

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, JUNE-2023

M.B.A. 4th Semester

School of Management [02 PG 010]

**Strategic 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.	Core competencies leads to competitive advantage, analyze the case of KFC.	10	1	2
	b.	'Clarity of school of thoughts make a venture successful', justify.	10	1	2

OR

2	a.	How the fit concept in strategic management leads to gap analysis?	10	1	2
	b.	How strategic architecture leads to strategic intent that results in success?	10	1	2

Unit-II (20 marks)

3	a.	Make a SWOT analysis of Tata Tea.	10	2	4
	b.	Make political, economic, and social analysis of private university in India.	10	2	4

OR

4	a.	Analyze competitor's points of advantages in 3 circle analysis.	10	2	3
	b.	Contrast the value chain of a manufacturing unit to service unit.	10	2	4

Unit-III (20 marks)

5	a.	Prepare a strategy for a firm with high resources and high opportunities.	10	3	4
	b.	Analyze any two functional strategy.	10	3	3

OR

6	a.	Compare and contrast between forward and backward vertical integration.	10	3	3
	b.	Compare and contrast between related and unrelated diversification.	10	3	3

Unit-IV (20 marks)

7	a.	Behavioral implementation is important for strategy, analyze the statement.	10	4	3
	b.	Strategic evaluation is more important to control, justify the statement.	10	4	2

OR

8	a.	Compare and contrast between red ocean and blue ocean strategy.	10	4	3
	b.	Compare between the qualitative and quantitative factors in strategic choices.	10	4	3

UNIT-V (20 marks)

9	a.	Prepare an Ansoff's matrix for any product category of FMCG goods.	20	3	4
	b.				

OR

10	a.	Construct a generic strategy matrix for any product of consumer durable goods.	20	4	4
	b.				

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JUNE 2023

Program Name: MBA

Program Code: 02PG010

Time: 3 Hrs

Semester: 4th

Max. Marks: 100

Course Code: MGT 402

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.	8	1	1
	b.	12	1	2
OR				
2	a.	12	2	3
	b.	8	1	2
Section B (Unit-II) (20 marks)				
3	a.	10	3	2
	b.	10	3	2
OR				
4	a.	10	3	2
	b.	10	3	3
Section C (Unit-III) (20 marks)				
5	a.	12	4	4
	b.	8	4	4
OR				
6	a.	12	4	4
	b.	8	4	3
Section D (Unit-IV) (20 marks)				
7	a.	8	4	3

	b.	Describe what is required to efficiently manage a global supply chain.	12	4	3
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OR

8	a.	What are the objectives of Export Promotion? Discuss about important organization which helps to export in India.	12	4	3
	b.	Explain Export Credit Guarantee Corporation in detail.	8	4	2

Section E (20 marks)

9	a.	XYZ Corporation, a multinational manufacturing company based in Country A, is considering expanding its operations into Country B. Country B is known for its favorable business environment, skilled workforce, and growing consumer market. XYZ Corporation believes that establishing a manufacturing facility in Country B will allow them to tap into new market opportunities and benefit from cost advantages. However, they are also aware of potential risks and challenges associated with foreign direct investment (FDI) in Country B.	20	2	4
		<p>Questions:</p> <ol style="list-style-type: none"> 1. What is foreign direct investment (FDI) and why do companies like XYZ Corporation choose to engage in FDI instead of other market entry modes, such as exporting or licensing? 2. Identify and explain the potential benefits that XYZ Corporation can derive from establishing a manufacturing facility in Country B. How can FDI contribute to the company's competitive advantage and growth? 			

OR

10	a.	Country A is a member of the World Trade Organization (WTO) and heavily subsidizes its agricultural sector to support domestic farmers. These subsidies enable Country A's farmers to compete in international markets by lowering production costs and increasing agricultural output. However, these subsidies have drawn criticism from other WTO member countries, including Country B, which argue that they distort global trade and hinder fair competition.	20	3	3
		<p>Questions:</p> <ol style="list-style-type: none"> 1. Explain the role and objectives of the World Trade Organization (WTO) in promoting international trade. Discuss how the WTO facilitates negotiations and resolves trade disputes among member countries. 2. Assess the concerns raised by Country B and other WTO member countries regarding the agricultural subsidies in Country A. Discuss the potential trade effects, such as unfair competition, market distortion, and negative impacts on farmers in other countries. 			

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JUNE 2023

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

Time: **3 Hrs**

Semester: **4th**

Max. Marks: **100**

Course Code: **OM 401** Course Name: **Project Management**

Answer any one question from each section

All questions carry equal marks

M	C	KL
	O	

Section A (Unit-I) (20 marks)

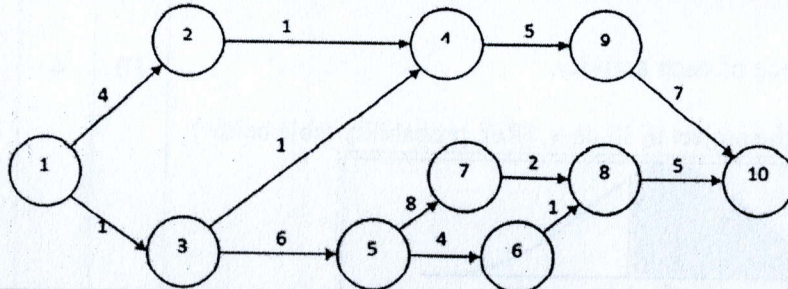
1	a.	What are the different phases of executing a project? Explain them in detailed.	10	1	2
	b.	Explain how a good project manager handles the key-stakeholders; internal-stakeholders, and external-stakeholders.	10	1	1

OR

2	a.	List and explain the difference types of methods used in the implementation stage of a project.	10	1	2
	b.	Give examples of internal and external stakeholders of a project. Explain how they are managed by a project manager.	10	1	1

Section B (Unit-II) (20 marks)

The network diagram (given below) for a project indicates its most-likely time (in days) of the activities. The project team has also optimistic and pessimistic members who quote 1 day less for all activities and 1 day more respectively for all activities. Use PERT technique to find the critical activities and estimate the project duration.



