MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 21-04-2022
Subject Code/Course Code:	MBA2020-302	Duration: 1Hr 30 Mins.
Subject Name/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

SECTION –A

Answer all questions   **(3Q x 10 marks = 30 marks)**

1 a. In a class of 30 students, ten students each were randomly assigned to three different methods of memorizing word lists. In the first method, the student was instructed to repeat the word silently when it was presented. In the second method, the student was instructed to spell the word backward and visualize the backward word and to pronounce it silently. The third method required the student to associate each word with a strong memory. Each student saw the same 10 words flashed on a computer screen for five seconds each. The list was repeated in random order until each word has been presented a total of five times. A week later, students asked to write down as many of the words as they could recall. For each of the three groups, the number of correctly-recalled words are shown in the following table:

Method1	Method2	Method3
1	4	7
2	4	4
0	0	9
0	6	8
4	6	6
3	6	9
1	6	6
0	6	4
3	4	5
3	4	6

Calculate the following:
i. Descriptive Statistics (Mean, Standard Deviation)
ii. Test the internal consistency of the data using Reliability Analysis (Cronbach's Alpha)

OR

b. An ad campaigning firm showing interest in conducting a survey-based research study by developing a scale to measure the public opinions on the integrity of celebrities to select a suitable celebrity for a product promotion. From the research review of the literature, the researchers identified 14 qualities representing integrity of the select celebrities. A questionnaire is well-designed with five-point Likert scale to collect the primary data from the target respondents. After going through the sampling procedure, the sample size is determined as '25' and their responses were mentioned in the below dataset. The variables considered to measure the integrity of the select celebrities are listed below:
Attractive, classy, beautiful, elegant, sexy, dependable, honest, reliable, trustworthy, sincere, skilled, expert, experienced, knowledgeable, qualified
Test the Internal Consistency of the given scale using Cronbach's Alpha and measure the

10   BL5

sampling adequacy using KMO-Bartlett's Test of Sphericity with a step-by-step procedure and write down the values of SPSS output.

Id	attractive	classy	beautiful	elegant	sexy	dependable	honest	reliable	trustworthy	sincere	expert	experienced	knowledgeable	qualified
1	4	4	5	5	5	5	4	4	3	4	4	3	2	2
2	5	5	5	5	5	3	4	3	3	3	3	3	5	3
3	5	3	5	4	5	3	3	3	3	3	3	3	3	3
4	4	5	4	5	4	4	4	4	4	4	4	2	4	3
5	5	5	5	5	4	3	2	2	2	2	4	4	4	5
6	5	5	5	5	5	2	2	2	2	2	2	2	4	2
7	5	2	4	4	5	1	2	1	1	1	4	1	4	4
8	5	5	5	5	5	4	4	4	4	4	4	3	3	3
9	5	4	5	4	5	3	3	3	3	3	2	2	2	2
10	5	5	5	5	5	5	5	4	2	2	4	3	5	4
11	5	3	5	4	5	3	3	3	3	3	3	3	3	3
12	5	5	5	3	5	3	3	3	3	3	4	4	3	3
13	5	4	5	4	4	2	2	2	2	3	4	4	3	3
14	5	5	5	5	5	4	4	4	4	4	4	3	3	3
15	5	4	4	4	3	3	2	1	1	3	3	1	2	3
16	4	4	4	5	4	4	4	4	4	4	4	4	4	4
17	4	3	4	4	3	5	4	3	4	5	4	3	3	5
18	4	4	3	2	1	5	5	5	5	5	4	4	4	4
19	4	4	4	4	3	4	4	4	4	4	3	3	3	4
20	4	4	4	5	5	4	4	4	4	4	4	4	3	3
21	4	4	4	3	4	2	2	2	2	2	3	3	3	3
22	5	5	5	5	3	5	5	5	5	5	5	3	5	5
23	5	5	5	5	4	4	3	3	3	3	4	3	4	4
24	5	4	5	4	4	3	3	3	3	3	4	3	3	4
25	5	5	5	5	5	3	3	3	3	3	4	4	5	4

