ITM - TRUST

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(INSTITUTE FOR TECHNOLOGY & MANAGEMENT)

PROGRAMM:

PGDM – 2023-25 BATCH

QUESTION PAPERS

SEMESTER – 2

ITM - TRUST

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT
KHARGHAR, NAVI MUMBAI

SEMESTER – II END TERM EXAMINATION SCHEDULE

PROGRAMME OF
POST GRADUATE DIPLOMA IN MANAGEMENT
BATCH: 2023 – 2025

The written examination will be conducted in the following order: - **[REVISED COPY]**

EXAM DATE & DAY	TIME	CREDIT	SUBJECT	SPECIALISATION
27-03-2024 Wednesday	11am to 01.30pm	FC	Market Research	PGDM – Marketing & DMT
			Corporate Finance	PGDM – Finance & FM
			Optimization Techniques	PGDM – BA
			Service Operations Management	PGDM – OPS
			Organizational Behaviour	PGDM – HRM
			Global Supply Chain and Logistics Management	PGDM – IB
	11am to 12.30pm	HC	Market Research	PGDM –RMM
			Corporate Financial Management	PGDM – FT
28-03-2024 Thursday	11am to 01.30pm	FC	Customer Insights and Relationship Management	PGDM – Marketing & RMM
			Website Creation and Web Analytics	PGDM – DMT
			Security Analysis and Portfolio Management	PGDM – Finance
			Research Process and Analytics	PGDM – BA
			Fixed Income and Forex Markets	PGDM – FT
			Supply Chain and Logistics Management	PGDM – OPS
			Human Resource Management	PGDM – HRM
			Export and Import Management	PGDM – IB
	11am to 12.30pm	HC	Forex Markets	PGDM – FM
30-03-2024 Saturday	11am to 01.30pm	FC	Digital and Social Media Marketing	PGDM – Marketing
			Social Media Marketing	PGDM – DMT
			Financial and Commodity Derivatives	PGDM – Finance
			Financial Derivatives	PGDM – FM
			Introduction to Machine Learning	PGDM – BA
			Business Process Management	PGDM – OPS
			Learning and Development	PGDM – HRM
			Retail Operations	PGDM –RMM
	11am to 12.30pm	HC	FinTech Applications	PGDM – FT
			International Business	PGDM – IB
01-04-2024 Monday	11am to 12.30pm	HC	Digital Sales Funnel Management	PGDM – DMT
			Corporate Tax Planning	PGDM – Finance
			Technical Analysis	PGDM – FM
			FinTech Technologies	PGDM – FT
			Analytics for Marketing & Sales	PGDM – BA
			Foreign Policy	PGDM – IB
			Operations Research	PGDM – OPS
			Digital Marketing	PGDM –RMM
	11am to 01.30pm	FC	Employee Relations	PGDM – HRM
02-04-2024 Tuesday	11am to 01.30pm	FC	Product and Brand Management	PGDM – Marketing
			Brand and Online Reputation Management	PGDM – DMT
			Project Management	PGDM – OPS
			HR Planning, Audit, Metrics & HRIS	PGDM – HRM
			E-commerce	PGDM –RMM
	11am to 12.30pm	HC	Cost and Management Accounting	PGDM – Finance & IB
			Finance Analytics with Python	PGDM – FT
			International Trade Finance	PGDM – FM
			Business Data Base	PGDM – BA

SEMESTER – II END TERM EXAMINATION SCHEDULE

PROGRAMME OF
POST GRADUATE DIPLOMA IN MANAGEMENT
BATCH: 2023 – 2025

The written examination will be conducted in the following order: -

EXAM DATE & DAY	TIME	CREDIT	SUBJECT	SPECIALISATION
03-04-2024 Wednesday	11am to 12.30pm	HC	Integrated Digital Marketing Communication	PGDM – DMT
			Bank Management	PGDM – Finance
			Financial Instrument Trading	PGDM – FM
			Payment Infrastructure and API	PGDM – FT
			Analytics in Banking Services	PGDM – BA
			Country Profiling and Market Evaluation	PGDM – IB
			Mall Management	PGDM –RMM
			Performance Management	PGDM – HRM
04-04-2024 Thursday	11am to 01.30pm	FC	Integrated Marketing Communication	PGDM – Marketing
			Digital Media Planning, SEO and SEM	PGDM – DMT
			Introduction to Retail Management	PGDM –RMM
	11am to 12.30pm	HC	Research Methodology	PGDM – Finance, FT, OPS, HRM, IB & FM
			Analytical Tools	PGDM – BA
05-04-2024 Friday	11am to 12.30pm	HC	Talent analytics	PGDM – BA
			French – 2	PGDM – IB
			Compensation Management	PGDM – HRM
	11am to 01.30pm	FC	Security Analysis and Portfolio Management	PGDM – FM
			FinTech in Investment Mgmt. and Robo Advisory	PGDM – FT
06-04-2024 Saturday	11am to 12.30pm	HC	Online-user Behaviour and Analytics	PGDM – DMT
			Financial Products and Services	PGDM – Finance
			Commodity Markets	PGDM – FM
			Commodity and Technical Analysis	PGDM – FT
			Digital Analytics	PGDM – BA
			Materials Management	PGDM – OPS
			International Trade	PGDM – IB
			Buying & Merchandizing	PGDM –RMM
			Competency Mapping	PGDM – HRM
	11am to 01.30pm	FC	Sales Management	PGDM – Marketing
08-04-2024 Monday	11am to 12.30pm	HC	Financial Modelling and Simulation	PGDM – FM
			Design Thinking	PGDM – FT
	01.30pm to 03pm	HC	RegTech	PGDM – FT

Kharghar, Navi Mumbai
14th March 2024

smishra

Controller of Examination

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – MARKETING]

SUBJECT: MARKET RESEARCH

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions: This paper is divided into two parts. Section A is compulsory. In Section B, attempt all the questions. There is an internal choice in (Q2-Q5).

Section A

1. **Answer all the questions. Each questions is of 4 marks each (20 marks)**

a. Distinguish between Univariate & Bivariate Analysis with suitable examples. **(CO1/K1)**

b. Define the terms (a) Factor loadings (b) Dendogram. **(CO1/K1)**

c. Why is factor analysis called the data reduction technique? **(CO1/K1)**

d. What are the major differences and similarities between Cluster & Discriminant Analysis? **(CO1/K1)**

e. Explain the two sources of variation in ANOVA along with an example. **(CO1/K1)**

Section B

Attempt all questions. Each question carries 10 marks. For Q2 to Q5, there is an internal choice.

2. **Attempt any one question. Each question is of 10 marks. (10 marks)**

A study was conducted to find out the reasons why customers buy a product such as a particular brand of soft drinl. (e.g. Coca Cola)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.930
Bartlett's Test of Sphericity	Approx. Chi-Square		19334.492
		df	253
		Sig.	.000

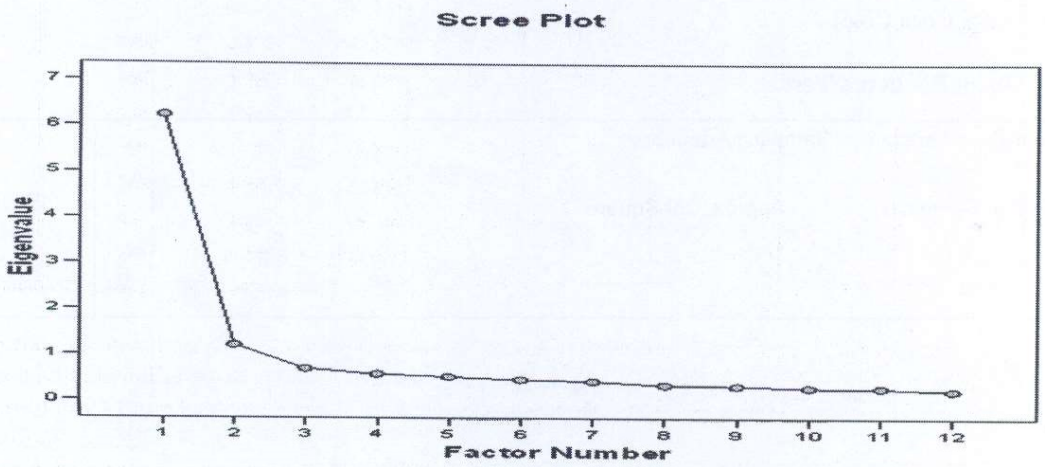
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.290	31.696	31.696	7.290	31.696	31.696	3.730	16.219	16.219
2	1.739	7.560	39.256	1.739	7.560	39.256	3.340	14.523	30.742
3	1.317	5.725	44.981	1.317	5.725	44.981	2.553	11.099	41.842
4	1.227	5.336	50.317	1.227	5.336	50.317	1.949	8.475	50.317
5	.988	4.295	54.612						
6	.895	3.893	58.504						
7	.806	3.502	62.007						
8	.783	3.404	65.410						
9	.751	3.265	68.676						
10	.717	3.117	71.793						
11	.684	2.972	74.765						
12	.670	2.911	77.676						
13	.612	2.661	80.337						
14	.578	2.512	82.849						
15	.549	2.388	85.236						
16	.523	2.275	87.511						
17	.508	2.210	89.721						
18	.456	1.982	91.704						
19	.424	1.843	93.546						
20	.408	1.773	95.319						
21	.379	1.650	96.969						
22	.364	1.583	98.552						
23	.333	1.448	100.000						

Extraction Method: Principal Component Analysis.

a. Explain the meaning & interpretation of KMO & Bartlett's value. (3 marks) **(CO4/K3)**
b. Based on the initial eigen values, how many factors have been extracted and why? (3 marks) **(CO4/K3)**
c. How many factors have been extracted using the percentage of variance and the cumulative variance? (4 marks) **(CO4/K3)**

OR



Rotated Factor Matrix[a,b]

	Factor[c]		
	1	2	3
item13 INSTRUC WELL PREPARED	.771		
item14 INSTRUC SCHOLARLY GRASP	.726		
item15 INSTRUCTOR CONFIDENCE	.676		
item16 INSTRUCTOR FOCUS LECTURES	.591		
item17 INSTRUCTOR USES CLEAR RELEVANT EXAMPLES	.587	.446	
item18 INSTRUCTOR SENSITIVE TO STUDENTS		.739	
item19 INSTRUCTOR ALLOWS ME TO ASK QUESTIONS		.727	
item20 INSTRUCTOR IS ACCESSIBLE TO STUDENTS OUTSIDE CLASS		.540	
item21 INSTRUCTOR AWARE OF STUDENTS UNDERSTANDING	.402	.533	.321
item22 I AM SATISFIED WITH STUDENT PERFORMANCE EVALUATION		.559	
item23 COMPARED TO OTHER INSTRUCTORS, THIS INSTRUCTOR IS	.449	.377	.668
item24 COMPARED TO OTHER COURSES THIS COURSE WAS	.324	.321	.652

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

a. What is scree plot? How many factors are extracted according to scree plot? (3 marks) **(CO4/K3)**
b. From the rotated component matrix, find how many factors have been extracted? Also find out which statements constitute each factor? (5 marks) **(CO4/K3)**
c. Name these factors based on the statements loaded into the factors. (2 marks) **(CO4/K3)**

3. Attempt any one question. Each question is of 10 marks. (10 marks)

Correlations

		Age of fan	Amount spent on celebrity souvenirs($)
Age of fan	Pearson Correlation	1	.689
	Sig. (2-tailed)		.000
	N	62	60
Amount spent on celebrity souvenirs($)	Pearson Correlation	.689	1
	Sig. (2-tailed)	.000	
	N	60	61

a. Report the correlation of age of fan with amount spent on celebrity souvenirs? What is the direction of the relationship and what does it imply? (3 Marks) **(CO2/K2)**
b. Is the Pearson correlation coefficient of age of fan with amount spent on celebrity souvenirs statistically significant? How do you arrive at this conclusion? (4 marks) **(CO2/K2)**
c. Comment on the strength of the association. (3 marks) **(CO2/K2)**

OR

Correlations

			EnglishMark	Stress
Spearman's rho	EnglishMark	Correlation Coefficient	1.000	.218
		Sig. (2-tailed)	.	.306
		N	24	24
	Stress	Correlation Coefficient	.218	1.000
		Sig. (2-tailed)	.306	.
		N	24	24

a. Distinguish between Spearman & Pearson correlation methods. (3 marks) **(CO2/K2)**
b. What does the correlation between English Marks & Stress indicate? (4 marks) **(CO2/K2)**
c. Explain the importance of Significance levels with respect to the above table. (3 marks) **(CO2/K2)**

4. Attempt any one question. Each question is of 10 marks. (10 marks)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.523[a]	.273	.268	6.205

a. Predictors: (Constant), Total Self esteem, Total life satisfaction, Total perceived stress

b. Dependent Variable: Total positive affect

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6178.656	3	2059.552	53.495	.000[b]
	Residual	16439.541	427	38.500		
	Total	22618.197	430			

a. Dependent Variable: Total positive affect

b. Predictors: (Constant), Total Self esteem, Total life satisfaction, Total perceived stress

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Co
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order
1	(Constant)	26.663	3.675		7.255	.000	19.440	33.886	
	Total life satisfaction	.218	.053	.204	4.115	.000	.114	.323	.415
	Total perceived stress	-.273	.066	-.220	-4.166	.000	-.402	-.144	-.442
	Total Self esteem	.282	.071	.209	3.977	.000	.142	.421	.436

a. Dependent Variable: Total positive affect

a. Formulate the null and alternate hypothesis for the same. (2 marks) **(CO3/K3)**
b. What does the value of R-Square signify? (3 marks) **(CO3/K3)**
c. Which hypothesis is accepted and why? (3 marks) **(CO3/K3)**
d. Formulate the regression equation? (2 marks) **(CO3/K3)**

OR

Below is the output for the SPSS ONEWAY ANOVA to compare the means of levels of education in the studying time of individuals.

Descriptives

Time

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Beginner	10	27.2000	3.04777	.96379	25.0198	29.3802	22.00	33.00
Intermediate	10	23.6000	3.30656	1.04563	21.2346	25.9654	18.00	29.00
Advanced	10	23.4000	3.23866	1.02415	21.0832	25.7168	18.00	29.00
Total	30	24.7333	3.56161	.65026	23.4034	26.0633	18.00	33.00

ANOVA

Time

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	91.467	2	45.733	4.467	.021
Within Groups	276.400	27	10.237		
Total	367.867	29			

a. Identify the dependent and the independent variables. (1 marks) **(CO3/K3)**
b. What does the value of R-Square signify? (2 marks) **(CO3/K3)**
c. Frame the hypothesis. Which hypothesis is accepted and why? (4 marks) **(CO3/K3)**
d. Formulate the regression equation? (3 marks) **(CO3/K3)**

5. Attempt any one question. Each question is of 10 marks. (10 marks)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	5	12	.004	0	0	9
2	10	17	.019	0	0	4
3	2	3	.040	0	0	11
4	8	10	.078	0	2	7
5	7	13	.118	0	0	8
6	1	15	.177	0	0	11
7	8	9	.318	4	0	14
8	6	7	.471	0	5	13
9	5	11	.625	1	0	12
10	14	16	.781	0	0	14
11	1	2	1.045	6	3	13
12	4	5	1.370	0	9	16
13	1	6	2.470	11	8	15
14	8	14	3.907	7	10	15
15	1	8	15.168	13	14	16
16	1	4	32.000	15	12	0

a. Define agglomeration schedule? (2 marks) **(CO4/K3)**
b. What does the first line in agglomeration schedule describes? (3 marks) **(CO4/K3)**
c. Which component in the agglomeration schedule helps in determining the cluster solution? Define it and report the cluster solution given in the table? (5 marks) **(CO4/K3)**

OR

Final Cluster Centers

	Cluster			
	1	2	3	4
I like biscuits as they are cheap	2	3	3	2
I kike biscuits as they come in different shapes	2	4	4	2
Biscuits are health snacks	3	2	3	4
Biscuits are good tea-time snacks	2	2	3	4
Biscuits are substitutes for chocolates	3	2	4	3
I like to share biscuits with my friends or family.	2	4	3	3

Distance between Cluster Centers

Cluster	1	2	3	4
1		5.60	5.80	6.70
2	5.60		6.50	7.60
3	5.80	6.50		8.90
4	6.70	7.60	8.90	

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
I like biscuits as they are cheap	0.695	3	1.15	16	0.602	0.795
I kike biscuits as they come in different shapes	2.874	3	0.87	16	3.301	0.460
Biscuits are health snacks	2.612	3	1.05	16	2.500	0.097
Biscuits are good tea-time snacks	5.63	3	0.51	16	11.113	0.000
Biscuits are substitutes for chocolates	0.94	3	1.65	16	0.567	0.645
I like to share biscuits with my friends or family.	0.85	3	1.54	16	6.421	0.01

a. Distinguish between agglomerative & divisive clustering. (3 marks) **(CO4/K3)**
b. What are final cluster centers? Report the distance between final cluster centers and what does it indicate ? (3 marks) **(CO4/K3)**
c. Identify the type of clusters based on the ANOVA table. Explain how it is determined? (5 marks) **(CO4/K3)**

@@@@@@

COURSE CODE: **MR-00311**

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING AND TRANSFORMATION]

SUBJECT: MARKET RESEARCH

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions: This paper is divided into two parts. Section A is compulsory. In Section B, attempt all the questions. There is an internal choice in (Q2-Q5).

