		END SEM EXAMINATION School of Commerce and Management	
Program <b>Master of Business Administration (Marketing Specialization)</b>		Semester <b>IV</b>		Year <b>April 2024</b>	
Subject Name <b>International Marketing</b>		Start writing from 2nd page onwards; don't Write on the 1st Page Backside			
Time: 3 Hour Max. Marks : 70		• Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u>			

Section A (Each question Carry 01 Marks from Q1-i to xii) – 12 Marks			Marks	COs
Q. N1	QUESTIONS			
i	Among member countries in WTO, which one is the 164th? a) Kabul b) Afghanistan c) Kazakhstan d) None of these		01	-CO1
ii	Coco Cola focusses on Universal values like a) Surety and particularity b) Sharing and happiness c) Favoritism d) None of these		01	CO3
iii	Airbnb created a dedicated localization department to make its site a) Removable b) Separable c) Accessible d) Replicable		01	CO2
iv	Environmental factors that influences International marketing are what? a) Social b) Legal c) Political d) All of these		01	CO5
V	Political factors affecting International marketing includes what? a) Aesthetics b) Discriminatory restrictions c) Electronic super highway d) None of these		01	CO4
vi	Air BNB launched their first campaign in the year a) 2014 b) 2016 c) 2015 d) None of these		01	CO2
vii	International marketing covers what? a) Financial activities b) Operational activities only c) Post sales activities d) None of these		01	CO1
viii	In FDI, investment in a foreign country by establishing a a) Super stockiest b) A body c) Subsidiary d) None of these		01	CO2



11	Explain the term product. Also explain its examples with its various types.	15	CO2
----	---	----	-----

ix	Ability to understand and appreciate the different cultural norms and values is what? a) Technical b) Environmental sensitivity c) Cultural sensitivity d) None of these	01	CO3
x	Ngozi Okonjo-Iweala is the First _____ of the WTO, the first woman and first African to hold this position. a) Director-Gener b) CEO c) CFO d) None of these	01	CO4
xi	The Ministerial Conference of WTO meets every _____. a) 2 years b) 1 year c) Every 06 months d) None of these	01	CO5
xii	Power distance index includes what? a) Shows high respect for rank and authority b) Shows less respect for rank and authority c) Shows rank d) None of these	01	CO1
<b>Section B (Answer any FOUR out of SIX) - 28 Marks</b> (Each question 7 Marks)			
Q.No.	QUESTIONS	Marks	COs
2	Briefly explain International Product Life Cycle with examples in brief.	07	CO4
3	Explain in detail the needs and key benefits of going for international marketing.	07	CO1
4	Explain with illustration the process of International marketing.	07	CO2
5	Write the various components of International Marketing Environment and its importance.	07	CO5
6	Explain the role of Economic Institutions in International Marketing.	07	CO3
7	Explain in brief the factors influencing product adaptation in international market.	07	CO3
<b>Section C (Answer any TWO out of FOUR) - 30Marks</b> (Each question 15 Marks)			
Q.No.	QUESTIONS	Marks	COs
8	What do you mean by the term "Brand"? Explain its various functions in brief.	15	CO3
9	Write in detail the internal and external factors influencing entry into international markets.	15	CO5
10	Define pricing. Explain in detail the various pricing policies with examples.	15	CO4





**ARKA JAIN University**  
Jharkhand



**END SEM EXAMINATION**  
School of Commerce and Management

Program	Master of Business Administration (Marketing Specialization)	
Subject Name	Digital and Social Media Marketing	Semester IV
		Year April 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.</li> </ul>	

Q. N1	QUESTIONS	Marks	COs
i	Digital marketing is _____ that uses the internet and digital technologies to connect with customers. a) Merchandizing b) Negotiating c) Advertising d) None of these	01	CO1
ii	_____ in an online service that allows businesses and individuals to accept payments from customers a) Search engine optimization b) Payment process c) Payment gateway d) None of these	01	CO3
iii	Affiliate Marketing is _____ commissions by promoting others' products or services a) Leaving b) Securing c) Earning d) None of these	01	CO2
iv	Accessibility improvements benefit all users, leading to better _____. a) Transformation b) Navigation c) Correction d) None of these	01	CO5

**Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks**

Involving mobile apps. These campaigns helped them to develop their brand awareness as well as increased engagement.	15	CO2
<p>Another innovative KFC's campaign was "Currycature" where participants have to choose a character with an ethnic Indian touch and then upload the pictures. Around 17KCurrycatures were made by their fans which gave them a unique experience with the brand.</p> <ul style="list-style-type: none"> <li>✓ KFC was featured by Social Baker as among the top 5 socially devoted brands.</li> <li>✓ The overall positive engagement of their Facebook page grew from 6.2% to 93.8% which was thrice the sector average.</li> <li>✓ KFC was placed among the five fastest-growing social media brands in India.</li> </ul> <p>Questions</p> <p>Q.1. How KFC marked their presence in the social media equally boosted their sales?</p> <p>Q.2. Explain why does design is an important element to enhance the sales with reference to KFC.</p>		