2.a.	Suppose that you have collected questionnaire responses to five questions concerning dormitory conditions from 10 college freshmen. The questionnaire assesses the students' level of satisfaction with *noise, furniture, study area, safety,* and *privacy*. Assume that you have also assessed the students' family income level and you would like to test the hypothesis that satisfaction with the college living environment is related to wealth (family income). *(Apply Correlation Analysis)*

The questionnaire contains five questions about satisfaction with the various aspects of the dormitory *noise, furniture, space, study, safety,* and *privacy*. These are answered on a 5-point Likert type scale (very dissatisfied to very satisfied), which are coded as 1 to 5. The data sheet for this study is shown below:

Student	Income	Noise	Furniture	Study Area	Safety	Privacy
1	39	5	5	4	5	5
2	59	3	3	5	5	4
3	75	2	1	2	2	2
4	45	5	3	4	4	5
5	95	1	2	2	1	2
6	115	1	1	1	1	1
7	67	3	2	4	3	3
8	48	4	4	5	4	4
9	140	2	2	1	1	1
10	55	3	4	5	4	4

OR

b. Suppose that you have collected questionnaire responses to five questions concerning dormitory conditions from 10 college freshmen. The questionnaire assesses the students' level of satisfaction with *noise, furniture, study area, safety,* and *privacy*. The questionnaire contains five questions about satisfaction with the various aspects of the dormitory *noise, furniture, space, study, safety,* and *privacy*. These are answered on a 5-point Likert type scale (very dissatisfied to very satisfied), which are coded as 1 to 5. The data sheet for this study is shown below:

10   BL5

Student	Income	Noise	Furniture	Study Area	Safety	Privacy
1	39	5	5	4	5	5
2	59	3	3	5	5	4
3	75	2	1	2	2	2
4	45	5	3	4	4	5
5	95	1	2	2	1	2
6	115	1	1	1	1	1
7	67	3	2	4	3	3
8	48	4	4	5	4	4
9	140	2	2	1	1	1
10	55	3	4	5	4	4

Assume that you have also assessed the students' family income level and you would like **to test:**

1. Whether the college living environment is positively related to its furniture
2. Whether the college living environment is positively related to its study area

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3. a. Assume that you studied the effects of parental involvement (independent variable) on students' grades (dependent variable). Half of the students in a third-grade class were randomly assigned to the parental involvement group. The teacher contacted the parents of these children throughout the year and told them about the educational objectives of the class. Further, the teacher gave the parents specific methods for encouraging their children's educational activities. The other half of the students in the class were assigned to the no-parental involvement group. The scores on the first test were tabulated for all of the children, and these are presented below:

Student	Parental_Involvement	Test_Scores
1	1	78.6
2	1	64.9
3	1	100.0
4	1	83.7
5	1	94.0
6	1	78.2
7	1	76.9
8	1	82.0
9	0	81.0
10	0	69.5
11	0	73.8
12	0	66.7
13	0	54.8
14	0	69.3
15	0	73.5
16	0	79.4

Test whether the parental involvement has a significant effect on grades by applying independent samples t-test and write step-by-step procedure and interpret the results.

OR

b. A researcher was interested in knowing whether the performance of firms belonging to the automobile sector is independent of the location of the firm. She developed a measure of performance on a nominal scale from 1 to 3. (Representing 1-loss, 2-breakeven and 3-profit). The location of the firm was put in one of the two categories from 1 to 3. (Representing 1-low and middle-income countries and 2 representing high-income countries). The data on these variables, collected for 45 corporations for a particular year is presented in the below table:

10 BL5

Firm	Location	Perf*	Firm	Location	Perf*	Firm	Location	Perf*
1	1	1	16	1	3	31	2	2
2	1	1	17	1	3	32	2	2
3	1	1	18	1	3	33	2	2
4	1	1	19	1	3	34	2	2
5	1	1	20	1	3	35	2	2
6	1	1	21	1	3	36	2	2
7	1	2	22	1	3	37	2	3
8	1	2	23	1	3	38	2	3
9	1	2	24	2	1	39	2	3
10	1	2	25	2	1	40	2	3
11	1	2	26	2	1	41	2	3
12	1	3	27	2	1	42	2	3
13	1	3	28	2	1	43	2	3
14	1	3	29	2	2	44	2	3
15	1	3	30	2	2	45	2	3

b.

