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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Identify “walking the talk” in leadership. | | CO1 | U | 1 |
| 2. | Identify the primary objective of evaluating effective communication approaches. | | CO1 | R | 1 |
| 3. | Interpret the significance of Gandhi’s emphasis on non-violence as a leadership trait. | | CO2 | R | 1 |
| 4. | Interpret the importance of ethics in organizational achievement. | | CO2 | U | 1 |
| 5. | List the important components of transactional leadership. | | CO3 | R | 1 |
| 6. | Identify the author who originally introduced the concept of transformational leadership. | | CO3 | R | 1 |
| 7. | Identify the skills required for ethical leadership. | | CO4 | U | 1 |
| 8. | Define verbal communication. | | CO4 | R | 1 |
| 9. | Define Empathy in leadership. | | CO5 | R | 1 |
| 10. | Identify the role of leadership in developing an ethical culture. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Explain the role of participative leader. | | CO1 | An | 3 |
| 12. | Describe the business Ethics in a work culture. | | CO2 | U | 3 |
| 13. | Explain the richness of Asian culture in terms of art and literature. | | CO6 | An | 3 |
| 14. | Illustrate the unique perspective of a great leader. | | CO4 | U | 3 |
| 15. | Define the dilemmas in business. | | CO5 | R | 3 |
| 16. | Write the attitudes required for an effective approach to ethics in organizational environments. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Illustrate the types of Leadership Style. | CO1 | A | 12 |
|  |  |  |  |  |  |
| 18. | a. | Illustrate the basic ethical principles and the benefits of workplace ethics. | CO2 | An | 8 |
|  | b. | Explain the types of business models. | CO4 | A | 4 |
|  |  |  |  |  |  |
| 19. |  | Illustrate the branches of ethics. | CO3 | U | 12 |
|  |  |  |  |  |  |
| 20. |  | Explain the strategic Leadership. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. | a. | Illustrate the effective communication of values and goals. | CO5 | An | 8 |
|  | b. | Explain the sub regions of Asian society. | CO6 | A | 4 |
|  |  |  |  |  |  |
| 22. | a. | Describe the types of mentoring and their team mentoring in the work place | CO4 | R | 8 |
|  | b. | Enumerate the goal of mentoring | CO4 | R | 4 |
|  |  |  |  |  |  |
| 23. |  | Describe the types of code of ethics in business. | CO3 | R | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Illustrate the framework for ethical Decision making. | CO6 | An | 12 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Define Total Quality. | | CO1 | R | 1 |
| 2. | Name the fishbone model given for Total Quality Management. | | CO1 | R | 1 |
| 3. | List any TWO benefits of team work. | | CO2 | U | 1 |
| 4. | Define customer satisfaction. | | CO2 | R | 1 |
| 5. | Cite the benefits of supplier certification. | | CO3 | U | 1 |
| 6. | List the three types of sourcing. | | CO3 | R | 1 |
| 7. | Infer on the Risk Prioritization Number. | | CO4 | U | 1 |
| 8. | Illustrate the benefits of using Failure Mode and Effective Analysis. | | CO4 | U | 1 |
| 9. | State the purpose of check sheets in quality process. | | CO5 | R | 1 |
| 10. | Draw a control chart that is used effectively in TQM for monitoring defect rates. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Justify the quote, “Quality is a new competitive weapon” with Two examples. | | CO1 | E | 3 |
| 12. | Distinguish between ‘internal customer’ and ‘external customer’ in a company. | | CO2 | U | 3 |
| 13. | State the three components of Juran Trilogy. | | CO3 | U | 3 |
| 14. | Explain the objectives of internal audit. | | CO4 | U | 3 |
| 15. | Illustrate the use of tree diagram in Total Quality Management. | | CO5 | U | 3 |
| 16. | Compare the variable charts and attribute charts with examples. | | CO6 | U | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Summarize the contributions of all the quality Gurus of TQM. | CO1 | E | 12 |
|  |  |  |  |  |  |
| 18. | a. | Illustrate the phases of PDCA cycle for problem solving. | CO2 | A | 6 |
|  | b. | Examine the key elements of customer supplier relationship. | CO2 | A | 6 |
|  |  |  |  |  |  |
| 19. | a. | Explain the benefits of Environmental Management System. | CO3 | U | 8 |
|  | b. | Describe the main elements of ISO-14001. | CO3 | U | 4 |
|  |  |  |  |  |  |
| 20. | a. | Illustrate the Failure Mode and Effect Analysis used in Industry. | CO4 | An | 6 |
|  | b. | Explain the stages involved in developing TPM. | CO4 | An | 6 |
|  |  |  |  |  |  |
| 21. | a. | Explain seven traditional quality tools with suitable examples. | CO1 | An | 8 |
|  | b. | Differentiate manufacture organization from service organization. | CO1 | An | 4 |
|  |  |  |  |  |  |
| 22. | a. | Discuss the role of employees for an effective implementation of KAIZEN. | CO2 | U | 6 |
|  | b. | Discuss the role of six sigma in service sectors. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 23. |  | Analyze the statistical tool for determining whether there is a significant difference in defect rates between two production shifts in a TQM company. | CO5 | An | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Evaluate the effectiveness of control charts and quality management tools in maintaining process stability and improving product quality with examples. | CO6 | E | 12 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | List the two main aspects of the Indian Constitution. | | CO1 | R | 1 |
| 2. | Name the first president of India. | | CO1 | R | 1 |
| 3. | Define the term equality. | | CO2 | R | 1 |
| 4. | Identify the number of fundamental duties in the Indian Constitution. | | CO3 | U | 1 |
| 5. | Illustrate the fundamental right that protects freedom of speech and expression. | | CO3 | U | 1 |
| 6. | List the components of the parliament. | | CO4 | R | 1 |
| 7. | State the house of Parliament that deals directly with money bills. | | CO4 | R | 1 |
| 8. | Describe the composition of the municipal committee. | | CO5 | U | 1 |
| 9. | Mention the establishment year of the Election Commission of India. | | CO6 | R | 1 |
| 10. | Name the chairman of the Election Commission. | | CO6 | R | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Define constitution and mention its importance. | | CO1 | R | 3 |
| 12. | Define the term secularism and mention its two main implications. | | CO2 | R | 3 |
| 13. | Describe the protections provided under the Right to Freedom of Religion. | | CO3 | U | 3 |
| 14. | Differentiate between Lok Sabha and Rajya Sabha. | | CO4 | U | 3 |
| 15. | Describe the responsibilities of Panchayats. | | CO5 | U | 3 |
| 16. | Explain the role of Chief Election Commissioner. | | CO6 | A | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Explain the history and drafting committee of the Constitution of India. | CO1 | A | 12 |
|  |  |  |  |  |  |
| 18. |  | Articulate the provisions mentioned in the Indian Constitution. | CO2 | A | 12 |
|  |  |  |  |  |  |
| 19. |  | Explain the Directive Principles of State Policy. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 20. |  | Analyze the power and functions of the parliament of India. | CO4 | An | 12 |
|  |  |  |  |  |  |
| 21. |  | Explain the main functions of gram panchayat and panchayat samiti. | CO5 | A | 12 |
|  |  |  |  |  |  |
| 22. |  | Explain the six fundamental rights provided to all citizens in the Indian Constitution. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 23. | a. | Analyze the administrative setup of a municipal corporation. | CO5 | An | 6 |
|  | b. | Explain the functions of a municipal corporation. | CO5 | A | 6 |
| **COMPULSORY QUESTION** | | | | | |
| 24. | a. | Explain the powers of the Election Commission of India. | CO6 | An | 8 |
|  | b. | Explain the main duties of the Election Commission of India. | CO6 | A | 4 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | List the different types of entrepreneurship. | CO1 | R | 10 |
|  | b. | Analyze in detail the success story of Nykaa. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | State the three forms of financing with appropriate examples. | CO2 | R | 10 |
|  | b. | Explain the structure of a business plan. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the various financial schemes offered by commercial banks. | CO3 | An | 10 |
|  | b. | Identify the strategies for achieving competitive advantage. | CO3 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the concept of product scheduling. | CO4 | U | 10 |
|  | b. | Prepare a SWOT analysis for Apollo Hospitals. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. | a. | Examine the Zip car business model. | CO5 | A | 10 |
|  | b. | Identify the key success factors for an Indian start-up firm. | CO5 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze Cisco's business strategy. | CO6 | An | 10 |
|  | b. | Identify the factors contributing to Reliance's success in India. | CO6 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the success story of Ramraj Cotton. | CO1 | A | 10 |
|  | b. | Write the reasons why Netflix is the market leader in the online streaming platform. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the Rakuten business strategy. | CO3 | A | 10 |
|  | b. | Examine the qualities of an entrepreneur. | CO1 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Discuss the social implications of business. | CO1 | U | 10 |
|  | b. | Examine the success story of WIPRO. | CO4 | A | 10 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | **Identify** the key characteristics of an entrepreneur. | | CO1 | U | 1 |
| 2. | **Name** few real-world examples of a successful product development. | | CO1 | R | 1 |
| 3. | **Identify** the key components of a business plan. | | CO2 | U | 1 |
| 4. | **List** any two legal formalities required to start a business. | | CO2 | R | 1 |
| 5. | DefineAngel investor. | | CO3 | R | 1 |
| 6. | **Outline** the key financial schemes offered by SFCs. | | CO3 | R | 1 |
| 7. | **List** two initiatives taken by the state government to promote entrepreneurship. | | CO4 | R | 1 |
| 8. | **Define** fiscal incentives in the context of entrepreneurship. | | CO4 | U | 1 |
| 9. | **State** the role of DICs in employment generation. | | CO5 | R | 1 |
| 10. | **Identify** the primary stages of the Product Design Cycle. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | **Compare** an entrepreneur and an intrapreneur based on their roles, risks, and rewards. | | CO1 | An | 3 |
| 12. | **Describe** the process of searching and scanning for business opportunities. | | CO2 | U | 3 |
| 13. | **Differentiate** between venture capitalists and angel investors. | | CO3 | U | 3 |
| 14. | **Describe** the eligibility criteria for setting up an Export Oriented Unit in India. | | CO4 | R | 3 |
| 15. | **Outline** the primary objectives of the National Entrepreneurship Development Board (NEDB). | | CO5 | R | 3 |
| 16. | **Compare** Technology Assessment and Market Assessment. | | CO6 | An | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | **Classify** different types of entrepreneurs and describe their key characteristics. | CO1 | An | 6 |
|  | b. | **Explain** various types of businesses based on ownership and operational structure. | CO1 | An | 6 |
|  |  |  |  |  |  |
| 18. |  | **Illustrate** the importance of environmental analysis in the business planning process and how it influences decision-making. | CO2 | An | 12 |
|  |  |  |  |  |  |
| 19. |  | **Analyze** the significance of conducting a feasibility study before starting a business. Discuss how technical, financial, marketing, personnel, and management feasibility contribute to decision-making. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 20. |  | **Describe** the role of the Central Government and State Government in promoting entrepreneurship through various policies and initiatives. | CO4 | R | 12 |
|  |  |  |  |  |  |
| 21. | a. | **Explain** how EDII contributes to training and skill development for entrepreneurs. | CO5 | U | 6 |
|  | b. | **Enumerate** the importance of quality standards such as ISO for small-scale industries. | CO5 | R | 6 |
|  |  |  |  |  |  |
| 22. |  | **Discuss** the significance of brainstorming and other techniques in concept generation, and illustrate with examples. | CO6 | U | 12 |
|  |  |  |  |  |  |
| 23. |  | **Describe** the various types of intellectual property and their significance in entrepreneurship. | CO6 | U | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | **Analyze** a detailed **Technology and Market Assessment** plan for launching a **wearable AI-powered fitness tracker** in a competitive market. Highlight critical factors, potential risks, and success strategies. | CO6 | An | 12 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Express the value ‘respect’ in the workplace contribute to ethical decision-making and professional integrity. | | CO1 | U | 1 |
| 2. | List one example of time-wasting activities at work. | | CO1 | R | 1 |
| 3. | Define engineering ethics. | | CO2 | R | 1 |
| 4. | Identify the cause for moral dilemma in professional field. | | CO2 | R | 1 |
| 5. | Recite the term ‘accountability’. | | CO3 | R | 1 |
| 6. | State macro ethics based on the responsibilities of engineers. | | CO3 | R | 1 |
| 7. | Illustrate the risk triangle for risk analysis. | | CO4 | U | 1 |
| 8. | Examine the focus of fault tree analysis to identify risks. | | CO4 | R | 1 |
| 9. | Infer the importance of confidentiality in professional ethics. | | CO5 | U | 1 |
| 10. | Give examples of a trade secret in the technology industry. | | CO5 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Analyze three forms of integrity that can impact an organization. | | CO1 | An | 3 |
| 12. | Differentiate between normative and descriptive sense of ethics. | | CO2 | U | 3 |
| 13. | Analyze how consciousness influences ethical decision-making in a professional environment. | | CO3 | An | 3 |
| 14. | Discuss on modified Lawrence’s definition of safety. | | CO4 | U | 3 |
| 15. | Compare rule utilitarian with act utilitarian in ethical decision-making. | | CO5 | An | 3 |
| 16. | Distinguish between risk analysis and risk benefit analysis | | CO4 | An | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Define morals, ethics, and values and analyze their differences using real-life scenarios from professional or personal contexts. | CO1 | R | 12 |
|  |  |  |  |  |  |
| 18. | a. | Compare and contrast Kohlberg’s Theory of Moral Development and Gilligan’s Ethics of Care Theory in terms of their approach to moral reasoning. | CO2 | An | 6 |
|  | b. | Examine the role of engineers in upholding environmental ethics. | CO2 | A | 6 |
|  |  |  |  |  |  |
| 19. |  | Evaluate different stress management techniques with real-world applications. | CO3 | An | 12 |
|  |  |  |  |  |  |
| 20. |  | Discuss on risk analysis and explain the different methods in risk assessment. | CO4 | U | 12 |
|  |  |  |  |  |  |
| 21. | a. | Explain three key terms associated with confidential information in professional ethics. Provide brief descriptions and examples for each. | CO5 | An | 6 |
|  | b. | Define layoff and retrenchment. Explain the causes of layoffs and retrenchments in organizations. | CO5 | R | 6 |
|  |  |  |  |  |  |
| 22. |  | Examine the ethical challenges engineers face as experimenters and suggest ways to address them. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 23. |  | Explain the different types of interpersonal relationships and their significance in various settings. | CO1 | U | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Assess various forms of occupational crime and their effects on an organization’s reputation and finances. | CO5 | E | 12 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | Name the sensors and actuators used in humanoid robot. | | CO1 | R | 1 |
| 2. | List any two examples of an intelligent agent. | | CO1 | R | 1 |
| 3. | Indicate the role of heuristic function in A\* search algorithm. | | CO2 | U | 1 |
| 4. | Define Adversarial search. | | CO2 | R | 1 |
| 5. | Indicate role of inference in First-Order Logic. | | CO3 | U | 1 |
| 6. | Name the two standard quantifiers. | | CO3 | R | 1 |
| 7. | Differentiate supervised learning from unsupervised learning. | | CO4 | U | 1 |
| 8. | Define hypothesis. | | CO4 | R | 1 |
| 9. | Enumerate the parameter estimation methods. | | CO5 | R | 1 |
| 10. | Indicate the advantage of nearest neighbor (NN) rule. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Tabulate the PEAS description of the task environment for a self-driving car. | | CO1 | R | 3 |
| 12. | Alpha-Beta pruning improves the minimax search. Justify. | | CO2 | E | 3 |
| 13. | Justify why Bayesian Networks are preferred over simple probability models in AI. | | CO3 | E | 3 |
| 14. | Examine the importance of hidden data in machine learning and how the EM algorithm handles it. | | CO4 | A | 3 |
| 15. | Compare Bayes Classifier and Support Vector Machine (SVM) in terms of decision boundaries. | | CO5 | U | 3 |
| 16. | Analyze the K-means clustering algorithm and mention one limitation of it. | | CO6 | An | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. |  | Discuss the four different aspects of Artificial Intelligence with suitable examples in detail. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 18. | a. | Illustrate the Hill Climbing algorithm with an example for a local and global search. | CO2 | A | 6 |
|  | b. | Explain the difference between DFS and BFS with an example. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 19. |  | Illustrate the forward and backward chaining process with an example in detail. | CO3 | A | 12 |
|  |  |  |  |  |  |
| 20. | a. | Design a decision tree model for a medical diagnosis system and explain the decision-making process. | CO4 | A | 8 |
|  | b. | Evaluate the strengths and weaknesses of reinforcement learning in real-world applications. | CO4 | E | 4 |
|  |  |  |  |  |  |
| 21. |  | Explain how Bayes Classifier minimizes classification error, and compare it with Nearest Neighbor (NN) classification. | CO5 | A | 12 |
|  |  |  |  |  |  |
| 22. |  | Explain the different types of environments in detail with suitable examples. | CO1 | U | 12 |
|  |  |  |  |  |  |
| 23. | a. | Illustrate the Statistical Learning Model with the “Surprise Candy” example. | CO4 | A | 10 |
|  | b. | Summarize the limitations of the Naïve Bayes Classifier. | CO4 | U | 2 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Develop a Support Vector Machine (SVM) model for text classification and discuss its performance evaluation metrics. | CO6 | A | 12 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the techniques of F.W. Taylor's scientific management. | CO1 | A | 10 |
|  | b. | Analyze the managerial skills required for a manager. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Write down the challenges in organizational behavior. | CO2 | A | 10 |
|  | b. | Summarize the different disciplines that contribute to organizational behavior. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. |  | Predict the different factors that can cause stress in an individual. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Examine how Maslow's hierarchy of needs theory can be applied in practical situations. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the various leadership styles using appropriate examples. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discover the factors that affect cross-cultural operations. | CO6 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Organize the stages of the team-building process. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze the experiments carried out as part of the Hawthorne studies. | CO4 | An | 20 |
|  |  |  |  |  |  |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Howard Schultz joined Starbucks in the 1980s and became CEO in 1987. He had a vision to create a unique customer experience and focused on employee satisfaction, benefits, and training by introducing health insurance and stock options for employees. Under Schultz's leadership, Starbucks expanded rapidly and went public in 1992. Schultz stepped down as CEO in 2000, but returned in 2008 to refocus the company on sustainability and customer experience. He expanded Starbucks' product offerings and digital presence, prioritizing diversity, equity, and inclusion initiatives. Schultz stepped down as CEO again in 2017. He was succeeded by Kevin Johnson. Under Schultz's leadership, Starbucks became a global brand. The company expanded to over 30,000 locations worldwide. Schultz's leadership style emphasized empathy, innovation, and social responsibility. He was known for his ability to connect with employees and customers. Schultz's legacy continues to shape Starbucks' culture and values.  **Question**   1. Write down how Schultz's transformational leadership style contributes to Starbucks' growth and expansion. | CO6 | C | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY/ JUNE 2025**