V	Omni channel Marketing includes what? a) Website and social media b) Mobile app c) Email d) All of These	01	CO4
vi	A marketing strategy that sends targeted text messages to promote products, and services, or convey information is what? a) Whatsapp campaign b) SMS campaign c) Multi-media campaign d) None of these	01	CO2
vii	Strategic advantage of mobile marketing includes what? a) Non-personalised messages b) Generate location-sensitive offers c) Non location sensitive offers d) None of these	01	CO1
viii	Content marketing includes what _____? a) Editorial calendar b) Vision c) Governance d) None of these	01	CO2
ix	Affiliate marketing is _____. a) Self-sufficient business b) Revenue sharing c) Independent business d) None of these	01	CO3
x	Under cutter relates to what? a) Indoor marketing b) Outdoor marketing c) Supply chain d) None of these	01	CO4
xi	Online marketing platforms includes what? a) Minute description b) Detailed description c) Catchy description d) None of these	01	CO5
xii	Facebook founded on which year? a) 2012 b) 2001 c) 2004 d) None of these	01	CO1

<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question 7 Marks)			
Q. No.	QUESTIONS	Marks	COs
2	What is Digital Marketing? Explain why digital marketing has got its own importance?	07	CO4
3	Explain in detail how website Marketing Strategies to help Grow Your Business?	07	CO1
4	Explain in detail with an illustration how Payment gateway works and how does it benefits your business?	07	CO2
5	Explain with an illustration the various emerging tools of digital marketing.	07	CO5
6	Briefly explain the benefits and demerits of email marketing.	07	CO3
7	Explain the different forms of Social media and its importance from business point of view.	07	CO3
<b>Section C (Answer any TWO out of FOUR) – 30Marks</b> (Each question 15 Marks)			
Q. No.	QUESTIONS	Marks	COs
8	Explain in detail the factors affecting web site development for Digital Marketing	15	CO3
9	What is blog? Explain its various types and advantages.	15	CO5
10	How B2B Used Whatsapp To Create A Successful WOM Campaign. Social Media Marketing in B2B.	15	CO4
11	Social media is the best platform when it comes to boosting your online presence and increasing the sale of products within the country. The same has been well followed by KFC which is a famous global restaurant chain brand.  It's the number one restaurant brand on social media in India. KFC tried many campaigns to increase its online presence on social media platforms for brand awareness.  KFC had launched very famous campaigns like Radio KFC RK Hunt, Design Your Own Bucket campaign, and Currycature to target the youth audience by	15	CO2



## Section C (Answer any TWO out of FOUR) - 30Marks

(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs
8	Why do organisations look and help nurture global mindset for employees to be sent on foreign assignments?	15	CO3
9	What do you understand by the term low context communication and high context communication, which cultures are supposed to have low or high context communication?	15	CO5
10	What are the main objectives of IHRM, discuss in detail.	15	CO4
11	What are the primary reasons for expatriate's failure on overseas assignment? Explore and discuss in detail	15	CO2



**ARKA JAIN**  
**University**  
Jharkhand



END SEM EXAMINATION  
School of Commerce & Management

Branch: Master of Business Administration (HRM Specialization)

Subject Name: International Human Resource Management

Semester: IV  
Year: April 2024

- Start writing from 2nd page onwards; don't write on the 1st Page Backside
- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour  
Max. Marks : 70

## Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks

Q. N	QUESTIONS	Marks	COs
1			
i	Which international agency is responsible for the following To ensure that men and women have equal access to decent work while enhancing opportunities for the same. To magnify the coverage and effectiveness of social protection for everyone. To strengthen Tripartism and social dialogue. a) UNDP c) ILO b) UNESCO d) UNICEF	01	CO1
ii	The International Labour Conference decides a) The progressive policies b) It adopts international labour standards c) Monitors the implementation of ILO conventions d) All the above	01	CO3
iii	The purpose of cultural training for expatriates is? a) To ensure they only interact with individuals from their own culture b) To prepare them for experiencing reverse culture shock upon return home c) To equip them with the necessary knowledge and skills to navigate and adapt to a new culture d) To encourage ethnocentrism and discourage cultural openness.	01	CO2
iv	Which component of expatriate compensation is designed to offset differences in the cost of living between the home country and the host country? a) Housing allowance b) Hardship allowance c) Base salary d) Cost-of-living adjustment	01	CO5



