



4th Semester End Term Examination: 2021-22.

Subject : Digital and Social Media Marketing **Roll No:**

Course : MBA

Full Marks : 70 **Time : 3 Hours.**

Instructions to the Candidates:

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- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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PART - A

Multiple Choice Questions

[12x1=12]

1. SEO stands for _____
 - a) Search Engine Optimization
 - b) Search Engine Optimum
 - c) Search above Electronic Optimization
 - d) None of the
2. What is full form of PPC pages?
 - a) Per Pay Click
 - b) Pay Per Click
 - c) Prize per click
 - d. Both a and b
3. For SEO site content should have?
 - a) Meta descriptions
 - b) Title tags
 - c) Both a and b
 - d) None of the above
4. The objectives for starting a campaign are :
 - a) Sales
 - b) Leads
 - c) Website Traffic
 - d) All of the Above
5. Digital marketing includes _____.
 - a) Voice broadcast
 - b) Podcasting
 - c) RSA
 - d) Both a and b

PART - C

[2x15=30]

Answer any TWO out of FOUR

1. Under E-mail marketing discuss the different types of e-mails?
2. Compare Digital Marketing with traditional Marketing?
3. Assume yourself as the 'Social Media Manager' of a brand, for a product category of your choice. Design a Social Media Strategy using atleast 5 Social Media channels.
4. Discuss the browsing behaviour of E-consumers, with examples.

6. Digital marketing is becoming very popular due to the?
a) Increase in internet users
b) Increase in mobile phone users
c) Tncrease in digital content consumption
d) ALL of the above
7. Which KPI is most likely to be a Vanity Metric?
a) Reach
b) Engagement
c) Return on Investment
d) Retention & Loyalty
8. A lookalike audience is made up of people who _____
a) Follow you on Social Media
b) Have visited your website
c) Have liked your posts
d) Share the characteristics of your existing audience
9. Which network has the longest life for a piece of content?
a) Facebook
b) Pinterest
c) Snapchat
d) Twitter
10. Which of the following is an example of a video in the attract stage?
a) A promotional video featured on a landing page
b) A social video that shows off your brand's personality
c) A testimonial of customers with relatable stories
d) A funny video of a cat sitting on a window sill
11. Measuring your website's authority comes down to assessing the volume and quality of the _____.
a) Title tags that are optimized for SEO
b) Pages your website ranks for on the first page of search engines
c) Backlinks you have to your Website
d) Content that exists on your website
12. What can you do to make a headline more compelling?
a) Broaden the topic
b) Make a promise to the reader
c) Use special characters to make it stand out
d) Over five words

PART - B

[4x7=28]

Answer any FOUR out of SIX

1. Discuss the points of Distinction between Search Engine Marketing and Search Engine Optimisation?
2. Discuss the concept of Website development?
3. Discuss the career implications of digital marketing?
4. Explain the whole process that happens once the search engine bot discovers your Website.
5. How do you differentiate between Social Media Marketing and Advertising?
6. What is Data driven marketing? Explain its importance in digital marketing?



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PART - A

Multiple Choice Questions

[12x1=12]

1. Market for short term funds usually for one year is called
 - a) Capital market
 - b) Money market
 - c) Primary market
 - d) Secondary market
2. SEBI was established in
 - a) 4th April 1982
 - b) 4th April 1992
 - c) 4th June 1992
 - d) 4th June 1993
3. Government securities market also called
 - a) Industrial securities
 - b) Guilt edged securities
 - c) MM securities
 - d) Capital securities
4. BSE's online trading system is called
 - a) COLT
 - b) DOLT
 - c) BOLT
 - d) ROLT
5. Process used by companies raising capital through IPO's and FPO's to aid price and demand discovery
 - a) ESOP
 - b) Book building
 - c) Bonus issue
 - d) Euro issue

