

Program Name: MBA

Program Code:02PG010

Time: 02 Hours

Semester: 3rd

Maximum Marks: 50

Course Code: MBA-301

Course Name: Business Analytics

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

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

Q. 1.	Section [A]	CO	KL	Marks
a)	What is Business Analytics? Explain with Suitable Example.	1	2	5
b)	Explain Data Mining.	2	3	5
c)	What is Social Media Analytics?	3	4	5
d)	What is Business Intelligence? Explain its stages in details.	2	3	5
e)	What is Supply Chain Analytics? Explain.	3	4	5

Q. 2.	Section [B]	CO	KL	Marks
a)	What are different types of Business Analytics?	1	2	10
b)	What is Customer Analytics? Explain its importance.	3	4	10
c)	What is Waiting Line Analysis? Explain in detail.	3	4	10
d)	What is Data Warehouse? Explain Data Warehouse design process.	2	3	10

OP JINDAL UNIVERSITY

Mid-Semester Examination, October-2023

MBA 3rd Semester [MBA- 302]

SCHOOL OF MANAGEMENT

ENTREPRENEURSHIP & INNOVATION



Time: 2 Hrs.

Max. Marks: 50

Note: Attempt both sections and justify the given marks.

M CO KL

Section A (20 marks)

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

1	a.	Elaborate the term Entrepreneur. How it is different from traditional businessmen?	5	1	2
	b.	Elucidate the importance of entrepreneurs for developing the economy.	5	1	3
	c.	What are the major desired attributes of entrepreneurs?	5	1	1
	d.	“Creativity is the fuel of innovation”. Justify the statement with a valid example.	5	2	3
	e.	Differentiate between Product and Process Innovation.	5	2	2

Section B (30 marks)

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

2	a.	“Technological advancement may not be possible if the ultimate ownership and control of production lie in the hands of Fabians and drones.” Justify the statement with a significant explanation.	10	1	3
	b.	Briefly explain any two entrepreneurial approaches.	10	1	2
	c.	Discuss in detail the challenges of entrepreneurship. Also, provide the appropriate solution in each case respectively.	10	1	3
	d.	What are the main factors of innovation? Explain the concept with relevant examples.	10	2	3

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Mid Semester Examination, October-2023

MBA 3rd Semester

School of Management

Digital and Social Media Marketing (MBA-303)

Time: 2 Hrs.

Max. Marks: 50

Note:

M CO KL

Section A (20 marks)

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

1	a.	What is digital marketing? Discuss the salient features of the changing marketing landscape.	5	CO1	KL1
	b.	Give a brief note on the recent trends of digital marketing.	5	CO1	KL1
	c.	Outline the components of RACE Model.	5	CO1	KL1
	d.	Differentiate between traditional marketing and digital marketing.	5	CO2	LK2
	e.	Describe the various legal issues in digital marketing.	5	CO1	KL1

Section B (30 marks)

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

2	a.	Write the procedure of create a blog and how can you post any content in blog.	10	CO2	KL2
	b.	Explain the digital marketing process.	10	CO3	KL3
	c.	Write a short note on Facebook. Describe the process of creation of ad in Facebook.	10	CO2	KL2
	d.	Critically explain the P-O-E-M Framework with suitable example.	10	CO3	KL3

OP JINDAL UNIVERSITY



Mid Semester Examination, October-2023

MBA 3rd Semester [MBA-306]

School of Management

The One Thing and Extreme Ownership

Time: 2 Hrs.

Max. Marks: 50

Note:

M	CO	KL
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Section A (20 marks)

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

	a	Do you want to be a disciplined person or a person with strong habits? Justify.	5	1	1
	b.	Magic happens at the extremes, not in the middle. Explain.	5	1	2
	c.	Willpower is in short supply. Using it effectively should be a high priority. Explain.	5	1	2
	d.	Multitasking is a lie. Explain.	5	1	2
	e.	The same action with big thinking produces big outcomes. Explain with an example.	5	2	3

Section B (30 marks)

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

2	a.	Are goals important in achieving success? Explain why using goal cards makes a person more effective.	10	2	3
	b.	What is the one thing? How does it help achieve extraordinary results?	10	2	3
	c	Explain Pareto's principle of unequal distribution. What is extreme Pareto?	10	2	3
	d	What is the focusing question? What are the various dimensions of life where the focusing question can be applied?	10	2	2

Program Code:02PG010

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Mid Semester Examination, October-2023

MBA 3rd Semester [MKT – 301 - M]

School of Management

Consumer Behaviour

Time: 2 Hrs.

