OP JINDAL UNIVERSITY, RAIGARH (C.G.)

MID SEMESTER EXAMINATION, APRIL-2023

OPJU

Program Name: **MBA** Program Code: **02PG010** Time: **02 Hrs**
Semester: **2nd** Max. Marks: **50**
Course Code: **MBA 203**
Course Name: **Human Resource Management**

Note: **Section A:** Answer any four out of five question. [04Q x 05marks]
Section B: Answer any three question out of Four [03Q x 10 marks]

Q. No.	Section [A] (20 Marks)	CO	KL	Marks
Q1 a)	Explain detailed model of HRM with diagrammatic representation?	2	2	05
Q1 b)	Discuss Dave Ulrich Model of HRM in detail?	1	2	05
Q1 c)	What are the various methods of forecasting demand & supply of manpower? Draw staffing table.	2	1	05
Q1 d)	Explain objectives of HRM with suitable example & link it with organizational objectives?	3	2	05
Q1 e)	What are the approaches to SHRM? Discuss in brief	2	2	05

Q. No.	Section [B] (30 Marks)	CO	KL	Marks
Q2 a)	As an HR manager of an edutech company, how will you conduct the job analysis of sales executive & design an effective advertisement?	4	3	10
Q2 b)	What are the various challenges faced by HRM today? Describe HR practices which can help to overcome these challenges?	4	3	10
Q2 c)	HR Manager of JB Paints need to provide the internal manpower supply estimate for the next financial year (2023-24) for various position. Conduct Markov Analysis on the basis of information given below to forecast supply of manpower: In the year 2022-23, There are four Regional Managers out of which one will retire. There are 16 Zonal Managers out of which one will be promoted to Regional Manager, two will be demoted to Marketing Manager and four will be fired. There are 32 Marketing Managers, out of which four will be promoted to Regional Managers and one will get retired. There are 52 Marketing Executives out of which 10 will be fired and 4 will be promoted to Marketing Managers. Also suggest for which positions how many need through external hiring.	5	3	10
Q2 d)	**Case Study - Job Description at Red Lobster** Red Lobster operates over 670 casual-dining seafood restaurants in the US and Canada, employing more than 63,000 people. When Red Lobster developed a new business strategy to focus on value and improve its image, it established a new vision, mission, and goals for the company. The restaurant chain simplified its menu with the highest-quality seafood it could offer at mid-range prices, traded its restaurants' tropical themes for a crisp, clean look with white-shirt-and-black-pants uniforms for its employees, and added Northeastern coastal imagery to its menu and Web-site. Executing the new mission and differentiation strategy required hiring fun, hospitality-minded people who shared its values. Although Red Lobster had not had any problem with hiring restaurant managers, the company felt that the managers it hired did not always reflect Red Lobster's strategy, vision and values. The company also realized that their old job descriptions did not reflect the passion its new strategy needed from its employees. Red Lobster ask your opinion of what it should do in writing its job descriptions to improve the fit between its new management hires and its new business strategy. Also design an effective job description for restaurant managers.	5	3	10

O P JINDAL UNIVERSITY

Mid Semester Examination, April-2023

MBA 2ⁿᵈ Semester

Program code: 02PG010

Marketing Management

Time: 2 Hrs.				Max. Marks: 50		
				M	CO	KL

Section A (20 marks)

Answer any 4 questions [05 x 04 marks=20 marks]

			M	CO	KL
1	a.	Define Marketing and outline the various types of market.	5	CO1	KL1
	b.	Differentiate between selling and marketing.	5	CO2	KL2
	c.	Describe the core concepts of marketing with suitable examples	5	CO2	KL2
	d.	Discuss the Objectives, scope and importance of marketing management.	5	CO1	KL1
	e.	What do you mean by targeting? With the help of an example discuss the strategies for targeting a market?	5	CO1	KL2

Section B (30 marks)

Answer any 3 questions [03 x 10 marks=30 marks]

			M	CO	KL
2	a.	Explain the evaluation of marketing philosophies/concepts.	10	CO3	KL2
	b.	Illustrate the various elements of marketing mix.	10	CO2	KL2
	c.	What are the various bases for segmentation? How would you segment the market for Patanjali noodles?	10	CO3	KL3
	d.	What are the various micro & macro variables of the marketing environment? How do these variables influence the elements of marketing mix? Give examples.	10	CO3	KL3

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 2nd Semester
SCHOOL OF MANAGEMENT
FINANCIAL MANAGEMENT (MBA 202)

OPJU
University of Steel Technology and Management

Time: 2 Hrs.

Max. Marks: 50

Note:

			M	CO	K L

Section A (20 marks)
Answer any 4 questions [05 x 04 marks=20 marks]

1	a.	How much would I have to deposit in an account today that pays 12 % compounded quarterly, so that I have a balance of $20000 in an account at the end of 10 years. Explain the workings of the solution in detail.	5	CO1	K2
	b.	Calculate the expected rate of return for security I from the following information and also comment on the sensitivity of the beta: Rf =10%, Rm = 18% and Beta= 1.35.	5	CO2	K3
	c.	What do you understand by perpetuity explain with the help of example	5	CO1	K2
	d.	Distinguish between Systematic and Unsystematic Risk.	5	CO2	K4
	e.	Mr Ramesh is borrowing Rs 50000 to buy a low-income group house. If he pays equal installments for 25 years and 4 % interest on outstanding balance , what is the amount of instalment ? Secondly, what shall be amount of instalment if quarterly payments are required to be made ? (Use TVM tables)	5	CO1	K3

Section B (30 marks)
Answer any 3 questions [03 x 10 marks=30 marks]