6. General insurance includes
 - a) Auto insurance
 - b) Life insurance
 - c) Both a & b
 - d) None of these
7. _____ refers to a fixed number of units of the underlying asset that form part of a single F&O contract
 - a) Forward
 - b) Lot size
 - c) Lottery
 - d) Future
8. In factoring business sells its accounts receivable to a third party at a
 - a) Discount
 - b) Profit
 - c) Premium
 - d) None of these
9. Which one of the following statements is not correct?
 - a) The National Association of Securities Dealers Automated Quotations, known as NASDAQ, is an American stock exchange.
 - b) Nikkei is the stock market of index for the Tokyo Stock Exchange
 - c) S&P CNX Nifty is the index of 50 large companies on the Bombay Stock Exchange
 - d) Hang Seng Index's record daily changes of the largest companies of the Hong Kong Stock Market
10. Issue management is an important function of _____ and _____
 - a) Merchant Banker, Lead Manager
 - b) Public Banker, Merchant Banker
 - c) Lead Banker, Private Banker
 - d) None of the above
11. What is the difference between primary and secondary markets?
 1. Primary markets help in capital formation, while secondary capital provides liquidity to the investor
 2. Initial public offerings are undertaken in both primary and secondary markets
 3. Stock exchanges are an example of secondary markets

Select the correct answer using the codes given below:

 - a) 3 only
 - b) 2 and 3 only
 - c) 1 and 3 only
 - d) 1, 2 and 3
12. _____ refers to the collaborative agreement between two firms for mutual benefit.
 - a) Negotiated Merger
 - b) Reverse Merger
 - c) Offer for Sale
 - d) None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Explain the term 'listing of securities'. What do you mean by listing agreement? Discuss the advantages and disadvantages of listing.
2. Examine the importance of Money Market Securities in today's context.

3. What is the importance of Merchant Bankers? Explain the objectives of Merchant Banking.
4. Do you think that 'Capital Market' is more important for a business than 'Money Market'? Justify your answer by providing proper examples.
5. Discuss the functions of Insurance Companies. Comment on the relevance of Insurance Companies in present scenario.
6. Critically explain the various financial strategies.

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. What do you mean by financial services? How financial services are classified? Explain with examples.
2. What do you mean by new issue market? Explain its functions and methods of floating new issues.
3. For a new investor, which market is more beneficial - Primary or Secondary? Discuss the role of both the markets in economic development of a nation.
4. Discuss the factors which are considered necessary in determining a firm's value before taking a merger decision. Explain the methods of consideration by using proper example.



4th Semester End Term Examination: 2021-22.

Subject : International Human Resource Management Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1 IHRM stands for

- a) International Human Resource Management
- b) Indian human resource management
- c) Indian humanized resource mismanagement
- d) International humanizing management

2. Expatriates are employees sent to -

- a) Local units
- b) Foreign subsidiary
- c) Sister concern in the same country
- d) SAARC countries only

3. The last stage of culture shock curve is

- a) Acceptance
- b) Uncertainty & Doubt
- c) Adaptation
- d) None of the above

4. The repatriation training begins

- a) Before the employee leaves for the foreign employment destination
- b) During his stay at the foreign destination

c) After the employee returns

- d) Before the employee leaves and during his tenure at the foreign destination

5. The scope of International Human Resources Management includes
- Staff Recruitment
 - Staff Development
 - Staff Compensation
 - All of the above
6. Which of the following factors is least likely to be related to the success of an expatriate?
- Personality of the expatriate
 - Intention of the expatriate
 - Ability of the spouse to adjust
 - Products produced by the organisation
7. Staffing policy in which all the key management positions are filled by home country nationals is called
- Polycentric
 - Geocentric
 - Ethnocentric
 - Regiocentric
8. A factory that features long working hours, unsafe working conditions and low wages is called
- Sweatshop
 - Public sector
 - Private sector
 - Activist
9. High labour cost in an overseas operation can require a focus on efficiency and on IHRM practices aimed at improving
- Employee performance
 - Employee turnover
 - Absenteeism rate
 - Selection process
10. A major difference between IHRM and HRM practices is the result of
- Increased complexities relating to currency fluctuations, foreign HR policies, divergent labour policies
 - number of the employees covered by HR
 - Emergence of cross-border management style
 - Accommodate differences in management styles
11. To be effective in the international environment IHRM policies should
- Reflect an international view
 - Effectively transplant policies and practices from the home country to all other offices.
 - Focus on domestic issues
 - Adjustment issues faced by expatriates
12. What is meant by reverse culture shock?
- Adjustment issues faced by repatriates
 - Adjustment issues faced by expatriates
 - Easy adjustment by expatriates at foreign work destination
 - Culture shock experienced by repatriates

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Mention the difference between parent country nationals, host country nationals.
- What do you understand by the term Expatriate, discuss with example.
- Explain the process of repatriation.