Section A

1. **Answer all the questions. Each questions is of 4 marks each** **(20 marks)**

a. Explain the different steps in the research process. (CO1/K1)

b. Explain any two types of rating scales. (CO1/K1)

c. Explain nominal, ordinal, interval and ratio scale. (CO1/K1)

d. Differentiate between exploratory research and conclusive research. (CO1/K1)

e. Explain the advantages and limitations of secondary data. (CO1/K1)

Section B

Attempt all questions. Each question carries 10 marks. For Q2 to Q5, there is an internal choice.

2. **Attempt any one question. Each question is of 10 marks.** **(10 marks)**

A study was conducted to find out the reasons why customers buy a product such as a particular brand of soft drink. (e.g. Coca Cola)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.930
Bartlett's Test of Sphericity	Approx. Chi-Square		19334.492
		df	253
		Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.290	31.696	31.696	7.290	31.696	31.696	3.730	16.219	16.219
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3	1.317	5.725	44.981	1.317	5.725	44.981	2.553	11.099	41.842
4	1.227	5.336	50.317	1.227	5.336	50.317	1.949	8.475	50.317
5	.988	4.295	54.612						
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21	.379	1.650	96.969						
22	.364	1.583	98.552						
23	.333	1.448	100.000						

Extraction Method: Principal Component Analysis.

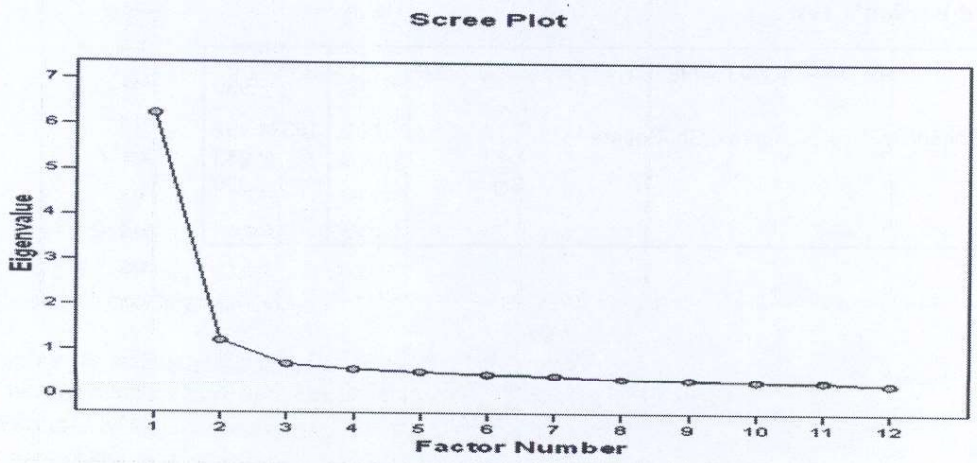
a. Explain the meaning & interpretation of KMO & Bartlett's value. (3 marks) **(CO4/K3)**

b. How many factors have been extracted and why? (3 marks) **(CO4/K3)**

c. What percentage of variance is explained by the extracted factors? (1 mark) **(CO4/K3)**

d. Write a short note on factor analysis (3 marks) **(CO4/K3)**

OR



Rotated Factor Matrix[a] [b]

	Factor [c]		
	1	2	3
item13 INSTRUC WELL PREPARED	.771		
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item15 INSTRUCTOR CONFIDENCE	.676		
item16 INSTRUCTOR FOCUS LECTURES	.591		
item17 INSTRUCTOR USES CLEAR RELEVANT EXAMPLES	.587	.446	
item18 INSTRUCTOR SENSITIVE TO STUDENTS		.739	
item19 INSTRUCTOR ALLOWS ME TO ASK QUESTIONS		.727	
item20 INSTRUCTOR IS ACCESSIBLE TO STUDENTS OUTSIDE CLASS		.540	
item21 INSTRUCTOR AWARE OF STUDENTS UNDERSTANDING	.402	.533	.321
item22 I AM SATISFIED WITH STUDENT PERFORMANCE EVALUATION		.559	
item23 COMPARED TO OTHER INSTRUCTORS, THIS INSTRUCTOR IS	.449	.377	.668
item24 COMPARED TO OTHER COURSES THIS COURSE WAS	.324	.321	.652

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

a. What is scree plot? How many factors are extracted according to scree plot? (3 marks) **(CO4/K3)**
b. From the rotated component matrix, find how many factors have been extracted? Also find out which statements constitute each factor? (5 marks) **(CO4/K3)**
c. Name these factors based on the statements loaded into the factors. (2 marks) **(CO4/K3)**

3. Attempt any one question. Each question is of 10 marks. (10 marks)

Interpretation of output

Administration of medicine * condition of patient Cross-tabulation

Count

		Condition of patient			Total
		Improved	Worsened	Remained same	
Medicine	Given	47	70	23	140
	Not given	28	16	16	60
Total		75	86	39	200

4.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.496[a]	2	.009
Likelihood Ratio	9.802	2	.007
Linear-by-Linear Association	.063	1	.801
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.70.

(i) Write the null and alternate hypothesis. **(CO2/K2)**

(ii) Why should chi-square test be used here? **(CO2/K2)**

(iii) What sample size is considered here? **(CO2/K2)**

(iv) What do you interpret from the above tables? **(CO2/K2)**

(v) Find at 0.05 significance level whether there is a relationship between giving of medicine and condition of patient? **(CO2/K2)**

OR

Interpret the following output and answer the following questions.

		Gender	
		Male	Female
Have faith in marriage	Yes	210	126
	No	160	54
Total		370	180

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.467[a]	1	.035
N of Valid Cases	550		

(i) Write the null and alternate hypothesis. **(CO2/K2)**

(ii) Why should chi-square test be used here? **(CO2/K2)**

(iii) What sample size is considered here? **(CO2/K2)**

(iv) What do you interpret from the above tables? **(CO2/K2)**

(v) Find at 0.05 significance level whether there is a relationship between giving of medicine and condition of patient? **(CO2/K2)**

4. **Attempt any one question. Each question is of 10 marks. (10 marks)**

Interpretation of output (10)

Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Sales	Region A	2	50.00	22.627	16.000
	Region B	2	36.50	12.021	8.500

		Levene's Test for Equality of Variances			
		F	Sig.	Df	Sig. (2-tailed)
Sales	Equal variances assumed			2	.534
	Equal variances not assumed				

(i) Write the null and alternate hypothesis. **(CO2/K2)**
(ii) Where is unpaired t test used? **(CO2/K2)**
(iii) Which region has better average sales? **(CO2/K2)**
(iv) Which hypothesis should we accept here? **(CO2/K2)**
(v) What conclusion do you get from the second table? Use 5% level of significance. **(CO2/K2)**

OR

A study is done to find out whether people of 2 different age groups show difference in their perception towards material objects.

Group Statistics

	Age	N	Mean	Std. Deviation	Std. Error Mean
I put emphasis on material objects people own as a sign of success	20-40	28	4.54	.508	.096
	40-60	22	4.32	.477	.102

Independent Samples Test

		Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Interval of the Lower	Interval of the Upper
I put emphasis on material objects people own as a	Equal variances assumed	3.584	.064	1.544	48	.129	.218	.141	-.066	.501
	Equal variances not assumed			1.556	46.433	.126	.218	.140	-.064	.499

i) Write the null and alternate hypothesis. (2) **(CO2/K2)**
(ii) At 5% level of significance, should the null hypothesis be accepted or rejected? (2) **(CO2/K2)**
(iii) What is your conclusion? (2) **(CO2/K2)**
(iv) What is the sample size in this study? (2) **(CO2/K2)**
(v) Which test is used here and why? (2)_ **(CO2/K2)**

5. Attempt any one question. Each question is of 10 marks. (10 marks)

The following data shows statements about psycho-graphic characteristics of respondents.

Final Cluster Centers

	Cluster	
	1	2
I like to travel to new places	2	3
I like to read a lot.	3	3
I like discount schemes based on quantity	4	2
I like to spend on movies.	2	3
I buy a product only after referred to by friends	3	4
I like to watch news channels	4	2

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
I like to travel to new places	1.473	1	1.596	18	.923	.349
I like to read a lot	1.116	1	1.302	18	.857	.367
I like discount schemes based on quantity	9.618	1	1.343	18	7.159	.015
I like to spend on movies	2.766	1	1.191	18	2.323	.145
I buy a product only after referred to by friends	5.463	1	1.541	18	3.545	.34
I like to watch new channels	7.766	1	1.191	18	6.521	.020

(i) How many clusters have been made? (2) **(CO4/K3)**

(ii) What are the characteristics of respondents in the different clusters? (3) **(CO4/K3)**

(iii) What are the 2 steps in cluster analysis ? (2) **(CO4/K3)**

(iv) What do you understand from the ANOVA table? (3) **(CO4/K3)**

OR

Final Cluster Centers

	Cluster			
	1	2	3	4
I like biscuits as they are cheap	2	3	3	2
I like biscuits as they come in different shapes	2	4	4	2
Biscuits are healthy snacks	3	2	3	4
Biscuits are good tea-time snacks	2	2	3	4
Biscuits are substitutes for chocolates	3	2	4	3
I like to share biscuits with my friends or family.	2	4	3	3

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
I like biscuits as they are cheap	0.695	3	1.15	16	0.602	0.795
I like biscuits as they come in different shapes	2.874	3	0.87	16	3.301	0.460
Biscuits are health snacks	2.612	3	1.05	16	2.500	0.097
Biscuits are good tea-time snacks	5.63	3	0.51	16	11.113	0.000
Biscuits are substitutes for chocolates	0.94	3	1.65	16	0.567	0.645
I like to share biscuits with my friends or family.	0.85	3	1.54	16	6.421	0.01

(i) How many clusters have been made? (2) **(CO4/K3)**

(ii) What are the characteristics of respondents in the different clusters? (3) **(CO4/K3)**

(iii) What are the 2 steps in cluster analysis ? (2) **(CO4/K3)**

(iv) What do you understand from the ANOVA table? (3) **(CO4/K3)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: CORPORATE FINANCE

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Notes:
1. Read the instructions before attempting the questions.
2. Write down all the formula/model used for solving the numerical.

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1. Answer any two out of the following three questions. (10 Marks)

a) Explain differences between Net income approach and Net operating income approach in capital structure decisions? (5 Marks) **(CO1/K1)**
b) Explain the sources of long-term finance. (5 Marks) **(CO1/K1)**
c) Briefly explain ESG and any 3 principles under the BRSR report. (5 Marks) **(CO1/K1)**

2. Answer any two of the following. (10 Marks)

a) An investor has two options to choose from: (a) Rs 10,000 after 1 year; (b) Rs 15,000 after 4 years. Assuming a discount rate of (i) 12% and (ii) 18%, which alternative should he opt for (a) or (b) under each rate? **(5 Marks) (CO2/K1)**

b) Mr Ahmed will receive a pension of Rs 1,00,000 a year for next 10 years. How much is it worth today if interest is 15% p.a **(5 marks) (CO2/K1)**
PVAF (10y,15%) = 5.0188; PVIF(10y, 15%) = 0.2472; FVAF(10y,15%) = 20.304

c) What happens to the present value of an annuity when the interest rate rises? Illustrate. **(5 Marks) (CO2/K1)**

d) Explain what is compounding? How the future value of a mixed stream of cash flows is calculated **(5 Marks). (CO2/K1)**

3. Solve the following. (10 Marks) .
Alpha Ltd has the following book value capital structure:

Equity capital (Rs.10 par)	Rs.200 million
12% Preference capital (Rs100 par)	Rs.50 million
Retained earnings	Rs.350 million
14% Debentures (Rs.100 par)	Rs.120 million

The next expected dividend per share is Rs.2.00. The dividend per share is expected to grow at the rate of 12%. The market price per share is Rs.50.00.
Preference stock, redeemable after 10 years, is currently selling for ₹85.00 per share
Debentures, redeemable after 5 years, are selling for Rs.90.00 per debenture.
The tax rate for the company is 30%
Calculate the overall cost of capital based on book value. (CO3/K2)

4) 4(a) is compulsory. Solve any one from 4(b) and 4(c) (20 Marks)

4 (a) Compulsory (10 marks) A company has to choose one of the following mutually exclusive projects. Both the projects will be depreciated on straight line basis. Firms cost of capital is 10% and tax rate is 35%. **Which project should the firm invest in based on**
(i) Net Present Value (ii) Payback period iii) Profitability index **(CO4/K3)**
The Earnings before Depreciation and Tax are as follows :-

Year	Project A	Project B
0	-20000	-15000
1	4200	4200
2	4800	4500
3	7000	4000
4	8000	5000
5	2000	1000

4 (b) (10 marks) The following information is available for Avinash Metals:-
Net operating income ₹ 40 million ; Interest on debt ₹ 10 million
Cost of equity 18%, Cost of debt 10%
What is the Value of the firm and average cost of capital of Avinash Metals? What happens to the Value of the firm and average cost of capital of Avinash, if its Debt changes to ₹ 120 million at the same rate of interest. **Assume that the net operating income (NOI) method applies and there are no taxes. (CO4/K3)**

OR

4 (c) (10 marks) Jubilant Limited is launching a new project for the manufacture of a unique component. At full capacity of 1,00,000 units, the cost per unit will be as follows:

Material	Rs 60
Labour	Rs 20
Overheads	Rs 40
Total	Rs 120
Profit	Rs 24
Selling price	Rs 144

Stock of raw material is 3 weeks. Work-in-process is 2 weeks. Material, Labour and Overheads are to be taken at 75% completion stage. Stock of Finished goods is 2 weeks. Debtors are allowed credit of 3 weeks, Creditors for raw material allow 2 weeks credit. Time lag in payment of labour is 1 week and overheads is 2 weeks. 1/4th of the units are sold in cash. Minimum desired cash balance is Rs 20,000. **Estimate working capital required and provide for 10% contingency. (CO4/K3)**

5. Solve/Answer any one the following. (10 Marks)
a) The following information relates to XYZ ltd during the current year: **(CO5/K2)**
Paid up share capital (Rs 10 par value) Rs 80,00,000
Profit after tax Rs 16,00,000
Dividend paid Rs 12,00,000
P/E ratio is 5, Number of shares 80,000

i) What is the company's dividend payout ratios? At this payout calculate the price of the company's share using Walter model
ii) Is the calculated dividend payout the optimal for XYZ ltd as per Walter model? Calculate the price of the company's share at the 'Optimal dividend payout ratio'

OR

b) What is Miller and Modigliani's dividend irrelevance hypothesis. Critically evaluate its assumptions. **(CO5/K2)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: CORPORATE FINANCE

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Notes:
1. Read the instructions before attempting the questions.
2. Write down all the formula/model used for solving the numerical.

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1. Answer any two out of the following three questions. (8 Marks)

a) Why is maximizing wealth a better goal than maximizing profit? Give the justifications. (4 Marks) **(CO1/K1)**

b) What is the agency problem? How can agency problems put hurdles in attaining the objectives of a firm? (4 Marks) **(CO1/K1)**

c) What is the importance of ESG and corporate finance? (4 Marks) **(CO1/K1)**

2. Answer any one of the following. (10 Marks)

a) Mr. Albert deposits Rs.20,000 in a bank now. The interest rate is 10% and compounding is done semi-annually. What will the deposit grow to after 10 years?
If the inflation rate is 7% per year, what will be the value of the deposit after 10 years in terms of the current rupee? (10 Marks) **(CO2/K1)**

OR

b) Explain the concept of perpetuity. How do you find out the present value of perpetuity? Illustrate with an example. (5 Marks) **(CO2/K1)**

c) What is the difference between the effective interest rate and the nominal/stated interest rate? (5 Marks) **(CO2/K1)**

3. Solve the following. (10 Marks)

Lozby Ltd. has the following book value capital structure:

Equity share capital (1,00,000 share at par)	10,00,000
General Reserve	15,00,000
12% non-convertible debenture (6,000 at par)	6,00,000
10.5% Term Loan	10,00,000

Other information:
(i) The market price per share is Rs. 22, and the next expected dividend per share is Rs. 2 and is expected to grow at a rate of 7%.
(ii) The debentures are redeemable after 8 years at par and their current market quotation is Rs. 92 per debenture.
(iii) The tax rate applicable to the firm is 45%.
You are required to compute the WACC of the company using proportions on a Market value basis. **(CO3/K2)**

OR

Discuss the methods of computing the cost of equity. Illustrate your answer using numerical examples. **(CO3/K2)**

(10 Marks)

4. Solve/Answer any 2 of the following. (20 Marks)
4 (a) is compulsory; Solve any one from 4(b) and 4(c)

4 (a) A company is interested in considering a new project that requires an initial investment of Rs. 8,00,000. The salvage value is Rs. 8,000 whereas the estimated life of the project is 5 years.
Following are profits after depreciation and tax:

Year	Profit after Depreciation and Tax
1	2,20,000
2	1,50,000
3	2,00,000
4	1,50,000
5	1,75,000
Depreciation method	SLM

Compute the following:
(i) NPV @ 12% discount rate
(ii) Discounted Payback period at cut-off rate of 10%.
Give your comment as to whether the project is to be considered. (10 marks) **(CO4/K3)**

4(b) (i) A company expects a net operating income of Rs. 1,00,000. It has Rs. 5,00,000, 6% debentures. The overall capitalization rate is 10%. Calculate the value of the firm and equity capitalization rate according to the Net Operating Income Approach.