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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the leadership strategies employed by a successful strategic leader in a well-known organization of your choice. How did they influence the organization's overall performance and competitive advantage? | CO1 | An | 10 |
|  | b. | Analyze the steps in the strategic decision-making process within a specific organization of your choice. How do these steps contribute to the formulation of effective strategies that align with the company’s overall vision and objectives? | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | A technology firm is expanding into new global markets but faces challenges in competition, regulatory compliance, and resource allocation. Explain how strategic managers can drive successful global expansion in the given scenario. | CO1 | An | 10 |
|  | b. | Apply Porter’s Five Forces model to analyze the competitive landscape of a specific industry of your choice. How does each of the five forces impact the overall competitiveness and profitability of the industry? | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | A global automobile manufacturer produces a mix of vehicles, including best-selling electric cars, high-demand SUVs, steady-selling sedans, and underperforming hybrid models. Explain how the company can apply the BCG Matrix to analyze its vehicle portfolio and recommend strategic actions for each category to maximize growth and profitability. | CO2 | A | 10 |
|  | b. | Apply the Industry Life Cycle analysis to a company of your choice to examine how its business strategies align with different stages of industry development. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate the internal factors affecting the performance of a retail company. Using the IFE matrix, assess the company's strengths and weaknesses, and recommend strategies for improved performance. | CO2 | E | 10 |
|  | b. | Explain how companies utilize super innovation as a strategy to achieve a competitive advantage. Provide an example. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Choose a company and analyze how it influences efficiencies and economies of scale to reduce costs and enhance productivity. | CO3 | An | 10 |
|  | b. | Evaluate the effectiveness of one generic business-level strategy within a highly competitive industry of your choice. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | In a fragmented industry, explain the key strategies companies can use to succeed in fragmented industries, providing relevant examples. | CO4 | An | 10 |
|  | b. | Evaluate how McDonald's shows the characteristics of mature industries and implements key business-level strategies to maintain its market position. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Choose a company of your choice, and apply the concept of strategic outsourcing, and how does it improve efficiency, and what effect does this have on its business performance? | CO5 | A | 10 |
|  | b. | Examine how Amazon has utilized horizontal integration to expand its business. Discuss the strategies it has employed in acquisitions and how these strategies have enhanced its market share and customer base. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Analyze how a company of your choice influences unrelated diversification strategies to establish a strong position across multiple industries in India. | CO5 | An | 10 |
|  | b. | Apply the concept of franchising to a company of your choice, how does the company use the franchising model to expand globally, and what are the key benefits and challenges it faces in different international markets? | CO6 | A | 10 |
| **PART – B ( 1X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | A multinational company is launching a new product line aimed at eco-friendly consumers. The company needs to assess the impact of this launch on various stakeholders, including employees, customers, suppliers, investors, and local communities.   1. Apply stakeholder impact analysis to evaluate the potential effects of the new product launch on different stakeholders. 2. Recommend strategies the company can use to address their interests and ensure a successful product launch. | CO6 | A | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS2001** | **Duration** | **3hrs** |
| **Course Title** | **BUSINESS SKILLS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (10 X 1 = 10 MARKS)** | | | | | |
| 1. | List any two interpersonal skills. | | CO1 | R | 1 |
| 2. | Define Figurehead. | | CO1 | R | 1 |
| 3. | Give an example of a democratic leader. | | CO2 | U | 1 |
| 4. | Define leader. | | CO2 | R | 1 |
| 5. | Explain emotional intelligence. | | CO3 | U | 1 |
| 6. | Cite the importance of relationship management. | | CO3 | U | 1 |
| 7. | Feeling happy and energized after exercising is an example of the **\_\_\_\_\_\_\_** component of attitude. | | CO4 | R | 1 |
| 8. | Define the concept of decision-making in management. | | CO4 | R | 1 |
| 9. | Define team. | | CO5 | R | 1 |
| 10. | Give an example of formal communication in the workplace. | | CO6 | U | 1 |
| **PART – B (6 X 3 = 18 MARKS)** | | | | | |
| 11. | Discuss the importance of self-awareness in developing interpersonal skills. | | CO1 | U | 3 |
| 12. | Identify the qualities of a successful leader. | | CO2 | R | 3 |
| 13. | Explain social awareness in emotional intelligence. | | CO3 | U | 3 |
| 14. | Describe the nature of decision-making. | | CO4 | U | 3 |
| 15. | Discuss the characteristics of an effective team. | | CO5 | U | 3 |
| 16. | Describe the key elements of the communication process. | | CO6 | R | 3 |
| **PART – C (6 X 12 = 72 MARKS)**  **(Answer any five Questions from Q. No. 17 to 23, Q. No. 24 is Compulsory)** | | | | | |
| 17. | a. | Sketch the managerial skills required from the perspective of the food industry. | CO1 | A | 6 |
|  | b. | Compare and contrast different leadership styles based on real-world examples. | CO2 | An | 6 |
|  |  |  |  |  |  |
| 18. | a. | Critically comment on the various types of teams and their effectiveness. | CO5 | E | 6 |
|  | b. | Evaluate the usefulness of the managerial grid model of leadership. | CO2 | An | 6 |
|  |  |  |  |  |  |
| 19. | a. | Illustrate with examples of why work-life balance is important for women in the workplace. | CO6 | A | 6 |
|  | b. | Explain how the cognitive, affective, and behavioral components of attitude influence a person’s response to a situation. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 20. | a. | Develop a self-improvement plan to enhance your interpersonal skills for a leadership role. | CO1 | C | 6 |
|  | b. | Explain the different stages of team building and their significance. | CO5 | U | 6 |
|  |  |  |  |  |  |
| 21. | a. | Apply trait-based leadership theories to analyze a famous leader of your choice. | CO2 | A | 6 |
|  | b. | Describe the steps and process involved in decision-making. | CO4 | U | 6 |
|  |  |  |  |  |  |
| 22. | a. | Illustrate how emotional intelligence is used to resolve a workplace conflict. | CO3 | A | 6 |
|  | b. | Discuss the factors influencing the success of entrepreneurs. | CO2 | U | 6 |
|  |  |  |  |  |  |
| 23. |  | Explain how verbal and non-verbal communication contribute to workplace success. | CO6 | U | 12 |
| **COMPULSORY QUESTION** | | | | | |
| 24. |  | Assess the impact of excessive informal communication on workplace productivity and suggest strategies to maintain balance. | CO6 | E | 12 |

