

Code No: F-19046

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, June / July 2024
Subject: Business Process Reengineering
Paper No. : MB-401

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is business process engineering? Explain with examples.
2. Write short notes on BPR Vs. continuous improvement.
3. What are the various automation tools used in data analytics?
4. Explain the role of leadership in driving successful BPR initiatives.
5. Discuss the importance of documentation in BPR.

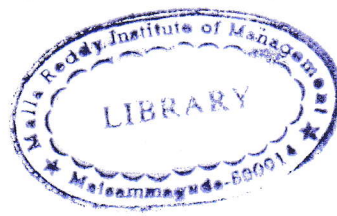
PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Discuss the historical background and evolution of BPR.
(OR)
(b) Discuss the paradigm shift of Industry 4.0 from manufacturing to services.
7. (a) Explain the need of Innovation in BPR projects with examples.
(OR)
(b) Explain various process mapping and modeling techniques in BPR.
8. (a) What is the role of technology BPR? Explain the usage of advanced tools & technology in BPR.
(OR)
(b) Discuss various data analytics and data science tools along with its applications.
9. (a) What is the role of TQM in BPR. Discuss the importance of building a culture of continuous improvement in BPR.
(OR)
(b) Discuss how project management is an indispensable constituent of BPR. Explain various project management tools.
10. (a) What is green BPR approach? Explain social and environmental responsibility in BPR.
(OR)
(b) Discuss the need for balancing efficiency with social impact. Explain the role of Corporate Social responsibility.

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Code No: F-19047

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, June / July 2024
Subject: Logistics and Supply Chain Management
Paper No. : MB-402

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Warehousing
2. Reverse Logistics
3. Outbound Logistics
4. Bull-Whip Effect
5. FMS

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain the role of logistics in supply chain management?
(OR)
(b) Explain the difference between 3PL and 4PL? Give suitable examples for organizations that adopt these logistic methods?
7. (a) Explain the terms: (i) Inbound Logistics (ii) Integrated Logistics.
(OR)
(b) What are the factors that influence the choice of transportation in logistics?
8. (a) What are the objectives and function of supply chain management?
(OR)
(b) Explain the concept of value chain and how does it contribute to enhancing value delivery?
9. (a) What are the measures used to assess supply chain performance efficiency?
(OR)
(b) Explain the role of Distribution centers in managing supply chains?
10. (a) What is the difference between lean supply chain and agile supply chain?
(OR)
(b) What is RFID and Bar Coding? Is RFID more secure or Barcoding? Discuss.

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Code No: F-19048

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, June / July 2024

Subject: Business Intelligence

Paper No. : MB-403

Time: 3 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Write about Event Driven Alerts
2. Write about Applications of B.I
3. Write about Data Marts
4. Write about Strategy Gap
5. Write about RSS Feeds

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Business Intelligence. Explain various Styles of Business Intelligence.
(OR)
(b) Draw the Business Intelligence Value Chain with relevant examples.
7. (a) Describe Data Ware housing process by explaining major components of data warehousing.
(OR)
(b) Explain various Data Mining tools and Techniques.
8. (a) What are the sources of the gap between formulating strategy and executing the strategy.
(OR)
(b) Discuss the BPM architecture and application in real life business.
9. (a) Explain the importance of Business Analytics in present era.
(OR)
(b) Explain various Data Visualization Tools with example.
10. (a) What are the various managerial issues influencing B.I. Implementation in companies.
(OR)
(b) Explain different levels of business intelligence integration with relevant examples.



Code No: F-19137/N

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (New) Examination, June / July 2024
Subject: Banking and Insurance
Paper: 405 Elective : II – Finance

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Indian Commercial Banks
2. Bank Credit
3. ATM
4. Principles of Insurance
5. General Insurance

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the evolution of Banking in India.
(OR)
(b) Explain the role of Commercial Banking in the economic development of country.
7. (a) List out and elucidate the steps to be followed during assessment of creditworthiness of a borrower.
(OR)
(b) Define the term 'Loan Pricing'. Explain the Fixed, floating rate loans and cost benefit loan pricing.
8. (a) Explain the uses and application of NEFT with the help of suitable examples.
(OR)
(b) Elucidate the scope and objectives of Bancassurance in detail.
9. (a) Define the term 'Insurance'. Explain the role and importance of Insurance.
(OR)
(b) Explain the role and functions of IRDA in detail.
10. (a) Explain the role and prospects of Life Insurance Products.
(OR)
(b) Elucidate the tax treatment of Life insurance with the help of suitable example.