Perf – Performance of the Firm

Test the significant difference in the performance of the firms located at different places.
(Apply Chi-Square Test)

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MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 19-04-2022
Subject Code/Course Code:	MBA2020-304	Duration: 1Hr 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 factoring?	3	BL1
2	Who are the parties involved in Bill Discounting?	3	BL1
3	Identify the factors determining Venture Capital Investments.	3	BL3
4	Explain about Credit Rating.	3	BL2
5	Differentiate between Secured and Unsecured debt.	3	BL4

	SECTION –B		
	Answer all questions	**(3Q x 5 Marks= 15 Marks)**	

Q.NO	QUESTIONS	Marks	BTL
6 a.	Discuss Kalyan Sundaram Committee recommendations for Factoring.	5	BL6
	OR		
b.	Differentiate between Factoring and Forfaiting.		BL4

7 a.	Contrary to popular perception, venture capital plays only a minor role in funding basic innovation. Venture capitalist invested more than $10 Million in 1997, but only 6% or 600 million were to startups. Moreover, we estimate that less than $ 1 billion of the total venture capital pool went to R & D. The majority of that capital went to follow on funding for projects originally developed through the far greater expenditure of Government.
	    (a) Analyze the role of venture capital in commercializing its innovation.
	    (b) Who are the different investors in venture capital funds?
		5	BL5
			
			BL5

	OR		
b.	Critically analyze the venture capital financing scenario in India.		BL5
8 a.	Discuss the advantages and disadvantages of securitization of debt.	5	BL6
	OR		
b.	Explain the role of securitization of debt in the Indian financial system.		BL5

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MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 18-04-2022
Subject Code/Course Code:	MBA 2020-301	Duration: 1Hr 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 Foreign Direct Investment without alliances?	3	BL1
2	What are the decision factors for global entry strategies?	3	BL2
3	What are the objectives of Export Promotions?	3	BL1
4	What is IBEF?	3	BL2
5	Does culture affect communication? Explain	3	BL4

SECTION –B

Answer all questions (Mandatory case from any of the Questions- 6a/8a)   **(3Q x 5 Marks= 15 Marks)**

6.a b.	Over the years, Disney has expanded in business diversifying in many innovative ventures and has successfully acquired many firms across the world. Explain the above paragraph with context to strategic alliance. **OR** What according to you is a better way of entry into global market? Describe in detail.	5	BL3
7 a. b.	Why Foreign policy is important? What should India do to increase its exports? **OR** What is Foreign Trade Policy 2015-2020?	5	BL3 BL1
8 a b.	At Disney people followed tight schedules and processes even while they had to make creative decisions. In contrast, Pixar was an organic organization. At Pixar, there were huts instead of cubicles and employees mostly dressed in Hawaiian shirts. There was freedom of communication across hierarchies/levels. Even more Pixar was free from hierarchies and rigid organizational structure. What is the above paragraph laying emphasis on? Explain in detail. **OR** What is Global recruitment, selection, Performance Appraisal, Training and Development?	5	BL5 BL1

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MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 18-04-2022
Subject Code/Course Code:	MBA2020-303	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Investment Analysis and 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 Price- Earning (P/E) Multiplier Approach.	3	BL2
2	An Investor holds shares of TVS the price at the end of the year is 350/- and expected dividend is Rs.7 with cost of capital is 15% calculate the price of the share.	3	BL3
3	Write a note on APT model.	3	BL2
4	List out the assumptions of CAPM model.	3	BL2
5	Explain the concept of Portfolio Return.	3	BL2

SECTION –B

Answer all questions   **(3Q x 5 Marks= 15 Marks)**

6 a.	Explain the features of Common stock. **OR**	5	BL3
b.	The Visual computer corporation has been experiencing an above normal growth rate of 25% for the past 5 yrs. The above normal growth rate is expected to continue for another 5 years before it levels off at a rate of 7% forever. The last dividend paid by the company is Re. 1 1. Determine the current value of the stock if its rate of Return is 20%.		
7. a	Explain in detail Harry Markowitz Theory of Portfolio. **OR**	5	BL4
b.	Assume yourself as portfolio manager and with the help of the following details find out the Securities that are Overpriced and Under-priced in terms of the CAPM. Given Rf=8%; Rm=15% and Expected Returns and Betas are as follows.		

