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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS2001** | **Duration** | **3hrs** |
| **Course Title** | **PROFESSIONAL ETHICS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | List the important components of Transformational leadership. | | CO1 | U | 1 |
| 2. | Write any two ethical issues faced in day-to-day life. | | CO1 | A | 1 |
| 3. | Define accountability in the context of leadership. | | CO2 | R | 1 |
| 4. | Identify the behaviors that help in resolving conflicts within a team. | | CO2 | R | 1 |
| 5. | Identify two challenges faced by ethical leaders. | | CO3 | R | 1 |
| 6. | Give an example of autocratic leadership style. | | CO3 | U | 1 |
| 7. | Identify the key characteristic of team mentoring. | | CO4 | U | 1 |
| 8. | Outline some examples of nonverbal communication. | | CO4 | R | 1 |
| 9. | Recall the different types of Corporate Social Responsibility. | | CO5 | U | 1 |
| 10. | Infer the Weakness of International Law. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Compute the capabilities required for an effective approach of a leader. | | CO1 | A | 3 |
| 12. | Discuss the behavioral skills required for an efficient leader's approach. | | CO2 | U | 3 |
| 13. | Compare and contrast the consequences of ethical and unethical leadership. | | CO3 | An | 3 |
| 14. | Explain the techniques for goal-oriented communication. | | CO4 | U | 3 |
| 15. | Illustrate the three important distinction P's to organize the business. | | CO5 | An | 3 |
| 16. | Discuss the factors influencing the Business Ethics. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Describe the Trait Theories with a suitable example. | CO1 | R | 12 |
|  |  |  |  |  |  |
| 18. |  | Compare and contrast Transactional, Transformational and Charismatic leadership styles. | CO2 | R | 12 |
|  |  |  |  |  |  |
| 19. |  | Express the development Strategy formulation to meet current and future organizational needs and their role in enhancing organizational competence. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 20. |  | Explain the factors caused the Gas tragedy in Bhopal. | CO4 | U | 12 |
|  |  |  |  |  |  |
| 21. |  | Explain the essential values needed to be an effective communicator. | CO5 | A | 12 |
|  |  |  |  |  |  |
| 22. |  | Explain the role of mentoring the team members and discuss its types. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 23. |  | Describe the Asian Culture with diverse language, family structure, Art. Literature and Music. | CO5 | U | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Evaluate the impact of failure to meet the ethical considerations of the business in a fast-moving global environment. | CO6 | R | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Identify the potential value of the approaches in the organization (strategic, managerial and operational/tactical) relating to Ethical values. |
| **CO2** | Appraise the role of leaders in ethically managing society |
| **CO3** | Apply the professional ethics with a demonstrated commitment to leadership practice and interpersonal skill. |
| **CO4** | Assess the effectiveness of own capability and performance in meeting organizational values and goals. |
| **CO5** | Evaluate the impact of failure due to non-compliance of ethical consideration in organizations |
| **CO6** | Examine the practices employed by real life organizations |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 12 | 1 | 4 | - | - | - | 17 |
| **CO2** | 14 | 3 | - | - | - | - | 17 |
| **CO3** | 1 | 13 | - | 3 | - | - | 17 |
| **CO4** | 1 | 16 | 12 | - | - | - | 29 |
| **CO5** | - | 13 | 12 | 3 | - | - | 28 |
| **CO6** | 12 | 4 | - | - | - | - | 16 |
|  | | | | | | | **124** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS2002** | **Duration** | **3hrs** |
| **Course Title** | **INDUSTRIAL MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | State the need of Industrial Management. | | CO1 | R | 1 |
| 2. | List the functions of the management. | | CO1 | R | 1 |
| 3. | List the charts of method study. | | CO2 | R | 1 |
| 4. | List a rule concerning human body. | | CO2 | R | 1 |
| 5. | Sketch the therbligs symbol for search. | | CO3 | A | 1 |
| 6. | Define two handed process chart. | | CO3 | R | 1 |
| 7. | Recall the formula to calculate normal time. | | CO4 | R | 1 |
| 8. | Define PMTS. | | CO4 | R | 1 |
| 9. | Define Ergonomics. | | CO5 | R | 1 |
| 10. | Recall the two important principles of Agile manufacturing. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Compute the labour productivity if the production output is Rs 4,000 and the labour input is Rs 1000. | | CO1 | A | 3 |
| 12. | Sketch the symbols of method study. | | CO2 | A | 3 |
| 13. | List the rules concerning workplace layout. | | CO3 | R | 3 |
| 14. | Summarize the importance of time study. | | CO4 | U | 3 |
| 15. | List the major components of ergonomics. | | CO5 | R | 3 |
| 16. | Indicate the 6C’s of Total Quality Management. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Discuss the industry classification with examples. | CO1 | U | 6 |
|  | b. | Summarize the factors affecting productivity of an industry. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 18. |  | Analyze the operation process chart in detail. Discuss its advantages and limitations. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 19. |  | Illustrate about “Effective Therbligs” with suitable examples. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 20. |  | Analyze Predetermined Motion Time study (PMTS) and Method Time Measurement (MTM) in detail. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. | a. | Explain the Man-Machine closed loop system. | CO5 | A | 6 |
|  | b. | Analyze the reasons of work stress in individuals. | CO5 | An | 6 |
|  |  |  |  |  |  |
| 22. |  | Determine the partial, total factor and total productivity values given the output produced and inputs consumed for a particular type of a manufacturing organization.   * Output = Rs 3000.00 * Labour input = Rs 600.00 * Material input = Rs 300.00 * Capital input = Rs 800.00 * Energy input = Rs 150.00   Other expenses input = Rs 75.00 | CO1 | A | 12 |
|  |  |  |  |  |  |
| 23. | a. | Construct a two handed process chart for the following job description:  Cutting glass tube | CO3 | A | 6 |
|  | b. | Explain the different rules which are used in the principles of motion economy in detail. | CO3 | A | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Discuss on JIT manufacturing. | CO6 | U | 6 |
|  | b. | Relate value with cost with respect to value engineering. | CO6 | U | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Choose, prepare, and use of various techniques to improve productivity |
| **CO2** | Describe how work study would help to identify the best possible way of doing things in shop floor |
| **CO3** | Explain how motion study finds the unwanted motion in operations and suggest the optimum ways to increase the productivity |
| **CO4** | Derive out the standard time for various operations performed |
| **CO5** | Design the best possible work place layout for minimize fatigue |
| **CO6** | Understand the importance of contemporary manufacturing practices in industry |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 2 | 12 | 15 | - | - | - | 29 |
| **CO2** | 2 | - | 3 | 12 | - | - | 17 |
| **CO3** | 4 | - | 25 | - | - | - | 29 |
| **CO4** | 2 | 3 | - | 12 | - | - | 17 |
| **CO5** | 4 | - | 6 | 6 | - | - | 16 |
| **CO6** | 1 | 15 | - | - | - | - | 16 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS2004** | **Duration** | **3hrs** |
| **Course Title** | **TOTAL QUALITY MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Who is considered as the Father of Total Quality Management (TQM)? | | R | CO1 | 1 |
| 2. | Expand ASQ. | | R | CO2 | 1 |
| 3. | Write names of two quality gurus. | | R | CO3 | 1 |
| 4. | What do you understand by “aesthetics” in quality dimensions? | | An | CO2 | 1 |
| 5. | What are the two categories of ‘Need’ among customers. | | R | CO2 | 1 |
| 6. | Differentiate between External customer vs Internal customer. | | An | CO3 | 1 |
| 7. | What is Failure Mode Effect Analysis (FMEA)? | | R | CO5 | 1 |
| 8. | Draw a typical Pareto Diagram. | | A | CO4 | 1 |
| 9. | Differentiate QMS and EMS. | | R | CO4 | 1 |
| 10. | What is Reliability? | | R | CO5 | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Between Product and Service, which one is more difficult to standardize quality parameters on and why? | | An | CO1 | 3 |
| 12. | Write a short note on Flow Chart symbols. | | A | CO4 | 3 |
| 13. | Explain the Failure Rate formula. | | R | CO6 | 3 |
| 14. | Define Leadership. What are the leaders’ qualities as envisioned by Mr. Narayanamurthy, the Infosys founder? | | R | CO2 | 3 |
| 15. | Who introduced Quality Circle (QC) concept in Japanese companies? What is QC? | | U | CO2 | 3 |
| 16. | Draw a Scatter Diagram that depicts negative and positive correlation between two variables. | | A | CO2 | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Explain elaborately the benefits of EMS. | U | CO3 | 6 |
|  | b. | Explain the step by step method of building House of Quality. | R | CO5 | 6 |
|  |  |  |  |  |  |
| 18. | a. | Explain six steps that management shall initiate for building QMS. | A | CO5 | 6 |
|  | b. | Explain 5S approach for creating high performance work environment. | A | CO2 | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain components of Quality Management System Implementation process. | An | CO5 | 6 |
|  | b. | What is the preference ranking quality parameters by customers? Comment on the rationale of such ranking. | A | CO4 | 6 |
|  |  |  |  |  |  |
| 20. | a. | Explain differences between Manufacturing Organization and Service Organization in terms of identified parameters. | An | CO1 | 6 |
|  | b. | Explain the benefits of having a proper TQM system in a manufacturing establishment. | U | CO2 | 6 |
|  |  |  |  |  |  |
| 21. | a. | Explain different ‘Dimensions’ of quality. | R | CO3 | 6 |
|  | b. | Write elaborate note on characteristics of Quality Leaders. | R | CO2 | 6 |
|  |  |  |  |  |  |
| 22. | a. | Write a detailed note on Cost of Quality with examples and components. | R | CO1 | 6 |
|  | b. | Explain TQM Framework with schematic illustration. | R | CO3 | 6 |
|  |  |  |  |  |  |
| 23. | a. | As a Quality Manager of a Biotech company what are the steps that you would initiate to ensure product quality? | A | CO2 | 6 |
|  | b. | Why customer is an important entity in TQM discourse? Explain with practical examples. | A | CO2 | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | List out 7-Tools that are applied for analyzing organizational data under TQM. Explain four of them. | A | CO2 | 6 |
|  | b. | What are the Deming’s 14- point principles? Explain four of them in detail. | R | CO2 | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Understand the quality management in manufacturing and servicing organization |
| **CO2** | Comprehend the quality theories in practice |
| **CO3** | Understand the Framework of TQM |
| **CO4** | Thorough insight into the implementation process for TQM |
| **CO5** | Use statistical tools for better Quality management |
| **CO6** | Use control charts and use specific tools for Quality management |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 7 |  |  | 7 |  |  | 14 |
| **CO2** | 17 | 9 | 27 | 1 |  |  | 54 |
| **CO3** | 13 | 6 |  | 1 |  |  | 20 |
| **CO4** | 1 |  | 10 |  |  |  | 11 |
| **CO5** | 8 |  | 6 | 6 |  |  | 20 |
| **CO6** | 5 |  |  |  |  |  | 5 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS2008** | **Duration** | **3hrs** |
| **Course Title** | **BASICS OF INDUSTRIAL ECONOMICS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Define “Demand” | | CO2 | R | 1 |
| 2. | Give an example for fixed resource. | | CO4 | U | 1 |
| 3. | Expand GDP. | | CO6 | U | 1 |
| 4. | Select the rational zone in a production function  a.Stage I b. Stage II c. Stage III | | CO4 | An | 1 |
| 5. | Define inflation. | | CO6 | R | 1 |
| 6. | Name the utility created during the processing of a commodity. | | CO1 | R | 1 |
| 7. | The reward paid for capital is…………………… | | CO4 | R | 1 |
| 8. | Give an example for monopoly. | | CO5 | U | 1 |
| 9. | State True or False. When the price of a commodity increase, its demand decreases. | | CO2 | R | 1 |
| 10. | Define micro economics. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Explain growth definition of economics. | | CO1 | U | 3 |
| 12. | Write short notes on least cost combination of inputs. | | CO4 | A | 3 |
| 13. | Summarize the characteristics of wants. | | CO2 | E | 3 |
| 14. | Explain Law of Equi-marginal utility. | | CO1 | U | 3 |
| 15. | Differentiate long-run production function and short-run production function. | | CO4 | U | 3 |
| 16. | Classify the goods based on supply and consumption. | | CO2 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Explain the different types of utility. | CO1 | U | 6 |
|  | b. | Explain the degrees of price elasticity of demand. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 18. | a. | Distinguish between necessities and luxuries with a suitable example. | CO1 | An | 6 |
|  | b. | Illustrate the shift in supply curve and explain the factors affecting the shift in supply. | CO2 | An | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain the direct and indirect tax system in India. | CO6 | U | 6 |
|  | b. | Explain the concepts of national income | CO6 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Explain the types of costs with graphs. | CO3 | U | 6 |
|  | b. | Explain laws of returns. | CO4 | A | 6 |
|  |  |  |  |  |  |
| 21. | a. | Describe the types of Inflation. | CO6 | U | 6 |
|  | b. | Explain law of demand and describe the shift in demand curve. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain the methods used for calculating the depreciation. | CO6 | An | 6 |
|  | b. | Write short notes on different types of markets based on competition. | CO5 | C | 6 |
|  |  |  |  |  |  |
| 23. | a. | Explain the functions of money. | CO6 | U | 6 |
|  | b. | Differentiate public revenue and public expenditure | CO6 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the law of diminishing marginal utility with its assumptions and limitations. | CO1 | U | 6 |
|  | b. | Summarize the three stages of production function with graph. | CO4 | E | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | To gain knowledge on basic concepts of economics |
| **CO2** | To understand the importance of demand and supply |
| **CO3** | To understand the factors affecting costing of a product |
| **CO4** | To gain knowledge on ways to maximize revenues and profits |
| **CO5** | To gain knowledge on the structure and types of markets |
| **CO6** | To evaluate a problem based on the theories of economics |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 1 | 18 | - | 6 | - | - | 25 |
| **CO2** | 2 | 15 | - | 6 | 3 | - | 26 |
| **CO3** | - | 6 | - | - | - | - | 6 |
| **CO4** | 1 | 4 | 9 | 1 | 6 | - | 21 |
| **CO5** | - | 1 | - | - | - | 6 | 7 |
| **CO6** | 1 | 26 | - | 12 | - | - | 39 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS2009** | **Duration** | **3hrs** |
| **Course Title** | **ENTREPRENEURSHIP AND BASICS OF MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Define the term “management”. | | CO1 | R | 1 |
| 2. | Identify the primary function of management. | | CO1 | U | 1 |
| 3. | Define the term “proactive planning.” | | CO2 | R | 1 |
| 4. | Mention ANY TWO advantages of line organization. | | CO3 | R | 1 |
| 5. | Identify ANY TWO features of Management by Objectives. | | CO1 | R | 1 |
| 6. | Expand the acronym SIDO. | | CO6 | R | 1 |
| 7. | Identify the investment ceiling for service units. | | CO3 | U | 1 |
| 8. | Identify ANY TWO information roles of a manager. | | CO3 | R | 1 |
| 9. | State the functional areas of management under production. | | CO3 | R | 1 |
| 10. | Expand the acronym NSIC. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Describe the nature of management. | | CO1 | R | 3 |
| 12. | Contrast and compare corporate and functional planning. | | CO2 | U | 3 |
| 13. | Explain the process of departmentation by process with a flowchart. | | CO1 | A | 3 |
| 14. | Classify entrepreneurs according to Clearance Danhof. | | CO4 | U | 3 |
| 15. | Summarize the effect of globalization. | | CO1 | U | 3 |
| 16. | Evaluate the measures taken during IPR 1956. | | CO3 | E | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Discuss and write ANY FIVE functions of management. | CO3 | U | 6 |
|  | b. | Analyze Taylor’s scientific management approach in the evolution of management. | CO1 | An | 6 |
|  |  |  |  |  |  |
| 18. | a. | Analyze in detail the various steps in rational decision making. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 19. | a. | Explain the various benefits of Management by Objectives. | CO3 | A | 6 |
|  | b. | Explain the various steps in Management by Objectives | CO3 | A | 6 |
|  |  |  |  |  |  |
| 20. | a. | Mr. Y wants to establish an SSI. Outline the various steps he must initiate to establish an SSI. | CO5 | U | 12 |
|  |  |  |  |  |  |
| 21. | a. | Analyze the impact of WTO/GATT on SSI. | CO5 | An | 6 |
|  | b. | Describe the role of *NITI Aayog* in the development of SSI. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Analyze the Government support to SSI during the various five-year plans. | CO5 | An | 12 |
|  |  |  |  |  |  |
| 23. | a. | Examine the various levels of management. | CO1 | A | 6 |
|  | b. | Explain the various roles of a manager. | CO3 | A | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Analyze the role of SSIDC in SSI development. | CO6 | An | 6 |
|  | b. | Examine the role of SSIB in SSI development. | CO6 | A | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | To gain knowledge on the basic concept of management |
| **CO2** | To understand the importance of planning |
| **CO3** | To understand the process of an organization and staffing |
| **CO4** | To gain knowledge on the steps to be an entrepreneur |
| **CO5** | To gain knowledge on the role of Government towards entrepreneurship |
| **CO6** | To understand the role of institutions towards entrepreneurship. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 5 | 4 | 9 | 6 | - | - | 24 |
| **CO2** | 1 | 3 | - | - | - | - | 4 |
| **CO3** | 3 | 7 | 18 | - | 3 | - | 31 |
| **CO4** | - | 3 | - | 12 | - | - | 15 |
| **CO5** | - | 18 | - | 18 | - | - | 36 |
| **CO6** | 2 | - | 6 | 6 | - | - | 14 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **18MS2014** | **Duration** | **3hrs** |
| **Course Title** | **CONSTITUTION OF INDIA** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Interpret highlights of Purna Swaraj. | | CO1 | U | 1 |
| 2. | State the three organs of government of India. | | CO1 | R | 1 |
| 3. | List the amendments that were added in the year 1976. | | CO2 | R | 1 |
| 4. | Describe any two implications of Secularism. | | CO2 | U | 1 |
| 5. | List the article numbers of cultural and educational rights. | | CO3 | R | 1 |
| 6. | State the importance of article 40. | | CO3 | R | 1 |
| 7. | Identify the article from Constitution that mentions Directive Principles are not  legally enforceable. | | CO4 | U | 1 |
| 8. | State the house of Parliament that deals directly with Money Bills. | | CO4 | R | 1 |
| 9. | State the person who appoints the Secretary of Gram Panchayat. | | CO5 | R | 1 |
| 10. | Cite the state that created electoral rolls using the 2008 election voters' photos first. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Differentiate between rules and laws. | | CO1 | U | 3 |
| 12. | Explain why the preamble is considered as the philosophy of the Constitution. | | CO2 | U | 3 |
| 13. | List the conflicts between fundamental rights and Directive Principles of State Policy (DPSP). | | CO3 | R | 3 |
| 14. | Differentiate between Fundamental Rights and Directive Principles of State Policy in terms of enforceability. | | CO4 | U | 3 |
| 15. | Explain the three-tier system of Panchayati Raj in Urban areas. | | CO5 | U | 3 |
| 16. | Explain negative voting. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Cite the history of evolution of Indian constitution. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. |  | Explain the borrowed features of Indian constitution from other countries. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 19. | a. | Explain the objectives of the preamble to the Constitution of India and discuss the changes in the preamble. | CO2 | U | 8 |
|  | b. | Describe the two purposes of the preamble and also Mahatma Gandhi’s India of my dream. | CO2 | U | 4 |
|  |  |  |  |  |  |
| 20. | a. | Describe the criticisms with regard to DPSP. | CO3 | U | 6 |
|  | b. | Write the short notes on Lok Sabha and Rajya Sabha. | CO3 | A | 6 |
|  |  |  |  |  |  |
| 21. | a. | Describe the primary objectives of articles that highlight socialist ideas. | CO3 | U | 6 |
|  | b. | Explain the significance of right to equality. | CO3 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain the major reasons contributing to the decline of Parliament in India. | CO4 | U | 6 |
|  | b. | Summarize the recent trends that indicate a revival of Parliament’s authority. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Explain the duties and responsibilities of the Mayor. | CO5 | U | 6 |
|  | b. | Explain the role of the municipal corporations and tabulate their obligatory and  discretionary functions. | CO5 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Describe the model code of conduct that the Election Commission of India published for political parties during the fifth general elections in 1971. | CO6 | U | 6 |
|  | b. | Explain the legal evolution of voter’s right to be informed about a contesting candidate’s criminal history. | CO6 | U | 6 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Discuss the growth of the demand for civil rights in India |
| **CO2** | Have general knowledge and legal literacy and thereby to take up competitive examinations |
| **CO3** | Understand state and central policies, fundamental duties |
| **CO4** | Understand the Electoral Process, special provisions |
| **CO5** | Understand powers and functions of Municipalities, Panchayats and Co-operative Societies |
| **CO6** | Have an awareness about basic human rights in India |

|  |  |  |  |  |  |  |  |
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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 1 | 28 | - | - | - | - | 29 |
| **CO2** | 1 | 16 | - | - | - | - | 17 |
| **CO3** | 5 | 18 | 6 | - | - | - | 29 |
| **CO4** | 1 | 16 |  | - | - | - | 17 |
| **CO5** | 1 | 15 | - | - | - | - | 16 |
| **CO6** | - | 16 |  |  |  |  | 16 |
|  | | | | | | | **124** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2014** | **Duration** | **3hrs** |
| **Course Title** | **CONSTITUTION OF INDIA** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | State the observation on the constitution according to Patrick Henry. | | CO1 | R | 1 |
| 2. | State why constitution is called written constitution. | | CO1 | U | 1 |
| 3. | Indicate the name of the president during the Constituent Assembly. | | CO2 | U | 1 |
| 4. | Define Preamble of Constitution of India. | | CO2 | R | 1 |
| 5. | Identify the parts in which the directive principle of state policies is mentioned. | | CO3 | U | 1 |
| 6. | State the new DPSP added by the 42nd amendment in 1957. | | CO3 | R | 1 |
| 7. | Name the part of Indian Constitution that deals with the Directive Principles of State Policy. | | CO4 | R | 1 |
| 8. | Identify the number of members that can be nominated by the President, to Rajya Sabha. | | CO4 | U | 1 |
| 9. | State the function of Sarpanch. | | CO5 | R | 1 |
| 10. | Identify the minimum registered electors of a political party. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | State the second function of the constitution. | | CO1 | R | 3 |
| 12. | Cite the importance of philosophy in Constitution of India. | | CO2 | U | 3 |
| 13. | Explain the key components of right to Equality under articles 14-18. | | CO3 | U | 3 |
| 14. | Differentiate between the Lok Sabha and the Rajya Sabha with regard to election procedures and tenure. | | CO4 | U | 3 |
| 15. | Compare Gram Panchayat with Zila Parishad. | | CO5 | U | 3 |
| 16. | Describe the major aim of the Election Commission of India. | | CO6 | R | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Explain the role of the constitution in relationship between the government and its people. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. |  | Describe the main stages of the evolution of the British Raj. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 19. | a. | Summarize the salient features of the preamble of the Indian constitution. | CO2 | U | 6 |
|  | b. | Illustrate the significance of the terms “Sovereign”, ”Democratic”, ”Republic” and ”Secularism” as stated in the preamble. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Articulate the right to freedom and exploitation under article 19-24 of the Indian constitution in detail. | CO3 | A | 8 |
|  | b. | Explain the significance of right to freedom. | CO3 | U | 4 |
|  |  |  |  |  |  |
| 21. | a. | Describe the fundamental duties and administrative powers in India. | CO3 | U | 6 |
|  | b. | Articulate the right of a child under article 45-47 of the Indian constitution in detail. | CO3 | A | 6 |
|  |  |  |  |  |  |
| 22. | a. | Explain the Socialist Principles in Directive Principles of State Policy. | CO4 | U | 6 |
|  | b. | Describe the Gandhian Principles under Directive Principles and mention the articles in detail. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 23. | a. | Analyze the administrative setup in Zila Panchayat. | CO5 | An | 6 |
|  | b. | Explain the composition, election, term, qualifications to become a member of Gram Panchayat. | CO5 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the scientific and technological advancements to bring improvements in election procedures. | CO6 | A | 8 |
|  | b. | Describe the penalties imposed on the candidates who submit false affidavits. | CO6 | U | 4 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Discuss the growth of the demand for civil rights in India. |
| **CO2** | Have general knowledge and legal literacy and thereby to take up competitive examinations. |
| **CO3** | Understand state and central policies, fundamental duties. |
| **CO4** | Understand the Electoral Process, special provisions. |
| **CO5** | Understand powers and functions of Municipalities, Panchayats and Co-operative Societies. |
| **CO6** | Have an awareness about basic human rights in India. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 4 | 25 | - | - | - | - | 29 |
| **CO2** | 1 | 16 | - | - | - | - | 17 |
| **CO3** | 1 | 14 | 14 | - | - | - | 29 |
| **CO4** | 1 | 16 | - | - | - | - | 17 |
| **CO5** | 1 | 9 | - | 6 | - | - | 16 |
| **CO6** | 3 | 5 | 8 | - | - | - | 16 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS3001 / 19MS3001 / 20MS3004** | **Duration** | **3hrs** |
| **Course Title** | **ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Classify the different levels of management. | CO1 | An | 10 |
|  | b. | Examine the various techniques of scientific management. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze the challenges of organizational behaviour. | CO2 | An | 10 |
|  | b. | Determine the various disciplines that contribute to organizational behaviour. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Validate the factors that influence the formation of attitudes. | CO3 | C | 10 |
|  | b. | Explain the causes of stress with appropriate illustrations. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Categorize motivation theories using a relevant diagram. | CO4 | An | 10 |
|  | b. | Determine the factors that influence perception. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Classify the various styles of leadership with suitable illustrations. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate the different Japanese management techniques that have been integrated into an organization. | CO6 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the experiments carried out during the Hawthorne studies. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the concept of workforce diversity and analyse different strategies for effectively managing diversity among employees. | CO6 | An | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Grace, a senior engineer at a manufacturing company, is highly skilled and respected for her technical knowledge. However, she rarely speaks up in meetings or contributes to team discussions. The company recently promoted her to a team leader position with the hope that her expertise would guide the team. Unfortunately, the team members feel directionless because of Grace's quiet behaviour and reluctance to assert herself, leaving them without clear leadership.  i) Develop a set of strategies that Grace could use to enhance her communication and leadership behaviour with the team. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Examine Management theories and Practices to enhance management practices /Improving Decision Making |
| CO2 | Apply MBO and Organizational Principles for better performance Measurement |
| CO3 | Analyse Interpersonal skills and relate with Organizational effectiveness |
| CO4 | Implement individual behaviors within the context of Organizational Behavior for increased productivity |
| CO5 | Develop leadership and team culture |
| CO6 | Evaluate the elements in organizational change and managing cross culture in organization |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 | 10 |  |  | 20 |
| CO2 |  |  | 10 | 30 |  |  | 40 |
| CO3 |  |  | 10 |  |  | 10 | 20 |
| CO4 |  |  | 10 | 10 |  |  | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  |  | 20 | 20 | 20 | 60 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS3005/19MS3005/20MS3002** | **Duration** | **3hrs** |
| **Course Title** | **APPLIED LAW IN BUSINESS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Discuss in brief the development of business law in independent India and its sources. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain breach of contract. Summarize the remedies available to the aggrieved party in the event of breach of contract. | CO2 | U | 20 |
|  |  |  |  |  |  |
| 3. |  | Define the term agency. Explain the various modes by which an agency can be created with examples. | CO3 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain contract of sale? Who is an Unpaid seller? List the rights of an unpaid seller under sale of Goods Act. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | State the circumstances under which a banker would be justified in dishonoring a cheque. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Define a company. Summarize the registration process of a company under Companies Act. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Summarize the various rights of a consumer under the Consumer Protection Act with an example. | CO5 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Outline the application of artificial intelligence in Business Law. | CO6 | U | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Explain the term contract and list the different types of contract. Discuss the essentials elements to be included in a valid contract. | CO2 | U | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Outline how law and regulations developed and apply in business and the economy. |
| CO2 | Infer the principles of contract law to enforce the agreement of the parties. |
| CO3 | Analyse and apply principles of law to generate solutions for problems faced in contractual dealings of sale, bailment, pledge, agency and bank transactions. |
| CO4 | Make use of the regulations of companies’ law and commercial establishment to start entrepreneurship. |
| CO5 | Apply the knowledge and techniques learnt to protect rights of consumers, business innovations, and digital signatures and empower to seek government information. |
| CO6 | Discuss the latest trends in business law in the contemporary world. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  | 40 |  |  |  |  | 40 |
| CO3 | 20 | 40 |  |  |  |  | 60 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 | 20 |  |  |  |  |  | 20 |
| CO6 | 20 |  |  |  |  |  | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS3104** | **Duration** | **3hrs** |
| **Course Title** | **RESEARCH METHODOLOGY AND IPR** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (5 X 16 = 80 MARKS)**  **(Answer any five from the following)** | | | | | |
| 1. | a. | “Research is to see what everybody else has seen, and to think what nobody else has thought” – AS Gyorgyi. Explain the sources of a research problem and list the criteria and characteristics of a good research problem. | CO2 | A | 10 |
|  | b. | Describe the different types of variables used in research with examples. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 2. | a. | Write the steps involved in formulating a good research problem. | CO5 | A | 10 |
|  | b. | Explain the various steps in research data analysis. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 3. | a. | The Government of India has deputed you to collect data in order to find out ‘IS INDIA READY FOR ARTIFICIAL INTELLIGENCE TECHNOLOGY’?  Analyze the suitable method of data collection to be used in this case study. | CO6 | An | 10 |
|  | b. | Illustrate the reasons for errors in selecting a good research problem. | CO6 | A | 6 |
|  |  |  |  |  |  |
| 4. |  | Explain the importance of extensive literature survey in formulation of good research problem. | CO5 | An | 16 |
|  |  |  |  |  |  |
| 5. | a. | Write the format and the parameters to be considered in formulation of effective research proposal. | CO6 | A | 8 |
|  | b. | Illustrate the key points of writing a technical report. | CO6 | An | 8 |
|  |  |  |  |  |  |
| 6. | a. | Explain the procedure of grant of patent with a process flow chart. | CO1 | A | 10 |
|  | b. | Illustrate the Patent Cooperation Treaty (PCT) and mention its significance. | CO1 | U | 6 |
|  |  |  |  |  |  |
| 7. | a. | Explain the process of licensing and technology transfer in IPR with suitable examples. | CO3 | An | 8 |
|  | b. | Describe the latest developments in IPR and administration of patent system. | CO3 | U | 8 |
| **PART – B (1 X 20 = 20 MARKS) [Compulsory Question]** | | | | | |
| 8. | a. | Explain the method of IPR protection of Indian traditional knowledge with suitable case studies. | CO4 | A | 10 |
|  | b. | Illustrate the strategies adapted towards IPR in IITs in successful development of startup culture with suitable example. | CO4 | An | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Illustrate the significance of IPR in today’s world |
| CO2 | Analyze the research work and investment in R & D, which leads to creation of new and better products, and in turn brings about, economic growth and social benefits. |
| CO3 | Evaluate the role of IPR and the need in engineering research. |
| CO4 | Assess the IPR protection and its significance to inventors. |
| CO5 | Formulate a business problem into a methodological framework and perspective |
| CO6 | Evaluate a manuscript, research proposal with adequate and appropriate methodology on topics related to their specialization. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 6 | 10 | - | - | - | 16 |
| CO2 | - | 6 | 10 | - | - | - | 16 |
| CO3 | - | 8 | - | 8 | - | - | 16 |
| CO4 | - | - | 10 | 10 | - | - | 20 |
| CO5 | - | 6 | 10 | 16 | - | - | 32 |
| CO6 | - | - | 14 | 18 | - | - | 32 |
|  | | | | | | | **132** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **18MS3107** | **Duration** | **3hrs** |
| **Course Name** | **INDUSTRIAL SAFETY** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (5 X 16 = 80 MARKS)**  **(Answer any five from the following)** | | | | | |
| 1. | a. | Describe the salient points of factories Act 1948 for health and safety with suitable examples. | CO1 | R | 16 |
|  |  |  |  |  |  |
| 2. | a. | List and explain the various types of maintenance. | CO2 | An | 8 |
|  | b. | A series of tests conducted under specified conditions are on 100 mechanical components manufactured for assembling parts of car in an automobile industry. Test is conducted for the duration of 20 hours. Number of components failed from the total lot is tabulated during each hourly interval. Determine the failure density, failure rate, reliability, probability of failure and mean failure rate.   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Time  T | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | No of failure *f* | 65 | 24 | 21 | 20 | 18 | 14 | 12 | 21 | 22 | 8 | | CO2 | An | 8 |
|  |  |  |  |  |  |
| 3. |  | Illustrate the various types of wear and its causes and effect with suitable example. | CO3 | A | 16 |
|  |  |  |  |  |  |
| 4. | a. | Enumerate the problems in machine tools using decision tree concept with suitable case example. | CO4 | U | 8 |
|  | b. | Tabulate the various types of faults in machine tools and their causes. | CO4 | U | 8 |
|  |  |  |  |  |  |
| 5. |  | Demonstrate the steps involved in preventive maintenance and highlight why preventive maintenance is better than reactive maintenance. | CO5 | E | 16 |
|  |  |  |  |  |  |
| 6. | a. | Describe the different types of fire extinguishers and their specific applications. | CO1 | R | 8 |
|  | b. | Explain the primary and secondary function and responsibility of maintenance department. | CO2 | U | 8 |
|  |  |  |  |  |  |
| 7. | a. | Sketch and explain the following lubrication methods.   1. Splash lubrication 2. Wick feed lubrication and 3. Ring lubrication. | CO3 | An | 8 |
|  | b. | Explain sequential fault location method. | CO4 | A | 8 |
| **PART – B (1 X 20 = 20 MARKS) [Compulsory Question]** | | | | | |
| 8. |  | Enumerate the preventive maintenance of mechanical and electrical equipment’s with suitable example. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Prevent accidents in the plant by reducing the hazard to minimum. |
| CO2 | Eliminate accident caused work stoppage and lost production. |
| CO3 | Achieve maximum overall equipment efficiency by total productive maintenance |
| CO4 | Apply the appropriate the Occupational Safety and Health Act regulations |
| CO5 | Assess workplace injury prevention, risk management, and incident investigations. |
| CO6 | Implement the Total Productive Maintenance Management for better Overall Equipment Efficiency and Productivity |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 24 |  |  |  |  |  | 24 |
| CO2 |  | 8 |  | 16 |  |  | 24 |
| CO3 |  |  | 16 | 8 |  |  | 24 |
| CO4 |  | 16 | 8 |  |  |  | 24 |
| CO5 |  |  |  |  | 16 |  | 16 |
| CO6 |  |  | 10 | 10 |  |  | 20 |
|  | | | | | | | **132** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **20MS2002** | **Duration** | **3hrs** |
| **Course Title** | **MODELING FOR BUSINESS PLAN** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Give a detailed explanation of the five different types of entrepreneurship using relevant examples. | CO1 | U | 15 |
|  | b. | Discuss the tools and techniques that come with business opportunities. | CO1 | R | 5 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Provide a list of guidelines that can be used to develop market entry strategies for a company and the sections involved in a business document. | CO1 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | Examine the success path of Ramraj Cotton and MRF companies in detail. | CO2 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Summarize the concepts of tools like SWOT analysis, brainstorming, Mavenlink, Resource Guru and Hub planner in a business. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Give an insight into debt financing schemes offered by banks like SIDBI, IDBI and ICICI. | CO3 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Describe the company "Rakuten's" fresh enterprise opportunities and discuss its business prospects. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain the business model of Starbucks coffee company and discuss its SWOT analysis. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Discuss on the opportunities and business model of Blockbuster and Netflix. | CO5 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Explain the innovations, short history, marketing strategies and present day status of the companies AMUL and HCL. | CO6 | An | 15 |
|  | b. | Explain about the business model analysis of Reliance Industries. | CO6 | E | 5 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the nuts and bolts of preparing a business plan. |
| CO2 | Remember and implement the business/management skills. |
| CO3 | Understand and evaluate complete business plan (from concept to financial forecasts). |
| CO4 | Identify the tools and techniques involved in Business plan process. |
| CO5 | Analyse the competitive structure and strategy development. |