V	Which of the following statements best describes reverse culture shock? a) The feeling of excitement upon returning to one's home country b) The sense of disorientation and discomfort experienced upon re-entry to one's home country c) The feeling of attachment to the host country's culture even after returning home d) The anticipation of cultural differences before embarking on an international assignment	01	CO4
vi	What factors contribute to the successful adjustment of expatriates in a host country? a) Isolation from the local community b) Resistance to learning the local language and customs c) Supportive social networks and cultural training d) Avoidance of interactions with locals	01	CO2
vii	How can organizations support employees experiencing reverse culture shock? a) Providing additional incentives to extend their international assignments b) Offering counselling and reintegration programs c) Ignoring their concerns as they should have adapted already d) Assigning them to a different country immediately	01	CO1
viii	What is the most important aspect of cross cultural training a) Acceptance of cultural diversity b) Language and communication c) Dos and Don'ts of a country's cultural and work life d) All the above	01	CO3
ix	What are the symptoms of cultural shock? a) Extreme homesickness. b) Feelings of helplessness/dependency. c) Disorientation and isolation. d) All the above	01	CO3
x	Multinational Corporations are organisations which have businesses in a) One country b) More than two countries c) In more than one state d) None of the above	01	CO1
xi	Recruiting and retaining staff for international assignments and to meet the business's strategic goals requires a mind-set which is called- a) Global mind set b) Professional mind set c) Transnational mind set d) All the above	01	CO3

xii	What could be a symptom of culture shock a) Sleeplessness b) Anxiety c) Homesickness d) All the above	01	CO2
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 7 Marks)			
QUESTIONS			
Q. No.		Marks	COs
2	Sophia, an HR manager from the United States, has been assigned to lead a project team in China for a period of one year. Despite her excitement about the opportunity, Sophia soon finds herself struggling to adapt to the cultural differences in China. Upon arriving in China Sophia experiences culture shock – a feeling of disorientation and discomfort when encountering unfamiliar customs, behaviours, and social norms. She finds it challenging to communicate effectively with her Chinese colleagues due to language barriers and differences in communication styles. Additionally, Sophia feels overwhelmed by the hierarchical structure within the Chinese workplace, where respect for authority and seniority is paramount. Despite her initial difficulties, Sophia is determined to overcome culture shock and succeed in her role. She seeks support from her Chinese colleagues, who provide valuable insights and guidance on navigating cultural nuances. Through patience, open-mindedness, and a willingness to learn, Sophia gradually begins to adapt to her new environment and build positive relationships with her team members. QA. Discuss the primary challenges faced by Sophia and how they can be resolved?	07	CO4
3	Discuss the challenges faced by International Human Resource managers in carrying out the Human Resource functions?	07	CO1
4	The ethnocentric hiring process has its own advantages and disadvantages, discuss.	07	CO2
5	Why do expatriates on return to their parent company face problems in settling back and what role should International human resource manager play to provide a solution?	07	CO5
6	Why do organisations follow balance sheet approach for compensating expatriates?	07	CO3
7	What are the different reference points according to which organisations choose the going rate method for compensating expatriates, what are the benefits of having reference points? Discuss.	07	CO3





Program	Master of Business Administration (Finance Specialization)	
Subject Name	Behavioral Finance	IV
		Year April 2024
Time: 3 Hour	• Start writing from 2nd page onwards; don't write on the 1st Page Backside	
Max. Marks: 70	<ul style="list-style-type: none"> <li>• Answer all Questions of Section A (Compulsory)</li> <li>• Answer Any Four out of Six of Section B</li> <li>• Answer Any Two out of Four of Section C</li> <li>• Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means and will Result in the Cancellation of the Papers.</u></li> </ul>	

Section A (Each question Carry 01 Marks from Q1-i to xii - 12 Marks			Marks	COs
Q. N	QUESTIONS			
1				
i	Prospect Theory was developed by: a) John C. Harsanyi b) A. Akertlof c) Daniel Kahneman d) Elinor Ostrom		01	CO2
ii	Who proposed the theory of Bounded rationality? a) Eugene Fama b) H.A. Simon c) Robert Shiller d) Richard Thaler		01	CO1
iii	Which of the following is more likely to occur when a fair coin is tossed? (i) HHTHTH (ii) HHTHTH a) (i) Is more likely b) (ii) Is more likely c) They are equally likely d) Need additional information to answer this question		01	CO1
iv	If a financial market reflects all the historical and present information in the prices of the asset, the level of information efficiency in the said market is: a) Strong b) Weak c) Semi-strong d) None of the above		01	CO3
v	When individuals overestimate own skills, capabilities and the precisions of their forecasts, they are said to be affected by the following bias/ error: a) Conservatism bias b) Anchoring bias c) Overconfidence bias d) Forecasting errors		01	CO4