Stock	Expected Returns	Beta

JIO	14%	0.75	
TATA	16%	1.2	
Aditya Birla	12%	1.6	
Samsung	20%	1.5	
LG	10%	0.8	

8 a. The following three portfolios provide the particulars given below

Portfolio	RP	Std DEV	Correlation
A	18	27	0.8
B	14	18	0.6
C	15	8	0.9
Market	13	12	-
T Bills	9	-	-

Rank three portfolios using Sharpe and Treynor's Method.

OR

5 BL5

b. Mr. Amit Varde from Pune Head of manufacturing and trading and supplies chemicals for printing industry and he is accompanied by his parents, his wife Mrs. Aparna who is also a business women and son Atharva Varde. Mrs Aparna Varde is into Industrial Cleaning Chemicals. Both Husband and wife started investing in mutual funds from 2002 and was very much motivated but in 2008 the market slumped down and both were unhappy and felt the need for financial advisor for financial review and planning. Mr.Amit Vivankar the financial advisor , helped them a lot and made them understand the importance of short term and long term planning and investing at the right time .

From the above case study answer the following questions.

1) Is Financial planning very important for an individual?
2) What do you understand by short term and long-term planning?
3) Role of financial advisor is very important for investing in mutual funds.
4) Investing at the right time and right avenue fetches profit. Do you agree?
5) Who is the real motivator for Mr.Varde .

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MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 20-04-2022
Subject Code/Course Code:	MBA 2020-306	Duration: 1Hr 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	What is Leadership Succession?	3	BL1
2	Does glass ceiling exist in organizations?	3	BL2
3	Explain briefly Organizational change.	3	BL1
4	Elucidate Kurt Lewin change model.	3	BL1
5	Write about Leavitt Change Model.	3	BL1

SECTION –B

Answer all questions   **(Mandatory case from any of the Questions-6a/7a)**   **(3Q x 5 Marks= 15 Marks)**

6. a	Chanda Kocchar was born at Jodhpur, a town in western India in 1961. She was raised by her single mother. Though she had to face tough situations, Chanda learnt to adjust to difficult times and has imbibed the values like integrity and perfection. She finished her graduation in Arts from Jai Hind College, Mumbai in 1982. Later she studied cost accountancy and has won many laurels in her management studies as well.
	In 1984, she joined ICICI as a management trainee and has risen to General Manager in 1998.She has led ICICI bank to great heights within few years of the bank entering the retail business in the year 2000. Soon she became the executive director heading the retail business in the year 2000. In 2009, she became the Deputy Managing Director and CEO of ICICI bank.
	When in 2008, all banks had to go to recession, Chanda with her high risk taking ability could lead the bank to great heights.
	Dhoot invested INR 640 Million in NuPower Renewables which is the company started by Chanda's husband immediately after he was sanctioned a loan by ICICI bank of INR 3 billion to Videocon International Electronics Ltd and INR 7.5 Billion to Videocon Industries.
	In 2016.
	Arvind Gupta, ICICI shareholder and activist made an allegation on Chanda's involvement in sanctioning the loan to Videocon and getting favours in return. In 2018, CBI started the probe and it was also alleged that Chanda Kochhar had misused her official position in granting loans to the accused Videocon group of

	companies and received illegal gratification, through her husband Deepak Kochhar's company
	    1. What are the leadership traits exhibited by Chanda Kochhar?
	    2. Why do you think she has approved the loan to Videocon going against the loan processing policy of ICICI? Why do you think she has violated her values/beliefs?
	OR
			5	BL5

b	Explain various Leadership initiatives taken for improving Organizational Diversity.			BL3