| CO6 | Launch a new venture company or start one an established organization. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 5 | 15 | 20 |  |  |  | 40 |
| CO2 |  |  |  | 20 |  | 20 | 40 |
| CO3 | 20 |  | 20 |  |  |  | 40 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  |  | 15 | 5 |  | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS2003** | **Duration** | **3hrs** |
| **Course Title** | **CONCEPT OF ENTREPRENEURSHIP** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Show how the Entrepreneurship Development Program is intended to help the society. | | CO1 | U | 1 |
| 2. | List any two types of organic fertilizers. | | CO2 | R | 1 |
| 3. | List any two processes involved in entrepreneurship development. | | CO2 | R | 1 |
| 4. | List any two examples of a large-scale organization. | | CO3 | R | 1 |
| 5. | Distinguish between the internal and external environments in business. | | CO4 | U | 1 |
| 6. | Define Market Analysis. | | CO5 | R | 1 |
| 7. | Describe the role of rural entrepreneurship. | | CO4 | U | 1 |
| 8. | List examples of a service organization. | | CO5 | R | 1 |
| 9. | Classify the types of entrepreneurship. | | CO1 | U | 1 |
| 10. | List the purposes of a business plan. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Distinguish an entrepreneur from a businessman. | | CO1 | U | 3 |
| 12. | Describe the motivational factors of a women entrepreneur. | | CO3 | U | 3 |
| 13. | Illustrate the need for environment scanning. | | CO2 | A | 3 |
| 14. | Summarize the performance measures to be considered when evaluating an entrepreneur. | | CO4 | U | 3 |
| 15. | Illustrate the reasons for a strong business plan. | | CO5 | A | 3 |
| 16. | Determine the nature of the business environment, highlighting its key characteristics. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Explain any three types of social entrepreneurship in detail and summarize an inspiring story of a social entrepreneur in the Indian startup ecosystem. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 18. |  | Examine the entrepreneurship development process in society, outlining its key stages and components. | CO1 | A | 12 |
|  |  |  |  |  |  |
| 19. |  | Infer the challenges faced by evaluators while evaluating entrepreneurs and describe the techniques for effective entrepreneur evaluation. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 20. |  | Determine the different types of rural entrepreneurship in detail. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 21. |  | Illustrate the concept of farm-based enterprises with examples and explain the emerging trends in corporate entrepreneurship in detail with illustrations. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 22. |  | Determine the factors that promote women entrepreneurship and provide a summary of farm-based enterprises with relevant examples. | CO5 | A | 12 |
|  |  |  |  |  |  |
| 23. |  | Infer the key factors on new technology growth in entrepreneurship in India and their implications for the business environment. | CO5 | An | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Illustrate an appropriate business model and business plan for the food industry, and provide a case study that showcases a successful venture. | CO6 | An | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Understand and define basic terms of Entrepreneurship. |
| **CO2** | Analyse the business environment in order to identify business opportunities. |
| **CO3** | Identify the elements of success of entrepreneurial ventures. |
| **CO4** | Evaluate the effectiveness of different entrepreneurial strategies and Models. |
| **CO5** | Develop the basic performance indicators of entrepreneurial activity. |
| **CO6** | Interpret their own business plan. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | - | 5 | 12 | - | - | - | 17 |
| **CO2** | 2 | - | 3 | 12 | - | - | 17 |
| **CO3** | 1 | 3 | 12 | - | - | - | 28 |
| **CO4** | - | 5 | 12 | - | - | - | 17 |
| **CO5** | 2 | - | 15 | 12 | - | - | 29 |
| **CO6** | 1 | - | 3 | 12 | - | - | 16 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS2004** | **Duration** | **3hrs** |
| **Course Title** | **ENTREPRENEURSHIP AND PRODUCT DEVELOPMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Identify a process that is innovative and essential to entrepreneurship. | | CO1 | U | 1 |
| 2. | Define imitative entrepreneurs. | | CO1 | R | 1 |
| 3. | List two women entrepreneurs. | | CO2 | R | 1 |
| 4. | State the advantages of venture capital funding. | | CO2 | R | 1 |
| 5. | List two benefits of labour law. | | CO3 | R | 1 |
| 6. | Classify commercial banks. | | CO3 | U | 1 |
| 7. | Categorize commercial banks. | | CO4 | An | 1 |
| 8. | Explain the role of ICICI. | | CO4 | U | 1 |
| 9. | List two functions of NEDB. | | CO5 | R | 1 |
| 10. | Describe the steps involved in product-concept generation. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Compare Entrepreneur with Manager. | | CO1 | An | 3 |
| 12. | Examine the benefits of business planning. | | CO2 | A | 3 |
| 13. | Infer the importance of IP protection under SIPP scheme. | | CO3 | U | 3 |
| 14. | Classify financial banks. | | CO4 | U | 3 |
| 15. | Examine the role of the MSME Act in fostering innovation among small-scale industries. | | CO5 | A | 3 |
| 16. | Interpret the essentials of market research. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Explain the different types of entrepreneurship by providing relevant examples and analyze the distinct characteristics and impacts on the economy. | CO1 | An | 12 |
|  |  |  |  |  |  |
| 18. |  | Examine the stages of the product development process through a real-world case study and evaluate the impact of each stage. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 19. |  | Examine the role of angel investors in venture creation and assess their impact through a real-world example, highlighting the influence on a successful startup. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 20. | a. | Evaluate the significance of various IDBI schemes in promoting industrial growth and development. | CO4 | E | 6 |
|  | b. | Evaluate the importance of various schemes offered by NABARD on agricultural and rural development. | CO4 | E | 6 |
|  |  |  |  |  |  |
| 21. | a. | Assess the requirement of different SISI schemes on fostering growth and development in small businesses. | CO5 | E | 6 |
|  | b. | Evaluate the impact of SIPCOT's industrial complexes and special economic zones on the growth and development of small and medium enterprises. | CO5 | E | 6 |
|  |  |  |  |  |  |
| 22. | a. | Describe the success story of an entrepreneur and outline the challenges and opportunities. | CO1 | U | 8 |
|  | b. | Summarize the various schemes offered by EDII on creating a sustainable entrepreneurial ecosystem. | CO4 | U | 4 |
|  |  |  |  |  |  |
| 23. | a. | Explain the impact of NSICs and DICs on industrial growth in detail. | CO5 | A | 8 |
|  | b. | Examine the concept of next-generation entrepreneurship. | CO1 | A | 4 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Infer the importance of intellectual property rights and explain its types. | CO6 | An | 8 |
|  | b. | Examine the processes involved in identifying customer needs before launching a product or service. | CO6 | A | 4 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Remember or recognize what it takes to start an entrepreneurial endeavor. |
| **CO2** | Interpret the critical factors involved in real-world case studies. |
| **CO3** | Apply the lean start-up techniques to student own business idea. |
| **CO4** | Analyze the go-to-market strategy of a start-up. |
| **CO5** | Evaluate the action plan along student entrepreneurial journey. |
| **CO6** | Develop product concepts, design and prototype fabrication. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 1 | 9 | 4 | 15 | - | - | 29 |
| **CO2** | 2 | - | 15 | - | - | - | 17 |
| **CO3** | 1 | 4 | 12 | - | - | - | 17 |
| **CO4** | 1 | 7 | - | 1 | 12 | - | 21 |
| **CO5** | 1 | - | 11 | - | 12 | - | 24 |
| **CO6** | - | 1 | 7 | 8 | - | - | 16 |
|  | | | | | | | **124** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **20MS2006** | **Duration** | **3hrs** |
| **Course Name** | **PROFESSIONAL ETHICS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | List the types of virtues, with an example for each. | | CO1 | R | 1 |
| 2. | Define empathetic leadership. | | CO1 | R | 1 |
| 3. | What are the factors that shape self-confidence in a person? | | CO2 | U | 1 |
| 4. | Define Micro-Ethics. | | CO2 | R | 1 |
| 5. | What are the merits of standardized experimentation? | | CO3 | U | 1 |
| 6. | Highlight the reasons led by engineers to repeat past mistakes. | | CO3 | U | 1 |
| 7. | What are the central elements of collegiality? | | CO4 | R | 1 |
| 8. | Define the term safety and relate it to risk. | | CO4 | R | 1 |
| 9. | Differentiate External Whistle Blowing and Internal Whistle Blowing. | | CO5 | U | 1 |
| 10. | What are the benefits of Multi National corporations doing business in less developed  countries? | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Differentiate morality and ethics, with a real-world example. | | CO1 | U | 3 |
| 12. | Highlight some of the moral issues faced by engineers. | | CO2 | U | 3 |
| 13. | Differentiate scientific experiments and engineering projects. | | CO3 | U | 3 |
| 14. | What does the term collective bargaining refer to? | | CO4 | R | 3 |
| 15. | What are the types of abuses of Engineers as Expert witnesses? | | CO5 | R | 3 |
| 16. | What should engineers do in taking part in Weapons development? | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q.No. 17 to 23, Q.No. 24 is Compulsory)** | | | | | |
| 17. |  | Discuss on various theories that emphasis the quality of a successful leadership. | CO1 | An | 12 |
|  |  |  |  |  |  |
| 18. |  | What is moral autonomy? Compare and contrast the theories of moral autonomy by Kohlberg and Gilligan. | CO2 | R | 12 |
|  |  |  |  |  |  |
| 19. |  | What are codes of ethics? Discuss the roles and functions played by the codes of ethics set by professional societies. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 20. |  | Explain the Challenger space shuttle disaster. Discuss the violation of moral ethical and professional codes of standards in it. Write a conclusion to avoid such disaster in future. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 21. |  | With a suitable illustration and example, elaborate on "Risk Analysis." | CO4 | An | 12 |
|  |  |  |  |  |  |
| 22. |  | What are intellectual property rights? Explain the elements of intellectual property rights in detail and the benefits of IPRS. | CO5 | U | 12 |
|  |  |  |  |  |  |
| 23. |  | What is cyber crime? Discuss in detail the various cyber crimes in the context of Ten Commandments of Computer Ethics. | CO6 | R | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Write short notes on the following: (i) Employee rights (ii) Professional Rights (iii) Occupational Crimes. | CO5 | U | 12 |
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**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| **CO1** | Identify the potential value of the approaches in the organization relating to ethical values. |
| **CO2** | Appraise the role of leaders in ethically managing society. |
| **CO3** | Apply the professional ethics with a demonstrated commitment to leadership practice and interpersonal skill. |
| **CO4** | Assess the effectiveness of own capability and performance in meeting organizational values and goals. |
| **CO5** | Evaluate the impact of failure due to non-compliance of ethical consideration in organizations. |
| **CO6** | Examine the practices employed by real life organizations. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 2 | 3 | - | 12 | - | - | 17 |
| **CO2** | 13 | 4 | - | - | - | - | 17 |
| **CO3** | - | 29 | - | - | - | - | 29 |
| **CO4** | 5 | - | - | 12 | - | - | 17 |
| **CO5** | 3 | 25 | - | - | - | - | 28 |
| **CO6** | 12 | 1 | 3 | - | - | - | 16 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS2007** | **Duration** | **3hrs** |
| **Course Title** | **BUSINESS PLAN** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | State the primary purpose of a business plan. | | CO1 | R | 1 |
| 2. | Name one tool used for social analysis in business. | | CO1 | R | 1 |
| 3. | Specify one advantage of using geographic segmentation in marketing. | | CO2 | R | 1 |
| 4. | State the seven P’s in the marketing mix. | | CO2 | R | 1 |
| 5. | Describe the role of preventive maintenance in ensuring operational efficiency. | | CO3 | U | 1 |
| 6. | Give one example of indirect cost in cost-benefit analysis. | | CO3 | R | 1 |
| 7. | Distinguish between batch production and mass production. | | CO4 | U | 1 |
| 8. | Name one method of land valuation. | | CO4 | R | 1 |
| 9. | Identify one type of feasibility study that evaluates economic benefits. | | CO5 | U | 1 |
| 10. | List three Indian startup unicorn. | | CO6 | A | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Describe essential financial skills young adults should have when entering the business world. | | CO1 | U | 3 |
| 12. | Describe how customer behavior can be segmented using demographic factors. | | CO2 | U | 3 |
| 13. | Analyze the impact of high production costs on the supply of goods. | | CO3 | An | 3 |
| 14. | Summarize the importance of noncurrent assets to a company's long-term stability. | | CO4 | U | 3 |
| 15. | Describe how the technical feasibility studies enhance product success. | | CO5 | R | 3 |
| 16. | Summarize the role of innovation in the success and failure of startups. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Illustrate the process and key elements involved in creating a market profile. | CO1 | U | 6 |
|  | b. | Analyze the significant components of a comprehensive business plan and their relevance | CO1 | An | 6 |
|  |  |  |  |  |  |
| 18. | a. | Illustrate the process of identifying the consumer preferences. | CO2 | A | 6 |
|  | b. | Describe the steps involved in creating a demand forecast for a new product | CO2 | U | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain the economic impact of raw material availability on national GDP | CO3 | A | 6 |
|  | b. | Compare job production and batch production, highlighting their pros and cons. | CO3 | An | 6 |
|  |  |  |  |  |  |
| 20. |  | Develop a comprehensive business plan outline that includes infrastructure, financial projections, and cost-benefit analysis, explaining the importance of each section. | CO4 | A | 12 |
|  |  |  |  |  |  |
| 21. | a. | Summarize the advantages and challenges of incorporating tangible and intangible benefits into value propositions | CO5 | A | 6 |
|  | b. | Apply the concept of qualitative benefits to enhance customer experience. | CO5 | A | 6 |
|  |  |  |  |  |  |
| 22. |  | Discuss the maintenance strategies in detail with relevant examples. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 23. | a. | Explain the role of working capital in financial health of a startup. | CO4 | A | 6 |
|  | b. | Analyze the role of pricing strategy in competitive market advantage. | CO5 | An | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Analyze the challenges faced by entrepreneurs considering five successful and five failed startups. | CO6 | E | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Understand the nuts and bolts of preparing a business plan. |
| **CO2** | Remember and implement the business/management skills. |
| **CO3** | Understand and evaluate the content of business plan in detail. |
| **CO4** | Identify the tools and techniques involved in Business plan process. |
| **CO5** | Analyze the competitive structure and strategy development. |
| **CO6** | Launch a new venture company or start one an established organization. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 2 | 9 |  | 6 |  |  | 17 |
| **CO2** | 2 | 9 | 6 |  |  |  | 17 |
| **CO3** | 1 | 13 | 6 | 9 |  |  | 29 |
| **CO4** | 1 | 4 | 18 |  |  |  | 23 |
| **CO5** | 3 | 1 | 12 | 6 |  |  | 22 |
| **CO6** |  | 3 | 1 |  | 12 |  | 16 |
|  | | | | | | | **124** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS2008** | **Duration** | **3hrs** |
| **Course Title** | **ARTIFICIAL INTELLIGENCE FOR BUSINESS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Interpret the prediction in the year 1958, that ‘within 10 years a computer would be chess champion’. | | CO1 | U | 1 |
| 2. | Define the ‘Turing test’ in AI. | | CO1 | R | 1 |
| 3. | A ……………….. is implemented by the priority queue. | | CO2 | R | 1 |
| 4. | Educated Guess is a Heuristic. Justify. | | CO2 | R | 1 |
| 5. | The state space is a graphical representation of the hill-climbing algorithm which is showing a graph between ‘various states of algorithm’ and ‘objective function/ cost’. | | CO3 | U | 1 |
| 6. | Agent is an entity that can perceive/explore the environment and act upon it. | | CO3 | R | 1 |
| 7. | List few machine learning algorithms. | | CO4 | U | 1 |
| 8. | Regression is a statistical method to model the relationship between a…………. and ……………variables with one or more independent variables | | CO4 | R | 1 |
| 9. | Identify the closeness measure in pattern recognition. | | CO5 | U | 1 |
| 10. | Mention the advantages of KNN algorithm. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Summarize the primary challenges businesses face when implementing AI, including technical, ethical, and operational obstacles. | | CO1 | U | 3 |
| 12. | Mention the advantages and disadvantages of greedy algorithm. | | CO2 | U | 3 |
| 13. | Classify the types of games in AI. | | CO3 | An | 3 |
| 14. | Which type of machine learning would you consider the most effective for handling unstructured data, and why? | | CO4 | U | 3 |
| 15. | Determine Conditional probability. | | CO5 | A | 3 |
| 16. | Infer Nearest Neighbour (NN) Rule. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Analyze the key events and technological advancements in the history of artificial intelligence and its influence on the foundational principles and goals of AI. | CO1 | An | 6 |
|  | b. | Evaluate the different types of intelligent agents handle decision-making processes in various environments. | CO1 | E | 6 |
|  |  |  |  |  |  |
| 18. |  | Apply the minimax algorithm with alpha-beta pruning to determine the optimal move in a simplified game scenario. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 19. |  | Appraise the validity of a given propositional logic statement using Truth table and its application in determining whether the statement is a tautology, contradiction, or contingent. | CO3 | E | 12 |
|  |  |  |  |  |  |
| 20. |  | Survey the advantages and limitations of supervised, unsupervised, and reinforcement learning approaches in solving real-world problems. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. |  | Critically evaluate first-order logic (FOL) when representing real-world knowledge. | CO5 | E | 12 |
|  |  |  |  |  |  |
| 22. |  | Compare and contrast different informed search strategies, such as A and greedy best-first search and the application of heuristics to optimize search efficiency. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 23. | a. | Design an HMM to model a real-world sequential process, such as weather prediction. | CO4 | A | 6 |
|  | b. | Report a relevant example to demonstrate the "Bayes network." | CO4 | U | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Design a pattern recognition system for an application of your choice. Describe how you would apply key design principles to optimize system performance for accuracy and efficiency | CO6 | A | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Develop a basic understanding of Artificial Intelligence in business. |
| **CO2** | Define the concept and pros & cons of franchisee option |
| **CO3** | Identify legal formalities & process of franchisee |
| **CO4** | Develop relationship between Franchisor & franchisee; Resolve the conflict between franchisor & franchisee. |
| **CO5** | Develop Franchisee marketing plan |
| **CO6** | Analyze the way to enter into International Market entry strategies |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 1 | 5 |  | 6 | 6 |  | 18 |
| **CO2** | 2 | 4 | 12 |  |  |  | 18 |
| **CO3** | 1 |  |  | 15 | 12 |  | 28 |
| **CO4** | 1 | 19 | 6 | 2 |  |  | 28 |
| **CO5** |  | 1 | 3 |  | 12 |  | 16 |
| **CO6** |  | 4 | 12 |  |  |  | 16 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS3003** | **Duration** | **3hrs** |
| **Course Title** | **MARKETING FOR BUSINESS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Describe the concept of meta-markets and explain how digital markets differ from traditional customer markets. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Evaluate the changing roles of marketing managers in the context of globalization, technology, and social responsibility. Propose a marketing plan for a product of your choice that addresses these contemporary challenges. | CO1 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Illustrate the five steps of the consumer buyer decision process with examples from an online purchasing scenario. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Assess the role of the Moment of Truth in customer experience management and propose a strategy for improving post-purchase behavior to increase brand loyalty. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Develop a segmentation strategy for a new smart watch targeting both tech-savvy millennials and price-conscious consumers. How will the segmentation criteria differ for each group? | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain how product and pricing strategies need to be adjusted at different stages of the Product Life Cycle. Apply this understanding to a well-known product of your choice. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the semiotic strategies used in media and brand communication. Propose an integrated communication plan for a product in the growth stage of its life cycle, highlighting the role of channels and promotions. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the effectiveness of social media strategies in driving customer engagement. Design a comprehensive digital marketing strategy that includes SEM, community building, and performance metrics to measure success. | CO5 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | EcoPure, a company specializing in affordable water filters, aims to serve rural communities in India where clean water is scarce. The company has developed a low-cost, durable filter that purifies contaminated water using natural resources like sand and charcoal. Despite its affordability and potential health benefits, EcoPure faces challenges in reaching the Base of the Pyramid (BOP) market.  **Key challenges include:**   * Distribution: Reaching remote areas with poor infrastructure. * Awareness: Educating consumers about waterborne diseases and the filter's benefits. * Trust: Convincing consumers to adopt new technology. * Cultural Sensitivity: Ensuring the product fits local customs and preferences.   To address these, EcoPure has partnered with local micro-entrepreneurs to promote and distribute the filters. They also launched a mobile-based awareness campaign to educate consumers on the importance of clean water and offer flexible payment options to make the filters more accessible. | CO6 | A | 20 |
|  |  | 1. What are the key challenges EcoPure faces in reaching the BOP market, and how can local micro-entrepreneurs help overcome them? 2. How can EcoPure measure the effectiveness of its marketing strategy in this BOP segment? Suggest some metrics they could track. 3. What additional strategies can EcoPure implement to build trust and increase adoption of their water filters in rural areas? 4. How important is cultural sensitivity in EcoPure's marketing efforts, and how can the company ensure its product resonates with the target audience? |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply core marketing concepts to differentiate between marketing and selling in various business contexts. |
| CO2 | Analyze consumer behavior and organizational buying behavior to develop effective marketing strategies. |
| CO3 | Develop segmentation, targeting, and positioning strategies to enhance market reach and brand positioning. |
| CO4 | Implement the 7Ps of the marketing mix to create comprehensive marketing plans. |
| CO5 | Evaluate the effectiveness of digital marketing strategies and tools in achieving business objectives. |
| CO6 | Formulate marketing strategies for different types of businesses and assess their impact using marketing metrics. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  | 20 |  | 40 |
| CO2 |  |  | 20 | 20 |  |  | 40 |
| CO3 |  |  |  |  |  | 20 | 20 |
| CO4 |  |  | 20 | 20 |  |  | 40 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 20 |  |  |  | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **19MS3006 / 20MS3006** | **Duration** | **3hrs** |
| **Course Title** | **ECONOMICS FOR MANAGERS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** | |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | | |
| 1. | a. | How the Production Possibility Curve (PPC) illustrates the concepts of scarcity, opportunity cost, and economic efficiency | CO1 | R | | 10 |
|  | b. | Evaluate the impact of externalities on market efficiency and discuss potential solutions to address market failures | CO1 | E | | 10 |
|  |  | **(OR)** |  |  | |  |
| 2. | a. | Explain the law of demand and how it relates to the shape of the individual and market demand curves. | CO2 | U | | 10 |
|  | b. | What are the factors that cause shifts in supply and demand, and discuss how these shifts affect the equilibrium price and quantity in a market | CO2 | R | | 10 |
|  |  |  |  |  | |  |
| 3. | a. | Compare the concepts of price elasticity of demand and price elasticity of supply, and evaluate their importance in determining how changes in price affect market outcomes. | CO3 | An | | 10 |
|  | b. | Explain the consumer decision-making process and illustrate how each step influences the final purchase decision | CO3 | U | | 10 |
|  |  | **(OR)** |  |  | |  |
| 4. | a. | Compare the Cardinal Utility Approach and the Indifference Curve Approach in determining consumer equilibrium, and discuss the significance of each method in understanding consumer behavior. | CO4 | An | | 10 |
|  | b. | Describe the circular flow of macroeconomic activity, including an appropriate diagram to illustrate the concept. | CO4 | R | | 10 |
|  |  |  |  |  | |  |
| 5. | a. | Evaluate how the Law of Variable Proportions affects a firm's production decisions in the short run. | CO5 | E | | 10 |
|  | b. | Build a scenario where a producer achieves equilibrium through the least-cost factor combination, and justify the choices made to maximize output within a given budget | CO5 | C | | 10 |
|  |  | **(OR)** |  |  | |  |
| 6. | a. | Evaluate the relationship between average and marginal cost curves in both the short run and the long run, and create a graphical representation to illustrate this relationship. | CO6 | E | | 10 |
|  | b. | Explain in detail about National Income, and how it is calculated write down the different methods of calculation of National Income with suitable examples. | CO6 | R | | 10 |
|  |  |  |  |  | |  |
| 7. | a. | Compare the pricing and output decisions of firms under perfect competition, monopoly, monopolistic competition, and oligopoly, and create a table summarizing the key differences in their market structures and outcomes. | CO4 | E | | 10 |
|  | b. | Apply the Quantity Theory of Money to economic scenario and analyze how changes in the money supply might impact inflation and national income | CO4 | A | | 10 |
|  |  | **(OR)** |  |  | |  |
| 8. | a. | Analyze the role of the Reserve Bank of India in managing the economy, and apply its functions to explain how it influences monetary policy and credit creation. | CO6 | An | | 10 |
|  | b. | Analyze the objectives and instruments of monetary and fiscal policy in India, and apply these tools to assess their effectiveness in addressing inflation and economic growth. | CO6 | An | | 10 |
| **COMPULSORY QUESTION** | | | | | | |
| 9. |  | **Case study: Pricing Strategy of a Coffee Shop**  Imagine a small coffee shop located in a busy urban area. The shop has been running for two years, serving a loyal customer base. However, the owner notices that profits have plateaued, despite a steady number of customers. To address this, the owner is considering revising the pricing strategy. The coffee shop offers a range of products, including coffee, pastries, and sandwiches. The current pricing is based on the cost-plus method, where the price is set by adding a fixed percentage markup on the cost of ingredients. However, the owner is unsure if this pricing strategy is maximizing profits. The owner decides to gather data on: The number of customers at different times of the day, Sales volume of each product, Prices and offerings of competitors and Customer feedback on pricing. The owner made an analysis on Price Elasticity of Demand, Breakeven Analysis and Competitor Analysis. Based on the analysis, the owner decides to increase the price of coffee by 5%, as the demand was found to be relatively inelastic, introduce a loyalty program to maintain customer retention despite the price increase and adjust the prices of pastries and sandwiches based on competitor pricing, ensuring they remain competitive. After implementing the new pricing strategy, the coffee shop sees a 10% increase in profits over the next quarter. Customer feedback remains positive, with many appreciating the improved loyalty program. The slight price increase on coffee does not significantly impact the number of daily customers, confirming the earlier analysis of inelastic demand.  **Questions:-**  1. How did the coffee shop owner use the concept of price elasticity of demand to inform pricing decisions?  2. What role did competitor analysis play in the final pricing strategy?  3. How could the coffee shop further use economic principles to optimize its business operations? | CO2 | E | | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the concepts of cost, nature of production and its relationship to Business operations. |
| CO2 | Enhance the ability of the students to apply fundamental economic concepts in business decisions. |
| CO3 | Analyze the causes and effect relationship in demand and supply. |
| CO4 | Integrate the concept of price and output decisions of firms under various market structures. |
| CO5 | Assess how companies react according to business cycles and market competitions. |
| CO6 | Identify macro trends in business and assess their impact on business enterprises |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  |  |  | 10 |  | 20 |
| CO2 | 10 | 10 |  |  | 20 |  | 40 |
| CO3 |  | 10 |  | 10 |  |  | 20 |
| CO4 | 10 |  | 10 | 10 | 10 |  | 40 |
| CO5 |  |  |  |  | 10 | 10 | 20 |
| CO6 | 10 |  |  | 20 | 10 |  | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS3008** | **Duration** | **3hrs** |
| **Course Title** | **BUSINESS RESEARCH METHODS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Discuss the role of a hypothesis in business research. Analyze the qualities of a good hypothesis and assess how these qualities contribute to the success of a business research project. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain in detail the concept of exploratory research design and its different types. | CO1 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | Describe various sources of primary data and secondary data relevant to business research. Justify the importance of each source in enhancing research quality. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Evaluate the key elements that make up a successful research project report. Discuss how each element contributes to the overall effectiveness of the report. | CO6 | E | 20 |
|  |  |  |  |  |  |
| 5. |  | Justify the characteristics of a good sample in research. Assess how these characteristics contribute to the reliability and validity of research results. | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Write in detail the various types of Quantitative Research Methods. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the ethical considerations involved when dealing with sensitive Business data. How can improper handling of such data harm a company's reputation? | CO6 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the importance of selecting the right research design in business research and evaluate the potential problems that could arise from using an inappropriate design. | CO2 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Customer Satisfaction Analysis in E-commerce**  ShopSmart, an e-commerce company specializing in electronics and home goods, has experienced a decline in customer satisfaction ratings over the past year. To address this, management conducted an analysis of customer feedback collected through surveys focusing on delivery time, product quality, customer service, and website usability. A total of 1,000 responses were gathered, with satisfaction ratings on a scale of 1 to 10.Preliminary analysis indicated that while product quality was generally satisfactory, issues related to delayed deliveries and poor customer service were significant concerns. The data was cleaned and organized for analysis, and univariate analysis summarized individual satisfaction ratings, which were visualized using Tableau to identify trends.Multiple regression analysis assessed the impact of various factors on overall satisfaction ratings. Factor analysis grouped related variables, and cluster analysis identified distinct customer segments based on satisfaction levels. Structural equation modeling (SEM) helped visualize the relationships between the identified factors, while a neural network model predicted customer satisfaction based on historical data, guiding data-driven improvements. The analysis revealed that delayed delivery times and inadequate customer service were the primary factors affecting customer satisfaction. By optimizing logistics and enhancing customer support training, ShopSmart aims to improve overall customer experiences. The insights gained provide actionable recommendations and establish a framework for ongoing monitoring of customer satisfaction.  **Compulsory Question**  Analyze the key factors affecting customer satisfaction for ShopSmart and evaluate the effectiveness of the analytical methods used in the study. | CO5 | An | 20 |
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**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand a business problem with a methodological framework |
| CO2 | Apply suitable research designs |
| CO3 | Evaluate and execute relevant hypothesis testing procedures |
| CO4 | Analyse critical tools for prescriptive solutions |
| CO5 | Design and draft dissertation research proposal with appropriate methodology |
| CO6 | Execute articulative reports fit for project proposal and publication |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 20 | - | 20 | - | 40 |
| CO2 | - | - | - | 20 | - | - | 20 |
| CO3 | - | - | - | - | - | 20 | 20 |
| CO4 | - | - | - | - | - | 40 | 40 |
| CO5 | - | - | - | 20 | - | - | 20 |
| CO6 | - | - | - | 20 | 20 | - | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS3010** | **Duration** | **3hrs** |
| **Course Name** | **CORPORATE STRATEGY** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe various issues which can affect Strategic Decision-Making process with suitable examples. | CO1 | R | 10 |
|  | b. | Define Strategic Intent. Explain hierarchy of strategic intent and its importance in strategic decision making. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain BCG Matrix. Write its relevance in present context with suitable example. | CO2 | E | 10 |
|  | b. | Describe 7’s framework of McKinney and its importance for an Organization. | `CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain how business competes through using business model. | CO3 | E | 10 |
|  | b. | What are the alternatives available to Strategy Choice to a company? Discuss. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Give a detailed account on new strategies adopted by Indian organizations in the internet economy. | CO4 | U | 10 |
|  | b. | Describe the strategy formulation process in Maturing Industries. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | What is corporate level strategy? Why is it important for a diversified organization? | CO5 | R | 10 |
|  | b. | Explain in detail the Horizontal & Vertical Integration role for growth of the organisation. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Describe the need of pursuing retrenchment strategy to a company. What options under retrenchment strategy are available to the company? Discuss. | CO5 | An | 10 |
|  | b. | ‘Focus’ can be a very successful strategy. What are the conditions under which it is proved? Enumerate its limitations also. | CO5 | C | 10 |
|  |  |  |  |  |  |
| 7. | a. | Why is it important to assess a firm’s strengths and weaknesses in relative terms? What are the major factors that managers should consider while assessing the same? | CO4 | A | 10 |
|  | b. | Explain the process of strategic control. What measures would you suggest to bridge the gap between standard and actual performance? | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Enumerate the factors which should be considered by a firm for choosing strategy in a Declining Industry. | CO6 | An | 10 |
|  | b. | ‘Differentiation is a preferred choice by a few companies’; in the light of the above statement explain how a company can achieve differentiation with suitable example. | CO6 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | “To grow and survive, technological changes should be adopted time to time”- in the light of this statement discuss the impact of Technological Environment on business? | CO6 | C | 10 |
|  | b. | Perform a SWOT Analysis for Reliance Gio 4G services in Indian market and analyze the strategic approach of reliance communication in this regard. | CO6 | C | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Examine the impact of strategic leadership, strategic managers, and the strategic decision making  process on achieving organizational goals. |
| CO2 | Assess the internal and external business environment using strategic tools to determine  their impact on an organization’s performance. |
| CO3 | Analyze how competitive advantage theories and strategies impact efficiencies and  economies of scale, and quality improvement across different business models. |
| CO4 | Appl**y** life cycle analysis to assess the effectiveness and suitability of different business level  strategies in fragmented and mature industries. |
| CO5 | Evaluate how corporate-level strategies affect organizational growth and market  positioning. |
| CO6 | Analyze the effectiveness of global strategies for expanding international market presence  and achieving business growth. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 10 |  |  |  |  | 20 |
| CO2 |  |  |  | 10 | 10 |  | 20 |
| CO3 |  |  |  | 10 | 10 |  | 20 |
| CO4 |  | 10 | 10 | 10 | 10 |  | 40 |
| CO5 | 10 |  |  | 10 | 10 | 10 | 40 |
| CO6 |  |  |  | 10 |  | 30 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS3011** | **Duration** | **3hrs** |
| **Course Title** | **FINANCIAL MANAGEMENT** | **Max. Marks** | **100** |

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| **Q.**  **No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Justify the comparison of wealth maximization and profit maximization by analyzing their distinct characteristics and discussing how each concept influences business decisions and sustainability strategies at an evaluation level of Bloom's Taxonomy. | CO1 | E | 10 |
|  | b. | Illustrate the functions of financial management with suitable examples. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Tabitha Company is considering its dividend policy. The company's cost of equity is 12%, and it can earn a return of 15% on its investments. The company's earnings per share are 5, and it currently pays a dividend of 2 per share. If the company retains earnings, it can invest at the same rate of return. Determine the optimal dividend payout ratio according to Walter's Model. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3. | a. | Demonstrate how the Modigliani & Miller approach to capital structure operates by illustrating its key assumptions and discussing how these assumptions are applied in real-world corporate finance scenarios. | CO3 | A | 10 |