<p>entire value of Berkshire when the investment was made. When Coca Cola's price was depressed, buffet considered it as a compelling bargain for three reasons: First, consumers have a very strong brand preference for Coca Cola. Second, an average America, when he starts drinking Coca Cola, requires five bottles a day for the rest of his life. Third, 40% of Coca Cola is just fizz.</p> <p>b) When the stock of China Petro was selling cheap, Warren Buffet invested \$488 million. Subsequently he divested his holding for \$ 4 billion.</p> <p>c) In 2002, the 6.875% 2010 euro-denominated bonds of amazon.com were selling at 57% of par. These bonds were selling at a steep discount because they were priced as junk bonds, though they were anything but junk bonds. Perceiving them to be hugely underpriced, Berkshire purchased \$ 310 Amazon.com bonds and later sold them at a gain of \$ 246 million. He commented "Yes Virginia, you can occasionally find markets that're ridiculously inefficient - or at least you can find them everywhere except the finance department of leading business school",</p> <p>d) In 2002, Berkshire purchased Brazillian real, which in Buffet's assessment was undervalued vis-a-vis the US Dollar. This proposition yielded a profit of \$ 2.3 billion over a five year period.</p> <p>e) In 2007, Berkshire sold put options on four stock indices (S&amp;P 500 and three foreign indices). These puts had maturities of 15 or 20 years and were stuck at the market, meaning that they were exercisable at a price equal to what was prevailing in 2007. These contracts are exercisable only at their expiration dates, which occur-between-2022 and 2027. This means that Berkshire will have to pay only if the index in question quotes at a level below the level that existed when the put was written. For writing these contracts, Berkshire received premiums of \$ 4.5 billion. Buffet believed that these contracts, in aggregate, will be profitable. Further, Berkshire would receive substantial income from investment of the premiums over 15 to 20 years.</p> <p>Comment on Warren Buffet's value picks.</p>	<p>15</p> <p>CO1</p>
---	----------------------




vi	According to utility function, the expected utility of economic agents for the higher risky choice will be: a) Higher b) Lower c) Average d) None of the above	01	CO4
vii	Identify the interpretation(s) of the prospect, P (0.70, Rs. 12,500, -Rs. 5,000): a) Gain of Rs. 12,500 with probability 0.70 b) Loss of Rs. 5,000 with probability 0.30 c) Both 'a' and 'b' d) Gain of Rs. 12,500 with probability 0.70, and a sure loss of Rs. 5,000	01	CO2
viii	People try to hold on to the stock where they are losing the value and sell the stock which have gained value. This is an example of: a) Prospect Theory b) Vnm Utility Framework c) Overconfidence d) Efficient Market Hypothesis	01	CO1
ix	Mr. Majumdar is offered two choices: Choice 1: Buying a car (price Rs. 10 lakh) and car insurance (price Rs. 50 thousands) separately. Choice 2: Buying a car (price Rs. 10 lakh) and car insurance Rs. 50 thousands) together. He prefers choice 2 as it is more comfortable for him. Which of the following theory can be applicable to describe the situation in best possible way? a) Loss aversion b) Bounded Rationality c) Availability Heuristics d) Mental Accounting	01	CO2
x	Asset Pricing gets affected by: a) Momentum b) Loss Aversion c) Overconfidence d) Procrastination	01	CO3
xi	Four major issues like representativeness, home bias, availability heuristics and anchoring lead to which of the following behavioural anomaly in financial market? a) Herding b) Calendar Effects c) Short-term Price Drift d) Stock split effect	01	CO4
xii	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, underreact b) Underreact, overreact c) Underreact, underreact again d) Overreact, overreact again	01	CO4

<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 7 Marks)			
Q. No.	QUESTIONS	Marks	COs
2	What do you mean by behavioural finance? Explain the importance of this discipline.	07	CO1
3	EMH states that investors are rational. Behavioral finance states they are not. Justify your stand by explaining market and investor behaviour supporting your stand.	07	CO3
4	'Heuristics evolved in order to bring ease to the decision-making processes. Comment.	07	CO3
5	'Loss aversion is the root cause of various other biases like the disposition effect'. Do you agree? Explain your answer with reference to investment behavior.	07	CO4
6	How does herding tendencies of investors affect the stock market? Explain it in details with examples	07	CO2
7	Explain the Hindsight bias, Endowment effect and Anchoring using proper example.	07	CO4
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)			
Q. No.	QUESTIONS	Marks	COs
8	What is behavioural corporate finance? Write in detail about the various approaches to Behavioural Corporate Finance.	15	CO1
9	Discuss the prospect theory given by Kahneman and Tversky. What are its implications regarding the financial behaviour of investors?	15	CO1
10	How behavioural finance explains bubbles? Explain in detail various causes of bubbles.	15	CO3
11	Warren Buffet, chairman and CEO of Berkshire Hathaway (Berkshire hereafter) a holding company is a quintessential value investor. Here is a sampling of his decisions: a) When the price of Coca Cola stock crashed in 1988 in response to a disastrous roll out of Diet Coke, Warren Buffet started buying up Coca Cola like an addict. Within a few months, Berkshire acquired 7% of Coca Cola's stock for about \$ 1 billion. Within 3 years, Berkshire's Coca Cola holding was worth more than the	15	CO5




meeting, the group had enthusiastically embraced a bold and unconventional advertising strategy. Q1. What phenomenon is the marketing team experiencing during their brainstorming session? Q2. What is the characteristic feature of group shift observed in the case? Q3. Which stage of team dynamics is most closely associated with the phenomenon of group shift? Q4. Which stage of team dynamics is most closely associated with the phenomenon of group shift?	15	CO5
Discuss the term Punctuated Equilibrium in terms of group function.	15	CO4
Explain the term Group Think with suitable example.	15	CO2