- Why would organisations want to station their employees to other countries? Discuss.
- Why is it important to train expatriates on cultural issues?
- Discuss any two multinational staffing choices.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Explain the process of culture shock, the different phases which expatriates experience and the steps taken by organisations to reduce it.
- Discuss the different multinational staffing choices available to multinational organisations.
- How is IHRM different from HRM, discuss in terms of context, objectives and roles and responsibilities.
- Discuss the processes of expatriation and repatriation.



Subject : International Finance **Roll No:**
Course : MBA
Full Marks : 70 **Time** : 3 Hours.

PART - C

Answer any TWO out of FOUR [2x15=30]

- Who are the major participants in the Foreign Exchange Markets? How are the exchange rates determined?
- Assume the buying rate of deutsche bank mark spot in New York is \$0.40
 - What would you expect the price of the U.S. dollar to be in Germany?
 - If the dollar were quoted in Germany at DM 2.60, how is the market supposed to react?

On the same date that the DM was quoted \$0.40 in New York, the price of the pound sterling was quoted \$1.80.

 - What would you expect the price of the pound to be in Germany?
 - If the pound were quoted in Frankfurt at DM 4.40/£, what would you do to profit from the situation?
- Define Balance of Payment (BOP). What is its significance in foreign exchange rate determination? Discuss various uses of the balance of payments in economic enquiry.
- You have called your foreign exchange trader and asked for quotations on the Belgian franc spot, one-month, three-month, and six-month. The trader has responded with the following:

\$0.02479/81	3/5	8/7	13/10
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a) What does this mean in terms of dollar per Belgian franc?

b) If you wish to buy spot Belgian francs, how much would you pay in dollars?

c) If you wanted to purchase spot U.S. dollars, how much would you have to pay in Belgian francs?

d) What is the premium or discount in the one-, three-, and six- month forward rates in annual percentage? (Assume you are buying Belgian francs.)

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PART - A

Multiple Choice Questions

[12x1=12]

- If a country's currency begins to rise in value, its current account balance will worsen as:
 - Imports increase and Exports decrease
 - Imports decrease and Exports increase
 - Both a & b
 - None of the above
- The Asian Development Bank does not provide:
 - Loans and equity investments
 - Technical assistance for the planning and execution of development projects and programs and for advisory services
 - Assistance in coordinating developmental policies and plans of its DMCs
 - None of the above
- MIGA stands for:
 - Multipurpose Investment Agency
 - Multilateral Investment Guarantee Agency
 - Multinational Investment Guarantee Agency
 - None of the above

4. Foreign exchange is

- a) The mechanism by which the currency of one country is gets converted into the currency of another country
- b) The mechanism by which the goods and services of one country are exchanged with another country
- c) The set of rules on exchange-terms of goods & services between the companies.
- d) All of the above

5. The maxim under indirect quotation is:

- a) Buy Low, Sell Low
- b) Buy Low, Sell High
- c) Buy High, Sell High
- d) Buy High, Sell Low

6. The participants in the foreign exchange market comprise:

- a) Corporate and Exchange Brokers
- b) Commercial Banks and Central Banks
- c) Corporate, Exchange Brokers and Central Banks
- d) Corporate, Exchange Brokers, Commercial Banks and Central Banks

7. Which one is not applicable for 'Forward Contract':

- a) It is a non-standardized contract between two parties
- b) It is a contract between two parties to undertake an exchange of the underlying asset at a specific future date at a pre-determined price.
- c) It is not traded on an exchange.
- d) All of the above

8. The measurement of economic exposure is _____

- a) Easy
- b) Difficult
- c) Not Known
- d) All of the above

9. A project should not be opted for investment if:

- a) Return is higher than the investment returns
- b) The risk is very high with lower returns
- c) Both of the above
- d) None of the above

10. A project in which Rs. 35000 is required to be invested, reflects an expected inflow of Rs. 3,500 for first three years and 5,000 for the next two years. Keeping the goal of 5 years, suggest whether the project should be accepted or not by following PBP Method.