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

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| --- | --- |
|  | **COURSE OUTCOMES** |
| **CO1** | Understand Managerial Skills |
| **CO2** | Remember and relate successful leaders |
| **CO3** | Analyse the factors behind emotional intelligence |
| **CO4** | Apply balanced emotional intelligence and decision making |
| **CO5** | Develop team effectively. |
| **CO6** | Create a vibrant and positive environment in work place |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3008** | **Duration** | **3hrs** |
| **Course Title** | **DATA SCIENCE FOR FRAUD DETECTION** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | A payroll manager at a manufacturing company has been diverting employee salaries into their bank account for the past six months. Apply the fraud triangle to this case, identifying and explaining each of the three key elements of the fraud triangle with examples from the scenario | CO1 | A | 10 |
|  | b. | Design a step-by-step fraud analytics process model for detecting and preventing financial fraud in insurance claims. | CO1 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | In 2023, a phishing attack targeted bank customers in India, where fraudsters impersonated bank officials via emails to steal personal banking information. Apply the fraud cycle concept and suggest measures to disrupt the cycle to prevent fraud. | CO1 | A | 10 |
|  | b. | Data serves as the foundation for any analysis conducted during the research process. Analyze the various types of data used in fraud detection, providing relevant examples. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze how RIDIT analysis can be applied to detect anomalies in customer purchase behavior based on product categories. | CO2 | An | 10 |
|  | b. | Analyze the effectiveness of different fraud detection methods in preventing fraud. Which method would you recommend for a retail company and why? | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | A health insurance company monitors the monthly premiums paid by its policyholders. The monthly premium amounts (in dollars) for 10 policyholders over a month are as follows:  28, 45, 60, 70, 85, 100, 130, 160, 190, 220  The standard deviation is **69.04**  **Distance from the Mean in Standard Deviations Method**   1. Calculate the mean of the monthly premium amounts. 2. Determine if any of the values are outliers using the z-score method. Assume that an outlier is any value that has a z-score greater than 3 or less than -3.   **Interquartile Range (IQR) Method**   1. Calculate the first quartile (Q1), third quartile (Q3), and IQR of the monthly premium amounts. 2. Using a multiple of 1.5 for the IQR method, determine the lower and upper bounds for outliers. 3. Report any potential outliers based on the IQR method. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Articulate how social media platforms contribute to fraud detection by describing real-world cases and proposing strategies to enhance their effectiveness. | CO4 | A | 10 |
|  | b. | Analyze if fraud is a social phenomenon. Discuss the social, economic, and cultural factors that contribute to fraud and how societal norms influence fraudulent behaviour. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Apply behavioral analytics to identify potential fraud patterns in online banking transactions. What key behavioral variables would you use in your analysis, and how would these variables help detect suspicious activities? | CO4 | A | 10 |
|  | b. | Analyze how decision tables can be used to select samples for investigation by evaluating different criteria and their potential impact on identifying fraudulent or suspicious activities. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain how back-testing helps merchants identify effective fraud prevention solutions, and what are the consequences of failing to reduce fraud in business transactions? | CO5 | An | 10 |
|  | b. | Evaluate the effectiveness of the traffic light indicator approach in fraud detection for categorizing transactions as low, medium, or high risk based on predefined criteria. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | A financial institution has faced several cybersecurity threats in the past year. To mitigate risks, they are launching a Cybersecurity Risk Management System. However, there is confusion among stakeholders regarding their responsibilities. The stakeholders are Chief Information Security Officer, IT Security Team, Compliance Officer, Risk Management Team, Internal Auditors.  Develop a RACI matrix to assign roles and responsibilities for the following tasks:   * Developing cybersecurity strategy * System deployment and integration * Conducting cybersecurity risk assessments * Ensuring compliance with legal requirements * Monitoring cybersecurity threats * Performing regular security audits. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | You are provided with the following dataset of financial transactions from a company over the last year:   | **Transaction ID** | **Amount (in RS)** | | --- | --- | | 1 | 154.23 | | 2 | 35.67 | | 3 | 822.14 | | 4 | 912.45 | | 5 | 34.78 | | 6 | 1520.12 | | 7 | 99.99 | | 8 | 412.85 | | 9 | 32.45 | | 10 | 745.23 |  1. Apply Benford’s Law to the dataset by calculating the frequency distribution of the first digits of the transaction amounts. 2. Compare the observed frequency distribution with the expected distribution according to Benford’s Law. 3. Identify any significant deviations or anomalies. 4. Based on your findings, suggest steps the company could take to further investigate and address these anomalies. | CO2 | A | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply fraud detection and prevention techniques, to make effective fraud detection strategies. |
| CO2 | Examine various data sources, merging techniques to effectively explore and analyse data. |
| CO3 | Apply graphical and statistical procedures for fraud detection |
| CO4 | Analyze social networks to detect group behaviour patterns for identifying fraudulent activities. |
| CO5 | Assess fraud models and decision tables to improve fraud detection and prevention strategies |
| CO6 | Assess data quality and privacy to enhance decision-making and risk management processes. |

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**END SEMESTER EXAMINATION – APRIL / MAY 2025**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Code** | **21MS3010** | **Duration** | **3hrs** |
| **Course Name** | **PREDICTIVE MODELING** | **Max. Marks** | **100** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the working principles of predictive analytics, and illustrate the different types of machine learning models used in predictive analytics | CO1 | An | 10 |
|  | b. | Evaluate the key processing steps involved in predictive analytics, and predict how they contribute to building an accurate and reliable predictive model? | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain how predictive analytics differ from business intelligence, and how can organizations leverage both for better decision-making? | CO1 | An | 10 |
|  | b. | Anticipate the difficulties involved in the utilization of predictive analytics. | CO2 | C | 10 |
|  |  |  |  |  |  |
| 3. | a. | Formulate an explanation of how the learning rate affects the convergence of gradient descent. | CO3 | C | 10 |
|  | b. | Analyze how can Artificial Neural Networks (ANN) contribute to the advancement of machine intelligence? Is there a similarity between ANN and traditional computing systems? | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain model validation, and what are the main techniques used for assessing and ensuring the performance of trained models? | CO1 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Explain the CART Algorithm for Decision Trees. | CO5 | An | 10 |
|  | b. | Evaluate the functionality of the gradient descent algorithm. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Devise an explanation of how decision trees use entropy as a measure of impurity for splitting nodes. How is entropy calculated, and how does it relate to information gain? | CO5 | C | 20 |
|  |  |  |  |  |  |
| 7. | a. | Examine various practical implementations of decision tree. | CO5 | A | 10 |
|  | b. | Evaluate the fundamental framework of neural networks and outline the primary components that constitute the neural network. | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Describe neural network pruning and distinguish between different types of neural networks. | CO4 | E | 10 |
|  | b. | Explain how the learning rate affects the convergence of gradient descent. | CO3 | An | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | A dataset containing a collection of emails labeled as spam or non- spam. Each email is represented by various features such as the sender, Subject, body text, and other metadata. Develop a classification model to distinguish between spam and non-spam emails and also explain the performance metrics used to evaluate the classification model. | CO2 | A | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Analyze insights and relate them to future applications. |
| CO2 | Evaluate and justify useful information extracted from the data. |
| CO3 | Assess and demonstrate the validity of the constructed model. |
| CO4 | Compare and apply strategies in data wrangling and feature engineering to enhance predictive models. |
| CO5 | Evaluate a variety of predictive model. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **21MS3014** | **Duration** | **3hrs** |
| **Course Title** | **R FOR BUSINESS** | **Max. Marks** | **100** |

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Using the built-in functions seq(), cbind(), rbind(), and merge(), create and manipulate a dataset containing employee records such as EmployeeID, Name, Department, Salary, and JoiningDate. Write an R script demonstrating how these functions can be used for business data processing. Explain the output at each stage. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the different data types available in R and provide examples of business scenarios where each type would be appropriately used. | CO1 | An | 10 |
|  | b. | Explain the importance of data cleaning in business analytics and demonstrate how functions like summary(), is.na(), and str() help in inspecting datasets before analysis. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | A retail company wants to analyze sales data stored in a large dataframe. Write an R script using apply(), lapply(), and sapply() functions to calculate the average sales per region and evaluate their efficiency compared to traditional loops. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Given a dataset stored in SAS format, explain the step-by-step approach to import and clean the data in R. Discuss potential data compatibility issues and suggest solutions with appropriate R functions. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Compare and contrast the features of importing data from CSV, Excel, and SPSS formats into R. When would you prefer each format? | CO3 | An | 10 |
|  | b. | Given a dataset of customer transactions, explain how you would perform Exploratory Data Analysis (EDA) in R. Use appropriate functions and packages to summarize the data and visualize distributions. Provide the R code and interpretation. | CO4 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Using multiple packages such as ggplot2, ggpubr, and corrplot, create fancy plots for visualizing sales performance across multiple regions. Justify your choice of visualizations and evaluate their effectiveness in revealing business trends. | CO4 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | A company wants to visualize customer transactions from multiple branches using different types of plots (histograms, boxplots, and tableplots). Critically evaluate the best visualization techniques in R for analyzing transaction trends, outliers, and frequency distribution. Provide code snippets and justify your choices. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Develop a dataset containing sales revenue of a company over 12 months. Generate a boxplot and histogram for the dataset. Customize the graphical parameters to improve visualization and interpret the results. | CO5 | A | 10 |
|  | b. | Given a dataset with categorical and numerical variables, explain how you would use a Decision Tree classifier in R to predict customer churn. Illustrate the steps involved, including data preprocessing and model evaluation. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | A financial institution is using Decision Trees to predict loan defaults. Their initial model is overfitting to training data, leading to poor generalization. The data science team decides to implement Bagging (Bootstrap Aggregating) with multiple trees to reduce variance. They also experiment with Regression Trees for predicting the default probability.  After applying bagging, they notice an improvement in accuracy but a slight increase in computational cost. The management is concerned about the trade-off between complexity and performance.  Questions:   1. Explain how Bagging reduces overfitting in Decision Trees. 2. Analyse how can the institution use Regression Trees to predict the probability of default instead of just classification? Provide an example. | CO6 | An | 20 |

