



ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University
Re-accredited by NAAC (3rd Cycle) with B⁺⁺ Grade
King Koti Road, Hyderabad

MBA II Year III Semester
Internal – I Assessment Test (PRACTICAL)
Data Analytics using SPSS
February 2022

Programme:	MBA	Date:	12-02-2022
Course Code:	MBA2020-302	Duration:	2 Hours 11.30 to 1.30pm
Course Name:	Data Analytics using SPSS	Max. Marks:	30 Marks
Name of the Student:		Roll No:	
Bloom's Level:			
Remember	BL1	Apply	BL3
Understand	BL2	Analyse	BL4
		Evaluate	BL5
		Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels			
<u>SECTION –A</u>			
Answer all questions (3Q x 10 Marks = 30 Marks)			
Q.NO	Question	Marks	BTL
1 a.	What is SPSS? Write down the role of SPSS in Data Analysis. Explain Variable View and Data View.	10	BL2
OR			
b.	Briefly explain about qualitative and quantitative research. Discuss the various types of qualitative and quantitative variables based on scales?	10	BL2
OR			
2 a.	Please refer the Question 2(a) in annexure.	10	BL4
OR			
b.	Please refer the Question 2(b) in annexure.	10	BL4
OR			
3 a.	What is Hypothesis Testing? Write a note on Type-I and Type-II errors.	10	BL4
OR			
b.	Please refer the Question 3(b) in annexure.	10	BL4

ANNEXURE

Question No. 2 (a)

In a small survey with 20 shoppers in a shopping mall located in Hyderabad, the following questions (to elicit responses regarding shopper perception of in-store lighting, assortment and employees in stores; all 5-point Likert scales) were administered:

Demographic Variables:

Gender : Male [] Female []
 Age Group : 15-20 Years [] 20-25 Years [] 25-30 Years [] 30-35 Years [] 35-40 Years []
 Employment Status : Govt. Employee [] Private Employee [] Entrepreneur []

S. No	Statement	5-Strongly Agree	4-Agree	3-Neutral	2-Disagree	1-Strongly Disagree
A. Lighting						
1	The store is well- lit.					
2	The store is correctly-lit (Neither too bright nor dull).					
3	Lighting in the store is pleasant.					
4	Lighting in the store was awful					
B. Assortment						
1	The store has a wide variety of products.					
2	The store has many brands in most of the product categories.					
3	The store has different price ranges in different products.					
4	The store has amazing variety.					
C. Employees						
1	The store had knowledgeable employees					
2	The store had friendly employees					
3	The store had helpful employees					

By using the given Questionnaire, create the dataset in the SPSS Application with your own data (responses) of each variable and calculate the following:

(i) **Mean and Standard Deviation**

(ii) **Bar Chart**

Write down the step-by-step procedure of SPSS Analysis for all calculations.

NOTE: Save the SPSS Data editor (.sav) file and SPSS Output Viewer (.spv) file with your ROLL NUMBER as FILE NAME. (Ex. 121420672001)

Question No. 2 (b)

In a small survey with 20 shoppers in a shopping mall located in Hyderabad, the following questions (to elicit responses regarding shopper perception of in-store lighting, assortment and employees in stores; all 5-point Likert scales) were administered:

Demographic Variables:

Gender : Male [] Female []

Age Group : 15-20 Years [] 20-25 Years [] 25-30 Years [] 30-35 Years []
35-40 Years []

Employment Status : Govt. Employee [] Private Employee [] Entrepreneur []

S. No	Statement	5-Strongly Agree	4-Agree	3-Neutral	2-Disagree	1-Strongly Disagree
A. Lighting						
1	The store is well- lit.					
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B. Assortment						
1	The store has a wide variety of products.					
2	The store has many brands in most of the product categories.					
3	The store has different price ranges in different products.					
4	The store has amazing variety.					
C. Employees						
1	The store had knowledgeable employees					
2	The store had friendly employees					
3	The store had helpful employees					

By using the given Questionnaire, create the dataset in the SPSS Application with your own data (responses) of each variable and using frequencies, calculate the following for the variables Lighting, Assortment and Employees:

- Measures of Central Tendency (Mean, Median and Mode)
- Measures of Dispersion (Standard Deviation, Variance, Range)
- Skewness and Kurtosis

Write down the step-by-step procedure of SPSS Analysis for all calculations.