- a) Accept the project
- b) Reject the project
- c) Incomplete Information
- d) None of the above

11. Typical project consists of the following phases:

- a) Conceptualisation, Planning, Execution, Termination
- b) Conceptualisation, Planning, Execution
- c) Planning, Execution, Termination, Execution, Termination
- d) Planning, Conceptualisation, Execution, Termination

12. Transaction Motive refers to:

- a) Holding cash to earn windfall gains
- b) Compulsory - Minimum deposit at bank
- c) Holding cash for regular operations
- d) All of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Critically explain one of the classical theories of International Trade.

2. Consider the following data:

Spot £ = \$ 1.9510 - 1.9520

Three-month forward rate is £1 = \$1.9257 - 1.9270

Three-month forward premium = 2.53 - 2.50 cents (spot minus forward)

Calculate the rate of dollar premium against sterling (sterling discount against the dollar).

3. Explain the concept of triangular arbitrage and the scenario necessary for it to be plausible.

4. Bring out the differences between domestic and international financial management.

The following quote is given in Mumbai:

1 USD = Rs. 44.7250-00

USD/AUD = 6.4750/6.4860

- a) Identify the country where the above quotes are direct.
- b) Calculate spread/spread %

5. What are the key factors contributing to an effective cash management system within the firm? Is the cash management process more difficult in an MNC? Why.

6. Explain three important financial derivative instruments.



ARKAJAIN
University
Jharkhand

4th Semester End Term Examination: 2021-22.

Subject : Services Marketing

Roll No:

Course : MBA

Full Marks : 70

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PART - A

Multiple Choice Questions

[12x1=12]

1. A _____ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
a) Service
b) Demand
c) Need
d) Physical Object
2. Intangibility, Perishability, Inseparability & Variability are the characteristics of _____.
a) Products
b) Services
c) Goods
d) Both a & b
3. _____ is the difference between customer expectations and perceptions.
a) Customer Delight
b) Customer Satisfaction
c) Customer Group
d) The Supplier Group
4. Evaluation of Medical Diagnosis service is mainly depends on _____.
a) High in experience quality
b) High in credence quality
c) High in search quality
d) Both a & c
5. _____ is defined as the caring, individualized attention that the firm provides to its customers.
a) Empathy
b) Responsiveness
c) Sympathy
d) Assurance

6. _____ can be characterized as pure service.
- Teaching
 - Banking
 - Saloon
 - There is no thing like a pure service
7. In Services Marketing, all of the following are examples of services except _____.
- Insurance & Banking
 - Income Tax Filing
 - Salon
 - Computer Software
8. The triangle of Company, Customers, Employees, Internal Marketing, External Marketing communications and Interactive marketing is known as.....
- Marketing Triangle
 - Service Triangle
 - Communication Triangle
 - Both a & b
9. _____ is an example of intangible dominant.
- Agriculture
 - Logistics
 - Teaching
 - Car Maintenance
10. _____ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event.
- Hybrid Offer
 - Core Service
 - Augmented or Ancillary Product
 - Experience
11. The services a customer expects are called the _____ service package.
- Expected
 - Augmented
 - Primary
 - Secondary
12. The most important determinant of service quality is :
- Responsiveness
 - Reliability
 - Assurance
 - Empathy

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Define Services Marketing and Why Services Marketing is Important in today's business?
- What are 7 Ps of Service Marketing? Explain them.
- What is GAP model in Service marketing?
- What are Customer Expectations? What are the different types of Customer's expectation in Services?
- What is the role of distribution in services?
- Explain the concept of Service strategy?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What is Service Marketing and explain its basic characteristics?
- How important is it to understand consumer behavior in marketing of services?
- Discuss Service Marketing Mix?
- Discuss the role of employees in Services Delivery?



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PART - A

Multiple Choice Questions

[12x1=12]

1. Which of the following products will be a candidate for standardized promotion?
a) McDonald's Burgers
b) Nokia Phone
c) Volkswagen Cars
d) Cadbury's Chocolate
2. Who is the 'Global brand Ambassador' of 'Tata Motors'?
a) Irfan Pathan
b) Sachin Tendulkar
c) Lionel Messi
d) Akshay Kumar
3. Which is the first step in 'International Marketing Research'?
a) Finding solution of the problem
b) Identification of information sources
c) Defining the Problem
d) Data Collection
4. Which of the following is not a type of International Market Research Study?
a) Market information Studies
b) Product information Studies
c) Environment information Studies
d) Study of Fraud in the company
5. Promotional Information Search, is related search of
a) Media availability information
b) Endorsers information
c) Competitive Advertisement
d) All of the above Study

6. Which of the following is NOT a mode of entry into a Foreign market?
- a) Internet
 - b) Joint Venture
 - c) Border Selling
 - d) Commission Agents
7. Full form of FDI is.