7. a	Sreenath is the main potragonist of the case who has completed his UG and PG education in Newyork. He immediately got placed in Sentinal Services and has worked for organization for more than 8 years. He recently is promoted to Head of the division and is transferred to India. This change was really a welcome addition as he and his wife wanted their child to be raised in India with cultural values.
	As soon as he was appointed as Head of the Indian division, he noticed that Indian division is really small of 60 employees and he had decided to agressively expand the company.
	For this, he created a four point agenda plan
	The agenda included changes in four areas
	1. To bring in government business.
	2. To move vice presidents from Mumbai and Chennai to Delhi
	3. To appoint a new Marketing Head.
	4. To revive the pay structure focusing on the variable component.
	As soon as he presented his agenda, he had faced opposition from all the staff members.
	    1. Do you think Sreenath's approach to bring out the change in the organization is correct? Justify.
	    2. What approach should Mr. Sreenath have used in bringing about the change in the organization?
	OR
			5	BL5

b	What is Change and explain the various types of changes.			
8 a	How a foreign element can bring about change in an entire organization. Explain using Virginia Satir Model. **OR**		5	BL5
b	Explain the Edward de Bono Six thinking hats with a suitable example.			

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MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 21-04-2022
Subject Code/Course Code:	MBA2020-308	Duration: 1Hr 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	Define Sales promotion.	3	BL1
2	What is the role of direct marketing in IMC?	3	BL2
3	What are the objectives of SCM?	3	BL2
4	Explain the process of selection of channels in SCM.	3	BL5
5	Define the concept of retail selling.	3	BL2

SECTION –B

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

6. a.	Explain different consumers sales promotion tools. **OR**	5	BL3
b.	Explain the difference between consumer and trade sales promotion tools with example.		BL4
7. a.	What are the role and functions of channels of distribution? **OR**	5	BL2
b.	How are the decision regarding channel designs are taken?		BL4
8. a.	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. Coca -cola has launched its fair share of product line extensions. If you look on any grocery shelf, you will notice a few different flavors and styles of Coca-Cola life, Coca-Cola zero sugar, Coca-Cola vanilla and so on. 1. How did Coca-Cola use IMC techniques to deal with consumer demand for more choices of different flavors? **OR**	5	BL6
b.	The Asian Paint industry of India is expected to witness a phenomenal rise considering India's latest per capita consumption (of around 4 kg) as compared to that of the world (15 kg). This data provides a vast scope for the paint industry to		

grow in India.

Especially in the case of India, most of the raw materials are imported from other countries. 25% of raw material is facing a shortage of supply. 50% is Petro-based products, where there is a high volatility in prices. With the Govt. imposing import bans and promoting self-reliant mission, the supply is expected to come from within the country in the coming years.

70% paint industry is dominated by the organized sector which includes 4 companies (Asian paints, Berger paints, Kansai Nerolac and Akzo Nobel). Limewash was used as an alternative to paints. With almost similar products offered by 4 different companies, it becomes price-sensitive, and customer enjoy high bargaining power. The industry segment is governed by technological developments, that limits the entry of unorganized player.

1. Analyze the Challenges faced by Asian Paints now and how to overcome them?

MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 20-04-2022
Subject Code/Course Code:	MBA2020-309	Duration: 1Hr 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	Write the key elements to be considered while selecting the suppliers.	3	BL2
2	What do you understand by vendor Development?	3	BL2
3	Define Inspection.	3	BL2
4	What is sampling?	3	BL2
5	What is letter of credit?	3	BL2