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

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand to Collect detailed information using R profiler |
| CO2 | Apply functions like Association Rule Mining, user-based collaborative filtering and Item-based collaborative filtering among others |
| CO3 | Apply statistical analysis |
| CO4 | Apply algorithms using Decision Trees, Logistic Regression, Support Vector Machines, Ensemble Techniques |
| CO5 | Use various packages in R to create fancy plots |
| CO6 | Apply various supervised machine learning techniques |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Apply the concept of workforce planning to a manufacturing company experiencing a shortage of skilled labor. Analyze how effective workforce planning can help align recruitment efforts with the company’s long-term strategic goals. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Evaluate the impact of poor job design and bad recruitment on organizational performance. Give few recommendations that incorporates essential metrics in Job analysis to prevent recruitment errors. | CO1 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Analyze the role of motivational and functional job specifications in identifying the right job competencies. Evaluate how Threshold Trait Analysis can be used to improve the accuracy of recruitment decisions. | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Evaluate the strengths and limitations of internal and external recruitment methods in the digital marketing industry. Design a sourcing strategy for a start-up planning to hire 50 employees within three months. | CO3 | E | 20 |
|  |  |  |  |  |  |
| 5. |  | Analyze the difference between knowledge-based, skill-based, and attitudinal filtering techniques. Apply these methods to suggest suitable tools for hiring project managers. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate the effectiveness of Behavioral Event Interviews (BEI) compared to traditional interviews. Design an interview plan combining motivational, behavioral, and functional techniques for hiring a Sales Head. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the ethical considerations surrounding nepotism in recruitment and selection. Apply evaluation methods such as BARS and checklist scales to improve fairness in selection. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the future trends of recruitment, focusing on NLP and mobile recruitment technologies. Propose an innovative recruitment model for a global consulting firm integrating AI, video interviews, and gamification. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Tech Nova, a growing technology solutions company, plans to expand its operations across multiple cities. Their existing workforce is overburdened, and the company faces high attrition due to poor recruitment fits. The management is keen on implementing workforce planning and revisiting the employee life cycle approach.  Tech Nova's HR team struggles with outdated job descriptions, leading to mismatches between job requirements and candidate skills. Their recruitment methods rely heavily on internal referrals and campus hiring, with minimal use of AI, online tools, or analytics. Interviews lack structure and mainly focus on technical skills, ignoring behavioral and motivational fit.  The company now plans to implement predictive analytics, video interviews, and gamification techniques to revamp its hiring process. However, concerns regarding ethical considerations, validity, and reliability of the new tools remain.   1. Analyze the challenges Tech Nova faces in aligning workforce planning with its expansion goals. 2. Evaluate how revising job descriptions using DOT/O\*NET and job competency frameworks could solve the recruitment mismatches. 3. Propose a modern sourcing strategy integrating AI tools, social media, and predictive analytics to attract the right talent. 4. Create a structured selection process combining behavioral interviews, skill-based filtering, and gamification. Justify how this model improves hiring quality and reduces turnover. | CO6 | A | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Apply workforce planning and assessment techniques to identify organizational needs and design effective job roles. |
| CO2 | Analyze job requirements using motivational and functional specifications, and develop comprehensive job descriptions. |
| CO3 | Apply diverse recruitment methods to assess their effectiveness using the 4S Model. |
| CO4 | Develop interview plans to implement interview techniques using appropriate tools and methods. |
| CO5 | Assess the reliability and validity of selection instruments and make informed selection decisions  considering ethical issues. |
| CO6 | Evaluate current trends in recruitment, such as AI, video interviews, and predictive analytics, to stay  updated with industry advancements. recruitment and selection. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the different forms of workers' participation in management in improving workplace relations and productivity. | CO1 | An | 10 |
|  | b. | Explain the process of collective bargaining and evaluate its effectiveness in addressing the needs of both employers and employees. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | XYZ company is facing frequent disputes between workers and management over wage revisions and working conditions, leading to disruptions in production. Considering the available methods under industrial dispute resolution frameworks, construct a suitable preventive and settlement mechanism to address and resolve these disputes effectively. | CO1 | A | 10 |
|  | b. | Explain the provisions regarding working hours and leave for adults, women, and children under the Occupational Safety, Health, and Working Conditions Code 2020. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | As an HR manager at a construction company that hires workers from various states, develop policies to ensure compliance with the provisions for interstate migrant workers under the Occupational Safety, Health, and Working Conditions (OSHWC) Code 2020? | CO2 | A | 10 |
|  | b. | Assess the transition from the traditional inspector role to the inspector-cum-facilitator role under the Occupational Safety, Health, and Working Conditions Code, 2020. Justify whether this change successfully resolves the limitations of the previous regulatory framework. | CO2 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain the concepts of "Lay Off" and "Retrenchment" under the Industrial Relations Code 2020 and their implications for both employers and employees. | CO3 | An | 10 |
|  | b. | Explain the concept of unfair labour practices under the Industrial Relations Code and their potential effects on workplace dynamics. | CO3 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Evaluate the different types of deductions permissible under the Wage Code 2019, considering their impact on employee wages and legal compliance. | CO4 | E | 10 |
|  | b. | Explain the key features of the new Wage Code 2019 regarding the payment of wages and their impact on both employers and employees. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the reforms introduced in the new Wage Code 2019 regarding the payment and computation of bonuses. Calculate the total bonus an employee would receive for the year if their monthly salary is ₹50,000 and the company declares a yearly bonus of 10% of the annual salary. | CO4 | An | 10 |
|  | b. | The Employees' Provident Funds Act, 1952, aims to provide social security to industrial workers. Explain the various schemes under the Act and explain the contributions made by both the employer and the employee under each scheme. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | An employee working in a company for 10 years is entitled to a gratuity payment. The employee's last drawn salary is ₹40,000 per month. According to the Payment of Gratuity Act, 1972, calculate the gratuity amount the employee will receive upon retirement, based on the formula. | CO5 | A | 05 |
|  | b. | An employee earns a monthly salary of ₹20,000. Calculate the ESI contribution for the employee and employer based on the current contribution rates. Apply the relevant formula and provide the total contribution. | CO5 | A | 05 |
|  | c. | Explain the provisions of the Maternity Benefit Act, 1961, concerning eligibility, benefits, and duration of maternity leave. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | As an HR manager, how would you practice ILO standards on working time in your organization to ensure compliance and promote employee well-being? | CO6 | A | 10 |
|  | b. | Explain the International Labour Organization (ILO) standards on minimum wages and assess their role in promoting fair compensation for workers. | CO6 | An | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Design a sample Employment Standing Order for XYZ Pvt. Ltd., incorporating the required provisions under the Industrial Relations Code 2020. | CO3 | C | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Evaluate the effectiveness of change management models in addressing uncertainty in organizations today. | CO1 | E | 10 |
|  | b. | Use a real-world example to demonstrate how organizations manage employee resistance to change. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Use Organization Mirror Intervention to address negative perceptions between management and employees in a manufacturing firm. | CO2 | A | 10 |
|  | b. | Examine the impact of leadership behaviour on successful organizational change. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Examine the role of leadership in shaping organizational culture during a merger. | CO3 | A | 10 |
|  | b. | Justify whether a learning organization model is the best approach for a rapidly evolving industry. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Demonstrate how leaders can use political tactics to navigate resistance in large-scale corporate restructuring. | CO4 | A | 10 |
|  | b. | Propose a change strategy that effectively integrates leadership, politics, and conflict management for a technology-driven organization. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the effectiveness of planned vs. emergent change strategies in organizations operating in volatile environments. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Justify the use of a **contingency approach** in managing power dynamics and conflict during organizational restructuring. | CO5 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Evaluate the role of **organizational design** in fostering innovation. Justify whether a hierarchical or flat structure is more effective in promoting a culture of creativity and innovation. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | A multinational corporation is experiencing resistance to change while trying to implement a new organizational design. Apply Lewin’s three-step model to propose a structured approach for overcoming this resistance. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Innovate India Ltd., a leading manufacturing firm, is undergoing a major digital transformation to integrate virtual operations and enhance efficiency. The shift requires significant occupational changes, including reskilling employees and operating virtually for certain roles. However, resistance to change, outdated mental models, and low self-efficacy among employees hinder progress.  To ensure successful transformation, the company adopts coaching programs to boost employee confidence and follows key rules of thumb for change. Leadership also studies successful transformation stories from Indian industries, such as Tata Motors’ digitalization and Infosys’ Agile transformation, to develop an effective change strategy. Despite efforts, many employees struggle with adopting new virtual tools, and middle management resists altering traditional workflows. The leadership must decide the depth of intervention required to ensure smooth transformation.  Answer the Following Questions   1. How can **rules of thumb for change** guide Innovate India in deciding intervention depth? 2. What **coaching strategies** can boost employee self-efficacy? 3. How should Innovate India manage **occupational changes** in virtual operations? 4. How do **mental models** hinder change, and how can they be reshaped? 5. Analyze an **Indian transformation success** and key takeaways for Innovate India. | CO6 | C | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **21MS3044** | **Duration** | **3hrs** |
| **Course Title** | **CORPORATE SOCIAL RESPONSIBILITY** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Define CSR and explain its ethical and philosophical foundation with reference to real-world practices. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Analyze the moral and economic arguments in favor of CSR, highlighting corporate and societal benefits. | CO5 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | Explain the concept of Triple Bottom Line and its relevance in CSR implementation. | CO2 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Examine the role of stakeholder engagement in formulating an effective CSR policy. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Describe the scope of environmental initiatives in CSR. | CO3 | A | 10 |
|  | b. | Illustrate with examples how corporations address environmental concerns. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss the CSR activities undertaken by a multinational corporation and assess their impact on stakeholders. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain SA8000 standards and their benefits for organizations and employees. | CO6 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the role of CSR in promoting workplace safety, equality, and labor rights. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Discuss the success and failure of CSR initiatives implemented by different organizations. | CO5 | C | 10 |
|  | b. | Propose a structured CSR plan for an SME addressing local community needs. | CO5 | C | 10 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Recall and explain the meaning, scope, and conceptual foundation of Corporate Social Responsibility (CSR). |
| CO2 | Understand and evaluate various tools, benefits, and models of CSR across business contexts. |
| CO3 | Apply CSR principles and standards in designing organizational CSR policies and frameworks. |
| CO4 | Analyze the practical aspects of CSR implementation across workplace, community, and ecological domains |
| CO5 | Assess the strategic context of CSR within organizations, including stakeholder perspectives and global trends. |
| CO6 | Create innovative CSR models that address emerging social and environmental challenges in community and industry settings. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| --- | --- | --- | --- | --- | --- |
| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Analyse the role of emotional intelligence in effective communication and interpersonal relationships. | CO1 | An | 10 |
|  | b. | Evaluate how different emotional intelligence models contribute to personal and professional growth. | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze the interrelationship between self-awareness and self-regulation in emotional intelligence. | CO2 | An | 10 |
|  | b. | Evaluate the effectiveness of self-awareness exercises in improving decision-making and leadership capabilities. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. |  | Demonstrate how an HR manager can use emotional intelligence to handle an employee grievance effectively. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Apply negotiation and emotional intelligence skills to resolve a dispute between labour unions and management. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 5. | a. | Illustrate how a manager can apply emotional intelligence strategies to handle a difficult conversation with an employee. | CO4 | A | 10 |
|  | b. | Differentiate between Emotional Intelligence (EI) and Social Intelligence (SI) and examine their impact on workplace communication. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze the role of **cultural differences** in shaping emotional and social intelligence in global business environments. | CO5 | An | 10 |
|  | b. | Analyse the relationship between stress and motivation, highlighting how stress can either enhance or reduce performance. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Assess the impact of emotionally intelligent communication on leadership effectiveness. | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze how verbal and non-verbal indicators of stress can be identified in workplace interactions. | CO6 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | HealthPlus, a mid-sized hospital chain, was known for its excellent patient care and employee-friendly policies. However, the COVID-19 pandemic created an overwhelming crisis for the organization. The sudden influx of patients, shortage of medical supplies, and extended working hours led to extreme stress and burnout among healthcare workers.  Dr. Aditi Verma, the hospital’s Chief Medical Officer (CMO), found herself in a difficult position. While ensuring the best possible patient care, she also had to manage the mental and physical well-being of her exhausted staff. Some senior doctors and nurses started showing signs of burnout, while conflicts arose between administration and frontline staff over work schedules and resource allocation.  In response, Dr. Aditi implemented stress management programs, including counseling services, rotation-based work schedules, and peer support groups. However, some employees still felt overwhelmed and frustrated, leading to resignations and internal conflicts. Meanwhile, the hospital’s management considered shifting to a more rigid leadership structure to enforce discipline.  As the crisis continued, Dr. Aditi had to make crucial decisions regarding leadership, stress management, and conflict resolution while ensuring the hospital's smooth operations.  Questions :   1. What were the main stressors affecting the employees at Health Plus during the crisis? 2. Explain how stress and burnout impacted decision-making and teamwork among Health Plus staff. 3. If you were in Dr. Aditi’s position, what additional measures would you take to balance patient care and employee well-being? 4. Compare the effectiveness of a supportive leadership approach versus a rigid, discipline-enforcing leadership style in managing stress at Health Plus. 5. Critically assess whether the stress management strategies adopted by Health Plus were effective. What improvements would you suggest? | CO6 | C | 20 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Acquire conceptual knowledge of emotion and emotional intelligence in business as well as society |
| CO2 | Explain emotional self-awareness, self-control and self-motivation |
| CO3 | Identify and manage the emotions of self and others at workplace |
| CO4 | Assess personal and work-related emotional problems, formulate alternative courses of action, and measure Emotional Intelligence and systematically apply techniques |
| CO5 | Interpret the Sources of Stress and apply the strategies to manage Stress |
| CO6 | Appraise the quantum of stress in personal life and work life and to take appropriate decision under Stress |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Analyze how the inter-relationship between commercial banks, central banks, and institutional investors influences price formation in the foreign exchange market. | CO1 | An | 10 |
|  | b. | Analyze the effectiveness of RBI's intervention strategies in managing rupee volatility while balancing foreign exchange reserves, inflation targets, and economic growth objectives. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze how the three main functions of the foreign exchange market - currency conversion, hedging, and speculation - work together to determine daily exchange rates. | CO2 | An | 10 |
|  | b. | Analyse how would a Central Bank need to adjust its foreign currency reserves when defending a fixed exchange rate during a period of sustained capital outflows? | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain the concept of arbitrage operations in financial markets and explore the different types of arbitrage strategies employed by investors in foreign markets. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyse how foreign exchange risk and exposure are mitigated by implementing various ‘external techniques of exposure management’. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Distinguish between fiscal and monetary policies in India and their impact on foreign exchange rates. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate ‘cover deals’, ‘swap deals’ and ‘arbitrage operations’ in foreign exchange transactions giving suitable examples. | CO4 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Examine the economic and social consequences of currency devaluation. Identify the relationship between devaluation and a country's international trade balance. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the effectiveness of Foreign Exchange Administration as per the Foreign Exchange Management Act 1999 (FEMA). | CO3 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | The Finance Ministry on Tuesday sought to ease concerns over a potential rise in ‘imported inflation’ due to the weakening rupee against US dollar. Tuhin Kanta Panday, Finance and Revenue Secretary asserted that the Union Budget 2025-26 presented on Saturday is not inflationary in nature. It is up to the Monetary Policy committee (MPC) to look into the effect of imported inflation due to the currency fall.  The budget is certainly not inflationary. I agree that depreciation of the rupee also, to some extent brings imported inflation on imported inputs.  When asked whether the Reserve Bank of India’s Monetary Policy Committee should consider cutting repo rates in its upcoming meeting to further support economic growth, and compliment the fiscal stimulus announced in the budget, Pandey declined to comment.    The newly constituted Monetary Policy Committee (MPC) under the leadership of newly appointed RBI Governor Sanjay Malhotra will began deliberations on Wednesday, with ethe final policy announcement scheduled for February, 7, 2025 (Excerpt from The Business Line dated February 5, 2025).  **Case questions**   1. Critically evaluate the impact of the above situation on India’s Export and Import. 2. Explain how cutting repo rates supports economic growth. | CO6 | An | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3056** | **Duration** | **3hrs** |
| **Course Title** | **INTERNATIONAL STRATEGIC MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine the strategic management practices in India. | CO1 | A | 10 |
|  | b. | Explain the various levels of hierarchical planning. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Determine the concept of a SWOT audit. | CO2 | A | 10 |
|  | b. | Predict what expectations stakeholders have from an organization. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the concept of the experience curve using an appropriate diagram. | CO3 | A | 10 |
|  | b. | Prepare strategies for a large company that operates in various markets and offers multiple products. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Examine the application of the BCG matrix in strategic management. | CO4 | A | 10 |
|  | b. | Develop a comprehensive funding strategy to secure the financial resources of the company. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. |  | Assess the various perspectives regarding Porter's stance on globalization. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze the various modern issues in strategic management. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Evaluate the key strategies of two organizations that have led them to become market leaders. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain DuPont analysis and the 7S Model with appropriate illustrations. | CO5 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Walmart, the largest retailer in the world, began expanding internationally in the 1990s. The first international store was opened in Mexico in 1991. Walmart's international strategy focused on using its expertise in logistics and supply chain to achieve economies of scale. The company expanded into Canada, China, and other countries, but encountered significant challenges in Germany and South Korea. In Germany, Walmart struggled with local regulations, high labor costs, and strong competition. In South Korea, the company faced resistance from local retailers and struggled to adapt to the country's unique retail culture. Despite these obstacles, Walmart continued to expand internationally, with a focus on emerging markets. Today, Walmart operates more than 6,000 stores globally, with a strong presence in countries such as Mexico, Canada, and China. However, the company still faces challenges in certain markets, including intense competition and regulatory obstacles.  **Question**   1. Write about how Walmart adapted its international strategy over time in   various countries. | CO6 | An | 20 |
|  |  |  |  |  |  |