3	a.	The network diagram (given below) for a project indicates its most-likely time (in days) of the activities. The project team has also optimistic and pessimistic members who quote 1 day less for all activities and 1 day more respectively for all activities. Use PERT technique to find the critical activities and estimate the project duration.	10	2	2
	b.	What is a <i>Risk Register</i> ? Component wise explain its utility for a project.	10	2	2

OR

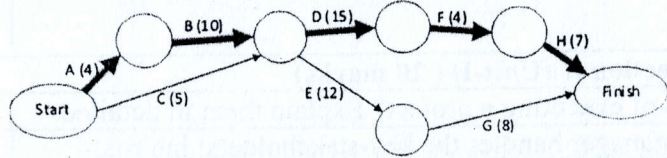
4	a.	Draw a project network diagram, identify and indicate the critical path on it, and calculate the project duration. Refer to the data given in the precedence table.	10	2	2
	b.	The time value of a dummy activity is always _____. (negative / zero/ positive) _____ time of an activity is quoted, when all goes well. (Fill in the blank.) _____ time of an activity is quoted, against all odds. (Fill in the blank.) Is it possible to have a critical activity on a non-critical path? (Yes / No) Is it possible to have more than one critical path in a project? (Yes / No)	10	2	2

Section C (Unit-III) (20 marks)

5	a.	What do you mean by the crashing of a project? Explain its significance.	10	3	2
	b.	Name at least two important risks involved in a project. What is WBS? Give an example. Are the project team members considered as stakeholders? Justify. A project can be done both sequentially and concurrently. How? CPM and PERT stand for _____ and _____.	10	3	2

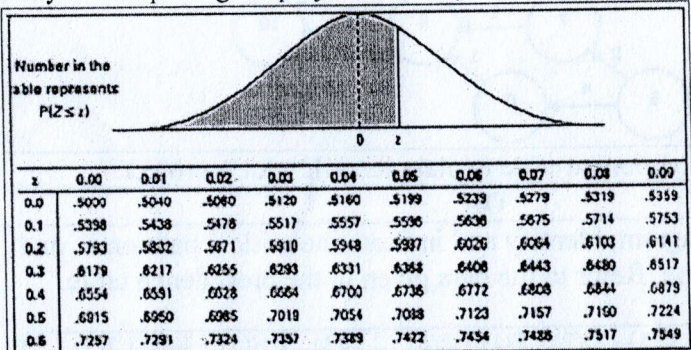
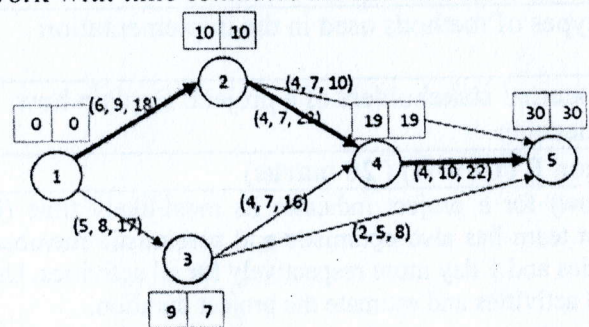
OR

6	a.	What are the different types of risks involved in Projects? Explain them in brief.	10	3	2
	b.	Draw the AON-type network diagram to replace the following AOA network diagram of a project and find out the duration of the project.	10	3	2



Section D (Unit-IV) (20 marks)

7	The project network with time estimates are shown below for each activity.		10	4	2
	a.	Determine – (i) The expected time and variance of each activity. (ii) Total project duration (iii) The probability of completing the project in 32 days. [Ref. probability table below]			



b.	The equation of cost slope is given by _____. Justify your answer.		10	4	3
	<ul style="list-style-type: none"> • (Crash cost – Normal cost) / Crash time • Crash cost/ (Crash time – Normal time) • (Crash cost – Normal cost) / (Normal time – Crash time) • (Crash cost – Normal cost) / (Crash time – Normal time) Crashing can be applied to dummy activities. [True / False] Justify your answer.				