NOTE: Save the SPSS Data editor (.sav) file and SPSS Output Viewer (.spv) file with your ROLL NUMBER as FILE NAME. (Ex. 121420672001)

Question No. 3 (b)

A well-known automobile (two-wheeler) company is planning to manufacture electric vehicles for the first of its kind. Before taking a decision on production of electric vehicles, the company management team wants to know the customers' perceptions and preferences of their existing vehicles. With this regard, the employers planned to conduct a survey among its customers about their satisfaction levels in three areas namely "model/style of the vehicles", "cost-effectiveness of the vehicles", and "Life or Duration of the Vehicles". Initially, a pilot study was planned among selected 20 customers and made the analysis. Later, based on the statistical results of pilot study, the employers are planning to move forward with the original survey.

Here, the data collected from the 20 customers is mentioned below. You are asked to create the data set given below in the SPSS Application and find out the mean and standard deviation of the data. Also, represent the data using Histogram.

Respondent No.	Gender	Income (In Rs. 000)	Model	Cost Effectiveness	Vehicle Performance
1	Male	15	2018	Medium Cost	High
2	Male	16	2018	Low Cost	Moderate
3	Male	12	2018	High Cost	High
4	Male	18	2018	Low Cost	Moderate
5	Female	12	2019	Medium Cost	Moderate
6	Female	12	2019	Medium Cost	Average
7	Female	10	2019	High Cost	High
8	Female	18	2021	Low Cost	Moderate
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17	Male	15	2019	High Cost	Average
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19	Male	18	2020	Medium Cost	Moderate
20	Male	20	2021	Low Cost	Average

Tip: You can convert the "Text" in the variables into coding based on the given values.

Write down the step-by-step procedure of SPSS Analysis for all calculations.

NOTE: Save the SPSS Data editor (.sav) file and SPSS Output Viewer (.spv) file with your ROLL NUMBER as FILE NAME. (Ex. 121420672001)



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Data Analytics using SPSS
February 2022

Programme:	MBA	Date:	12-02-2022		
Course Code:	MBA2020-302	Duration:	2 Hours 1.30 to 3.30pm		
Course Name:	Data Analytics using SPSS	Max. Marks:	30 Marks		
Name of the Student:		Roll No:			
Bloom's Level:					
Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels					
<u>SECTION –A</u>					
Answer all questions (3Q x 10 Marks = 30 Marks)					
Q.NO	Question			Marks	BTL
1 a.	What is SPSS? Write down the role of SPSS in Data Analysis. Explain Variable View and Data View.			10	BL2
OR					
b.	Briefly explain about qualitative and quantitative research. Discuss the various types of qualitative and quantitative variables based on scales?			10	BL2
OR					
2 a.	Please refer the Question 2(a) in annexure.			10	BL4
OR					
b.	Please refer the Question 2(b) in annexure.			10	BL4
OR					
3 a.	What is Hypothesis Testing? Write a note on Type-I and Type-II errors.			10	BL4
OR					
b.	Please refer the Question 3(b) in annexure.			10	BL4

ANNEXURE

Question No. 2 (a)

In a small survey with 20 shoppers in a shopping mall located in Hyderabad, the following questions (to elicit responses regarding shopper perception of in-store lighting, assortment and employees in stores; all 5-point Likert scales) were administered:

Demographic Variables:

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A. Lighting						
1	The store is well- lit.					
2	The store is correctly-lit (Neither too bright nor dull).					
3	Lighting in the store is pleasant.					
4	Lighting in the store was awful					
B. Assortment						
1	The store has a wide variety of products.					
2	The store has many brands in most of the product categories.					
3	The store has different price ranges in different products.					
4	The store has amazing variety.					
C. Employees						
1	The store had knowledgeable employees					
2	The store had friendly employees					
3	The store had helpful employees					

By using the given Questionnaire, create the dataset in the SPSS Application with your own data (responses) of each variable and using frequencies, calculate the following for the variables Lighting, Assortment and Employees:

- (i) Mean, Median, Mode, S.D, Variance, Range, Skewness and Kurtosis
- (ii) 67th and 85th Percentile
- (iii) Histogram with Frequency Polygon

Write down the step-by-step procedure of SPSS Analysis for all calculations.

NOTE: Save the SPSS Data editor (.sav) file and SPSS Output Viewer (.spv) file with your ROLL NUMBER as FILE NAME. (Ex. 121420672001)

Question No. 2 (b)

In a small survey with 20 shoppers in a shopping mall located in Hyderabad, the following questions (to elicit responses regarding shopper perception of in-store lighting, assortment and employees in stores; all 5-point Likert scales) were administered:

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Age Group : 15-20 Years [] 20-25 Years [] 25-30 Years [] 30-35 Years []
35-40 Years []

Employment Status : Govt. Employee [] Private Employee [] Entrepreneur []

S. No	Statement	5-Strongly Agree	4-Agree	3-Neutral	2-Disagree	1-Strongly Disagree
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By using the given Questionnaire, create the dataset in the SPSS Application with your own data (responses) of each variable and calculate the following:

(i) Mean and Standard Deviation

(ii) Pie Chart

Write down the step-by-step procedure of SPSS Analysis for all calculations.