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

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Apply the strategic management practices |
| CO2 | Analyze the environment for decision making |
| CO3 | Assess various types of strategies to formulate for industries |
| CO4 | Examine the various types of tools of strategic practices |
| CO5 | Evaluate the strategic process of various models |
| CO6 | Create strategies for business cases |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| --- | --- | --- | --- |
| **Course Code** | **21MS3057** | **Duration** | **3hrs** |
| **Course Title** | **INTERNATIONAL MARKETING MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Differentiate between international marketing and domestic marketing. | CO1 | R | 10 |
|  | b. | Explain the principles and benefits of international marketing. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze political and legal environment in international marketing. | CO2 | E | 10 |
|  | b. | Discuss the economic and technological environment in international marketing. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain various entry strategies and entry modes in international marketing. | CO3 | E | 10 |
|  | b. | Discuss in detail about manufacturing and franchising in international marketing. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Illustrate International product planning in detail. | CO4 | U | 10 |
|  | b. | Explain the factors influencing International product marketing. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Describe pricing and non-pricing factors influencing International pricing policy. | CO5 | R | 10 |
|  | b. | Elaborate International pricing policies. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain ethical issues in International marketing. | CO5 | An | 10 |
|  | b. | Discuss in detail legal concepts related to international business. | CO5 | C | 10 |
|  |  |  |  |  |  |
| 7. | a. | Describe the principles of International marketing. | CO6 | A | 10 |
|  | b. | Explain the impact of the Socio-cultural environment in international marketing. | CO6 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain market segmentation in International marketing. | CO6 | An | 10 |
|  | b. | Describe the nature of International business disputes and proposed action. | CO6 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Elaborate the challenges in global marketing. | CO6 | C | 10 |
|  | b. | Analyze the new product development process in international marketing. | CO6 | C | 10 |

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

|  |  |
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|  | **COURSE OUTCOMES** |
| CO1 | Examine the differences, and benefits of international marketing |
| CO2 | Asses the different environments that impact international marketing |
| CO3 | Analyze strategies, manufacturing, and franchising in international marketing |
| CO4 | Apply several international marketing concepts in product marketing and product planning |
| CO5 | Evaluate pricing & non-pricing factors and pricing policies in international marketing |
| CO6 | Analyze a new product development process and its challenges in international marketing |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | | **CO** | | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | | | |
| 1. | a. | Critically examine the role of DGFT in the amendment process. | CO1 | | E | | 10 |
|  | b. | Analyze how does the 5-year term of the FTP contribute to long-term trade planning? | CO1 | | An | | 10 |
|  |  | **(OR)** |  | |  | |  |
| 2. | a. | Critically evaluate whether the TEE status provides sufficient incentives for exporters. What improvements would you recommend to enhance its impact?" | CO2 | | E | | 10 |
|  | b. | Explain what challenges small-scale exporters face in adopting EDI systems. | CO2 | | A | | 10 |
|  |  |  |  | |  | |  |
| 3. | a. | Analyze how IEC helps in tracking and regulating trade activities. | CO3 | | An | | 10 |
|  | b. | Evaluate product-specific prohibitions identified in the ITC (HS) codes. | CO3 | | E | | 10 |
|  |  | **(OR)** |  | |  | |  |
| 4. | a. | Evaluate how are the rewards under MEIS determined, and what factors influence the reward rates? | CO4 | | E | | 10 |
|  | b. | Explain the role of technology (e.g., EDI systems) in streamlining the processes for duty exemption schemes. | CO4 | | A | | 10 |
|  |  |  |  | |  | |  |
| 5. | a. | Explain the EPCG Scheme and its significance for exporters. | CO5 | | An | | 10 |
|  | b. | Explain what is a Post Export EPCG Duty Credit Scrip, and how does it benefit exporters? | CO5 | | An | | 10 |
|  |  | **(OR)** |  | |  | |  |
| 6. |  | Explain the role of LUT, Bond, and Bank Guarantee (BG) in the EPCG Scheme, especially for Agro units | CO5 | | An | | 20 |
|  |  |  |  | |  | |  |
| 7. |  | Evaluate the role of IEC in the digitalization of trade operations, such as e-IEC issuance. | CO4 | | E | | 20 |
|  |  | **(OR)** |  | |  | |  |
| 8. | a. | **Assess the role of Bio-Technology Parks (BTPs) in India's economic development.** | CO6 | | E | | 10 |
|  | b. | Analyze the role of 'Deemed Exports' under India’s Foreign Trade Policy and compare its impact on different industries. How do the incentives vary across sectors?" | CO6 | | An | | 10 |
| **COMPULSORY QUESTION** | | | | | | | |
| 9. |  | XYZ Textiles Ltd. is an **Export-Oriented Unit (EOU)** specializing in high-quality cotton fabrics. Under the **EOU Scheme**, they import **second-hand textile machinery** at **zero customs duty** to enhance production. As per policy, they must maintain a **positive Net Foreign Exchange Earnings (NFEE).** Due to excess production, XYZ Textiles seeks permission to sell **50% of its finished goods in the Domestic Tariff Area (DTA)** while fulfilling its **export obligation.** Additionally, they supply fabrics to a **Mega Textile Park**, qualifying their sales as **Deemed Exports.** **Questions:** 1. **How does the EOU Scheme benefit companies like XYZ Textiles in terms of duty exemptions?** 2. **What are the conditions for selling finished goods in the Domestic Tariff Area (DTA) under the EOU policy?** 3. **Why must EOUs maintain a positive Net Foreign Exchange Earnings (NFEE), and how is it calculated?** 4. **How do EHTPs, STPs, and BTPs support sector-specific exports, and how do they differ from EOUs?** | CO6 | | | C | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Analyze how purchasing policies help in cost control and risk reduction. Give an industry example. | CO1 | An | 10 |
|  | b. | **Analyze** how the four enablers of purchasing and supply chain management contribute to business success. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | **Assess** the challenges businesses face in implementing effective purchasing procedures. | CO2 | E | 10 |
|  | b. | Analyze the Six Sigma process and its role in improving purchasing efficiency and reducing defects. Provide an industry example. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | **Assess** the importance of **Purchasing law and ethics** in avoiding procurement fraud and legal issues. | CO3 | E | 10 |
|  | b. | **Apply** cost-saving techniques in purchasing to improve profit margins | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | **Apply** lean supply chain management principles to reduce waste in procurement. | CO3 | A | 10 |
|  | b. | **Summarize**  the key differences between supplier evaluation and supplier development in quality management. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | **Assess** the impact of **strong supplier relationships** on cost efficiency and product quality, with a real-world example. | CO5 | E | 10 |
|  | b. | **Differentiate** between **Push and Pull supply chain strategies** in logistics | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | **Analyze the benefits and challenges of e-procurement in logistics and supply chain management** | CO4 | An | 10 |
|  | b. | Explain the role of digital transactions in modern procurement and their impact on supply chain efficiency. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Evaluate the importance of risk management strategies in global supply chain logistics | CO6 | E | 10 |
|  | b. | Write the difference between **Inbound and Outbound logistics** with examples. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain Gantt Charts and their role in logistics and operations management with an example. | CO3 | A | 10 |
|  | b. | Design a step-by-step purchase process for a startup to ensure cost-effective and efficient procurement. | CO1 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Big Basket’s Supply Chain Transformation with TATA BB Matrix**  Big Basket, India’s leading online grocery platform faced major supply chain inefficiencies due to disconnected systems such as the Order Management System (OMS), Warehouse Management System (WMS), and Transport Management System (TMS). These systems operated in silos, leading to inaccurate inventory tracking, frequent stockouts, delayed deliveries, and poor coordination between departments. As a result, customer satisfaction declined, and operational costs increased. The lack of integration also made it difficult for Big Basket to scale efficiently as demand grew.  To overcome these challenges, Big Basket implemented the TATA BB Matrix (BBM), a comprehensive Supply Chain Management (SCM) platform that integrated OMS, WMS, and TMS into a single system. This integration enabled real-time inventory visibility, automated warehouse operations, and optimized last-mile delivery. Orders were processed faster, stock levels were accurately maintained, and route planning was improved through GPS tracking and predictive scheduling. The system also introduced innovations like slot-based delivery, route-based picking, dark stores for quick urban fulfillment, and security tokens for safer transactions.  The impact of BBM was significant, leading to faster order processing, reduced errors, and improved delivery efficiency. Customers benefited from real-time tracking and on-time deliveries, while operational costs decreased due to automation and better resource utilization. Real-time data insights enabled accurate demand forecasting, reducing wastage and stock shortages. The scalability of BBM allowed Big Basket to expand efficiently and adapt to market changes, ensuring long-term sustainability and competitiveness in the e-grocery industry.  **Answer the following question**  Evaluate how the implementation of TATA BB Matrix (BBM) improved Big Basket’s supply chain efficiency. Discuss its impact on operations, customer experience, and scalability. | CO6 | E | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY/JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define consumer behaviour. Explain the nature and scope of consumer behaviour with suitable examples | CO1 | U | 10 |
|  | b. | Describe the role of consumer behaviour in marketing strategy formulation. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Discuss in detail the various stages of the consumer decision-making process. | CO2 | A | 10 |
|  | b. | Examine the factors influencing consumer decisions in high-involvement purchases with reference to global vs. indigenous brands in India. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the relevance of Maslow’s Hierarchy of Needs in understanding consumer motivation. | CO3 | A | 10 |
|  | b. | Explore the psychological and emotional factors that motivate consumers and suggest how marketers can align their strategies accordingly. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | What are the key stages in the Family Life Cycle? How do they influence buying behaviour? | CO4 | An | 10 |
|  | b. | Discuss the roles played by family members in the consumer decision-making process. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain the major methods used to study consumer behaviour. | CO5 | E | 10 |
|  | b. | Trace the evolution of consumer behaviour as a discipline in marketing. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Examine any two models of consumer attitude in detail. | CO4 | An | 10 |
|  | b. | What strategies can marketers use to change consumer attitudes effectively? | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Define reference groups and discuss their impact on consumer behaviour. | CO4 | An | 10 |
|  | b. | What are unplanned and partially planned purchases? How can understanding this help in retaining customers? Illustrate with examples. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Define market segmentation. Explain how dividing markets based on customer needs supports targeting and positioning. | CO5 | E | 10 |
|  | b. | Discuss how situational and cultural factors influence consumer behaviour with relevant examples. | CO5 | E | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Burger King, a globally established brand, has faced challenges in gaining significant market share in India’s competitive fast-food segment. While the Indian fast-food industry is growing rapidly, local preferences, cultural nuances, and strong competition from indigenous and international brands have affected consumer adoption of Burger King.  As a Consumer Behaviour Analyst, respond to the following: |  |  |  |
|  | a. | What consumer behaviour factors should Burger King focus on to appeal to Indian consumers more effectively? | CO6 | C | 10 |
|  | b. | How can understanding family roles and societal influences help Burger King reposition itself in the Indian market? | CO6 | C | 10 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Understand and Gain insight into the factors influencing consumer decision process. |
| CO2 | Analyse the dynamics involved in determining the behavior of consumer in respect of purchase decision. |
| CO3 | Apply strategies relating to Consumer purchases in Group setting |
| CO4 | Examine strategies relating to Consumer purchases from psychological perspectives |
| CO5 | Develop appropriate marketing strategies for different segments of consumers |
| CO6 | Create mapping for Consumer insights and concomitant strategies |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Differentiate between personal selling and salesmanship. Why is understanding customer needs crucial for effective sales management? | CO1 | U | 10 |
|  | b. | List the fundamental principles of successful salesmanship. Outline and briefly explain at least five key principles that contribute to effective selling. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the process of developing a sales budget. List the key factors that should be considered to ensure its effectiveness in supporting overall sales planning. | CO2 | A | 10 |
|  | b. | Describe the major factors that organizations take into account when setting sales quotas for individual representatives or teams. How do these factors influence motivation and performance? | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. | a. | Compare the FIFO and LIFO inventory management methods. In what situations would each method be most effective for stock management? | CO3 | An | 10 |
|  | b. | A company is facing delays in order processing and delivery, leading to customer complaints and dissatisfaction. Write three strategies based on supply chain optimization principles to streamline order fulfillment and improve delivery efficiency. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Develop a framework for evaluating and selecting strategic alliances in sales and channel management. Provide an example demonstrating the application of this framework. | CO4 | A | 10 |
|  | b. | As a marketing manager for a fitness company, how would you utilize geographic segmentation to promote fitness products in different regions? Consider factors such as climate, culture, and lifestyle differences. Design a brief marketing plan for two distinct geographical areas. | CO4 | C | 10 |
|  |  |  |  |  |  |
| 5. | a. | Assess the effectiveness of different compensation methods for sales personnel in enhancing performance. Which method do you consider most suitable for a high-performing sales team, and why? | CO5 | E | 10 |
|  | b. | Design an integrated channel strategy that incorporates both online and offline channels to ensure seamless customer experiences and efficient product distribution. | CO5 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Compare and contrast different transportation modes (such as trucks, trains, ships, and planes) in terms of cost, speed, and environmental impact. Evaluate the most suitable mode for a company aiming to minimize costs while ensuring timely delivery and sustainability. | CO5 | An | 10 |
|  | b. | Discuss the significance of training programs for sales personnel in enhancing their performance and improving customer satisfaction. | CO5 | U | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the cost approach in logistics management. How does an understanding of warehousing, transportation, and inventory costs contribute to optimizing supply chain operations? | CO6 | An | 10 |
|  | b. | Compare and contrast the benefits and drawbacks of using multiple channel management versus single channel management in the industrial sector. | CO6 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Evaluate the significance of market segmentation in sales and marketing. Provide an example of how market segmentation can be effectively utilized by a sales team to target specific customer groups and enhance sales performance. | CO6 | E | 10 |
|  | b. | Interpret the concept of customer relationship management (CRM) in the context of sales management. How does CRM software assist sales teams in managing customer interactions and improving sales processes? | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Analysis:**  Sunshine Electronics Ltd. is a leading manufacturer of home appliances, located in an industrial zone about 150 kilometers away from a major metropolitan city. The company specializes in producing air conditioners, refrigerators, and washing machines. Last year, they recorded a turnover of Rs. 120 crores with a production volume of 50,000 units. While preparing the business plan for the current year, the management is facing the following distribution and sales challenges:  **Problem: Distribution Network and Sales Planning**  The company relies heavily on a network of distributors and retail partners for sales and distribution of its products. These distributors handle the majority of Sunshine's sales and are responsible for moving the products from the company to the final consumers through their own retail outlets. The following points highlight the issues faced:  a**. Distributor Dependency:** Sunshine uses about 50 distributors across different regions to sell their products. However, these distributors also sell products from competing brands, and their loyalty to Sunshine is not guaranteed.  b. **Channel Conflicts:** Distributors often push for higher discounts or better terms with Sunshine in comparison to competitors, leading to price wars. They also have the power to affect customer preference due to their control over the retail outlets.  c. **Uncertain Order Quantity:** Due to the price competition and negotiations with distributors, Sunshine struggles to predict demand accurately and plan its inventory accordingly, which causes production scheduling challenges and stock-outs or overstocking.  d**. Lack of Direct Customer Feedback:** Since the company relies on distributors, they have limited direct contact with the end customers. This makes it difficult to gather timely insights on customer preferences, product issues, and market trends.  **Question:**  1. How can Sunshine Electronics reduce its reliance on distributors and improve its sales and distribution strategy?  2. What steps should they take to create a more predictable demand cycle and enhance customer engagement for better service and profitability? | CO6 | E | 20 |