OR

8	a.	Following table shows the time and cost in normal and crash conditions. What is the normal duration expected for completing the project? What is the minimum total cost associated with the project to complete in 12 weeks?						10	4	2
		Activity	Immediate Predecessor(s)	Normal		Crash				
				Time (in weeks)	Cost (in Rs.)	Time (in weeks)	Cost (in Rs.)			
		A	---	3	7000	2	10000			
		B	---	1	3000	1	3000			
		C	A	4	12000	2	40000			
		D	B	2	12000	1	28000			
		E	C	1	8000	1	8000			
F	D, E	4	5000	2	15000					
G	E	2	9000	1	18000					

9	b.	Network diagram of a project is shown with its activities and durations. If all the activities can be crashed at same cost, how many activities need to be crashed to reduce the project duration by one day? Justify your answer.						10	4	3
		<pre> graph LR Start([Start]) -- A(5) --> Node1(()) Start -- C(6) --> Node2(()) Start -- E(4) --> Node3(()) Node1 -- B(7) --> End([End]) Node2 -- D(6) --> End Node3 -- F(8) --> End </pre> <p>Crashing is applicable to _____. Justify your answer.</p> <p>a. critical activities only b. non-critical activities only c. both critical and non-critical activities</p>								

Section E (Unit-V) (20 marks)

9	You are the project manager of a steel plant modernization project. There is a penalty in your contract with the main client for every single day you deliver the project late. You need to decide which sub-contractor is appropriate for your projects critical path activities. Select a sub-contractor, by considering the costs and delivery dates.						20	4	3
	<ul style="list-style-type: none"> Sub-contractor 1 bids ₹ 2.5 crore. You estimated that there is a 20% possibility of completing 60 days late. As per your contract with the client, you must pay a delay penalty of ₹ 50,000 per calendar day for every day you deliver late. Sub-contractor 2 bids ₹ 3.0 crore. You estimated that there is a 10% possibility of completing 30 days late. As per your contract with the client, you must pay a delay penalty of ₹ 50,000 per calendar day for every day you deliver late. Both sub-contractors promise successful delivery and high-quality work. Which sub-contractor is appropriate for execution of your critical project? 								

OR

10	Assume your major project to span over 30 pages. What will be your PPT slides and descriptions, if you are asked to present your entire project work in 15 minutes. Draw rectangular boxes (as your PPT slides), Describe your slide below the boxes (as if you narrate in the presentation). Include the bulleted data and required figures. Therefore, this is your expected format of answer to the question.						20	4	3
	[HINT – Discuss in the light of Project Management carrying information related to – Title, Objectives, Tasks, Precedence Relation, WBS, Gantt Chart, Network Diagram, Critical Activities, Estimated Duration, Budget, Resources, Fund Allocation and Stakeholder Management etc.]								

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, JUNE-2023

MBA 4th Semester

Master of Business Administration [02PG010]



Leadership Enhancement & Professional Development

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 5 steps to write a Persuasive speech? Explain with an example.	10	1	3
	b.	What do you mean by Eulogies? Write a Eulogy speech for your Inspiration.	10	1	3

OR

2	a.	What are the things you will include to support your Idea while giving Public speech?	10	1	2
	b.	What is the purpose of Entertaining Speech? What are the key ingredients of Entertaining Speech?	10	1	2

Unit-II (20 marks)

3	a.	What is the importance of First Impression? What are the 3C's of making a Great First Impression.	10	2	1
	b.	What is the purpose of Group Discussion in Interview process? Explain the Positive and Negative traits of Group Discussion.	10	2	4

OR

4	a.	What is Etiquette and Business Etiquette? Etiquette is Power, explain how?	10	2	2
	b.	What are the most common pitfalls of Group Discussion? Give tips to avoid it.	10	2	4

Unit-III (20 marks)

5	a.	Explain the Do's and Don'ts of Professional Presentation.	10	3	1
	b.	Write down the Tele calling Script for following situation: Imagine that you work for a company that has developed a new software product aimed at helping small businesses manage their finances more effectively. Your task is to call potential customers and convince them to schedule a demo of the software. You will need to highlight the key features and benefits of the software, address any concerns the customer may have, and try to set up a time for the demo.	10	3	5

OR

6	a.	Explain the guidelines for the conclusion part of your Professional Presentation.	10	3	2
	b.	Explain the Do's and Don'ts of Phone Etiquettes.	10	3	1

Unit-IV (20 marks)					
7	a.	What do you mean by Win- Win Negotiation? Explain the Negotiation Process.	10	4	2
	b.	What are the Styles of Negotiations? Explain each with an example.	10	4	3
OR					
8	a.	<p>You are about to begin a negotiation with a woman you have never done business with before. She is the new Assistant Director of Purchasing for one of your largest clients. She replaced someone you have done business with for a number of years—an individual who has become a friend as well as a client. Although he is still with the company, he is on a special assignment and will be out of the country for several weeks. Prior to leaving, your friend indicated that this woman had been brought in to help shape up the department.</p> <p>You have a meeting scheduled for early tomorrow with this woman to discuss a recent proposal you submitted. In a brief telephone conversation, she said, “Your proposal just isn’t in the ballpark.”</p> <p>This has never happened to you before. Your proposals have usually been accepted as written or with minor modifications at most.</p> <ul style="list-style-type: none"> • What do you see as the intangibles? • What impact are the intangibles having on the situation? • How might you gather information about this person? • How would you handle this negotiation? 	10	4	5
	b.	What do you mean by Win-Win Mindset? What are the Five characteristics of win-win negotiators?	10	4	2
UNIT-V (20 marks)					
9	a.	What does the job Interview assess? What are the Strategies for success at interview?	10	5	2
	b.	How will you answer Strengths and weakness in Interview? What are the steps for answering each one?	10	5	6
OR					
10	a.	Explain the ACID TEST and 4P and 1P Frame work for Hiring.	10	5	4
	b.	What are the Do’s and Don’ts of Interview?	10	5	1