- a) Foreign Daily Investment
 - b) Freight Daily Investment
 - c) Foreign Direct Investment
 - d) Foreign Daily International
8. International Franchising has become a driving force into internationalization of many Industries EXCEPT
- a) Clothing
 - b) Freshly cut flowers
 - c) Fast food
 - d) Petroleum products
9. Which of the following Market Entry modes allows the organization to exercise the highest level of involvement and control?

- a) Being a Franchisee
 - b) Being a wholly owned subsidiary
 - c) Merger
 - d) None of the above
10. Which of the below mentioned is NOT included in the Study of Environmental Factors?

- a) Legal Factors
- b) Cultural Factors
- c) Climatic Factors
- d) All of the above need to be studied

11. Which of the following is NOT an uncontrollable Environmental Factor?

- a) Legal Factors of a country
- b) Climate of a country
- c) Availability of Technology
- d) Culture followed by the people

12. Which of the following is not a McDonald's Product in India?

- a) Beef Burger
- b) Aalu tikki burger
- c) Pizza McPuff
- d) Mc Veggie Burger

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. How does a marketer decide between Uniform pricing and Adaptive pricing for marketing a brand in different countries? Explain the factors affecting the pricing strategy.
2. How do you differentiate between Domestic Marketing and International Marketing?
3. Explain the various International Channel Strategies.
4. "An international marketer has to pass through various stages of marketing research before entering the foreign markets." Elaborate.
5. "There may be various benefits of going global." Elaborate.
6. Briefly explain the International Product Life Cycle Stages. What are different segmentation variables a marketer could use?

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. You are a marketer dealing in 'Handloom products' in India. With huge popularity of your brand in India, the organization has decided to expand its business overseas. Transforming from domestic marketing to International marketing, what factors would you study before deciding to go global?
2. International Pricing is effected by multiple factors." Elaborate with examples.
3. "International Product policy is effected by multiple factors, those help to take the decision between Standardization vs Adaptation." Illustrate.
4. Explain the various kinds of distribution channel options available to the international marketer.



Subject : Behavioural Finance **Roll No:**

Course : MBA

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PART - A

Multiple Choice Questions

[12x1=12]

1. If investors initially anchor on past earnings, they _____ to earnings news. Later, if they believe the observed high (or low) earnings will continue into the future, they _____.
 - a) Overreact, under react
 - b) Under react, overreact
 - c) Under react, under react again
 - d) Overreact, overreact again\
2. Which of the following is more likely to occur when a fair coin is tossed?
 - (i) HHTHTT
 - (ii) HHTHTH
 - a) Is more likely
 - b) Is more likely
 - c) They are equally likely
 - d) I need additional information to answer this question
3. When Matt started at his current job, his company did not automatically enrol him in a retirement savings plan and he still has not enrolled. When Suzanne started her, she was enrolled in an automatic savings plan and has stayed in the plan. Matt and Suzanne's behavior is probably driven by
 - a) Hyperbolic discounting
 - b) limited self-control
 - c) Status quo bias
 - d) loss aversion