2	a.	Ellen considered saving $10000 per year for her retirement. She would like to compound $ 10000 @ 12 % pa. She wants your advice in compounding that in which following case she would be earning maximum interest : When she; (i) Compound Annually (ii) Compound Semi -annually (iii) Compound Monthly (iv) Compound quarterly. Show the workings of your calculations.	10	CO1	K3
	b.	Take a hypothetical example to explain the CAPM financial model.	10	CO2	K2
	c.	Lohia metals ltd. has the following book-value capital structure on 31st March 2020. Calculate Weighted Average Cost of Capital: **Sub-table below**	10	CO2	K4

Sources of Finance	Amount	After-tax Cost (%)
Share Capital	450000	18
Reserves and surplus	150000	18
Preference share capital	100000	11

		Debt	300000	8			
			1000000				
	d.	Explain the mechanics of calculating the present value of series of cash flow. Support your answers with examples.			10	CO1	K3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

MID SEMESTER EXAMINATION, APRIL - 2023

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

Semester: **2nd** Maximum Marks: **50**

Course Code: **MBA - 204** Course Name: **Business Research Methods**

Note: **Section A:** Answer any four out of five questions. [04Q x 05 marks]
Section B: Answer any three out of four questions. [03Q x 10 marks]

Q. 1.	Section [A]	CO	KL	Marks
a)	Define Characteristics of Research in detail.	1	1	5
b)	Differentiate between Qualitative & Quantitative Research.	1	2	5
c)	Explain different types of Scales.	1	2	5
d)	What are the components of research design? What are some of the important questions that need to be answered in determining the research design?	2	3	5
e)	Differentiate between Primary & Secondary Data.	2	2	5

Q. 2.	Section [B]	CO	KL	Marks
a)	How to formulate research problem? Explain the research process with example.	1	2	10
b)	The observer–participant relationship is an important consideration in the design of observation studies. What kind of relationship would you recommend in each of the following cases? Justify your answer. a) Observation of retail shoppers by a researcher who is interested in determining customer purchase time by type of goods purchased. b) Observation of a focus group interview by a client.	2	3	10
c)	The adolescent age is considered by youth as the age of freedom. You are free to do anything you want. The motto is 'Enjoy the life!' Youth involve in different activities out of sheer curiosity to experience this so-called freedom. Such behavior put a heavy toll on the health and happiness of parents who place their faith in their children. You came across such a parent who shared his pity story about his lone child who has become a victim of adolescent age. Sympathizing with him, you wanted to identify the causes of such behavior among adolescents. Which type of study would you conduct for identifying the causes of adolescent behavior? Justify your answer.	2	3	10
d)	Convert following Management Decision Problem into Research Problem: a) Should a new product be introduced b) To determine consumer preferences and purchase intentions for the proposed new product c) Should the advertising campaign be changed	2	3	10

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 2ⁿᵈ Semester
Legal Aspects of Business

OPJU

Time: 2 Hrs.   **Max. Marks: 50**

Note:

			M	CO	KL

Section A (20 marks)
Answer any 4 questions [05 x 04 marks=20 marks]

			M	CO	KL
1	a.	Explain with example implied contract, quasi contract, voidable contract, void contract	5	1	2
	b.	Who is competent to contract? Explain who are the persons incompetent to contract	5	1	2
	c.	What do you mean by free consent? Explain with example coercion, undue influence, misrepresentation	5	1	3
	d.	Difference between contract and agreement	5	1	1
	e.	Explain with example cross offer, counteroffer, standing offer, specific offer	5	1	1

Section B (30 marks)
Answer any 3 questions [03 x 10 marks=30 marks]

			M	CO	KL
2	a.	Define Contract. Explain essential elements of valid contract	10	1	1
	b.	What do you mean by discharge of contract? Explain different modes of discharge of contract	10	1	2
	c.	What do you mean by breach of contract? Explain remedies for breach of contract	10	1	2
	d.	" No Consideration no contract" Explain the exceptions contract is valid without consideration	10	1	3

Course Code: 02PG010

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 2nd Semester
SCHOOL OF MANAGEMENT
OPERATIONS RESEARCH [MGT- 206]

OPJU
UNIVERSITY OF SVTI TECHNOLOGY
AND MANAGEMENT

Time: 2 Hrs.   Max. Marks: 50

Note: Use last page of copy for rough work

			M	CO	KL

Section A (20 marks)
Answer any 4 questions [05 x 04 marks=20 marks]

			M	CO	KL
1	a.	Explain the concept of Operation Research	5	1	1
	b.	Discuss various advantages and Limitations of Operation Research.	5	1	2
	c.	What is unbalanced transportation problem? Define the concept of Rim Condition.	5	4	2
	d.	Briefly explain the methodology of North West Corner method for finding initial solution of transportation problem.	5	4	2
	e.	What are the two conditions need to satisfied by initial solution in transportation problem before initiating the optimality test.	5	4	1

Section B (30 marks)
Answer any 3 questions [03 x 10 marks=30 marks]

			M	CO	KL
2	a.	A company has 3 operational departments (Weaving, processing and packing) with capacity to produce three different type of clothes namely suiting, shirting and woolen yielding a profit of Rs. 4, 6 & 9 respectively. One meter of suiting requires 2 minutes in weaving, 3 minutes in processing and 2 minute in packing. Similarly, 1 meter of shirting requires 3 minutes in weaving, 2 minutes in processing and 4 minutes in packing. One meter of woolen requires 4 minute in each department. In a week total run time of each department is 56, 42 and 85 hours for weaving, processing and packing respectively. Formulate the Linear programming problem.	10.	2	3
	b.	Elaborate various assumptions of Linear Programming Problem in Operation Research. Also list down various advantages and limitations of Linear programming problem.	4+ 3+ 3	3	2
	c.	Find the optimal solution for given transportation problem	10	4	3

	Retailer 1	Retailer 2	Retailer 3
Supplier 1	5	4	8
Supplier 2	2	7	5
Supplier 3	6	3	4

Capacity of suppliers are 45, 35 and 20- units respectively. While the demand of retailers are 20, 50 and 30 units respectively.