4(b) (ii) If the debenture increases to Rs. 7,50,000, what will be the effect on value of the firm and cost of equity?
(10 Marks) **(CO4/K3)**

OR

4(c) Exxon Ltd. has current sales of Rs. 6,00,000 p.a. In order to push up sales, Exxon is considering a more liberal credit policy as one of the strategies, The current average collection period of the company is 30 days. The proposed increase in collection period and their impact on sales are given below: (10 Marks)

Credit Policy	Increase in Collection Period	Increase in Sales (Rs.)
I	15 days	25,000
II	30 days	60,000
III	40 days	70,000

Exxon is selling its product at Rs 10 each.
The average cost per unit at the current level is Rs 8 and the variable cost per unit is Rs. 6.
If Exxon requires a 20% on its investment, which credit policy would you recommend and why?
Assume 360 days in a year. **(CO4/K3)**

5. Solve/Answer any one the following. (12 Marks)

a) "Distribution of dividends has no effect on the value of the firm". Critically discuss the statement in light of dividend irrelevance model. **(CO5/K2)**

OR

b) The Earnings per share of the company is Rs. 8 and the rate of capitalization applicable to the company is 10%. The company has before it the option of adopting a payout ratio of 25% or 50% or 75%. **(CO5/K2)**
Using Walter's model of dividend payout, compute the market value of the company's share if the productivity of retaining earnings is :
(i) 15%
(ii) 10%
(iii) 5%

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: OPTIMIZATION TECHNIQUES

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions: Attempt questions for 60 marks.

- Answer each question on a new page.
- Crisp, precise, and bullet-point answers will be appreciated.
- Keywords/terms should be underlined.
- Use of a calculator is allowed, and mobile phones are not allowed.

Question 1 - (5 marks) [CO-1/K-1]:
Explain in detail any one optimization technique/method used in the business decision-making process.

Question 2 - Attempt any TWO questions from the following question no. 2A to 2C (10 marks each = 20 marks):

Question 2A:
A company produces a small component for an industrial product and distributes it to five wholesalers. The supply and demand of units, with the unit cost of transportation, are given below. Find an Initial Feasible Solution (IFS) using Vogel's Approximation Method. **[CO-2/K-2]**

Plants	Wholesalers					Supply in units
	W1	W2	W3	W4	W5	
P1	105	107	110	115	115	500
P2	98	96	99	102	104	100
P3	90	89	88	90	95	1250
Demand in units	300	300	100	500	400	

Question 2B:
There are four jobs J1, J2, J3, and J4 which can be assigned to four workers W1, W2, W3, and W4. The manager must allocate four different jobs to four workmen. The cost of each job corresponding to each worker is shown in the following matrix. Help the manager of the company to assign one job to the one worker in such a manner that the total cost of carrying out the job is minimum. Use the HAM method to solve the problem. **[CO-2/K-2]**

Workers	Jobs			
	J1	J2	J3	J4
W1	164	166	138	184
W2	154	74	98	184
W3	22	138	10	172
W4	16	18	196	46

Question 2C:

Solve the following Linear Programming Problem using the Big M method: **[CO-2/K-2]**

Maximize $Z = X_1 + 5X_2$
Subject to constraints:
$3X_1 + 4X_2 \leq 6$
$X_1 + 3X_2 \geq 2$
$X_1, X_2 \geq 0$

Question 3 - Attempt ONE question from the following question no. 3A and 3B (10 marks each):

Question 3A:

Explain the following any one concept. **[CO-3/K-1]**

1) A goal programming problem
2) Integer programming problem
3) Mixed integer programming problem

Question 3B:

TTX and UBC are the two firms competing for market share for a particular product. Each firm is considering what promotional strategy to employ for the coming period. Assume that the following pay-off matrix describes the increase in market share for firm TTX and the decrease in market share for firm UBC.

	Firm UBC's strategy		
Firm TTX's strategy	**No promotion**	**Moderate promotion**	**High promotion**
No promotion	10	5	-2
Moderate promotion	13	12	13
High promotion	16	14	10

1) What is the optimal strategy for each firm?
2) How might two firms maximize their market share?
3) Solve the above game using the principle of dominance. **[CO-3/K-1]**

Question 4 - Attempt any TWO questions from the following question no. 4A to 4C (10 marks each = 20 marks):

Question 4A:

In a game of matching coins with two players, suppose A wins one unit value when there are two heads, wins nothing when there are two tails, and loses ½ unit value where there is one head and one tail. Determine the best strategy for each player, and the value of the game, and interpret the result of the game. **[CO-4/K-2]**

		Player B	
		H	**T**
Player A	**H**	**1**	**-1/2**
	T	**-1/2**	**0**

Question 4B:

In planning a project to introduce a new product to the market, a company Cengage International lists the various activities as shown in the following table. Determine the optimal project duration. **[CO-4/K-2]**

Activity	Description	Immediate predecessors	Time (days)
A	Product design	—	5
B	Market research	—	2
C	Product analysis	A	4
D	Product model	A	4
E	Sales brochure	A	3
F	Cost accounting	C	1
G	Product testing	D	4
H	Sales survey	B, E	5
I	Price and demand report	H	2
J	Project report	F, G, I	3

1) Draw a project network diagram for the project.
2) Do the forward pass and backward pass calculations and determine the critical path.

Question 4C:

The data for a PERT network is given in the following table: Time duration(days) **[CO-4/K-2]**

Activity-nodes	1-2	1-3	1-4	2-3	2-5	3-4	3-6	4-6	5-6
Optimistic time t_o	2	6	6	2	11	15	3	9	4
Most likely time t_m	4	6	12	5	14	24	6	15	10
Pessimistic time t_p	6	6	24	8	28	45	9	27	16

1) Draw the project network diagram.
2) Calculate the critical path.
3) Find the probability that the project will be completed in 60 days.

Question 5 - (5 marks) [CO-5/K-3]:

The WDT Company manufactures two types of lawn (grass) trimmers: an electric model and a gas model. The company has contracted to supply a national discount retail chain with a total of 30,000 electric trimmers and 15,000 gas trimmers. However, WDT's production capability is limited to three departments: production, assembly, and packaging. The following table summarizes the hours of processing time available, and the processing time required by each department, for both types of trimmers:

	Hours Required per Trimmer		
	Electric	**Gas**	**Hours Available**
Production	0.20	0.40	10,000
Assembly	0.30	0.50	15,000
Packaging	0.10	0.10	5,000

The company makes its electric trimmer in-house for Rs.550 and its gas trimmer for Rs.850. Alternatively, it can buy electric and gas trimmers from another source for Rs.670 and Rs.950, respectively. How many gas and electric trimmers should WDT **make, and how many should it buy** from its competitor to fulfill its contract in the least costly manner?
Formulate the given data into a Linear Programming Problem.

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STANDARD NORMAL DISTRIBUTION: Table Values Represent AREA to the LEFT of the Z score.

Z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
-3.9	.00005	.00005	.00004	.00004	.00004	.00004	.00004	.00004	.00003	.00003
-3.8	.00007	.00007	.00007	.00006	.00006	.00006	.00006	.00005	.00005	.00005
-3.7	.00011	.00010	.00010	.00010	.00009	.00009	.00008	.00008	.00008	.00008
-3.6	.00016	.00015	.00015	.00014	.00014	.00013	.00013	.00012	.00012	.00011
-3.5	.00023	.00022	.00022	.00021	.00020	.00019	.00019	.00018	.00017	.00017
-3.4	.00034	.00032	.00031	.00030	.00029	.00028	.00027	.00026	.00025	.00024
-3.3	.00048	.00047	.00045	.00043	.00042	.00040	.00039	.00038	.00036	.00035
-3.2	.00069	.00066	.00064	.00062	.00060	.00058	.00056	.00054	.00052	.00050
-3.1	.00097	.00094	.00090	.00087	.00084	.00082	.00079	.00076	.00074	.00071
-3.0	.00135	.00131	.00126	.00122	.00118	.00114	.00111	.00107	.00104	.00100
-2.9	.00187	.00181	.00175	.00169	.00164	.00159	.00154	.00149	.00144	.00139
-2.8	.00256	.00248	.00240	.00233	.00226	.00219	.00212	.00205	.00199	.00193
-2.7	.00347	.00336	.00326	.00317	.00307	.00298	.00289	.00280	.00272	.00264
-2.6	.00466	.00453	.00440	.00427	.00415	.00402	.00391	.00379	.00368	.00357
-2.5	.00621	.00604	.00587	.00570	.00554	.00539	.00523	.00508	.00494	.00480
-2.4	.00820	.00798	.00776	.00755	.00734	.00714	.00695	.00676	.00657	.00639
-2.3	.01072	.01044	.01017	.00990	.00964	.00939	.00914	.00889	.00866	.00842
-2.2	.01390	.01355	.01321	.01287	.01255	.01222	.01191	.01160	.01130	.01101
-2.1	.01786	.01743	.01700	.01659	.01618	.01578	.01539	.01500	.01463	.01426
-2.0	.02275	.02222	.02169	.02118	.02068	.02018	.01970	.01923	.01876	.01831
-1.9	.02872	.02807	.02743	.02680	.02619	.02559	.02500	.02442	.02385	.02330
-1.8	.03593	.03515	.03438	.03362	.03288	.03216	.03144	.03074	.03005	.02938
-1.7	.04457	.04363	.04272	.04182	.04093	.04006	.03920	.03836	.03754	.03673
-1.6	.05480	.05370	.05262	.05155	.05050	.04947	.04846	.04746	.04648	.04551
-1.5	.06681	.06552	.06426	.06301	.06178	.06057	.05938	.05821	.05705	.05592
-1.4	.08076	.07927	.07780	.07636	.07493	.07353	.07215	.07078	.06944	.06811
-1.3	.09680	.09510	.09342	.09176	.09012	.08851	.08691	.08534	.08379	.08226
-1.2	.11507	.11314	.11123	.10935	.10749	.10565	.10383	.10204	.10027	.09853
-1.1	.13567	.13350	.13136	.12924	.12714	.12507	.12302	.12100	.11900	.11702
-1.0	.15866	.15625	.15386	.15151	.14917	.14686	.14457	.14231	.14007	.13786
-0.9	.18406	.18141	.17879	.17619	.17361	.17106	.16853	.16602	.16354	.16109
-0.8	.21186	.20897	.20611	.20327	.20045	.19766	.19489	.19215	.18943	.18673
-0.7	.24196	.23885	.23576	.23270	.22965	.22663	.22363	.22065	.21770	.21476
-0.6	.27425	.27093	.26763	.26435	.26109	.25785	.25463	.25143	.24825	.24510
-0.5	.30854	.30503	.30153	.29806	.29460	.29116	.28774	.28434	.28096	.27760
-0.4	.34458	.34090	.33724	.33360	.32997	.32636	.32276	.31918	.31561	.31207
-0.3	.38209	.37828	.37448	.37070	.36693	.36317	.35942	.35569	.35197	.34827
-0.2	.42074	.41683	.41294	.40905	.40517	.40129	.39743	.39358	.38974	.38591
-0.1	.46017	.45620	.45224	.44828	.44433	.44038	.43644	.43251	.42858	.42465
-0.0	.50000	.49601	.49202	.48803	.48405	.48006	.47608	.47210	.46812	.46414

STANDARD NORMAL DISTRIBUTION: Table Values Represent AREA to the LEFT of the Z score.

Z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.50000	.50399	.50798	.51197	.51595	.51994	.52392	.52790	.53188	.53586
0.1	.53983	.54380	.54776	.55172	.55567	.55962	.56356	.56749	.57142	.57535
0.2	.57926	.58317	.58706	.59095	.59483	.59871	.60257	.60642	.61026	.61409
0.3	.61791	.62172	.62552	.62930	.63307	.63683	.64058	.64431	.64803	.65173
0.4	.65542	.65910	.66276	.66640	.67003	.67364	.67724	.68082	.68439	.68793
0.5	.69146	.69497	.69847	.70194	.70540	.70884	.71226	.71566	.71904	.72240
0.6	.72575	.72907	.73237	.73565	.73891	.74215	.74537	.74857	.75175	.75490
0.7	.75804	.76115	.76424	.76730	.77035	.77337	.77637	.77935	.78230	.78524
0.8	.78814	.79103	.79389	.79673	.79955	.80234	.80511	.80785	.81057	.81327
0.9	.81594	.81859	.82121	.82381	.82639	.82894	.83147	.83398	.83646	.83891
1.0	.84134	.84375	.84614	.84849	.85083	.85314	.85543	.85769	.85993	.86214
1.1	.86433	.86650	.86864	.87076	.87286	.87493	.87698	.87900	.88100	.88298
1.2	.88493	.88686	.88877	.89065	.89251	.89435	.89617	.89796	.89973	.90147
1.3	.90320	.90490	.90658	.90824	.90988	.91149	.91309	.91466	.91621	.91774
1.4	.91924	.92073	.92220	.92364	.92507	.92647	.92785	.92922	.93056	.93189
1.5	.93319	.93448	.93574	.93699	.93822	.93943	.94062	.94179	.94295	.94408
1.6	.94520	.94630	.94738	.94845	.94950	.95053	.95154	.95254	.95352	.95449
1.7	.95543	.95637	.95728	.95818	.95907	.95994	.96080	.96164	.96246	.96327
1.8	.96407	.96485	.96562	.96638	.96712	.96784	.96856	.96926	.96995	.97062
1.9	.97128	.97193	.97257	.97320	.97381	.97441	.97500	.97558	.97615	.97670
2.0	.97725	.97778	.97831	.97882	.97932	.97982	.98030	.98077	.98124	.98169
2.1	.98214	.98257	.98300	.98341	.98382	.98422	.98461	.98500	.98537	.98574
2.2	.98610	.98645	.98679	.98713	.98745	.98778	.98809	.98840	.98870	.98899
2.3	.98928	.98956	.98983	.99010	.99036	.99061	.99086	.99111	.99134	.99158
2.4	.99180	.99202	.99224	.99245	.99266	.99286	.99305	.99324	.99343	.99361
2.5	.99379	.99396	.99413	.99430	.99446	.99461	.99477	.99492	.99506	.99520
2.6	.99534	.99547	.99560	.99573	.99585	.99598	.99609	.99621	.99632	.99643
2.7	.99653	.99664	.99674	.99683	.99693	.99702	.99711	.99720	.99728	.99736
2.8	.99744	.99752	.99760	.99767	.99774	.99781	.99788	.99795	.99801	.99807
2.9	.99813	.99819	.99825	.99831	.99836	.99841	.99846	.99851	.99856	.99861
3.0	.99865	.99869	.99874	.99878	.99882	.99886	.99889	.99893	.99896	.99900
3.1	.99903	.99906	.99910	.99913	.99916	.99918	.99921	.99924	.99926	.99929
3.2	.99931	.99934	.99936	.99938	.99940	.99942	.99944	.99946	.99948	.99950
3.3	.99952	.99953	.99955	.99957	.99958	.99960	.99961	.99962	.99964	.99965
3.4	.99966	.99968	.99969	.99970	.99971	.99972	.99973	.99974	.99975	.99976
3.5	.99977	.99978	.99978	.99979	.99980	.99981	.99981	.99982	.99983	.99983
3.6	.99984	.99985	.99985	.99986	.99986	.99987	.99987	.99988	.99988	.99989
3.7	.99989	.99990	.99990	.99990	.99991	.99991	.99992	.99992	.99992	.99992
3.8	.99993	.99993	.99993	.99994	.99994	.99994	.99994	.99995	.99995	.99995
3.9	.99995	.99995	.99996	.99996	.99996	.99996	.99996	.99996	.99997	.99997

COURSE CODE: SOM-00312

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – OPERATIONS & SCM]

SUBJECT: SERVICES OPERATIONS MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q.1) MCQs – All questions are compulsory .2 marks each (CO1/K1) (6*2= 12 marks)

a) The growth of services sector is inversely proportional to the growth in a country's economy. (True/ False)

b) The amount of human component in delivery of a service remains fixed across all the services. (True/ False)

c) Which of the following is not a characteristic of Services – Intangibility, Inseparability, homogeneity, Perishability

_____

d) Yield Management is a favourite tool of restaurants to generate higher revenues (True/ False)

e) Give an example of Service industry where customer is an active participant in service delivery _____

f) Physicians and lawyers require very less customization in delivery of their services. (True/ False)

Q.2. Short Answers – Answer any 2 (200 words). Each question carry 6 marks (6*2= 12 marks)

a) Define new Service Development process cycle. **(CO2/K2)**

b) Service Design Process is never finished. Why? **(CO2/K2)**

c) What is production line approach in service design system? **(CO2/K2)**

Q.3. Short Notes – Answer any 2. Each question carries 6 marks (200 words) (6*2= 12 marks)

a) Define Yield Management with example of airlines pricing ticket prices differentially for different classes of customers. **(CO3/K3)**

b) Differentiate between Level Capacity and Chase demand. **(CO3/K3)**

c) Define Psychology of waiting using examples from text or own experience. **(CO3/K3)**

Q.4. Long Answers – All questions are compulsory (300-400 words).
Each question carries 12 marks (12*2= 24marks)

4a) Using a standard facility design is an important part of total cost leadership. Discuss. **(CO4/K3)**
OR
4a) What are facility design factors? Discuss in detail. **(CO4/K3)**

4b) What is process improvement in services? Mention 3 important tools to improve services delivery. **(CO5/K3)**
OR
4b) What is "moment of truth" in services delivery? Mention some of the "moment of truth" in airline industry. **(CO5/K3)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: ORGANIZATIONAL BEHAVIOUR

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q.1 Write short notes on any 3 (Three) **5*3 = 15 Marks**

a) Halo effect **[CO1/K1]**
b) Managerial Grid **[CO1/K1]**
c) Conflict Resolution Techniques **[CO1/K1]**
d) Lewin's Change Model **[CO1/K1]**
e) Charismatic leadership **[CO1/K1]**
f) Expert power **[CO1/K1]**

Q.2 Long answer type questions (answer any two) 9*2 = 18 Marks

a) What are the main types of organizational conflict, and how can they be effectively managed to promote positive outcomes? **[CO2/K2]**
b) Define job satisfaction. What are important factors that contribute to job satisfaction? Discuss employee response to job dissatisfaction. **[CO2/K2]**
c) What is organisational culture? Discuss the common features of organisational culture with suitable example. **[CO2/K2]**

Q.3 Analytical Question (Answer any 1 (one)) 12 Marks

a) Why do you think workplace stress is sky rocketing? Do you think this trend will continue? Is it only the responsibilities of manager and organisation to help employees manage stress? Justify your answer. **[CO3/K3]**
OR
b) Herzberg's theory of motivation can be applied as it is in Indian context. Justify your answer. **[CO3/K3]**

Q.4 Read the case carefully and answer the questions given below. . 5*3=15 Marks

The atmosphere at automobile parts manufacturer Alba Ltd. was palpable with tension. Vice President (Engineering) Vikas Malhotra's thoughts went back to the time when he had joined Alba at the age of 25, straight after management school. He had hoped then that he would take the company places and that together they would touch global horizons. The managing director and the president of the company, Tapas Sen was quite appreciative of his work and contributions made towards the company. Today, 13 years later, they were totally at loggerheads and did not seem to have a consensus on anything. The company was involved in the manufacturing of automobile parts. Tapas Sen took over Alba at the age of 27 after his father's sudden death. Till then it relied on an older method of operations as there was no threat of competition and there were no other major players in its external environment. When Tapas took over in 1989, he wanted to bring in changes, but he was initially a bit apprehensive. In the wake of the liberalization measures adopted by the Indian government in 1991, the company faced unanticipated disturbances in business and the philosophy became to either "change or perish." Tapas decided to change.
He brought in positive changes in the technology, systems, and processes and worked hard to maintain Alba's position in the market. Under his leadership, the company grew gradually and became one of the leaders in the market. It made variable profits depending on the state of the market and the demand for its products. In 2000, he decided to go public

and made high profits for himself as well as the shareholders. He was labelled as a very hard-working, focused, and sincere businessman. In 1995, he inducted Vikas who proved to be an asset to the company. Vikas was appointed as an engineer, but in the last 13 years by dint of sheer hard work, commitment, and loyalty to the company, he had been promoted as a senior manager.