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Question No. 3 (b)

A well-known automobile (two-wheeler) company is planning to manufacture electric vehicles for the first of its kind. Before taking a decision on production of electric vehicles, the company management team wants to know the customers' perceptions and preferences of their existing vehicles. With this regard, the employers planned to conduct a survey among its customers about their satisfaction levels in three areas namely "model/style of the vehicles", "cost-effectiveness of the vehicles", and "Life or Duration of the Vehicles". Initially, a pilot study was planned among selected 20 customers and made the analysis. Later, based on the statistical results of pilot study, the employers are planning to move forward with the original survey.

Here, the data collected from the 20 customers is mentioned below. **You are asked to create the data set given below in the SPSS Application and find out the mean and standard deviation of the data. Also, represent the data using Histogram.**

Respondent No.	Gender	Income (In Rs. 000)	Model	Cost Effectiveness	Vehicle Performance
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Data Analytics using SPSS
February 2022

Programme:	MBA	Date:	12-02-2022
Course Code:	MBA2020-302	Duration:	2 Hours 3.30pm to 5.30pm
Course Name:	Data Analytics using SPSS	Max. Marks:	30 Marks
Name of the Student:		Roll No:	
Bloom's Level:			
Remember	BL1	Apply	BL3
Understand	BL2	Analyse	BL4
		Evaluate	BL5
		Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels			
<u>SECTION –A</u>			
Answer all questions		(3Q x 10 Marks = 30 Marks)	
Q.NO	Question	Marks	BTL
1 a.	What is Variable View and Data View? Explain in detail.	10	BL2
OR			
b.	What is Hypothesis Testing? Write a note on Type-I and Type-II errors.	10	BL2
OR			
2 a.	Please refer the Question 2(a) in annexure.	10	BL4
OR			
b.	Please refer the Question 2(b) in annexure.	10	BL4
OR			
3 a.	Briefly explain about qualitative and quantitative research. Discuss the various types of qualitative and quantitative variables based on scales?	10	BL4
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ANNEXURE

Question No. 2 (a)

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Employment Status : Govt. Employee ☐ Private Employee ☐ Entrepreneur ☐

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(ii) Bar Chart

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Question No. 2 (b)

In a small survey with 20 shoppers in in a shopping mall located in Hyderabad, the following questions (to elicit responses regarding shopper perception of in-store lighting, assortment and employees in stores; all 5-point Likert scales) were administered:

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Age Group : 15-20 Years [] 20-25 Years [] 25-30 Years []
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(i) Mean, Median, Mode, S.D, Variance, Range, SUM, Minimum, Maximum, Skewness and Kurtosis

(ii) 37th and 95th Percentile

(iii) Histogram with Frequency Polygon

Write down the step-by-step procedure of SPSS Analysis for all calculations.

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Question No. 3 (b)

A well-known automobile (two-wheeler) company is planning to manufacture electric vehicles for the first of its kind. Before taking a decision on production of electric vehicles, the company management team wants to know the customers' perceptions and preferences of their existing vehicles. With this regard, the employers planned to conduct a survey among its customers about their satisfaction levels in three areas namely "model/style of the vehicles", "cost-effectiveness of the vehicles", and "Life or Duration of the Vehicles". Initially, a pilot study was planned among selected 20 customers and made the analysis. Later, based on the statistical results of pilot study, the employers are planning to move forward with the original survey.

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11	Female	11	2020	Medium Cost	High
12	Female	16	2020	Low Cost	Moderate
13	Male	16	2021	High Cost	High
14	Female	17	2020	Low Cost	Average
15	Female	15	2021	Medium Cost	High
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MBA II Year III Semester
Internal – I Assessment Test
February 2022

Programme:	MBA	Date:	10-02-2022
Subject Code/Course Code:	MBA2020-304	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Financial System & Services	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	What are the features of Financial System?	3	BL2
2	Explain the concept of Financial Engineering.	3	BL2
3	Define Commercial Paper.	3	BL1
4	Explain the importance of Investment Banking.	3	BL2
5	Explain about Retail Deposits.	3	BL2

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	Explain Traditional and Modern activities of Financial services.		
	OR		
b.	Discuss the innovative Financial instruments introduced in recent times in India.	5	BL2 BL2
7. a.	Discuss the Functions of Investment Banking.		
	OR		
b.	Explain the services of Merchant Bankers.	5	BL2 BL2