Code No: F-19134/N

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (New) Examination, June / July 2024
Subject: Buyer Behaviour
Paper No. MB – 404 Elective : I - Marketing

Time: 3 Hours

Max. Marks: 80

PART – A
(Short answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

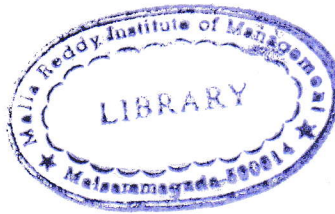
1. Give a short note on Consumer Behaviour
2. Elucidate Consumer Perception
3. Explain concept of sub culture
4. What is role of information search in consumer decision making?
5. What is Consumerism?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Elaborate the dimensions of Consumer Behaviour.
(OR)
(b) Discuss motivation theories that impact consumer behavior.
7. (a) Elucidate the theories of buyer behavior in learning principles.
(OR)
(b) Explain the important aspects of information processing theory.
8. (a) What is Culture? Explain characteristics and functions of culture.
(OR)
(b) Discuss various types of reference groups. Explain its advantages and disadvantages.
9. (a) Explain the process of post purchase behavior of a buyer.
(OR)
(b) What is consumer attitude? Explain its nature and types.
10. (a) Explain traditional models of Consumer behavior.
(OR)
(b) Discuss Howard Sheth model along with its variables.



Code No: F-19135/N

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (New) Examination, June / July 2024
Subject: Leadership and Change Management
Paper: MB – 404 Elective : I - HRM

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

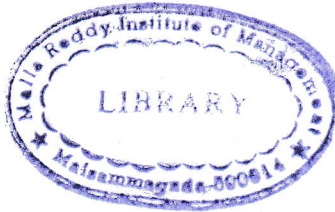
1. What is the 3-Ps of leadership?
2. Explain Hersey and Blanchard's Situation Leadership Theory.
3. Discuss Force-Field theory of change.
4. What are the variables under Leavitt's model of change?
5. What is Scenario Analysis?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Demonstrate the interactional framework for analysing leadership.
(OR)
(b) Explain the five factor model of personality to understand leadership.
7. (a) Illustrate LPC model as an instrument for measuring an individual's leadership orientation.
(OR)
(b) Discuss the implications of LMF theory for managers.
8. (a) Define change. Discuss the Virginia satir change model.
(OR)
(b) Discuss Behavioral Responses to change.
9. (a) What is change process. Explain the triggers, drivers & trees of change.
(OR)
(b) Explain the dynamic and humanistic approaches to change.
10. (a) " A coffee house is getting a growing number of complaints from customers as they are having to wait too long for their coffee." How can you solve this problem by using six thinking hats?
(OR)
(b) 'Dr. John Kotter have proven that 70% of all major change efforts in organizations fall' and proposed an eight step change model. Explain it.



Code No: F-19136/N

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (New) Examination, June / July 2024
Subject: Data Visualization
Paper No. : MB-404 Elective : I - System

Time: 3 Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

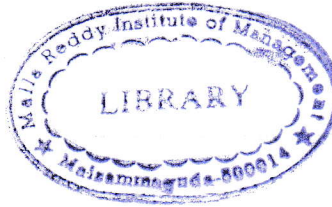
1. Define Data Visualization
2. Distinguish Histogram Vs. Bar Chart
3. List the benefits of Performance Dashboards
4. What is KPI in data visualization?
5. What do you mean by Power BI Report Server?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain the need and significance of Data Visualization.
(OR)
(b) Define Visual Analytics. Explain in brief about its components and challenges.
7. (a) Describe various multidimensional data visualization tools.
(OR)
(b) What do you mean by Landscape data visualization?
8. (a) Describe the common pitfalls of Dashboard design.
(OR)
(b) What are the important aspects to be considered for designing a dashboard?
9. (a) Explain the major building blocks of Power BI.
(OR)
(b) What are the important types of Visualization in Power BI?
10. (a) Explain the key features and benefits of Power Query in Power BI.
(OR)
(b) How to create Dashboards using Power BI? Differentiate Dynamic and Interactive Dashboards.