SECTION –B

Answer all questions		**(3Q x 5 Marks= 15 Marks)**	
6 a.	List out the steps in purchasing process	5	BL2
	OR		
b.	What is Supplier Quality assurance program? Analyze the activities initiated under this program.		BL4
7. a.	Explain the concept of value Steam Mapping with a suitable example	5	BL4
	OR		
b.	Elucidate on various types of sampling plans.		BL4
8 a.	Pashu Khadya Company Limited (PKCL) is engaged in the business of animal feed manufacturing and imports its main raw material, rice bran, from Uttar Pradesh to four factories in Maharashtra. Different modes available from U.P. to the four destinations are road transport, rail (wagon load) and rail (rake load). Within rake load, single point and two-point booking options are available. Warehousing spaces at the destinations is a bottleneck. Keeping in view the costs and service considerations of different modes, propose a transportation plan that will provide timely and efficient delivery of raw material. 1. List out and define the various costs that are to be analyzed in this case. 2. Which mode of transportation will be economical for PKCL based on the case details and why?	5	BL5
	OR		BL5
b.	Menon was assigned the task of preparing the operating plan for the next eight		

weeks for the product P0110, which was a regular order. P0110 was an assembly of two P0X units and two P0Y units. Each P0X unit required four P1X1 units and three P1X2 units. The final product had a unit price of Rs200. When Menon checked the store inventory, she found 240 P0110 units already in stock. The requirement for the first week was just 400 units, which was easily manageable based on current stock. However, the basic problem Menon faced was not deciding how much to produce to be able to meet the requirements, but deciding how to produce economically, taking into account the forecasted demand of the product. Menon knew that in order to decide, she would have to depend on some techniques and systems that she had learned as a business student.

1. How Menon can produce the product economically?
2. Based on the data what are the methods engaged to calculate the economical feasibility of producing the final product

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MBA II Year III Semester
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April 2022

Programme:	MBA	Date: 19-04-2022
Subject Code/Course Code:	MBA 2020-305	Duration: 1Hr 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

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SECTION –A

Answer all questions   **(5Q x 3 marks = 15 marks)**
</div>

Q.NO	QUESTIONS	Marks	BTL
1	What do you understand by 'Third Party Interventions'?	3	BL2
2	Write a note on 'Force Field Analysis.	3	BL1
3	State the importance of 'Quality Circles'.	3	BL3
4	Enlist the optimal conditions for the success of OD.	3	BL1
5	Enumerate the issues in the consultant and client relationship.	3	BL1

<div align="center">

SECTION –B

Answer all questions   **(3Q x 5 Marks= 15 Marks)**
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6. a	Explain the Team Interventions- RAT, RNT & Responsibility Charting.	5	BL3
	OR		
b	Examine Organization Confrontation and Intergroup Interventions.		BL4
7. a	Analyze the Techno-Structural Interventions- Restructuring, Downsizing and Reengineering.	5	BL4
	OR		
b	Write a detailed note on: i. Organizational Transformation ii. Self-Designing Organizations		BL1
8 a	After completing her education from a leading management institution in India, Preeti could have joined any prominent organization in a managerial role. However, she joined the family business following her childhood dream of taking the business to new heights. Her dream, though, faced a harsh reality check within the first few months itself. Preeti increasingly felt that the firm was not the vibrant and entrepreneurial organization her grandfather had built, and she wondered if the differing styles of the management team had something to do with the current state of affairs. Preeti had informed the management team about the order she has got but only to invite discouragement from her uncles. Frustrated by the overall apathetic response Preeti decided to come up with an alternate plan in the next meeting. 1. What efforts did Preeti make to solve her problem and what was her final decision?	5	BL4

	OR		
b	It takes a team to run a company and a big man to know that he needs one". This probably is the best way to put forth the story of America's second largest company, Yum! Brands (Yum!) ,Which is marching forward with gusto under its captain David Novak's command. While the companies name adorns a high streets and highways of the world it couldn't be more ironical that very few of its customers have actually ever heard of it. But if they know Pizza Hut, Taco Bell and KFC then they pretty much know Yum!. The Parent company of these fast food restaurants. Seeing the tremendous growth opportunity in the global quick service restaurant industry, especially in the emerging economies Yum! Was prompt in its decision of foraying into international markets. 1. What did Yum! Do to fulfill its ambitious dream? What were those 3 growth strategies and how did they help Yum?		