	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	2	2
Section D (Unit-IV) (20 marks)					
7	a.	<p>XYZ Manufacturing Ltd. is a medium-sized manufacturing company with over 500 employees. The management of the company recently received a notice from the Employees' State Insurance Corporation (ESIC) stating that the company is required to comply with the provisions of the E.S.I.C. Act, 1948. The management is unsure about the implications of the Act and seeks your advice as an HR consultant. Analyze the situation and provide recommendations to the management regarding compliance with the E.S.I.C. Act, 1948.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Explain the key provisions and objectives of the Employees' State Insurance Corporation (ESIC) Act, 1948. 2. Assess the applicability of the ESIC Act to XYZ Manufacturing Ltd. based on the number of employees and other relevant criteria. 3. Discuss the responsibilities and obligations of employers under the ESIC Act, such as registration, contribution, and maintenance of records. 	20	4	4
OR					
8	a.	<p>ABC Manufacturing Ltd. is a leading manufacturing company with a large workforce. Recently, the employees of the company have expressed their interest in forming a trade union to collectively address their concerns and negotiate for better working conditions. The management of ABC Manufacturing Ltd. is aware of the legal provisions surrounding trade unions but seeks your advice as an HR consultant to navigate the situation effectively. Analyze the case and provide recommendations to the management regarding the formation and management of trade unions.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Explain the concept and significance of trade unions in the context of labor relations. 2. Discuss the legal provisions related to trade unions in the country where ABC Manufacturing Ltd. operates, including the rights and responsibilities of trade unions and their members. 3. Evaluate the process and requirements for forming a trade union, including the registration process and eligibility criteria. 	20	4	4
Section E (Unit-V) (20 marks)					
9	a.	<p>XYZ Construction Company is a prominent player in the construction industry, and it frequently hires contract labor for various projects. Recently, the company received a notice from the authorities regarding compliance with the Contract Labour (Regulation & Abolition) Act, 1970. The management of XYZ Construction Company is uncertain about the implications of the Act and seeks your advice as an HR consultant. Analyze the situation and provide recommendations to the management regarding compliance with the Contract Labour (Regulation & Abolition) Act, 1970.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Explain the objectives of the Contract Labour (Regulation & Abolition) Act, 1970. 2. Assess the applicability of the Act to XYZ Construction Company based on the nature of the work and the number of contract laborers engaged 	20	4	4
OR					
10	a.	A taxi service had several cars. All the cars air conditioners fitted inside them. However, taxes were hired out without the use of the air conditioner. The rate for hiring a taxi with the air conditioner was Rs 10 per kilometer, while the rate for hiring it without the air conditioner was only Rs 5 per kilometers. A person hired a taxi	20	4	4

without the air conditioner. After getting into the car, he realized that it was hot and uncomfortable. He then decided to run the air conditioner. A dispute arose between the two parties as to the charges for the hire of the taxi. The customer was willing to pay a higher amount than what he had agreed to pay, but he did not want to pay at the rate of Rs 10 per kilometer. He argued that the latter was an exorbitant rate

Questions

- 1 Should the passenger be made to pay the charges as per the rates fixed by the taxi services?
- 2 If yes, there must have been an agreement. In this case, who had made the offer? Who had accepted that offer?
- 3 What was the modality of communication that had taken place?

OP JINDAL UNIVERSITY, RAIGARH
END SEMESTER EXAMINATION, JUNE-2023



MBA, 4th Semester
School of Management 02PG010 []
B2B Marketing

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.	Discuss the difference between B2B and B2C?		CO1	KL-2
	b.	Put lime light on classification of Industrial market goods in detail?		CO2	KL-2
OR					
2	a.	Who are the potential customers who can provide feedback for product development in B2B?		CO1	KL-1
	b.	What is the competitive landscape in B2B? How it helps a business organization?		CO1	KL-1
Unit-II (20 marks)					
3	a.	What is Consultative Selling in B2B marketing scenario? What is the outcome?		CO1	KL-1
	b.	“ Buying decision in B2B is more complex than B2C”. Justify?		CO1	KL-1
OR					
4	a.	What do you understand by B2B marketing communication system?		CO1	KL-2
	b.	How should the product be priced and what should be the promotion strategy?		CO2	KL-2
Unit-III (20 marks)					
5	a.	Explain the Organizational Buying Processes ?		CO1	KL-2
	b.	Put lime light on some factors which helps in identifying Industrial product customers?		CO2	KL-2
OR					
6	a.	“Behavioral and needs based segmentation is less in number in B2B market” Justify?		CO1	KL-1
	b.	Can the company earn a return on investment on the new product? Give reason?		CO1	KL-1
Unit-IV (20 marks)					
7	a.	What are the different types of markets involved in B2B parlance ?		CO1	KL-1
	b.	What is the unique role play of Relationship Marketing in B@B?		CO1	KL-1
OR					
8	a.	Put lime light on “Straight Rebuy “ ? What is it’s impact on the business house?		CO1	KL-2
	b.	Which online platform would you like to choose for promoting industrial product? Discuss.		CO2	KL-2
UNIT-V (20 marks)					
9	a.	What are the parameters for the New product development in B2B>		CO1	KL-1
	b.	Discuss on Industrial Product Trade show strategy?		CO1	KL-1
OR					
10	a.	Mention two step of actions taken by organizations before purchase?		CO1	KL-1
	b.	What is image description at online? How image description is managed?		CO1	KL-1

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, JUNE-2023

MBA 4TH Sem [02PG010]

FINANCIAL DERIVATIVES

Time: 3 Hrs.