Due to the unexpected departure of the vice president (engineering), Vikas was promoted to take on his mantle. Prior to this, there were very few interactions between Vikas and Tapas because the chain of command did not require them to communicate much. Earlier, important discussions transpired between the VP and the MD. Vikas developed a dislike for his boss as the frequency of the interaction between them increased. He also believed that Tapas did not like him much. They had differences about the promotional activities being carried out by the company to advertise its products. Tapas believed that in a competitive environment, products can be sold only with an effective advertising programme, while Vikas was convinced that the quality of the product would speak for itself. Vikas was of the opinion that the company should, therefore, focus more on the quality of the product and the needs of customers.

Tapas was disappointed when heard about Vikas's strong conviction about the importance of product quality over investment in advertising campaigns. He found his thoughts to be immature and also illogical. He also felt that Vikas's views might not be aligned with the long-term objectives of the company. Tapas communicated it very clearly to all his employees, especially to Vikas, that being the owner of the organization, he had complete control over its operations and would not permit anyone to interfere with his decisions. The argument between them ended on a sour note.

Vikas, now, decided to take a backseat and just focus on his work with the objective of adding value to the organization. He limited his discussions with Tapas to the minimum in order to avoid confrontations. He tried to work quietly but sometimes had to come to the forefront during Tapas's absence from work. Sometimes Vikas had to take decisions regarding promotion and reward strategies, and pricing of the product that were quite contrary to Tapas's beliefs. When Tapas would get to know of these decisions, he would fret and call Vikas to discuss the issues. Vikas, on the other hand, would avoid discussions for as long as possible as he did not want to get into arguments with Tapas. Vikas always had his thoughts aligned for the benefit of the organization and did not want to get into conflicting situations. Slowly, Vikas started realizing the stark personality differences between him and Tapas and felt disturbed by it. It was not possible for him to continue working in the same state. He proposed a meeting with Tapas immediately so as to clarify his areas of authority and responsibility. He requested Tapas for a meeting, a request that was grudgingly agreed to by Tapas. Vikas is now waiting for this meeting to take place so that he can decide his future course of action.

Tapas, however, is concerned about Vikas's behaviour. He is disturbed by the fact that Vikas seems more interested in making investments in technology and processes rather than improving the image of the company's products in the larger market with extensive advertising. He also feels that Vikas impinges on his authority during his absence and takes decisions that could damage the reputation of the company. He is annoyed with Vikas for trying to change the reward structure of the company without formally discussing it with him. He had always found Vikas evading issues whenever called for discussion. He feels now that it would be impossible to work with someone like Vikas.

Questions:

a. How do Vikas and Tapas perceive each other? Are they right in their perception and each other's evaluation? **[CO3/K3]**

b. How do they perceive themselves? Why is there so much variation in their perception of each other and themselves? **[CO3/K3]**

c. If you were in Tapas's place, how would you handle the situation? What would you do if you were in Vikas's place? **[CO4/K3]**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: GLOBAL SUPPLY CHAIN & LOGISTICS MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Note: 1. Section A is compulsory. 2. Solve any 5 questions from Section B

SECTION A

Q.1. A large MNC is setting up a mobile phone manufacturing unit at Chakan near Pune. The raw materials/ components are imported from Japan, China and the USA.

a) Which mode of transport will you use for raw material/components? Which port/airport will you use and why? 3 Marks (CO3/K3)

b) Draw a countrywide distribution diagram for these mobile phones to reach domestic consumers? 4 Marks (CO3/K3)

c) The company also exports to Kenya, list all the documents required for exports? Explain your distribution strategy for Kenyan consumers? 3 Marks (CO3/K3)

SECTION B

Note: 1. All questions carry equal marks. 2. Solve any 5 questions

Q2. A. What are the characteristics of a modular product? 5 Marks (CO4/K3)

B. Using the framework of Ulrich and Swaminathan how will you take make or buy decision for a modular product? 5 Marks (CO4/K3)

Q.3. Which are the constituents of Logistics Chain, describe in detail with the help of a diagram? 10 Marks (CO2/K2)

Q.4. A. Which are the steps in demand forecasting and planning process? 5 Marks (CO1/K2)

B. What are differences between quantitative and qualitative methods of demand forecasting? 5 Marks (CO1/K2)

Q.5. Write short notes on the following. 10 Marks

A. Flows and Cycles in Supply Chain (CO5/K3)
B Internet of Things (CO5/K3)
C. AMR Vs AGV (CO5/K3)
D. Warehouse Automation (CO5/K3)

Q.6. A. What is Supply Chain Risk Management? Explain what are the internal risks ? 5 Marks (CO1/K1)

B. What are the external risks to supply chain. 5 Marks (CO1/K1)

Q.7 A. What is Risk Pooling and how it is applied in inventory control? 5 Marks (CO1/K1)

B. Explain Centralised and Decentralised risk pooling systems 5 Marks (CO1/K1)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT AND MARKETING]

SUBJECT: MARKET RESEARCH

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: Question 1 is compulsory. Attempt any two questions out of three. For Q2 to Q4, there is an internal choice.

Section A: Compulsory (10 marks)

1a. Briefly explain the differences between applied research and descriptive research. (5 marks) **(CO1/K1)**

1b. Differentiate between ANOVA and Regression along with examples. (5 marks) **(CO1/K1)**

Section B: Attempt any two questions out of three.

2. Attempt any one question. Each question is of 10 marks. (10 marks)

Correlations

		Age of fan	Amount spent on celebrity souvenirs($)
Age of fan	Pearson Correlation	1	.689
	Sig. (2-tailed)		.000
	N	62	60
Amount spent on celebrity souvenirs($)	Pearson Correlation	.689	1
	Sig. (2-tailed)	.000	
	N	60	61

a. Report the correlation of age of fan with amount spent on celebrity souvenirs? What is the direction of the relationship and what does it imply? (3 Marks) **(CO2/K2)**
b. Is the Pearson correlation coefficient of age of fan with amount spent on celebrity souvenirs statistically significant? How do you arrive at this conclusion? (4 marks) **(CO2/K2)**
c. Comment on the strength of the association. (3 marks) **(CO2/K2)**

OR

Correlations

			EnglishMark	Stress
Spearman's rho	EnglishMark	Correlation Coefficient	1.000	.218
		Sig. (2-tailed)	.	.306
		N	24	24
	Stress	Correlation Coefficient	.218	1.000
		Sig. (2-tailed)	.306	.
		N	24	24

a. Distinguish between Spearman & Pearson correlation methods. (3 marks) **(CO2/K2)**
b. What does the correlation between English Marks & Stress indicate? (4 marks) **(CO2/K2)**
c. Explain the importance of Significance levels with respect to the above table. (3 marks) **(CO2/K2)**

3. Attempt any one question. Each question is of 10 marks. (10 marks)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699[a]	.489	.479	7.14817

a. Predictors: (Constant), reading score, female, social studies score, math score

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9543.721	4	2385.930	46.695	.000[a]
	Residual	9963.779	195	51.096		
	Total	19507.500	199			

a. Predictors: (Constant), reading score, female, social studies score, math score

b. Dependent Variable: science score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	12.325	3.194		3.859	.000	6.027	18.624
	math score	.389	.074	.368	5.252	.000	.243	.535
	female	-2.010	1.023	-.101	-1.965	.051	-4.027	.007
	social studies score	.050	.062	.054	.801	.424	-.073	.173
	reading score	.335	.073	.347	4.607	.000	.192	.479

a. Dependent Variable: science score

a. Formulate the null and alternate hypothesis for the same (2 marks) **(CO3/K3)**
b. What does the value of R-Square signify? (3 marks) **(CO3/K3)**
c. Which hypothesis is accepted and why? (3 marks) **(CO3/K3)**
d. Formulate the regression equation? (2 marks) **(CO3/K3)**

OR

Below is the output for the SPSS ONEWAY ANOVA to compare the means of smoking habits in the running time of individuals.

	N	Mean	Std. Deviation
Non smoker	261	6.411	1.252
Past Smoker	33	6.835	1.024
Current Smoker	59	7.121	1.084
Total	353	6.569	1.234

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.788	2	13.394	9.209	.000
Within Groups	509.082	350	1.455		
Total	535.870	352			

a. Identify the dependent and the independent variables. (1 marks) **(CO3/K3)**
b. Based on the first table, what can you infer from mean and standard deviation? (2 marks) **(CO3/K3)**
c. How do you calculate the degrees of freedom from the second table using the formula. (3 marks) **(CO3/K3)**
d. Frame the hypothesis. Which hypothesis is accepted and why? (4 marks) **(CO3/K3)**

4. Attempt any one question. Each question is of 10 marks. (CO4) (10 marks)

Explain the terms: (a) Open ended questions (b) Rating type question (c) questionnaire (d) Pilot survey. Differentiate between census and sample? **(CO4/K3)**

OR

What are the characteristics of a good questionnaire? Explain judgemental sampling and stratified sampling. **(CO4/K3)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: CORPORATE FINANCIAL MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes:
1. Read the instructions before attempting the questions.
2. Write down all the formula/model used for solving the numerical.

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1. Answer any one out of the following two questions (3 Marks)

a) Why is maximizing wealth a better goal than maximizing profit? Give the justifications. (3 Marks) **(CO1/K1)**
b) Why is ESG increasingly significant in the realm of corporate finance? (3 Marks) **(CO1/K1)**

2. Answer any one of the following. (6 Marks)

a) A company has Rs. 2,00,000 6% Debentures outstanding. The company has to redeem the debentures after 5 years and it establishes a Sinking Fund to provide funds for redemption. Sinking Fund investments earn interest @ 10% p.a. Investments are made at the end of each year. What annual payment must the firm make to ensure that the needed Rs. 2,00,000 is available on the designated date? (6 Marks) **(CO2/K1)**

OR

b) What distinguishes the effective interest rate from the nominal or stated interest rate? Illustrate this concept using a numerical example. (6 Marks) **(CO2/K1)**

3. Solve any one the following. (6 Marks)

Lozby Ltd. has the following book value capital structure:

Equity share capital (2,00,000 shares)	30,00,000
8% Term Loan	20,00,000

Other information:
(i) The equity share of the company sells for Rs. 25, and the next expected dividend per share is Rs. 3 and is expected to grow at a rate of 10% p.a. forever.
(ii) The tax rate applicable to the firm is 50%.
You are required to compute the WACC of the company using proportions on a Market value basis. **(CO3/K2)**

OR

Discuss the methods of computing the cost of equity. Illustrate your answer using numerical examples. **(CO3/K2)**

4. Solve any one of the following. (10 Marks)

4 (a) Using the information given below to compute **(CO4/K3)**
(i) NPV @ 20%
(ii) Payback period

Initial Outlay	60,000
Estimated Life	5 years
Depreciation	SLM

Year	PAT (Profit after taxes)
1	5000
2	10000
3	16000
4	15000
5	8000

OR

4(b) (i) A company expects EBIT of Rs. 80,000. It has Rs. 2,00,000, 8% debentures. The equity capitalization rate is 10%. Calculate the value of the firm and overall capitalization rate according to the Net Income Approach. (6 Marks)
4(b) (ii) Distinguish between operating and financial leverage. Do you think that they are related to capital structure? (4 Marks) **(CO4/K3)**

5. Solve/Answer any one the following. (5 Marks)

a) "Distribution of dividends has no effect on the value of the firm". Critically discuss the statement in light of dividend irrelevance model. **(CO5/K2)**

OR

b) The following information is available about a company: **(CO5/K2)**
EPS – Rs. 8
Expected return on investment – 20%
Rate of Capitalisation – 14%
What will be the price of the share as per Walter's Dividend Model if payout ratio is:
(i) 30%
(ii) 80%

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COURSE CODE: CIRM-00314

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – MARKETING]

SUBJECT: CUSTOMER INSIGHTS & RELATIONSHIP MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions:

- Question one is compulsory and carries **twenty** marks.

Q1) Solve the case study (20 Marks)

Rajan Verma is a young unmarried management trainee. He is an MBA in Marketing from a prestigious university and works for B.S.M. Industries, a leading consumer goods company. On reaching his office, he has received a letter for which he was waiting for the last one year. He has been confirmed in the organization as Area Sales Manager. He will be getting an annual package of Rs. 4 lacs, with take home salary of Rs 25000 p.m.
However, he has been transferred to Bhopal. He was posted at New Delhi during his training. As it was the head office of the company, the company had given him the facility of a guest house. However, there is no such facility in Bhopal and he will be living in a rented house in Bhopal. He has given two options by the company. One, the company pays rent for his accommodation subject to a maximum of Rs. 7000 and second; he does not claim HRA and these Rs 7000 will be given as an additional part of his salary. A week later, he joins as ASM in Bhopal. He has seen a few houses for rent in the range of Rs. 7000. However, while he was searching for a rented place, he received a call from marketing executive of a bank. The marketing executive told him about various loan options for purchasing a new house. The loan option is simple; an EMI of Rs.720 per lac has to be paid for 20 years for repayment of loan. For a loan of Rs. 10 lacs, this comes out to be Rs. 7200 per month. Rajan Verma confirmed from a property dealer about property rates and flats are available in the range of Rs 10 lacs. He has decided to further study this option. If you are in the position of Rajan Verma, you should:

a) Analyze the various factors affecting your purchase decision. (CO5, K2)
b) Make a six-stage buying process model for purchasing a flat if we assume that he actually purchases a flat (CO5, K3)

Q.2) The Buying Behaviour of a customer are illustrated below:

a) Buys the brand among alternatives which offers the highest specs in a particular feature
b) Has separate acceptable standards specified for multiple attribute present in a product while comparing brands
c) Has specified a minimum acceptable level of standard across multiple attributes present in a product while comparing brands

Identify the decision-making rule against each of the above situations with a suitable example. (CO3, K2)

OR

Q.2. Consider the firms Reliance Jio, Maruti Suzuki and NoBroker. Explain which Customer Service/Sales Profile is suitable for each of the firms and why? (CO3, K2)

Q.3. You are a Marketing manager at Smaaash Go-Karting. You are to present a plan to use the Reference group concept to attract more customers towards the Brand. Suggest a suitable strategy using the reference group concept. (CO4,K2)

OR

Q.3. Do you think shopping motives might be different between online and offline shopping?
If so, why? How might a retailer like Vijay sales adjust the strategy to accommodate these motivations? (CO4,K2)

Q.4 Write a short note on the following (Any four out of 5) total 20 M (each of 5 marks)

a) Economic Model of buying behaviour (CO3, K2)
b) Classical Conditioning theory (CO3, K2)
c) Types of Reference Groups (CO3, K2)
d) Recent Trends in CRM
e) Consumer Behaviour and its influence on marketing practices

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – MARKETING] & RMM

SUBJECT: CUSTOMER INSIGHTS & RELATIONSHIP MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions:

- Question one is compulsory and carries **twenty** marks.

Q1) Solve the case study (20 Marks)

Rajan Verma is a young unmarried management trainee. He is an MBA in Marketing from a prestigious university and works for B.S.M. Industries, a leading consumer goods company. On reaching his office, he has received a letter for which he was waiting for the last one year. He has been confirmed in the organization as Area Sales Manager. He will be getting an annual package of Rs. 4 lacs, with take home salary of Rs 25000 p.m.

