10	4	2
	b.	What are the various of misconduct in business and its results with examples?	10	4	2
Unit-IV (20 marks)					
7	a.	What are the basic moral standard in decision making?	10	5	3
	b.	Describe few ethical dilemmas while decision making in company.	10	5	2
		OR			
8	a.	Why there is an emerging need of corporate governance recently? Analyze.	10	5	3
	b.	Analyze the challenges to ethical behavior in details with their remedies.	10	5	2
UNIT-V (20 marks)					
9	a.	Prepare a Ansof's Matrix for companies of any sector?	20	5	3
		OR			
10	a.	Prepare a GE Matrix for companies of any sector?	20	5	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, JANUARY 2024

Program Name: **Executive MBA** Program Code: 02PG020 Time: **3 Hrs**

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

Course Code: **EMBA 33** Course Name: **Business Analytics**

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 Business Analytics? How does business analytics contribute to the concept of data-driven decision-making within an organization?	10	1	1
	b.	What are different approaches & tools of Business Analytics? Explain.	10	1	2
**OR**				
2	a.	What is Data Mining? Explain its Process.	8	1	2
	b.	What is Data Warehouse? Discuss Data Warehouse design process in detail.	12	1	2
**Section B (Unit-II) (20 marks)**				
3	a.	What is Machine Learning and how does it differ from traditional programming?	8	2	3
	b.	What are the main types of Machine Learning algorithms, and how do they categorize into supervised and unsupervised learning?	12	2	4
**OR**				
4	a.	Explain Machine Learning Workflow.	10	2	3
	b.	Imagine you are the manager of a medium-sized e-commerce company looking to enhance its operations. Discuss and outline specific applications of machine learning that could be implemented to optimize various aspects of your business, such as customer experience, supply chain management, fraud detection, and personalized marketing. Provide real-world examples and explain how these machine learning applications can contribute to increased efficiency, cost savings, and overall business growth.	10	2	4
**Section C (Unit-III) (20 marks)**				
5	a.	As businesses increasingly focus on customer-centric strategies, how can customer analytics help organizations gain a competitive advantage, personalize customer experiences, and optimize marketing efforts?	10	3	4
	b.	Explain various types of Queuing System.	10	3	4
**OR**				

6	a.	What is Big Data? Explain the role of Big Data in Accounting.	8	3	4
	b.	Explain HR Metrics in Recruitment and Time Tracking.	12	3	4
**Section D (Unit-IV) (20 marks)**
7	a.	How does the integration of advanced analytics and data visualization tools contribute to enhancing decision-making processes within an organization, and what key challenges may arise in implementing an effective Business Intelligence strategy?	10	4	3
	b.	What is Dashboard and How it can help in data-driven decision-making?	10	4	3
**OR**
8	a.	What role does data visualization play in business analytics, and how can effective data visualization techniques enhance the communication of insights to stakeholders and support data-driven decision-making?	10	4	3
	b.	What is Tableau and how does it contribute to data visualization?	10	4	4
**Section E (Unit-V) (20 marks)**
9	a.	What is the purpose of using MS Excel for data analysis? Explain the significance of pivot tables in data analysis using MS Excel.	10	5	3
	b.	What is R programming language and how is it commonly used in the context of data analytics? Explain the concept of Vectors in R.	10	5	3
**OR**
10	a.	What is the role of charts and graphs in data analysis, and how can they be created in MS Excel?	12	5	3
	b.	What is Power BI and what are its key components?	8	5	3

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

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND MANAGEMENT

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

Semester: **III**   Max. Marks: **100**

Course Code: **EMBA BA 34**   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.	What are the importance of HR analytics? What steps are involved in it?	10	CO2	1
	b.	Describe the concept of Predictive analytics in HR. How can you predict employee turnover in an organization?	10	CO1	1
		OR			
2	a.	Discuss various approaches of HR analytics along with examples.	10	CO1	2
	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	CO3	3
		Section B (Unit-II) (20 marks)			
3	a.	How effective are our various sourcing channels in bringing in qualified candidates? How can analytics help us assess the performance of each channel?	10	CO3	2
	b.	Discuss any four Workforce Deployment Metrics with suitable example for each.	10	CO3	2
		OR			
4	a.	Why should diversity in workforce must be measured in an organization and why it is important to maintain gender and age diversity?	10	CO4	3
	b.	How offer acceptance rate metric is calculated? Discuss the factors that can influence offer acceptance rate and strategies to improve them.	10	CO2	2
		Section C (Unit-III) (20 marks)			
5	a.	What key performance metrics are most relevant to our organization's goals, and how are they defined and measured?	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
		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.	To what extent does performance-based pay impact employee motivation and productivity? How can compensation analytics help in evaluating the effectiveness of performance-related incentives?	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 key talent retention metrics that organizations commonly use and explain the insights they provide about employee retention.	10	CO4	3
	b.	What are the four phases of HCM 21 model? How it can be utilized for the management of human resource?	10	CO2	1
OR					
10	a.	To what extent can predictive analytics be employed to forecast potential turnover? What variables or indicators are most predictive of employee attrition, and how can this information be used for proactive retention strategies?	10	CO4	3
	b.	How employee turnover rate is calculated. Discuss the significance of turnover rate as a talent retention metric.	10	CO3	2