|  | b. | Apply optimum capital structure procedure to maximize the value of the firm. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Company Balarama Ltd has reported a total revenue of $ 2,500,000, operating expenses of $800,000, interest expenses of $50,000, and taxes of $75,000 for the fiscal year. The company has 100,000 common shares outstanding. Calculate the EBIT and EPS for Company XYZ. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Imagine you're managing a warehouse with fluctuating demand. How would you apply different inventory control techniques to ensure optimal stock levels and minimize costs? | CO5 | A | 10 |
|  | b. | Apply different working capital approaches to the working capital cycle, providing specific examples to illustrate the effects on cash conversion, inventory management, and accounts receivable, within a manufacturing context. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Distinguish between internal and external sources of funds for  businesses, and provide examples of each. | CO6 | An | 10 |
|  | b. | How can decision tree analysis be implemented in financial risk assessment? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Asses how relevant capital structure theories positively impact financial performance, contrasting the limitations of irrelevant theories. | CO3 | E | 10 |
|  | b. | Analyze the types of risks in investment management. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Illustrate the concept of financial leverage as either operating or financial, and provide examples of each type. | CO4 | A | 10 |
|  | b. | Examine the purpose of working capital and provide examples of the types of working capital relevant to the manufacturing industry. | CO5 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Net present value analysis Each investment returns $15,000 in total cash flows over a three-year period. Each investment costs $12,000, but Project B has a larger cash flow in the first year and therefore has a larger net present value. Project C has a lower cash flow in the first year and therefore has a smaller net present value. The present value of 1 factor assuming 10% required return shown in the chart above, can be found in the following table   |  |  |  |  | | --- | --- | --- | --- | |  | **Net Cash Flows: A** | **Net Cash Flows: B** | **Net Cash Flows: C** | | Year 1 | $ 5,000 | $ 8,000 | $ 1,000 | | Year 2 | 5,000 | 5,000 | 5,000 | | Year 3 | 5,000 | 2,000 | 9,000 | | Totals | $ 15,000 | $ 15,000 | $15,000 | | Compute net present value and Suggest which project is profitable. | | | | | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the financial avenues best suited for investment requirements. |
| CO2 | Understand the valuation techniques in finding out the value of Money over the present as well as future  period of time. |
| CO3 | Apply the skill in establishing the optimal capital structure and cost of capital for a business enterprise. |
| CO4 | Analyze the sources of funds and take appropriate long-term Investment decisions. |
| CO5 | Evaluate the cash management, inventory management Policy, payables and receivables pressures in  management decisions. |
| CO6 | Create the model by which working capital requirements are charted out to meet out the business needs. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 | 10 | 10 |  | 30 |
| CO2 |  |  | 10 | 20 |  |  | 30 |
| CO3 |  |  | 20 |  | 10 |  | 30 |
| CO4 |  |  | 10 | 20 |  |  | 30 |
| CO5 |  |  | 10 | 20 |  |  | 30 |
| CO6 |  |  |  | 10 | 20 |  | 30 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **20MS3012** | **Duration** | **3hrs** |
| **Course Title** | **HUMAN RESOURCE MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze in detail the meaning, nature, and scope of Human Resource Management (HRM), and examine how these elements contribute to the overall functioning and success of an organization | CO1 | An | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 2. |  | Examine various methods of job evaluation from an organizational perspective, analyzing their advantages and limitations in assessing job value within the manufacturing industry. Provide a critical assessment of how each method contributes to fair and effective job valuation | CO2 | E | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 3. |  | Explain employee selection process used by organizations to hire new employees, demonstrating how the key steps are implemented and evaluating their effectiveness in selecting the right candidates. | CO2 | E | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyze how different employee training methods can be applied to boost workforce productivity. Select a training method you would prioritize for immediate implementation, and justify your choice based on its potential to enhance skill development and productivity outcomes | CO3 | An | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 5. |  | Critically evaluate the role of incentives and performance-based rewards in motivating employees in the retail industry. Discuss how these rewards can be structured to encourage both individual and team performance. | CO4 | E | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 6. |  | Develop a comprehensive HR audit plan for an organization of your choice. Outline the key areas you would examine, describe the approaches you would use to conduct the audit, and assess how this process can contribute to the organization’s strategic goals." | CO5 | C | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 7. |  | Explain how different performance appraisal methods can impact employee productivity in an organization. | CO5 | E | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze the ethical issues involved in employee privacy and data protection within HR practices. How should HR managers balance organizational interests with employee rights in light of recent data security concerns? | CO6 | An | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Cross-Border Merger and Acquisition: GlobalSteel and EuroMetals  In the context of emerging and developing economies, cross-border mergers and acquisitions (M&A) have become a prominent strategy for expansion. However, studies indicate that nearly 60-70% of these international mergers fail. The acquisition of EuroMetals by GlobalSteel marked a landmark transaction in cross-border business expansion, representing one of the largest deals by a company from a developing nation acquiring a foreign entity.  Shortly after the merger, EuroMetals’ European operations faced severe economic downturns due to recessionary conditions, raising multiple concerns. One significant issue was that the technical strengths of EuroMetals had been overestimated. Although GlobalSteel’s domestic operations produced less than half the steel volume of EuroMetals’ European operations, GlobalSteel’s domestic net sales and profits were substantially higher.  EuroMetals had operated effectively as a European company under stable economic conditions before the merger. However, following the acquisition, several international clients canceled their long-term contracts with EuroMetals, creating financial strain and forcing the company to consider plant closures. This move risked the loss of 2,000 direct jobs, with an additional 1,000 jobs indirectly affected.  Additionally, cultural conflicts arose between the two organizations, impacting the smooth integration of operations. The merger also increased GlobalSteel’s debt significantly. Some analysts argue that GlobalSteel may have been better off financially had it not taken on the debt associated with acquiring EuroMetals.  **COMPULSORY QUESTION**   1. As a future HR Manager, design a strategy for managing cultural integration in cross-border mergers, taking lessons from the GlobalSteel-EuroMetals 2. Demonstrate the significance of cultural differences in cross-border mergers compared to domestic mergers | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Define the nature and scope of Human Resource Management |
| CO2 | Explain the functional elements involved in implementing HR Planning |
| CO3 | Infer appropriate Training methods for effective use in capacity building and career development |
| CO4 | Choose the relevant pay components and construct a compensation strategy |
| CO5 | Appraise the tools for Performance and career management |
| CO6 | Discuss the latest trends of HR functions in the contemporary world. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | - | 20 | - | - | 20 |
| CO2 | - | - | - | - | 20 | - | 20 |
| CO3 | - | - | - | 20 | - | - | 20 |
| CO4 | - | - | - | - | 20 | - | 60 |
| CO5 | - | - | - | - | - | 20 | 20 |
| CO6 | - | - | 20 | 20 | - | - | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **20MS3016** | **Duration** | **3hrs** |
| **Course Title** | **MODELING FOR BUSINESS PLAN** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe in detail the success story of women entrepreneurship with respect to Nykaa. | CO1 | U | 10 |
|  | b. | Elaborate the success factors of different types of entrepreneurship. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the various schemes offered by commercial Banks. | CO2 | A | 10 |
|  | b. | With examples, explain the impact of technological advancements on business planning tools and techniques in the software industry. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. |  | Describe how government policies and regulations impact small and medium-sized enterprises (SMEs). | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the social implications outlined in an industrial project report alongside the project’s environmental impact assessment. Also, identify potential areas of concern proposing relevant mitigation strategies. | CO4 | An | 10 |
|  | b. | 1. Elaborate on Production Scheduling. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 5. |  | Describe Netflix Business Model. Analyze the strategic decisions made by Netflix in response to changing market dynamics. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the steps for starting a new venture. | CO2 | C | 20 |
|  |  |  |  |  |  |
| 7. | a. | Describe the Business strategy of CISCO. | CO3 | U | 10 |
|  | b. | Explain the management structure outlined in an industrial project report, considering factors such as leadership effectiveness and decision-making processes. | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Compare and contrast the business models of foreign start-up firms with Indian start-ups. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | ABC Ltd, one of the most renowned cafes in the world primarily benefits from selling various kinds of coffee or tea drinks in addition to roasting and selling of exotic coffee beans. It is spread across more than 3000 branches in the world. Furthermore, it has been a standout amongst the fastest growing corporations in America. One of the core reasons why ABC remains popular 20 years after its founding is not only because of the quality of coffee it serves, but also its incredible customer service and ambience. ABC creates comfortable surroundings for its customers to socialize at a much reasonable price which draws consumers of all ages into its stores worldwide. Moreover it has been appreciated worldwide for its employee satisfaction. Managers at ABC treat each employee equally and every member of the staff is called a partner. ABC imparts a part of its profits towards public service. When it comes to goals, ABC sets a challenging and specific goals, and it allows all partners to decide its direction.  **Question**  Outline the SWOT Analysis for ABC Ltd. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the nuts and bolts of preparing a business plan |
| CO2 | Remember and implement the business/management skills |
| CO3 | Understand and evaluate complete business plan (from concept to financial forecasts) |
| CO4 | Identify the tools and techniques involved in Business plan process. |
| CO5 | Analyse the competitive structure and strategy development |
| CO6 | Launch a new venture company or start one an established organization. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  | 10 |  |  | 20 |
| CO2 |  |  | 10 | 10 |  | 20 | 40 |
| CO3 |  | 10 | 10 |  | 10 |  | 30 |
| CO4 |  | 10 |  | 10 | 10 |  | 30 |
| CO5 |  |  |  |  | 10 | 10 | 20 |
| CO6 |  |  | 20 |  |  | 20 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3011** | **Duration** | **3hrs** |
| **Course Title** | **HEALTHCARE DATA ANALYTICS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Given a dataset containing patient demographics, medical histories, and treatment outcomes, outline a predictive modelling approach to identify patients at risk for readmission. Include steps from data preparation to model evaluation. | CO1 | A | 10 |
|  | b. | Analyze how key quality initiatives implemented in India’s healthcare system over the past decade have impacted healthcare delivery, patient outcomes, and overall public health with specific examples. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Given a dataset that includes patient age, diagnosis, treatment received, and outcome, use regression analysis framework, and outline the steps to investigate the relationship between treatment type and patient outcomes. | CO1 | A | 10 |
|  | b. | Imagine you are tasked with leading a quality improvement initiative in a healthcare organization. Describe how you would utilize data analytics to identify areas for improvement and track progress over time. What specific metrics would you focus on? | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | You are part of a team developing a new data governance policy for a healthcare organization. Outline the key principles that should guide the development of this policy, focusing on data integrity, security, and compliance. | CO2 | An | 10 |
|  | b. | Apply the data-information-knowledge-wisdom hierarchy to a real-world healthcare scenario. Describe how you would transform raw patient data into meaningful insights to guide clinical decisions and enhance patient care. What steps would you take at each level of the hierarchy? | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Apply statistical analysis to summarize patient satisfaction survey results that consist of ordinal data. Identify the most appropriate statistical measures to use and explain how you would apply them to analyze the data. | CO3 | A | 10 |
|  | b. | Evaluate the potential consequences of using data without a proper statistical understanding in healthcare practices. How might this affect the quality of evidence-based decision-making? | CO3 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Imagine you are presenting the results of a healthcare data analysis project to a board of healthcare executives. Summarize the main points you would include in your presentation, highlighting how your analysis can support informed decision-making. | CO3 | A | 10 |
|  | b. | Examine the steps involved in the data analytics process within the healthcare context. Explain each step and identify the tools typically used at each stage. How do these tools contribute to the overall effectiveness of data analytics in healthcare decision-making? | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Develop a plan for implementing a data warehouse in your organization, highlighting its importance and key concepts. How would these concepts support data-driven decision-making? | CO4 | A | 10 |
|  | b. | A healthcare provider organization has various data sources, such as electronic health records, patient satisfaction surveys, clinical outcomes, and operational metrics. As a data analyst, outline your approach to creating a comprehensive analytics strategy for these data sets. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 7. | a. | A healthcare organization is facing challenges in balancing patient experience, improving population health, and reducing costs. Evaluate the effectiveness of using the IHI Triple Aim in prioritizing performance goals for this organization. | CO5 | E | 10 |
|  | b. | Evaluate the challenges of communicating healthcare data to diverse audiences, including clinical staff, management, and patients. What strategies can be implemented to overcome these challenges? | CO6 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Discuss the role of data visualization in storytelling within the healthcare context. How can effective visual representations of data lead to better decision-making and improved patient outcomes? | CO6 | An | 10 |
|  | b. | Create a communication plan for presenting healthcare data to a community health forum. Include key messages, visualization strategies, and methods to engage the audience and ensure comprehension. | CO6 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Caselet: Improving Patient Wait Times at HealthCare Plus**  **Background:** HealthCare Plus, a mid-sized healthcare facility, has been facing challenges with long patient wait times, which have negatively impacted patient satisfaction scores. To address this issue, the management team has decided to conduct a thorough analysis of patient flow and wait times. They plan to collect data from various sources, including patient registration, treatment schedules, and discharge processes, to identify bottlenecks and areas for improvement.  **Data Collection:** The team gathers data over a three-month period, which includes:   1. Patient demographics (age, gender, etc.) 2. Time of arrival at the facility 3. Time spent at each stage of the visit (check-in, waiting for treatment, treatment duration, and check-out) 4. Patient satisfaction survey results regarding wait times   **Analysis:** Using statistical software, the team analyzes the collected data to understand trends in wait times. They create visualizations, such as histograms and scatter plots, to present their findings. They also utilize the data to apply the DMAIC methodology to enhance their processes. |  |  |  |
|  |  | 1. Based on the data collected by HealthCare Plus, how would you apply the DMAIC methodology to address the issue of long patient wait times? Outline specific actions you would take at each stage of the process. | CO5 | A | 10 |
|  |  | 1. Examine the potential factors contributing to long wait times at HealthCare Plus. What statistical measures would you use to analyze the data, and how could these insights inform management’s decisions? | CO5 | An | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply data analytics and quality improvement frameworks to understand drivers of healthcare transformation and assess how quality initiatives have evolved to enhance healthcare value. |
| CO2 | Analyze the role of data as an asset in healthcare organizations by evaluating diverse data sources and identifying key challenges in data utilization for quality and performance improvement. |
| CO3 | Apply data analytics and quality improvement frameworks to understand drivers of healthcare transformation and assess how quality initiatives have evolved to enhance healthcare value |
| CO4 | Examine the steps and tools in data analytics to interpret healthcare data, understanding the role of data analysts, types of databases, data warehouses, and data architecture in healthcare. |
| CO5 | Apply the DMAIC model to solve a healthcare issue, applying KPIs, measures, metrics, and the IHI Triple Aim to set and assess performance goals |
| CO6 | Create clear and effective data displays and reports that meet stakeholder needs, choosing the best ways to present and communicate information to specific audiences. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 | 10 |  |  | 30 |
| CO2 |  |  | 10 | 20 |  |  | 30 |
| CO3 |  |  | 20 | 10 |  |  | 30 |
| CO4 |  |  | 10 | 10 |  | 10 | 30 |
| CO5 |  |  | 10 | 10 | 10 |  | 30 |
| CO6 |  |  |  | 10 | 10 | 10 | 30 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3012** | **Duration** | **3hrs** |
| **Course Title** | **MACHINE LEARNING** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Illustrate three common machine learning techniques and their practical applications. Outline the difference between them. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain Clustering working model, its types in Machine Learning with suitable example | CO2 | A | 10 |
| b. | Explain Step-by-Step Procedure for Hierarchical Clustering development with suitable example. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Write the working of K Nearest Neighbor algorithm and its application in clustering | CO2 | A | 10 |
| b. | Evaluate the implications of using different distance measures in clustering on the outcome of a hierarchical cluster. | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the limitations of linear regression when applied to real-world data. | CO3 | A | 10 |
| b. | Analyze and comment on how logistic regression differs from other machine learning algorithms in handling categorical data. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain support vector machine and explain usage in regression | CO4 | A | 10 |
| b. | Explain the role of hyperparameters in SVM implementation. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain support vector machine and explain its main purpose in classification. | CO5 | A | 10 |
| b. | Summarize the importance of hyperparameters in model implementation. | CO5 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Recommend the different activities to be performed to prepare a large dataset for analysis. | CO5 | E | 10 |
| b. | Explain using appropriate metrics to evaluate a model with details. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the steps to implement a machine learning algorithm for fake news detection and analysis on social media posts. | CO6 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | A retail company wants to predict the risk of stockouts for various products during peak seasons based on factors such as historical sales, supplier lead time, and market trends. Suggest a suitable algorithm and detail the steps to achieve the task with limitations.   1. Propose a suitable Algorithm and provide details for selection to understand the rationale. 2. Write explanations on the Outcome based on algorithm usage and technical terms to understand the analysis. 3. Report on the impact of implementation on decision-making 4. Justify the advantages and limitations of usage | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| **CO1** | Explain the core principles of machine learning, including common techniques and validation methods |
| **CO2** | Apply clustering techniques (e.g., hierarchical clustering, K-nearest neighbor) and evaluate clustering quality using distance measures. |
| **CO3** | Evaluate and differentiate between various algorithms such as linear regression, logistic regression, decision trees, and random forests. |
| **CO4** | Evaluate the suitability of Support Vector Machines (SVM) for classification and regression problems |
| **CO5** | Design sentiment analysis models by selecting appropriate datasets, training and testing techniques, and validation methods |
| **CO6** | Synthesize strategies for implementing various machine learning algorithms, addressing their limitations and effectiveness in real-world applications |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  | 20 |  |  | 20 |
| CO2 |  |  | 30 | 10 |  |  | 40 |
| CO3 |  |  | 10 | 10 |  |  | 20 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  | 20 |  | 20 |  | 40 |
| CO6 |  |  |  | 20 |  | 20 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3022** | **Duration** | **3hrs** |
| **Course Title** | **STRATEGIC COST MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the concepts of strategic cost management. | CO1 | A | 10 |
|  | b. | Describe the steps in strategic cost analysis. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | How strategic positioning can be a competitive advantage? | CO1 | U | 10 |
|  | b. | Explain the environmental influences and cost management practices. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Elaborate activity-based costing. | CO3 | E | 10 |
|  | b. | Explain the term benchmarking | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Examine the term life cycle costing. | CO2 | E | 10 |
|  | b. | Describe the major constraints of JIT theory. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Illustrate the techniques of cost reduction | CO3 | U | 10 |
|  | b. | Describe total cost management. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | What are the major inventory decisions? | CO4 | U | 10 |
|  | b. | How does sensitivity analysis in pricing decisions help cost reduction? | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Examine the methods of pricing. | CO6 | U | 10 |
|  | b. | How do you prepare quality reports? | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe how the learning curve helps decision-making. | CO6 | A | 10 |
|  | b. | Examine the impact of a learning curve on labor variances. | CO5 | E | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Describe the role of business process re-engineering. | CO6 | C | 10 |
|  | b. | Examine the utility of a balanced scorecard. | CO5 | A | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the SCM and its techniques |
| CO2 | Remember and comprehend different cost classifications |
| CO3 | Develop and construct comparative cost statements using SCM techniques |
| CO4 | Apply various SCM techniques and analytics for managerial decision situations in manufacturing and service sectors |
| CO5 | Evaluate alternate decisions using LC, simulations and time series analysis |
| CO6 | Create management reports for continuous improvements. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 | 10 | 10 |  |  | 30 |
| CO2 |  | 10 | 10 |  | 10 |  | 30 |
| CO3 |  | 10 | 10 |  | 10 |  | 30 |
| CO4 |  | 10 |  | 10 | 10 |  | 30 |
| CO5 |  |  | 10 | 10 | 10 |  | 30 |
| CO6 |  | 10 | 10 |  |  | 10 | 30 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3023** | **Duration** | **3hrs** |
| **Course Title** | **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Develop an investment plan using a mix of different avenues for a young professional aiming for long-term growth. | CO1 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate the impact of institutional vs. retail investors on stock market stability. | CO1 | E | 10 |
|  | b. | Explain the role of SEBI guidelines in protecting investors and ensuring transparency in the listing process. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. |  | Write the purpose of SEBI guidelines in regulating the listing of securities. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | You are an investment analyst assessing a portfolio of stocks using the Arbitrage Pricing Theory (APT). Assume that the market is influenced by three main factors:  **Inflation Rate (Factor 1)** – This reflects the impact of economic inflation on asset prices.  **Interest Rate (Factor 2)** – This accounts for changes in interest rates, which can influence stock returns.  **Gross Domestic Product Growth Rate (Factor 3)** – This reflects the influence of economic growth on stock prices.  The sensitivities (betas) of each stock to these factors are given, along with the risk premiums for each factor.  **Given Data:**  **Factor 1 (Inflation Rate)**: Risk premium = 2%  **Factor 2 (Interest Rate)**: Risk premium = 1.5%  **Factor 3 (GDP Growth Rate)**: Risk premium = 3%  You have two stocks in a portfolio, with the following factor sensitivities:   | Stock | β (Inflation) | β (Interest Rate) | β (GDP Growth) | | --- | --- | --- | --- | | A | 1.2 | 0.8 | 1.5 | | B | 0.9 | 1.1 | 1.3 |  1. Calculate the expected return for **Stock A** and **Stock B** using the APT formula. 2. Based on results which stock you will recommend for your client to invest? 3. Determine the total expected return for each stock, if the risk-free rate is 4%. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Explain the need for security valuation in investment decisions. | CO3 | U | 10 |
|  | b. | Classify each type of risk as either systematic or unsystematic for the below scenario. Justify your answer:   1. A sudden increase in interest rates by the central bank. 2. A strike at a major automobile manufacturing company. 3. Political instability in a foreign market where a multinational operates. 4. A sudden regulatory change impacting all tech companies.   For each scenario, explain why it is categorized as systematic or unsystematic risk, and discuss the potential impact on an investor's portfolio. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | How does the Efficient Frontier illustrate the trade-off between risk and return? | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | You have access to the financial statements of a company over the last 5 years. **Apply** trend analysis to assess whether the company’s revenue, profit margins, and free cash flow are improving or deteriorating. What conclusion can you draw about its future prospects? | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Apply the market psychology behind a "head and shoulders" pattern. How do the different parts of the pattern reflect market sentiment? | CO5 | A | 10 |
|  | b. | Apply the concept of "loss aversion" to analyze why an investor might hold on to a losing stock too long instead of cutting their losses. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Risk-free rate**: 3%  **Portfolio returns**: 10%  **Market returns**: 8%  **Beta of the portfolio**: 1.1  **Standard deviation of portfolio**: 18%  **Standard deviation of market**: 16%   1. After calculating the Sharpe ratio for the portfolio, evaluate whether the portfolio provides good returns for the level of risk taken. Would you recommend this portfolio to an investor based on the Sharpe ratio? 2. Evaluate the Treynor ratio. Based on the result, is the portfolio performing well relative to its systematic risk? Justify your answer. 3. Calculate Jensen’s alpha for the portfolio. Is the portfolio outperforming the market based on Jensen’s alpha, or does it fall short of expectations? | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the skills required in asset allocation; choice of various types of investment vehicles (stocks, ETF’s, bonds, real estate) in a portfolio; performance measurement and manage a portfolio using investment simulation method. |
| CO2 | Remember the back office and front-end of trading systems through NCCMP training program. |
| CO3 | Analyse the growth and need of stock exchanges contributing to the economy |
| CO4 | Apply relevant tools to assess the performance of Bonds for past years |
| CO5 | Evaluate the securities performance of various sectors |
| CO6 | Create portfolio analysis on the performance of Mutual funds of different AMCs |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  |  | 10 | 20 | 30 |
| CO2 |  |  | 20 | 10 |  |  | 30 |
| CO3 |  | 10 | 20 |  |  |  | 30 |
| CO4 |  |  | 30 |  |  |  |  |
| CO5 |  |  | 30 |  |  |  |  |
| CO6 |  |  | 10 |  | 20 |  |  |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3025** | **Duration** | **3hrs** |
| **Course Title** | **DIGITAL TRANSFORMATION IN BANKING AND INSURANCE** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Briefly explain the following:  Deposit accounts in banks | CO1 | U | 5 |
|  | b. | KYC norms for opening accounts. | CO1 | R | 5 |
|  | c. | Cash credit and Overdraft. | CO1 | U | 5 |
|  | d. | Banking reforms in 1919-92. | CO1 | R | 5 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Consortium and multiple banking | CO2 | R | 5 |
|  | b | Letter of Credit issued by banks | CO2 | R | 5 |
|  | c | Housing loans and car loans | CO2 | R | 5 |
|  | d | Fund based and non-fund based business | CO2 | R | 5 |
|  |  |  |  |  |  |
| 3. |  | Write notes on :   1. ATM 2. Mobile banking 3. Internet banking 4. Core banking | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain risk management in insurance business and its relevance in our country | CO5 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Basle I, II and III are part of the BCBS’s continuous effort to enhance the banking regulatory frame work. Discuss | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | IRAC norms implementation in a phased manner is in tune with the International Banking Practices. Elucidate | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | RBI is the regulator of banks and NBFC in our country. Discuss | CO6 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Discuss the role of financial institutions in the economic growth of the country. | CO1 | U | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | Gupta a young B Tech graduate was all excited as he was going to join XYZ Bank, the largest commercial bank in the country as a probationary officer. He was posted in a semi urban branch which was 600 Km away from his home town. He reported to the branch at 9.30 in the morning and met the Chief Manager of the branch. He introduced himself to the Chief Manager, and was asked about his background and from where he hailed. After a few minutes, the Chief Manager told him to go and meet the other staff in the branch. Gupta came out rather perplexed and went to meet the other staff in the branch. He first introduced himself to the person manning the counter who took him to the PB Manager. The PB Manager welcomed him and told him that he was in fact waiting for him as he had a lot of documents to be migrated to the another link office. He immediately handed over a set of documents and told him the process to be done for the migration. During lunch time in the canteen hall, Gupta was able to know and meet his other colleagues in the branch.  The next day the Service Manager called Gupta and informed him that the KYC updation of a number of accounts was pending and advised him to complete the task as quickly as possible. For the next couple of days Gupta was deeply immersed in updation of non-compliant KYC accounts. One day the Chief Manager informed him that he was being deputed to Regional Business Office (RBO) for ATM reconciliation. Gupta told him that he was not even aware of the normal debit and credit transactions and that it would be difficult for him to do the reconciliation, as he simply did not have any idea about it. But the Chief Manager replied that it was the instructions from the Local Head Office. For the next few weeks Gupta was in RBO doing reconciliation of ATM entries. By the time he returned, Guptawas aware that he had lost half of his General Banking training period without learning anything.  As days went by Gupta realised that it was getting monotonous and tiring.  One Monday morning Gupta was on his way to the branch in his motorbike. He was in a hurry, as the traffic was heavy and it was getting late. As he turned the corner, a middle aged lady suddenly ran and crossed the road in front of his bike in a flash. Gupta applied the brakes as hard as he could and barely avoided colliding with the lady. But his bike skidded and he was thrown out in to the road. People crowded around Gupta and he was in a dizzy. Someone was trying to help him to get up and make him sit on a bench on the side of the road. After a few minutes Gupta could regain his senses and he realised that his elbows and knees were badly bruised and was bleeding. A tall gentleman who introduced himself as Mr. Sahu stepped forward and requested him to accompany him to the hospital. But Gupta felt that he should go to the branch first as it was nearby and then to the hospital and so he requested Mr. Sahu to take him to his branch. Mr. Sahu an ex army personnel pulled up Gupta’s bike, started it and took him to the branch.  Gupta wanted to go inside and wash his bruises, but Mr. Sahu insisted that they see the Branch Manager first and apprise him of the incident. When Gupta entered the cabin along with Mr. Sahu, the Branch Manager was talking to a customer seated in front of him. When the Branch Manager saw Gupta, he was surprised and asked him “ Why are you late today?”. Mr. Sahu immediately intervened and narrated to the Branch Manager the accident that happened in the morning and requested that Gupta be taken to the hospital for dressing his wounds. The Branch Manager listened to the whole episode and finally said –  “ Gupta do one thing, for now you wash your face and hands and go and sit in the Alternate Channels counter. There are 3 customers waiting for availing mobile banking facility. You better be quick and give them mobile banking as you know, our numbers in mobile banking is very low this month. My P-review meeting is scheduled for next week and we have to do something before that.” Both Gupta and Mr. Sahu were utterly shocked on hearing this. As they came out of the Branch Managers cabin, Mr. Sahu looked at Gupta and asked him “Do you think that the Branch Manager would have responded in the same way had his son faced a similar situation. Is he a human being?  Gupta in total dismay, pondered “ Maybe it is time I should be thinking of leaving this organisation and joining another one?’  Points to be discussed?   1. How could the Chief Manager played his role differently so as to be effective in mentoring the Probationary Officer ? 2. The grooming of a PO during his initial period of service will go a long way in moulding him as an efficient and effective officer of the organisation. Was the branch in this case study able to achieve this objective ? 3. Discuss the role of empathy and emotional intelligence in the branch/ office environment? | CO6 | An | 20 |
|  |  |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the basics of the banking sector |
| CO2 | Remember the reforms, technology introduction, modernisation of banks in India. |
| CO3 | Apply knowledge on Non-fund based business like LC, guarantee etc |
| CO4 | Evaluate the digital transformation in Banks and Insurance. |
| CO5 | Analyse the growth and application of principles of Insurance |
| CO6 | Create practical insights of NBFCs and solutions for Fintech challenges in our country. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 | 30 |  |  |  |  | 40 |
| CO2 | 20 |  |  |  |  |  | 20 |
| CO3 |  |  | 20 |  |  |  | 20 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  | 20 | 20 |  |  |  | 40 |
| CO6 |  |  | 20 | 20 |  |  | 40 |
|  | 30 | 50 | 80 | 20 |  |  | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3026** | **Duration** | **3hrs** |
| **Course Title** | **FINANCIAL ANALYSIS AND REPORTING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | List the role of Qualitative and Quantitative characteristics of financial statements in Financial reporting. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Will the financial statement analysis results in faithful representation? – Explain. | CO1 | An | 10 |
|  | b. | “Can the regulatory frame work prevent financial frauds?” – Discuss. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | State and justify the reasons why the regulatory frame work is established on Government Grants, Foreign currency transactions, and Taxation. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | How a cash flow statement helps in analyzing the financial status of the firm? | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Write a short note on:   1. Earnings per share 2. Book value per share 3. Dividend per share | CO3 | R | 10 |
|  | b. | Highlight the limitations of financial ratio analysis and its interpretation techniques. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | List the elements in preparing a statement of cash flows for a single entity in accordance with IFRS standards. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | How to predict corporate failures using Argenti’s A Score? Compare and contrast with Altman’s Z score. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How the windows of opportunity help on financial decisions? | CO5 | A | 10 |