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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 – II Assessment Test
April 2022

Programme:	MBA	Date: 20-04-2022
Subject Code/Course Code:	MBA 2020-307	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Product and 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	Distinguish between Product and Brand.	3	BL2
2	Write detailed note on Perceptual Mapping.	3	BL2
3	Why brand extension is needed by a company.	3	BL3
4	What do you understand by Brand Equity?	3	BL3
5	Explain the Importance of Pre-testing.	3	BL2

SECTION –B
Answer all questions (3Q x 5 Marks= 15 Marks)

6. a.	"People have more faith in brands rather than products". Critically analyse the statement with role and importance of branding.	5	BL3
b.	**OR** List down and explain various types of brand with example.		BL3
7. a.	Explain the various brand positioning strategies.	5	BL3
b.	**OR** What are the important brands building strategies? Discuss.		BL4
8. a.	Patanjali Ayurved Limited is an Indian FMCG company. Manufacturing units and headquarters are located in the industrial area of Haridwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It has also manufacturing units in Nepal under the trademark Nepal Gram Udhyog and imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company in India. It is valued at Rs. 3,000 crore (US$450 million) and some predict revenues of Rs. 5,000 crore (US$740 million) for the fiscal 2015-16 Patanjali has made a unique approach marketing by building a community before product launch. Patanjali was always bound to meet new competition in the market. A good start might not have been enough for them. Though Patanjali made a good start, without establishing themselves with a unique positioning, they would not have been able to ever competed against brands from P&G and Hindustan Unilever. 1. Discuss the branding and positioning strategy of Patanjali.		BL4
b.	**OR** Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier,	5	BL2

which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group.

The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market

1. Explain brand strategy of Revlon.
2. Critically analyze firms brand structure. What challenges you foresee for the firm?

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MBA II Year III Semester
Internal – II Assessment Test
April 2022

Programme:	MBA	Date: 21-04-2022
Subject Code/Course Code:	MBA 2020-310	Duration: 1Hr 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	What is Failure Mode Effect Analysis?	3	BL2
2	What is Activity Based Costing?	3	BL2
3	What is Six Sigma? Give its Objectives.	3	BL2
4	Compare and contrast CMMI with Six Sigma.	3	BL4
5	What is service Quality? Give Garvin's quality dimensions.	3	BL2

SECTION –B

Answer all questions   **(3QX 5 Marks= 15 Marks)**

6. a.	Summarise the concepts : Kanban, Quality Loss Function and Quality by Design.		BL6
	OR	5	
b.	Explain benchmarking and give the diagram of balanced scorecard.		BL5
7. a.	Susan Douglas, vice president of quality at Flyrock Tires, was wondering how to explain the value of Six Sigma quality to the people within her organization. Flyrock, a major manufacturer of tires in the United States, had five manufacturing facilities where tires were made and another 20 facilities for various components and material used in tires. Quality had always been emphasized at Flyrock, but lately quality was a bigger issue because of recent fatal accidents involving tires made by other manufacturers due to tread separation. Douglas wanted to push through a Six Sigma program and significantly improve the level of quality at Flyrock. 1. Suggest Six Sigma Organisation with roles and responsibilities.	5	BL2 BL4
	OR		
b.	At Flyrock even if each step produced only 1 percent defects, at the end of 20 steps only 81.2 percent of the product would be of good quality. Since each factory produced about 10,000 tires per hour, such a process would result in about 1,880 defective tires per hour. Douglas implemented a statistical process control (SPC) program. At the extruder, the rubber for the AX-527 tires had thickness specifications of 400 +/- 10 thousandth of an inch (thou). 1. What is the percentage of defective per hr produced? (2 marks)		

	2. Douglas has asked operators to take a sample of 10 sheets of rubber each hour from the extruder and measure the thickness of each sheet. Given that Douglas plans Three Sigma control limits, what upper and lower control limits should she specify to the operators? (3 marks)		
8. a.	Discuss SERVQUAL model.	5	BL2
	OR		
b.	How would you use TQM in health care services?		BL3

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