However, he has been transferred to Bhopal. He was posted at New Delhi during his training. As it was the head office of the company, the company had given him the facility of a guest house. However, there is no such facility in Bhopal and he will be living in a rented house in Bhopal. He has given two options by the company. One, the company pays rent for his accommodation subject to a maximum of Rs. 7000 and second; he does not claim HRA and these Rs 7000 will be given as an additional part of his salary. A week later, he joins as ASM in Bhopal. He has seen a few houses for rent in the range of Rs. 7000. However, while he was searching for a rented place, he received a call from marketing executive of a bank. The marketing executive told him about various loan options for purchasing a new house. The loan option is simple; an EMI of Rs.720 per lac has to be paid for 20 years for repayment of loan. For a loan of Rs. 10 lacs, this comes out to be Rs. 7200 per month. Rajan Verma confirmed from a property dealer about property rates and flats are available in the range of Rs 10 lacs. He has decided to further study this option. If you are in the position of Rajan Verma, you should:

a) Analyze the various factors affecting your purchase decision. (CO5, K2)
b) Make a six-stage buying process model for purchasing a flat if we assume that he actually purchases a flat (CO5, K3)

Q.2) The Buying Behaviour of a customer are illustrated below:

a) Buys the brand among alternatives which offers the highest specs in a particular feature
b) Has separate acceptable standards specified for multiple attribute present in a product while comparing brands
c) Has specified a minimum acceptable level of standard across multiple attributes present in a product while comparing brands

Identify the decision-making rule against each of the above situations with a suitable example. (CO3, K2)

OR

Q.2. Consider the firms Reliance Jio, Maruti Suzuki and NoBroker. Explain which Customer Service/Sales Profile is suitable for each of the firms and why? (CO3, K2)

Q.3. You are a Marketing manager at Smaaash Go-Karting. You are to present a plan to use the Reference group concept to attract more customers towards the Brand. Suggest a suitable strategy using the reference group concept. (CO4,K2)

OR

Q.3. Do you think shopping motives might be different between online and offline shopping?
If so, why? How might a retailer like Vijay sales adjust the strategy to accommodate these motivations? (CO4,K2)

Q.4 Write a short note on the following (Any four out of 5) total 20 M (each of 5 marks)

a) Economic Model of buying behaviour (CO3, K2)
b) Classical Conditioning theory (CO3, K2)
c) Types of Reference Groups (CO3, K2)
d) Recent Trends in CRM
e) Consumer Behaviour and its influence on marketing practices

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING & TRANSFORMATION]

SUBJECT: WEBSITE CREATION AND WEB ANALYTICS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Section -01: Website Creation
PART -A

Q1. Answer each question. Each question carries 1 mark. (10*1=10)

1. Which of the following is a popular Content Management System (CMS) used for website creation? [CO2/K1]
a) WordPress
b) HTML
c) JavaScript
d) CSS

2. What is the primary purpose of HTML in website creation? [CO2/K1]
a) Styling the webpage
b) Adding interactivity
c) Structuring the content
d) Managing server-side operations

3. Which of the following is NOT a method of customizing a WordPress website? [CO2/K1]
a) Installing plugins
b) Editing HTML directly
c) Creating custom themes
d) Adding widgets to sidebars

4. In Website designing, what role does CSS primarily play in website creation? [CO2/K1]
a) Managing server-side operations
b) Structuring the content
c) Adding interactivity
d) Styling the webpage

5. Which tag is used to define a hyperlink in HTML? [CO2/K1]
a) <link>
b) <href>
c) <a>
d) <hyperlink>

6. Which HTML tag is used to define the structure of a table? [CO2/K1]
a) <table>
b) <tr>
c) <th>
d) <td>

7. Which attribute is used to specify an image URL in HTML? [CO2/K1]
a) src
b) link
c) img
d) href

8. Which HTML tag is used to create an unordered list? [CO2/K1]
a)
b)
c)
d) <list>

9. What does HTML stand for? [CO2/K1]
a) Hyper Text Markup Language
b) High Tech Multi-Language
c) Hyperlinks and Text Markup Language
d) Home Tool Markup Language

10. Which tag is used to create a line break in HTML? [CO2/K1]
a)
b) <lb>
c) <break>
d) <line>

PART -2

Q2. Discuss the importance of using lists in HTML for structuring content on webpages. Provide examples of different types of lists in HTML and explain their significance in web development. (10) [C0-1/K2]

Q3. Write short notes on any two: (5*2=10) [C0-3/K3]
a. WordPress Plugins
b. Shopify website building tool.
c. Payment gateways, themes & templates essential for crafting an e-commerce site.

Section -02: Website Analytics
PART - A

Q4. Multiple Choice 10 Marks (1 Mark for each question). - Attempts any 10.

1.What is Google Analytics 4 (GA4) primarily used for? **[CO1/K1]**
A) Creating websites
B) Tracking and analyzing website and app traffic
C) Email marketing
D) Social media management

2. In GA4, which of the following is a type of event automatically tracked without additional setup? **[CO1/K1]**
A) First_visit
B) User_engagement
C) Purchase
D) All of the above

3. Which feature in GA4 allows you to create custom reports tailored to your specific needs? **[CO1/K1]**
A) Dashboards
B) Explorations
C) Conversions
D) Realtime

4. How does GA4 handle privacy and data collection compared to its predecessor, Universal Analytics? **[CO1/K1]**
   A) It collects more personally identifiable information (PII).
   B) It emphasizes user privacy more strongly, with options for data deletion and anonymization.
   C) It does not support data deletion requests.
   D) There are no significant changes.

5. Which of the following is NOT a built-in audience in GA4? **[CO1/K1]**
   A) New users
   B) Returning users
   C) Users who completed a purchase
   D) Users by favorite color

6. In GA4, what term is used to describe a significant interaction with your website or app, such as a purchase or lead submission? **[CO1/K1]**
   A) Click
   B) Engagement
   C) Conversion
   D) Interaction

7. What does the "Realtime" report in GA4 allow you to do? **[CO1/K1]**
   A) Predict future trends
   B) See activity on your site or app as it happens
   C) Create email marketing campaigns
   D) Analyze historical data only

8. How can GA4's "Data Streams" feature be best described? **[CO1/K1]**
   A) A method for streaming video content on your website
   B) A flow of data from your website and/or app into GA4
   C) A real-time chat feature for website visitors
   D) A tool for monitoring social media streams

9. What does the term "bounce rate" refer to in web analytics? **[CO1/K1]**
   A) The percentage of visitors who purchase something
   B) The percentage of visitors who navigate away from the site after viewing only one page
   C) The total number of visitors to a website
   D) The average amount of time spent on the website by each visitor

10. In GA4, which of the following best describes the purpose of a "User Property"? **[CO1/K1]**
   A) To identify the most popular page on your website
   B) To track the total revenue from sales
   C) To store information about the users' interactions with your website or app
   D) To customize data collection and provide insights about your users

11. What is a "segment" in GA4? **[CO1/K1]**
   A) A piece of JavaScript code for tracking website analytics
   B) A specific URL on your website
   C) A subset of your data based on certain criteria, like demographics or behavior
   D) The process of sending data from your website to GA4

12. Which feature would you use in GA4 to track specific user actions like button clicks or video plays on your website? **[CO1/K1]**
   A) Events
   B) Conversions
   C) Engagements
   D) Segments

13. What role does "machine learning" play in GA4? **[CO1/K1]**

A) It replaces the need for a web analytics tool.
B) It provides predictions about future trends based on your data.
C) It is used for coding the GA4 tracking code into your website.
D) It decreases the accuracy of your analytics data.

14. In web analytics, what is the "conversion rate"? **[CO1/K1]**

A) The rate at which visitors to your website experience errors
B) The percentage of total website visitors who complete a desired action
C) The speed at which your website loads for a new visitor
D) The number of new visitors divided by the number of returning visitors

15. How does GA4's approach to data modeling differ from that of Universal Analytics when dealing with missing data? **[CO1/K1]**

A) GA4 does not allow for data modeling, requiring all data to be manually corrected.
B) GA4 uses machine learning to fill in gaps in data, improving the accuracy of reports.
C) Universal Analytics used machine learning, while GA4 does not.
D) There is no difference in data modeling approaches between GA4 and Universal Analytics.

PART - B

Q5. Write short notes (5 Marks each.) (Attempt any 4)

1. Explain the importance of web analytics in digital marketing and how it can influence decision-making for businesses. **[CO4/K2]**

2. What is a bounce rate in the context of web analytics, and why is it a critical metric for website performance analysis? **[CO4/K2]**

3. Describe what a conversion rate is in web analytics and how it serves as a key performance indicator for online businesses. **[CO4/K2]**

4. Explain the significance of user privacy in web analytics and how Google Analytics 4 addresses privacy concerns. Discuss the features GA4 has introduced to enhance user data privacy and compliance with global privacy regulations like GDPR and CCPA. **[CO4/K2]**

5. Explain the significance of tracking events in Google Analytics 4 (GA4) and how they differ from pageviews. **[CO4/K2]**

6. Describe the concept of user acquisition in web analytics and its importance for businesses online. **[CO4/K2]**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions:

- All questions are compulsory.
- Examples and Charts are necessary wherever it is required.

Q1 Attempt any two questions.

A. As a Portfolio Manager, design portfolios for Risk Taker investors, Risk Neutral Investors, and Risk Averse investors **(CO1_K1) 4 Marks**

B. How National Economic Policies and International Economic Policies affect the Market capitalization of Industries **(CO1_K1) 4 Marks**

C. As an Investment Banker, how will you differentiate Systematic risk and Unsystematic risk? **(CO1_K1) 4 Marks**

Q2 Attempt any two questions:

A. Explain how Bond Market Price and Yields (Market interest rate) move inversely **(CO2 _K2) 4 Marks**

B. Explain Bond Pricing Theorem - Bond Market Price (existing) volatility is directly related to Bond maturity **(CO2_K2) 4 Marks**

C. As a Financial Analyst, analyze the below portfolios of Mr. Joy by using any two statistical tools: Mean, Correlation, SD & Beta **(CO2_K2) 4 Marks**

Year	Return on portfolio MTL Hybrid (%)	Return on portfolio RIL Growth (%)	Return on Sensex (%)
2019-20	8	10	13
2020-21	10	15	15
2021-22	6	-5	5
2022-23	12	20	25
2023-24	15	25	30

Q3 Attempt any two questions:

A. Explain what kind of risks are faced by Bondholders **(CO3_K3) 6 Marks**

B. Explain Trend Indicators: Relative Strength Index (RSI), Bollinger Bands and Moving Average Convergence Divergence (MACD) **(CO3_K3) 6 Marks**

C. As a Technical Analyst create different Charts and Candlestick chart patterns from the below table, and explain their importance in making investment decisions **(CO3_K3) 6 Marks**

Month	Open Price	High Price	Low Price	Close Price
Sep-22	195	198	183	197
Oct-22	164	179.8	159.55	160.5
Month	**Open Price**	**High Price**	**Low Price**	**Close Price**
Sep-24	134.7	136.15	121.5	126.85
Oct-24	125	140	125	138
Nov-24	133.5	143.8	132.95	141.15
Dec-24	141.15	150.5	139.2	146.8

D. Mr. Ray is examining the stock of OTGC Ltd. based on two factors: the unexpected percent change in interest rates and the unexpected percent change in GDP (Gross Domestic Product). Accordingly, he has gathered the following data for his study:

The expected return for OTGC Ltd. = 12%

GDP factor beta = 3

Interest rate factor beta = 2

Expected growth in GDP = 5%

Expected growth in interest rates = 3%

As a Research Analyst use the Multi-Model to analyze OTGC Ltd and give suggestions to Mr Ray **(CO3_K3) 6 Marks**

Q4 Attempt any two questions:

A. Explain how Sharpe's CAPM theory is different from Stephen Ross'Arbitrage Pricing Theory **(CO4 _K3) 8 Marks**

B. Commodity stock called GOLD 123. The stock has two risk factors associated with it – inflation and the price of the U.S. dollar currency.

Rf (risk free rate) = 4%

Inflation – Risk premium = 4%, Beta = 0.2

U.S Dollar – Risk Premium =12%, Beta = 0.5

Market Return: 14%

with the above details find value as per Arbitrage Pricing Theory **(CO4 _K3) 8 Marks**

C. Distinguish between Sharpe and Treynor ratios with examples **(CO4 _K3) 8 Marks**

D. Explain the Efficient Market Hypothesis Theory **(CO4 _K3) 8 Marks**

Q5 Attempt any two questions:

A. Explain Key Principles of Dow Theory **(CO5_K3) 8 Marks**

B. If the risk-free rate is 9% and market returns are 14%, which of the below securities are over, under, or correctly valued in the market?

Securities	Axis	Bandhan	Union Bank
Expected Return (%)	17	10	14
Beta Factor	1.6	0.5	1.2

As a Research analyst use CAPM and explain your strategy. **(CO5_K3) 8 Marks**

C. You are required to rank the below portfolios according to Sharpe and Treynor measures and accordingly need to explain the investment strategy. **(CO5_K3) 8 Marks**

Portfolio	**Return on Portfolio**	**Portfolio beta**	**Risk-free interest Rate**	**Standard deviation**
Franklin Build India Fund (G)	13	1.25	8	7
Kotak Infras. & Eco Reform - Standard (G)	11	0.75	8	4
Tata India Tax Savings Fund - Reg (D)	15	1.1	8	5
Market Index	14	1	8	7

D. You are required to compute beta factors and expected returns for ICICI bank and HDFC bank by using CAPM, and offer your comments as Financial Analyst. **(CO5_K3) 8 Marks**

- Returns on ICICI bank were 12%, 13%, 12% and 11% in the last four years.
- Returns on HDFC bank were 14%, 13%, 9% and 10% in the last four years.
- While average market returns were 13%, 15%, 14% and 13% in the last four years.
- Return on L&T Infrastructure bond was 7.5%.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: RESEARCH PROCESS AND ANALYTICS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions: This paper is divided into two parts. Section A is compulsory. In Section B, attempt all the questions. There is an internal choice in (Q2-Q5).

Section A

1. **Answer all the questions. Each questions is of 4 marks each (20 marks)**

a. Explain the difference between basic research and applied research. **(CO1/K1)**

b. Explain Likert scale and Stapel scale. **(CO1/K1)**

c. Explain nominal, ordinal, interval and ratio scale. **(CO1/K1)**

d. Differentiate between cross-sectional research and longitudinal research. **(CO1/K1)**

e. Explain the difference between primary data and secondary data with example. **(CO1/K1)**

Section B

Attempt all questions. Each question carries 10 marks. For Q2 to Q5, there is an internal choice.

2. **Attempt any one question. Each question is of 10 marks. (10 marks)**

Statements (based on 5 point rating scale)

1. They (Jet Airways) are always on time.
2. The seats are very comfortable.
3. I love the food they provide.
4. Their air-hostesses are very polite.
5. My boss/friend flies with the same airline.
6. The airlines have younger aircrafts.
7. I get the advantage of a frequent flyer program.
8. The flight timings suit my schedule.
9. My mom feels safe when I fly Jet.
10. Flying Jet compliments my lifestyle and social standing in society.

Based on these statements, factor analysis was done and results are given below. (Sample size 60)

KMO value = 0.722, Bartlett's test sig. Value = 0.000

Rotated component matrix

Variable	Component 1	Component 2	Component 3
The airlines have younger aircrafts.	0.959	-0.039	0.02
My boss/friend flies with the same airline.	0.578	0.149	-0.325
The seats are very comfortable.	0.037	0.09	0.961
I love the food they provide.	0.911	0.036	-0.051
I get the advantage of a frequent f program	-0.028	0.985	-0.005
Their air-hostesses are very polite.	-0.061	0.964	0.096
Flying Jet compliments my lifestyle social standing in society.	-0.015	0.955	0.097
My mom feels safe when I fly Jet.	-0.18	-0.388	-0.086
They (Jet Airways) are always on tir	0.953	-0.004	0.153
The flight timings suit my schedule.	-0.076	0.175	0.958

1. How many factors are extracted? (2) **(CO4/K2)**
2. Explain which statements should be taken for each factor and name the factors. (3) **(CO4/K2)**
3. Explain the meaning of KMO and Bartlett's value. (2) **(CO4/K2)**
4. Where is factor analysis used? Give one example. (3) **(CO4/K2)**

OR

A study was conducted to find out why people prefer a particular brand of smartphone. (e.g. Samsung)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	19334.492
	df	253
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.290	31.696	31.696	7.290	31.696	31.696	3.730	26.219	26.219
2	1.739	7.560	39.256	1.739	7.560	39.256	3.340	14.523	40.742
3	1.317	5.725	44.981	1.317	5.725	44.981	2.553	12.099	52.842
4	1.227	5.336	50.317	1.227	5.336	50.317	1.949	8.475	60.574
5	.988	4.295	54.612						
6	.895	3.893	58.504						
7	.806	3.502	62.007						
8	.783	3.404	65.410						
9	.751	3.265	68.676						
10	.717	3.117	71.793						
11	.684	2.972	74.765						
12	.670	2.911	77.676						
13	.612	2.661	80.337						
14	.578	2.512	82.849						
15	.549	2.388	85.236						
16	.523	2.275	87.511						
17	.508	2.210	89.721						
18	.456	1.982	91.704						
19	.424	1.843	93.546						
20	.408	1.773	95.319						
21	.379	1.650	96.969						
22	.364	1.583	98.552						
23	.333	1.448	100.000						

Extraction Method: Principal Component Analysis.