Max. Marks: 100

Note:

Answer any one question from each unit

All questions carry equal marks

		M	CO	KL	
Section A (Unit-I) (20 marks)					
1	a.	What is the motive of the forward contract? Discuss with the help of the features of the forward contract.	10	2	2
	b.	Elaborate with the example, the types of traders who participate in the derivative market.	10	3	2
OR					
2	a.	Write a brief note with an example on i) Systematic risk ii) Unsystematic risk iii) Exchange rate risk	10	1	2
	b.	Differentiate between Index future and Stock future with the help of examples related to pricing and settlement.	10	2	2
Section B (Unit-II) (20 marks)					
3	a.	State the difference between future pricing and option pricing with an example.	10	2	2
	b.	State the difference between cash and carry arbitrage and reverse cash and carry arbitrage with the help of example.	10	2	2
OR					
4	a.	The share "XYZ" price in the spot market is Rs 540/-, dividend is 3%. While a four-month future contract of the same share is 620/-. If the risk-free rate of return is 10% p.a., Identify the arbitrage opportunity, if any, and execute it.	10	4	3
	b.	An Investor buys five future contracts on gold MCX of India, each for 100g. The price quotation is Rs 62000 per 10g. The tick size is Rs 5. The initial margin is set at 4%, while the minimum margin is 90% of the initial margin. Find out the following: i) What is the minimum change in the value of the contract? ii) What is the amount of initial margin the investor has to deposit with the exchange? iii) At what price level would the investor get a margin call? iv) if the investor sold the contract, what price level would trigger a margin call?	10	4	4
Section C (Unit-III) (20 marks)					
5	a.	What are the different types of options based on i) The nature of the exercise of options. ii) How options are generated, traded and settled. iii) The underlying assets on which the options are created.	10	6	2
	b.	With the help of payoff & graph, state the difference between call & long future and put & short future.	10	3	2
OR					
6	a.	Current Market price of Tata Power is given Rs. 200, a trader wants to enter into the call option as a buyer. The Strike price is Rs. 210, with maturity 1 year. The Binomial assumption states that maximum price of the share can reach to Rs. 300 and minimum price can be Rs. 150 at the maturity. Calculate the value of call option using risk neutral theory. If the risk free rate of return is 10 percent per annum compounded	10	5	4

		annually.			
	b.	Current Market price of NBFC is given Rs. 40, a trader wants to enter into the put option as a buyer. The Strike price is Rs. 35, with maturity 1 year. The Binomial assumption states that maximum price of the share can reach to Rs. 65 and the minimum price can be Rs. 20 at the maturity. Calculate the value of Put option using risk neutral theory. If the risk free rate of return is 12 percent per annum compounded annually.	10	5	4
Section D (Unit-IV) (20 marks)					
7	a.	What do you understand about Swap? Explain the working of interest rate swap with the help of an example.	10	2	2
	b.	Discuss the concept of delta, theta and gamma in option contract.	10	2	2
OR					
8	a.	The current market price of DATAMATICS is Rs 400. The expectation of reaching either a 25 per cent upside or 20 per cent downside after six months. If you enter into a derivative market as a call writer and maturity 6 months, where the strike price is Rs 420. Risk free rate of interest is 12 percent per annum. Calculate the value of call option using delta hedging.	10	6	4
	b.	The Current market price of Tata Consumers is Rs 700. Expected maximum price after a year is rs 800, and minimum expected price of stock would be Rs 500 at the end of the year. If you enter into a market as a put buyer and maturity one year, where the strike price is Rs 620. Risk free rate of interest is 12 percent per annum. Calculate the value of put option using delta hedging.	10	6	4
Section E (20 marks)					
9	a.	Discuss the world bank and IBM currency swap.	10	2	2
	b.	Explain the features of Interest rate swap.	10	2	2
OR					
	a.	How are put and call options traded and settled? Discuss with the help of an example.	10	4	2
10	b.	A stock is selling for Rs. 1000. If the risk-free interest rate is 10% p.a. Continuously compounded, then at what minimum price would the following call options on the stock sell for? a) A call with a strike price of Rs 900 maturing one month later. b) A call with a strike price of Rs 1000 maturing two month later. c) A put with a strike price of Rs 1100 maturing three month later. d) A put with a strike price of Rs 1200 maturing four month later.	10	5	3

Program Code: 02PG010

OP JINDAL UNIVERSITY, RAIGARH

END SEMESTER EXAMINATION, JUNE-2023

MBA 4th Semester

Master of Business Administration

Campus to Corporate [MGT 404]



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.	How to make communication effective and assertive?	10	4	3
	b.	Write a short note on grooming, professional dressing and personal hygiene at workplace.	10	4	5

OR

2	a.	What guidelines to be kept in mind when you are asked to deliver a presentation?	10	4	3
	b.	Draft your professional self-introduction considering a job interview.	10	4	3

Unit-II (20 marks)

3	a.	Explain the importance of prioritization, planning, and preparing to-do-list with reference to time management.	10	3	4
	b.	Define the time management techniques used in your day to day life.	10	3	4

OR

4	a.	In your opinion, why is time management important? Cite few examples.	10	3	2
	b.	What steps do you take to limit distraction at work?	10	3	3

Unit-III (20 marks)

5	a.	Write a short note on physical, cognitive and behavioral symptoms of stress.	10	2	4
	b.	What causes stress and how to deal with it?	10	2	4

OR

6	a.	What is the most stressful situation you have faced in your life? How did you handle it?	10	2	5
	b.	Explain stress management techniques to cope with stress.	10	2	5