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	In 1997, Travelers Group (TRV) was one the largest US diversified financial services organization with consolidated revenues of \$ 376 billion, net income of \$3.1 billion and assets of \$386.6 billion. With more than 65,000 employees it operated in four segments of investment, life insurance, property and casualty insurance and consumer finance. Travelers were created by a series of acquisitions by Chairman and CEO Sandy Weill who had the billion of building a wide range financial service organization.	5	BL6
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	<p>1) Identify the concept the case deals with.</p> <p>2) Critically analyze the performance of products and services offered by Travelers Group.</p>		
	OR		
b.	<p>In April 1998, Weill further his ambition for establishing a financial service conglomerate by announcing the acquisition of Citigroup adding commercial, personal and investment banking. The new entity Citi group would be the world's largest financial firm and combined three strong brands – Travelers, Salomon and Smith Barney and Citibank. Citi's worlds wide consumer business with \$ 12 billion in revenues encompassed branch and electronic banking, credit and charge cards and personalized wealth management for high-net-worth clients while corporate banking business served corporations. Financial institutions, investors and developed and emerging markets worldwide.</p> <p>1) Distinguish between merger and acquisition. 2) Identify the various services provided by Citicorp.</p>	5	BL5



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February 2022

Programme:	MBA	Date:	09-02-2022
Subject Code/Course Code:	MBA2020-301	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Global Business	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:					
Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels					

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	What is International Business?	3	BL1
2	What are the differences between Domestic Business and International Business?	3	BL1
3	Discuss various stages of Internationalization.	3	BL2
4	Explain the barriers to trade.	3	BL2
5	What are the levels of integrations?	3	BL1

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	What are the approaches to International Business?		BL2
	OR		
b.	Explain the benefits of foreign trade for a country like India.	5	BL2
7. a.	What are the trading blocks? Explain in detail the benefits and the impact?		BL2
	OR		
b.	What is World Trade Organization? Give its objectives and functions.	5	BL2

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	<p>A firm wherein it adopts a marketing strategy across a group of countries, which have been grouped on the basis of their market characteristics; i.e., the market characteristics of these countries would be more or less similar.</p> <p>Companies such as Coca Cola for marketing purposes, has grouped together countries such as India, Pakistan and Bangladesh due to their similarities, and a similar marketing strategy is used across these countries.</p> <p>1) Identify the approach followed by the company?</p>	5	BL5
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	OR		
b.	<p>The wonder kid of tech manufacturing, Elon Musk, tweeted. “Still working through a lot of challenges with the government”, he wrote in a post giving an update to a query on Twitter. The remark immediately drew a sharp retort from New Delhi. News reports have quoted unnamed official government sources saying that Tesla is free to use the Production-Linked Incentive (PLI) window to produce electric vehicles in India.</p> <ol style="list-style-type: none"> 1) Identify the trade barrier that Musk is trying to overcome. 2) What according to you is the type of barrier? 	5	BL5



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February 2022

Programme:	MBA	Date:	09-02-2022
Subject Code/Course Code:	MBA2020-303	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Investment Analysis & Portfolio Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL										
1	Explain the term Investment and how it is different from Speculation and Gambling.	3	BL2										
2	Define Systematic risk and Unsystematic risk with examples.	3	BL2										
3	“Technical Analysis plays a vital role in the market for the investor”. Substantiate	3	BL4										
4	Define Bond. Explain the features of Bond.	3	BL2										
5	Calculate and analyse the percentage of Return from the data given <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 15%;">Return</td> <td style="width: 10%;">10%</td> <td style="width: 10%;">15%</td> <td style="width: 10%;">18%</td> <td style="width: 10%;">22%</td> </tr> <tr> <td>Probability</td> <td>0.10</td> <td>0.20</td> <td>0.40</td> <td>0.30</td> </tr> </table>	Return	10%	15%	18%	22%	Probability	0.10	0.20	0.40	0.30	3	BL4
Return	10%	15%	18%	22%									
Probability	0.10	0.20	0.40	0.30									

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	Explain Investment Decision Process. How it is going to help the investors in making sound Investment Decisions?	5	BL4 BL3																
OR																			
Calculate Risk, Return and Correlation from the data given below																			
b.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Probability</td> <td style="width: 10%;">0.10</td> <td style="width: 10%;">0.15</td> <td style="width: 10%;">0.25</td> <td style="width: 10%;">0.20</td> <td style="width: 10%;">0.30</td> </tr> <tr> <td>Company A %</td> <td>15</td> <td>25</td> <td>18</td> <td>21</td> <td>28</td> </tr> <tr> <td>Company B %</td> <td>18</td> <td>17</td> <td>22</td> <td>23</td> <td>25</td> </tr> </table>			Probability	0.10	0.15	0.25	0.20	0.30	Company A %	15	25	18	21	28	Company B %	18	17	22
Probability	0.10	0.15	0.25	0.20	0.30														
Company A %	15	25	18	21	28														
Company B %	18	17	22	23	25														
7. a.	“Fixed Income securities are popular mode of Investments”. Discuss and write about the different types of Debt Instruments.	5	BL2 BL5																
OR																			
b.	How would you assess the present value of a bond? Explain.																		