A) Explain the meaning & interpretation of KMO & Bartlett's value. (3 marks) **(CO4/K2)**

B) How many factors have been extracted and why? (3 marks) **(CO4/K3)**

C) What percentage of variance is explained by the extracted factors? (1 mark) **(CO4/K2)**

D) Write a short note on factor analysis (3 marks) **(CO4/K3)**

3. Attempt any one question. Each question is of 10 marks. (10 marks)

Interpretation of output

Gender * type of film watched Cross-tabulation

Count

		Type of film watched			Total
		Romantic	Action	Comedy	
Gender	Male	50	70	25	145
	Female	25	20	15	60
Total		75	90	40	205

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Sq*uare	5.748[a]	2	.056
Likelihood Ratio	9.802	2	.007
Linear-by-Linear Association	.063	1	.801
N of Valid Cases	205		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.70.

(i) Write the null and alternate hypothesis. **(CO2/K2)**

(ii) Why should chi-square test be used here? **(CO2/K2)**

(iii) What sample size is considered here? **(CO2/K2)**

(iv) What do you interpret from the above tables? **(CO2/K2)**

(v) Find at 0.05 significance level whether there is a relationship between gender and type of film watched?

OR

Interpretation of output

Attendance * Performance of students Cross-tabulation

Count

		Performance of students			Total
		Poor	Satisfactory	Excellent	
Attend ance	Good	17	70	60	147
	Bad	28	15	10	53
Total		45	85	70	200

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.496[a]	2	.014
Likelihood Ratio	9.802	2	.007
Linear-by-Linear Association	.063	1	.801
N of Valid Cases	200		

(i) Write the null and alternate hypothesis. **(CO2/K2)**
(ii) Why should chi-square test be used here? **(CO2/K2)**
(iii) What sample size is considered here? **(CO2/K2)**
(iv) What do you interpret from the above tables? **(CO2/K2)**
(v) Find at 0.05 significance level whether there is a relationship between giving of medicine and condition of patient? **(CO2/K2)**

4. **Attempt any one question. Each question is of 10 marks. (10 marks)**

Interpretation of output

Group Statistics

	Region	N	Mean	Std. Deviation	Std. Error Mean
Sales	Batch A	5	50.00	22.627	16.000
	Batch B	7	36.50	12.021	8.500

		Levene's Test for Equality of Variances			
		F	Sig.	Df	Sig. (2-tailed)
Sales	Equal variances assumed	.	.	2	.165
	Equal variances not assumed				

(i) Write the null and alternate hypothesis. **(CO2/K2)**
(ii) Where is unpaired t test used? **(CO2/K2)**
(iii) Which batch has better average marks? **(CO2/K2)**
(iv) Which hypothesis should we accept here? **(CO2/K2)**
(v) What conclusion do you get from the second table? Use 5% level of significance. **(CO2/K2)**

OR

Interpretation of output: A study is done to find out whether men and women show difference in their perception towards strong image of a product.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perception for strong Image	Male	73	1.58	.762	.089
	Female	43	1.74	.875	.133

Independent Samples Test

		Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Interval of the Lower	Interval of the Upper
Reasons_strong_Image	Equal variances assumed	.482	.489	-1.090	114	.278	-.169	.155	-.476	.138
	Equal variances not assumed			-1.052	78.733	.296	-.169	.161	-.488	.151

(i) Write the null and alternate hypothesis. **(CO2/K2)**
(ii) Where is unpaired t test used? **(CO2/K2)**
(iii) Which group has given higher average rating? **(CO2/K2)**
(iv) Which hypothesis should we accept here? **(CO2/K2)**
(v) What conclusion do you get from the second table? Use 5% level of significance. **(CO2/K2)**

5. Attempt any one question. Each question is of 10 marks. (10 marks)

The following data shows statements about characteristics of Gen Z.

Final Cluster Centers

	Cluster	
	1	2
I like to travel to new places	2	3
I like to read a lot.	3	3
I like discount schemes based on quantity	4	2
I like to spend on movies.	2	3
I buy a product only after referred to by friends	3	4
I like to watch news channels	4	2

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
I like to travel to new places	1.473	1	1.596	18	.923	.349
I like to read a lot	1.116	1	1.302	18	.857	.367
I like discount schemes based on quantity	9.618	1	1.343	18	7.159	.015
I like to spend on movies	2.766	1	1.191	18	2.323	.145
I buy a product only after referred to by friends	5.463	1	1.541	18	3.545	.34
I like to watch new channels	7.766	1	1.191	18	6.521	.020

(i) How many clusters have been made? (2) **(CO4/K3)**

(ii) What are the characteristics of respondents in the different clusters? (3) **(CO4/K3)**

(iii) What are the 2 steps in cluster analysis? (2) **(CO4/K3)**

(iv) What do you understand from the ANOVA table? (3) **(CO4/K3)**

OR

A study is done on what students think about their teachers. **(CO4/K3)**

Final Cluster Centers

	Cluster			
	1	2	3	4
Teachers should be empathetic	2	3	3	2
Teachers should be strict in class	2	4	4	2
Teachers should be friendly	3	2	3	4
Teachers should maintain discipline in class	2	2	3	4
Teachers should come on time for lectures	3	2	4	3
Teachers should give marks based on the level of question paper	2	4	3	3

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Teachers should be empathetic	.695	3	1.154	16	.602	.623
Teachers should be strict in class	2.874	3	.871	16	3.301	.047
Teachers should be friendly	2.612	3	1.045	16	2.500	.097
Teachers should maintain discipline in class	5.631	3	.507	16	11.113	.000
Teachers should come on time for lectures	.936	3	1.650	16	.567	.645
Teachers should give marks based on the level of question paper	0.854	3	1.54	16	6.421	.013

(i) Interpret the total number of clusters that can be formed in cluster analysis which attempted to classify the respondents based on the attributes?
(ii) What are the characteristics of respondents in the different clusters?
(iii) Suggest how can the school address the needs of at least 1 cluster through some interventions?

ITM/KHR/PGDM-2023-25/SM-II/280324

COURSE CODE: FIFM-00320

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: FIXED INCOME AND FOREX MARKETS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Notes: All questions are mandatory.

Fixed Income

1. **Answer any 2 of the following. (CO1) K1 (10 Marks)**

   a) List down the advantages and disadvantages of Debt instruments with respect to equity instruments.

   b) List down the different types of debt instrument securities based on maturities. Explain in detail the overnight and Ultra short-term bonds.

   c) Explain in detail the bonds with call and put option.

2. **Solve/Answer any 2 of the following. (CO2) K2 (14 Marks)**

   a) Calculate the clean price of the bond having maturity face value Rs. 1000 with coupon rate of 6.85% which payable annually. The settlement date of the bond is 27/03/2024. Maturity of the bond is 24/04/2027 where current yield of the bond is 7.12%.

   b) Find out the Macaulay and Modified duration of the bond with residual maturity of 4 years, Face Value of Rs. 1,000, Annual payment Coupon rate of 7%, YTM of 6.85%.

   c) If Mr. Krish has taken pension plan in which, he is investing Rs. 10000 per month for next 30 yrs. He is expecting 12% per annual. Calculate the Future value of investment after 30 years. Use monthly sequential rate for the calculation.

   d) Explain in details.
      a. Corporate bond market with its instruments (4 Marks)
      b. Government bond market with its instruments (3 Marks)

Forex Markets

3. **Answer any 1 of the following. (CO3) K1 (10 Marks)**

   a) Explain Fixed, Managed Float and Floating as an Exchange rate models.

   b) Explain in detail Gold Standard? Also List down any 6 factors affecting exchange rates.

4. **Solve/Answer any 2 of the following. (CO4) K2 (16 Marks)**

   a) (i) What is the difference between OTC and interbank market? (4 Marks)
   a) (ii) Who are arbitrageurs and speculators in Forex Markets? (4 Marks)

   b) (i) Basded in the following data calculate JPY/INR 3 months forward? (5 Marks)
   USDINR Spot 83.6175/6350
   3 month Premium 20/22
   USD/JPY Spot 151.4500/151.5200
   3 month Premium 50/45
   b) (ii) Calculate EUR/INR spot? (3 Marks)
   USDINR spot 83.6175/6350
   EUR/USD spot 1.0807/0817

   c) (i) Role of Treasury Department in Banks wrt to Forex. (4 Marks)
   c) (ii) Explain Nostro & Vostro account with example. (4 Marks)

5. **Solve/Answer the following. (CO5) K3 (10 Marks)**

   a) Calculate arbitrage profit if any. (6 Marks)
   USDINR spot 83.6175/6350
   3 month premium 20/22
   GBP/USD spot 1.2601/2610
   3 month premium 60/68
   3 months GBP/INR on exchange 105.8525/105.8750

   b) Explain Carry Trade. (4 Marks)

COURSE CODE: SCLM-00313

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – OPERATIONS AND SCM]

SUBJECT: SUPPLY CHAIN AND LOGISTICS MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q.1. MCQS– Each carry 2 marks – (5*2 =10 marks)

1.What is the primary goal of Pricing and Revenue Management in the context of Supply Chain? **(CO5/K1)**
a) Maximizing production output
b) Minimizing customer satisfaction
c) Optimizing pricing strategies to maximize revenue
d) Increasing lead times for better planning

2.Pricing and Revenue Management for multiple customer segments involves: **(CO5/K1)**
a) Offering the same prices to all customer segments
b) Tailoring pricing strategies to the unique needs and willingness to pay of different customer segments
c) Ignoring customer segmentation as it complicates pricing strategies
d) Implementing a fixed pricing model for all products and services

3.How does Pricing and Revenue Management handle perishable assets in the supply chain? **(CO5/K1)**
a) By prioritizing the sale of perishable assets over non-perishable ones
b) By setting fixed prices regardless of the asset's perishability
c) By implementing dynamic pricing strategies to optimize revenue before assets expire
d) By ignoring the perishability factor and focusing solely on cost reduction

4.In response to seasonal demand, Pricing and Revenue Management may: **(CO5/K1)**
a) Keep prices constant throughout the year
b) Offer discounts during peak seasons to attract more customers
c) Increase prices during peak seasons to capitalize on high demand
d) Reduce production during peak seasons to avoid overstocking

5.What is the main difference between bulk contracts and spot contracts in Pricing and Revenue Management? **(CO5/K1)**
a) Bulk contracts are long-term agreements with fixed prices, while spot contracts are short-term agreements with fluctuating prices
b) Bulk contracts involve selling individual units, while spot contracts involve selling products in bulk quantities
c) Bulk contracts are only suitable for perishable goods, while spot contracts are suitable for non-perishable goods
d) Bulk contracts are managed by suppliers, while spot contracts are managed by customers.

Q.2. Short Answer – Any 2 (2*7= 14 marks)

A] Explain the Role of 3Pl and 4 PL service provider in Supply Chain Management. **(CO4/K2)**
B] Describe in detail about Containerization. **(CO4/K2)**
C] Role of IT in Supply Chain Management. **(CO4/K2)**

Q.3. Short Notes – Any 2 (2*7= 14 marks)

A] Milk Run **(CO3/K1)**
B] Hub and Spoke **(CO3/K1)**
C] Reverse supply chain . **(CO3/K1)**

Q.4. Long Answers .12marks each (2*11=22 marks)

4a. Explain in detail with suitable examples the Push / Pull view of supply chain. (CO1/K2)

OR

4a. What is Bullwhip effect. Explain in detail with the diagram (CO1/K2)

4b. What are the different modes of transportation. Explain in detail with the advantages and the disadvantages of each (CO2/K2)

OR

4b. How material handling system enhance productivity in logistics system? Explain with illustration. (CO2/K3)

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ITM/KHR/PGDM-2023-25/SM-II/280324
COURSE CODE: HRM-00331

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: HUMAN RESOURCE MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q1. Write Short notes on the following (Attempt any four): (5 x4 = 20 marks)

a. Realistic Job Preview (RJP) (CO1/K1)
b. Job Analysis (CO1/K1)
c. Role of HR to manage Millennials. (CO1/K1)
d. Role of HR in POSH (CO1/K1)
e. Future Challenges of International HRM (CO1/K1)
f. Describe Belbin's 9 team roles (any 2) (CO1/K1)

Q2. Answer **any two of these three questions. (10 x 2 =20 marks)**

A] "Engaged employees tend to be more motivated, more loyal and more inspired." Justify this statement and explain in detail the Role of HR here in maintaining Engagement level in the organization by understanding various types of Engagements. (CO2/K2)

B] Differentiate Services from Products and identify the roles of HR managers in handling employees in two different settings by understanding the gaps between customer expectation and services provided. (CO2/K2)

C] A strong culture is a common denominator among the most successful companies. All have consensus at the top regarding cultural priorities, and those values focus not on individuals but on the organization and its goals. Leaders in successful companies live their cultures every day and go out of their way to communicate their cultural identities to employees as well as prospective new hires. They are clear about their values and how those values define their organizations and determine how the organizations run. A culture with OCTAPACE values has the greater chance of achieving high involvement and satisfaction, teamwork, growth and free flow of communication within the organization the most important aspect of organizational culture are the values it practices. Critically analyze and explain the OCTAPACE and its impact on organizations. (CO2/K2)

Q3. A Software organization needs to retrench 6000employees. Make a project plan and describe the critical activities. **(10 marks)** (CO2/K3)

Q4. Describe the applications of Ulrich's HR Business Partner model in the current organizations. **(10 marks)** (CO2/K3)

Best Of Luck

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: EXPORT AND IMPORT MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

SECTION – A (Total – 15 marks)

1. M/s Supreme Plastic Industries, a Mumbai-based plastic bottle manufacturing company has decided to start their exports business and for this purpose they have appointed you as their exports manager. Please answer the following questions raised by the board of directors of M/s Supreme Plastic Industries:

   A. What are the regulatory requirements to start exports?
   B. On which country / group of countries we should focus to get quick penetration?
   C. What will you do to get the export orders?
   D. Should you focus on Hungary and France to get orders?
   E. Are we allowed to pay commission to foreign commission agents in case they procure orders for us?

SECTION – B (Total 15 marks)

2. Write short notes on the following (Total 5 marks) :
   A. Shipping Bill
   B. Bill of Entry
   C. Bill of Lading
   D. Certificate of Origin
   E. World Trade Centre

3. What are the full descriptions of the following (5 marks):
   A. ICD
   B. GSP
   C. CHA
   D. ECGC
   E. FEMA

4. What are INCO TERMS ? Which organization publishes it? In which year it was last updated? Total how many INCO TERMS are in practice currently? Describe any two. (Total 5 marks)

SECTION – C (Total 30 marks), Answer any 6 questions.

5. In which categories Exports Documentation are usually divided? Name and describe any 2 documents in each of the categories.

6. Describe the main functions of the following organization:
   A. DGFT
   B. ITPO
   C. EPCs
   D. CHAs
   E. FIEO

7. In what different ways Govt. of India provides finance to the Indian exporters? Describe.
8. Write a descriptive note on current Foreign Trade Policy.
9. What are EDPMS and IDPMS? What is their importance?
10. Name any 5 reasons for which a country needs to do import.
11. Describe Balance of Trade and Balance of Payment.
12. What were the amount of India's exports and imports during FY 2022-23 in U.S.Dollar terms?

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COURSE CODE: FM-00318

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: FOREX MARKETS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes:
1. All questions are mandatory.
2. Write down all the formulas used for solving the sums.

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1. Answer any 1 of the following. (CO1) K1 (4 Marks)

a) Explain Nostro & Vostro account?

b) What are Direct Quotation and Indirect Quotation. Explain with examples.

2. Answer any 1 of the following. (CO2) K1 (5 Marks)

a) Who are hedgers, speculators and arbitragers in forex markets?

b) An importer need to receive GBP 1 million after 1month. Explain 1 advantage and disadvantage if he choose future and option as hedging instrument.

3. Solve the following. (CO3) K2 (8 Marks)

a) Basded in the following data calculate JPY/INR 3 months forward? (5 Marks)
USDINR Spot 83.6175/6350
3 month Premium 20/22
USD/JPY Spot 151.4500/151.5200
3 month Premium 50/45

b) Calculate EUR/INR spot? (3 Marks)
USDINR spot 83.6175/6350
EUR/USD spot 1.0807/0817

4. Solve/Answer any 2 of the following. (CO4) K2 (6 Marks)

a) GBP/USD is trading at 1.2605 today. If Interest rate in UK is 5.25 % and in USA is 5.5%; what is forward rate after 1 year.

b) Explain in detail Gold Standard?

c) List down any 6 factors affecting exchange rates.

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5. **Solve any one the following. (CO5) K3 (7 Marks)**

a) Calculate arbitrage profit if any.
USDINR spot 83.6175/6350
3 month premium 20/22
GBP/USD spot 1.2601/2610
3 month premium 60/68
3 months GBP/INR on exchange 105.8525/105.8750

b) Calculate arbitrage profit if any.
EUR/USD is trading at 1.0805/0809. USD/AUD is trading at 1.5344/5354.
EUR/AUD is trading at 1.6555/6560. Is there any arbitrage opportunity. If yes how it can be implemented if you have 1 million unit currency.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM –MARKETING]

SUBJECT: DIGITAL & SOCIAL MEDIA MARKETING

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q1. Case Study – (Each case 10 marks) ***(20 marks)***

A. H&M

Objective: H&M wanted to connect with young polish audience on social media. The brand employed music to connect with the users. H&M partnered with world famous DJ Boiler Room while it was coming to Poland for the first time.

Challenge: The Challenge was to highlight the partnership and let the people know about H&M's engagement with the event. Every music fan in Warsaw wanted a ticket for the event but there were none left. Boiler Room had unique philosophy of conducting disappearing events in secret locations.

Solution: H&M decided to use snapchat, a popular social media platform with disappearing messages. It conducted the very first snapchat open chase. With no other source of tickets available for fans, H&M hid 22 tickets in some stores. The only way to find tickets was to follow the brief snapchat hints and let the game begin. Unexpected locations in the stores became arenas for parties.