			M	CO	KL
	d.	Find out the Initial solution of the transportation problem given in 2.c by 1. Least cost method. 2. Column Minima method.	5+ 5	4	3

Course Code: OCP0248

O.P. JINDAL UNIVERSITY

MBA Semester Examination, April 2023
MBA 2nd Semester
SCHOOL OF MANAGEMENT
OPERATIONS RESEARCH QUALITY

Time: 3 Hrs.   Max. Marks: 50

Note: Do not need of copy for each work

MC	CO	BL

Section A (20 marks)

Answer any 4 questions (5×4=20 marks)

a.	Explain the concept of Operation Research		
b.	Discuss various advantages and limitations of Operation Research		
c.	What is unbalanced transportation problem? Explain the concept of Non-condition.		
d.	Briefly explain the various steps of North West Corner method the finding initial solution of transportation problem.		
e.	What are the two conditions need to be satisfied by initial solution in transportation problem before we looking for the optimal solution.		

Section B (30 marks)

Answer any 3 questions (10×3=30 marks)

a.	A company has 3 operational departments (Weaving, processing and finishing) with capacity to produce three different type of linens namely suiting, shirting and woolen yielding a profit of Rs. 4, 2, 4 respectively. One meter of suiting requires 3 minutes in weaving, 2 minutes in processing, and 2 minutes in finishing. Similarly, 1 meter of shirting requires 5 minutes in weaving, 2 minutes in processing and 4 minutes in finishing. One meter of woolen requires 3 minutes in each department. In a week total run time of each department is 60, 42 and 80 hours for weaving, processing and finishing respectively. Formulate the linear programming problem.	
b.	Elaborate various assumptions of Linear Programming Problem in Operation Research. Also list down various advantages and limitations of Linear programming problem.	

Find the optimal solution for given transportation problem.

	Retailer 1	Retailer 2	Retailer 3
Supplier 1			
Supplier 2			
Supplier 3			

(i) Capacity of the routes are 25, 35 and 20 units respectively. Demand of retailers are 25, 20 and 30 units respectively.

(ii) Find the initial solution of the transportation problem by
   a. Least cost method
   b. Russian Flannel method

			Program Code: 02PG010

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 2nd Semester
Master of Business Administration
Business Etiquette & Soft Skills [MBA 207]

Time: 2 Hrs. | **Max. Marks: 50**

Note: Read instructions carefully.

			M	CO	KL
		Section A (20 marks) Answer any 4 questions [04 x 05 marks=20 marks]			
1	a.	Define Business Etiquette and its importance.	5	1	2
	b.	What are the 3C's of making a Great First Impression	5	3	1
	c.	Define Organizational culture. Who creates Organizational culture? Explain	5	1	2
	d.	What do you understand by Clan Culture? Explain with example.	5	1	3
	e.	Explain Do's and Don'ts of Handshake.	5	1	4
		Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	**Walt Disney** is not just one of the most recognizable brands in the world. They are also the kindest community on the planet. A brand that is almost synonymous with magic, Disney extends the magical experience to its employees and organizational culture. **What sets them apart**: According to one Disney employee, it's their unparalleled heritage, pride and culture, wonderful community, amazing growth opportunity and a creative atmosphere. Disney only hires people who align with what they stand for. The Disney employee benefits include access to Mickey's Retreat (an exclusive area only for cast members and their families), generous discounts on Disney parks, hotels and merchandise, incentive schemes, and private healthcare. Magical, isn't it? **a1: Identify the type of culture followed by Walt Disney?** **a2: Explain the identified culture in a1 and its advantage and Disadvantage.**	10	1	5
	b.	What's the Proper Etiquettes for Dining With Clients?	10	1	1
	c.	Write down the steps of Elevator speech. Prepare an Elevator speech for following situation: **Imagine this:** You are looking for a job after your Post graduation. Now you are attending a seminar in an event and you go over to the CEO of your dream company.	10	2	5
	d.	What are the Do's and Don'ts of Email Etiquette?	10	2	2

Program Code: 02PG010

O.P. JINDAL UNIVERSITY

Mid Semester Examination, April 2023

MBA 2nd Semester

Master of Business Administration

Business Etiquette & Soft Skills (MBA 2201)

Time: 2 Hrs   Max. Marks: 50

Read Instructions carefully.

			M	CO	BL

Section A (20 marks)

Attempt any five out of 05 questions (each.)

a.	Define Business Etiquette and its importance.				
b.	What are the 3C's of making a Great First Impression.				
c.	Define Organizational culture. Who creates Organizational culture? Explain				
d.	What do you understand by "Culture". Explain with example.				
e.	Explain Do's and Don'ts of Handshake.				

Section B (30 marks)

Attempt any 3 questions (10 x 3 marks will carry)

4. Walt Disney is not just one of the most recognizable brands in the world. They are also the kindest community on the planet. A brand that wraps people with magic. Disney extends the magical experience to its employees and organizational culture.

What acts them apart? According to one Disney employee, it's their inspirational heritage, pride and caring, wonderful community, amazing growth opportunity and a creative atmosphere. Disney tells those people who thrive within they stand for. The Disney employees value the individual voice and Mickey's Basics (artists in the area call it the great conceive) but their family, partners discover it on Disney parks, hotels and merchandise, identify science, and proved healthcare happiness for all?