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	A 1000/- bond matures in 20 years and offers a 9% coupon rate. The required rate of return is 11%. Compute the bond value. In addition, Mr. Ram purchases a bond for 900/- with a coupon payment of 200/-p.a. He sold the bond for 1100/-after one year. What is Holding period? Also calculate the holding period return if the bond is sold for 850/-. Analyse and comment on the above.						5	BL5
	OR							
b.	Mr. X is a financial adviser in Share khan Ltd. Mr.Y wants to invest in securities in one of the company's for which the data is given below, as a financial adviser which company will Mr.X will suggest to invest.						5	BL5
	Probability	0.15	0.25	0.10	0.30	0.20		
	Company A %	20	18	25	32	28		
	Company B %	22	17	26	33	27		



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MBA II Year III Semester
Internal – I Assessment Test
February 2022

Programme:	MBA	Date:	11-02-2022
Subject Code/Course Code:	MBA2020-306	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Leadership & Change Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	Define Leadership and Describe the nature of Leadership.	3	BL2
2	Explain the characteristics of Leadership.	3	BL2
3	Analyze the role of Leadership in change Management.	3	BL4
4	What is Super Leadership?	3	BL2
5	Discuss Disruptive Leadership.	3	BL2

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	Explain the various Cognitive factors of Leadership with suitable examples.	5	BL2
	OR		
b.	Bring out the various personality traits of effective leader.		BL2
7. a.	Explain the Importance and criticism of Leader member Exchange Theory.	5	BL2
	OR		
b.	Write a note on the following: (1) Accommodative Leadership (2) Ethical Leadership		BL2

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	<p>Laura is the associate director of a nonprofit agency that provides assistance to children and families. She is the head of a department that focuses on evaluating the skill-building programs the agency provides to families. She reports directly to the agency leadership. As a whole, the agency has been cautious in hiring this year because of increased competition for federal grant funding. However, they have also suffered high staff turnover. Two directors, three key research staff, and one staff person from the finance department have left.</p> <p>Laura has a demanding schedule that requires frequent travel; however, she supervises two managers who in turn are responsible for five staff members each. Both managers have been appointed within the last six months.</p> <p>Manager 1: Kelly has a specific background in research. She manages staff who provide</p>	5	BL5
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	<p>research support to another department that delivers behavioral health services to youth. Kelly supports her staff and is very organized; however, she often takes a very black and white view of issues. Upper level leadership values Kelly's latest research on the therapeutic division's services. Kelly is very motivated and driven and expects the same from her staff.</p> <p>Manager 2: Linda has a strong background in social science research and evaluation. She manages staff that work on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in evaluation of family services. Linda is very capable and can sometimes take on too much.</p> <p>The managers are sensing that staff are becoming overworked as everyone takes on increased responsibilities due to high staff turnover. Staff have also mentioned that Laura's "glass half-empty" conversation style leaves them feeling dejected. In addition, Laura has not shared budgets with her managers, so they are having difficulty appropriately allocating work to staff. Laura said she has not received sufficient information from the finance department to complete the budgets. The finance department said they have sent her all the information they have available.</p> <p>As staff become distressed, the managers are becoming frustrated. They feel like they are unable to advocate for their staff or solve problems without key information like the departmental budget.</p> <p>1) How can Laura most effectively use both management and leadership skills in her role as associate director?</p> <p>2) What combination of the two do you think would work best in this setting?</p> <p>3) What advice would you give Laura on improving her leadership skills and to the managers on improving their management skills?</p>		
	OR		
b.	<p>Robert J. Eaton has distinguished himself as the president of General Motors Europe. He then was recruited to succeed Lee A. Iacocca as chief executive of Chrysler Corp. At the outset, Eaton was confident he would be successful. "I have strong background in product and manufacturing, and at least enough marketing and finance to run a successful business," he said. Within days of being appointed as the new chief executive, Eaton dispelled rumors that his lowkey demeanor was a sign of indecisiveness or wimpiness. At the outset, Eaton informed key staffers at Chrysler that he believed in participatory management, not consensus management. The message was that Eaton would be calling the shots. Chrysler's president, Robert A. Lutz, said in 1995 that Eaton was strong, effective leader who knew when using an authoritarian style was more appropriate than encouraging participation.</p> <p>A former colleague said that Eaton laid broad objectives, but he gave group members the freedom to choose how to achieve the objectives. Eaton's preference for the team-leader management style had helped him attract and keep a high-caliber staff in Europe. He knew how to pump-up profits in an automotive company that was already making a comeback.</p> <p>Eaton faced a serious challenge in the spring of 1995 when investor Kirk Kerkorian teamed with Lee Iacocca in an attempt to buy a controlling interest in Chrysler. The deal would have been close to a 23-billion-dollar takeover. Included in Kerkorian's takeover strategy was a plan to finance part of the takeover with a 7.5-billion-dollar cash reserve that Chrysler had on hand. When Kerkorian first announced his intentions, Eaton attempted to placate him by raising Chrysler's dividend. He also agreed to start a one-billion-dollar stock-buy-back program designed to increase the price of Chrysler shares. However, he decided to fight the takeover. One of his arguments for opposing the bid was that Chrysler needed a huge reserve to cope with the uncertainties in the automobile business.</p> <p>1) Bring out all the leadership roles you have noticed in the case.</p> <p>2) Give conclusion for the case based on your Perception.</p>	5	BL5