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the role of Integrated Marketing Communications (IMC) in brand value creation. | CO1 | An | 10 |
|  | b. | Analyze the ethical and legal considerations in advertising campaigns. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Develop an effective media plan for a new product launch of your choice | CO2 | C | 10 |
|  | b. | Analyze the importance of creative briefs in advertising campaigns. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Determine the key factors to consider while designing an ad copy for digital and print media. | CO2 | A | 10 |
|  | b. | Compare the effectiveness of trade promotions and consumer sales promotions. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate the role of mobile advertising in digital marketing campaigns. | CO3 | E | 10 |
|  | b. | Explain how does word-of-mouth marketing impact consumer purchasing decisions? | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Analyze the role of influencers as opinion leaders in brand communication. | CO4 | An | 10 |
|  | b. | Analyze how the DAGMAR approach helps in setting advertising objectives. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain the key performance indicators (KPIs) used to measure the effectiveness of advertising campaigns. | CO5 | A | 10 |
|  | b. | Explain the significance of media scheduling in optimizing advertising reach. | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Analyze how social media platforms contribute to customer engagement in promotions. | CO6 | An | 10 |
|  | b. | Explain what is A/B testing in digital advertising, and why is it important? | CO6 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Develop an advertising and media strategy for an electric vehicle brand launch. | CO6 | C | 10 |
|  | b. | Propose a promotional mix for maximizing consumer engagement. | CO6 | C | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **CaseStudy:**  A **fast-food chain** recently launched a **new loyalty program** that rewards customers through mobile app engagement. To support the program, they ran a multi-channel advertising campaign, including **TV ads, billboards, social media ads, and in-store promotions**. However, despite high initial participation, customer retention rates have dropped significantly.  **Questions:**   1. **Analyse** the effectiveness of the **advertising media mix** used for the campaign and identify possible reasons for customer drop-off. (10 marks) 2. **Recommend** a **sales promotion strategy** that can increase customer retention and loyalty. (10 marks) | CO4 | An | 20 |

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

|  |  |
| --- | --- |
|  | **COURSE OUTCOMES** |
| CO1 | Understand the importance of promotion mix |
| CO2 | Apply their expertise on managing advertisements and media planning |
| CO3 | Develop their expertise on managing advertising media |
| CO4 | Examine the concepts on evaluation of advertisements and sales promotions |
| CO5 | Evaluate the effectiveness of advertising, media planning and scheduling |
| CO6 | Create various forms of promotions with digital advertising |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| --- | --- | --- | --- |
| **Course Code** | **22MS3011** | **Duration** | **3hrs** |
| **Course Title** | **LEARNING AND DEVELOPMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Compare and contrast any two theories of learning and discuss their practical implications in corporate training programs. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | **Evaluate** the necessity of training and development for employees in modern organizations. How does it impact employee performance and retention? | CO2 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Summarize some the key components of the Mager & Pipe Model of Performance Gap Analysis. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | **Describe** how an organization can use the ADDIE model to improve employee skill development. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | **Analyze** the general process of Training Needs Analysis (TNA) and its role in developing an effective training program. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Evaluate the effectiveness of Bloom’s Taxonomy in structuring a training program. What are the potential challenges in implementing this framework in an organizational setting? | CO4 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Evaluate how a strong learning culture within an organization can contribute to employee retention and job satisfaction. | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | **Evaluate** the role of digital learning platforms in improving accessibility and scalability of training programs for global organizations. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Study: Impact of Timely Training on Employee Performance**  Textile Innovators, a leading garment manufacturing company with an annual turnover of Rs 3 billion, has a strong focus on delivering high-quality products, particularly for international markets. The company’s training process involves two weeks of orientation for all new employees, followed by a four-month on-the-job training program with guidance from experienced supervisors. This system had proven effective in meeting both production targets and quality standards, ensuring a smooth workflow even in a high-volume setting.As part of a major expansion plan, the company recently introduced advanced machinery aimed at doubling its production capacity. Following the installation, the company was able to meet the production goals; however, there was a noticeable rise in the number of defective products. This led to an increase in production costs and put pressure on meeting international deadlines. Upon investigation, it was found that the operators’ lack of proper knowledge and handling skills for the new machinery was primarily responsible for the higher reject rates. To address the issue, the HR department quickly arranged targeted training for the employees using the new machinery, which helped improve the reject rates over time. However, the production manager criticized HR for not conducting a more thorough training needs analysis before the machines arrived. The HR team responded by stating that a routine needs assessment was done just three months prior, and no immediate training needs had been identified. Furthermore, HR claimed that the production manager failed to notify them about the new machinery during the assessment period. This led to a back-and-forth blame game between the two departments, each accusing the other of missing key information.  **Answer the following Question**  As the HR manager at Textile Innovators, how would you apply Bloom’s Taxonomy to improve the training needs assessment process and ensure that training programs align with the company’s evolving needs, such as the introduction of new machinery?" | CO6 | A | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Examine the evolution of digital marketing and illustrate with examples how digital natives and digital immigrants respond differently to marketing campaigns. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Design a digital marketing strategy for a traditional business planning to expand online. Analyze the challenges in integrating virtual marketplaces with existing physical stores. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Apply the concept of the Social Business Ecosystem to a well-known brand and assess how it can improve customer engagement through social media platforms. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Develop a social media communication strategy using the RACE framework for a new product launch. Evaluate how the strategy ensures continuous engagement and customer participation | CO3 | C | 20 |
|  |  |  |  |  |  |
| 5. |  | Create an integrated search engine and social media advertising plan for a B2C fashion brand. Critically evaluate the advantages and challenges of combining SEO, SEM, and display advertising. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze the role of Facebook metrics in shaping content strategy. Provide examples of how data from Facebook applications can influence decision-making. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Apply the concept of "Delving into Data" to uncover hidden customer insights from social media conversations. How can businesses use this for product development? | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Analyze how integrating AI-driven MARTECH tools enhances customer journey mapping. Provide examples of popular MARTECH platforms used by global brands. | CO6 | An | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Aroma Coffee, a well-known local coffee chain, thrived for over a decade through word-of-mouth and traditional marketing. However, with increased competition from global coffee brands and changing customer preferences, they decided to embrace digital marketing to stay relevant and expand their market.  They started with a website redesign, integrating online ordering and loyalty programs. Aroma adopted inbound marketing by creating content like coffee-brewing blogs, barista vlogs, and podcasts featuring coffee experts. Their digital media mix included regular updates on Facebook, Instagram, and LinkedIn. Using the RACE model, they mapped customer journeys and implemented engagement strategies.  They experimented with paid advertising, using SEO and Google Ads to promote seasonal beverages. Twitter and Instagram were used for customer interaction, contests, and community building. Data from social media and Google Analytics provided insights into campaign performance. MARTECH tools, powered by AI, personalized offers based on purchase history and customer preferences.  After a year of digital efforts, management wanted to evaluate the ROI, identify gaps, and fine-tune their digital strategy.  Q1. Analyze how Aroma Coffee transitioned from traditional to digital marketing. Evaluate the effectiveness of integrating inbound and outbound marketing in their strategy. (5 Marks)  Q2. Discuss the role of digital media mix (blogs, vlogs, podcasts, and social media) in strengthening Aroma Coffee’s customer engagement. How would you improve their social content strategy? (5 Marks)  Q3. Using your knowledge of digital analytics, design a performance measurement framework to track customer engagement, conversions, and ROI for Aroma Coffee. (5 Marks)  Q4. Critically examine how MARTECH and AI can further improve customer experience and campaign efficiency for Aroma Coffee. Suggest two AI-driven strategies they can implement. (5 Marks) | CO6 | A | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MS3006** | **Duration** | **3hrs** |
| **Course Title** | **PRODUCTION AND OPERATIONS MANAGEMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Evaluate the significance of achieving a strategic fit in operations strategy. How does a misalignment between business strategy and operations strategy impact productivity? | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the differences between goods and services from an operations management perspective. Use suitable examples to support your explanation. | CO1 | U | 10 |
|  | b. | List and describe any four key criteria used in product design and explain their significance in developing a successful product. | CO2 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | Compare and contrast the **various types of product development strategies**. How does the selection of a strategy impact the overall success of a product? | CO2 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | A company is planning a major investment in new equipment for its production unit. Analyze how **different capacity planning strategies and investment decisions** can impact the company’s long-term operational efficiency and financial performance. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Compare and contrast **different facility location models**. What are the key considerations in choosing the most suitable model for a retail business? | CO3 | An | 10 |
|  | b. | **Analyze** the key differences between qualitative and quantitative demand forecasting models. Provide examples of scenarios where each model would be most appropriate. | CO4 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | **Evaluate** the effectiveness of different demand forecasting methods in a volatile market. Discuss their advantages and limitations with suitable industry examples. | CO4 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Given a firm using Material Resource Planning (MRP), analyze the critical inputs - Bill of Materials, Inventory Records, and Master Production Schedule are connected to MRP and assess how errors in these inputs could affect overall production planning. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the key differences between Master Production Scheduling (MPS) and Aggregate Planning. How do they complement each other in production management? | CO5 | U | 10 |
|  | b. | Explain how Poka-Yoke techniques can be implemented in an automobile assembly line to prevent defects. Provide real-world examples of error-proofing methods. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | XYZ Corporation is a leading consumer electronics company facing challenges in managing its supply chain. The firm has frequent stock outs, high inventory holding costs, and inefficient demand forecasting. The company is considering implementing an Enterprise Resource Planning (ERP) system to integrate its supply chain operations.   1. Evaluate the impact of ERP on XYZ’s supply chain performance. 2. Recommend the key modules of ERP that can optimize supply chain processes. | CO6 | E | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the basic concepts and theories on production and operations management. |
| CO2 | Discuss the principles underlying value chain. |
| CO3 | Appraise the skills in designing operations. |
| CO4 | Apply the planning and controlling operations to forecast demand and inventory control. |
| CO5 | Relate the practices of quality control in manufacturing process of operations management. |
| CO6 | Examine the production tools to achieve high standard in operations. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Briefly enumerate the Economy and its systems in India and Examine in detail the price determination in the perfectly competitive market with appropriate Graph. | CO1 | A | 10 |
|  | b. | Explain in detail Micro Economics and Macro Economics. How do they differ also Explain in detail the Production Possibility Frontier with suitable graph | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Compare and contrast the cardinal utility approach and the indifference curve approach to consumer behavior and consumer decision making process. | CO1 | An | 10 |
|  | b. | State the Law of Demand & Supply. Explain the scenarios that cause movements along the Demand & Supply curves and shifts in the Demand & Supply. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain elasticity of demand and supply. Critically evaluate market equilibrium and consumer equilibrium. | CO2 | An | 10 |
|  | b. | Discuss about analysis of short-run and long-run production function. Explain the main basis for increasing return to scale. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Briefly explain the circular flow of Macro Economic activity. | CO3 | An | 10 |
|  | b. | In developing countries like India there are peculiar difficulties involved in the estimation of National Income – Elaborate. | CO3 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Evaluate the concept of unemployment and suggest suitable policy measures to solve unemployment problems in India. | CO3 | E | 10 |
|  | b. | Identify the causes of inflation and devise its effects on multidimensional public. | CO4 | C | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Explain in detail the business cycle and its theories. Suggest some valuable measures to control business cycle. | CO4 | A | 10 |
|  | b. | Compare and contrast the price and output determination under perfect competition, monopoly, monopolistic competition, and oligopoly. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. | a. | Discuss the concepts of Multiplier and Accelerator. Explain in detail the limitations and leakages of Multiplier. | CO5 | A | 10 |
|  | b. | Compare and contrast the objectives and instruments of monetary policy and fiscal policy in India. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | What are the different factors affecting the production function and  explain the main basis for increasing return to scales?  What are the different factors affecting the production function and  explain the main basis for increasing return to scales?  Illustrate the role and functions of the Reserve Bank of India. | CO5 | An | 10 |
|  | b. | Apply the concept of marginal revenue-marginal cost approach to determine the profit-maximizing level of output for a firm. | CO6 | A | 10 |
| **PART – B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Study: Implementation of Goods and Services Tax (GST) in India:**  In July 2017, the Government of India introduced the Goods and Services Tax (GST), a unified tax structure to replace multiple indirect taxes. GST aimed to streamline the taxation system by bringing various taxes under one umbrella, with the objectives of improving tax compliance, reducing tax evasion, and fostering a common market across India. This significant reform had widespread effects on businesses, consumers, and government revenues.  Questions:   1. What were the primary objectives behind the implementation of GST in India? 2. How did GST impact the pricing and cost structure of goods and services in India? 3. Analyze the short-term and long-term effects of GST on small businesses, particularly with regard to compliance costs and competitiveness. 4. Compare and contrast the impact of GST on different sectors of the economy, such as retail, manufacturing, and e-commerce. | CO6 | E | 20 |