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, JANUARY-2024
Executive MBA IIIrd Semester
Course Name: Marketing Analytics
Course Code: EMBA BA35

OPJU
UNIVERSITY OF STEEL TECHNOLOGY AND 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 marketing analytics. Outline the various types of analytics.		10	CO1	KL1
	b.	Describe the market data sources. Discuss the various methods of collecting market data.		10	CO3	KL3
OR						
2	a.	Discuss the scope and importance of marketing analytics in present era.		10	CO1	KL1
	b.	Briefly explain the different approaches to estimate market size.		10	CO3	KL3
Unit-II (20 marks)						
3	a.	Give your basic understanding on market segmentation. Explain the various bases of market segmentation.		10	CO1	KL1
	b.	Describe the marketing segmentation strategies by cluster analysis.		10	CO3	KL3
OR						
4	a.	What is Customer Lifetime Value? With the help of hypothetical data calculate the CLV.		10	CO1	KL2
	b.	Perceptual mapping is a research tool used to measure a brand's position" justify this statement with suitable examples.		10	CO3	KL3
Unit-III (20 marks)						
5	a.	What do you mean by price bundling? Discuss the types of price bundling strategies.		10	CO3	KL3
	b.	Why we need to estimating demand of the product? How to estimate the leaner demand curve?		10	CO4	KL4
OR						
6	a.	Describe the linkage between price skimming and sales. Also mention the pros and cons of price skimming.		10	CO4	KL4
	b.	What do you mean by regression? Describe briefly the linear regression technique.		10	CO3	KL3
Unit-IV (20 marks)						
7	a.	What is your understanding about market basket analysis? How do company use it in retailing?		10	CO2	KL2
	b.	What do you mean by advertising analytics? How to measure the effectiveness of advertising?		10	CO2	KL3

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OR

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8	a.	Define Recency, Frequency and Monetary (RFM). Describe the benefits of RFM analysis.	10	CO2	KL2
	b.	Illustrate the RFM analysis with data set mentioned below:	10	CO2	KL3

CUSTOMER ID	RECENCY (DAY)	FREQUENCY (NUMBER)	MONETARY (TOTAL)
1	4	6	540
2	6	11	940
3	46	1	35
4	23	3	65
5	15	4	179
6	32	2	56
7	7	3	140
8	50	1	950
9	34	15	2630
10	10	5	191
11	3	8	845
12	1	10	1510
13	27	3	54
14	18	2	40
15	5	1	25

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UNIT-V (20 marks)

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9	a.	**Please read the case "Healthy Products Limited" below and answer the questions based on it:** Sonia Bhanot cannot believe what she has just heard. Having joined Healthy Products as a Market Analyst and Planner, she has just been informed that the company has no sales forecasting system and Finance simply examine previous sales when doing next year's estimated sales for budgeting purposes. She cannot understand how the company has managed to operate effectively without one. Her marketing manager, however, a very competent technical engineer who has over the years moved through sales and into marketing in the company, believes that all forecasts are simply a waste of time. His view is that what is going to happen will happen and no amount of forecasting will affect this. Moreover, he has pointed out that in his experience forecasts are usually wrong and so it is better to do without them. Although Sonia has already pleaded her case regarding the need for and uses of sales forecasts, her manager is adamant that she should spend her time on other 'more useful activities'. Sonia, however, feels that she cannot effectively do her job with regard to helping prepare marketing plans without an effective system of sales	10 20	CO4 CO4	KL4 KL5

		forecasting. She plans to undertake sales forecasting on her own to build trust of the management in the process. Questions: a) How can Sonia persuade her manager that sales forecasts are not only useful, but essential, in the marketing planning process? What possible benefits she can highlight of undertaking forecasting? b) Suggest suitable methods Sonia can employ for sales forecasting in any newly established system of forecasting.			
		OR			
10	a.	Highlight the need and importance of sales forecasting for an organization. Describe various techniques of sales forecasting, with examples.	10	CO4	KL4

	b.	Describe the following:
		
		   i. Pay per Click (PPC)
		   ii. Measuring ROI of marketing campaigns.
			10	CO4	KL5