4.i. Identify the type of culture followed by Walt Disney?

4.ii. Explain the described culture in it and its advantage and disadvantage.

5. What is the Proper Dinner Etiquette While Dining?

6. What is meant by success or Disaster prepare an impact on Emotion speak for following situation.

Imagine that you fail an interview for a job after few. First graduation. How you are obtaining a chance to an error and you go over to the CEO of your next employer.

7. What are the applications of soft skills?

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

MID SEMESTER EXAMINATION, APRIL - 2023

OPJU

Program Name: **MBA**

Semester: **4th**

Course Code: **MGT - 402**

Program Code: **02PG010**

Time: **02 Hours**

Maximum Marks: **50**

Course Name: **International Business**

Note: Section A: Answer any four out of five questions. [04Q x 05 marks]
Section B: Answer any three out of four questions. [03Q x 10 marks]

Q. 1.	Section [A]	CO	KL	Marks
a)	What is Globalization? Explain with Suitable Example.	1	1	5
b)	Explain International Business Environment.	1	2	5
c)	What is International Monetary System? Explain its features along with the requirements of good International Monetary System.	3	2	5
d)	Discuss about International Monetary Fund.	3	2	5
e)	Explain Bimetallism and Classical Gold Standard.	2	2	5

Q. 2.	Section [B]	CO	KL	Marks
a)	Discuss International Trade Theory in detail.	1	2	10
b)	What is Foreign Direct Investment? Explain in detail.	2	3	10
c)	What is World Trade Organization? Explain its Functions.	3	2	10
d)	Discuss Foreign Exchange Market in detail.	3	2	10

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OF JINDAL UNIVERSITY, RAIGARH (C.G.)

MID SEMESTER EXAMINATION, APRIL - 2023

Program Name: MBA   Program Code: 22700012   Time: 02 Hours

Semester: 2nd   Maximum Marks: 30

Course Code: MGT74-401   Course Name: International Business

Note: Section A: Answer any four out of five questions [20 = 05 marks]
Section B: Answer any three out of four questions [10 x 05 marks]

Section [A]

Q		CO	BL	Marks
a)	What is Globalization? Explain with Suitable Example	1	2	5
b)	Explain International Business Environment	1	2	5
c)	What is International Monetary System? Explain its features along with the requirements of good International Monetary System	2	2	5
d)	Discuss about International Accounting Rules	2	2	5
e)	Explain Regionalism and Classical Gold Standard	2	2	5

Section [B]

Q		CO	BL	Marks
a)	Discuss International Trade. Explain in detail	1	2	10
b)	What is Foreign Direct Investment? Explain its Factors in detail	2	2	10
c)	What is World Trade Organization? Explain its Functions	2	3	10
d)	Discuss Foreign Exchange Market in detail	2	2	10

	Course Code: MGT401

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
M.B.A. 4ᵗʰ Semester
SCHOOL OF MANAGEMENT
STRATEGIC MANAGEMENT [Program code: 02PG010]

Time: 2 Hrs.   Max. Marks: 50

Note:

			M	CO	KL
		Section A (20 marks) Answer any 4 questions [05 x 04 marks=20 marks]			
1	a.	Explain the role of strategic architecture in the formation of strategy.	05	1	2
	b.	Strategic intent is the philosophical base of strategic management. Explain.	05	1	2
	c.	Which school of thought do you like most to formulate your strategy? Explain.	05	2	2
	d.	Explain 'Common inequity' in a three-circle analysis.	05	2	2
	e.	Explain the correlation between market competition and Poter's model?	05	1	2
		Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	Prepare a PEST analysis of the manufacturing sector of India	10	3	4
	b.	Prepare a 'Strategic Intent' for a pharmaceutical company of India.	10	3	4
	c.	Prepare a THREE CIRCLE analysis of any sector your choice.	10	3	4
	d.	Describe the strategic management process and its importance.	10	2	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)
MID SEMESTER EXAMINATION, APRIL-2023

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

Semester: **4**

Max. Marks: **50**

Course Code: **OM 401** Course Name: **Project Management** (Operations Specialization)

Note: Section A: Answer any four out of five question. [04Q x 05 marks]
Section B: Answer any three out of four question. [03Q x 10 marks]

Q. 1.	Section [A]	CO	KL	Marks
a)	WBS stands for _____. Project team members are considered as stakeholders. [True / False] In the ABCD Model for Project Risk Management, A stands for _____. A project can be done _____. [sequentially/ concurrently/ both] PMBOK stands for _____.	1	2	5
b)	Is the five-stage problem solving model applicable in managing a project? Explain.	1	2	5
c)	Write short note on *Risk Register*.	1	2	5
d)	List the ten *Project Management Knowledge* areas and five *Phases of Project Management*. Develop a matrix as recommended by PMBOK.	3	2	5
e)	Draw the AOA-type network diagram for the project described in the Qs-2(d) in Section-B.	1	2	5
Q. 2.	**Section [B]**	**CO**	**KL**	**Marks**
a)	List and explain different types of risks involved in a project.	1	3	10
b)	You are a 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. • **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. Explain the procedure, how you will determine the right sub-contractor for your project.	2	3	10
c)	Classify the project stakeholders into different types. Suggest the ways to manage them satisfactorily.	3	3	10
d)	Assume yourself in the role of a project manager and use the following data to answer the questions related to your project.	4	3	10

Activity	A	B	C	D	E	F	G	H
Predecessor	--	A	A	B, C	B	D	E	F, G
Duration (in weeks)	4	10	5	15	12	4	8	7

• Draw the AON-based network diagram.
• Identify the critical path.
• Determine the project duration.