4. Behavioral finance is clearly more than just a collection of curiosities or self-cancelling tendencies. According to behavioral research, the most consistent human trait is
- Endogenous
 - limits to arbitrage
 - Modern portfolio theory
 - Overconfidence.
5. Which theory, originally proposed by Harry Markowitz in the 1950s, was the first formal attempt to quantify the risk of a portfolio and develop a methodology for determining the optimal portfolio
- Diversification.
 - Separation theorem
 - Portfolio theory
 - Agency costs
6. The likes and dislikes of people determine their beliefs about the world. Paul Slovic refers to this phenomenon as-----
- Idea of substitution
 - Affect heuristic
 - Wysiatl
 - Magical thinking
7. Which refers to the tendency to form judgments based on stereotypes
- Representativeness
 - Endowment effect
 - Status quo bias
 - Base rate neglect.
8. Which implies that people are comfortable with the familiar and would like to keep things the way they have been
- Representativeness
 - Endowment effect
 - Status quo bias
 - Base rate neglect
9. The -----says that people tend to place greater value on what belongs to them relative to the value they would place on the same thing if it belonged to someone else
- Representativeness
 - Endowment effect
 - Status quo bias
 - Base rate neglect
10. The----- has provided fundamental insights, spawned extensive theoretical work and empirical studies, and generated considerable controversy.
- Arbitrageurs
 - Efficient markets hypothesis
 - Social Intuition Style
 - Ultimatum game.
11. ----- have an important bearing on investment decision-making
- Mental accounting
 - Risk aversion.
 - Regret and pride
 - Disposition effect
12. The ----- considers the tradeoff between the tax shield provided by debt and the financial distress associated with debt
- Myers-Majluf pecking-order theory
 - Informational asymmetries
 - Tradeoff theory
 - Capital budgeting decisions

PART - B

Answer any FOUR out of SIX

[4x7=28]

- What efficient market hypothesis? What are its limitations?
- How does mental accounting affect investor's investment decision?
- Write the value investment behaviour of Warren Buffet .
- What is cognitive psychology? What are the scope areas of cognitive psychology?
- Biases play a major role in an entity's financial decision-making process. Explain?
- What factors do cause the illusion of control?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What are the main components of prospect theory? For each component, summarize briefly the evidence that motivates that component. How does the original 1979 version of prospect theory differ from the 1992 version known as "cumulative prospect theory"?
- What are the systematic approaches of using behavioral factors adopted by the investor in corporate decision making?
- What does heuristics mean? What are the types of heuristics? How does the heuristics approach help?
- Case Study:

John is the lead analyst of a multinational investment bank. He is researching the macro markets. He recently attended a seminar on market views for next year, where he heard a renowned economist who publishes books on the macro market and who stated few facts like there slow growth in the market which was witnessed in 2008, sales were falling, liquidity crunching cost-cutting by big firms. Hence from that, he created a view that next year could be a year of recession again. He publishes reports and releases to his client starting to be cautious as a recession could be ahead soon and invest accordingly in debt securities and avoid equities for the time being. After a few months, the world bank comes with the data stating that a new trade treaty was signed between the US and China to cut import taxes and welcome globalization further. One of the clients of John, emails him asking whether he has revised his view? John replies to his email stating that a deal signed doesn't change the numbers, and there has been no progress in the market, and in fact, it was drowning more as per his more recent research.

Question: Discuss the type of bias John is suffering from.



4th Semester End Term Examination: 2021-22.

Subject : Employee Relations

Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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PART - A

Multiple Choice Questions

[12x1=12]

1. Expand I.N.T.U.C. -

- a) International Trade Union Corporation
- b) International Trade Union Congress
- c) Indian National Trade Union Congress
- d) None of the above

2. As per the Industrial Disputes Act, 1947, the machinery for the settlement of Industrial Dispute does not comprise of-

- a) Conciliation
- b) Strikes
- c) Arbitration
- d) Adjudication

3. Attitudinal Structuring is one of the technique to achieve-

- a) Settlement
- b) Collective Bargaining
- c) Negotiation
- d) None of these

4. Adjudication is not given by-

- a) Labor Court
- b) National Tribunal
- c) Industrial Tribunal
- d) Works Committee

5. Which of the following benefits are not covered under the E.S.I. Act?

- a) Sickness Benefit
- b) Disablement Benefit
- c) Maternity Benefit
- d) Gratuity Benefit

6. On being satisfied that the Trade Union has complied with all the requirements of the Act, Who shall register the Trade Union and issue the certificate of Incorporation thereof?

- a) Commissioner of Trade Union
- b) Registrar of Trade Union
- c) Secretary of Trade union
- d) Anyone of these can issue

7. According to the Industrial Employment (Standing Orders) Acts and Rules, Which one of the following is not considered as "Workman"?