|  | b. | Explain assets held of sale and discontinued operations. | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | The following are the key points extracted from Hindenburg Research Report on Adani Group of Companies:  Today we reveal the findings of our 2-year investigation, presenting evidence that the INR 17.8 trillion (U.S. $218 billion) Indian conglomerate Adani Group has engaged in a brazen stock manipulation and accounting fraud scheme over the course of decades.  Gautam Adani, Founder and Chairman of the Adani Group, has amassed a net worth of roughly $120 billion, adding over $100 billion in the past 3 years largely through stock price appreciation in the group’s 7 key listed companies, which have spiked an average of 819% in that period.  Our research involved speaking with dozens of individuals, including former senior executives of the Adani Group, reviewing thousands of documents, and conducting diligence site visits in almost half a dozen countries.  Even if you ignore the findings of our investigation and take the financials of Adani Group at face value, its 7 key listed companies have 85% downside purely on a fundamental basis owing to sky-high valuations.  Key listed Adani companies have also taken on substantial debt, including pledging shares of their inflated stock for loans, putting the entire group on precarious financial footing. 5 of 7 key listed companies have reported ‘current ratios’ below 1, indicating near-term liquidity pressure.  The group’s very top ranks and 8 of 22 key leaders are Adani family members, a dynamic that places control of the group’s financials and key decisions in the hands of a few. A former executive described the Adani Group as “a family business.”  The Adani Group has previously been the focus of 4 major government fraud investigations which have alleged money laundering, theft of taxpayer funds and corruption, totaling an estimated U.S. $17 billion. Adani family members allegedly cooperated to create offshore shell entities in tax-haven jurisdictions like Mauritius, the UAE, and Caribbean Islands, generating forged import/export documentation in an apparent effort to generate fake or illegitimate turnover and to siphon money from the listed companies.  Gautam Adani’s younger brother, Rajesh Adani, was accused by the Directorate of Revenue Intelligence (DRI) of playing a central role in a diamond trading import/export scheme around 2004-2005. The alleged scheme involved the use of offshore shell entities to generate artificial turnover. Rajesh was arrested at least twice over separate allegations of forgery and tax fraud. He was subsequently promoted to serve as Managing Director of Adani Group.  Gautam Adani’s brother-in-law, Samir Vora, was accused by the DRI of being a ringleader of the same diamond trading scam and of repeatedly making false statements to regulators. He was subsequently promoted to Executive Director of the critical Adani Australia division.  Gautam Adani’s elder brother, Vinod Adani, has been described by media as “an elusive figure”. He has regularly been found at the center of the government’s investigations into Adani for his alleged role in managing a network of offshore entities used to facilitate fraud.  We have identified 38 Mauritius shell entities controlled by Vinod Adani or close associates. We have identified entities that are also surreptitiously controlled by Vinod Adani in Cyprus, the UAE, Singapore, and several Caribbean Islands.  Many of the Vinod Adani-associated entities have no obvious signs of operations, including no reported employees, no independent addresses or phone numbers and no meaningful online presence. Despite this, they have collectively moved billions of dollars into Indian Adani publicly listed and private entities, often without required disclosure of the related party nature of the deals.  Answer the following questions:   1. How the financial regulation failed to unearth such activities? 2. Can the financial statement and analysis able to sense the economic offence as listed in the report? – Explain 3. How far the common investors and the stakeholders are affected by this episode? | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Remember what is relevance and faithful representation |
| CO2 | Develop understandability and verifiability in relation to the provision of financial information |
| CO3 | Analyze the importance of comparability and timelines using accounting ratios |
| CO4 | Apply IFRS standards in construction of cash flow statements |
| CO5 | Evaluate alternate decisions concerning financial distress |
| CO6 | Create Management Reports based on financial indicators |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 20 | - | 10 | - | - | 30 |
| CO2 | - | - | 10 | 20 | - | - | 30 |
| CO3 | 10 | - | - | 20 | - | - | 30 |
| CO4 | - | - | - | 30 | - | - | 30 |
| CO5 | - | - | 30 |  | - | - | 30 |
| CO6 | - | - | 10 | 20 | - | - | 30 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3027** | **Duration** | **3hrs** |
| **Course Title** | **INCOME AND CORPORATE TAXATION** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Determine whether a ‘supply’ within the state is subject to CGST or SGST. | CO1 | A | 10 |
|  | b. | Write how would a non-resident taxable person register for GST in India? | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze the impact of the ‘destination’ principle on inter-state trade under GST. | CO1 | An | 10 |
|  | b. | Analyze how the matching of input tax credit helps prevent tax evasion. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Write which type of GST return is applicable for a composition dealer. | CO2 | A | 10 |
|  | b. | Compare the differences between types of GST returns | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Mr. A, a registered GST dealer, purchased a machine for his business. The cost of the machine was Rs.5,90,000, inclusive of 18% GST. He wants to claim depreciation in respect of the machine Rs.88,500 at the rate of 15% on Rs.5,90,000. Give your tax advice. | CO2 | A | 10 |
|  | b. | Explain how an anti-dumping duty would be calculated for a product imported at below fair market value. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Compare the differences between types of customs duties, such as basic customs duty and countervailing duty. | CO3 | An | 10 |
|  | b. | Differentiate between book profit and taxable income for a company. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the reasons why the government imposes MAT on companies. Illustrate with examples. | CO4 | An | 10 |
|  | b. | Prabhath Ltd gives the following P & L Account for the financial year 2023‘24   |  |  |  |  | | --- | --- | --- | --- | | To Opening stock | 25,000 | By Sales | 8,00,000 | | To Purchases | 5,00,000 | Bu Closing Stock | 40,000 | | To Freight and Wages | 50,000 |  |  | | To Gross Profit c/d | 2,65,000 |  |  | |  | **8,40,000** |  | **8,40,000** | | To Salaries | 75,000 | By Gross Profit b/d | 2,65,000 | | To Repairs | 13,000 |  |  | | To General Expenses | 15,000 |  |  | | To Audit Fees | 5,000 |  |  | | To Dividend (interim) | 53,000 |  |  | | To Staff Welfare Fund | 6,000 |  |  | | To Depreciation | 3,500 |  |  | | To Provision for taxation | 7,000 |  |  | | To Net Profit | 87,500 |  |  | |  | **2,65,000** |  | **2,65,000** |   The following additional details are also available:  Depreciation allowable Rs.6,000  General expenses unreasonable to the extent of Rs.4,000  The company values stock at cost less 10%  Compute total taxable income of the company for the year 2023-‘24 | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Evaluate the impact of depreciation on the overall tax liability of a capital-intensive company. | CO4 | E | 10 |
|  | b. | Differentiate between taxable and exempt allowances in a salary. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | From the following particulars, calculate the total income of Mr. X for the assessment year 2024-‘25.  Income from Profession: Rs.15,00,000  Income of minor son (professional singer): Rs.50,000  Lottery winning by minor daughter: Rs.1,00,000  Interest on debentures received by minor son: Rs.20,000  Salary of X’s wife who is employed in Government company: Rs.6,00,000  Interest on debentures purchased by Mr.X, but gifted to Mrs. X: Rs.40,000 | CO5 | An | 10 |
|  | b. | Differentiate between ‘baggage’ and ‘stores’ in customs terminology. | CO3 | An | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Summarize the provisions of permissible deductions under Section 80 C of the Income Tax Act 1961, highlighting the various eligible investments and discuss the significance of this Section in tax planning. | CO6 | E | 10 |
|  | b. | The basic salary of Mr. Deepak is Rs.80,000 p.m. He is entitled to dearness allowance @ 40 % of basic pay. 50 % of dearness allowance forms part of pay for retirement benefits. Both Mr. Deepak and his employer contribute 10 % of the basic pay to the pension scheme referred in section 80CCD. Explain the tax treatment in respect of such contribution in the hands of Mr. Deepak. | CO6 | An | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the Concepts and Principles governing Goods and Service Taxes |
| CO2 | Remember the Process of filing GST Returns and the Administrative Process governing Goods and Service Taxes |
| CO3 | . Analyse the Customs Law Proceedings in accordance with the Valuation Rules, Import and Export Procedures as per the Customs Act |
| CO4 | Apply the principles to the Types of Companies and the steps involved in the Computation of Taxable Income of Companies |
| CO5 | Evaluate and Compute the Taxable Income on the Salaries, House Property and Profits and Gains of Business or Profession |
| CO6 | Create and Compute the Taxable Income on the Capital Gains, Income from House Property and apply the Deductions under Chapter VI A along with clubbing of Income and Set-off and Carry forward of losses |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 | 10 |  |  | 30 |
| CO2 |  |  | 20 | 20 |  |  | 40 |
| CO3 |  |  | 10 | 20 |  |  | 30 |
| CO4 |  |  |  | 20 | 20 |  | 40 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  |  | 10 | 10 |  | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3028** | **Duration** | **3hrs** |
| **Course Title** | **PERSONAL FINANCE AND WEALTH MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | How would you apply the concept of the Time Value of Money to evaluate a savings goal for future personal needs? | CO1 | A | 10 |
|  | b. | Analyze how economic factors like inflation and interest rates influence personal financial planning. Provide examples of their impact on saving and investing. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Assess the important key steps to achieving successful career planning. What challenges might you face? | CO1 | E | 10 |
|  | b. | Analyse the differences between life insurance and health insurance in terms of risk protection. Which would you prioritize and why? | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain how risk management principles can be applied to minimize personal financial losses in areas like health and property. | CO2 | A | 10 |
|  | b. | Evaluate the importance of life insurance in financial planning for a family. Under what circumstances would you recommend a high-coverage policy? | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe the steps needed to begin an investment program. How would you choose between different investment options like bonds, debentures, and PPF? | CO3 | A | 10 |
|  | b. | Discuss the role of Public Provident Funds (PPF) in wealth management and its advantages for retirement planning. | CO3 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the pros and cons of investing in bonds versus corporate deposits. How do risk and return factors affect your choice? | CO3 | An | 10 |
|  | b. | Compare the risk and potential return of investing in Gold ETFs versus Mutual Funds. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | . | Create a retirement plan portfolio that includes a mix of stocks, mutual funds, and fixed-income instruments. Justify the choices based on assumed retirement goals. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 7. | a. | Compare the advantages and disadvantages of using credit cards versus consumer installment loans for major purchases. | CO5 | An | 10 |
|  | b. | Analyze the impact of interest rates on consumer loans and mortgages. How does the interest rate affect the total cost of a loan? | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the process of applying for a vehicle loan. What factors should one consider before committing to this loan? | CO5 | A | 10 |
|  | b. | Analyze the benefits of income tax exemptions on specific investments for long-term wealth management | CO5 | An | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Priya is a 35-year-old working professional who is interested in long-term financial planning to secure her future and minimize her tax burden legally. She wants to know which tax-saving investments and strategies she should consider and how to balance tax-saving with financial growth.  **Question:** As Priya's financial advisor, suggest a tax-saving plan that includes a mix of investments (like ELSS, retirement funds, or health insurance) that align with her financial goals. Explain how each investment will help her in legally avoiding excess tax and how it contributes to her long-term financial stability. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Analyze the economic key factors such as inflation, interest rates, and economic cycles affect personal finance decisions. |
| CO2 | Apply budgeting techniques to develop a personal or family budget that aligns with their financial goals. |
| CO3 | Evaluate different insurance products and risk management techniques to determine the best fit for their personal financial situation. |
| CO4 | Examine the performance of fixed return investments within a diversified portfolio. |
| CO5 | Create a diversified investment portfolio comprising variable return instruments. |
| CO6 | Develop a comprehensive retirement plan that includes savings targets, investment strategies, and withdrawal plans. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 | 10 | 10 |  | 30 |
| CO2 |  |  | 10 | 10 | 10 |  | 30 |
| CO3 |  |  | 10 | 10 | 10 |  | 30 |
| CO4 |  |  |  | 10 |  | 20 | 30 |
| CO5 |  |  | 10 | 20 |  |  | 30 |
| CO6 |  |  |  | 10 | 20 |  | 30 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3029** | **Duration** | **3hrs** |
| **Course Title** | **FINANCIAL RISK MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | |
| 1. | Identify and discuss the primary sources and types of financial risk that businesses face today, including market risk, foreign exchange risk, interest rate risk, commodity price risk, equity price risk, credit risk, operational risk, liquidity risk, and legal risk. | CO1 | U | 20 |
|  | **(OR)** |  |  |  |
| 2. | Explain the concept of economic exposure in foreign exchange risk. How does it differ from transaction exposure? In addition, illustrate the following numerical example.  A U.S.-based company, XYZ Corp., exports electronics to Europe. The company earns €2,000,000 annually from these exports, and the exchange rate at the time of the contract is €1 = $1.20. XYZ Corp. is concerned about the potential impact of changes in the exchange rate over the next year, as it expects to receive the €2,000,000 payment in full at the end of the year.  At the end of the year, the exchange rate has changed to €1 = $1.10. Calculate the impact of the exchange rate change on XYZ Corp.'s revenue in U.S. dollars. How would this affect the company's earnings, and what would the company need to consider mitigating this type of economic exposure? | CO2 | A | 20 |
|  | | | | |
| 3. | Examine how fluctuations in exchange rates impact international business operations and financial performance. | CO2 | U | 20 |
| **(OR)** | | | | |
| 4 | Differentiate between a Interest rate call option and a Interest rate put option in terms of the ITM, ATM and OTM with suitable diagram and formula. | CO3 | U | 20 |
|  | | | | |
| 5. | A financial institution buys an interest rate call option with a strike rate of 4% and a premium of $20,000. The interest rate at expiration is 5.5%. Determine the payoff from this option and explain how the institution can benefit from this hedging strategy. The Total value of the Notional amount is $1,000,000. | CO3 | An | 20 |
|  | **(OR)** |  |  |  |
| 6. | A financial institution buys an interest rate put option with a strike price of 4.5% and a premium of $15,000. The market interest rate at expiration is 3%. What is the payoff from this option? What is the net profit or loss after considering the premium paid? The Total value of the Notional amount is $1,000,000. | CO3 | An | 20 |
|  |  |  |  |  |
| 7. | Differentiate between transaction risk, counterparty risk, and default risk in the context of managing credit risk with some suitable examples. | CO4 | U | 20 |
|  | **(OR)** |  |  |  |
| 8. | Using a real-life example, explain how Value-at-Risk (VaR) can be calculated for a portfolio of stocks. What method would you apply (e.g., historical simulation or Monte Carlo simulation) to estimate the potential market loss over a 1-day horizon at a 95% confidence level? | CO5 | An | 20 |
| **COMPULSORY QUESTION** | | | | |
| 9. | **Case Study: Equity Price Risk Management in an Investment Portfolio**  **Background:** A large investment fund has a diversified portfolio with substantial exposure to various equity stocks. Recent market volatility has raised concerns about the impact of equity price fluctuations on the portfolio’s value. The fund managers are exploring strategies to protect the portfolio against downside risk, particularly in sectors like technology and healthcare, which have shown significant price swings. They are evaluating diversification, hedging with derivatives such as equity options, and using equity price risk management techniques to limit potential losses.  **Case Study Questions:**   1. What factors affect equity prices in the sectors the fund is invested in? How do changes in market conditions, interest rates, and economic indicators impact the equity price risk in the portfolio? 2. Explain how diversification can help manage equity price risk. Evaluate whether the fund's current portfolio is sufficiently diversified to withstand market downturns. 3. The fund is considering using equity options to hedge against potential market declines. Discuss how options (puts and calls) can be employed to manage equity price risk. What are the benefits and limitations of using options in this context? 4. Given the fund’s exposure to equity price risk, how would you suggest implementing a hedging strategy using equity futures or swaps? Discuss the advantages and challenges of using these derivatives to manage equity price volatility. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Understand the basics of all types of risks in business. |
| CO2 | Remember the Credit risk, Operational risk, market risk . |
| CO3 | Apply the approach to risk management through risk identification, risk measurement and risk management /or mitigation |
| CO4 | Analyze the risk in Forex business |
| CO5 | Evaluate Interest rate risks and the measures to mitigate these risks. |
| CO6 | Create risk mitigation measures in banks and Insurance |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 20 |  |  |  |  | 20 |
| CO2 |  | 20 | 20 |  |  |  | 40 |
| CO3 |  | 20 |  | 40 |  |  | 60 |
| CO4 |  | 20 |  |  |  |  | 20 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  |  | 20 |  |  | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3034** | **Duration** | **3hrs** |
| **Course Title** | **LEARNING AND DEVELOPMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the impact of motivation on the learning process. | CO1 | A | 10 |
|  | b. | Explain the different types of learning styles. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the various models of training departments. | CO2 | E | 10 |
|  | b. | Summarize the ADDIE model concept with appropriate illustrations. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. | a. | Validate the Mager and Pipe model of performance gap analysis. | CO3 | C | 10 |
|  | b. | Write the steps in the training needs analysis process. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Establish the need to create training objectives. | CO4 | A | 10 |
|  | b. | Explain the concept of Gagne's instructional design. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Summarize the various methods of management development programs. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Examine the role of artificial intelligence in learning and development. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Classify the different theories of learning with suitable examples. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Write a detailed explanation of Elaboration theory and Merrill's component display theory. | CO6 | A | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | In 1959, seven women from Mumbai came together with a simple idea to create a business that would empower women, provide employment opportunities, and encourage financial independence. They founded Shri Mahila Griha Udyog Lijjat Papad, a cooperative to produce and sell papads, a popular Indian snack. They pooled a small sum to purchase basic supplies, using their traditional skills in cooking and quality control to handcraft each papad with dedication. Lijjat Papad grew organically, spreading through word-of-mouth, and eventually became one of India’s most recognizable brands. Their products, ranging from papads to spices and wheat flour, are available across India and even exported abroad. Lijjat’s core business model focuses on cooperative principles, which means each woman involved in the process is considered an equal partner in the business. They follow a unique "no boss" policy, ensuring that everyone has an equal say in decision-making processes, which fosters trust and a sense of ownership among the members. Today, Lijjat has over 45,000 members, mostly rural women, who find pride and purpose in their work. The organization emphasizes quality, collective ownership, and self-sufficiency, allowing them to overcome challenges like competition, raw material sourcing, and changing market demands.   1. Design a formal training program to enhance productivity and quality at Lijjat Papad. | CO6 | C | 20 |
|  |  |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Examine the importance of learning theories and the necessity of training and development for employees. |
| CO2 | Analyze the various types of training and their appropriateness for the training process. |
| CO3 | Assess the training needs of the employees. |
| CO4 | Design training programs for employees. |
| CO5 | Illustrate the implementation and evaluation of the training imparted to the employees |
| CO6 | Evaluate the skills of the learners through various methods, and then utilize this data to develop suitable training programs. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 | 20 |  |  | 40 |
| CO2 |  |  |  |  | 20 |  | 20 |
| CO3 |  |  |  |  |  | 20 | 20 |
| CO4 |  |  | 20 |  |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 40 |  |  | 20 | 60 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **21MS3036** | **Duration** | **3hrs** |
| **Course Name** | **INTERNATIONAL HUMAN RESOURCE MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Relate the various terms and concepts concerning international human resource management? | CO1 | R | 10 |
|  | b. | Differentiate Domestic HRM and International HRM. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Illustrate the impact of Country culture on IHRM. | CO2 | U | 10 |
|  | b. | Describe the Culture and employee management issues in IHRM. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the different Challenges of Localization in IHRM. | CO3 | A | 10 |
|  | b. | Compile the National and International strategies for managing workforce diversity. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the Issues in International Performance Management. | CO4 | AN | 10 |
|  | b. | Describe the major factors associated with appraisal of expatriate managerial performance. | CO4 | AN | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the key differences in salary compensation for PCNs and TCNs. Do these differences matter? | CO5 | E | 10 |
|  | b. | Explain International Labor Relations. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Illustrate Practices of HRM in different countries across the world. | CO2 | U | 10 |
|  | b. | Describe the formation process of cross-border mergers, acquisitions and international joint ventures. What are the major differences? | CO4 | AN | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the key challenges faced in training expatriate managers. | CO4 | AN | 10 |
|  | b. | Discuss composition of International compensation. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | **Case 1** : Establishing a branch of a family business in China  A family-owned carbon steel company from Germany has extended its business to Hong Kong. The owners bought a small traditional Chinese firm and decided to copy the successful structure they had developed at home. This structure was headed by three general managers who equally shared the responsibilities for the business activities of the firm. The consequences were as follows. 1 Now the Chinese employees were assigned tasks by people they have never seen before and whom they did not understand. Many misunderstandings occurred, some were quite costly. 2 The employees back in Europe were only concerned with whether the assigned tasks were completed and did not consider any other obligations to the Chinese employees, such as taking care of the relationships with the Chinese government, banks, etc. 3 Eventually, the local employees became frustrated and were ready to leave the company. The result was that the management model was changed again and a single managing director of the subsidiary was accountable for all business activities in Hong Kong. Discussion Questions:  1. Relate the described situation to one of the cultural dimensions identified by Hofstede. How can you explain it?  2. How does this situation compare to comparable situations in your home country? What are the limits of a cultural explanation? | CO6 | C | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **CASE : Cross-Cultural Issues at Aero**  Imagine that you have recently been hired as a human resources consultant by a Canadian multinational enterprise (MNE) called Aero. Aero designs, manufactures and sells commercial airplane engines and fuselages worldwide. It currently has over 1,000 employees in its three locations, including 500 at its global headquarters in Canada, 300 at a manufacturing plant in the U.S., and now over 200 at its newest manufacturing plant in Mexico.  The firm is having problems communicating and sharing its corporate values and policies with its newest employees in Mexico. The only experience Aero has had in opening a new subsidiary prior to Mexico was in the U.S., where corporate values and policies were taken up by American employees with little difficulty. The problems in the Mexican plant seem to center around poor communications between the managers, who are mostly Canadian, and its new employees, who are mostly from Mexico.  “We want our corporate culture to be the same everywhere,” explains Aero’s CEO, Ms. Mary Avery, to you over lunch. “We want everything we do in Canada to be the accepted, standard practice across all of our locations, but that just doesn’t seem to be getting across to our employees in Mexico.” Avery continues by telling you that all new employees are trained in Aero’s corporate culture via discussions with their managers and corporate brochures/reading materials.  The managers complain that employees at the new plant do not speak their mind very often, and often seem to stress harmony with each other over learning Aero’s culture. Managers are also frustrated that staff meetings frequently start late due to the lateness of employees. The employees, who are younger than their managers on the average, are frustrated that they are not told exactly how to do their tasks; instead, they are told to read their employee manuals for guidance. They are concerned that Aero managers are too impatient with them about learning the policies. What is more, staying late on their shifts often causes them to be late for staff meetings, where they are often berated by managers for not acting like “good Canadian employees”.  CASE QUESTIONS  1. What is the definition of culture? How it is typically measured in the context of international human resource management?  2. in your opinion, with its expansion into Mexico, at which stage of internationalization is Aero? Do you think Aero’s management is taking a more standardized or a more localized approach to their human resources management? Why do you think this?  3. In your opinion, what are three ways that Canadian managers could demonstrate higher intercultural competence at Aero’s Mexican subsidiary? | CO6 | C | 20 |

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the approaches of International HR |
| CO2 | Understand the Socio-cultural context and related issues |
| CO3 | Apply the Legal issues in Global workforce management |
| CO4 | Analyze the issues, Training and theoretical developments |
| CO5 | Evaluate International Compensation approaches and Labour relations |
| CO6 | Create innovative ideas on Country specific relatives in 21st century |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| CO / P | **Remember** | **Understand** | **Apply** | **Analyze** | **Evaluate** | **Create** | **Total** |
| CO1 | 20 |  |  |  |  |  | 20 |
| CO2 |  | 30 |  |  |  |  | 30 |
| CO3 |  |  | 20 |  |  |  | 20 |
| CO4 |  |  |  | 40 |  |  | 40 |
| CO5 |  |  |  |  | 30 |  | 30 |
| CO6 |  |  |  |  |  | 40 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3037** | **Duration** | **3hrs** |
| **Course Title** | **STRATEGIC HUMAN RESOURCE MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze the evolution of Strategic Human Resource Management (SHRM). Describe the key stages in its development from traditional HR practices to its current role in aligning with business strategies | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Assess the major theories that form the foundation of SHRM. How do these theories influence HR practices and organizational strategies? | CO2 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Analyze the major studies conducted in India on SHRM practices within Indian corporations. How have these studies contributed to the understanding and development of SHRM in Indian organizations? | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Describe the role of HR practices in shaping organizational culture. As an HR Director, how would you ensure that HR strategies are aligned with the organization's culture to drive employee engagement and performance? | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain the different types of mergers and acquisitions. Provide examples of each and examine how these types of M&A impact organizational growth and market positioning. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Choose three HR practices that are essential for developing sustainable competitive advantage in an organization. Justify why you selected these practices. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Identify the key factors that influence organizational climate within an organization. How do these factors impact employee engagement, job satisfaction, and productivity? | CO6 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the difference between Human Resource Management (HRM) and Strategic Human Resource Management. Provide examples to support your explanation. | CO1 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | eShopX is an emerging e-commerce company known for offering a diverse range of products online. As the company expands rapidly, it faces stiff competition from global e-commerce giants. To sustain its growth and stay competitive, eShopX recognized the importance of strategic human resource management (HRM) practices to build a strong workforce that could support innovation and operational efficiency.  eShopX focused on hiring skilled professionals in areas like digital marketing, logistics, and data science. The company utilized social media, university collaborations, and industry networks to attract diverse talent. The company also introduced leadership training programs and continuous learning initiatives to enhance employee skills and promote career growth. To maintain high levels of motivation and job satisfaction, eShopX implemented regular performance reviews and recognition programs. Flexible working arrangements were introduced to improve work-life balance. Additionally, eShopX used HR software tools to streamline recruitment, training, and performance management processes, employing analytics to monitor employee performance and predict turnover rates.  These HR strategies led to increased employee engagement, higher job satisfaction, and improved productivity. By offering career growth opportunities and a supportive work environment, eShopX was able to reduce turnover and retain top talent. These strategic HR practices helped eShopX outperform competitors by fostering innovation and operational efficiency, leading to a stronger market position.   1. Evaluate how eShopX’s HR strategies have contributed to its competitive advantage in the e-commerce sector. (10-Marks) 2. Discuss the challenges of scaling these HR practices as the company expands, and how eShopX has managed to maintain its organizational culture while pursuing rapid growth.( 10-Marks) | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Remember the meaning of strategic Management and its evolution |
| **CO2** | Understand the approaches and theories related to Personnel Management, HRM and SHRM. |
| **CO3** | Identify the emerging dimensions that help in to integrate HR Strategy with Corporate Strategy. |
| **CO4** | Analyze the Managers Perception of SHRM and the Corporate World |
| **CO5** | Evaluate the challenges faced in implementation of Strategic Process. |
| **CO6** | Create a model of SHRM based on practices in Global Organizations Operating in India with the help of case studies. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | - | 20 | 20 | - | 40 |
| CO2 | - | - | - | - | 20 | - | 20 |
| CO3 | - | - | - | 20 | - | - | 20 |
| CO4 | - | - | 20 | - | - | - | 20 |
| CO5 | - | - | 20 | - | 20 | - | 40 |
| CO6 | - | - | - | - | 20 | 20 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **21MS3038** | **Duration** | **3hrs** |
| **Course Title** | **TALENT ACQUISITION** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Analyze the impact of ineffective workforce planning on the overall recruitment process. How can poor organizational need assessments and inadequate job designs lead to a mismatch in the hiring process, | CO1 | An | 10 |
|  | b. | Analyze the relationship between job design and employee retention. How does an effective job design, when aligned with employee life cycle stages, contribute to reduced turnover and higher job satisfaction? | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Create a recruitment strategy tailored specifically for Generation Z employees. How would you design the job description, work environment, and organizational culture to attract and retain this generation, considering their unique preferences and values in the workplace? | CO2 | C | 10 |
|  | b. | A fast-growing tech company needs to hire multiple software developers. The company has decided to use the Functional Specification Process and Job Description to outline the specific duties and skills required for the roles. They are also considering using the Quan Competence Framework to assess the candidates’ competencies and fit for the company culture. Cite how can the Quan Competence Framework be applied to assess candidate competencies effectively? Report what steps should the HR team take to ensure that the job analysis leads to the hiring of the right candidates? | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Evaluate the effectiveness of the 4S Model in improving recruitment outcomes. How can organizations ensure that the model is implemented effectively for both internal and external recruitment processes? | CO3 | E | 10 |
|  | b. | A small company is struggling to fill a vacancy for a marketing manager despite several recruitment attempts. They have tried posting the job on different job portals but haven’t received many qualified applications. The HR team suspects that the job description may not clearly reflect the skills and responsibilities needed for the role. Analyze the reasons why the marketing manager position is difficult to fill. How could improving the job design and revising the job description help attract better candidates? | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Design a competency-based selection framework for a specific job position that incorporates Attitudinal or Potential-Based Filtering. How would you ensure that this approach aligns with the organization's long-term goals and values? | CO4 | C | 10 |
|  | b. | How would you apply Motivational, Behavioral, and Functional interview techniques to assess candidates for a leadership position? Write an example of questions you might ask in each type of interview. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Evaluate the importance of key interviewer skills in the selection process. How do these skills affect the quality of the hiring decision, and what training would you suggest for interviewers to improve their effectiveness? | CO5 | E | 10 |
|  | b. | A healthcare organization is recruiting for a clinical supervisor role. The HR team has decided to use a combination of behavioral, motivational, and functional interview techniques to assess candidates. However, some interviewers are skeptical about the effectiveness of these techniques and feel more comfortable with traditional methods. The company also needs to use Knowledge-Based Filtering to assess the candidates' technical knowledge.  Analyze the advantages and challenges of using motivational, behavioral, and functional interview techniques in the selection process for a clinical supervisor role. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Articulate the impact of Nepotism on recruitment and selection processes. What are the potential risks, and how can organizations mitigate them to maintain fairness and transparency? | CO5 | A | 10 |
|  | b. | Illustrate how would you apply the Ranking Systems or Checklist Scales to evaluate candidates for a managerial position? Give examples of how each method would be used. | CO5 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Evaluate the reliability and validity of selection instruments like BARS and Checklist Scales. How can an organization ensure these tools are effective in making the right selection decisions? | CO6 | E | 10 |
|  | b. | How would you implement mobile recruitment in an organization? Provide an example of how it could be used to attract and engage candidates, particularly for entry-level positions. | CO6 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Evaluate how the organization can improve the reliability and validity of their selection instruments. What steps should be taken to address the discrepancies in reference checks, and how can the organization ensure the recruitment process aligns with ethical considerations such as avoiding bias or favoritism? | CO6 | E | 10 |
|  | b. | Evaluate the effectiveness of gamification in recruitment. How can gamified recruitment platforms improve candidate engagement and help assess key competencies? | CO6 | E | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Study:**  A fast-growing global consulting firm has decided to overhaul its recruitment and selection process to stay competitive in the market. The company aims to integrate AI-driven recruitment tools, predictive analytics, and video interviews to streamline their hiring procedures. They are particularly focused on improving the efficiency of sourcing and screening candidates for their highly specialized roles. The HR team is excited about these advancements but is concerned about the risks of potential bias in AI algorithms and the effectiveness of video interviews in assessing soft skills, such as emotional intelligence and cultural fit. Additionally, the firm wants to expand its mobile recruitment efforts to attract millennials and Gen Z talent, who predominantly use mobile devices for job searching. The team also plans to use gamification to engage potential candidates, especially for creative roles, but some leaders are skeptical about its ability to accurately assess the candidates' core competencies.  **Questions:**   1. Evaluate the advantages and challenges of using AI-driven recruitment tools and predictive analytics for sourcing and screening candidates. How can the company ensure that these technologies reduce bias and improve the selection process for highly specialized roles? 2. Discuss the potential limitations of video interviews when it comes to assessing soft skills such as emotional intelligence and cultural fit. How can the firm ensure that they are adequately evaluating these critical qualities during the interview process? 3. How can the company effectively use mobile recruitment to attract younger generations of job seekers? What steps can the HR team take to ensure a seamless mobile experience that aligns with the needs and preferences of millennials and Gen Z talent? 4. Analyze the use of gamification in recruitment, especially for creative roles. How can the company balance this approach with traditional selection methods to ensure that the assessments are fair and aligned with the job requirements? | CO6 | E | 20 |

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|  | **COURSE OUTCOMES** |