Code No: F-19054

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, June / July 2024
Subject: International Finance
Paper No. : MB-405
Elective : II - Finance

Time: 3 Hours

Max. Marks: 70

PART - A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

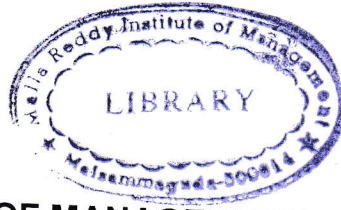
1. Write about the Gold standard?
2. What are the different types of quotes in the foreign exchange markets?
3. Write about the Asian currency crisis.
4. Write about the modes of FDI?
5. What is a re-invoicing center?

PART - B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. a) Describe the differences between fixed and floating rates. Which according to you is better for India and why?
(OR)
b) Explain the international financial instruments.
7. a) What is Balance of Payments? Explain its components.
(OR)
b) Explain about Capital and Current Account convertibility.
8. a) Exchange Rates: Can \$ 1.317 per US \$ (Spot)
Can\$ 1.2950 per US \$ (6-months forward)
Interest Rates: US \$ 10 percent
Can \$ 6 percent
Work out the possibilities of Arbitrage gain.
(OR)
b) Explain the types of foreign exchange risk.
9. a) Explain the scope and functions of International Financial Management.
(OR)
b) Write about FDI trends in India.
10. a) Discuss the international taxation methods.
(OR)
b) Explain the various TP methods.



Code No: F-19138/N

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (New) Examination, June / July 2024
Subject: Services and Digital Marketing
Paper: MB – 405 Elective : II - Marketing

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Difference between Goods and Services
2. Perception
3. 7Ps of Marketing
4. SEOs
5. Social Network

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What are the characteristics of Services in marketing. Explain with suitable examples.
(OR)
(b) Discuss about Market Segmentation and Positioning in services.
7. (a) What are the consumer expectations and levels of services?
(OR)
(b) Explain the factors influence the customer perception towards satisfaction.
8. (a) What is the Employee role and importance in Service Designing ?
(OR)
(b) Explain the role of Physical Evidence in Services Marketing.
9. (a) Explain the difference between Digital and Traditional Marketing
(OR)
(b) Explain the role of Media and Social Networks in promoting services
10. (a) What are the different Social media platforms available? Explain its' uses
(OR)
(b) What are the factors to be considered for content development?



Code No: F-19139/N

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester (New) Examination, June / July 2024
Subject: Performance Management
Paper: MB-405 Elective : II - HRM

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. How do you set performance targets? Discuss.
2. Describe role play.
3. Explain process bench marking.
4. What is call back pay?
5. State the levels of smart pyramid?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the role of performance management in achieving organizational excellence.
(OR)
(b) What are the guidelines for developing measures of performance? As a manager, how should you measure your staff performance?
7. (a) Define assessment center and explain its key features and the role in performance management.
(OR)
(b) What are the objectives of performance review? State the ten golden rules of performance review.
8. (a) What are the enablers of EFQM model? How are they related with the business performance?
(OR)
(b) What are the key factors that influence job performance? Explain with the support of the performance Pathway model.
9. (a) Describe CIPD's human capital framework and explain how do we set-up a meaningful *Human Capital Reporting framework*?
(OR)
(b) How do you identify competency gap? Does training need analysis help to minimize competency gap?
10. (a) Explain the steps in setting KPIs, performance metrics and measures.
(OR)
(b) Elucidate the ATI performance improvement model.



Code No: F-19058

FACULTY OF MANAGEMENT
MBA (CBCS) IV - Semester Examination, June / July 2024
Subject: Data Mining for Business
Paper No. : MB-405
Elective : II - System

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Knowledge Discovery
2. Feature extraction
3. Linear regression
4. Traditional approach
5. CRM

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Briefly write about the Origins of data mining?
(OR)
(b) Explain the motivating challenges in data mining?
7. (a) Briefly write about the Data integration and transformation?
(OR)
(b) Discuss the difference between Data integration and transformation?
8. (a) Explain the partitioning methods clustering analysis software?
(OR)
(b) Briefly write Software for association rule mining?
9. (a) Briefly explain the Text mining and Multimedia mining?
(OR)
(b) Explain the difference between Web content mining and Web usage Mining?
10. (a) Briefly explain the data mining in biological data analysis?
(OR)
(b) Briefly write about Data mining for banking and financial data analysis?