Unit-IV (20 marks)

7	a.	Define various ways or styles of handling conflicts?	10	2	3
	b.	Cite an example or situation where you had conflict with someone and how did you handle it?	10	2	4

OR

8	a.	How would you deal with angry customers who complain about your products or services?	10	2	3
	b.	What, in your opinion, are the essential components of effective conflict resolution?	10	2	5

UNIT-V (20 marks)

9	a.	Draft your resume considering a job interview.	10	1	6
	b.	Write a dialogue between a recruiter and a candidate considering a job interview.	10	1	5
OR					
10	a.	Write a short note of Dos and Don'ts of group discussion.	10	1	2
	b.	Write a short essay on your "Dream Company" that you wish to work for.	10	1	5

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

END SEMESTER EXAMINATION, JUNE 2023



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

Semester: **4th**

Time: **3 Hrs**

Max. Marks: **100**

Course Code: **OM-402** Course Name: **SERVICE OPERATION MANAGEMENT**

Answer any one question from each section

All questions carry equal marks

			M	CO	KL
Section A (Unit-I) (20 marks)					
1	a.	Define the concept of Services.	10	1	1
	b.	What are the major Characteristics of Services? Explain.	10	1	2
OR					
2	a.	Explain the term Service operation management	10	1	1
	b.	Discuss in detail, different steps to create an efficient service strategy.	10	3	2
Section B (Unit-II) (20 marks)					
3	a.	Elaborate various elements of Strategic Service Vision.	10	3	3
	b.	What are the major customer criteria for selecting a service provider?	10	2	3
OR					
4	a.	What are the stages of new Service Development Cycle?	10	2	2
	b.	From the point of view of innovator what are the main challenges in service innovation?	10	2	3
Section C (Unit-III) (20 marks)					
5	a.	Explain the concept of Service Encounter.	10	4	2
	b.	Explain Impact of Technology on Service Firms.	10	2	3
OR					
6	a.	Discuss service operations related challenges in managing technology.	10	2	2
	b.	Explain various organizational driven and customer driven challenges that employee faces in service organization.	10	4	3
Section D (Unit-IV) (20 marks)					
7	a.	Define the concept of time study for work measurement. Explain the application by example.	10	3	2
	b.	Elaborate service quality from customer's point of view.	10	2	3
OR					
8	a.	Discuss various factors need to consider while taking facility location decisions in service operation.	10	3	2
	b.	When it is useful to use subjective or qualitative Forecasting Methods? Explain with example.	10	4	3
Section E (Unit-V) (20 marks)					
9	a.	Discuss Service Blueprinting. What are the advantages of service blueprint?	10	3	2
	b.	How service innovation is helpful in today's competitive environment? Differentiate between Radical and Incremental Innovation.	10	3	4
OR					
10	a.	What are the main issues and challenges in HR planning in services?	10	4	2
	b.	Discuss the advantages and disadvantages of empowerment from HR perspective in service sector.	10	4	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



END SEMESTER EXAMINATION, JUNE 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.	Why is HR analytics important? Discuss the steps involved in the HR analytics process and explain the importance of each step.	10	CO2	1
	b.	Describe the concept of predictive analytics in HR. Provide examples of how predictive analytics can be applied to address HR challenges and improve workforce planning.	10	CO1	1
OR					
2	a.	Explain four approaches of analytics in the context of HR. Provide examples of each type of analytics.	10	CO2	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	CO5	3
Section B (Unit-II) (20 marks)					
3	a.	What is the cost per hire metric, and why is it important in talent acquisition? Explain how you can calculate this metric and provide strategies to reduce the cost per hire.	10	CO3	2
	b.	Describe the concept of diversity metrics in talent acquisition. Explain the importance of measuring diversity in recruitment and provide examples of relevant metrics.	10	CO3	2
OR					
4	a.	Discuss any four Workforce Deployment Metrics with suitable example for each.	10	CO5	3
	b.	What is the offer acceptance rate metric, and how is it calculated? Discuss the factors that can influence offer acceptance rates and strategies to improve them.	10	CO3	2
Section C (Unit-III) (20 marks)					
5	a.	Discuss the metric of variable pay or incentive compensation. How is variable pay calculated, and why is it important for organizations to align incentives with desired outcomes?	10	CO4	3
	b.	Describe the metric of employee engagement in relation to performance management. How can employee engagement be measured, and how does it relate to the effectiveness of the performance management system?	10	CO4	3
OR					

6	a.	Discuss the metric of Relative pay productivity. How is it calculated, and what does it indicate about an organization's compensation structure?	10	CO4	3
	b.	Explain the concept of performance differentiation and its relevance to performance management metrics. How can performance differentiation be measured, and why is it important for organizations to have a fair and accurate differentiation process?	10	CO4	3
Section D (Unit-IV) (20 marks)					
7	a.	A new ERP system has been implemented in your organization. How can you measure the effectiveness of that new software? Discuss in detail through any four metrics.	10	CO5	3
	b.	Discuss any four metrics to measure the effectiveness of training and development. How will you determine training need by competency mapping?	10	CO4	3
OR					
8	a.	Explain the concept of training effectiveness and discuss how it can be measured. Describe the metrics used to assess the impact of training programs on employee performance and organizational outcomes.	10	CO4	3
	b.	What types of metrics employee engagement program will include to measure its effectiveness?	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.	Discuss the four phases of HCM 21 model? How it can be utilized for the management of human resource?	10	CO2	1
OR					
10	a.	Explain the concept of employee turnover rate and discuss how it is calculated. Discuss the significance of turnover rate as a talent retention metric	10	CO4	3
	b.	Analyze the LAMP framework in detail. Discuss its applications in detail?	10	CO3	2