| CO1 | Understand contemporary knowledge of the fundamentals of employee recruitment and selection. |
| CO2 | Demonstrate requirement planning and staffing |
| CO3 | Analyse job requirement with an outcome of specific job description and job specification |
| CO4 | Apply interview techniques and design interview plans with tools and techniques |
| CO5 | Exhibit knowledge on selection decision and on boarding |
| CO6 | Display the latest knowledge of the applications and understand ethical issues related to employee recruitment and selection. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  | 20 |  |  | 20 |
| CO2 |  | 10 |  |  |  | 10 | 20 |
| CO3 |  |  |  | 10 | 10 |  | 20 |
| CO4 |  |  | 10 |  |  | 10 | 20 |
| CO5 |  | 10 | 10 | 10 | 10 |  | 40 |
| CO6 |  |  | 10 |  | 30 | 20 | 60 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3039** | **Duration** | **3hrs** |
| **Course Title** | **INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze the different levels of workers participation in India, ranging from individual participation at the workplace to collective involvement in trade unions and workers cooperatives. Examine the factors that influence the extent of participation at each level and their impact on labor relations and employee empowerment. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Analyze the causes of industrial disputes, and explain the various effects of industrial disputes on employers, employees, and the broader economy. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Analyze the key provisions related to working hours, leave policies and their implications for adult, women employees, and young persons as defined in the Occupational Safety Health and Working Conditions Code 2020. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyze the potential consequences of the transition of labor inspectors in India from enforces to inspector-cum-facilitators under the Occupational Safety Health and Working Conditions Code 2020. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | As a HR manager create a wage policy setting guidelines on the permissible deductions that can have a positive impact on its labor relationship, employee satisfaction, and overall business reputation. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Imagine you are an HR manager in a company in India, and you need to implement the payment of wages provisions outlined in the Wage Code 2020. Describe the practical steps you would take to ensure compliance with these provisions and how they impact the day-to-day related practices for both employers and employees in your organization. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Imagine you are an HR manager responsible for implementing the ESI scheme within your organization. How would you outline the healthcare and social security benefits to your employees, ensuring that they understand the coverage and to access these benefits effectively? | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze in-depth the strategies and best practices employed by MNC**s** to harmonize their labor practices with both the local labor regulations and international labor standards, and how these approaches contributes to their overall business success? | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Platform workers need justice, not charity Tipping delivery workers, offering them shelter during rough weather conditions, and other basic gestures of humanity, have all been mooted. While important is their right, it is crucial to note that the problem is institutional, and requires an institutional solution. The role of platform workers whether it is Uber, Ola, Zomato, or Swiggy amidst the pandemic has presented a strong case to attribute a more responsibility to platform aggregator companies, and State. Platform workers were responsible for delivery of essential services during pandemic at great personal risk to themselves.  They have also been responsible for keeping platform companies afloat despite the pandemic-induced financial crisis. The dependence of companies on platform workers merits a jointly assumed responsibility by public and private institutions to deliver welfare measures. The new labor [**Code on Social Security, 2020,**](https://www.drishtiias.com/daily-updates/daily-news-editorials/right-code-for-labour#:~:text=The%20social%20security%20code%20replaces,Standing%20Orders)%20Act%2C%201946.)passed by parliament recently acknowledge platform and gig workers as new occupational categories in the making, and for the first time in Indian law, attempted to define ‘platform work’ outside of the traditional employment category.  As a future HR manager to platform workers:   1. Devise a welfare schemes to be notified by your employer for platform workers as per the legal provisions under Social Security Code 2020. 2. List the initiatives to be taken to ensuring decent work on digital labor platforms. | CO5 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply key principles of industrial relations to resolve workplace conflicts and ensure compliance. |
| CO2 | Evaluate compliance with the Occupational Safety, Health, and Working Conditions Code and its effect on reducing workplace accidents and enhancing employee satisfaction. |
| CO3 | Assess the impact of the Industrial Relations Code on collective bargaining processes and employee rights |
| CO4 | Evaluate the effectiveness of the Wage Code in reducing wage disparities and ensuring fair compensation practices." |
| CO5 | Design employee benefit programs to enhance employee satisfaction and well-being. |
| CO6 | Assess the impact of International Labor Organization (ILO) standards on national labor laws and global labor practices, and measure their benefits." |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  |  |  | 20 |
| CO2 |  |  |  | 40 |  |  | 40 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 |  |  | 20 |  |  | 20 | 40 |
| CO5 |  |  | 40 |  |  |  | 40 |
| CO6 |  |  | 20 |  |  |  | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3041** | **Duration** | **3hrs** |
| **Course Title** | **ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain the historical context of organizational change and what major economic, technological, and socio-political trends have influenced organizational structures and behaviors over the last century?.. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write the importance of communication in resolving intergroup conflicts within organizations. | CO2 | A | 10 |
|  | b. | Write the best practices for fostering open communication and dialogue among conflicting groups? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | Analyze the dimensions of organizational culture and their implications for organizational performance and how can understanding these dimensions assist in driving change effectively? | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Report a real-world change initiative and analyze the strategies used to manage power and conflict. | CO4 | A | 10 |
|  | b. | Devise strategies for managing change within the organization. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the effectiveness of the hard systems model of change compared to soft systems approaches in managing organizational change with appropriate models for various circumstances? | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain how coaching can enhance self-efficacy among employees. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Summarize the various strategies that can be employed to mitigate intergroup conflicts in organizations with appropriate examples of successful interventions that have resolved intergroup issues.. | CO2 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Design an organizational change model that integrates the dimensions of organizational culture., explaining how this model can be effectively implemented in a real-world context. | CO3 | C | 20 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | ABC Retail is a well-established brick-and-mortar retail chain that has been in operation for over 30 years. With the rise of e-commerce and changing consumer shopping habits, sales have declined steadily over the past five years. In response, the executive team decides to implement a comprehensive change strategy, shifting the company’s focus toward an enhanced online shopping experience and integrating advanced data analytics for inventory and customer behavior analysis. The change initiative involves several components: Redesigning the company's website to create a more user-friendly, mobile-responsive platform that enhances customer experience. Implementing training programs for current staff members to become proficient in using data analytics tools to better understand customer preferences and trends. Encouraging a new cultural mind set focused on digital innovation and customer-centricity, moving away from the traditional sales-first approach. As the changes are communicated, several forms of resistance emerge within the organization:   1. Illustrate the proactive measures that ABC Retail could have taken before announcing the change to minimize initial resistance and how important is it to tailor communication strategies to different employee demographics when implementing change? | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Create a detailed report on how ILO standards influence national legislation and multinational corporation policies. |
| CO2 | Examine the historical context of organizational change. |
| CO3 | Organize the fundamental theories of organizational transformation. |
| CO4 | Analyze the Organizational Power and Politics |
| CO5 | Evaluate various models in Organizational Change |
| CO6 | Create successful organizational change management applying the related rules. |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  |  |  | 20 |
| CO2 |  |  | 20 |  | 20 |  | 40 |
| CO3 |  |  |  | 20 |  | 20 | 40 |
| CO4 |  |  | 10 | 10 |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 40 |  |  |  | 40 |
| **Total** |  |  | 90 | 30 | 40 | 20 | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **21MS3045** | **Duration** | **3hrs** |
| **Course Title** | **EMOTIONAL INTELLIGENCE AND STRESS MANAGEMENT** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Compare and contrast the James-Lange theory and the Cannon-Bard theory of emotions. In what ways do these two theories differ in their explanations of the connection between physiological arousal and emotional experience? Use examples to support your explanation. | CO1 | A | 10 |
|  | b. | As a human resources manager in a large corporation that recently adopted the EQ-i 2.0 assessment for employee development, how would you assess the effectiveness of this tool in supporting organizational goals and promoting employee well-being within the workplace? | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze the long-term benefits of training on emotional intelligence using established models. How can organizations measure the effectiveness of such training in improving employee engagement and performance? | CO1 | An | 10 |
|  | b. | Imagine you're leading a team on a project that demands strong motivation and dedication. How would you use self-motivation principles to inspire and encourage your team members to consistently perform at their best throughout the project? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze how the active application of social skills can contribute to the development of strong interpersonal relationships and a positive team dynamic in a professional setting. Provide examples to illustrate your analysis. | CO2 | An | 10 |
|  | b. | Create a comprehensive training program focused on improving self-awareness and self-regulation within a corporate environment. | CO2 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | In the context of emotional labor, how would you implement emotional intelligence principles to support employees during a period of organizational change, such as promotions or transfers? | CO3 | A | 10 |
|  | b. | Elaborate on how emotional intelligence is used to apply disciplinary measures effectively while preserving employee morale and respect. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze how emotional intelligence can be applied to effectively manage grievances and industrial unrest in the workplace. What specific strategies can leaders employ to recognize and address emotional situations that may arise during these conflicts? | CO3 | An | 10 |
|  | b. | Analyze the various techniques and instruments available for assessing emotions and their impact on individuals' overall well-being and behavior. Discuss the strengths and limitations of each approach, taking into account factors such as accuracy, reliability, and cultural sensitivity. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Evaluate the effectiveness of using standardized tests to measure emotional intelligence. What are the potential limitations and biases in such assessments? | CO4 | E | 10 |
|  | b. | Suppose you are tasked with designing a workplace training program aimed at improving emotional intelligence among employees, how would you apply the different methods and tools for measuring emotional intelligence to assess the effectiveness of the training program? | CO4 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Examine how you can leverage verbal and non-verbal indicators of stress to recognize when team members are experiencing increased stress levels. Provide specific examples of, and analyze how you would interpret these indicators and respond as a team leader. | CO5 | An | 10 |
|  | b. | Analyze the relationship between stress and thought processes, and how stress can influence problem-solving and decision-making. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Assess the impact of motivation on stress management. How can intrinsic and extrinsic motivation influence an individual’s ability to cope with stress, and what strategies can organizations implement to enhance motivation among employees? | CO5 | E | 10 |
|  | b. | In the context of managing change, how would you implement stress management interventions to support employees experiencing stress? Provide specific examples of programs or techniques you would use to enhance resilience and adaptability during the transition. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Navigating Stress and Health Behaviors**  Emily is a project manager at a busy software development company. Over the past few months, she has been facing significant stress due to tight deadlines and increasing demands from both clients and her superiors. As the pressure mounts, Emily finds herself working longer hours, skipping meals, and relying on caffeine to stay alert. Her once-active lifestyle has dwindled to occasional walks during lunch breaks, and she often sacrifices sleep to meet project demands.  Recognizing the toll that stress is taking on her health, Emily decides to seek help from a workplace wellness program. Through this program, she learns about stress management techniques, such as mindfulness and time management strategies. She also receives guidance on healthy eating and exercise, which helps her gradually reclaim her health and well-being. By prioritizing self-care, Emily notices improvements in her energy levels and overall productivity.   1. How would you apply the principles of stress management that Emily learned in the wellness program to support your own health behaviors in a high-stress work environment? Provide specific examples of strategies you would implement. 2. In what ways can organizations promote healthier behaviors among employees experiencing stress? Discuss specific initiatives that could be implemented to foster a culture of well-being and resilience. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply conceptual knowledge of emotions and emotional intelligence in analyzing business and societal contexts. |
| CO2 | Evaluate emotional self-awareness, self-regulation, and self-motivation to foster emotional competence and personal growth. |
| CO3 | Analyze and manage workplace emotions, both personal and others', to enhance emotional intelligence in professional settings. |
| CO4 | Create effective strategies to address personal and work-related emotional challenges by assessing emotional intelligence and applying systematic techniques. |
| CO5 | Evaluate sources of stress and apply evidence-based strategies to manage stress in personal and professional environments. |
| CO6 | Analyze stress levels in both personal and work life, and create informed decisions and coping mechanisms under stressful conditions. |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 | 10 | 10 |  | 30 |
| CO2 |  |  | 10 | 10 |  | 10 | 30 |
| CO3 |  |  | 20 | 10 |  |  | 30 |
| CO4 |  |  | 10 | 10 | 10 |  | 30 |
| CO5 |  |  |  | 20 | 10 |  | 30 |
| CO6 |  |  | 30 |  |  |  | 30 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3053** | **Duration** | **3hrs** |
| **Course Title** | **INTERNATIONAL LOGISTICS MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze the fundamental flows within a supply chain organization, and evaluate how each flow contributes to overall efficiency. Provide examples of how disruptions in any of these flows can impact organizational performance. | CO1 | An | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 2. |  | Write the different types of warehouses used in the manufacturing industry. How does each type contribute to efficient inventory management and customer satisfaction? | CO2 | C | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 3. |  | Imagine you are the Warehouse Manager at an e-commerce company. Apply your knowledge of warehouse equipment by identifying three types of equipment you would use in the warehouse. Explain how each type of equipment helps improve efficiency in storing and moving products. | CO3 | Ap | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 4. |  | Classify the different types of workflows in production (push, pull, and tight flows) and examine their impact on the overall efficiency of production operations in a manufacturing company. | CO4 | C | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 5. |  | Evaluate the key steps in the tendering process for selecting a logistics service provider. How can each step contribute to better decision-making and cost efficiency in the supply chain? | CO5 | E | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 6. |  | Apply inventory management procedures to a retail scenario. Explain how different inventory techniques can be used to optimize inventory levels and reduce costs in a retail supply chain. | CO3 | A | 20 |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| 7. |  | Evaluate the role of Six Sigma methodology in improving process quality in the service industry. Discuss how the implementation of Six Sigma contributes to the overall success of process improvement projects. | CO4 | E | 20 |
|  |  |  |  |  |  |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze the different types of Incoterms and explain how they affect cost allocation and risk management in international trade. How can companies choose the most suitable Incoterm for their supply chain operations? | CO4 | An | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Urban Logistics and Last Mile Delivery  EcoGoods Ltd. is a sustainable retailer that specializes in eco-friendly products such as reusable containers, organic foods, biodegradable cleaning supplies, and zero-waste home goods. With the rise of urbanization and the growing demand for rapid delivery, EcoGoods Ltd. has experienced significant growth in its online sales, especially in major metropolitan areas. However, the company faces significant challenges in managing its urban logistics and last-mile delivery operations. The company’s main problem lies in efficiently delivering its products to customers in crowded urban environments. High levels of traffic congestion, limited parking spaces, and growing environmental concerns make traditional delivery methods inefficient and costly. Additionally, customers expect quick delivery times, which puts pressure on EcoGoods Ltd. to improve its distribution efficiency. To address these challenges, EcoGoods Ltd. is considering setting up Urban Distribution Centres (UDCs) in strategic locations within metropolitan areas to act as local hubs, reducing the distance and time needed for deliveries. These UDCs would be stocked with high-demand products, ensuring quick access to inventory for faster dispatch. The company is also exploring the use of electric vehicles and cargo bikes for eco-friendly deliveries to reduce its carbon footprint. Alongside the need for fast deliveries, EcoGoods Ltd. also faces the challenge of managing reverse logistics—the process of handling returns. As an e-commerce business, it is essential that EcoGoods Ltd. manages returns efficiently to maintain customer satisfaction and minimize costs associated with the returns process. In addition to operational challenges, EcoGoods Ltd. must evaluate the location of the UDCs, considering factors such as proximity to major transportation routes, customer density, accessibility, and zoning regulations. The company is also exploring new technologies such as smart lockers and parcel delivery lockers, where customers can pick up their goods from secure locations at their convenience.  EcoGoods Ltd. is now looking for ways to leverage technology, streamline its supply chain, and integrate sustainability into its operations while ensuring efficient last-mile delivery.  **COMPULSORY QUESTION**  Analyze how establishing Urban Distribution Centres (UDCs) could impact **EcoGoods Ltd.** in terms of efficiency and customer satisfaction. What challenges might arise with UDC implementation, and how could reverse logistics benefit EcoGoods Ltd. in managing returns? | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Analyze the logistics chain in international arena |
| CO2 | Examine the role of logistics in modern business |
| CO3 | Critically analyze the problems faced by the logistics firms in and around India |
| CO4 | Define the right mechanism for transportation to specific destinations |
| CO5 | Examine the right kind of packing and containerization for the cargo |
| CO6 | Critically analyze the functions and role of logistics intermediaries |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 20 | 20 | - | - | 40 |
| CO2 | - | - | - | 20 | - | - | 20 |
| CO3 | - | - | - | - | 20 | - | 20 |
| CO4 | - | - | 40 | - | 20 | - | 60 |
| CO5 | - | - | - | - | - | 20 | 20 |
| CO6 | - | - | - | - | - | 20 | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3055** | **Duration** | **3hrs** |
| **Course Title** | **FOREIGN EXCHANGE MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the multifaceted roles the foreign exchange sales transactions play for individuals, businesses, investors, and governments, considering their diverse purposes and implications within the global economy. | CO1 | E | 10 |
|  | b. | Discuss the administration of foreign exchange that drive the dynamics of the foreign exchange market, and the roles played by various participants. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Consider yourself in the role of a financial analyst providing guidance to a multinational corporation as it prepares to participate in foreign exchange transactions. Explain the critical factors to consider when analyzing foreign exchange transactions. | CO1 | An | 10 |
|  | b. | Rajesh, the finance manager of a medium-sized Indian manufacturing company, is tasked with understanding the functions of the foreign exchange market to facilitate effective management of the company's international transactions.  Analysis the foreign exchange market functions and their relevance to Rajesh's role and the company's international transactions. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the components of exchange quotations, and discuss the different types of exchange rate systems used globally with suitable examples. | CO2 | U | 10 |
|  | b. | Define foreign exchange risk and exposure, and outline the primary categories of Foreign exchange exposure in international business operations. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the role of internal hedging methods in minimizing foreign exchange risk for global Companies. Evaluate their advantages and limitations. | CO3 | An | 10 |
|  | b. | Explain the role of external techniques in helping businesses navigate foreign exchange risk. Discuss their application in business contexts with examples. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain how monetary policy can be used to maintain exchange rate stability in an economy. Discuss the tools and mechanisms central banks employ to achieve this objective | CO4 | A | 10 |
|  | b. | GTI regularly engages in cross-border transactions and has noticed that there are disparities in exchange rates between different markets. Interpret how the finance team identifies this as a potential opportunity for foreign exchange arbitrage, and exploit these rate differences to generate profits. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explore the importance and strategies of managing foreign exchange reserves by Central Banks. Discuss the objectives, challenges, and tools involved in maintaining optimal reserve levels for economic stability and financial security. | CO4 | An | 10 |
|  | b. | Examine how post-shipment credit contributes to the growth of the exporters in the global marketplace. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Determine the key categories of pre shipment finance, and how do they support exporters in preparing and executing international trade transactions. | CO5 | A | 10 |
|  | b. | ABC International is involved in importing raw materials from various countries and exporting finished goods to diverse markets. The finance team recognizes the need to protect the company from adverse currency movements that could impact costs and profit margins. Examine the challenges faced, and the actions to be taken to handle the given situation to manage foreign exchange. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | XYZ Global is experiencing significant volatility in exchange rates, impacting the costs and profitability of its global operations. The finance team recognizes the need to identify and understand the factors influencing exchange rates to develop effective strategies for risk management. Determine the effective strategies to be developed by the finance team for risk management. | CO6 | A | 10 |
|  | b. | PQR Corporation, a large multinational company based in Country X, is involved in international trade and requires the services of ABC Bank for various foreign exchange transactions. ABC Bank, being an authorized dealer, is entrusted with the responsibility of handling PQR Corporation's forex requirements. Decide the strategies to be taken by the ABC Bank as a facilitator for the seamless execution of PQR Corporation's import and export activities. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Company A, a multinational corporation based in the United States, specializes in importing electronic goods from Asia to distribute in various markets worldwide. Due to the nature of its business, Company A frequently engages in spot and forward transactions to manage its currency exchange risk. Recently, Company A finalized a deal with a supplier in China to purchase a bulk order of smartphones worth $1 million US dollars. The payment for the order is due in six months. However, given the volatility of currency markets and the possibility of fluctuations in the exchange rate between the US dollar (USD) and the Chinese yuan (CNY), Company A wants to hedge its currency risk through spot and forward transactions.  **Case Question:**   1. Discuss the rationale behind Company A's decision to utilize spot and forward transactions to manage its currency risk in the procurement of smartphones from China, and evaluate the advantages and disadvantages of spot and forward transactions for Company A. 2. Recommend strategies that Company A could implement to further mitigate its currency risk beyond spot and forward transactions. | CO2 |  | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Foresee and understand the risks involved in the foreign exchange transactions. |
| CO2 | Expose the various methods to avoid the foreign exchange risks. |
| CO3 | Equip with quality decisions in foreign exchange dealings |
| CO4 | Understand the FEDAI regulations and the role of Indian financial set-ups |
| CO5 | Examine the methodology of hedging the financial risks involved in international trade. |
| CO6 | Analyze the various mechanisms involved in FOREX markets. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 | 10 |  | 10 |  | 30 |
| CO2 |  | 10 | 20 | 10 |  |  | 40 |
| CO3 |  | 10 |  | 20 |  |  | 30 |
| CO4 |  |  | 20 | 10 |  |  | 30 |
| CO5 |  |  | 10 | 20 |  |  | 30 |
| CO6 |  |  | 20 |  |  |  | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3059** | **Duration** | **3hrs** |
| **Course Title** | **FOREIGN TRADE POLICY OF INDIA** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe the benefits of having Foreign Trade Policy of India. | R | CO1 | 10 |
|  | b. | Explain the Role of DGFT in the regulation of India’s Foreign Trade. | U | CO2 | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe Balance of Trade and explain its impact in International Trade. | R | CO1 | 10 |
|  | b. | Explain the role of Export Promotion Capital Goods (EPCG) Scheme. | U | CO2 | 10 |
|  |  |  |  |  |  |
| 3. | a. | Illustrate the general provisions regarding Exports and Imports in India | A | CO3 | 10 |
|  | b. | Analyze the salient features of Foreign Trade Policy of India 2023. | An | CO4 | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Illustrate the benefits and limitations of Export Oriented Units [EOUs]. | A | CO3 | 10 |
|  | b. | Analyze the importance of International trade and its impact on Economic development in India. | An | CO4 | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the role of Special Export Processing Zones. | An | CO4 | 10 |
|  | b. | Explain the components of the Balance of Payment accounts of India. | E | CO5 | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Examine the main causes of the adverse Balance of payments position in India. | An | CO4 | 10 |
|  | b. | Explain the Towns of Export Excellence. | E | CO5 | 10 |
|  |  |  |  |  |  |
| 7. | a. | Illustrate the eligibility criteria for forming Software Technology Parks [STPs] in India. | An | CO4 | 10 |
|  | b. | Categorize the benefits and facilities provided to Export houses as a part of India's Foreign Trade policy. | E | CO5 | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Compare the Institutional arrangement that exist in India for Export promotion both at the Central level and State level. | An | CO4 | 10 |
|  | b. | Explain the role of Bio-Technology Parks (BTP’s). | E | CO5 | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Case Study:  Remedying Healthcare Shortages through Trade:  The Indian Healthcare delivery market is one of the largest service sectors in the economy (an estimated output of US$18.7 billion and 4 million jobs). It has grown at about 13 percent annually in recent years. Nonetheless, the performance of India’s health sector still falls well below international benchmarks, including in comparable developing countries, and needs to scale up considerably in terms of the availability and quality of physical infrastructure and human resources. Given the growing demand, the significant and growing role of the private sector in health care delivery and expenditure (75 percent of total health care expenditure, with public health expenditure accounting for less than 1 percent of gross domestic product, compared with an average 3 percent in developing countries and 5 percent in developed countries), and the huge investment needs, there has been increasing interest among foreign providers and nonresident Indians in the advantages of entering the Indian health care market. Indian foreign investment policy is liberal for hospitals, and foreign investors do not face major regulatory hurdles on entering the Indian market. Some 90 FDI projects in hospitals and diagnostic centers were approved in 2000–06, for a total of US$53 million and covering developed countries (Australia, Canada, the United Kingdom, the United States) and developing countries (Malaysia, Mauritius, Saudi Arabia, Singapore, the United Arab Emirates).  This list, however, does not include the well-known corporate hospitals in the country (the identified projects involved small or midsize hospitals, within the US$1 million to US$2 million investment range), and FDI is sometimes received only for routing purposes(forexample,apromotercompanybasedinMauritiusinvestsinIndia for the tax benefits only). Overall, it appears that foreign investment in Indian hospitals remains limited, notwithstanding the liberal regulatory framework. According to one estimate, foreign investors have tapped only 10 percent of the Indian health care market. It is perceived that there will be an increased inflow of foreign funds into India’s hospital sector in the near future and major expansion plans by existing and prospective corporate providers.  These plans include huge medical “cities” with large superspecialized or multispecialty hospitals and integrated health care services, as well as the scaling-up of existing operations and the establishment of new hospitals around the country. While there are several prospective providers in the Indian hospital market (for example, Dubai, the United Arab Emirates; Singapore; the World Bank), the main source countries for FDI are anticipated to remain Australia, Singapore, the United Kingdom, and the United States. It is also recognized that large investments (US$100 million or more) can be implemented only through investments in corporate hospitals (chains) and that it would be some time before India can replicate the developed country model of large corporate chain hospitals given that the average size of hospitals in the developed countries is several times that of some of the largest hospitals in India (10,000 versus 2,000 beds, for example).  Reputation and brand value are key to accessing funds through private equity, foreign institutional investors, or external commercial borrowing. Hence, new hospital projects would have to rely primarily on domestic debt and would not see much foreign capital inflows except through individual nonresident Indian investors or through groups of small investors. Additional analysis of the reasons for the limited presence of foreign investment in Indian hospitals reveals a number of external and domestic constraints. They include limits to the number of foreign providers, the many competing investment destinations, and the fact that there are difficulties for foreign providers in entering independently and in maintaining joint ventures. In addition, the gestation period in hospital projects is long, and investors may not be willing to make such a long-term commitment.  More important, various domestic factors adversely affect the returns to investment in hospitals in India: high initial establishment costs (for example, the prohibitive cost of procuring land), low health insurance penetration in the country Health without Borders (that is, the smaller consumer base for corporate hospitals), restrictions on medical training and providers (that is, supply bottlenecks and adverse effects on the quality of the personnel), the high cost of importing medical devices (and a limited domestic manufacturing capacity in this area), other regulatory deficiencies (for example, lack of standardization, proper governance, and quality assurance), and lack of policy clarity and priority with regard to the health care sector. Thus, the Indian experience shows that a liberal foreign investment policy is not sufficient to secure strong foreign participation in the hospital sector.  Questions:   1. Discuss the risks associated with increased trade or aversion to opening Domestic health markets are significantly regulated and are often characterized by a high level of protection against imports. 2. Suggest ways India can improve Medical Tourism by improving its Foreign Imports with respect to Healthcare sector. | C | CO6 | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Analyze the importance of Foreign Trade Theories |
| CO2 | Critically examine the impact of FTP in nations trade trends |
| CO3 | Develop strategies to exploit international trade opportunities. |
| CO4 | Demonstrate the ability in dealing procedural hiccups in global advertisement. |
| CO5 | Examine the effectiveness in documentation works in line with the procedural aspects of FTP. |
| CO6 | Identify the trade relationship between Regional Groupings and other countries. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 |  |  |  |  |  | 20 |
| CO2 |  | 20 |  |  |  |  | 20 |
| CO3 |  |  | 20 |  |  |  | 20 |
| CO4 |  |  |  | 60 |  |  | 60 |
| CO5 |  |  |  |  | 40 |  | 40 |
| CO6 |  |  |  |  |  | 20 | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **21MS3067** | **Duration** | **3hrs** |
| **Course Title** | **INTODUCTION TO LOGISTICS MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Examine different types of logistics by service and predict the advantages and disadvantages of each type. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | When Logistic Management (LM) is highly integrated and positioned as a core competency, it can serve as a standpoint for gaining a competitive advantage. Explain the five categories of effective planning in logical operation Integration. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | Logistics positioning is the process of providing policies and deploying facilities, equipment and operating systems to achieve performance goals at the lowest cost. Using industry example, analyze the different categories of Logistics Positioning system. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Compare the relative advantages and disadvantages of 5 modes of transportation. | CO4 | An | 5 |
|  | b. | Illustrate the Sweep method of routing along with its uses in logistics industry. | CO4 | An | 15 |
|  |  |  |  |  |  |
| 5. |  | Appraise ABC Inventory Classification with suitable Illustration. Deduce the advantages and disadvantages of ABC Classification. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Predict the steps involved in location selection. Summarize the factors relating to selection of foreign locations. | CO5 | E | 10 |
|  | b. | i) Fixed and variable costs for four potential plant locations are shown below. Based on Cost-Profit-volume analysis, evaluate the total cost for each location for 16,000 units.   |  |  |  | | --- | --- | --- | | Location | Fixed Cost per year  (Rs. in Lakhs) | Variable cost per Unit (in Rs.) | | A | 100 Lakhs | Rs. 2,100 | | B | 150 Lakhs | Rs. 2,000 | | C | 130 Lakhs | Rs. 3,000 | | D | 300 Lakhs | Rs. 1,500 |   ii) Assuming the quantities to be shipped to the following 4 locations (L1, L2, L3 and L4) are equal, estimate the coordinates of the center of gravity if the coordinates of L1, L2, L3 and L4 are as given below.  L1 = (2,4)  L2 = (5,2)  L3 = (7,4)  L4= (8,6) | CO5 | E | 10 |
|  |  |  |  |  |  |
| 7. |  | Appraise the key steps involved in the logistics network design process supported by suitable diagrams with procedures involved in logistics audit. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Jidoka is one of the main tenets of Toyota Production System. Explain the steps involved in Jidoka with suitable examples. | CO6 | C | 10 |