04/05/2024 M 30



**ARKA JAIN**  
**University**  
Jharkhand



**NAAC**  
**GRADE A**  
ACCREDITED UNIVERSITY

**END SEM EXAMINATION**  
**School of Commerce & Management**

<b>Program</b>	<b>Master of Business Administration (HRM Specialization)</b>	<b>Semester</b>	<b>IV</b>	<b>Year</b>	<b>April 2024</b>
<b>Subject Name</b>	<b>Team Dynamics at Work</b>				
<b>Time: 3 Hour</b>	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> </ul>				
<b>Max. Marks : 70</b>	<ul style="list-style-type: none"> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u></li> </ul>				

Q. N	QUESTIONS	Marks	COs
1			
i	What is the primary purpose of team dynamics in the workplace? a) Enhancing individual performance b) Fostering collaboration and productivity c) Reducing workload for team members d) Minimizing conflicts within the team	01	CO1
ii	Which of the following is NOT a characteristic of effective team dynamics? a) Open communication b) Trust among team members c) Hierarchical structure d) Shared goals and vision	01	CO3
iii	Which factor contributes significantly to building trust among team members? a) Micromanagement b) Lack of transparency c) Consistent follow-through on commitments d) Limited sharing of information	01	CO2
iv	What role does conflict play in team dynamics? a) It strengthens team cohesion b) It always leads to negative outcomes c) It is essential for innovation and growth d) It should be avoided at all costs	01	CO5



V	How can diversity within a team affect its dynamics? a) It leads to better decision-making and creativity b) It increases conflicts and decreases productivity c) It results in homogenous thinking d) It has no impact on team dynamics	01	CO4
vi	What is the significance of effective communication in team dynamics? a) It ensures conformity among team members b) It fosters understanding and cooperation c) It creates unnecessary hierarchy within the team d) It discourages individual contributions	01	CO2
vii	Which leadership style is most conducive to positive team dynamics? a) Authoritarian b) Laissez-faire c) Democratic d) Transactional	01	CO1
viii	How does recognition and reward impact team dynamics? a) It fosters a sense of competition among team members b) It diminishes trust within the team c) It motivates and reinforces desired behaviours d) It leads to resentment and jealousy	01	CO2
ix	What role does feedback play in enhancing team dynamics? a) It creates resentment among team members b) It fosters a culture of continuous improvement c) It encourages conformity and complacency d) It should be avoided to prevent conflicts	01	CO3
x	What does the term "groupthink" refer to in team dynamics? a) Encouraging diverse perspectives and ideas b) The tendency for group members to conform and suppress dissenting views c) Efficient decision-making process d) Healthy conflict resolution	01	CO4
xi	How does effective conflict resolution contribute to positive team dynamics? a) It leads to increased tension and hostility b) It fosters a culture of avoidance and resentment c) It strengthens relationships and fosters understanding d) It amplifies conflicts and exacerbates issues within the team	01	CO5

xii	What is the role of shared goals and vision in team dynamics? a) They lead to individualistic behaviour b) They create confusion and disorganization c) They foster alignment and collective effort d) They discourage collaboration and teamwork	01	CO1
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question 7 Marks)			
Q. No.	QUESTIONS	Marks	COs
2	What is the first stage of team formation?	07	CO4
3	How does effective team leadership contribute to team dynamics?	07	CO1
4	What is the term for the phenomenon where groups tend to make decisions that are more extreme than the initial inclinations of their members?	07	CO2
5	How can groupthink negatively impact decision-making within a team?	07	CO5
6	What role does communication play in team dynamics?	07	CO3
7	What stage of team dynamics often involves conflicts as team members establish their roles and responsibilities?	07	CO3
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question 15 Marks)			
Q. No.	QUESTIONS	Marks	COs
8	Describe the process by which a group makes decisions that prioritize harmony and conformity over critical evaluation?	15	CO3
9	A marketing team at a renowned tech company has been tasked with brainstorming ideas for a new advertising campaign. The team consists of ten members, ranging from junior marketers to seasoned professionals. As discussions progress, they notice a significant shift in the group's decision-making dynamics. Initially, the team members seemed hesitant to voice their opinions, opting for safer and more conventional ideas. However, as the discussion deepened, they observed a gradual shift towards more radical and innovative proposals. By the end of the	15	CO5





**ARKA JAIN University**  
Jharkhand



**END SEM EXAMINATION**  
School of Management

Program	Master of Business Administration (Finance Specialization)	
Subject Name	Financial Market & Services	Semester IV
		Year April 2024
Time: 3 Hour	• Start writing from 2nd page onwards; don't Write on the 1st Page Backside	
Max. Marks : 70	• Answer all Questions of Section A (Compulsory)	
	• Answer Any Four out of Six of Section B	
	• Answer Any Two out of Four of Section C	
	• Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u>	

**Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks**

Q. N	QUESTIONS	Marks	COs
1			
i	<p>What is the primary function of the money market?</p> <p>a) To facilitate long-term investment</p> <p>b) To provide liquidity and short-term funds</p> <p>c) To issue new government policies</p> <p>d) To regulate stock exchanges</p>	01	CO1
ii	<p>Which of the following is a role of RBI in the Money Market?</p> <p>a) Issuing currencies</p> <p>b) Regulating the flow of money and credit</p> <p>c) Directly lending to the public</p> <p>d) Managing insurance companies</p>	01	CO3
iii	<p>What does the term 'Primary Market' refer to?</p> <p>a) Market for second-hand goods</p> <p>b) Market where existing securities are traded</p> <p>c) Market for new issue of securities</p> <p>d) Only the stock exchange</p>	01	CO2
iv	<p>In the context of the Indian Financial System, who acts as a regulator for the Capital Market?</p> <p>a) RBI</p> <p>b) IRDA</p> <p>c) SEBI</p> <p>d) PFRDA</p>	01	CO5



V	What is the role of a Merchant Banker in the Capital Market? a) To regulate the market b) To provide short-term loans c) To assist in the issuance of new securities d) To insure companies against financial losses	01	CO4
vi	What does an Initial Public Offering (IPO) involve? a) A company buying back its shares b) A private company going public by selling its shares c) A company merging with another d) A government selling its stake in a public sector unit	01	CO2
vii	Which of the following is NOT a type of insurance? a) Health Insurance b) Travel Insurance c) Equity Insurance d) Life Insurance	01	CO1
viii	What principle of insurance involves sharing the risk of loss among multiple parties? a) Utmost Good Faith b) Indemnity c) Subrogation d) Contribution	01	CO2
ix	Who regulates the insurance industry in India? a) SEBI b) RBI c) IRDA d) MCA	01	CO3
x	What is a primary aim of formulating a financial strategy? a) To reduce employee turnover b) To maximize short-term profits at any cost c) To ensure the long-term sustainability of the business d) To focus solely on market expansion	01	CO4
xi	Which of the following is considered a survival strategy for businesses? a) Aggressive expansion b) Divestment c) Cost leadership d) Product differentiation	01	CO5
xii	In strategic planning, what is the purpose of stakeholder analysis? a) To identify potential investors only b) To understand the needs and expectations of all parties affected by the business c) To list the company's competitors d) To calculate the business's market share	01	CO1

<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 7 Marks)			
Q. No.	QUESTIONS	Marks	COs
2	Explain how the money market contributes to economic stability.	07	CO4
3	Discuss the significance of RBI's regulatory measures in the money market and their impact on the overall financial system.	07	CO1
4	Analyze the differences between primary and secondary markets and their roles in the financial ecosystem.	07	CO2
5	Evaluate the role of SEBI as a regulator of the capital market. How does it ensure the market operates efficiently and transparently?	07	CO5
6	Describe the process and significance of an Initial Public Offering (IPO) in the capital market.	07	CO3
7	Discuss the concept of synergistic benefits in mergers and acquisitions. Provide an example to illustrate your point.	07	CO3
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)			
Q. No.	QUESTIONS	Marks	COs
8	Critically analyze the role of the Reserve Bank of India in managing the money market. How do its policies and interventions influence the liquidity and stability of the financial system? Include examples of specific measures or tools it uses.	15	CO3
9	Evaluate the importance of the primary market in the capital formation process. Discuss how initial public offerings (IPOs) contribute to a company's growth and the broader economic implications of a vibrant primary market.	15	CO5
10	Examine the regulatory framework established by the Securities and Exchange Board of India (SEBI) for the capital markets. How does SEBI ensure investor protection and market integrity, and what challenges does it face in the evolving financial landscape?	15	CO4
11	Discuss the role of merchant bankers in the securities market, focusing on their involvement in IPOs and secondary public offerings. Analyze the impact of their activities on market efficiency and investor confidence.	15	CO2




**Section C (Answer any TWO out of FOUR) - 30Marks**

(Each question Carry 15 Marks)

**QUESTIONS**

Q. No.	QUESTIONS	Marks	COs
8	Explain the main functions of foreign exchange market and discuss about its major participants. How are the exchange rates determined?	15	CO2
9	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: $\$0.02479/81$ $3/5$ $8/7$ $13/10$	15	CO2
10	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.)	15	CO1
11	Discuss the significance of 'Balance of Payment' in foreign exchange rate determination. Discuss its various uses in economic enquiry. Discuss the strategies that an MNC may adopt to reduce the risks that are involved in Foreign Exchange Market. Use appropriate examples.	15	CO4

**Master of Business Administration (Finance Specialization)**
**International Finance**

Semester IV

Year April 2024

- Start writing from 2nd page onwards; don't Write on the 1st Page Backside
- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour

Max. Marks : 70

**Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks**

Q. N	QUESTIONS	Marks	COs
1	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	01	CO1
ii	The measurement of economic exposure is _____ a) Easy b) Difficult c) Not Known d) All of the above	01	CO1
iii	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	01	CO2
iv	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	01	CO2



v	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	01	CO3		connected to exports and imports d) Government should seek suggestions from socialists for exports and imports	01	CO1
vi	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	01	CO3		'Commercial Borrowings' appears in BOP under: a) Current Account b) Capital Account c) Both of the above d) None of the above		
vii	Typical project consists of the following phases: a) Conceptualisation, Planning, Execution, Termination b) Conceptualisation, Planning, Execution c) Planning, Execution, Termination d) Planning, Conceptualisation, Execution, Termination	01	CO3		<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> <b>(Each question Carry 7 Marks)</b> <b>QUESTIONS</b>		
viii	A fixed rate currency swap consists of the exchange between _____ counterparties of fixed rate interest in one currency in return for fixed rate interest in another currency. a) Three b) Two c) Multiple d) None of the above	01	CO2		2 What do you understand with the term 'triangular arbitrage'? Discuss the scenario necessary for it to be plausible. 3 Discuss the key factors contributing to an effective cash management system in an MNC. 4 Critically explain one of the classical theories of International Trade.	07	CO2
ix	SWIFT is an acronym for: a) Society for Worldwide Interbank Financial Telecommunications b) Settlement of Worldwide Interest-free Transactions c) Security Web for Interbank Financial Transactions d) None of the above	01	CO2		5 Discuss the significance of currency swaps to overcome the exchange rate fluctuations using appropriate examples. 6 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).	07	CO2
x	Home Currency Quotation is also known as: a) Direct Quotation b) Indirect Quotation c) Foreign Currency Quotation d) Both b & c	01	CO2		7 a) Differentiate the terms direct quote and indirect quote. Give one example of cross rate. b) The following quote is given in Mumbai: 1 USD = Rs. 44.7250-00 USD/AUD = 6.4750/6.4860 Identify the country where the above quotes are direct. Calculate spread/ spread%	07	CO2
xi	The mercantilist, as per Mercantilism theory, argued that: a) Government should do everything possible to maximise exports and minimise imports b) Government should do everything possible to minimise exports and maximise imports c) Government should not interfere the agreements	01	CO1				





**ARKA JAIN University**  
Jharkhand



**END SEM EXAMINATION**  
School of Commerce & Management

Program	Master of Business Administration (HRM Specialization)	
Subject Name	Employee Relations	Semester IV
		Year April 2024
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.</li> </ul>	

Section A (Each question Carry 01 Marks from Q1-i to xii) – 12 Marks		COs
Q.N	QUESTIONS	Marks
1		
i	Which one of the following a type of dispute settlement machinery? a) Arbitration b) Agreement c) Fast Track Court d) Consumer Court	01 CO2
ii	If there is willful removal or disregard by an employee of any safety guard or other device which he knew to have been provided for the purpose of securing the safety of employees, the - a) Employer is not liable to pay compensation b) State Government is liable to pay compensation c) Central Government is liable to pay compensation d) The Trade Union is liable to pay compensation	01 CO3
iii	The Payment of Bonus Act applies to ___ number of workmen who are employed in a factory or an establishment a) 10 b) 9 c) 20 d) 15	01 CO3
iv	The EDLIS contribution is payable only by the - a) Employer b) Employee c) Both d) None of the above	01 CO3
V	Relevant Factor decreases with increasing age of the workman because - a) It directly relates with the earning capacity of the workman b) It is important to reduce the amount of compensation c) Both of the above d) None of the above	01 CO2





vi	ESI is calculated on - a) Gross Pay c) CTC	b) Net Pay d) Basic Pay	01	CO3
vii	As per the Payment of Gratuity Act, Gratuity is payable on - a) Retirement or Resignation c) Both	b) Superannuation d) None of the above	01	CO3
viii	What is the maximum period for which any woman is entitled to maternity benefit? a) 6 weeks c) 18 weeks	b) 12 weeks d) 26 weeks	01	CO3
ix	In any factory or industrial establishment where less than 1000 employees are employed the wages shall be paid before the expiry of the ___ day. a) 10th day c) 7th day	b) 1st day d) 2nd day	01	CO3
x	The amount of compensation with respect to PTD is higher than the case of Death because - a) The PTD is more severe in nature b) The family needs to support the disabled workman as well c) Both of the above d) None of the above		01	CO3
xi	A workman is entitled to be paid by his employer in an accounting year, bonus, provided he has worked for not less than ___ working days in that year. a) 30 c) 120	b) 60 d) 180	01	CO3
xii	An example of trade union is - a) BMS c) Both of these	b) INTUC d) None of these	01	CO4
<b>Section B (Answer any FOUR out of SIX) - 28 Marks</b> (Each question Carry 7 Marks)				
Q. No.	QUESTIONS			Marks
2	Discuss the Standard Grievance Handling Procedure.			07
3	Define Collective Bargaining. Discuss its approaches.			07
4	Discuss the mechanism of prevention of Industrial Disputes.			07
5	What do you mean by Occupation Hazards? Discuss its types.			07
6	Discuss the types of Industrial Grievances and ways to settle them.			07