Max. Marks: 50



Note:

M	CO	KL
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Section A (20 marks)

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

1	a.	Explain various sub culture and how it influences consumer purchase.	5	1	2
	b.	Explain the black box model in consumer purchase with examples.	5	1	2
	c.	How lifestyle influences consumer purchase explain with examples?	5	1	2
	d.	How perceptual biased linked to consumer purchase?	5	2	2
	e.	Analyze the applications of cognitive learning in consumer purchase.	5	2	3

Section B (30 marks)

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

2	a.	Explain the applications of 'Big Five Personality Factors' in consumer purchase.	10	2	3
	b.	Analyze involvement and difference between brands impact consumer purchase with examples.	10	2	3
	c.	Correlate perceptual process to any product FMCG purchase.	10	2	3
	d.	Analyze VALS typology with various kinds of consumers with examples.	10	2	3

Program Code:02PG010

OP JINDAL UNIVERSITY

Mid Semester Examination, October-2023

MBA 3rd Semester

School of Management

Management of Financial Institutions (FIN 302 M)

Time: 2 Hrs.

Max. Marks: 50



Note:

M	CO	KL
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Section A (20 marks)

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

1	a.	Differentiate between Primary and Secondary market.	5	CO1	1
	b.	What do you understand by Demutualization, state the significance of demutualization with respect to investors and traders.	5	CO1	2
	c.	Why Corporatization is necessary under SEBI guidelines for any exchange to operate?	5	CO1	2
	d.	What are the pre-consideration to register as a stock broker.	5	CO1	1
	e.	What is Recognition of stock exchange.	5	CO1	1

Section B (30 marks)

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

2	a.	Discuss the types of issues in primary market.	10	CO1	2
	b.	Elaborate in detail about Money market instruments.	10	CO1	2
	c.	What are the steps/process of Issue of IPO.	10	CO1	2
	d.	Highlight in detail about functions of stock exchange.	10	CO1	2

OP JINDAL UNIVERSITY

Mid Semester Examination, October-2023

MBA 3rd Semester

School of Management

Integrated Marketing Communication (MKT-302M)

Time: 2 Hrs.

Max. Marks: 50



Note:

M CO KL

Section A (20 marks)

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

1	a.	What is the meaning of Advertising? Describe the various objectives of the advertising.	5	CO1	KL1
	b.	Discuss the importance of advertising in effective marketing.	5	CO2	KL2
	c.	What are the various services offered by advertising agency?	5	CO1	KL1
	d.	Classify the different advertising agency basis of the functionality.	5	CO2	KL4
	e.	Differentiate Push Vs. Pull promotional strategies.	5	CO2	KL2

Section B (30 marks)

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

2	a.	Discuss the advantages and disadvantages of various advertising media.	10	CO2	KL2
	b.	Give your understanding about marketing communication. Explain the various steps in developing effective marketing communication.	10	CO1	KL3
	c.	What are the elements of promotional mix. Critically examine each of them.	10	CO3	KL5
	d.	Evaluate the selection criteria of advertising agency.	10	CO4	KL5

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Mid Semester Examination, October-2023

MBA 3rd Semester [02PG010]**Industrial Relations & Labour Laws****Time: 2 Hrs.****Max. Marks: 50**

Note:

M	CO	KL
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Section A (20 marks)

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

1	a.	Discuss Classification of Labour Laws.	5	1	2
	b.	Explain the Origin and Purpose of Labour Laws.	5	2	2
	c.	What are Directive Principles of State Policy, and what is their significance in the Indian Constitution?	5	2	2
	d.	Why is developing sound industrial relations crucial for the success of an organization?	5	1	2
	e.	Who are the primary actors involved in industrial relations within an organization?	5	1	1

Section B (30 marks)

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

2	a.	Discuss the constitutional provisions that safeguard labour rights as fundamental rights.	10	2	2
	b.	Examine the various approaches to industrial relations, providing a comprehensive analysis of their principles, applications, and implications within the context of contemporary business dynamics.	10	1	3
	c.	Explore the link between industrial relations, employee engagement, and job satisfaction.	10	1	3
	d.	Explore how labor laws contribute to the promotion of social justice within the workplace. Discuss the role of labor laws in fostering inclusive and equitable workplaces.	10	2	3

Program Code:.....

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Mid Semester Examination, October-2023

MBA 3rd Semester [Course code: OM302M]

School of Management

TOTAL QUALITY MANAGEMENT

Time: 2 Hrs.