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END SEMESTER EXAMINATION, JUNE 2023

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

Time: 3

Semester: **4th**

Max. Marks: 100

Course Code: **MKT 401**

Course Name: **Services Marketing**

Answer any one question from each section				M	CO	KL
All questions carry equal marks						
Section A (Unit-I) (20 marks)						
1	a.	What do you mean by services? How do you overcome the challenges that occurs in successful delivery of services?	10	01	01	
	b.	Differentiate between heterogeneity and inseparability.	10	01	01	
OR						
2	a.	Write short notes on: a) Perishability b) intangibility	10	01	01	
	b.	Outline the strategies, which a fast food chain may formulate for effective delivery of customer service.	10	01	01	
Section B (Unit-II) (20 marks)						
3	a.	Outline the basic differences between goods and services.	10	02	01	
	b.	Every consumer experiences services only after they consumes it. In light with this statement, concisely explain the concept of service encounters.	10	02	02	
OR						
4	a.	Explain the concept of service scape and its dimensions.	10	02	01	
	b.	Concisely discuss the gaps in SEVQUAL model with suitable examples.	10	02	01	
Section C (Unit-III) (20 marks)						
5	a.	Differentiate between branding, packaging, and labelling.	10	03	02	
	b.	What are the pre-requisites before deciding a brand name?	10	03	01	
OR						
6	a.	Define pricing. Briefly elucidate its objectives	10	03	01	
	b.	What are the advantages of a brand name? Discuss.	10	03	01	
Section D (Unit-IV) (20 marks)						
7	a.	Explain the concept of relationship marketing and its advantages.	10	04	01	
	b.	What do mean by CRM? Is it helpful in maintain customer-firm relationship? How?	10	04	02	
OR						
8	a.	Briefly explain the components of service blueprint.	10	04	01	
	b.	How service blueprint differs from service-scape? Explain in your own words.	10	04	01	
Section E (Unit-V) (20 marks)						
9	a.	What is CLV? Cite its advantages.	10	05	01	
	b.	Differentiate between relationship and transaction-based marketing.	10	05	01	
OR						
10	a.	Calculate CLV based on the following information: A local coffee chain with three locations has an average sale of \$10. The typical customer is a local	10	05	01	

	worker who visits two times per week, 80 weeks per year, over an average of 10 years.			
b.	Calculate CLV for a firm where, a buyer buys a new car every five years for \$50,000. Customers are loyal to this brand and tend to keep buying from it for 20 years.	10	05	01

END SEMESTER EXAMINATION, JUNE-JULY 2023

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

Time: **3 Hrs**

Semester: **4th**

Max. Marks: **100**

Course Code: **FIN-403**

Course Name: **International Financial 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 on the factors contributing to rapid growth of International Business.	10	CO1	KL2
	b.	What do you understand by International Finance? Write its scope and significant.	10	CO1	KL1
OR					
2	a.	Write short note on IMF.	10	CO1	KL1
	b.	Brief about World Bank and its institutions.	10	CO1	KL2
Section B (Unit-II) (20 marks)					
3	a.	State the Balance of Payment (BOP).	10	CO2	KL3
	b.	Differentiate the BOP and BOT.	10	CO2	KL2
OR					
4	a.	What is International Monetary system? Write its future and functions.	10	CO2	KL1
	b.	Define the following terms – 1. Current Account 2. Capital Account 3. Reserve Account 4. Errors & Omission	10	CO2	KL1
Section C (Unit-III) (20 marks)					
5	a.	What is Foreign Exchange Market? Write its functions.	10	CO3	KL1
	b.	Who are the participants of Foreign Exchange Market? Explain.	10	CO3	KL1
OR					
6	a.	Write Short Note on – a. Fixed Rates of Foreign Exchange b. Floating Rates of Foreign Exchange	10	CO3	KL2
	b.	Discuss on various types of Foreign Exchange Transactions like Hedging, Arbitrage, Speculation and Currency Swaps.	10	CO3	KL3
Section D (Unit-IV) (20 marks)					
7	a.	Describe the various instruments of International Financial Markets.	10	CO3	KL2
	b.	Write Short notes on – a. Foreign Portfolio Investment (FPI) b. Foreign Direct Investment (FDI)	10	CO3	KL2
OR					
8	a.	Define the following terms- a. International Bond b. Equity Market c. GDR d. ADR	10	CO4	KL1

	b.	Define the following terms- a. Foreign Bonds b. Euro Bonds c. Global Bonds d. Zero Coupon Bonds	10	CO4	KL1
Section E (Unit-V) (20 marks)					
9	a.	Write short notes on – a. Interest Rate Parity b. Purchasing Power Parity	10	CO3	KL1
	b.	Discuss on factors effecting foreign exchange Rate.	10	CO3	KL3
OR					
10	a.	Write an article on International Business and its impact on Indian Economy.	10	CO4	KL3
	b.	Define the following terms- a. Forward Market b. Futures Market c. Options Market	10	CO4	KL1

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END SEMESTER EXAMINATION, JUNE 2023

Program Name: MBA

Program Code: 02PG010

Time: 3Hrs

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

Section A (Unit-I) (20 marks)