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the significance of integrating supply and demand. | CO1 | A | 10 |
|  | b. | Classify the different types of databases. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Examine the role of outsourcing in supply chain management. | CO2 | A | 10 |
|  | b. | Distinguish between transactional data and analytical data. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Determine the levels of hierarchy in supply chain systems. | CO3 | A | 10 |
|  | b. | Explain the concept of Agile logistics with appropriate illustrations. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate how companies can use the advantages of globalization to effectively manage their supply chains. | CO4 | E | 10 |
|  | b. | Examine the evolving practices within the logistics industry. | CO4 | A | 10 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the tools used for effective decision-making in supply chain management. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze the operations and elements of e-commerce within supply chain management. | CO6 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Classify the different types of supply chain models. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain the concept of supply chain planning and its importance with suitable examples. | CO2 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Once considered a symbol of quality and reliability, Toyota faced a major crisis between 2009 and 2011 due to extensive vehicle recalls. These recalls were prompted by safety concerns such as unintended acceleration, faulty brake systems, and sticky accelerator pedals. The crisis impacted millions of vehicles around the world and brought Toyota's reputation for quality into question. Despite having built its success on principles of continuous improvement and just-in-time manufacturing, Toyota's rapid growth in the 2000s resulted in quality control issues. During the period of 2009 to 2011, Toyota recalled over 10 million vehicles globally due to safety defects, primarily related to unintended acceleration.  **Key Events in the Crisis:**   1. In 2009, a fatal accident occurred when a Lexus ES 350 crashed in California due to unintended acceleration. 2. Mass recalls were issued by Toyota for millions of vehicles with problems related to accelerator pedals, floor mats, and braking systems. 3. Government investigations by the U.S. National Highway Traffic Safety Administration (NHTSA) and Congress were conducted to look into Toyota's handling of the issue. 4. The company's response included halting production of affected models, issuing apologies, and implementing steps to improve quality control. CEO Akio Toyoda testified before Congress, acknowledging Toyota's mistakes.   **Question**   1. Write the lessons Toyota learned from the recall crisis about building a more resilient supply chain, including reverse logistics capabilities. | CO6 | C | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Examine different types of logistics by service and predict the advantages and disadvantages of each type. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | “Logistics involves the range of activities related to the production and distribution of goods for consumption, it is composed of two separate but integrated branches”. Defend the statement with suitable illustration. | CO2 | E | 10 |
|  | b. | Explain in brief the different stages of logistics evolution with suitable plot. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. |  | Using industry example, illustrate the different categories of logistics positioning system. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Explain the various levels of Logistics Information System (LIS) with suitable illustration | CO4 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Calculate the actual truck days during the month of Feb-2020, if the truck utilization is 97% in the corresponding month and the depot has 50 trucks. | CO4 | An | 5 |
|  | b. | Compare the relative advantages and disadvantages of 5 modes of transports | CO4 | An | 15 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Appraise the importance of storage decision. Evaluate different types of storage methods along their importance. | CO5 | E | 20 |
|  |  |  |  |  |  |
| 7. | a. | Summarize logistics (strategic) planning triangle concept with suitable illustration. | CO5 | E | 10 |
|  | b. | i) Fixed and variable costs for four potential plant locations are shown below. Based on Cost-Profit-volume analysis, Calculate the total cost for each location for 16,000 units.   |  |  |  | | --- | --- | --- | | Location | Fixed Cost per year  Rs. in Lakhs) | Variable cost per Unit (in Rs.) | | A | 100 Lakhs | Rs. 2,100 | | B | 150 Lakhs | Rs. 2,000 | | C | 130 Lakhs | Rs. 3,000 | | D | 300 Lakhs | Rs. 1,500 |   ii) Assuming the quantities to be shipped to the following 4 locations (L1, L2, L3 and L4) are equal, calculate the coordinates of the center of gravity if the coordinates of L1, L2, L3 and L4 are as given below.  L1 = (2,4)  L2 = (5,2)  L3 = (7,4)  L4= (8,6) | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | “Transparency is a crucial factor in the logistics industry.” Defend the statement with a suitable illustration. | CO6 | E | 10 |
|  | b. | Evaluate the importance of Jidoka in Toyota production system with steps involved with appropriate examples. | CO6 | E | 10 |
| **PART-B (1 X 20 = 20 MARKS)**  **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Read the case given below and answer the questions given at the end.**  M/s Speedometers is a public transportation operation that was incorporated in the early 1980s in Mumbai. The mission of the company is to provide a safe, reliable, and comfortable transportation service at a price that is affordable by the general public. To achieve the required service level, M/s Speedometers set up a maintenance department in the second year of its operations. Unfortunately, the maintenance department is having problems of spares, components, and other inventory as well as experienced personnel who can deal efficiently with mechanical failures.  During the recent informal visit to the maintenance workshop, the managing director of M/s Speedometers overheard a frustrated staff member complaining annoyingly to his supervisor. He said that he had gone to four different storage areas to collect the required spares and components but managed to fill only part of the order because of the required items were out-of-stock. However, for some reason, the materials management department of M/s Speedometers showed on record that sufficient quantity of all spares and components was available on hand.  Ongoing through the finance books, the managing director was worried about the recent steady escalation in the cost of maintenance as well as inventory carrying costs. The managing director directed the general manager of the maintenance department to study the various problems of his department and submit a proposal to resolve them. The general manager investigated and identified the following problems.   * The materials management information system (MMIS) required manual updating. The staff of the materials department often assumed the information in the system was up to date, when actually requisition vouchers were waiting to be entered. This time-lag meant that the system showed inventory as available when actually it had already been used. * Many users in the workshop withdrew more material than what they actually needed so they could avoid stock-outs. * Most of the users set up mini warehouses. - just-in-case * Warehouse staff were reluctant to use the computer-based system for various reasons. The MMIS could provide online system information, but the resistance from the warehouse staff kept that part of the system from being implemented. * No records were kept regarding materials consumption * Users had to submit a materials requisition form for items kept in each of the four warehouses and had to collect them personally. * 70% of the cost of materials came from maintenance costs.   **Questions:**   1. Critically express the inventory issues presented in the above case. Generalize the improvements for inventory management of the spares and components as well as reductions in the maintenance costs. 2. The general manager wants to appoint you as an integrated logistics manager. Your task is to form an integrated logistics department under the maintenance division to resolve the problems and to improve maintenance productivity. Report in detail as to how you would perform this task. | CO6 | C | 20 |