Max. Marks: 50

Note: While answering a question, write all parts of it at one place, not part-a in page n1, part-b in n2, so on.

Section A (20 marks)

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

Qs.	Parts	Question Options	M	CO	KL
1	a.	Name the GURUs who contributed the following concepts – (i) Quality Control, (ii) Robust Design, (3) Quality Circles, (4) Zero-Defect, and (5) Trilogy	5	CO 1	K1
	b.	Compare the Quality Policy with a Quality Statement.	5	CO 2	K1
	c.	Explain how an organization develops a Quality Council to assess its level of performance.	5	CO 4	K3
	d.	Explain in short, the difference between SPC and SQC.	5	CO 2	K2
	e.	List and explain the steps to implement Benchmarking.	5	CO 3	K2

Section B (30 marks)

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

Qs.	Parts	Question Options	M	CO	KL
2	a.	Explain how a TQM framework is developed for an organization.	10	CO 4	K2
	b.	List the benefits and hurdles in the journey of TQM.	10	CO 1	K3
	c.	List and analyse the key factors of establishing TQM-Culture.	10	CO 2	K2
	d.	Explain how QFD can be applied as a quality improvement tool.	10	CO 3	K2

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Mid Semester Examination, October-2023

MBA 3rd Semester [BA-302M]

School of Management

Business Intelligence & Visualization

Time: 2 Hrs.

Max. Marks: 50

Note:

M CO KL

Section A (20 marks)

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

1	a.	What is data visualization ?what are its Advantages and disadvantage.	5	CO1	K2
	b.	Explain application of data visualization in business	5	CO2	K3
	c.	List out the various Commercial tools and Free tools for data visualization	5	CO3	K2
	d.	Discuss six principle of Edward Tufte.	5	CO2	K3
	e.	What are the 3 E's of displaying data effectively?	5	CO3	K1

Section B (30 marks)

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

2	a.	What are different types Data visualization based on information types?	10	CO1	K2
	b.	What do you mean by goem? What types of different graphs and charts can be drawn on ggplot2?	10	CO2	K3
	c.	What is Visual Coding? Explain any 5 types in details.	10	CO3	K2
	d.	Why we use R instead of excel? Why ggplot2 is so popular?	10	CO1	K3

OP JINDAL UNIVERSITY

Mid Semester Examination, October-2023

MBA 3rd Semester [FIN 301 M]

School of Management

Security Analysis and Portfolio Management

Time: 2 Hrs.

Max. Marks: 50



M	CO	KL
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Section A (20 marks)

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

1	a.	Distinguish between Systematic and Unsystematic Risk.	5	1	2
	b.	Explain Holding period return.	5	2	3
	c.	Explain alpha and beta used for calculation of risk with formulas.	5	1	2
	d.	Define interest. Compare interest rate with inflation rate.	5	1	2
	e.	Explain the three cardinal approach of Investment.	5	1	2

Section B (30 marks)

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

2	a.	Explain capital allocation line.	10	1	2
	b.	Explain different quantitative measures of risk.	10	2	2
	c.	What is Return on Investment? Explain the methods of calculating average returns?	10	2	3
	d.	Explain the meaning of Risk aversion and investor's degree of risk aversion.	10	2	2

OP JINDAL UNIVERSITY, RAIGARH (C.G.)



MID SEMESTER EXAMINATION, OCTOBER-2022

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

Time: **02 Hrs**

Semester: **3rd**

Max. Marks: **50**

Course Code: **HRM 301M**

Course Name: **Strategic Human Resource Management (MAJOR)**

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 is Globalization in terms of HR? How it is a challenge to HR dept?	2	2	05
Q1 b)	Explain which two roles of HRM according to Dave Ulrich are people focused?	1	2	05
Q1 c)	Discuss the roles of strategic partner & change agent? How they are interrelated to each other?	2	1	05
Q1 d)	Explain any 4 Individual level challenges of HR department? Why do you think them as a challenge?	2	2	05
Q1 e)	Predict if roles of operational focus are done well? What disadvantages organization will face?	4	3	05

Q. No.	Section [B]	CO	KL	Marks
Q2 a)	Describe various challenges faced by HRM in today's competitive environment. Why there is a need for HRM transformation?	2	1	10
Q2 b)	Predict what will happen if roles of strategic focus are done well? What advantages organization will gain?	4	3	10
Q2 c)	Analyze what type of challenges HR dept. may face due to organizational restructuring?	3	4	10
Q2 d)	Demonstrate why HRM is experiencing transformation? In which direction HRM is transforming. Discuss in detail.	3	3	10