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Internal – I Assessment Test
February 2022

Programme:	MBA	Date:	11-02-2022
Subject Code/Course Code:	MBA2020-309	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Materials Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:					
Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels					

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	List out the objectives of Materials Management.	3	BL2
2	Define Systems approach to Materials Management.	3	BL1
3	Define Forecasting.	3	BL1
4	Define Zero Budgeting technique.	3	BL1
5	Explain materials cycle in Materials planning.	3	BL2

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	Elucidate all the steps in materials functions.	5	BL4
	OR		
b.	“Materials management is an interlinked function in the organization.” Justify the statement.		BL5
7. a	List out and explain the forecasting techniques for Materials Management.	5	BL2
	OR		
b.	Write an essay on Materials requirement planning.		BL2

SECTION –C(CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	<p>Mr. Ashok a fresh graduate from Haryana joined as management trainee at Global Manufacturing Pvt.t Ltd. He was initially posted as assistant management in materials department and reports to Mr.Kautilya. Mr.Kautilya has 25 years of experience in logistics and materials management. As part of his training Mr. Ashok was given a task to prepare procurement plan using any of materials forecasting/planning techniques and procure the material for one year. Mr. Ashok has gone through the previous year's consumption pattern of the materials. During last year due to shortage of products in the market, global manufacturing was able to make 50% more sales than their regular sales. From the records Mr. Ashok found that company was able make sales of 35,000 units of their product. Carrying cost per unit is recorded as Rs.35 and carrying cost is</p>	5	BL2
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	<p>10% of the ordering cost. With this information Mr. Ashok gave the following requirements for procurement of materials and has done so.</p> <p>Total Number of Units to procure – 35,000</p> <p>Total number of orders to be placed – 42</p> <p>Minimum Orders to be places – 3/month (atleast)</p> <p>With the above details Mr. Ashok placed the order for procurement of materials. By the end of the year Global Manufacturing Pvt. Ltd. ended up in locking of its investment in the materials and Mr. Ashok was asked to give proper explanation for it.</p> <p>1) Which inventory control method did Mr. Ashok used to make the procurement planning for materials? Explain the process with detailed calculations.</p>		
	OR		
b.	<p>What are the limitations of the inventory control technique used by Mr. Ashok resulted in locking up the investment in inventory. If you are in the position of Mr. Ashok which method will you adopt for materials forecasting?</p>	5	BL2



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MBA II Year III Semester
Internal – I Assessment Test
February 2022

Programme:	MBA	Date:	12-02-2022
Subject Code/Course Code:	MBA2020-308	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Marketing Communication & Distribution Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	Discuss the process of IMC in detail.	3	BL2
2	What are the five components of IMC?	3	BL2
3	What are the objectives of advertising in IMC?	3	BL2
4	What are the different advantages of Personal selling in IMC?	3	BL2
5	What is the role of evaluation and motivation to maintain the sales force effort?	3	BL3

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	“AIDA approach in IMC decision making process” Explain.		BL2
	OR	5	
b.	Discuss various appropriation methods of used for an advertising budget.		BL2
7. a.	What is the role of personal selling in IMC programme?		BL3
	OR	5	
b.	Write down Personal selling process and explain its different approaches.		BL2