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

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

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Compare and contrast the operational challenges faced by road, rail, and air freight transport in India. | CO1 | A | 10 |
|  | b. | Critically evaluate how supply chain disruptions (such as fuel price hikes or strikes) affect freight transport operations. | CO1 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate different cost reduction strategies in freight transport while maintaining efficiency and service quality. | CO2 | E | 10 |
|  | b. | Analyze the impact of technology (like AI and IoT) on improving transportation management processes in freight logistics. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Assess the role of ergonomics in designing warehouses to optimize space utilization and worker movement. | CO3 | E | 10 |
|  | b. | Critically analyze the advantages and limitations of ISO 9000 certification in a highly competitive market. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate the long-term benefits of implementing Six Sigma in service-based industries such as healthcare or banking. | CO4 | E | 10 |
|  | b. | Analyze the role of Kaizen and 5S principles in reducing operational waste and improving efficiency in an automobile manufacturing plant. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Develop a transportation plan for a retail company to optimize inbound and outbound logistics. | CO5 | A | 10 |
|  | b. | Break down the components of an effective transportation operating plan. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Apply mode selection criteria to choose the best transportation method for perishable goods. | CO5 | A | 10 |
|  | b. | Evaluate the impact of quality management tools on logistics operations. | CO5 | E | 10 |
|  |  |  |  |  |  |
| 7. | a. | Identify the key risks in international shipping and suggest ways to mitigate them. | CO5 | An | 10 |
|  | b. | Assess the impact of Time and Motion Study on employee productivity and operational efficiency. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Propose a sustainable transport plan for a company aiming to reduce its carbon footprint. | CO6 | C | 10 |
|  | b. | Demonstrate how GPS technology can be integrated into Fleet Management to improve efficiency and reduce costs. | CO6 | A | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Design a conceptual framework for implementing a TMS in a logistics company to enhance operational efficiency. | CO6 | C | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Describe the essentials of freight management in cost efficiency. |
| CO2 | Explain the management in the decision-making process to manage their cargo movement. |
| CO3 | Examine the international logistics / freight procedures &documentation. |
| CO4 | Analyze Tools and Techniques in freight operations. |
| CO5 | Evaluate route planning and sustainable transport system. |
| CO6 | Create the key impacts on Industrial 4.0 on information transparency and ICT in freight operations. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MS3022** | **Duration** | **3hrs** |
| **Course Title** | **ENTREPRENEURSHIP DEVELOPMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Apply the concept of entrepreneurship to suggest a startup idea that could address a social problem in rural areas. | CO1 | A | 10 |
|  | b. | Explain the characteristics of an entrepreneur to develop a successful business in the digital economy. | CO1 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Analyze how **cultural and societal values** influence entrepreneurial decision-making in different countries. | CO2 | An | 10 |
|  | b. | Compare and contrast how **Maslow’s and Herzberg’s theories** explain employee motivation in an entrepreneurial setting. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Analyze the impact of **environmental scanning** on the identification of innovative business opportunities. | CO3 | An | 10 |
|  | b. | Compare and contrast the importance of **technical feasibility** and **marketing feasibility** in launching a new product. | CO3 | An | 10 |
|  |  | (OR) |  |  |  |
| 4. | a. | How do the **elements of a business plan** contribute to the long-term success of a startup? | CO4 | U | 10 |
|  | b. | Analyze the impact of **format and presentation** on the credibility and persuasiveness of a business plan. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Apply the principles of the Make in India initiative to propose a business strategy for a domestic manufacturing firm. | CO5 | A | 10 |
|  | b. | Analyze the role of Industrial Parks in boosting regional economic development and entrepreneurship. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Analyze how a well-structured business plan can influence investor confidence and funding success. | CO6 | An | 10 |
|  | b. | Given a startup idea, apply the Startup India scheme benefits to develop a funding and operational strategy. | CO3 | A | 10 |
|  |  |  |  |  |  |
| 7. |  | Explain in detail about the Government subsidies for the New Startups in India and list the financial assistance provided by SIDBI. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the effectiveness of Digital India in promoting digital literacy and entrepreneurship in rural areas. | CO4 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | **Case Study**  Amit Sharma, a young entrepreneur, identified an opportunity in the organic food industry due to rising consumer demand for chemical-free products. Through environmental scanning, he noticed a gap in the market for affordable organic snacks.  Amit developed a product line of organic protein bars and fruit snacks and conducted a feasibility analysis. His findings revealed that:   * Technical Feasibility: Ingredients were locally available, and production could be outsourced to a certified organic manufacturer. * Marketing Feasibility: Initial surveys showed that 65% of health-conscious consumers were willing to try organic snacks. * Pricing and Distribution: He planned a premium pricing strategy and online sales through e-commerce platforms with direct-to-consumer shipping.   To finance his venture, Amit explored crowdfunding and government startup grants. He successfully raised funds and officially launched "NatureBites". Initially, growth was steady, but competition from larger brands became a challenge. To sustain growth, Amit partnered with fitness centers, yoga studios, and health influencers.  Now, he is considering expansion strategies and harvesting rewards through either a franchise model or acquisition by a larger health food company.  **Questions**   1. Based on Amit’s case, how should he refine his marketing feasibility analysis to ensure continued market demand for "NatureBites"? 2. Analyze the pricing strategy and distribution channels Amit chose. What alternative strategies could he consider to improve competitiveness? 3. Assess the potential risks associated with financing a new venture through crowdfunding. What other financing options should Amit explore? | CO6 | C | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Construct new Concepts and Principles governing Entrepreneurship in business arena |
| CO2 | Enumerate the Theories of Entrepreneurial Motivation |
| CO3 | Demonstrate the process of developing new Products and Services |
| CO4 | Examine the development of New Venture and its Challenges |
| CO5 | Implement the Business Plan for a Start-up Company |
| CO6 | Appraise and avail support rendered by the Government and other Appropriate Agencies |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| --- | --- | --- | --- |
| **Course Code** | **23MS3023** | **Duration** | **3hrs** |
| **Course Title** | **ADVANCED PROGRAM IN ENTREPRENEURSHIP AND GROWTH** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | How do different strategies for growth impact the success of high-growth new ventures? Provide an analysis of at least two strategies with appropriate diagrams. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Using a real-world example, explain how a company revised its business model in response to market changes. Discuss key drivers, challenges, and strategies used for adaptation. How did this impact operations, profitability, and long-term sustainability? | CO2 | A | 20 |
| 3. |  | Assess the role of financing decisions in shaping business models for high-growth ventures, impacting scalability, sustainability, and competitiveness. Discuss how funding sources influence strategy, operations, and risk management. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Design a framework for identifying and assessing new growth opportunities for startups. Outline key steps such as market analysis, customer validation, feasibility assessment, and risk evaluation. | CO4 | C | 20 |
|  |  |  |  |  |  |
| 5. |  | Explain how **Apple Inc.** adapts its product life cycle (PLC) strategy to retain customers and expand market reach. How can Apple use innovation, marketing, and pricing to manage PLC stages and revitalize declining products? | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Create a customer retention strategy for **Slack Technologies**, focusing on data analytics, personalization, community building, upselling, and reducing churn through customer success. | CO5 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Apply venture capital funding to **Airbnb**. How would Airbnb secure funding, pitch its growth potential, and use funds to scale operations and expand? | CO6 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the role of financial institutions like **SIDBI** and **ICICI Bank** in supporting entrepreneurial ventures. Discuss how these institutions provide financial support through loans, equity financing, and venture capital to startups and SMEs. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Case Study: Scaling Challenges in a Tech Startup TechNova Solutions is a startup specializing in AI-driven customer service chatbots. After initial success, the company is facing difficulties in managing rapid growth. They struggle with customer retention, product innovation, and legal compliance while trying to expand internationally.  Questions:  1. What strategies can TechNova adopt to enhance customer retention and ensure sustainable growth?  2. How can the company address legal compliance challenges while expanding into global markets? | CO6 | An | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Manage and grow their business in terms of jobs and revenue. |
| CO2 | Make a Growth Plan and pitch it to all stakeholders (investors, partners, key employees etc.). |
| CO3 | Sign up for advanced support for entrepreneurs – Mentor Platform. |
| CO4 | Apply simple and effective process on how a startup can focusing on the right channels for distribution resulting in a surge of customer acquisition. |
| CO5 | Design and develop an effective sales team by predicting market analysis. |
| CO6 | Present a pitch for funding their growth plan. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MS3025** | **Duration** | **3hrs** |
| **Course Title** | **PRODUCT DEVELOPMENT AND ENTREPRENEURSHIP** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain how you would apply the "Like Dislike" method and the "Articulated-Use" method while gathering customer needs. Provide examples of questions you would ask using each method to evaluate the performance of a product launched. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2 |  | Your company is redesigning a household appliance to improve ease of assembly and manufacturing efficiency. Apply the Design for Manufacturing (DFM) methodology to propose modifications that optimize production while maintaining product quality. | CO2 | A | 20 |
|  |  |  |  |  |  |
| 3. |  | A consumer electronics company is developing a new smart home device. Apply Function Analysis techniques to determine the essential and secondary functions required to enhance user experience and performance. | CO2 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Imagine you are a product manager launching an affordable electric vehicle. Apply the feasibility analysis process to assess market demand, technology, costs, and environmental impact. How would you prioritize these factors for a successful launch? | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the role of venture capital financing in fostering the growth and development of innovative ventures. | CO5 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the key factors influencing the organizational planning of a technology startup specializing in innovative educational software for K-12 students. | CO4 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain how the Entrepreneurship Development Institute of India (EDII) and the National Institute of Entrepreneurship contribute to the growth of entrepreneurship in the country, and assess their impact on aspiring entrepreneurs and small businesses. | CO3 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Provide an example to demonstrate how virtual reality technology, virtual prototyping methods, and digital tools can be used to design an immersive and interactive user experience in the development of a new product or environment. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Imagine you are overseeing the launch of a new e-commerce website for a startup, coordinating a team of developers, UX designers, and digital marketers within a tight three-month timeline. Utilize a Gantt Chart to map out key tasks and milestones, considering task dependencies, resource allocation, and potential risks. Explain how you would monitor progress and adjust the Gantt Chart as needed throughout the project. | CO6 | A | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Discover technological advancement of new product development |
| CO2 | Construct the product design with competitive advantage |
| CO3 | Discover resource mobilization through financial Institutions and Banks |
| CO4 | Construct the go-to –market strategy of a start-up by analyzing the functional plan |
| CO5 | Evaluate and utilize the seed capital funding strategies from agencies. |
| CO6 | Develop product concepts, design and proto type fabrication |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MS3027** | **Duration** | **3hrs** |
| **Course Title** | **SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Compare social entrepreneurship from traditional business models in terms of long-term impact. | CO1 | E | 10 |
|  | b. | Analyze how social entrepreneurs can balance profitability and social impact with real-world examples. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Evaluate how social enterprises contribute in achieving the UN Sustainable Development Goals (SDGs). | CO2 | An | 10 |
|  | b. | Evaluate how social enterprises can replace government welfare programs in addressing societal challenges. | CO2 | E | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain how the Timmons Model of Entrepreneurship applies to social enterprises. What modifications are needed? | CO3 | An | 10 |
|  | b. | Illustrate how social entrepreneurs validate the social problems they aim to solve. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Evaluate how microfinance institutions can contribute to the success of social enterprise. | CO4 | An | 10 |
|  | b. | Classify the factors determining scalability of a social enterprises. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Evaluate how social entrepreneurs navigate ethical dilemmas when balancing profit and impact. | CO5 | An | 10 |
|  | b. | Evaluate the role of corporate governance in maintaining ethical standards in social enterprises. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Assess how government incentives influence the growth of social enterprises.  **(An)**  **(E)** | CO6 | E | 10 |
|  | b. | Evaluate the effectiveness of tax incentives in promoting social entrepreneurship. | CO6 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Design key strategies for creating a social business for an underserved population. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Explain how social entrepreneurs attract talent when there aren’t high salaries and options. | CO5 | C | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | The Indian government launched the **Stand-Up India** scheme to promote entrepreneurship among **women and marginalized communities. Mira**, a rural woman entrepreneur, started a **sustainable textile business** using **natural dyes and organic cotton.** She received a **subsidized loan under the scheme,** but struggled with regulatory compliance, high raw material costs, and limited market access. To expand her business, she sought **additional government incentives and trade support.**   1. **How do government schemes like Stand-Up India support the growth of social enterprises, and what challenges do entrepreneurs like Mira face in utilizing them effectively?** 2. **What policy reforms could enhance access to funding and market opportunities for social entrepreneurs in rural areas?** 3. **How can public-private partnerships (PPPs) help social enterprises like Mira’s scale their operations?** 4. **Evaluate whether direct funding or capacity-building programs would be more effective in supporting women-led social enterprises.** | CO6 | E | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Develop an effective business plan for a social enterprise |
| CO2 | Examine the different avenues for funding to establish social entrepreneurship. |
| CO3 | Assess the impact and effectiveness of social enterprises |
| CO4 | Construct and experiment invention and Innovations on Social entrepreneurs’ projects |
| CO5 | Discover the fundamentals of project development |
| CO6 | Identify the Government assistance in Social Entrepreneurship enterprises |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MS3028** | **Duration** | **3hrs** |
| **Course Title** | **SOCIAL MEDIA ANALYTICS** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain the purpose of Social Media Analytics. Explain the 7 layers of Social Media Analytics using an example. | CO1 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | “Data is the raw material that is transformed into information and ultimately knowledge.” – Analyse and share insights about the statement using suitable social media platform examples. | CO1 | An | 20 |
|  |  |  |  |  |  |
| 3. |  | Compare Social media Analytics Vs Traditional Analytics. Explain the different types of social media analytics. Explain the different attributes of data for analysis of social media platforms. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyse the key metrics with details that measure the performance of your social media strategy using suitable examples. | CO2 | An | 20 |
|  |  |  |  |  |  |
| 5. | a. | Summarize the best practices for designing effective visualizations for social media data. | CO3 | U | 10 |
|  | b. | List the data pre-processing techniques for social media data using suitable examples. | CO3 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Apply sentiment analysis on social media engagement data and interpret the results. | CO4 | A | 10 |
|  | b. | Analyze the effectiveness of time series forecasting for predicting future social media engagement. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Explain the different types of machine learning techniques with suitable examples. Justify the application of regression analysis for social media analytics and its relevance is shaping social marketing strategy, | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Compare ethical vs. unethical practices in data collection from social media platforms. | CO6 | An | 10 |
|  | b. | Assess the effectiveness of privacy-preserving techniques in social media analytics. | CO6 | E | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | A well-known **retail brand, TrendyWear**, recently faced a **public relations crisis** due to allegations of unethical labor practices. Within hours, social media platforms were flooded with **negative comments, boycott campaigns, and viral hashtags**. The company now wants to:   * **Analyze public sentiment** and measure the impact of the crisis. * **Identify misinformation** spreading on social media. * **Develop an action plan** to respond strategically using social media analytics.   Data sources include:   * **Hashtag trends and volume** over time. * **Sentiment analysis** of comments and tweets. * **Engagement levels** on crisis-related posts. * **Geographical distribution** of negative sentiment.   **Questions:**   1. How can sentiment analysis be used to measure the public’s reaction to the crisis? 2. What key social media metrics should TrendyWear monitor to assess recovery from the crisis? 3. What are the ethical and privacy considerations when using user-generated data to counter misinformation? | CO4 | C | 20 |

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

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|  | **COURSE OUTCOMES** |
| CO1 | Demonstrate an understanding of social media analytics and its applications in business |
| CO2 | Collect and preprocess social media data from various sources |
| CO3 | Analyze social media data using descriptive and inferential statistics |
| CO4 | Create effective visualizations and dashboards to communicate insights |
| CO5 | Apply statistical models and machine learning algorithms to social media data. |
| CO6 | Demonstrate and practice the ethical considerations and privacy concerns involved in social media analytics |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define sustainability in the context of global business. | CO1 | R | 10 |
|  | b. | Apply the UN SDGs to evaluate their influence on global business strategies. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Discuss the evolution of global sustainability efforts and critically assess how these have shaped corporate strategies in recent years. | CO1 | R | 20 |
|  |  |  |  |  |  |
| 3. | a. | Identify two key environmental challenges that sustainable products address. | CO2 | R | 10 |
|  | b. | Illustrate the significance of sustainability pricing with examples. | CO2 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Critically evaluate the role of product life cycle assessment in sustainable product design. | CO5 | E | 20 |
|  |  |  |  |  |  |
| 5. | a. | Explain how sustainable distribution supports business strategy. | CO3 | An | 10 |
|  | b. | Analyze how social norms shape sustainable consumer behavior. | CO3 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss how companies leverage social marketing strategies to influence sustainable behavior. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 7. | a. | Evaluate the effectiveness of a company’s sustainable marketing strategy. | CO4 | E | 10 |
|  | b. | Develop a sustainability communication plan for a product. | CO4 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Design a communication framework for sustainability in a retail environment with key performance indicators. | CO4 | C | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Identify a global sustainability failure and analyze the consequences. | CO6 | E | 10 |
|  | b. | Suggest a corrective strategy using principles of CSR and stakeholder theory. | CO6 | C | 10 |

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

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