|  | b. | Write a note on i) Autonomation ii) Modularization with suitable examples. | CO6 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end**.  Good Food Limited, established in 1980, distributes a 100-item product line of canned vegetables, fruits, condiments, and specially items to wholesalers in several states.  Good Food introduced a customer order policy that was designed to improve Good Food’s service to its wholesalers and effectiveness of the sales representatives. This program was based on two important features, namely, (i) freeing sales representatives from order taking, and (ii) receiving orders from wholesalers based on a predetermined schedule.  The company’s sales representatives were no longer to process customer orders due to the following reason. Previously, they had accumulated wholesale orders until they had enough volume to make up a truckload; then they would send the orders to the head office. Under the new program, wholesalers were to e-mail their orders directly to the head office according to a fixed schedule. If they missed their fixed date, they had to wait for the next one.  The procedures were designed to increase the number of calls that the sales representatives could make. By eliminating the need to prepare orders, Good Food hoped that the sales representatives would spend more time determining sales patterns and the effect of various sales promotions.  Unfortunately, many of the wholesalers neglected to follow the predetermined order schedule. They were not accustomed to having someone tell them when to order, and some of them objected to the regimentation and lack of flexibility. Others had become dependent on the sales representatives to determine what their requirements were and believed that the new program made more work for them.  If the orders did not reach Good Food’s head office according to the schedule, the wholesaler had to wait for 2 weeks. When a stock out occurred, the affected wholesaler could lose from 20% to 50% of the sales of Good Food’s products. Good Food also suffered in this way. Wholesalers and retailers carried several product lines of other brands. Hence, when they ran out of Good Food brands, they simply sold other brands.  Good Food has no integrated logistics department to effectively deal with its distribution activities. In the past, three of its sales representatives arranged for the necessary transportation. When they accumulated orders worth a full truckload, they would send the orders to the Good Food’s head office. To expedite shipment for an anxious wholesaler, a sales representative in one area would try to pool orders with another sales representative of a different area. However, the introduction of new practice meant that head office would ship according to fixed schedule and arrange shipment with the wholesalers, even if the orders totalled less than full truckload.  **Questions:**   1. Anticipate the benefits and shortcomings of the Good Food’s system of taking orders. Cover aspects of economy of scale and economy of distance in transportation. 2. Develop a system that will provide better service to Good Food’s customers, improve sales and build closer ties between Good Food and its wholesalers. Discuss the necessity of long term and one-to-one relationship with wholesalers. 3. Formulate a warehousing system for quick, effective delivery of goods. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Apply the core principles of logistics management to devise effective logistics strategies. |
| CO2 | Analyze the logistics theories to devise supply chain relationship and logistics system design. |
| CO3 | Evaluate different types of logistics operation to select suitable types for domestic and international business. |
| CO4 | Examine the elements of logistics to implement effective material handling and inventory control. |
| CO5 | Justify decisions affecting purchase, storage and logistical operations to achieve effective logistics management. |
| CO6 | Synthesize key impacts of Industry 4.0 in logistics to implement the latest techniques in logistics management. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 20 | - | - | - | 20 |
| CO2 | - | - | 20 | - | - | - | 20 |
| CO3 | - | - | - | 20 | - | - | 20 |
| CO4 | - | - | - | 40 | - | - | 40 |
| CO5 | - | - | - | - | 40 | - | 40 |
| CO6 | - | - | - | - | - | 40 | 40 |
|  | - | - | 40 | 60 | 40 | 40 | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3072** | **Duration** | **3hrs** |
| **Course Title** | **SUPPLY CHAIN MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Create a supply chain management plan that aligns with the organization's unique vision and mission. | CO1 | C | 10 |
|  | b. | Assess the effectiveness of utilizing process mapping in supply chain management. | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Distinguish between the costs of failure that occur internally and those that occur externally. | CO2 | An | 10 |
|  | b. | Analyse the impact of high inspection costs on the overall efficiency of the supply chain. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Examine the factors that contribute to strong relationships with suppliers. | CO3 | A | 10 |
|  | b. | Explain the importance of evaluating a supplier. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Develop a prototype scorecard to assess the quality of a supplier. | CO4 | C | 10 |
|  | b. | Explain the importance of continuous improvement in supplier quality systems. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Explain the intended use of Pareto analysis and use a fishbone diagram to identify potential causes of a delay in the delivery process. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyse the role of data-backed decision-making in supply chain optimization. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Validate the benefits of using ERP in customer and supplier quality management. | CO5 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Design a quality improvement toolkit that incorporates at least three quality tools for supply chain management. | CO6 | C | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | EcoTech Appliances is a medium-sized company that specializes in energy-efficient home appliances, such as refrigerators, washing machines, and air conditioners. As there is a greater focus on sustainability and environmental responsibility, EcoTech realized the importance of developing a strong reverse supply chain to manage product returns, repairs, and recycling. The company encountered difficulties with rising return rates, waste disposal, and adhering to regulations concerning electronic waste.   1. Apply the strategies that EcoTech Appliances could implement to optimize their reverse supply chain. | CO6 | A | 20 |
|  |  |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the basics of logistics management for the efficiency in performance |
| CO2 | Restate the exploring global logistics market |
| CO3 | Classify the fundamental supply chain management concepts |
| CO4 | Examine and manage an effective supply chain |
| CO5 | Justify the management of a supply chain with corporate goals and strategies |
| CO6 | Plan and improve supply chain processes |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  |  | 10 | 10 | 20 |
| CO2 |  |  |  | 20 |  |  | 20 |
| CO3 |  |  | 20 |  |  |  | 20 |
| CO4 |  |  | 10 |  |  | 10 | 20 |
| CO5 |  |  | 20 |  |  | 20 | 40 |
| CO6 |  |  | 20 | 20 |  | 20 | 60 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3074** | **Duration** | **3hrs** |
| **Course Title** | **PURCHASING AND STRATEGIC SOURCING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Illustrate how a well-defined purchasing policy can impact supplier relationships and enhance the supply chain's competitive advantage. Provide examples | CO1 | A | 10 |
|  | b. | Analyze the key stages of the purchase process in supply chain management and assess how each stage contributes to operational efficiency. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate between the supply chain and value chain, emphasizing their distinct roles in business operations and customer value creation. | CO1 | An | 10 |
|  | b. | Create a worldwide sourcing strategy for a logistics company, considering the advantages and disadvantages of sourcing from global suppliers. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the key steps involved in the supplier evaluation and selection process in a manufacturing industry. How do these steps impact decision-making? | CO2 | An | 10 |
|  | b. | Analyze the importance of contract management in the logistics industry. How can effective contract management reduce risks and improve supplier relationships?" | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate the impact of purchasing law and ethics on procurement decisions in logistics. How can ethical practices in procurement enhance long-term supplier relationships | CO3 | E | 10 |
|  | b. | As a Logistics Manager, apply the process of Six Sigma to improve logistics supply chain efficiency. Explain how you would use the (DMAIC) approach to address inefficiencies and improve performance. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | As a supply chain manager, explain the use of ABC Analysis and Pareto Analysis to manage inventory and make better purchasing decisions? Explain how these tools help you identify important items and suppliers, and how they can reduce costs and improve efficiency. | CO3 | A | 10 |
|  | b. | Apply lean principles in a supply chain to reduce waste and improve efficiency? Explain the key strategies and their impact on operations. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Summarize how supply chain information systems and electronic sourcing can be used to improve transparency and decision-making in supplier selection. | CO4 | E | 10 |
|  | b. | Appraise the process of negotiation in supply chain management and evaluate its merits and demerits. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Analyze the strategic importance of supply chain management in achieving competitive advantage and its contribution to business strategy. | CO5 | An | 10 |
|  | b. | Write the different types of purchasing in logistics and supply chain management, explaining their relevance and application in optimizing supply chain performance. | CO4 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Illustrate the major documents included in a typical suite of e-procurement software tools and explain their role in the procurement process. | CO6 | A | 10 |
|  | b. | Analyze the key differences between traditional procurement methods and e-procurement systems. | CO6 | An | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **EarthSense Naturals® – A Commitment to Social and Environmental Responsibility**  EarthSense Naturals® is a global producer and retailer of sustainably sourced, ethically crafted skincare and cosmetics products. Founded in Canada in 1980, EarthSense Naturals® now operates over 1,800 stores in 45 countries, with a product range of nearly 900 items. Like many environmentally conscious companies, EarthSense Naturals® prioritizes using lighter, more efficient packaging materials to reduce waste, lower costs, and minimize environmental impact on waste disposal systems.  While some companies are focused on excluding only a few specific chemicals, EarthSense Naturals® avoids using polyvinyl chloride (PVC) due to concerns about harmful emissions from its production process and the potential health effects of chemicals added to PVC to enhance durability. To meet its environmental objectives, EarthSense Naturals® also strives to avoid animal-derived ingredients and petroleum-based chemicals. Nevertheless, product performance requirements mean that some chemicals are necessary. For instance, synthetic plant-based musk is used instead of natural animal-derived oils, which aligns with their ethical stance against harming wildlife.  After careful study, EarthSense Naturals® decided not to use biodegradable packaging due to concerns about limited decomposition in landfills and the potential environmental risks associated with breakdown products. Instead, they focus on refillable and recyclable packaging options to offer sustainable alternatives to customers.  To ensure that their suppliers align with their values, EarthSense Naturals® developed a rating system to evaluate suppliers on environmental and social responsibility standards. Suppliers who score higher on a 1-5 star scale in these areas receive a greater share of EarthSense’s business, rewarding ethical practices. Guided by their principle that ethical responsibility is central to good business, EarthSense Naturals® remains committed to protecting both the planet and the people who rely on it.  **Compulsory question**  Analyze how EarthSense Naturals® demonstrates its commitment to environmental and ethical responsibility through its product and supplier choices. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Describe the purchasing operations and its structure; |
| CO2 | Explain the possibilities of effective strategic outsourcing analysis; and |
| CO3 | Classify the quality of strategic outsourcing and its process. |
| CO4 | Identify requests for proposals, quotations and tenders, including e-procurement. |
| CO5 | Prioritize a wide variety of strategic sourcing and procurement tools and techniques. |
| CO6 | Synthesize risk analysis and evaluate submissions |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 10 | 20 | - | - | 30 |
| CO2 | - | - | - | 20 | - | 10 | 30 |
| CO3 | - | - | 20 | - | 10 | - | 30 |
| CO4 | - | - | 10 |  | 20 | 10 | 40 |
| CO5 | - | - | - | 10 | - | - | 10 |
| CO6 | - | - | 10 | 30 | - | - | 40 |
|  | | | | | | | **180** |



END SEMESTER EXAMINATION – NOV / DEC 2024

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| --- | --- | --- | --- |
| **Course Code** | **21MS3082** | **Duration** | **3hrs** |
| **Course Title** | **PRODUCT AND BRAND STRATEGIES** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q.**  **No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the factors that contribute to the successful launch of a new product and explain how market research can be used to mitigate risks. | CO1 | U | 10 |
| b. | Explain the effectiveness of various pricing strategies for consumer goods. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the considerations involved in designing convenience products, and compare them to the design requirements for other product categories. | CO2 | R | 10 |
| b. | Explain the challenges and opportunities associated with applying the product levels concept to service industries. | CO3 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Summarize the potential benefits and risks associated with each brand leverage strategy, and provide examples of successful implementations. | CO3 | E | 10 |
| b. | Define market testing and explain its importance in the product development process. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Articulate on the unique challenges and opportunities faced by brands in the consumer durables industry in building brands, and how they can be addressed effectively? | CO4 | A | 10 |
| b. | Appraise in detail what is brand extension with an example of successful brand extension from business world. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Illustrate how the diffusion of innovation process can be applied to the marketing and launch of new products | CO5 | U | 10 |
| b. | Write the key strategies that can be employed to successfully reposition a brand in the market, considering factors such as brand identity, target audience, and competitive landscape. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain how brand image and brand personality can be effectively developed and communicated to target audiences. | CO3 | A | 10 |
| b. | Appraise and present a suitable Global branding Strategies to an established Indian player in Hospitality market. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Articulate the different methods and metrics used to measure brand equity in an automobile industry | CO5 | A | 10 |
| b. | Illustrate the strategies for leveraging digital media platforms to foster customer loyalty. | CO5 | An | 10 |
|  | | **(OR)** |  |  |  |
| 8. | a. | Evaluate the role of a brand manager in shaping and managing a brand's identity, equity, and positioning. | CO5 | E | 10 |
| b. | Analyze the potential challenges and risks associated with managing a complex brand hierarchy, and outline strategies for overcoming these challenges. | CO5 | E | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | EcoGadget, an emerging tech startup, has launched an innovative solar-powered smartwatch designed for environmentally conscious consumers who prioritize sustainability. Targeting global markets, EcoGadget aims to establish itself as a leader in eco-friendly technologies. The newly launched smartwatch is equipped with features that monitor health and wellness, powered entirely by solar energy, minimizing the environmental impact. To support its global ambitions, EcoGadget plans to offer comprehensive after- sales services, including personalized customer support, extended warranties, and eco-friendly recycling programs. By focusing on sustainability and after-sales support, EcoGadget aims to differentiate its brand in a competitive market while building a loyal customer base.  Write the key elements of branding strategy, including product positioning, brand messaging, and a plan for after-sales services. Explain how your approach would establish EcoGadget as a sustainable and trusted tech brand in the minds of consumers. | CO6 | C | 10 |
| b. | Develop a strategic framework for EcoGadget to integrate its sustainability values into its brand identity. Propose a branding campaign that aligns with the company's eco-friendly mission, considers cultural sensitivities, and promotes EcoGadget's product and after-sales services. | CO6 | C | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Examine the Product Portfolio models to take appropriate product line decisions |
| CO2 | Assess the New Product Development Process for preparing the launch process |
| CO3 | Evaluate the New Product techniques to decide on the judicial mix for services and goods |
| CO4 | Design the constructs for strategic branding decisions |
| CO5 | Synthesise the premises of Brand Building leading to Brand Resonance |
| CO6 | Create the framework for decision courses concerning Global Branding |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 |  |  |  |  | 10 |
| CO2 | 10 |  | 20 |  |  |  | 30 |
| CO3 |  | 10 | 20 |  | 10 |  | 40 |
| CO4 |  |  | 10 |  | 20 |  | 30 |
| CO5 |  | 10 | 10 | 10 | 20 |  | 50 |
| CO6 |  |  |  |  |  | 20 | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3083** | **Duration** | **3hrs** |
| **Course Title** | **CONSUMER BEHAVIOUR INSIGHTS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the role of consumer behaviour in marketing. | CO1 | A | 10 |
|  | b. | Examine the principles of consumer behaviour in detail. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write about the importance of recognizing needs in marketing. | CO2 | A | 10 |
|  | b. | Validate the pre-purchase behaviour of consumers with relevant illustrations. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyse the pros and cons of consumer buying in the realm of online shopping. | CO3 | An | 10 |
|  | b. | Determine the factors that influence consumers' store selection. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Summarize two attitude models with appropriate illustrations. | CO4 | E | 10 |
|  | b. | Facilitate the use of word-of-mouth communication in marketing. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. |  | Explain the responsibilities of consumers and differentiate between a consumer and a customer. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Examine the modern and traditional family life cycle with appropriate illustrations. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyse the ways in which consumers' buying decisions are influenced by their self-image. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Examine the impact of gender on family decision-making. | CO4 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Campbell Soup Company has introduced its line of chunky soups. The product is aimed at young people who are avoiding traditional soups and seeking a meal like taste. Chunky soup is the top ready-to-serve food in supermarkets, but as the youth market shifts towards other lunch and snack options, Chunky soup is facing challenges. Campbell has decided to target the youth and college market, although executives are aware that reaching college students can be challenging.  i) Create a marketing plan that promotes chunky soup as a convenient meal option for young people. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Evaluate the various methods of consumer behavior |
| CO2 | Analyse the dynamics involved in determining the behavior of consumer in respect of purchase decision |
| CO3 | Apply strategies relating to Consumer purchases in Group setting |
| CO4 | Examine strategies relating to Consumer purchases from Psychological perspectives |
| CO5 | Develop appropriate marketing strategies for different segments of consumers |
| CO6 | Compare the consumption patterns of consumers from different cultures |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  |  |  | 20 |
| CO2 |  |  | 10 |  |  | 10 | 20 |
| CO3 |  |  | 10 | 10 |  |  | 20 |
| CO4 |  |  | 20 |  | 10 | 10 | 40 |
| CO5 |  |  |  | 40 |  |  | 40 |
| CO6 |  |  | 20 |  |  | 20 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3084** | **Duration** | **3hrs** |
| **Course Title** | **MARKETING ANALYTICS** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Analyze the different types of pricing strategies that businesses can adopt for a new product launch. Discuss the advantages and disadvantages of each strategy in relation to market competition, customer behavior, and profitability. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Examine the role of market segmentation in a company’s overall marketing strategy. Discuss the different types of and evaluate how they help businesses to target specific customer groups effectively. | CO2 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Analyze the main challenges businesses face when conducting marketing research. Focus on issues like the lack of theory, problems with generalizing research findings, and biases in data collection. How can these challenges affect business decisions, and what steps can companies take to overcome them | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Articulate how you would set up a simple survey to ask people about their favorite features in a new snack product. Which features would you include in the survey, and how would you make sure it's easy for people to answer | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Examine how VAR (Vector Autoregressive) models can be used in marketing to understand the relationship between different variables like sales and advertising. Discuss the advantages of using these models for forecasting trends in marketing and any challenges businesses might face when applying them. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain how you would use Google Analytics to track the performance of a new digital marketing campaign. What specific metrics would you monitor, and how could these metrics inform adjustments to the campaign? | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | As the Marketing Manager for ABC Electronics, you are tasked with creating a marketing promotion strategy for a newly launched smartphone. Develop a comprehensive promotion plan that includes the promotional offer, communication strategy, and methods to measure success. Additionally, outline how you would ensure customer retention and brand loyalty post-promotion. | CO6 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | You are analyzing the performance of a Pay-Per-Click (PPC) advertising campaign for an online business. Using the data provided below, calculate and interpret the key performance metrics such as Click-Through Rate (CTR), Conversion Rate, Cost Per Acquisition (CPA), and Return on Ad Spend (ROAS). After calculating the metrics, assess the overall effectiveness of the campaign and suggest areas for improvement  **Table: PPC Campaign Data**   |  |  | | --- | --- | | **Metric** | **Value** | | Total Ad Spend | ₹50,000 | | Total Impressions | 2,000,000 | | Total Clicks | 100,000 | | Total Conversions (Sales) | 1,500 | | Revenue from Sales | ₹200,000 | | Cost per Click (CPC) | ₹0.50 | | Total Bounce Rate (%) | 30% | | Average Order Value (AOV) | ₹133.33 |   Calculate the following metrics and also write the interpretation (5 Marks Each)   1. Click-Through Rate (CTR): Show the calculation and provide the result in percentage. 2. Conversion Rate: Show the calculation and provide the result in percentage. 3. Cost Per Acquisition (CPA): Show the calculation and provide the result in ₹ (Indian Rupees). 4. Return on Ad Spend (ROAS): Show the calculation and provide the result as a ratio. | CO1 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | RetailX, a chain of retail stores, decides to test the effectiveness of a new digital loyalty program aimed at boosting customer retention and sales. The loyalty program offers rewards such as discounts, exclusive offers, and early access to sales for repeat customers. The company wants to validate its potential impact on customer behavior before launching it nationwide. To achieve this, RetailX conducts a field experiment involving 20 stores, selecting 10 stores to implement the loyalty program (experimental group) and leaving the remaining 10 stores as control stores, without the program.  RetailX uses stratified randomization. Stores are categorized based on factors like foot traffic, average income of the neighborhood, and store size. This ensures that both experimental and control groups have an equal representation of stores with varying characteristics, which increases the robustness of the results. Additionally, RetailX collects data from multiple sources, including customer surveys, in-store tracking software, and point-of-sale (POS) systems, tracking metrics like visit frequency, transaction size, and overall sales growth. After the experiment, RetailX analyzes the data to determine whether the loyalty program has a significant impact on customer behavior and sales.  The findings from this experiment may not apply universally to all stores, as the experiment was conducted in a specific set of stores with unique customer bases.  In conclusion, the field experiment conducted by RetailX provides valuable insights into the effectiveness of the digital loyalty program. While it offers practical, real-world data, the company must be cautious about generalizing the findings and should consider further research before scaling the program nationwide.  Compulsory Question  Examine the potential challenges and benefits of using a field experiment in this scenario. Discuss how RetailX can ensure the reliability and validity of the results, and how it can address issues like spillover effects, data collection, and sample size. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the different methods of analytic techniques for different marketing problems. |
| CO2 | Analyze quality of business decision making for better understanding of customers and Competitors. |
| CO3 | Examine the prioritization of the marketing tactics and demonstration of the value marketing contributes to sales. |
| CO4 | Apply laboratory experimentation in marketing |
| CO5 | Develop and determine the long-term impact of marketing actions. |
| CO6 | Create and interpret and review existing metrics and to recommend additional metrics for tracking. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | - | 20 | 20 | - | 40 |
| CO2 | - | - | - | - | 20 | - | 20 |
| CO3 | - | - | - | 20 | - | - | 20 |
| CO4 | - | - | 20 | - | - | - | 20 |
| CO5 | - | - | 20 | - | 20 | - | 40 |
| CO6 | - | - | - | - | 20 | 20 | 40 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3085** | **Duration** | **3hrs** |
| **Course Title** | **SALES AND CHANNEL MANAGEMENT** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | How technological advancements can impacted sales management, and what are the benefits of using digital tools in modern sales operations? | CO1 | U | 10 |
|  | b. | Describe the significance of adopting a fresh perspective in Personal Selling. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss the role of a sales budget in controlling expenses and achieving profitability. How can it support decision-making at various levels of an organization? | CO2 | R | 10 |
|  | b. | How can effective territory design enhance sales performance and contribute to strategic objectives? | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | What are the major factors that affect inventory levels and its management within an organization? Describe the inventory terms FIFO & LIFO. | CO3 | U | 10 |
|  | b. | **Case Analysis:**  Green Earth Organics is a startup specializing in organic food products such as fruits, vegetables, and packaged goods. With the rise of health-conscious consumers, the company wants to expand its market reach to urban areas across India. Currently, the market is filled with several organic brands, and Green Earth Organics is looking to differentiate itself by focusing on sustainability and local sourcing. They seek your advice as a marketing consultant to penetrate the urban market effectively.   1. Develop an S.T.P. strategy for Green Earth Organics, focusing on urban health-conscious consumers. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Describe, with example, the incremental method, the sales potential method and the work load method of determining the size of sales force. | CO4 | R | 10 |
|  | b. | As a marketing consultant, outline a market research report detailing the steps and channels required for launching an Ayurvedic deodorant in the FMCG sector. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. | a. | Define the term selection. Explain the selection process? How do you Compensate Sales Persons is different from employees of other departments in the organization”. Explain the reasons as per statement and also write various methods of Compensation. | CO5 | R | 10 |
|  | b. | **Case Analysis:**  Amul Dairy is one of India’s leading dairy companies, known for its vast product range, including milk, cheese, butter, and ice cream. With competition growing from both local dairy brands and international players, Amul wants to strengthen its distribution channels to maintain its market leadership. Amul seeks advice on how to adapt its distribution strategies to meet the demands of both urban and rural customers and to increase market penetration.   1. What key channel performance indicators should Amul focus on to ensure a smooth and efficient distribution network across diverse geographies? | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Write a note on Logistics management, Physical supply and Physical distribution. | CO5 | R | 10 |
|  | b. | The aim of training is to make the sales person more competent to the assigned job. How will you identify the training needs of a salesman? | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Write a short note on Inventory management and warehousing and its importance to sales and channel management. | CO6 | R | 10 |
|  | b. | Discuss merits and demerits of different transportation modes. Which factors influence selection of mode of transport? | CO6 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe the significance of market segmentation in sales and marketing. Provide an example of how market segmentation can be effectively utilized by a sales team to target specific customer groups and enhance sales performance | CO6 | U | 10 |
|  | b. | Explain in detail the types of conflict arise in the distribution channels and their causes. Suggest what can be done to resolve conflict situation? | CO6 | R | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case let on Sales Forecast:**  Himalaya Herbal Healthcare is a well-known brand in India that produces herbal and Ayurvedic products, including skincare, wellness, and personal care items. The company plans to expand its distribution network to penetrate deeper into rural and semi-urban areas, where herbal products are increasingly popular. However, challenges such as limited retail infrastructure and demand fluctuations exist in these regions. Himalaya seeks your guidance on how to optimize its distribution channels to improve reach and performance.  **Questions:**   1. What performance criteria should Himalaya use to assess the effectiveness of its distribution channels in rural areas? 2. What distribution strategies would you recommend to help Himalaya overcome logistical challenges and capture a larger share of the rural market? | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply sales management principles and formulate effective sales strategies for different market conditions. |
| CO2 | Calibrate how sales budgets and quotas align with goals and develop them to enhance performance and achieve objectives. |
| CO3 | Evaluate logistics components and design strategies to improve operations, focusing on cost efficiency and consumer service. |
| CO4 | Examine distribution networks, identify key relationships, and develop strategies to optimize performance. |
| CO5 | Illustrate the impact of sales training on performance and targets, and create plans for effective recruitment, selection, and training. |
| CO6 | Evaluate transportation methods for cost and efficiency and plan strategies to enhance order processing systems to meet customer needs. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 20 | 20 |  |  |  |  | 40 |
| CO2 | 20 | 20 |  |  |  |  | 40 |
| CO3 | 20 | 10 | 10 |  |  |  | 40 |
| CO4 |  |  | 10 |  |  | 10 | 20 |
| CO5 | 10 |  |  | 10 |  |  | 20 |
| CO6 |  | 10 |  |  | 10 |  | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3088** | **Duration** | **3hrs** |
| **Course Title** | **MARKETING COMMUNICATIONS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Illustrate the role of social, ethical, and legal issues in advertising. How do these factors influence the creation and management of ad campaigns? | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain the role of Integrated Marketing Communications (IMC) in enhancing brand communication and creating value. Explain how corporate branding works in integration with IMC to accomplish strategic goals. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Develop a media plan for a product launch, including media terms and indices. Explain how you would use GRP ratings and share to maximize the campaign’s impact. | CO2 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Write the process of copywriting for radio and TV ads. What are the key considerations to make advertisements effective for each medium? | CO2 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain the function of event sponsorship in marketing communications. How does it benefit both the sponsoring company and the event? | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Define media scheduling and explain its importance in advertising. What factors influence scheduling decisions? | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Evaluate the use of mobile engagement and CRM in direct marketing. How do these tools enable marketers to enhance customer engagement and loyalty? | CO6 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Assess the effectiveness of digital advertising metrics in measuring ad performance. Which metrics would you prioritize, and why, when evaluating the success of a digital ad campaign? | CO5 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | EcoHome Solutions, a company specializing in eco-friendly home products, is planning to boost sales through various promotional tools. They are considering options like consumer sales promotions, trade promotions, social media advertising, and mobile engagement strategies. Their target is to increase both brand awareness and sales within the next quarter.  Evaluate which promotional tools would be most effective for EcoHome Solutions’ objectives. Provide a strategy for integrating consumer sales promotions, trade promotions, and digital tools like social media to achieve maximum reach and engagement. | CO4 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply integrated marketing communication strategies to create cohesive and effective brand messages  across various channels. |
| CO2 | Develop and execute media plans that incorporate message strategy, creative brief, and media efficiency  estimation to optimize advertising impact. |
| CO3 | Implement diverse promotional tools to enhance campaign reach and effectiveness. |
| CO4 | Design public relations and word-of-mouth campaigns to influence public perception. |
| CO5 | Evaluate the effectiveness of various advertising and promotional strategies using metrics, testing  processes, and research methodologies. |
| CO6 | Create digital advertising strategies through the application of ad technologies, targeting, pricing models,  and performance testing. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | - | 40 | - | - | 40 |
| CO2 | - | - | 20 | - | - | 20 | 40 |
| CO3 | - | - | - | 20 | - | - | 20 |
| CO4 | - | - | - | - | 20 | - | 20 |
| CO5 | - | - | - | 20 | 20 | - | 40 |
| CO6 | - | - | - | - | 20 | - | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **22MS3006** | **Duration** | **3hrs** |
| **Course Title** | **APPLICATIONS IN MICRO FINANCE** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Write the main objectives of the Bangladesh Grameen Bank experiment that it could alleviate poverty. | CO1 | A | 10 |
|  | b. | Analyze the argument that microcredits contribute to the empowerment of women in rural areas? | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Evaluate the Lead Bank Scheme in India, focusing on its objectives, implementation, and challenges through its schemes which helped to improve credit access in under banked and rural areas? | CO2 | E | 20 |
|  |  |  |  |  |  |
| 3. | a. | Illustrate how group dynamics influence the development and effectiveness of Self-Help Groups (SHGs), and what critical issues must be addressed to optimize their growth and sustainability? | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Articulate any three financial parameters used in evaluating MFIs. | CO4 | A | 5 |
|  | b. | Analyze the financial and non-financial parameters considered in the evaluation of MFIs in assessing both types of parameters for an accurate understanding of an MFI's performance? | CO4 | An | 15 |
|  |  |  |  |  |  |
| 5. | a. | Explain the importance of institutionalizing the self-help movement. | CO3 | A | 5 |
|  | b. | Evaluate how does the Self-Help Group (SHG) approach impact the rural development in India, explain with its concept, objectives, and promotion strategies. | CO3 | E | 15 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze the importance of micro insurance for low-income populations? | CO5 | An | 5 |
|  | b. | How does securitization help in addressing liquidity issues for MFIs in India and explain the impact of securitization on MFI operations | CO5 | A | 15 |
|  |  |  |  |  |  |
| 7. |  | In what ways can Self-Help Groups (SHGs) catalyze transformative, sustainable entrepreneurship among women in rural areas, and what broader socio-economic impacts might this generate within rural communities? | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8 |  | Evaluate the integration of off-balance-sheet information into credit assessment models to enhance strategic decision-making, and what innovations might further refine its relevance in assessing creditworthiness? | CO6 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Grameen Bank has been expanding its SHG model across rural areas, providing microloans to support women entrepreneurs. In one village, the SHGs are thriving, with members reporting increased income, improved social status, and enhanced financial literacy. However, in a neighbouring village, several SHGs struggle with loan repayments due to poor crop yields and lack of diversified income sources. In a remote village in Chittagong, Bangladesh, a group of 12 women from low-income households joined together to form an SHG with the support of Grameen Bank. Their goals included gaining financial stability, improving their homes, and investing in small-scale agricultural businesses. Initially, each member contributed a small amount weekly, creating a savings pool for emergency needs and short-term loans.   1. What factors might contribute to the success of SHGs in one village and challenges in another? 2. How can Grameen Bank support SHGs facing repayment difficulties due to external factors? | CO6  CO6 | E  An | 10  10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Demonstrate knowledge on the microfinance initiatives. |
| CO2 | Explain the role of microfinance lending institutions |
| CO3 | Appraise various microfinance government schemes |
| CO4 | Analyze the performance of microfinance products |
| CO5 | Examine the regulations and the recommendations on microfinance |
| CO6 | Create assessment parameters on MFI performance |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 10 | 10 |  |  | 20 |
| CO2 |  |  |  |  | 20 |  | 20 |
| CO3 |  |  | 5 | 20 | 15 |  | 40 |
| CO4 |  |  | 5 | 15 |  |  | 20 |
| CO5 |  |  | 15 | 5 | 20 |  | 40 |
| CO6 |  |  |  | 30 | 10 |  | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **22MS3007** | **Duration** | **3hrs** |
| **Course Title** | **FINANCIAL INSTITUTIONS, MARKETS AND SERVICES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain a scenario where the financial system influences economic development in India | CO1 | A | 10 |