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4th Semester
Master of Business Administration
Leadership Enhancement & Professional Development [MGT 403]

Time: 2 Hrs.   **Max. Marks: 50**

Note: Read instructions carefully.

			M	CO	KL
		Section A (20 marks) Answer any 4 questions [05 x 04 marks=20 marks]			
1	a.	The Host announces your name for a public speech. What are the steps that you should follow till Introduction of your speech?	5	1	2
	b.	What do you mean by Chronological Method? Explain with an example.	5	1	3
	c.	What Do you mean Testimony? How can you use it in your speech?	5	1	1
	d.	Is Group Discussion a Structured activity? Explain Why Yes or No.	5	2	4
	e.	How Group Discussion is different from Debate? Explain in points.	5	2	4
		Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	What do you mean by ceremonial speeches? Explain types of ceremonial speeches with suitable examples.	10	1	3
	b.	What is the Purpose and importance Agenda and MoM. Draw the format of each.	10	2	1
	c.	What do you mean by persuasive speech? What are the sequence of writing a Persuasive- speech? Write a persuasive speech for "New launch of HERO Electric vehicle (2 wheeler)"	10	1	5
	d.	Explain the positive and Negative traits of Group discussion.	10	2	1

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4ᵗʰ Semester
School of Management
Labour Law[02PG010]

OPJU

Time: 2 Hrs.   **Max. Marks: 50**

			M	CO	KL
**Section A (20 marks)**				
Answer any 4 questions [04 x 05 marks=20 marks]				
1	a.	Discuss the role of Trade Union.	05	1	2
	b.	Discuss Classification of Labour Laws.	05	1	2
	c.	Explain Labour Laws in Fundamental Rights.	05	1	2
	d.	Explain the Origin and Purpose of Labour Laws.	05	1	2
	e.	What are various Directive Principles of State Policy.	05	3	3
**Section B (30 marks)**				
Answer any 3 questions [03 x 10 marks=30 marks]				
2	a.	Explain Factories Act 1948 in brief.	10	1	2
	b.	What are the key points of payment of Wages Act 1936?	10	1	2
	c.	What is the process of registration of trade union in India?	10	2	2
	d.	Explain Industrial Dispute Act 1947.	10	2	3

Program Code: 02PG010				

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4th Semester
Master of Business Administration
Campus to Corporate [MGT 404]

Time: 2 Hrs.   **Max. Marks: 50**

Note: Read instructions carefully.

			M	CO	KL
		Section A (20 marks) Answer any 4 questions [04 x 05 marks=20 marks]			
1	a.	What is the most stressful situation you have faced in your life so far? How did you handle it?	5	1	4
	b.	What are the physical, emotional and behavioral signs of stress?	5	2	2
	c.	Elaborate the essential components of effective public speaking.	5	3	3
	d.	Prepare a weekly to do list and prioritize the tasks using Pareto principle and Covey's matrix.	5	2	5
	e.	Write your professional self-introduction considering a job interview.	5	1	3
		Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	What are the advantages and disadvantages of teamwork?	10	4	5
	b.	Define tools and techniques of conflict management.	10	2	4
	c.	Draw the communication cycle/process and state the major elements.	10	1	2
	d.	Explain what causes stress and list some of the ways to deal with it.	10	2	5

O.P. JINDAL UNIVERSITY

Mid Semester Examination, April 2023

MBA 4th Semester

Master of Business Administration

Exposure to Corporate [MGT 404]

Time: 2 Hrs.   Max. Marks: 50

Note: Read Instructions carefully.

Q.	CO	M

Section A (20 marks)

Answer any 4 questions [04 x 05 marks = 20 marks]

Q				CO	M
a.	What is the most stressful situation you have faced in your life so far? How did you handle it?		5	4	4
b.	What are the physical, emotional and behavioural signs of stress?		5	2	5
c.	Enumerate the special components of effective public speaking.		5	3	7
d.	Prepare a weekly to-do list and prioritize the tasks using Pareto principle and Covey's matrix.		5	2	8
e.	What is your professional self-introduction considering a job interview.		5	1	5

Section B (30 marks)

Answer any 3 questions [03 x 10 marks = 30 marks]

Q				CO	M
a.	What are the advantages and disadvantages of teamwork?	10		4	9
b.	Define tools and techniques of conflict management.	10		2	4
c.	What is the communication cycle/process and state the major elements.	10		1	9
d.	Explain what causes stress and list some of the ways to deal with it.	10		2	5

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4th Semester
SCHOOL OF MANAGEMENT
SERVICE OPERATION MANAGEMENT[OM-402]

Time: 2 Hrs.

Max. Marks: 50

Note:

			M	CO	KL
		Section A (20 marks) Answer any 4 questions [05 x 04 marks=20 marks]			
1	a.	Define the concept of Services.	5	1	1
	b.	Explain the term Service operation management	5	1	1
	c.	Elaborate Service Operation Processes	5	2	2
	d.	How business services are different from social and personal services?	5	1	3
	e.	Differentiate between Goods and Services.	5	2	1
		Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	What are the major characteristics of services? Explain in detail.	10.	1	1
	b.	Classify the services on the following basis- ➢ Ultimate user ➢ Levels of tangibility ➢ Customer employee presence	10	1	2
	c.	Elaborate the augmented marketing mix of services.	10	1	3
	d.	What are the 7 Steps to create an efficient service strategy? Discuss in detail.	10	2	3