- a) Permanent Workman
- b) Casual Workman
- c) Temporary Workman
- d) Independent Workman

8. E.S.I. Act and its provisions are not applicable to the Workman whose monthly gross salary is-

- a) More than Rupees 21,000
- b) Less than Rupees 21,000
- c) More than Rupees 15000
- d) Applicable to all Workman

9. E.D.L.I.S. Stands for-

- a) Employee Deposit Linked Insurance Scheme
- b) Employee Development Life Insurance Scheme
- c) Employee Deposit Life Insurance Scheme
- d) Employee Deposit Linked Infrastructure Scheme

10. 'Adjudication' can be awarded by -

- a) Arbitrator
- b) Conciliator
- c) Industrial Tribunal
- d) None of the Above

11. Ensuring the safety, health and welfare of the employees is the primary purpose of the -

- a) Factories Act, 1948
- b) Payment of Wages Act, 1936
- c) Industrial Disputes Act, 1947
- d) None of the Above

12. Which of the following statements relating to the Employees' Compensation Act is not correct?

- a) This Act has a link with the Workmen's Compensation Act
- b) This act is the outcome of the amendment that was made to the Workmen's Compensation Act
- c) This act does not have any provision relating to temporary disablement of workmen
- d) This act has a provision relating to permanent partial disablement

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Explain the concept and different approaches to 'Collective Bargaining'.
2. Discuss the 'Standard Grievance Handling Procedure' prescribed to be followed in every organization.
3. What are the different authorities under Industrial Disputes Act, 1947? Discuss in detail.
4. What are the powers of Inspectors under the Factories Act, 1948?
5. Discuss the "Maternity Benefits" as per the Provisions of Maternity Benefit Act, 1961.
6. Enlist the sequential steps involved in the Licensing of Contractor, employing contract labor, as per the provisions of Contract Labor (Regulation and Abolition) Act, 1970.

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Elaborate, in detail, the provisions of Health, Safety and Welfare, as prescribed in the Factories Act, 1948.
2. Discuss the Evolution of Trade Union Movement in India.
3. Explain, how Employee Relations is witnessing a Paradigm Shift in the modern context?
4. Mr. X with monthly salary of Rupees 26,000 has completed 19 years and 7 months of service in the organization. His employment is covered under the Payment of Gratuity Act, 1972. Calculate the amount of Gratuity payable to him on his superannuation. Another workman Mr. Y has completed 20 years of age receives a gross monthly wage of Rupees 20,000 and his Basic Salary is Rupees 18,000. He met with an accident on 1st April, 2022 resulting in Permanent Total Disablement. Calculate the amount of Compensation to be received by him.



Subject : Team Dynamics at Work

Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

Instructions to the Candidates:

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PART - A

Multiple Choice Questions

[12x1=12]

1. What is meant by conflict of interest?

- a) Divergent interest
- b) Interest same as others
- c) An individual having more than one interest
- d) All members having same interest

2. A whistle blower is someone who

- a) Likes to blow whistle
- b) Raises a red flag about wrong doings, wrong policies and actions
- c) Adept at whistling
- d) None of the above

3. A _____ group is determined by the organisation chart

- a) Interest
- b) Command
- c) Informal
- d) Friendship

4. _____ are acceptable standards of behaviour that are shared by group members

- a) Norms
- b) Policies
- c) Rules
- d) All the above

5. Groups differ in _____, the degree to which people agree to each other and are motivated to stay in the group

- a) Cohesiveness
- b) Identity
- c) Status
- d) Perception

PART - C

[2x15=30]

Answer any TWO out of FOUR

1. Discuss the process of group formation.
2. What do you understand by the term "Punctuated Equilibrium"?
3. Name any two group processes and discuss them in detail.
4. Discuss with example the term "Role Conflict"

6. Which of the following is not an advantage of group decision making?
 - a) Saves time
 - b) Generates more information and options
 - c) Increased acceptance of solution
 - d) Increased diversity of views
7. When is group think least likely to occur?
 - a) When group members see collective threat to image
 - b) When group is very small
 - c) When there is clear group identity
 - d) None of the above
8. Group think is a situation where
 - a) Group majority deters critical evaluation of minority views
 - b) Group members ignore to rethink decisions
 - c) Group members blindly support each other
 - d) All the above
9. Where people come together because of common interests
 - a) Pressure group
 - b) Group members ignore to rethink decisions
 - c) Task group
 - d) All the above
10. Group conflict may arise due to
 - a) Scarce resources
 - b) Difference of interest
 - c) Divergent goals
 - d) All the above
11. A group leader is assigned by external source in a
 - a) Interest group
 - b) Task group
 - c) Family group
 - d) Friendship group
12. Social loafing occurs when the group members
 - a) Respect the effort put by others
 - b) Misrepresent the effort they exert
 - c) Appreciate the efforts put by others
 - d) When individuals efforts cant be precisely measured