|  | b. | Analyze the new technologies adopted by Indian financial institutions to enhance customer service. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write examples of financial intermediaries in India and explain their functions. | CO1 | A | 10 |
|  | b. | Write the significance of corporate financial services for business growth. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Articulate the differences between IPO, FPO, and NFO in terms of investor impact. | CO2 | A | 10 |
|  | b. | Analyse the relationship between financial services and economic growth in India | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate the role of the call money market in stabilizing liquidity in the financial system. | CO2 | E | 10 |
|  | b. | Compare commercial paper to other short-term debt instruments. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the benefits and risks associated with Certificate of Deposits. | CO3 | An | 10 |
|  | b. | Evaluate the impact of commercial banks on economic growth and financial inclusion. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Illustrate how a private sector bank might attract customers differently from a public sector bank. | CO5 | A | 10 |
|  | b. | Analyze the challenges payment banks face in achieving profitability. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Assess the effectiveness of RBI’s regulations on maintaining financial stability in India. | CO5 | E | 10 |
|  | b. | Evaluate NPCI’s contributions to India’s digital payment ecosystem. | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain how a bank could leverage IMPS to improve customer experience. | CO4 | A | 10 |
|  | b. | Demonstrate the process of factoring for a company selling on credit. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Propose a securitization strategy for a mortgage lender. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Remember the Financial system and the economic development of our country |
| CO2 | Explain the roles of financial markets, financial institutions, and financial intermediaries. |
| CO3 | Apply the relevance of Financial Instruments |
| CO4 | Analyse the Digital transformation in our Financial Sector. |
| CO5 | Evaluate Financial Institutions and Financial services for the economic development of our country. |
| CO6 | Appraise the financial services available in the system |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 | 10 |  |  | 30 |
| CO2 |  |  | 20 | 10 | 10 |  | 40 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 |  |  | 10 |  | 10 |  | 20 |
| CO5 |  |  | 10 | 10 | 20 |  | 40 |
| CO6 |  |  | 10 |  |  | 20 | 30 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **22MS3013** | **Duration** | **3hrs** |
| **Course Title** | **DIGITAL AND SOCIAL MEDIA MARKETING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Evaluate the role of digital transformation in modern businesses. How does it impact customer acquisition and retention strategies? | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Compare and contrast inbound and outbound marketing, providing examples of each in digital contexts. | CO2 | An | 10 |
|  | b. | Explain the “New Role of Customers” in social media marketing and how it affects brand strategies. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. |  | Design a social media communication plan for a startup, outlining how REAN and RACE models can aid in achieving brand awareness and customer loyalty. | CO3 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Justify how blogs, podcasts, and vlogs contribute to a brand’s digital presence. Discuss the importance of metrics in measuring their effectiveness. | CO5 | E | 20 |
|  |  |  |  |  |  |
| 5. |  | Summarize the elements of a search ad and evaluate the challenges and strategies in bidding and ranking for search ads through the concept of digital ecosystem. | CO4 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | A popular café, Brew & Co., uses Facebook to connect with local customers. They regularly post updates on new menu items, host virtual events, and share user-generated content. Recently, they introduced a weekly live Q&A session with the head chef. However, despite high views, the live videos have low engagement in terms of comments and reactions. Explain how Brew & Co. could use Facebook metrics (e.g., engagement rate, CTR) to optimize their live Q&A sessions. Suggest two strategies for increasing active engagement during live events on Facebook. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze how search engines evaluate websites for ranking. Discuss the role of SEO elements such as keywords, backlinks, and content quality, and evaluate how these factors collectively impact a website's visibility on search engine results pages (SERPs). | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the integration of AI in digital marketing. How can it be utilized to optimize ROI, engagement, and personalization? | CO6 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Fitpulse, a fitness coaching brand, launched an Instagram campaign to promote a new online fitness program. The campaign included a mix of posts, stories, and IGTV videos over a two-week period. After reviewing Instagram Insights, Fitpulse found that while stories achieved a high reach, IGTV videos performed better in retention but had fewer overall views.  Based on these insights, recommend an approach that Fitpulse could adopt for future campaigns to optimize both reach and retention. Outline a strategy for tracking and analyzing key metrics that would enable Fitpulse to continuously improve their campaign performance over time.  Your recommendations should include   1. Strategic Recommendations for Future Campaigns (Engagement, Interaction, Posting) 2. Metrics Tracking and Analysis Strategy (A/B testing, Reach & Engagement) | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Recognize skills in web marketing management. |
| CO2 | Examine functional skills to analyze digital media. |
| CO3 | Analyze and audit existing digital and social media marketing. |
| CO4 | Apply Optimizing strategies in social media for Search Engines. |
| CO5 | Create blogs, podcast updating and maintenance |
| CO6 | Develop skills in taking decisions concerning appropriate digital media mix. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | - | - | 20 | - | 20 |
| CO2 | - | - | - | 20 | - | - | 20 |
| CO3 | - | - | - | - | - | 20 | 20 |
| CO4 | - | - | - | 20 | 20 | - | 40 |
| CO5 | - | - | 20 | - | 20 | - | 40 |
| CO6 | - | - | - | 20 | - | 20 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3001** | **Duration** | **3hrs** |
| **Course Title** | **ACCOUNTING FOR MANAGERS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Discuss the fundamental accounting concepts such as the going concern, accrual concept, matching principle, and consistency concept. Explain how these concepts underpin financial reporting and ensure the reliability of financial statements. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Consider the following income statement for Company XYZ for the year ended December 31, 2023:  Income Statement Amount (in Rs)  Revenue 200,000  Cost of Goods Sold (COGS) 120,000  Gross Profit 80,000  Operating Expenses 30,000  Operating Income 50,000  Other Income 2,000  Net Income 52,000  Prepare a Common Size Income Statement for Company XYZ.  Interpret the common size income statement. | CO2 | An | 20 |
| 3. | a. | Describe the importance of different methods of financial statement analysis. | CO3 | A | 10 |
|  | b. | Following are the particulars pertaining to assets and liabilities of a company:   |  |  |  |  | | --- | --- | --- | --- | | **Liabilities** | **Rs.** | **Assets** | **Rs.** | | Equity Share Capital | 2,00,000 | Land & Building | 3,50,000 | | Preference Shares | 1,00,000 | Plant & Machinery | 2,50,000 | | Reserves | 1,00,000 | Inventory | 50,000 | | 7% Debentures | 2,50,000 | Sundry Debtors | 50,000 | | Sundry Creditors | 1,00,000 | Cash & Bank balance | 95,000 | | Bank Overdraft | 55,000 | Pre-paid expense | 10,000 | | **Total** | **11,10,000** | **Total** | **11,10,000** |   Calculate and analyze the results on :   1. Current ratio 2. Asset turnover ratio 3. Debt-equity ratio | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain the importance of cash flow analysis in financial management. How does cash flow analysis provide insights into a company's liquidity and financial health? | CO3 | A | 20 |
| 5. | a. | Sales Volume: 5,000 units  Selling Price per unit: $50  Variable Cost per unit: $30  Fixed Costs: $80,000  Task: Determine the PV ratio and the profit when selling price increases to $60. | CO4 | An | 15 |
|  | b. | Sales: $250,000  Variable Costs: $150,000  Task: Calculate the PV ratio. | C04 | An | 5 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Assuming the costs and selling prices remain the same in two years, find out : PV ratio, BEP in Rs, Sales required to earn a profits of Rs.70,000 and Profits when sales are 5,00,000   |  |  |  | | --- | --- | --- | | Particulars | Sales | Profit | | I year | 6,00,000 | 60,000 | | II year | 7,00,000 | 70,000 | | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | XYZ Company produces and sells a single product. The sales manager estimates that 10,000 units will be sold in Quarter 1, and sales will increase by 5% in Quarter 2, 10% in Quarter 3, and 8% in Quarter 4. The selling price per unit is $50. Prepare the sales budget for the year. | CO4 | A | 10 |
|  |  | ABC Company produces a single product. The variable cost per unit is $20, and fixed costs for the month are $50,000. The company expects to sell between 5,000 and 10,000 units. Prepare a flexible budget for the units 6000 and 8000 units. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | **Analyze the role of Generally Accepted Accounting Principles (GAAP) in financial reporting, and discuss how it ensures the quality of financial statements.** | CO5 | A | 20 |
| COMPULSORY QUESTION | | | | | |
| 9. |  | |  |  |  | | --- | --- | --- | | **The following is the Trial Balance of SY Ltd., as on 31.03.23.** | | | | **Particulars** | **Dr (Rs)** | **Cr (Rs)** | | Share Capital |  | 2,70,000 | | Plant and Machinery | 1,50,000 |  | | Rent | 3,000 |  | | Furniture | 7,500 |  | | Motor Car | 1,00,000 |  | | Reserves |  | 2,500 | | Debentures |  | 1,000 | | Profit and Loss Account |  | 9,000 | | Interest | 1000 |  | | Purchases | 78,000 |  | | Sales |  | 98,000 | | Opening Stock | 5,000 |  | | Administrative expenses | 10,000 |  | | Interest on debentures | 2,500 |  | | Salaries | 1,000 |  | | Insurance | 1,000 |  | | Interest received |  | 5,500 | | Debtors | 25,000 |  | | Creditors |  | 7,000 | | Cash | 10,000 |  | | **Total** | **3,93,000** | **3,93,000** |   Adjustments:   1. Closing stock was valued as on 31.03.23 Rs. 1,00,000 2. Prepaid insurance amounted to Rs. 1000 3. Depreciate furniture at 5 %   Assess the above Trial Balance items for its profitability and Balance sheet as on 31.03.23. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the significance of management accounting concepts and Principles. |
| CO2 | Develop an Understanding on the basics of the principles and techniques of accounting. |
| CO3 | Apply ratio analysis on the financial statements and interpret the results to know the performance of the company. |
| CO4 | Analyze the Cash flows from operating, financing, and investing activities recorded in the reports of the company. |
| CO5 | Evaluate Business or Product or a Unit by means of break-even point, Marginal Costing, and budgetary Control techniques. |
| CO6 | Create the Vertical and Horizontal Model of Income Statements and Balance Sheet as INDAS/IFRS Format |

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| **Assessment Pattern as per Bloom’s Taxonomy** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | - | 20 | - | - | 20 |
| CO2 | - | - | 10 | 20 | - | - | 30 |
| CO3 | - | - | 30 | - | - | - | 30 |
| CO4 | - | - | 30 | 30 | - | - | 60 |
| CO5 | - | - | 20 | - | - | - | 20 |
| CO6 | - | - | - | - | 20 | - | 20 |
|  | - | - | 90 | 70 | 20 | - | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3003** | **Duration** | **3hrs** |
| **Course Title** | **APPLIED LAW FOR BUSINESS** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Analyze the essential elements required for a business agreement to be legally binding. Examine each element with examples to demonstrate how they contribute to the validity of a contract. | CO2 | An | 15 |
|  | b. | Sony Corporation, which has been selling products under the trademark SONY in India since 1983 and holds registration in 193 countries, and owns a wholly owned Indian subsidiary. Sony became aware that Aashish Electronics was using the mark 'SONNY' on electrical goods. Despite issuing a notice, Aashish Electronics continued using the mark. What legal actions can Sony Corporation take to protect its trademark 'SONY' in India, and why is it important for them to do so? | CO1 | A | 5 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Examine the different remedies available to parties aggrieved by breach of contract under the Indian Contract Act, 1872. | CO2 | An | 15 |
|  | b. | Ichhamati Co-operative Milk Producers’ Union Limited applied to register the trademark 'IMUL' in a triangular shape. Kaira District Co-Operative Milk Producers’ Union Limited, known for its 'AMUL' trademark since 1955, opposed the registration, claiming that 'IMUL' was deceptively similar to 'AMUL' and would cause public confusion. Could this mean infringement of the rights of owners of the trade name AMUL? What would have been the decision of the court? What is the remedy available? | CO1 | A | 5 |
|  |  |  |  |  |  |
| 3. | a. | Sara writes a cheque for ₹15,000 to pay for a repair service. When the cheque is presented for payment, the bank returns it due to insufficient funds in her account. Apply the provisions of Negotiable Instruments Act, 1881, to examine what steps Ramesh can take to recover the amount and the potential legal consequences for Sara. | CO3 | A | 15 |
|  | b. | Sam was importing a car. The custom authorities had the car in their possession for the valuation of custom duty. While moving the car around, due to the negligence of the custom officials the car collided with a container and got damaged. The custom authorities claim that as there was no contract between Sam and the custom Department, the department is not responsible for any damage. Could this situation be considered a bailment, and who has to bear the loss? Decide. | CO1 | A | 5 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the differences between conditions and warranties in a contract of sale under the Sale of Goods Act. How does the classification of a term as a condition or a warranty affect the remedies available to the buyer in case of a breach? | CO3 | An | 15 |
|  | b. | A bank offers locker facilities to its customers, requiring two keys to open. The customer holds one key, while the bank retains the other. When requested, a bank representative provides access to the locker room, but the bank does not keep track of the stored items. After a robbery in the locker room, the customer claimed the bank was negligent in protecting the goods, while the bank denied responsibility, stating it was not a bailee of the contents. Who should bear the loss, and does this situation constitute a bailment contract? | CO1 | A | 5 |
|  |  |  |  |  |  |
| 5. | a. | A group of entrepreneurs wants to start a new technology company in India and seeks your guidance on the incorporation process. Explain the steps involved in incorporating a company, including the documentation and legal requirements they need to fulfill. | CO4 | A | 10 |
|  | b. | Karan owns a small electronics shop in a local market and has been selling products worth ₹30 lakhs annually. He is now expanding his business and expects his turnover to exceed ₹40 lakhs in the coming year. What steps should Karan take to register for GST once his turnover exceeds the threshold limit? | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Imagine a small cafe owner is looking to expand their business across multiple locations in India. Outline the steps they must take under the Shop and Establishment Act to register each new location, obtain licenses, and ensure compliance with employee welfare regulations. | CO4 | A | 10 |
|  | b. | Examine the role of Consumer Disputes Redressal Agencies in protecting consumer rights under the Consumer Protection Act. How do these agencies address consumer grievances, and what impact do they have on maintaining fair trade practices? | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Analyze the process and significance of registering intellectual property rights (IPR) in India. Examine the different types of intellectual property that can be registered, and evaluate the benefits and challenges associated with their registration. | CO5 | An | 10 |
|  | b. | You are the CEO of a startup looking to enter the public sector through government tenders. Using the Right to Information Act, describe how you would file a petition to obtain necessary information. | CO6 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | How can businesses modify their operational practices to ensure compliance with the Environmental Protection Act, and what are the potential consequences for companies that fail to meet these regulations? | CO6 | A | 10 |
|  | b. | Evaluate the potential of Artificial Intelligence (AI) to transform Business Law by enhancing efficiency, accuracy, and accessibility. What are the ethical challenges and limitations associated with the integration of AI in legal practice? | CO6 | E | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | SmartShop" is a new e-commerce platform in India that sells a wide range of electronics, including smartphones, laptops, and accessories. The platform has quickly gained popularity, but it has faced increasing complaints from customers regarding delayed deliveries, misrepresentation of product details, and difficulties in returning faulty products. Some customers have also complained about a lack of clear contact information for resolving their grievances. The founder of SmartShop, Ramesh, is now concerned about the legal implications of these issues and wants to ensure that his platform complies with the Consumer Protection Act to avoid further disputes and protect customer rights. Imagine you are advising Ramesh, the founder of "SmartShop," a new e-commerce platform in India. Explain the key regulations under the Consumer Protection Act that the e-commerce platform must follow to ensure compliance. | CO5 | A | 10 |
|  | b. | A bank offered a credit card to a customer through a written letter, stating that the customer could accept the offer simply by using the card at any store. The customer proceeded to use the card, but the bank later refused to credit the transaction amount. Was there a valid acceptance of the bank’s offer by the customer, making the bank liable to credit the amount? Decide. | CO1 | A | 5 |
|  | c. | Paul, a passenger, deposited a bag in the cloakroom at a railway station. He was given an acknowledgment receipt that stated “See back.” On the reverse side of the receipt, there was a condition limiting the railway’s liability for any lost package to Rs. 500. When Paul’s bag was lost, he claimed Rs. 5000, its value. Is Paul bound by the conditions printed on the back of the receipt? Explain the relevant legal principle that applies in this case. | CO1 | A | 5 |

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|  | **COURSE OUTCOMES** |
| CO1 | Solve legal business problems as per regulations in the field of business and economy. |
| CO2 | Apply the principles of Contract Law to uphold and enforce the parties agreement. |
| CO3 | Analyze the principles of special contract laws to find solutions for contractual dealings in sale, bailment, pledge, agency, and bank transactions. |
| CO4 | Apply standards of Companies Act, and Commercial Establishment in setting up an entrepreneurial venture. |
| CO5 | Analyze the techniques for safeguarding consumer rights and intellectual property to be implemented in future scenarios. |
| CO6 | Synthesize the latest trends in business law with current practices to develop sustainable strategies. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 30 |  |  |  | 30 |
| CO2 |  |  |  | 30 |  |  | 30 |
| CO3 |  |  | 15 | 15 |  |  | 30 |
| CO4 |  |  | 30 |  |  |  | 30 |
| CO5 |  |  | 10 | 20 |  |  | 30 |
| CO6 |  |  | 20 |  | 10 |  | 30 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3005** | **Duration** | **3hrs** |
| **Course Title** | **INFORMATION TECHNOLOGY FOR MANAGERS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | “A management information system (MIS) plays an important role in business organizations”. Examine the role and need of MIS in business organizations. | CO1 | A | 10 |
|  | b. | Predict the categorization of information based on nature and characteristics with suitable examples. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | “DBMS packages are designed to use a specific data structure to provide end users with quick, easy access to information stored in databases”. Explain the most common five fundamental database structures with suitable diagrams. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. | a. | Appraise the components of data warehousing with suitable illustration. | CO2 | An | 10 |
|  | b. | Compare the different parameters of Data Flow Diagram (DFD) with Entity -Relationship (E-R) diagram. | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | “Decision Support System (DSS) is an interactive information system designed to assist decision makers in an organization.” - Defend the statement. Evaluate the components, capabilities and roles of DSS with its cost and benefits. | CO3 | E | 20 |
|  |  |  |  |  |  |
| 5. | a. | Summarize the main features of Enterprise Resource Planning (ERP). Appraise any 7 ERP Modules. | CO3 | E | 15 |
|  | b. | Predict the USA principle of implementation in ERP. | CO3 | E | 5 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze the characteristics of transaction processing systems (TPS) and the roles they play in a business. | CO4 | An | 10 |
|  | b. | Appraise the characteristics of executive support systems (ESS) and explain how these systems differ from Decision Support system (DSS). | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Appraise internet abuse along with the activities involved in it. | CO5 | E | 10 |
|  | b. | Evaluate the importance of software piracy and theft on intellectual property. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Write a note on different types of E-Commerce business models. | CO6 | A | 10 |
|  | b. | Explain the impact of pervasive computing in E-commerce. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end**.  Multi base Company Limited is a diversified business group with interests in fabric and yarn manufacturing, paper and pulp, and cement. Its manufacturing units are located across the country and number eight- one for fabric, two for yarn, two for paper and pulp, and three for cement.  While the head of each unit has considerable operational autonomy, strategic decisions considering these units, such as capacity expansion, procurement of new technology involving substantial investment, etc., are made at the headquarters located in Delhi. The HQ monitors the performance of every unit though weekly and monthly reports are prepared by Computer Based Information System (CBIS) installed at each unit.  Often a considerable amount of time of the senior executives based at the headquarters is taken away in analyzing these reports and drawing inferences for planning and control. The result is that the senior executives have little time for strategic thinking, which they feel is a must in the present competitive environment.  The CEO of the company has thus proposed to develop suitable computer-based systems which might be helpful in understanding the current status of various manufacturing units in terms of their overall performance, the type of environmental constraints that operate in the three business that exist for enhancing capacity in these business areas.  **Questions:**   1. Propose a sound system that would serve the company’s needs? 2. Considering that the company already has CBIS installed, will you contemplate complete overhaul of the systems or add functionalities of the existing systems? Justify your line of action. 3. Justify the requirement of a Chief Information Officer (CIO) in the context of the given caselet. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply the fundamental concepts of information systems. |
| CO2 | Develop the knowledge about management of information systems. |
| CO3 | Interpret and recommend the use information technology to solve business problems. |
| CO4 | Distinguish the business needs for e-commerce and the Internet. |
| CO5 | Articulate role of Management Information Systems in organizations |
| CO6 | Apply a framework and process for aligning organization’s IT objectives with business strategy. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 20 | - | - | - | 20 |
| CO2 | - | - | 20 | 20 | - | - | 40 |
| CO3 | - | - | - | - | 40 | - | 40 |
| CO4 | - | - | - | 20 | - | - | 20 |
| CO5 | - | - | - | - | 20 | - | 20 |
| CO6 | - | - | 20 | - | - | 20 | 40 |
|  | - | - | 60 | 40 | 60 | 20 | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3007** | **Duration** | **3hrs** |
| **Course Title** | **BUSINESS RESEARCH METHODS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Differentiate qualitative versus quantitative research methods in business research. Discuss the strengths and limitations of each approach, providing examples. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Outline the research process from problem identification to communicating results in business research. Discuss the importance of each step and potential challenges researchers may encounter along the way. | CO1 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Evaluate the role of research questions and objectives in shaping the direction and focus of the research study. | CO2 | An | 10 |
|  | b. | Discuss how researchers can ensure alignment between research questions, objectives, and the chosen research design to achieve meaningful outcomes. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Compare and contrast different sampling methods used in business research, such as probability sampling and non-probability sampling. Discuss the advantages and limitations of each method, providing examples of situations where each method would be most appropriate. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Discuss the concept of sampling error in business research. Explain how sampling error can occur and its potential implications for the accuracy of research results citing an example. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Elucidate the differences between primary and secondary data sources in business research. Provide examples of each type of data source and discuss the advantages and disadvantages of using primary data versus secondary data in research studies. | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Compare and contrast surveys, interviews, and focus groups as data collection methods in business research. Provide examples of situations where each method would be most appropriate, considering factors such as research objectives, sample characteristics, and data requirements. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Describe the key components of a research report and brief the best practices for communicating research findings effectively. Explain how visual aids such as charts, graphs, and infographics can enhance the presentation of research results. | CO5 | U | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | A chain of luxury hotels aims to enhance customer satisfaction to maintain its competitive edge in the hospitality industry. The management team wants to conduct a research study to identify areas for improvement and implement targeted strategies.  a) Define the research problem and objectives related to enhancing customer satisfaction.  b) Determine primary data sources, and select appropriate data collection methods, including surveys, focus groups, and observational research.  c) Develop a sampling strategy to capture feedback from diverse customer segments.  d) Give a note on the statistical tools to be implied to identify key drivers of satisfaction and areas for improvement. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Relate the importance of research in business decision making. |
| CO2 | Identify research problems and apply suitable design appropriate research studies. |
| CO3 | Evaluate and execute relevant hypothesis testing procedures. |
| CO4 | Identify sample size from the total population using statistical and non-statistical measures to collect data and analyze data using various techniques to draw optimal conclusions. |
| CO5 | Design and draft dissertation research proposal with appropriate methodology |
| CO6 | Communicate research results effectively to enhance all communities in the research, academic  and professional forum. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | 20 | - | 20 | - | - | 40 |
| CO2 | - | - | - | 10 | - | - | 10 |
| CO3 | - | - | - | 10 | - | - | 10 |
| CO4 | - | - | 20 | 20 | - | - | 40 |
| CO5 | - | 20 | 20 | 20 | - | - | 60 |
| CO6 | - | - | 20 | - | - | - | 20 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3009** | **Duration** | **3hrs** |
| **Course Title** | **FINANCIAL MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Suppose, if you knew a given investment had a 50% chance of earning a return of Rs.10, a 25% chance of earning a return of Rs.20 and there is a 25% chance of bearing a loss of Rs10. What is your expected return? | CO1 | An | 10 |
|  | b. | Prepare the process of functions in financial management. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Classify the assumptions of the MM dividend model. | CO2 | A | 10 |
|  | b. | Define risk and explain the importance of calculating expected risk. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Break down the concepts of cost of debt and cost of equity. Provide a detailed explanation of how a company calculates each. | CO3 | A | 10 |
|  | b. | Detail the composition of capital structure and enumerate its associated theories. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Company Aravind Ltd has reported a total revenue of $1,500,000, operating expenses of $800,000, interest expenses of $50,000, and taxes of $75,000 for the fiscal year. The company has 100,000 common shares outstanding. Calculate the EBIT and EPS for Company XYZ.  **Question:**  Determine the EBIT (Earnings Before Interest and Taxes) for Aravind Ltd based on the provided scenario.  Calculate the EPS (Earnings Per Share) for Aravind Ltd using the given information and the number of common shares outstanding. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the importance of managing working capital and its implications for a company's operational efficiency and financial health. | CO5 | An | 10 |
|  | b. | Outline the factors influencing working capital in a business context. | CO5 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Illustrate capital budgeting decisions and its process. | CO6 | A | 10 |
|  | b. | Classify sources of funds into long-term and short-term categories within private-sector financing, emphasizing their distinctive characteristics and applications. | CO6 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the concept of risk and return and explain the types of risks in investment decisions. | CO1 | U | 10 |
|  | b. | Develop the different views between relevant and irrelevant theories of capital structure | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Examine the phases of the operating cycle, providing relevant examples to illustrate each stage. | CO5 | A | 10 |
|  | b. | Explain the evaluation techniques of capital budgeting | CO6 | U | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | The following key information pertains to Ashika Ltd. For the year 2023-24   |  |  | | --- | --- | |  | R.s in Lakhs | | Sales  Variable Cost  Fixed Cost  9% Debentures  Equity Shares (R.s 100 each)  Corporate Tax | 82.50  46.20  6.60  50.00  60  35% |   You are required to work out:   1. What is the Company’s ROI? 2. Does it have favorable financial leverage? 3. If the firm belongs to an industry whose asset turnover is 3, does it have high or low asset leverage? 4. What is the operating, financial, and combined leverage of the firm? 5. What is the Company’s EPS? | CO4 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Remember the financial avenues best suited for investment requirements. |
| CO2 | Understand the Valuation techniques in finding out the value of Money over the present as well as future period of time. |
| CO3 | Apply the skill in establishing the Optimal Capital Structure and cost of capital for a business enterprise. |
| CO4 | Analyze the sources of funds and make appropriate long-term Investment Decisions. |
| CO5 | Evaluate the Cash Management, Inventory Management Policy, payables and receivables pressures in management decisions. |
| CO6 | Evaluate the Cash Management, Inventory Management Policy, payables and receivables pressures in management decisions. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  | 10 | 10 | 10 |  |  | 30 |
| CO2 |  | 10 | 10 |  |  |  | 20 |
| CO3 |  |  | 20 | 10 |  |  | 30 |
| CO4 |  |  | 20 | 20 |  |  | 40 |
| CO5 |  |  | 20 | 10 |  |  | 30 |
| CO6 |  | 10 | 10 | 10 |  |  | 30 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3012** | **Duration** | **3hrs** |
| **Course Title** | **ECONOMICS FOR BUSINESS** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Sketch a production possibility curve and demonstrate how a country can achieve both productive and allocative efficiencies. | CO1 | A | 10 |
|  | b. | Describe the statement “Changes in the business cycle are measured in terms of changes in gross domestic product”. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate the role of government policies in addressing externalities and market failures in a mixed economy. | CO2 | An | 10 |
|  | b. | State the Law of Demand & Supply. Explain the scenarios that cause movements along the Demand & Supply curves and shifts in the Demand & Supply. | CO2 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Evaluate the role of post-purchase evaluation in the consumer decision-making process. | CO3 | Ev | 10 |
|  | b. | State about the analysis of short-run and long-run production function. Explain the main basis for increasing return to scale. | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the circular flow of macroeconomic activity with suitable diagram. | CO4 | U | 10 |
|  | b. | Describe the statement – “In developing countries like India there are peculiar difficulties involved in the estimation of National Income.” | CO4 | R | 10 |
|  |  |  |  |  |  |
| 5. | a. | State and explain the concept of unemployment and suggest suitable policy measures to solve unemployment problems in India. | CO4 | R | 10 |
|  | b. | Identify the causes of inflation and discuss its effects on multidimensional public. | CO4 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | How did the demonetization of high-denomination currency notes in India impact different sectors of the economy, and what strategies could businesses have adopted to mitigate the effects of this policy change? | CO5 | An | 10 |
|  | b. | Explain the different types of market structure and illustrate the conditions for the establishment of a firm’s equilibrium under perfect competition | CO5 | R | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the concepts of Multiplier and Accelerator. Explain in detail the limitations and leakages of Multiplier. | CO5 | U | 10 |
|  | b. | Describe the role and functions of the Reserve Bank of India and Develop a fiscal policy plan to stimulate economic growth while maintaining price stability in India. | CO5 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the different factors affecting the production function and  explain the main basis for increasing return to scales?  What are the different factors affecting the production function and  explain the main basis for increasing return to scales?  Enumerate and examine the impact of Monetary policy on the development of a Nation’s economy. | CO6 | R | 10 |
|  | b. | Apply the concept of credit creation to analyze the impact of a change in reserve requirements on the money supply. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | **Case Study: The Impact of the COVID-19 Pandemic on Inflation and Unemployment in India:**  In 2020, the COVID-19 pandemic triggered a nationwide lockdown in India, leading to severe disruptions in the economy. The government implemented various stimulus packages to support businesses and individuals. However, the pandemic also caused a sharp rise in inflation and a significant increase in unemployment, especially in sectors like hospitality, manufacturing, and retail.  **Questions:**   1. What were the primary factors contributing to the rise in inflation during the COVID-19 pandemic in India? 2. How did the pandemic impact the unemployment rate in India, and which sectors were the most affected? 3. Analyze the short-term and long-term effects of the COVID-19 pandemic on inflation and unemployment in India. 4. Compare and contrast the government's response to inflation and unemployment during the pandemic with the measures taken during previous economic crises. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| **CO1** | Apply economic criteria for efficient resource allocation to a diverse range of dynamic business situations. |
| **CO2** | Analyze changing market conditions in terms of supply, demand and possible government intervention and formulate appropriate and sustainable organizational responses. |
| **CO3** | Propose appropriate economic solutions that draw on a robust, critical awareness of the role of information in the market economy. |
| **CO4** | Evaluate and apply appropriate approaches to economic challenges in relation to social and private costs, taxation and government regulation. |
| **CO5** | Propose relevant pricing and market strategies for a variety of market structures and in the presence of market failures. |
| **CO6** | Use diverse forms of economic information from both the environment and the organisation to evaluate and propose solutions to business problems. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | 10 |  | 10 |  |  |  | 20 |
| CO2 |  | 10 |  | 10 |  |  | 20 |
| CO3 | 10 |  |  |  | 10 |  | 20 |
| CO4 | 30 | 10 |  |  |  |  | 40 |
| CO5 | 10 | 10 |  | 10 |  | 10 | 40 |
| CO6 | 10 |  | 10 |  | 20 |  | 40 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3017** | **Duration** | **3hrs** |
| **Course Title** | **SUPPLY CHAIN RISK MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the importance of supply chain planning. | CO1 | A | 10 |
|  | b. | Determine the significance of integrating supply and demand. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Justify the advantages of incorporating electronic commerce into business operations. | CO2 | C | 10 |
|  | b. | Differentiate transactional data from analytical data. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyse the linear programming model with appropriate illustrations. | CO3 | An | 10 |
|  | b. | Explain the supply chain network optimization model. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Write down the types of risks and provide illustrations for each type. | CO4 | A | 10 |