O P JINDAL UNIVERSITY

Mid Semester Examination, April-2023

MBA 4th Semester

SCHOOL OF MANAGEMENT

SERVICE OPERATION MANAGEMENT ON-400

Time: 2 Hrs. Max Marks: 50

	M	CO	BL

Section A (20 marks)

Answer any 4 questions [05 x 04 marks=20 marks]

		M	CO	BL
1	a. Define the concept of Services	5	1	1
	b. Explain the term Service operation management?	5	1	1
	c. Illustrate Service Operation Processes	5	2	2
	d. How business services are different from social and personal services?	5	1	3
	e. Differentiate between Goods and Services.	5	2	1

Section B (30 marks)

Answer any 3 questions [3 x 10 marks=30 marks]

		M	CO	BL
2	a. What are the major characteristics of services? Explain in detail	10	1	1
	b. Classify the services on the following basis- ➤ Ultimate user ➤ Levels of tangibility ➤ Customer employee presence	10	1	2
	c. Elaborate the augmented marketing mix of service	10	1	3
	d. What are the 7 Steps to ensure an efficient service strategy? Discuss in detail	10	2	3

OP JINDAL UNIVERSITY, RAIGARH (C.G.)

MID SEMESTER EXAMINATION, APRIL-2023

OPJU

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

Semester: **4ᵀᴴ**

Course Code: **HRM402** Max. Marks: **50**

Course Name: **Human Resource Analytics**

Note: Section A: Answer any four out of five question. [04Q x 05marks]
      Section B: Answer any three question out of Four [03Q x 10 marks]

Q. No.	Section [A]	CO	KL	Marks
Q1 a)	What do you mean by HR Analytics? How it is beneficial to the organization?	1	1	05
Q1 b)	What are the criteria's for choosing proper metrics to measure any variable of concern?	1	2	05
Q1 c)	If you measure the acceptance rate, which function of HR you actually measuring. Throw some light on the relationship between the acceptance rate & the HR function.	3	2	05
Q1 d)	Describe various HR Metrics for Engagement and Retention.	3	2	05
Q1 e)	What are the factors that you will consider while choosing an appropriate dashboard?	2	2	05

Q. No.	Section [B]	CO	KL	Marks
Q2 a)	Describe various approaches of Analytics with suitable examples of each?	3	3	10
Q2 b)	What is employer branding? How will you measure it?	2	2	10
Q2 c)	What does it mean if we say status of organizational health? How can you measure it?	4	3	10
Q2 d)	How will you apply the four approaches of analytics in the issue of Turnover of employees in an organization?	5	3	10

Program Name: MBA   Program Code: 02PGDR19   Time: 02 Hrs

Semester/Yr   Max Marks: 50

Course Code: HPR2402

Course Name: Human Resource Analytics

Note: Section A: Answer any four out of five question. (3 x 5 = 15 marks)
Section B: Answer any three question each worth 10/10 (10 x 10 = 10 marks)

Q.No	Section [A]	CO	KC	Marks
Q1 (a)	What do you mean by HR Analytics? How it is practiced in the organization?	1		Max 15 of
Q2 (b)	What are the approach for choosing good predictors to measure any variable of interest?	1		05
Q3 (c)	If you measure the acceptance rate, actual function of HR, you actually measuring. Throw some light on the relationship between the acceptance rate & the HR function.			
Q4 (d)	Describe various HR metrics for Recruitment and Retention.			
Q5 (e)	What are the factors that you will surely state choosing for smartphone deployment?			

Q.No	Section [B]	CO	KC	Marks
Q6 (a)	Organize and the approaches of Analytics with suitable examples. What is employee listening? How will you measure it?			Max 10 of 30
Q7 (b)	What does it mean that we are capable of organizational health? How can you achieve it?			
Q8 (c)	How will you group the 3000 different sites of 2000 GES, on the base of maturity of emphasis to an organization?			

		Course Code: MKT-401

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4th Semester
SERVICES MARKETING [02PG010]

Time: 2 Hrs.   **Max. Marks: 50**

			M	CO	KL
**Section A (20 marks)**   04 × 05 Marks = 20 Marks
Answer any 4 questions [05 x 04 marks=20 marks]
1	a.	Briefly explain the concept of services with help of suitable examples. 05	04	1	1
	b.	How heterogeneity differs from inseparability. 05	04	1	1
	c.	Discuss in brief any four challenges faced by service industries citing suitable examples. 05	04	1	1
	d.	What are the prerequisites of designing a service blueprint? 05	04	1	1
	e.	Write short note on: intangibility 05	04	1	1
**Section B (30 marks)**
Answer any 3 questions [03 x 10 marks=30 marks]
2	a.	Outline the basic differences between goods and services.	10	1	1
	b.	Design a service blueprint of any service sector of your choice.	10	2	2
	c.	Every consumer experiences services only after they consumes it. In light with this statement, concisely explain the concept of service encounters.	10	2	2
	d.	Define servicescape and briefly discuss its dimensions with the help of relevant examples.	10	1	1

OP JINDAL UNIVERSITY, RAIGARH (C.G.) OPJU

MID SEMESTER EXAMINATION, APRIL - 2023

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

Semester: **4th** Maximum Marks: **50**

Course Code: **HRM - 403** Course Name: **Performance Management**

Note: **Section A:** Answer any four out of five questions. [04Q x 05 marks]

Section B: Answer any three out of four questions. [03Q x 10 marks]

Q. 1.	Section [A]	CO	KL	Marks
a)	What is Performance? Explain various aspects of Performance with suitable example.	1	2	5
b)	Explain the Concept & Nature of Performance Management.	1	2	5
c)	Differentiate between Performance Management & Performance Appraisal.	2	3	5
d)	What are various Approaches to measure Performance.	2	2	5
e)	Explain Performance Management Model.	3	3	5