Results: Results were very good. H&M got more than 1000 followers and more than 200 people played the Game. 3.8 million unique users were reached with the message that H&M was behind the Boiler Room event in Poland.

Questions

1. Evaluate the Pros and Cons of the Campaign? **(CO5/K3)**
2. How can you make the campaign better? **(CO5/K3)**

B. Dell

Objective: Dell intended to create a dialogue with the diverse small and medium businesses (SMBs) in India and position itself as a trusted partner. To enable this, it launched a custom group on LinkedIn.

Implementation: "More Growth" was the LinkedIn custom community group created by Dell for a richer and total experience with the SMBs

Result: The group gathered 11,600+ members in just 120 days from 6000+ SMBs from over 400 towns and cities in India. 70% of the members of the group were core SMBs. One out of the four group members were CXOs, VPs or Directors.

Questions

1. Evaluate the campaign strategy used. Create an alternative strategy for achieving the same objectives. **(CO5/K3)**
2. Prepare content strategy and plan for managing the "More Growth" group. **(CO5/K3)**

Q2. Write short notes on any 4: (5 Marks Each) ***(20 marks)***

1. Paid Media, Owned Media, Earned Media **(CO4/K2)**
2. Remarketing Vs Repositioning **(CO4/K2)**
3. Digital PR **(CO4/K2)**
4. STDC Model **(CO4/K2)**
5. Mobile App store Optimization. **(CO4/K2)**
6. Quality Score **(CO4/K2)**

Q3. Answer the Following – Any 2 (10 marks each): ***(20 marks)***

1. Explain the concept of E-Mail Marketing, explaining the process of email marketing campaign creation **(CO3/K3)**
2. Explain the concept of content Marketing, what are its various types? What are the latest trends in Content Marketing? **(CO3/K3)**
3. Analyze social media marketing strategies taking examples of various social media platforms **(CO3/K3)**
4. Analyze on page and off page SEO strategies used for websites? **(CO3/K4)**

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ITM/KHR/PGDM-2023-25/SM-II/300324
COURSE CODE: SMM-00312

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING & TRANSFORMATION]

SUBJECT: SOCIAL MEDIA MARKETING

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Section A - Case Study – Any 2 (20 Marks) [C0-1/K1]

Airbnb transformed travel by linking travelers with unique stays and local adventures globally. Through innovative business methods and digital marketing, it surged in popularity, aiming to attract users, elevate brand visibility, and establish itself as the premier option for authentic and budget-friendly accommodations. Employing diverse online platforms such as social media, email, SEO, and influencer partnerships, Airbnb personalized recommendations and boosted user engagement using advanced technology and machine learning algorithms.

Strategy	Results
User-Generated Content (UGC)	- Explosive Growth: Airbnb experienced exponential growth in user base and revenue, expanding to over 220 countries and regions worldwide.
Referral Program	- Market Dominance: Airbnb emerged as the dominant player in the peer-to-peer lodging marketplace, surpassing traditional hotel chains in bookings and market valuation.
Content Marketing	- Brand Recognition: Airbnb achieved widespread brand recognition and became synonymous with alternative accommodations and experiential travel.
Data-Driven Optimization	- Disruption of the Travel Industry: Airbnb reshaped the way people travel, providing more options, flexibility, and affordability compared to traditional hotels.

Q.1) How did Airbnb utilize user-generated content (UGC) as part of its digital marketing strategy? **[C0-1/K1]**

Q.2) Describe Airbnb's content marketing efforts and how they helped position the company as a trusted source of travel inspiration. **[C0-1/K1]**

Q.3) Discuss Airbnb's approach to influencer marketing and partnerships with travel bloggers. **[C0-1/K1]**

Q.4) Looking ahead, what opportunities and challenges do you anticipate for Airbnb in terms of sustaining its growth through digital marketing strategies? **[C0-1/K1]**

Section B – Short Notes – Answer Any 2 (20 Marks)

Q.5) Importance of storytelling in social media marketing. **[C0-1/K2]**
Q.6) Role of social listening in driving sales. **[C0-2/K2]**
Q.7) Influencer partnerships in social media marketing. **[C0-3/K2]**

Section C – Essay-Type Question (20 Marks) [C0-2] [K3]

Q.8) Write an essay on the role of social media analytics in optimizing marketing strategies. Discuss the importance of data analysis in measuring campaign performance, identifying audience preferences, and refining marketing tactics. Provide examples of key metrics used in social media analytics and explain how businesses can use these insights to achieve their marketing objectives.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: FINANCIAL AND COMMODITY DERIVATIVES

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Note: All questions are compulsory.

Q.1.

A] Discuss how the four types of derivatives are used for the purpose of hedging risk. (CO1, K1) 5 Marks

OR

B] Discuss how derivatives help in price discovery and increasing liquidity in financial markets. (CO1, K1)5 Marks

Q.2.

A] A corporate treasurer finds that he will have an investible surplus of Rs. 20 Crore after two months. This surplus is expected to remain with him for three months, after which it will be needed for working capital. The ideal instrument for investment would be T-bills, which yield an extremely attractive 8.20%. However, T-bills future with expiry of two months are trading at Rs. 92.40 i.e. discount yield of 7.60% indicating falling yield in the times to come.

A. Describe the ideal hedging strategy for the treasurer.
B. What rate of return can the treasurer be assured of by the hedging strategy?
C. Compute the investment return if after two months the discount yield on T-Bill is 6.20%.

(CO2, K3)15 Marks

OR

B] What do you understand by the Greeks of option? Describe all the parameters of risk delta, gamma, vega, theta and rho and their importance. **(CO2 K3) 15 Marks**

OR

C] An investor has purchased 23000 shares of company ABC at a price of Rs. 200 each. He is worried about fall in the price of shares. He decides to hedge his position by entering into an Index future contract. The lot size of Index futures is 50 and the current market price of Index futures is 15000. Answer the following questions related to hedging his position?

A. What is the ideal hedging strategy for investors? How many contracts should he transact in Index futures for perfect hedging?
B. If the share price falls by 3.4%, while Index future price falls by 3.6%, what impact will it have on his hedging, after he has done perfect hedging?
C. What do you understand by the terms partial hedging and over hedging?

(CO2 K3) 15 Marks

Q.3.

A] Bank A and X Ltd. enters into a 6 X 12 FRA. X Ltd. pays FRA rate at 8.00 % p.a. Bank A pays benchmark rate based on FIMMDA Moneyline Telerate 180 Day CP Benchmark. Assume, FIMMDA Moneyline Telerate 180 Day CP Benchmark on fixing date is 8.50 % p.a. Find out cash flow to both parties assuming that the notional principal is 1 crore. **(CO3, K2) 8 Marks**

OR

B] An investor is holding 1000 shares of Reliance Industries Ltd. currently traded at Rs. 2300. A put option on RIL with strike price of Rs 2100 and maturity of one month is available at Rs 50. A call option is available with strike price of Rs 2500 and maturity of one month is available at Rs 70. Based on above information answer the following:

a. How much is the exposure of the investor.
b. What purpose the put option will serve?
c. What purpose the call option will serve?
d. Analyze the position after one month if stock price is Rs 1800. **(CO3,K2) 8Marks**

Q.4.

A] Today is 24 March. A refinery needs 1075 barrels of crude oil in the month of September. The current price of crude oil is Rs 3000 per barrel. September future contract at MCX are trading at Rs 3200. The firm expects the price to go up further and even beyond Rs 3200 in September. It has the option of buying the stock now. Alternatively, it can hedge through a future contract. The size of future contract is 100 barrels. If the cost of capital, insurance and storage is 15% per annum, examine whether it is beneficial for the firm to buy now. **(CO3,K3) 7 Marks**

OR

B] Discuss key differences between historical volatility and implied volatility. How does Black Scholes model help in deriving implied volatility. **(CO3,K3) 7 Marks**

Q.5.

A] A trader creates short straddle strategy by selling a call option and a put option with same strike price of 180 and premium as Rs.7 for call option and Rs. 11 for put option. Find out pay off and profit of trader at spot prices given below. Identify breakeven price ranges for the trader. **(C04, K3) 15 Marks**

Spot Price	Call Pay off	Put Pay off	Call Profit	Put Profit
140				
150				
160				
170				
180				
200				
220				

OR

B] A stock is currently trading at Rs. 50. It can either go up by 20% or fall by 20% (volatility 20%) in a period of three months. The risk free interest rate is 8% per annum. Find the value of a call option with an exercise price of Rs. 45, using the binomial model. **(CO 3-K3) 15 Marks**

Q.6

A] Briefly discuss below mentioned swaps **(CO5, K3) 10 Marks**

a) Plain Vanila Swap
b) Basis Swap
c) Currency Swap

OR

B] Companies A and B have been offered the following rates per annum on a Rs. 20 million 5-year loan.

(CO5, K3) 10 Marks

	Fixed Rate	Floating Rate
Company A	5.0%	MIBOR+0.1%
Company B	6.4%	MIBOR+0.6%

Company A requires a floating rate loan; company B requires a fixed rate loan. Design a swap that will need a bank, acting as intermediary, 0.1% per annum as fees and that will appear equally attractive to both companies.

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COURSE CODE: **FD-00315**

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: FINANCIAL DERIVATIVES

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Notes:
1. All questions are mandatory.
2. Use the continuous compounding for all the calculations.
3. Write down all the formula used for solving the sums.

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1. Answer any 2 of the following. (CO1) K1 (10 Marks)

a) Differentiate between Future and Options.

b) Explain Asian and Barrier options with diagram.

c) Explain Delta Dynamic Hedging.

2. Answer any 2 of the following. (CO2) K1 (8 Marks)

a) Explain Equity Swap Rate with Example.

b) Differentiate between Future and Forward with following points

#	Pointers	Future	Forward
1	Liquidity		
2	Counter Party Risk		
3	Cost at initiation		
4	Margins		

c) Explain Settlement of Future Contract with diagram.

3. **Solve any 2 of the following. (CO3) K2 (12 Marks)**

a) A stock is trading at Rs. 350/-, the risk-free rate is 6.5% p.a. with continuous compounding for all maturities. The 3 months future is trading at Rs. 35. Is there any arbitrage opportunity for the 3 months future? If yes, illustrate how to implement it and the arbitrage profit derived?

b) (i) Strike Price = Rs. 1000; Stock Price = Rs. 850; Risk Free Rate =7.1%; Time to expiry = 3 months. Find out the lower bound for value of a European Put and American put.
(ii) Strike Price = Rs. 3000; Stock Price = Rs. 3300; Risk Free Rate =7.1%; Time to expiry = 3 months. Find out the lower bound for value of a European Call and American Call.

c) Explain Relationship between future and forward price with respect to interest rates.

4. **Solve/Answer the following. (CO4) K2 (15 Marks)**

a) Using the Black and Scholes Model, what would the theoretical price of a call and put

S = 500; X = 470; T = 3 Months; r = 6.5%; σ = 25%. (10 Marks)

b) Write down assumptions of Black and Scholes Models. (5 Marks)

5. **Solve/Answer any 1 the following. (CO5) K3 (15 Marks)**

a) S = 300; X = 270; T = 0.50 year; r = 6%; σ = 30%.
Find out the following.

(i) Delta of Call and Put
(ii) Gamma of Call and Put
(iii) Vega of Call and Put
(iv) Rho of Call and Put

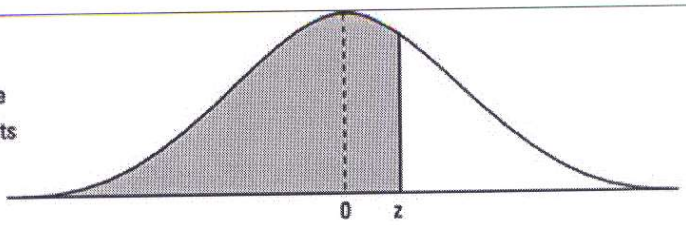
b) Answer/Solve the following.

(i) Explain following option strategies with profit function, maximum profit, maximum loss, and break even.
(a) Long Straggle (b) Bull Call Spread

(ii) The stock price at Rs. 500/- (at time t_0). If the delta of the call is 0.55, what would be the number of shares the trader needs to buy or sell to hedge the position and what would be the initial cost of buying the shares? Find out the number of shares required to buy/sell subsequently if lot size is 500 and contract traded is 1. (8 Marks)

Day	Stock Price	Delta	Shares Required	Shares purchased /sold	Incremental Inflow / out flow of funds	Total Cost of Shares
0	500	0.55				
1	510	0.62				
2	490	0.47				
3	515	0.67				

Number in the table represents $P(Z \leq z)$



z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	.5000	.5040	.5080	.5120	.5160	.5199	.5239	.5279	.5319	.5359
0.1	.5398	.5438	.5478	.5517	.5557	.5596	.5636	.5675	.5714	.5753
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0.3	.6179	.6217	.6255	.6293	.6331	.6368	.6406	.6443	.6480	.6517
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1.2	.8849	.8869	.8888	.8907	.8925	.8944	.8962	.8980	.8997	.9015
1.3	.9032	.9049	.9066	.9082	.9099	.9115	.9131	.9147	.9162	.9177
1.4	.9192	.9207	.9222	.9236	.9251	.9265	.9279	.9292	.9306	.9319
1.5	.9332	.9345	.9357	.9370	.9382	.9394	.9406	.9418	.9429	.9441
1.6	.9452	.9463	.9474	.9484	.9495	.9505	.9515	.9525	.9535	.9545
1.7	.9554	.9564	.9573	.9582	.9591	.9599	.9608	.9616	.9625	.9633
1.8	.9641	.9649	.9656	.9664	.9671	.9678	.9686	.9693	.9699	.9706
1.9	.9713	.9719	.9726	.9732	.9738	.9744	.9750	.9756	.9761	.9767
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2.3	.9893	.9896	.9898	.9901	.9904	.9906	.9909	.9911	.9913	.9916
2.4	.9918	.9920	.9922	.9925	.9927	.9929	.9931	.9932	.9934	.9936
2.5	.9938	.9940	.9941	.9943	.9945	.9946	.9948	.9949	.9951	.9952
2.6	.9953	.9955	.9956	.9957	.9959	.9960	.9961	.9962	.9963	.9964
2.7	.9965	.9966	.9967	.9968	.9969	.9970	.9971	.9972	.9973	.9974
2.8	.9974	.9975	.9976	.9977	.9977	.9978	.9979	.9979	.9980	.9981
2.9	.9981	.9982	.9982	.9983	.9984	.9984	.9985	.9985	.9986	.9986
3.0	.9987	.9987	.9987	.9988	.9988	.9989	.9989	.9989	.9990	.9990
3.1	.9990	.9991	.9991	.9991	.9992	.9992	.9992	.9992	.9993	.9993
3.2	.9993	.9993	.9994	.9994	.9994	.9994	.9994	.9995	.9995	.9995
3.3	.9995	.9995	.9995	.9996	.9996	.9996	.9996	.9996	.9996	.9997
3.4	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9998
3.5	.9998	.9998	.9998	.9998	.9998	.9998	.9998	.9998	.9998	.9998
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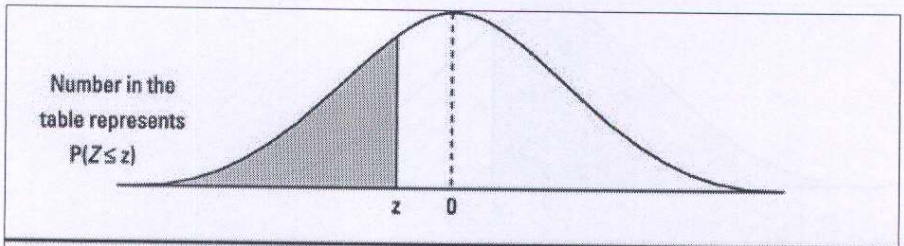

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: INTRODUCTION TO MACHINE LEARNING

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Note: 1. Question No. 1 is compulsory
2. Solve any two out of remaining three
3. Calculators are permitted, and New Question should be start on new Pages.

Q1 (a). What are the types of event probability? Explain **[CO1 -K2, 5-marks]**

(b) The Given data of diabetes people and size is 100. Let D and N be the events where a randomly selected person "has diabetes" and "not overweight". Then find P(D | N). **[CO2 -K3, 5-marks]**

	Overweight	**Not Overweight**
Diabetes	17	5
Not Diabetes	33	45

(c). Explain bias and variance Trade-off with suitable examples **[CO3-K4, 5-marks]**

(d). What are the different evaluation metrics of linear regression? Explain **[CO1-K2, 5-marks]**

Q2

A] Five defective bulbs are accidentally mixed with twenty good ones. It is not possible to just look at bulbs, and whether it is defective or not. Find the probability distribution of the number of defective bulbs, if 4 bulbs are drawn from this lot. **[CO2- K3, 7-marks]**

B) Define measure of Central Tendency with example **[CO1- K2, 3-marks]**

C]

(i). What is linear regression. Determine the best fitted line from the given example. Predict the weight of person whose height is 170 cm

Height	151	174	138	186	128	136	179	163	152	131
Weight	63	81	56	91	47	57	76	72	62	48

(ii) Based on above data, create a dataset, and implement the linear regression model using python.