7	Discuss the concept and calculation of the following:- i) Absenteeism ii) Turnover	07	CO2
<b>Section C (Answer any TWO out of FOUR) - 30Marks</b> (Each question Carry 15 Marks)			
Q. No.	QUESTIONS		
8	Enumerate various provisions of Health, Safety and Welfare of the Workmen as per the provisions of the Factories Act, 1948.	15	CO3
9	Discuss, in detail, the different theories of Trade Unionism with special reference to Lenin, Marx and Gandhian Concepts.	15	CO4
10	Mr. Bern has a monthly gross salary of Rupees 21,000. His Basic Salary is 12000 per month. He has completed 20 years and 6 months and 25 Days of service in the organization. His employment is covered under the Payment of Gratuity Act, 1972. Calculate the amount of Gratuity payable to him as on date. Also calculate the monthly EPF and ESI Contributions w.r.t. Employer and Employee Contributions.	15	CO3
11	Mr. Jade has completed 20 years of age and receives a gross monthly wage of Rupees 20,000 and his Basic Salary is Rupees 15,000. He met with an accident on 1st March, 2024 resulting in Permanent Total Disablement. Calculate the amount of Compensation to be received by him.  In another accident, one of the employees was the reported casualty. His completed age was 20 years as. His monthly Salary Structure is given below - Basic Pay = 13000 HRA = 5000 Misc. Allowance = 8000 Calculate the amount of Compensation receivable by his nominee.	15	CO3



08/05/24 M 72

				END SEM EXAMINATION School of Commerce & Management	
Program Master of Business Administration (Marketing Specialization)		Semester IV		Year April 2024	
Subject Name Services Marketing		• Start writing from 2nd page onwards; don't Write on the 1st Page Backside • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will Result in the <u>Cancellation of the Papers.</u>			
Time: 3 Hour Max. Marks : 70					

Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks		Marks	COs
Q.N 1	<b>QUESTIONS</b>		
i	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	01	CO1
ii	Changes have been observed in the area of Consumer Behaviour in recent times due to a) Advancement in Technology b) Socio-Cultural Shifts c) Pandemic d) All of these	01	CO1
iii	SERVQUAL model is used to measure: a) Service quality and Customer Satisfaction b) Service Quality and Customer Feedback c) Service Quality and Customer Voice d) Service Quality and Customer's Takeaways	01	CO4
iv	Customer Expectations if met a) Can drive Target b) Can set New Target c) Can drive business Success d) Can make Customer Buy	01	CO4



Q. No.	QUESTIONS	Marks	COs
2	"Customers evaluate the service quality of a firm in various ways". Elaborate.	07	CO4
3	Explain the SERVQUAL model.	07	CO3
4	What factors helps in pricing decisions in case of services?	07	CO4
5	Do you think that 'People are the most crucial 'P' in service marketing-mix.' Why or Why not?	07	CO2
6	What unique characteristics differentiates Services from goods?	07	CO1
7	What are the challenges facing Service marketers?	07	CO3
Q. No.	QUESTIONS	Marks	COs
8	Briefly explain the GAP Model, with examples.	15	CO4
9	Assume yourself as the Head of Customer Services at an organization. The trends says that your customers are shifting to your competitors. Explain Service Failure and Recovery of Services with example of your organization.	15	CO3
10	Explain how will you proceed for Customer Defined service standard?	15	CO4
11	Explain various factors that affect the expectations of customer in services.	15	CO1

V	Intangibility, Perishability, Inseparability & Variability are the characteristics of _____ a) Products b) Services c) Goods d) Both a & b	01	CO2
vi	_____ cost refers to the product's purchase cost plus the discounted cost of maintenance and repair less the discounted salvage value a) Total b) Variable c) Life cycle d) Net	01	CO4
vii	How can service providers manage customer expectations before service delivery? a) By making unrealistic promises b) By ignoring customer feedback c) By setting clear service standards d) By avoiding communication with customers	01	CO4
viii	What is not there in RATER Model? a) Responsiveness b) Reliability c) Reflectiveness d) Tangibility	01	CO3
ix	The most important determinant of service quality is : a) Responsiveness b) Reliability c) Assurance d) Empathy	01	CO2
x	Requirement GAP is a result of a) Ignorance of Market understanding of what customer wants or desire b) Gap between what is required and what is being offered c) Both (a) & (b) d) None of these	01	CO4
xi	_____ is an example of intangible dominant. a) Agriculture b) Logistics c) Teaching d) Car Maintenance	01	CO2
xii	_____ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitates performance or communication of the service.	01	CO1