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	<p>The IMC tools used by Coca-Cola Company are ads, public relations, direct marketing, sponsorship and sales promotion. The perfect mix of this of different tools and implementation it in life is one of the main secrets of the company success.</p> <p>1) How did Coca-Cola use IMC techniques to deal with consumer demand for more choices of beverages.</p>		BL5
	OR	5	

b.	<p>Microsoft has been continuously taking up several Artificial Intelligence (AI) projects and has placed AI high up in its product portfolio. To promote its AI offerings, Microsoft teamed up with Carlsberg to use AI to speed up the process of brewing new flavors of the beer</p> <p>1) How did Microsoft use IMC approach to market their project.</p>	5	BL5
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MBA II Year III Semester Internal – I Assessment Test February 2022

Programme:	MBA	Date:	10-02-2022
Subject Code/Course Code:	MBA 2020-305	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Organisation Development	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	Question	Marks	BTL
1	State two definitions of OD.	3	BL1
2	Write short note on history of OD.	3	BL2
3	Enlist the characteristics of OD.	3	BL1
4	Examine the relevance of Participation and Empowerment in OD.	3	BL4
5	Recall the importance of Teams in OD.	3	BL2

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	Elaborate on the processes, Survey Feedback and Action Research in OD.	5	BL2
	OR		
b.	Discuss Values, Assumptions and Beliefs in OD.		BL2
7. a.	Elucidate Linking Pin Model & Kurt Lewin's theories of Planned Change.	5	BL2
	OR		
b.	Discuss Systems theory and Parallel Learning structures.		BL2

SECTION –C (CASE STUDY)

Compulsory Question - (Unit-1 / Unit-2)

(1 QX 5 Marks= 5 Marks)

8 a.	<p>In the years since it was founded in 1973, the Sacramento Natural Foods Co-op has blossomed into a \$15 million business. With 7,000 member-owners, it is the second-largest single-store grocery cooperative in the nation in terms of sales and volume. However, when a vocal minority of its democratic membership quashed plans to expand to a second store, the business was at a crossroads.</p> <p>“There was no way to move forward until we could build consensus around a plan for the future of this organization,” said Paul Cultrera, general manager.</p> <p>“Things were so bad,” said then board of directors member Peter Keat, “that we literally felt paralyzed as an organization.”</p> <p>With tensions running high, Cultrera interviewed <u>Eric Douglas</u> of Leading Resources Inc. (LRI). Cultrera was impressed by Douglas’ track record for managing change and gaining consensus within large organizations. “I was looking for someone with really good communication skills,” Cultrera said. “Someone skilled at working with diverse constituencies.”</p> <p>D2K: Establishing Trust as a Foundation for Long-term Growth...</p> <p>1) Write the summary of what is understood by you in the Case.</p>	5	BL4
OR			
b.	<p>Using input from the focus groups, LRI drafted a survey with 50 questions about values and visions and distributed it to all 7,000 Co-op member-owners. LRI’s analysis of the 1,645 returned surveys confirmed that pricing was most important to members. Member-owners were evenly divided on the question of whether to expand to additional locations. A third issue that came into focus from the survey was the 5% member-owner discount: Owners did not want to give it up, even if it meant they paid higher prices in the store.</p> <p>Stage 3: Moving Beyond Conflict to Strategy</p> <p>With the survey data in hand, a group of 25 people – comprised of 15 member-owners, seven members of the Board of Directors and three members of management – began working together as the D2K Planning Team under the guidance of LRI consultants.</p> <p>Within a few weeks, the team had defined the <u>purpose</u> and values – what Douglas calls the “strategic foundation.” The team then faced the question of vision – and the deep conflict over whether or not the Co-op should expand to a second store.</p> <p>As a first step, Douglas broke the drafting committee into two teams to generate deeper discussion. The resulting dialogue between the teams ultimately led to a draft vision that called for the Co-op to extend its services “to as many people as possible in the communities we serve.”</p> <p>“This vision was based on a philosophy of inclusion,” said Keat who was a Planning Team member. “The Co-op offers something very special in the quality of its products, its support for local farmers, and its reliance on cooperative economic principles. Our vision was to share that.”</p> <p>“We tested this vision again and again within the Planning Team,” Douglas said. As they grew more comfortable, team members used a combination of brainstorming exercises, management input and survey feedback to develop seven key goals to achieve the vision. LRI consultants carefully translated their decisions into a draft strategic plan</p> <p>1) If you find a problem in the case, Suggest the measures to resolve the problems.</p>		BL5



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Internal – I Assessment Test
February 2022

Programme:	MBA	Date:	11-02-2022
Subject Code/Course Code:	MBA2020-307	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Product & Brand Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:					
Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels					

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	Define and explain various Product levels.	3	BL1
2	Write detailed note on the Product mix.	3	BL2
3	Comment on a Product Strategy of any one company from FMCG sector.	3	BL4
4	Draw and explain the “Ansoff Matrix”.	3	BL2
5	What are the characteristics of ‘STAR’ in BCG Matrix of Portfolio Analysis?	3	BL2