Q. 2.	Section [B]	CO	KL	Marks
a)	What is Performance Management? Explain its Objectives & Importance.	1	2	10
b)	What are the techniques of Performance Management? Explain with suitable example.	2	2	10
c)	Explain Performance Management Process.	3	2	10
d)	Explain the Components of Performance Management System along with the Performance Management Process.	3	2	10

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O P JINDAL UNIVERSITY

Mid Semester Examination, April-2023

MBA 4th Semester

INTERNATIONAL FINANCIAL MANAGEMENT

[FIN 403]

Time: 2 Hrs.   Max. Marks: 50

A: Answer any four out of five question. [04Q x 05marks]

B: Answer any three question out of Four [03Q x 10 marks]

			CO	KL	M
		Section A (20 marks)			
		Answer any 4 questions [05 x 04 marks=20 marks]			
1	a.	What is the Financial Management? Write its objectives.	CO	KL1	05
	b.	Brief about the World Bank Group – a. The International Bank for Reconstruction and Devilment (IBRD) b. The International Development Association (IDA) c. The International Finance Corporation (IFC) d. The Multilateral Investment Guarantee Agency (MIGA) e. The International Centre for Settlement of Investment Disputes (ICSID).	CO2	KL2	05
	c.	Explain about the factors contributing to raid growth of International Business.	CO1	KL1	05
	d.	What are the objectives of IMF and its benefits of becoming the IMF member to India?	CO1	KL1	05
	e.	Write the functions of the Financial Managements.	CO2	KL2	05
		Section B (30 marks)			
		Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	Explain about world bank including Origin, Need, Area of Operations and its criticism.	CO2	KL3	10
	b.	Write short note WTO.	CO1	KL2	10
	c.	Explain about the Balance of Payment.	CO1	KL3	10
	d.	Write a short note on International Finance.	CO1	KL2	10

				M	CO	KL

Course Code: MKT-403

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4ᵗʰ Semester
Program code: 02PG010
Marketing Analytics

Time: 2 Hrs.   **Max. Marks: 50**

				M	CO	KL
			Section A (20 marks) Answer any 4 questions [05 x 04 marks=20 marks]			
1	a.		Define Marketing analytics. Outline the various types of analytics.	5	CO1	KL1
	b.		Outline the advantages and disadvantages of marketing analytics.	5	CO1	KL1
	c.		What is A/B testing? Why you should do A/B testing?	5	CO2	KL2
	d.		Explain the Likert scale. Frame the five questions based on Likert scale for any survey.	5	CO2	KL3
	e.		How to import, clean, and manipulate data for analysis? Discuss.	5	CO2	KL2
			Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.		Describe the market data sources (Primary and Secondary). Mentioned the pros and cons of different data sources.	10	CO2	KL2
	b.		What do you mean by measurement and scaling. Explain the primary scales of measurement with suitable examples.	10	CO3	KL3
	c.		Write a short note on any two: 1. XL Miner 2. JAMOVI 3. SPSS	10	CO1	KL2
	d.		Define Segmentation in brief. What variables would you use in segmenting the market for the following products and why? (i) Credit card (ii) Sports car.	10	CO3	KL3

Course Code: 31PC4902

O.P. JINDAL UNIVERSITY

Mid Semester Examination, April-2023

MBA 4th Semester

Program code: 02PC0910

Marketing Analysis

Time: 2 Hrs.   Max. Marks: 50

Q	M	CO	BL

Section A (20 marks)

Answer any 5 questions [05 x 04 marks=20 marks]

Q	Question	M	CO	BL
a.	Define data sorting and cases. Outline the various types of analyses.	4	CO1	KL1
b.	Outline the advantages and disadvantages of descriptive analytics.	5	CO1	KL1
c.	What is A/B testing? Why you should do you A/B testing?	5	CO2	KL1
d.	Explain the Likert scale. Formulate five questions based on Likert scale for any survey.	5	CO2	KL2
e.	How to import, clean, and manipulate data for analysis?	5	CO2	KL2

Section B (30 marks)

Answer any 3 questions [03 x 10 marks=30 marks]

Q	Question	M	CO	BL
a.	Describe the market data sources (Primary and Secondary). Mentioned the pros and cons of different data sources.	10	CO2	KL2
b.	What do you mean by segmentation and scaling? Explain the primary scales of measurement with suitable examples.		CO2	KL2
c.	Write a short note on Any two: 1. NLP Most 2. ANOVA 3. SPSS	10	CO1	KL2
d.	Define Segmentation in brief. Which variables would you use in segmenting the market for the following products and/or services? (i) Special sells chocolates.	10	CO3	KL2

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4th Semester
FINANCIAL DATA ANALYTICS
Program Code 02PG010

Time: 2 Hrs.   **Max. Marks: 50**

			M	CO	KL
		Section A (20 marks) Answer any 4 questions [05 x 04 marks=20 marks]			
1	a.	State any five reliable government sources of finding financial data.	5	1	3
	b.	What are the challenges related to financial data extraction?	5	2	2
	c.	Write the names of any 5 popular software and 5 non-government websites for finding financial data.	5	1	3
	d.	What do you understand by the term financial data analytics?	5	1	1
	e.	Explain time series data with suitable example?	5	2	2
		Section B (30 marks) Answer any 3 questions [03 x 10 marks=30 marks]			
2	a.	Explain the test and attributes of financial data?	10	2	2
	b.	Explain various sources of data collection?	10	2	2
	c.	Explain the meaning and types of financial data?	10	1	2
	d.	Explain the meaning and need of economic data in finance?	10	1	2