M CO KL

1	a.	Define Performance Management and explain its importance in organizational success.	10	1	2
	b.	Differentiate between Performance Management & Performance Appraisal.	10	2	3

OR

2	a.	What are the techniques of Performance Management? Explain with suitable example.	10	2	2
	b.	What are the key components of an effective Performance Management System? Explain briefly.	10	3	2

Section B (Unit-II) (20 marks)

3	a.	Define performance planning and explain its importance in organizational success. What are the key elements involved in the performance planning process?	10	2	2
	b.	Discuss the different approaches to performance measurement, such as financial and non-financial measures. Explain the advantages and limitations of each approach.	10	3	2

OR

4	a.	Explain the purpose and importance of a job description in the recruitment and selection process. Discuss how a well-written job description can contribute to effective hiring decisions.	10	3	3
	b.	Discuss the key components of effective performance standards. Explain how performance standards should be specific, measurable, attainable, relevant, and time-bound (SMART) to provide clarity and guidance to employees.	10	3	3

Section C (Unit-III) (20 marks)

5	a.	What is Performance Appraisal? Explain characteristics of effective appraisal.	10	4	2
	b.	What is performance management audit? Explain how conducting a performance management audit can contribute to improving organizational performance.	10	4	3

OR

6	a.	Define performance monitoring. Discuss how performance monitoring contributes to assessing and improving individual and organizational performance.	10	4	4
	b.	Explain various methods of Performance Appraisal.	10	4	3

Section D (20 marks)

7	a.	XYZ Corporation is a multinational manufacturing company that has recently implemented a performance appraisal system to assess employee performance and provide feedback. The company's performance appraisal process consists of an annual performance review conducted by managers for each employee. The performance appraisal evaluates employees based on their job responsibilities, goals, and competencies.	20	4	4
		<p>Samantha, a production supervisor at XYZ Corporation, has been with the company for two years. She is responsible for overseeing a team of production workers and ensuring that production targets are met. Samantha has consistently received positive feedback from her team and has successfully achieved her production targets. However, she feels that her contributions are not fully recognized and that there is a lack of career development opportunities.</p> <p>The performance appraisal process at XYZ Corporation involves a rating scale from 1 to 5, with 5 being the highest rating. Employees are evaluated on various performance criteria, including job knowledge, communication skills, teamwork, and goal attainment. The performance review meeting is conducted by Samantha's immediate manager, who provides feedback and discusses performance strengths and areas for improvement.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Identify two potential challenges or limitations of the performance appraisal process at XYZ Corporation, based on Samantha's case. 2. What are the potential consequences of Samantha's perception that her contributions are not fully recognized? How might this impact her motivation and job satisfaction? 			

OR

8	a.	XYZ Corporation is a software development company that is experiencing rapid growth. As part of its expansion plans, the company is focusing on improving performance planning to ensure that employees are aligned with organizational goals and objectives.	20	2	4
		<p>Sarah, a project manager at XYZ Corporation, has been assigned the task of leading a new software development project. The project has tight deadlines and requires a high level of collaboration among team members. Sarah recognizes the importance of effective performance planning to ensure the project's success and the achievement of desired</p>			

	<p>outcomes.</p> <p>Sarah begins by identifying the project's objectives, deliverables, and key milestones. She then conducts individual meetings with each team member to discuss their roles, responsibilities, and performance expectations. Sarah emphasizes the importance of regular communication, sets clear performance goals, and provides resources and support to help team members succeed.</p> <p>Throughout the project, Sarah monitors team performance, provides feedback and coaching, and makes adjustments as needed to keep the project on track. At the end of the project, Sarah conducts a performance review to evaluate individual and team performance, recognize achievements, and identify areas for improvement.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Identify two potential benefits of effective performance planning in the context of Sarah's case. 2. Based on Sarah's case, explain the importance of setting clear performance goals and expectations for team members. How can clear goals contribute to individual and team performance? 			
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Section E (20 marks)

<p>9</p>	<p>a.</p> <p>ABC Corporation is a multinational retail company that values employee development and recognizes the importance of assessing and enhancing employee competencies. As part of its talent management strategy, the company conducts regular competency assessments to identify skill gaps and provide targeted training and development opportunities.</p> <p>Alex is a marketing executive at ABC Corporation with three years of experience. He has been performing well in his role, but his supervisor, Jessica, notices that he lacks proficiency in digital marketing strategies, which is becoming increasingly important for the company's growth. Jessica believes that enhancing Alex's competency in digital marketing would not only benefit his individual performance but also contribute to the company's overall marketing efforts.</p> <p>Jessica arranges a meeting with Alex to discuss his current competencies, development areas, and future goals. They review Alex's job responsibilities and identify the specific digital marketing skills that need improvement. Jessica suggests enrolling Alex in a digital marketing course and provides resources for self-study and online learning platforms.</p> <p>Throughout the competency development process, Jessica monitors Alex's progress, provides guidance and feedback, and assigns him digital marketing projects to apply his newly acquired skills. She ensures that Alex has access to relevant tools and resources and encourages him to seek continuous learning opportunities.</p>	<p>20</p>	<p>3</p>	<p>4</p>
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After a few months, Jessica conducts a competency reassessment for Alex to evaluate his progress. She recognizes his improvement in digital marketing skills and acknowledges his contributions to recent successful marketing campaigns. Jessica discusses potential career advancement opportunities for Alex and develops 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?

10

a.

20

4

3