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	What do you understand by line filling and line pruning decisions with reference to products?	5	BL2
	OR		
b.	List and Explain the Product management functions.		BL2
7. a.	Describe the different diversification strategies.	5	BL2
	OR		
b.	Analyze the G.E. model with suitable examples.		BL4

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	<p>A Food company wants to develop a new Soup to enter the healthy soup market. The new soup will consist of vegetables proteins and fiber and will be positioned as a complete meal. The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the committee and chairman of the company wants that launch be successful. You have been asked to think about the brand name, its positioning in the market and other things about its successful Launch.</p> <p>1) You have been assigned the task of launching new soup in the market.</p>	5	BL5
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	Identify the elements of Launch mix. 2) Suggest how would you position your product in the market.		
	OR		
b.	<p>Praveen Kumar is graduated from IIM Bangalore invested a small amount of capital to start manufacturing and selling a new detergent under the Brand name “SHINE” hailing from a middle-class family himself, Praveen Kumar decided to price his detergent much lower than other detergents available in the market at that time, his pricing strategy paid rich dividends and “SHINE” became instant success. Using his new acquired financial strength, Praveen Kumar developed a premium quality Bathing soap with a unique colour and perfume combination. Although the manufacturing cost of this soap was high, Praveen Kumar priced it substantially lower to comparable products in the market by maintaining low profit margin.</p> <p>1) Suggest an appropriate marketing plan to Praveen Kumar. 2) Do you feel Praveen Kumar has committed a pricing mistake this time? Give reasons for your answer.</p>	5	BL6



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MBA II Year III Semester
Internal – I Assessment Test
February 2022

Programme:	MBA	Date:	12-02-2022
Subject Code/Course Code:	MBA2020-307	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Total Quality Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Bloom's Level:					
Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6
Note: Give the level of question as per the Bloom's Taxonomy levels					

SECTION –A

Answer all questions (5Q x 3 marks = 15 marks)

Q.NO	QUESTIONS	Marks	BTL
1	Discuss quality dimensions of product and service.	3	BL2
2	Compare and Contrast Conventional quality Management with TQM.	3	BL4
3	Depict EFQM model and give its purpose.	3	BL2
4	Explain 5 S.	3	BL2
5	Analyze the quality improvement tool- Kaizen.	3	BL5

SECTION –B

Answer all questions (2 QX 5 Marks= 10 Marks)

6. a.	Explain the evolution of TQM.	5	BL2
	OR		
b.	Discuss any two quality gurus contribution to quality.		BL2
7. a.	Discuss any 4 Measurement Tools.	5	BL2
	OR		
b.	Discuss any two control tools.		BL2

SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)

8. a.	<p>Healthcare provider AtlantiCare, New Jersey-based firm has proven the merit of TQM is. Managing 5,000 employees at 25 locations, AtlantiCare is a serious business that's boasted a respectable turnaround for nearly two decades. Yet in order to increase that margin further still, managers wanted to implement improvements across the board. Because patient satisfaction is the single-most important aspect of the healthcare industry, engaging in a renewed campaign of TQM proved a natural fit. The firm chose to adopt a 'plan-do-check-act' cycle, revealing gaps in staff communication – which subsequently meant longer patient waiting times and more complaints. To tackle this, managers explored a sideways method of internal communications. Instead of information trickling down from top-to-</p>	5	BL5
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bottom, all of the company's employees were given freedom to provide vital feedback at each and every level.

1. From the above case let analyze the benefits derived with the implementation of TQM in the firm.
2. How do you analyze gaps in quality? Discuss.

OR

Exhibit I Phases of a circle's life

Phase	Activity	Destructive forces
Start-up	Publicize Obtain funds and volunteers Train	Low volunteer rate Inadequate funding Inability to learn group-process and problem-solving skills
Initial problem solving	Identify and solve problems	Disagreement on problems Lack of knowledge of operations
Approval of initial suggestions	Present and have initial suggestions accepted	Resistance by staff groups and middle management Poor presentation and suggestions because of limited knowledge
Implementation	Relevant groups act on suggestions	Prohibitive costs Resistance by groups that must implement
Expansion of problem solving	Form new groups Old groups continue	Member-nonmember conflict Raised aspirations Lack of problems Expense of parallel organization Savings not realized Rewards wanted
Decline	Fewer groups meet	Cynicism about program Burnout

- 1) What are quality circles?
- 2) From the exhibit below analyse which stages of quality circles do you find resistance from staff, groups and middle management will be there to accept/approve / implement the ideas? Give reasons.