O.P. JINDAL UNIVERSITY

Mid Semester Examination, April 2023
MBA 4th Semester

FINANCIAL DATA ANALYTICS
Program Code 02-0010

Time: 2 Hrs   Max. Marks 50

	CO	KL

Section A (20 marks)

Answer any question [10 x 2 marks=20 marks]

				M	CO	KL
1.	State any five relevant government sources of finding financial data			5	1	2
2.	What are the challenges related to financial data extraction?			5	2	2
3.	Write the names of any 5 popular software and 5 non-government websites for finding financial data.			5	1	2
4.	What do you understand by the term financial data analytics?			5	1	2
5.	Explain time series data with suitable examples?			5	2	2

Section B (30 marks)

Answer any 3 questions [10 x 3 each=30 marks]

				M	CO	KL
a.	Explain the key and attributes of financial data?			10	2	2
b.	Explain various types of data variations?			10	2	2
c.	Explain the meaning and types of financial data?			10	1	2
d.	Explain the meaning and need of economic data in finance?			10	1	2

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA. 4ᵗʰ Semester
Business to Business Marketing

OPJU
University of Steel Technology and Management

Time: 2 Hrs.			Max. Marks: 50		
Note:					
			M	**CO**	**KL**

Section A (20 marks)
Answer any 4 questions [05 x 04 marks=20 marks]

			M	CO	KL
1	a.	What is " Market Perception"?		CO-1	KL-1
	b.	Why it is called B2B Marketing? Explain with proper Definition?		CO-1	KL-1
	c.	Mention two convenience goods and their role in B2B market?		CO-2	KL 2
	d.	Mention two step of actions taken by organizations before purchase?		CO-2	KL-2
	e.	What is Consultative Selling in B2B marketing scenario?		CO-1	KL-1

Section B (30 marks)
Answer any 3 questions [03 x 10 marks=30 marks]

			M	CO	KL
2	a.	Why B2B Marketing? Explain with suitable reasons?		CO-1	KL-1
	b.	"Behavioral and needs based segmentation is less in number in B2B market" Discuss?		CO-2	KL-2
	c.	What are the different types of markets involved in B2B Marketing ?		CO-2	KL-2
	d.	Explain the Organizational Buying Processes ?		CO-2	KL-2

Section A (20 marks)
Answer any 4 questions [05 x 04 marks=20 marks]

a. What is " Market Perception"?

b. Why it is called B2B Marketing? Explain with proper Definition?

c. Mention two parameters a group and their role in B2B markets?

d. Mention two step of actions taken by organizations before purchase?

e. What is Consultative Selling in B2B marketing behavior?

Section B (30 marks)
Answer any 3 questions [03 x 10 marks=30 marks]

a. Why B2B Marketing Program with suitable reason?

b. "Traditional and retail brand segmentation is low in number in B2B market" Discuss?

c. What are the different types of products involved in B2B Markets?

d. Explain the Organizational Buying Process?

O P JINDAL UNIVERSITY
Mid Semester Examination, April-2023
MBA 4th Semester
SCHOOL OF MANAGEMENT
FINANCIAL DERIVATIVES FIN 401

OPJU
University of Steel Technology and Management

Time: 2 Hrs.

Max. Marks: 50

			M	CO	KL
Section-A (20 marks)					
Answer any 4 questions [05 x 04 marks=20 marks]					
1	a.	What do you mean by OTC? How it differs from exchange-traded contracts? Give an example.	5	CO1	2
	b.	Discuss all the features of the future contract.	5	CO2	2
	c.	Differentiate between price risk and exchange rate risk?	5	CO1	1
	d.	Discuss all four types of derivative products in brief.	5	CO2	2
	e.	Discuss the settlement of a forward contract.	5	CO1	2
Section-B (30 marks)					
Answer any 3 questions [03 x 10 marks=30 marks]					
2	a.	What do you understand by arbitrageur, hedger, and speculator? Explain with an example.	10	CO3	1
	b.	The price of the asset "ABC" in the spot market is Rs 11000/-, cost of storage is 2% while a four-month future contract of the same asset (share) is 12000/-. If the risk-free rate of return is 10% p.a., Identify the arbitrage opportunity, if any, and execute it.	10	CO2	3
	c.	The price of the share "XYZ" 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	CO2	3
	d.	What is marking to market in the future market? Elaborate with an example considering open interest up to five-day.	10	CO1	3

O.P. JINDAL UNIVERSITY

Mid Semester Examination, April-2023

MBA 4th Semester

SCHOOL OF MANAGEMENT

FINANCIAL DERIVATIVES FIN 401

Time: 2 Hrs.   Max. Marks: 54

Section-A (20 marks)

Answer any 4 questions [05 x 04 marks=20 marks]

a. What do you mean by OTC? How it differs from exchange-traded contract? Give an example.

b. Discuss all the features of the future contract.

c. Differentiate between price risk and exchange rate risk?

d. Discuss all four types of derivative products in brief.

e. Discuss the settlement of a forward contract.

Section-B (30 marks)

Answer any 3 questions [03 x 10 marks=30 marks]

a. What do you understand by arbitrageur hedger, and speculators? Explain with an example.

b. The price of the asset "ABC" in the spot market is Rs. 11000/-, and at present a three-month future contract of the same asset trades in 12000/-. The risk-free rate of return is 10% p.a. Identify the arbitrage opportunity, if any, and execute it.

c. The price of the share "XYZ" in the spot market is Rs. 500/-, dividend is 5%, while a three-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.

d. What is marking to market in the future market? Elaborate with an example considering open interest up to five days.