PART - B

[4x7=28]

Answer any FOUR out of SIX

1. What do you understand by the term Group Think, discuss with a relevant example.
2. Why are groups formed? Which individual need do they help satisfy?
3. What do you understand by the term "Deviant behaviour"? Discuss.
4. What do you understand by the term social loafing? Explain with suitable example.
5. What is group cohesiveness? Discuss in brief.
6. Discuss the factors that effect group communication.



4th Semester End Term Backlog Examination: 2021-22.

Subject : Quality & Productivity Management

Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

Instructions to the Candidates:

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PART - A

Multiple Choice Questions

[12x1=12]

1. Control chart is a
 - a) Process monitoring tool
 - b) Process control tool
 - c) Both a and b
 - d) None of the above
2. Which of the following is responsible for quality objective?
 - a) Top level management
 - b) Middle level management
 - c) Frontline management
 - d) All of the above
3. According to Deming, Quality problems are
 - a) Due to management
 - b) Due to method
 - c) Due to machine
 - d) Due to material
4. While setting Quality objective, _____ is/are to be considered.
 - a) Customer need
 - b) Organizational need
 - c) Supplier need
 - d) Worker need
5. Which of the following is for Environment management?
 - a) ISO-9000
 - b) ISO-14000
 - c) ISO-26000
 - d) ISO-31000
6. P-D-C-A Stands for
 - a) Plan-Do-check-Act
 - b) Plan-Do-correct-Act
 - c) Proceed-Do-check-Act
 - d) Proceed-Do-correct-Act

7. What is ISO?
a) Indian organization for standards b) Internal organization for standards
c) International organization for standards d) None of the above
8. EMS stands for
a) Environmental management system b) Employees management system
c) Engineering management system d) Equipment management system
9. Rectangle represents _____ While plotting flow chart.
a) Step in activity b) Decision making
c) Direction of flow d) None of the above
10. Diamond represents _____ while plotting flow chart.
a) Step in activity b) Decision making
c) Direction of flow d) None of the above
11. ISO emphasis on
a) Prevention b) Inspection
c) Rejection d) All of the above
12. When cpk is less than one
a) Process is not capable b) Process is stable
c) Process is highly capable d) None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. What do you understand by JIT?
2. What is waste? What do you understand by waste elimination?
3. Write Short notes on 5S
4. Define Quality.
5. What are the principles of TQM?
6. What are the steps in Quality Control?

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Explain the various Quality control tools?
2. What is SIX SIGMA? Explain the PDCA Cycle.
3. Explain the importance of TOTAL EMPLOYEE INVOLVEMENT.
4. Explain KAIZEN and its importance.

7. Which of the following is not a component of SHRM
 - a) Process
 - b) Pattern
 - c) Procedure
 - d) People
8. SHRM develop an organizational culture that fosters
 - a) Innovation
 - b) Flexibility
 - c) Competitive advantage
 - d) All of the above
9. SHRM is the linkage between the human resource strategy and
 - a) Organizational Goal
 - b) Corporate-level strategies
 - c) Organizational Policies
 - d) All of the above
10. SHRM Considers people as a strategic resource for attaining
 - a) Organizational Goal
 - b) Organizational Objectives
 - c) Competitive advantage
 - d) Top Position in the market
11. The process of rightsizing of manpower in an organization is referred to as
 - a) Human Resource Audit
 - b) Human Resource Planning
 - c) Human Resource Information System
 - d) None of the above
12. Selection is a _____ process:
 - a) Negative
 - b) Positive
 - c) Neutral
 - d) None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Discuss on SHRM and its challenges?
2. Explain the concept of SHRM and its needs in today world?
3. Differentiate between traditional HRM and SHRM?
4. How do HR functions add value to the organization?
5. Define job design what factors affect job design?
6. Clarifying and measuring HR strategic influence?

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. How do HR departments link to strategy?
2. Elaborate HR strategies for the development of culture development.
3. Explain employee retention. What factors influencing retention of employees in todays individual and organization level.
4. Explain the Current concerns on HR in India with reference to software industry?