|  | b. | Explain the concept of agile logistics. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Apply the tools and techniques typically used for identifying risks. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyse the benefits of human-robot interactions and cyber-physical systems in logistics. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Write in detail about the different supply chain models with appropriate illustrations. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Assess the various tools used in supply chain management to make decisions. | CO4 | E | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | The world's largest consumer food and beverage company, Nestle, has been facing criticism after an internal presentation revealed that a majority of its mainstream food and beverage portfolio is unhealthy. Nestle acknowledged the fact that some of its food products will never be healthy. However, this controversy is not as severe as the crisis involving Nestle India's Maggi Noodles over seven years ago. In April 2015, it was confirmed that Maggi Noodles had high levels of Monosodium glutamate (MSG) and lead content above permissible levels. The Food Safety and Standards Authority of India (FSSAI) asked Nestle to recall Maggi Noodles. Nestle had no choice but to recall the popular snack from the market. Between June 5 and September 1, 2015, nearly 38,000 tonnes of Maggi Noodles were recalled from retail stores across the country and destroyed. Maggi's share in the Indian market dropped from 80 percent to zero five months after the brand was compelled to withdraw from the market due to safety concerns. Nestle India's Maggi Noodles made a comeback to shelves in November 2015. However, some states maintained local bans even after Maggi re-entered the market. It took nearly another year for Maggi to become available in shops across all states in India.   1. Create a backup strategy for Nestlé's reverse logistics system to guarantee timely and well organized handling of product returns in case of potential food safety concerns in the future. | CO6 | C | 20 |
|  |  |  |  |  |  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Analyze Business Models, Business Strategies and, corresponding Competitive Advantage |
| CO2 | Implement information technology in Supply Chain |
| CO3 | Examine the fundamentals of optimization models in SCM |
| CO4 | Assess the risks associated with supply chain management |
| CO5 | Develop tools to analyze the risks of the business process |
| CO6 | Plan a best model for a SC with less risk or no risk |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 40 |  |  |  | 40 |
| CO2 |  |  |  | 10 |  | 10 | 20 |
| CO3 |  |  | 10 | 10 |  |  | 20 |
| CO4 |  |  | 20 |  | 20 |  | 40 |
| CO5 |  |  | 20 |  |  |  | 20 |
| CO6 |  |  |  | 20 |  | 20 | 40 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **23MS3018** | **Duration** | **3hrs** |
| **Course Title** | **LOGISTICS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the role of logistics in local and international business. | CO1 | A | 10 |
|  | b. | Explain 7Rs and 5Ps of Logistics and point out its usage. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | When Logistic Management (LM) is highly integrated and positioned as a core competency, it can serve as a standpoint for gaining a competitive advantage. Explain the five categories of effective planning in logical operation Integration. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the need for Third Party Logistics Provider (3PL) and deduce the services provided by 3PL. | CO3 | An | 10 |
|  | b. | Explain major challenges in 3rd Party logistics and distribution with suitable examples. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Compare the relative advantages and disadvantages of 5 modes of transportation. | CO4 | An | 10 |
|  | b. | Illustrate the Sweep method of routing along with its uses in logistics industry. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. |  | Logistics is an information-based process of material movement wherein the flow of information is a key to the success of logistic operations. Analyze various levels of Logistics Information System (LIS) with suitable diagram. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Appraise the key steps involved in the logistics network design process supported by suitable diagrams with procedures involved in logistics audit. | CO5 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Write the steps involved in location selection. Summarize the factors relating to selection of foreign locations. | CO5 | E | 10 |
|  | b. | i)Fixed and variable costs for four potential plant locations are shown below. Based on Cost-Profit-volume analysis, Calculate the total cost for each location for 16,000 units.   |  |  |  | | --- | --- | --- | | Location | Fixed Cost per year  (Rs. in Lakhs) | Variable cost per Unit (in Rs.) | | A | 250 Lakhs | Rs. 1,100 | | B | 100 Lakhs | Rs. 3,000 | | C | 150 Lakhs | Rs. 2,000 | | D | 200 Lakhs | Rs. 3,500 |   ii) Assuming the quantities to be shipped to the following 4 locations (L1, L2, L3 and L4) are equal, estimate the coordinates of the center of gravity if the coordinates of L1, L2, L3 and L4 are as given below.  L1 = (2,2)  L2 = (3,5)  L3 = (5,4)  L4= (8,5) | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | “Automatic Identification (Auto-ID) is the term used to describe the direct entry of data or information in the computer system, programmable logic controllers or any microprocessor-controlled device, without operating a keyboard”- Defend the statement and evaluate five popular Auto-ID technologies that are commonly used in logistics. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end.**  M/s Ford Motor Company set-up their plant for manufacturing of cars in India, on the outskirts of Chennai. In accordance with their purchasing philosophy, the company identified certain components for purchase from local suppliers.  Currently, for this plant, the Indian supply base provides 70% content for the car. Again, about 80% of their local suppliers are situated in the vicinity of 50 kms. This proximity of many suppliers has enabled the company to successfully implement the JIT concept in their purchasing activities.  The company was satisfied with its initial experience in the manufacturing of cars in India. In view of this satisfactory experience, the company decided to develop a partnership with its Indian suppliers to create a strong supply chin network based on stringent quality standards and engineering support from their end.  At the same time, the company also has a strong supplier base situated in other countries as well. It takes advantage of this for procuring critical components like assembled engines from abroad. Thus, the critical components of the car are imported by the company.  The inbound logistics of the company is handled by TVS Lead Logistics, a third-party service provider. The required materials/components are collected from all the existing 83 suppliers who are locally situated at their four hubs situated at Delhi, Pune, Daman, and Chennai. The materials are consolidated at the four hubs.  The hub at Chennai collects the required materials from the suppliers daily in the form of milk run and supplies the same to the company’s factory. From the remaining three hubs, the shipment of materials is received by the factory every second day. Hence, the safety stock is maintained as per the norms prescribed by the company for the supply of the materials from the three hubs.  **Questions:**   1. Construct the logistical principles on which the plant of M/s Ford is functioning 2. Express the functions carried out by the hubs established by the company. 3. Speculate on the inventory policy being implemented by the company. Propose your suggestions for improvement. | CO6 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply the core principles of logistics management to devise effective logistics strategies. |
| CO2 | Analyze the logistics theories to devise supply chain relationship and logistics system design. |
| CO3 | Evaluate different types of logistics operation to select suitable types for domestic and international business. |
| CO4 | Examine the elements of logistics to implement effective material handling and inventory control. |
| CO5 | Justify decisions affecting purchase, storage and logistical operations to achieve effective logistics management. |
| CO6 | Synthesize key impacts of Industry 4.0 in logistics to implement the latest techniques in logistics management. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 20 | - | - | - | 20 |
| CO2 | - | - | 20 | - | - | - | 20 |
| CO3 | - | - | - | 20 | - | - | 20 |
| CO4 | - | - | - | 40 | - | - | 40 |
| CO5 | - | - | - | - | 40 |  | 40 |
| CO6 | - | - | - | - | 20 | 20 | 40 |
|  | - | - | 40 | 60 | 60 | 20 | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| **Course Code** | **23MS3019** | **Duration** | **3hrs** |
| **Course Title** | **WAREHOUSING AND DISTRIBUTION MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the need for warehousing with appropriate examples. | CO1 | A | 10 |
|  | b. | Explain integrated performance model in warehousing performance measure with sample data. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | “Pareto analysis is based on 80-20 rule”- Defend the statement. Appraise the steps involved in the pareto chart using sample data. | CO2 | E | 20 |
|  |  |  |  |  |  |
| 3. | a. | Explain two types of bench marking in warehouse performance measure with suitable illustration. | CO3 | A | 10 |
|  | b. | Determine the importance of supply chain management and interpret the activities of supply chain management. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Analyze the manufacturer storage with i) Direct shipping (Drop shipping) and ii) Direct shipping and in-transit merge in design option of a distribution network and deduce their performance characteristics with suitable plots. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | “Revenue management adjusts the pricing and available supply of assets and has a significant impact on supply chain profitability”. Devise the price adjustment in four different conditions with suitable illustration. | CO5 | An | 10 |
|  | b. | Explain the points in using pricing and revenue management in practice supported by industry examples. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Categorize the basic approaches to demand forecasting. Infer the techniques adopted for forecasting in practice. | CO5 | An | 10 |
|  | b. | Estimate the effects and cost of stock out in supply chain management with appropriate illustration. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Appraise the working principle of voice picking and summarize the process that could be optimized with voice. | CO6 | E | 10 |
|  | b. | The evolution of industry has been a long and fascinating journey, with each stage bringing new advancements and innovations in manufacturing. Justify the usage of Industry 1.0 to Industry 5.0 with relevant examples. | CO6 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Predict the contribution of Internet of Things (IoT) to increase productivity along with its benefits. | CO6 | E | 10 |
|  | b. | “Semi-autonomous machines in warehousing are transforming the logistics and supply chain industry by streamlining operations, improving efficiency, and reducing human error” – Defend the statement supported by any 6 most popular semi-autonomous machines used in warehousing along with their benefits. | CO6 | E | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end.**  Good Food Limited, established in 1980, distributes a 100-item product line of canned vegetables, fruits, condiments, and specially items to wholesalers in several states.  Good Food introduced a customer order policy that was designed to improve Good Food’s service to its wholesalers and the effectiveness of the sales representatives. This program was based on two important features, namely, (i) freeing sales representatives from order taking, and (ii) receiving orders from wholesalers based on a predetermined schedule.  The company’s sales representatives were no longer processing customer orders due to the following reasons. Previously, they had accumulated wholesale orders until they had enough volume to make up a truckload; then they would send the orders to the head office. Under the new program, wholesalers were to e-mail their orders directly to the head office according to a fixed schedule. If they missed their fixed date, they had to wait for the next one.  The procedures were designed to increase the number of calls that the sales representatives could make. By eliminating the need to prepare orders, Good Food hoped that the sales representatives would spend more time determining sales patterns and the effect of various sales promotions.  Unfortunately, many of the wholesalers neglected to follow the predetermined order schedule. They were not accustomed to having someone tell them when to order, and some of them objected to the regimentation and lack of flexibility. Others had become dependent on the sales representatives to determine what their requirements were and believed that the new program made more work for them.  If the orders did not reach Good Food’s head office according to the schedule, the wholesaler had to wait for 2 weeks. When a stock out occurred, the affected wholesaler could lose from 20% to 50% of the sales of Good Food’s products. Good Food also suffered in this way. Wholesalers and retailers carried several product lines of other brands. Hence, when they ran out of Good Food brands, they simply sold other brands.  Good Food has no integrated logistics department to effectively deal with its distribution activities. In the past, three of its sales representatives arranged for the necessary transportation. When they accumulated orders worth a full truckload, they would send the orders to Good Food’s head office. To expedite shipment for an anxious wholesaler, a sales representative in one area would try to pool orders with another sales representative of a different area. However, the introduction of the new practice meant that head office would ship according to the fixed schedule and arrange shipment with the wholesalers, even if the orders totaled less than the full truckload.  **Questions:**   1. Anticipate the benefits and shortcomings of Good Food’s system of taking orders. Cover aspects of economy of scale and economy of distance in transportation. 2. Invent a system that will provide better service to Good Food’s customers, improve sales and build closer ties between Good Food and its wholesalers. 3. Express the necessity of long-term and one-to-one relationships with wholesalers. 4. Speculate a warehousing system for quick, effective delivery of goods. | CO4 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Illustrate the role and characteristics of different types of warehouses to select a type for specific application. |
| CO2 | Develop efficient warehouse layouts that facilitate optimal material flow. |
| CO3 | Examine the key elements of warehouse management and the supply chain to arrive with suitable supply chain strategies. |
| CO4 | Design supply chain and planning networks to enhance its performance |
| CO5 | Invent demand management and customer service strategies for effective warehousing management. |
| CO6 | Synthesize key impacts of Industry 4.0 on warehousing to implement the latest techniques in warehousing management. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 20 | - | - | - | 20 |
| CO2 | - | - | - | - | 20 | - | 20 |
| CO3 | - | - | 20 | - | - | - | 20 |
| CO4 | - | - | - | 20 | - | 20 | 40 |
| CO5 | - | - | - | 40 | - | - | 40 |
| CO6 | - | - | - | - | 40 | - | 40 |
|  | - | - | 40 | 60 | 60 | 20 | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3020** | **Duration** | **3hrs** |
| **Course Title** | **FREIGHT OPERATIONS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain freight transportation in a business context and the key challenges faced in freight transport operations with suitable solutions. Illustrate the impact of technology on the transportation industry. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Summarize the principles of Six Sigma in transport operations using a suitable example. | CO2 | E | 10 |
|  | b. | Explain the importance of ISO 9000 certification for transportation companies. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain the use of Ishikawa Diagram, Check Sheet and Pareto chart tools for improving freight transportation operations with suitable examples. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Compare and contrast the criteria for selecting different transport modes in logistics. Analyze the role of ergonomics in ensuring effective transport operations. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Explain how iterative design can be applied to enhance transport methodologies. | CO4 | A | 10 |
|  | b. | Analyze the importance of time and motion studies in transportation operations with suitable example. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the concept of green fleet management and its importance  Critique the limitations and challenges of implementing a sustainable fleet management system. | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. | a. | Justify how information transparency can improve operations in freight transport. | CO6 | E | 10 |
|  | b. | Summarize the potential challenges of implementing Industry 4.0 in a traditional freight operation | CO6 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Illustrate how Industry 4.0 technologies enhance freight operations efficiency. | CO6 | An | 10 |
|  | b. | Explain interoperability and its relevance in freight operations with suitable example. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | *Background:* TransLogistics is a mid-sized freight transportation company operating across various regions. The company transports goods for industries ranging from retail to heavy manufacturing. With an aging fleet, increasing operational costs, and rising environmental concerns, TransLogistics faces challenges in meeting both efficiency and sustainability goals. The recent push toward digital transformation and the principles of Industry 4.0 present an opportunity to revamp their operations and implement modern Transport Management Systems (TMS), GPS-enabled fleet tracking, and Industry 4.0 technologies to enhance their freight operations.  *Challenges:*   1. **Inefficient Route Planning and Scheduling**: Without a centralized system, route planning is done manually, often leading to inefficient routes and delays. Inbound and outbound logistics are managed separately, causing resource misallocation. 2. **Maintenance and Quality Control**: The fleet's maintenance strategy is outdated, leading to frequent breakdowns and high repair costs. Quality control measures are minimal, impacting on customer satisfaction. 3. **Lack of Data and Decision-Making Tools**: Decisions are made based on past experiences rather than real-time data. The management wants to shift towards data-driven decisions, interoperability, and transparency to improve responsiveness.   *Initiative:* To address these issues, TransLogistics is exploring a new approach to fleet management by integrating a comprehensive TMS with Industry 4.0 technologies, including real-time GPS tracking, predictive maintenance, and decentralized decision-making. This transformation also includes implementing quality management principles like Six Sigma and Kaizen to enhance operational efficiency and customer satisfaction. The management is particularly interested in exploring multimodal transport options and ensuring that all aspects of their operations align with sustainable transportation goals.  **Questions for Analysis:**   1. Write the Impact of TMS and Industry 4.0 Technologies on TransLogistics' Operations. 2. Justify the application of 5S principles and ISO 9000 standards to ensure effective quality management and operational excellence? 3. Prepare the practical challenges TransLogistics might face in implementing these sustainable practices and propose suitable solutions. | CO6 | C | 20 |
|  |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply fundamental principles and practices of freight management to improve cost efficiency in logistics operations. |
| CO2 | Evaluate decision-making processes and management strategies to formulate effective cargo movement plans. |
| CO3 | Implement international logistics procedures and documentation requirements in enhancing the freight operations management. |
| CO4 | Develop key resources and comprehensive planning strategies to optimize freight transportation operations. |
| CO5 | Justify the selection and implementation of movement plans for cargo and forwarding to ensure efficient and reliable delivery. |
| CO6 | Design and optimize workflows and financial strategies focused on cost management and reduction in freight transport operations. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  | 20 |  |  | 20 |
| CO2 |  |  | 10 |  | 10 |  | 20 |
| CO3 |  |  |  | 20 |  |  | 20 |
| CO4 |  |  | 10 | 30 |  |  | 40 |
| CO5 |  |  |  | 20 |  |  | 20 |
| CO6 |  |  | 10 | 10 | 20 | 20 | 60 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3026** | **Duration** | **3hrs** |
| **Course Title** | **TRANSLATING BUSINESS MODEL INTO STARTUP** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | |
| 1. | Design a custom 10-step process for building a business model for a unique business idea, explaining the rationale for each step. | CO1 | C | 20 |
| **(OR)** | | | | |
| 2. | Illustrate how the six steps in the Opportunity Identification Process could be applied to a new business idea or market. | CO2 | A | 20 |
|  |  |  |  |  |
| 3 | Evaluate the effectiveness of using both SWOT and PESTLE analyses in identifying and responding to challenges in the business environment. | CO3 | E | 20 |
| **(OR)** | | | | |
| 4. | Break down the 9 steps and analyze how each one contributes to the overall strategic success of a startup. | CO3 | An | 20 |
|  |  |  |  |  |
| 5. | Evaluate the success of an MVP in the product lifecycle, considering its impact on decision-making, customer feedback, and iteration. | CO4 | E | 20 |
|  | **(OR)** |  |  |  |
| 6. | Explain how automating certain processes can improve operational efficiency for startups in their early stages. | CO4 | U | 20 |
|  |  |  |  |  |
| 7. | Analyze the effectiveness of different customer acquisition channels (e.g., social media vs. content marketing) for a specific type of business. | CO5 | An | 20 |
|  | **(OR)** |  |  |  |
| 8. | Evaluate the return on investment (ROI) for various brand awareness campaigns (e.g., paid ads vs. organic content) in terms of customer engagement and brand perception. | CO5 | E | 20 |
| **COMPULSORY QUESTION** | | | | |
| 9. | **Background of the Case Study: EcoPack - Scaling and Innovating in the Sustainable Packaging Market**  **EcoPack** is a startup that specializes in sustainable and eco-friendly packaging solutions. Founded by a team of passionate entrepreneurs, the company aims to address the growing need for environmentally friendly alternatives to traditional plastic packaging. With increasing consumer awareness about environmental impact and regulatory pressure to reduce plastic waste, EcoPack offers biodegradable, compostable, and recyclable packaging options primarily for food, beverage, and consumer goods industries.  Since its inception, EcoPack has faced the challenges typical of early-stage startups, including limited resources, market entry barriers, and the need to differentiate itself in a competitive industry. However, its commitment to sustainability and innovative solutions has allowed it to carve a niche in the market. The startup has successfully gained traction with early adopters, particularly those in industries looking for green alternatives to plastic packaging.  As EcoPack looks to expand its operations, it faces several key decisions on scaling, adapting to market trends, ensuring long-term growth, and staying ahead of competition. The company must navigate these challenges while maintaining its core mission of sustainability. Additionally, it must assess how to efficiently allocate resources, improve operational efficiency, and leverage new opportunities for innovation and market expansion.  Key goals for EcoPack’s leadership team include:   1. Scaling the company’s operations without compromising the quality of its products or its sustainability objectives. 2. Ensuring adaptability in an ever-evolving market and a rapidly changing regulatory environment. 3. Developing a long-term strategy for growth that includes market expansion, innovation, and partnerships with stakeholders who align with its values. 4. Identifying effective ways to innovate and differentiate its products from the competition while keeping sustainability at the forefront of its operations.   The challenges ahead for EcoPack offer a practical case study of the complexities involved in scaling a startup, maintaining sustainability, and ensuring long-term growth in a competitive market. The company must carefully consider its strategies for scaling operations, expanding its market presence, and adapting to changes in consumer behavior, technology, and regulations.  **Here are the questions based on the EcoPack Case Study: Scaling, Sustainability, and Innovation in Startups**  **Here are the three revised questions based on the EcoPack Case Study:**  **1. Strategies for Scaling Operations**   * *What are the most effective strategies for scaling EcoPack’s operations while maintaining quality and sustainability? Discuss how the company can achieve operational efficiency and market expansion without compromising its core values.*   **2. Ensuring Sustainability and Adaptability**   * *How can EcoPack ensure sustainability in its operations while adapting to evolving customer preferences, regulatory changes, and market trends? Provide a detailed explanation of the key practices the company should adopt.*   **3. Innovation for Long-Term Growth**   * *What innovative strategies can EcoPack implement to differentiate itself in the competitive sustainable packaging market? How can the company plan for long-term growth while maintaining its commitment to sustainability and adapting to future industry changes?*   **Analyze the above questions to assess your understanding of strategic scaling, sustainability, innovation, and growth—each a critical component for the success of a startup like EcoPack.** | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Assess the significance of business models in the startup ecosystem and differentiate between various types. |
| CO2 | Utilize ideation techniques to create innovative startup ideas and identify market opportunities. |
| CO3 | Develop comprehensive business plans and strategic roadmaps for startups' successful launch and growth. |
| CO4 | Execute startup operations efficiently, ensuring operational excellence and resource utilization. |
| CO5 | Devise and execute marketing strategies, employing various customer acquisition channels to attract and retain customers. |
| CO6 | Design scaling strategies and long-term growth plans, fostering innovation and sustainability in the startup journey. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  |  |  |  | 20 | 20 |
| CO2 |  |  | 20 |  |  |  | 20 |
| CO3 |  |  |  | 20 | 20 |  | 40 |
| CO4 |  | 20 |  |  | 20 |  | 40 |
| CO5 |  |  |  | 20 | 20 |  | 40 |
| CO6 |  |  |  | 20 |  |  | 20 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **23MS3030** | **Duration** | **3hrs** |
| **Course Title** | **APPLICATIONS IN FINTECH** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain the fintech innovations and services demonstrate a sophisticated level of analysis in their approach to addressing the evolving needs and challenges of the financial industry. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | List the key opportunities and challenges facing the fintech sector, and how it drives innovation and growth in digital transformation? | CO1 | A | 10 |
|  | b. | Investigate the dynamic role progression of crypto currencies and block chain technology within the fintech landscape. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. |  | Conduct a comprehensive examination into the transformative impact of digital payments within the fintech ecosystem. Evaluate the key drivers fostering the growing adoption of digital payment solutions. Analyse their pivotal role in advancing financial inclusion, operational efficiency, and security. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | How the advent of digital financial services influenced traditional financial services in the context of the Indian financial landscape? Explain the primary determinants shaping this evolving relationship. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Can you provide a succinct account of the historical evolution of financial innovation, specifically focusing on the digitization of financial services in India? Explore significant milestones in the development of FinTech, crowd funding, and peer-to-peer lending within the Indian financial context. | CO3 | A | 10 |
|  | b. | In the realm of FinTech and funds, including emerging models and products like Initial Coin Offering, highlight the innovations influenced and reshaped traditional perspectives on charity, equity, and crowd funding practices. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | How is artificial intelligence (AI) shaping the future of FinTech, and what significant advancements and implications does this integration bring to the global financial technology landscape? | CO4 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Identify the ethical considerations associated with FinTech in India, and how does the existing regulatory framework address and adapt to these ethical implications in the financial technology sector? | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Defend whether the FinTech regulations are sufficient and strong. Identify the challenges the RegTech startups face in ensuring compliance and improving financial infrastructure within the regulatory ecosystem of financial institutions. | CO5 | An | 10 |
|  | b. | Comment on the opportunities entrepreneurial ventures have in the Indian FinTech sector, with a specific emphasis on the support offered by incubators, accelerators, and funding opportunities for startups. Investigate the importance of these resources in nurturing and fostering innovation within the Indian FinTech landscape. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | List the key components of the digital payment ecosystem in India, including UPI, mobile wallets, and digital banks, along with their associated payment gateways. Analyze the challenges and opportunities inherent in these technologies, emphasizing their impact on financial inclusion, security, and the broader economy. | CO6 | A | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply the diverse landscape of financial technologies, including block chain, AI, machine learning, digital currencies, across various financial sectors |
| CO2 | Analyse the role of crypto currencies, block chain and digital payments in Fintech. |
| CO3 | Develop the ability to critically analyze and evaluate the impact of FinTech on traditional financial services, institutions, regulations, and markets |
| CO4 | Apply FinTech concepts and tools to propose, develop, and implement innovative solutions addressing financial industry challenges or creating new opportunities |
| CO5 | Relate the ethical implications and regulatory frameworks of FinTech in India |
| CO6 | Develop an entrepreneurial mindset in FinTech and relate the implications of digital payments with entrepreneurial opportunities |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 | - | - | 10 | 20 | - | - | 30 |
| CO2 | - | - | - | 30 | - | - | 30 |
| CO3 | - | - | 10 | 20 | - | - | 30 |
| CO4 | - | - | 20 | 10 | - | - | 30 |
| CO5 | - | - | - | 30 | - | - | 30 |
| CO6 | - | - | 30 | - | - | - | 30 |
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**END SEMESTER EXAMINATION – NOV / DEC 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **24MS3010** | **Duration** | **3hrs** |
| **Course Title** | **SUSTAINABILITY IN GLOBAL BUSINESS ENVIRONMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Evaluate the opportunities and challenges that businesses face in integrating sustainability into their practices. Support your answer with case studies from different industries. | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Apply the United Nations Sustainable Development Goals (SDGs) to analyze how they can influence global business strategies. Discuss any two goals in detail. | CO1 | A | 10 |
|  | b. | Explain how business ethics are challenged in the context of sustainability within a globalized business environment. Use examples to illustrate. | CO1 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | Create a comprehensive sustainable business strategy that includes sustainable products, pricing, marketing, and distribution channels. Detail how each component supports the sustainability goals of an organization of your choice. | CO2 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyze the effectiveness of different communication tools and strategies for promoting sustainability. Discuss how companies can leverage these tools to influence consumer behavior. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Illustrate how social norms and perceptions influence sustainable consumption patterns among consumers. | CO3 | U | 10 |
|  | b. | Design a basic communication plan to encourage sustainable behavior in a specific consumer segment. | CO3 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Propose a sustainable product design for an everyday consumer product, explaining how it addresses environmental and social concerns. | CO4 | A | 10 |
|  | b. | Analyze the role of sustainable branding in promoting products that meet both consumer expectations and sustainability standards. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Evaluate the challenges and opportunities of building a sustainable brand in today’s market. Analyze a real-world example and discuss how it balances profitability with sustainability. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Design a leadership plan that encourages sustainable practices through collaborative efforts across different departments in a multinational organization. Include leadership qualities, strategies for fostering collaboration, and potential obstacles. | CO6 | C | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Green Future Inc., a multinational leader in consumer electronics, faces rising criticism over its carbon footprint, e-waste, and limited sustainable practices. CEO Lisa Roberts is committed to making Green Future a sustainability pioneer, with an ambitious goal to achieve carbon neutrality by 2030.  To meet this goal, Lisa envisions a transformation extending beyond emissions reduction to include sustainable practices in the supply chain, product design, and customer engagement. Recognizing the need for widespread collaboration and leadership at all levels, she initiates workshops to equip department heads with sustainable leadership skills, each tasked with crafting plans aligned with the carbon-neutral goal.  Cross-departmental teamwork becomes essential: the product design team collaborates with supply chain to source eco-friendly materials, while marketing joins with CSR to educate consumers on recycling. Lisa also seeks partnerships with NGOs and local governments to support these efforts.  Early successes include launching products made from recycled materials and a take-back program for e-waste. Yet, challenges remain: balancing costs in sustainable sourcing and communicating Green Future’s sustainability story without seeming self-promotional. Lisa knows that sustaining momentum will require persistent effort and innovative collaboration. |  |  |  |
| 1. What leadership qualities should Lisa and her department heads embody to successfully lead Green Future Inc. toward its sustainability goals? Discuss specific actions they could take. | CO6 | A | 5 |
| 1. Analyze the significance of collaboration among different departments in achieving Green Future’s sustainability goals. What strategies could be implemented to strengthen interdepartmental cooperation? | An | 5 |
| 1. Green Future Inc. is working with external stakeholders, including NGOs and local governments. Evaluate the advantages and challenges of these external collaborations for Green Future’s sustainability mission. | E | 5 |
| 1. Design a leadership plan for the marketing team to enhance their ability to communicate Green Future’s sustainability initiatives effectively. Include elements such as leadership qualities, collaboration techniques, and potential obstacles. | C | 5 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply sustainability principles to analyze and address the impacts of industrialization and globalization on businesses. |
| CO2 | Develop a sustainable business strategy by integrating stakeholder roles and aligning with sustainability goals. |
| CO3 | Design effective communication strategies to promote sustainable consumption based on consumer behavior analysis. |
| CO4 | Create innovative sustainable product designs that address environmental and social challenges. |
| CO5 | Evaluate marketing and branding strategies to balance profitability with sustainability goals for products. |
| CO6 | Collaboratively devise leadership plans emphasizing the importance of global collaboration in sustainability efforts. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| CO1 |  |  | 20 |  | 20 |  | 40 |
| CO2 |  |  |  |  |  | 20 | 20 |
| CO3 |  | 10 |  | 20 |  | 10 | 40 |
| CO4 |  |  | 10 | 10 |  |  | 20 |
| CO5 |  |  |  |  | 20 |  | 20 |
| CO6 |  |  | 5 | 5 | 5 | 25 | 40 |
|  | | | | | | | **180** |

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**END SEMESTER EXAMINATION – NOV / DEC 2024**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **18MS2003 / MS206** | **Duration** | **3hrs** |
| **Course Title** | **ENTREPRENEURSHIP AND IPR** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | State the pros and cons of entrepreneurship. | | CO1 | R | 1 |
| 2. | List any two characteristics of an entrepreneur. | | CO1 | R | 1 |
| 3. | Define project management. | | CO2 | R | 1 |
| 4. | List the characteristics of a project. | | CO2 | R | 1 |
| 5. | Describe the necessity of financial support for entrepreneurs. | | CO3 | U | 1 |
| 6. | List the disadvantages of venture capital funding. | | CO3 | R | 1 |
| 7. | List the types of Intellectual Property Rights. | | CO4 | R | 1 |
| 8. | Define trademarks. | | CO4 | R | 1 |
| 9. | Give an example of patent infringement. | | CO5 | U | 1 |
| 10. | Identify the mission that aims to provide awareness on Intellectual Property and its rights. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Compare startup with large scale business. | | CO1 | An | 3 |
| 12. | Describe the cost and expense analysis. | | CO2 | U | 3 |
| 13. | Interpret the significance of NABARD. | | CO3 | A | 3 |
| 14. | Infer the need for patenting a product or process. | | CO4 | A | 3 |
| 15. | Examine the pros and cons of licensing. | | CO5 | A | 3 |
| 16. | Illustrate the key elements of IP ecosystem. | | CO6 | An | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Illustrate the success/failure story of a woman entrepreneur and summarize the challenges and opportunities. | CO1 | An | 12 |
|  |  |  |  |  |  |
| 18. | a. | Interpret the classification of projects with suitable examples. | CO2 | A | 8 |
|  | b. | Explain the benefits of feasibility studies. | CO2 | A | 4 |
|  |  |  |  |  |  |
| 19. |  | Illustrate the various sources of financial support available for Entrepreneurs. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 20. | a. | Examine the detailed life cycle of patents. | CO4 | A | 8 |
|  | b. | Infer the types of Intellectual Property Rights. | CO4 | A | 4 |
|  |  |  |  |  |  |
| 21. |  | Analyze the concept of TRL, explaining its stages and significance. | CO5 | An | 12 |
|  |  |  |  |  |  |
| 22. |  | Examine the different types of feasibility analysis and their importance in entrepreneurship. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 23. |  | Establish the significance of Geographical Indications in protecting the economic livelihood of the manufacturing community. | CO5 | A | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Explain the National Biodiversity Act, its key provisions, and its importance in protecting India's biodiversity. | CO6 | An | 12 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Understand the concept, characteristics and role of entrepreneur. |
| **CO2** | Understand the preparation of project report and project cost estimates. |
| **CO3** | Understand the impact of government actions in entrepreneurship development. |
| **CO4** | Learn the procedure for registration of Patent, Copyright and Trademark. |
| **CO5** | Learn to create new and better products for customers. |
| **CO6** | Learn to create an avenue for financial incentive by selling or licensing to the creator of intellectual property. |

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| **Assessment Pattern as per Bloom’s Level** | | | | | | | |
| **CO / BL** | **R** | **U** | **A** | **An** | **E** | **C** | **Total** |
| **CO1** | 2 | - | - | 15 | - | - | 17 |
| **CO2** | 2 | 3 | 24 | - | - | - | 29 |
| **CO3** | 1 | 1 | 3 | 12 | - | - | 17 |
| **CO4** | 2 | - | 15 | - | - | - | 17 |
| **CO5** | - | 1 | 15 | 12 | - | - | 28 |
| **CO6** | - | 1 | - | 15 | - | - | 16 |
|  | | | | | | | **124** |