(iii) Plot the graph for finds the correlation of datapoints. **[CO4- K5, 10 marks]**

Q3 (a). Determine the outliers using five number summary methods with graph.
data = {5, 4, 5, 5, 6, 1, 2, 3, 6, 6, 6, 3, 9, 27, 8, 7, 8, 2, 2} **[CO2-K3, 10 marks]**

Q3 (b). Calculate standard deviation of data is given below. **[CO2-K3, 10 marks]**

Marks range	0-10	10-20	20-30	30-40	40-50
No. of students	4	8	12	6	2

Q4. A] The average weight of all residents is town XYZ is 168 lbs. A nutritionist believes the true mean to be different. He/ she measured the weight of 36 individual and found the mean to be 169.5 lbs with standard deviation of 3.9. **[CO2-K3, 10 marks]**

(i) State the null hypothesis and alternate hypothesis.
(ii) At 95% confidence level
(iii) Use traditional method and P-value method (for P value method use Z value= 0.98956, and normal Z value = 1.96)
(iv) Visualize the graph.

Q4. B]

(i) Difference between L1 and L2 regularization **[CO1-K2, 5marks]**

(ii) Automated trade industry has developed an AI model which predicts the selling and purchasing of automobiles. During testing, the AI model came up with the following predictions. Calculate Accuracy, precision, recall and F1 Score. **[CO4-K5, 5 marks]**

Confusion Matrix		Actual	
		1	0
Predicted	1	60	25
	0	05	10

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – OPERATIONS & SCM]

SUBJECT: BUSINESS PROCESS MANAGEMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q.1. Multiple Choice Questions (All questions are compulsory) – **2 Marks each** 12 Marks

1. A well-defined business process typically includes all of the following EXCEPT:**(CO1/K1)**
   a) Identifying the customer need
   b) Outlining the specific steps required to complete a task
   c) Assigning ownership of each step to a specific individual or team
   d) Intentionally introducing errors and delays to test process robustness

2. Which of the following is NOT a benefit of well-defined business processes? **(CO1/K1)**
   a) Improved customer satisfaction through consistent service delivery
   b) Increased employee productivity by reducing confusion and errors
   c) Greater agility and ability to adapt to changing market conditions
   d) Encouragement of a siloed work environment with limited communication

3. Reengineering business processes is MOST characterized by: **(CO1/K1)**
   a) Incremental improvements to existing processes.
   b) A fundamental and radical redesign of core business functions.
   c) Focusing on minor cost reductions without impacting functionality.
   d) Implementing new technologies without changing the underlying process.

4. A key principle of reengineering is to: **(CO1/K1)**
   a) Focus on departmental optimization rather than overall business goals.
   b) Break down traditional functional silos and create cross-functional teams.
   c) Automate existing tasks without considering process redesign.
   d) Prioritize employee comfort and existing job structures over efficiency.

5. While reengineering can be beneficial, it can also come with challenges. Which of the following is NOT a typical challenge of reengineering? **(CO1/K1)**
   a) High initial costs associated with process redesign and implementation.
   b) Potential resistance to change from employees accustomed to old processes.
   c) Difficulty in measuring the success of the reengineered process.
   d) A natural and smooth transition for employees to new roles and workflows.

6. Reengineering is most suitable for organizations seeking to: **(CO1/K1)**
   a) Maintain the status quo and minimize disruptions.
   b) Achieve dramatic improvements in efficiency, cycle time, or cost reduction.
   c) Make minor adjustments to existing workflows for marginal gains.
   d) Implement new technologies without impacting business processes.

Q.2. Short Answers (Any Two) – **6 Marks each** 12 Marks

1. Explain Process goals and objectives of simulation. **(CO2/K2)**
2. Explain workflow Management with appropriate examples. **(CO2/K2)**
3. Explain BPR and ERP. **(CO2/K2)**

Q.3. Short Answers (Any Two) – **6 Marks each** 12 Marks

1. Explain success factor and guidelines for BPR. **(CO3/K2)**
2. Explain the tools and techniques in BPR. **(CO3/K2)**
3. Explain tools and techniques in BPR. **(CO3/K2)**

Q.4. Long Answers. 12 Marks

(a) Explain in brief Performance Measurement in BPO. **- (CO4/K3)**

OR

(b) Explain in brief Performance Management in BPO. **- (CO4/K3)**

Q.4. Long Answers 12 Marks

(c) Explain models for BPO governance. **- (CO5/K3)**

OR

(d) Evaluate the current trends in ECM with appropriate examples. **-(CO5/K3)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: LEARNING & DEVELOPMENT

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q1. Write Short notes on (Any 4 – 5 marks each) of the following **(Marks: 20)**

a) Explain Classical Conditioning with examples. **CO1/K1**
b) Differentiate between training and development? **CO1/K1**
c) What is storyboarding & Gamification? **CO1/K1**
d) What is on-the-job training? **CO1/K1**
e) What is an assessment center? **CO1/K1**
f) What is Andragogy? **CO1/K1**
g) Explain the Kirk Patrick Model. **CO1/K1**

Q2. Answer the following questions: (Any Two-10 Marks each) **(Marks: 20)**

a) Kolb's learning style applies to the individuals in the present organizations. Justify it. **(CO3/K2)**

b) Explain the essentials to be followed while designing an E-Learning training program. **(CO3/K2)**

c) Good managers are not necessarily good trainers. Explain this statement with examples and using Gilly's Trainer style model.? **(CO3/K2)**

d) You are the Training Head of Topline Sales Enterprises Pvt Ltd. The CEO of the company during a meeting with you has expressed his desire to strengthen the training interventions in the company. Towards that end, he has directed you to conceptualize a framework for training the Sales teams that are located across India. Explain in detail how you will utilize different learning environments for the conduct of learning with special emphasis on the Technological Learning environment to be able to train all your sales staff. **(CO3/K2)**

Q3. Read the Case Study and the questions given below: **(20Marks)**

The Hotel Paris's competitive strategy is "To use superior guest service to differentiate the Hotel Paris properties and to thereby increase the length of stay and return rate of guests, and thus boost revenues and profitability – HR manager Lisa Cruz must now formulate functional policies and activities that support this competitive strategy, by eliciting the required employee behaviors and competencies.

As she reviewed her company's training processes, Lisa had many reasons to be concerned. For one thing, the Hotel Paris relied almost exclusively on informal on-the-job training. New security guards attended a one-week program offered by a law enforcement agency, but all other new hires, from assistant managers to housekeeping crew, learned the rudiments of their jobs from their colleagues, and their supervisors, on the job. Lisa noted that the drawbacks of this informality were evident when she compared Hotel Paris's performance on various training metrics with those of other hotels and service firms. For example, in terms of the number of training per employee per year, number of hours training for new employees, cost per trainee hour, and percent of payroll spent on training, the Hotel Paris was far from the norm when benchmarked against similar firms.

As Lisa and the CFO reviewed measures of Hotel Paris's current training efforts, it was clear that (when compared to similar companies) some changes were in order. Most other service companies provided at least 40 hours of training per employee per year, while the Hotel Paris offered, on average, no more than five or six. Similar firms offered at least 40 hours of training per new employee, while the Hotel Paris offered, at most, 10.

Even the apparently "good" metrics comparisons simply masked poor results. For example, whereas most service firms spend about 8% of their payrolls on training, the Hotel Paris spent less than 1%. The problem, of course, was that the Hotel Paris's training wasn't more efficient, it was simply nonexistent.

Given this and the common links between (1) employee training and (2) employee performance, the CFO gave his go-ahead for Lisa and her team to design a comprehensive package of training programs for all Hotel Paris employees. They retained a training supplier to design a 1-day training program comprised of lectures and audiovisual material for all new employees. This program covered the Hotel Paris's history, competitive strategy, and its critical employee capabilities and behaviors, including the need to be customer-oriented. With a combination of lectures and video examples of correct and incorrect behaviors, the behavior-modeling part of this program aimed to cultivate in new employees the company's essential values, including, "We endeavor to do everything we can to make the guests' stay 100% pleasant."

The team developed separate training programs for each of the hotel's other individual job categories. For example, it retained a special vendor to create computer-based training programs, complete with interactive scenarios, for both the front-desk clerks and telephone operators. As with all the new training programs, they had these translated into the languages of the countries in which the Hotel Paris did business. The team was close to staying with on-the-job training for both the housekeeping and valet/doorperson job categories but formalized this training with special handbooks for each job category's supervisory staff. For assistant managers, the team developed a new video conference-based online training and development program. In this way, the new managers could interact with other assistant managers around the chain, even as they were learning the basics of their new jobs. Lisa and the CFO were not at all surprised to find that within a year of instituting the new training programs, scores on numerous employee capabilities and behavior metrics (including speed of check-in/out, percent of employees scoring at least 90% on Hotel Paris's values quiz, and percent room cleaning infractions) improved markedly. They know from previous analyses that these improvements would, in turn, drive improvements in customer and organizational outcomes, and strategic performance.

Questions:

Qa) Based on what you read in this chapter, what would you have suggested Lisa and her team do first concerning training, particularly in terms of the company's strategy? Why? **(Marks: 5) CO4/K3**

Qb) Have Lisa and the CFO sufficiently investigated whether training is called for? Why? What would you suggest? **(Marks:5) CO4/K3**

Qc) Based on what you read, develop a detailed training program for one of these hotel positions: Security guard, housekeeper, or door person. **(Marks:10) CO4/K3**

Best of Luck

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT & MARKETING]

SUBJECT: RETAIL OPERATIONS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

SECTION 1

Q1. Case Study – 15 marks.

XYZ Retail is a known retailer for daily needs and necessities in India and has presence across multiple cities. XYZ has grown from having presence in one state to expanding across India, however they still follow the traditional practice of having a godown for each store. The aggressive expansion without prior focus on streamlining logistics is causing serious issues for the retailer – difficulty in tracking orders, inefficient delivery schedules and routes, frequent out of stock scenarios across multiple stores.
Also, despite having large stores, the retailer is not able to generate significant sales through its non – necessary items such as snacks, quick to make items, packaged bakery and soft drinks section, etc.
The sales are tanking despite enough footfall in the store. The only region generating sales is the ration section and daily needs section. Other than the problem of clutter in specific areas, the newly opened stores are also facing the problem of stock shrinkages.

1.1 You are a budding retail operations manager and you have to suggest to the board of XYZ Retail, ways on how they can employ the power of DCs to streamline the logistics issue and enumerate the processes that can help him efficiently address the above issues. **(5 Marks) [CO4/K3]**

1.2 What steps can you take to address the issues of falling sales and inconsistent traffic across the floor? What measures can help you increase impulse buying across various sections while improving the traffic flow in the store? **(5 Marks)[CO5/K3]**

1.3 How will address the problem of stock shrinkage? **(5 Marks)[CO4/K3]**

Q2. Match the type of fixtures and its purpose. **(5 Marks) [CO1/ K1]**

1. Fixture that contains low valued items such as socks, handkerchiefs, in a haphazard way that appeal to the customer.	a) 'A' Board
2. Fixtures installed in tough places or dead places such as round pillars.	b) Dump Bins
3. A warning sign or a caution board.	c) Gondolas
4. An absolute necessary fixture in hypermarket stores such as D Mart and Reliance Fresh	d) Tube and Clamp Display
5. A primary component of the window display.	e) Mannequin

SECTION 2 - (Answer any two – 10 marks each)

Q1. You are an Area Sales Manager of an Apparel Brand. Your National Sales Manager has asked you to prepare a pre store opening tracker and share it with him in order to track the progress of store establishment. Prepare a pre store opening tracker for in the right sequence so that all stake holders can track the progress on pre store opening . **(10 Marks)[CO5/K3]**

Q2. You are an assistant store manager. The store manager for the store who is responsible for store Opening procedure will be on leave for a week. You have been given the responsibility to take care of the store opening procedure. List down step by step the store opening procedure. **(10 Marks)[CO5/K3]**

Q3. You are a regional sales manager for an Apparel Brand. You been asked to recruit a Head Visual Merchandiser for the region. You have scripted down the Job description for the role which contains information about the company, the benefits and perks of the role. Mention the Job responsibilities of the Head Visual Merchandiser. **(10 Marks)[CO1/K3]**

Q4. Given below is a tabular chart. Using the information from this chart answer the questions asked. **(10 marks)[CO3/K2]**

Store ID	Manager Name	Location	Store Size (in sq ft)	Revenue	Footfall	Bills	Quantity Sold
1	O' Brian	California	1500	9000000	250	138	350
2	Seaun	Florida	1000	4000000	125	81	450
3	Tej	Florida	1000	6000000	200	140	250
4	Dominic	New York	2000	12000000	275	193	500
5	Letty	New York	2000	10000000	300	165	450
6	Vince	Ohio	1200	7200000	250	175	350
7	Haan	Tokyo	1500	10500000	250	163	350
8	Takashi	Tokyo	1000	7000000	100	45	250
9	Gisele	Tokyo	1500	7500000	250	175	250
10	Sam	Washington	1000	5000000	100	60	300

Note : Marking for steps will be given. Please show calculations and not just the answer.

1. Calculate the average transaction value for Stores of New York. **(2 Marks)**
2. Calculate the Average Basket Size for Stores in Tokyo. **(2 Marks)**
3. Calculate the average Basket value for Florida. **(2 Marks)**
4. What is the conversion rate for Sam? **(2 Marks)**
5. What are the sales per square foot for California Store? **(2 Marks)**

SECTION 3 - (Answer any four – 5 marks each)

Q1. List and explain in brief any 4 key aspects of Store Finance. **(5 Marks) [CO3/K2]**

Q2. Explain flow through and cross docking. **(5 Marks)[CO3, K3]**

Q3. List down the CRM processes in a store (only mention the main headings, explanation not needed). **(5 Marks[CO3, K3]**

Q4. In brief explain the purpose of having a Customer Service Desk (CSD) in store. **(5 Marks)[[CO3, K3]**

Q5. Give examples of how you can leverage recent technological advancement in retail operations? **(5 marks).[[CO3, K3]**

Q6. List down various store layouts and list two advantages and disadvantages for each. **(5 Marks)[[CO3, K3]**

Q7. List down the Key attributes of effective Window Display (only Headings) **(5 Marks)[[CO3, K3]**

ALL THE BEST !

ITM/KHR/PGDM-2023-25/SM-II/300324
COURSE CODE: FA-00328

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: FINTECH APPLICATIONS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

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1. **Answer any 1 of the following. (CO1) K1 (5 Marks)**

   a) Explain following Fintech Technology.
   (i) Blockchain (ii) Artificial Intelligence

   b) What is Fintech Supermarkets, write down 2 advantages and challenges of it.

2. **Answer the following. (CO2) K1 (6 Marks)**

   Differentiate between Fintech Enablers. Distributors and Full Carriers on the basis of.
   Function; Focus; Control; Target audience

3. **Answer any 2 of the following. (CO3) K2 (8 Marks)**

   a) Explain ONDC Model.

   b) Explain Account Aggregators with diagram.

   c) Differentiate between BNPL and Credit Card wrt to Definition, Credit Limit; Interest Free Period; and Fees.

4. **Answer any 2 of the following. (CO4) K3 (6 Marks)**

   a) What are InsurTechs?

   b) What is Cryptocurrency? Explain in brief PoS.

   c) What are WelthTechs? List down its Themes.

5. **Answer any 1 of the following. (CO5) K2 (5 Marks)**

   a) What is Fintech role in Promoting ESG and what are its benefits? Mention any 2 points each.

   b) What if Financial Inclusion? How Fintech helps in Financial Inclusion through Financial Literacy and Economic Development?

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: INTERNATIONAL BUSINESS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Section A - 6 Marks.
Q.1. Answer any 2. Each question carries 3 marks.

A) Culture Shock. (CO1/K1)
B) Democracy vs Totalitarianism (CO1/K1)
C) Developed Economies vs Developing economies. (CO1/K1)
D) Sustainability. (CO1/K1)
E) Ethnocentrisms (CO1/K1)

Section B - 12 Marks
Q.2. Answer any 3 questions. Each question carries 4 Marks.

A] What are the main advantages and disadvantages of ethnocentric , polycentric and geocentric approaches to staffing policy ? When is each appropriate. (CO1/K1)

B] A visiting American executive finds that a foreign subsidiary in a less developed country has hired a 12 year old girl to work on a factory floor, in violation of the company's prohibition on child labour. He tells the local manager to replace the child and tell her to go back to school. The local manager tells the American executive that the child is an orphan with no other means of support, and she will probably become a street child if she is denied the work. What will you do if you were there American executive 's place. (CO2/K2)

C] You are a Senior manager in a US automobile firm considering production facility in China, Germany or India. These facilities will be for serving the local markets only. Evaluate benefits , costs and risks associated with doing business in each of the nation . Which country will you recommend the board for investment and WHY. (CO3/K3)

D] How MNEs develop their organizational culture? Write in detail. (CO1/K1)

E] Given what is happening in the Indian economy from 1991 to 2023 , do you think India is an attractive target for FDI . What companies and countries will be interested and why? (CO2/K2)

F] The study of international business is fine if you are going to work for large MNE , but has no relevance for individuals who are going to work in a small firm .or who own a small firm .Evaluate this statement in detail. (CO4/K3)

Section C - 12 Marks.
Read the case and answer the questions given below

The modern Russian state was born in 1991 after the dramatic collapse of the soviet Union. Early in the post-soviet era , Russia embraced ambitious policies designed to transform a communist dictatorship with a centrally planned economy into a democratic state with a market based economic system. The policies, however were imperfectly implemented. Political reforms left Russia with a strong presidency that -in hindsight – had the ability to subvert the democratic process. On the economic front, the privatization of many state owned enterprises was done in such a way as to leave large shareholdings in the hands of politically connected, many of whom were party officials and factory managers under the old soviet system. Corruption was also endemic, and organized crime was able to seize control of some newly privatized enterprises. In 1998 the poorly managed Russian economy went through financial crisis that nearly bought the country to its knees.

Fast forward to 2015, and Russia still has a long way to go before it resembles a modern democracy with functioning free market-based economic system. On the positive side, the economy grew at a healthy clip during most of 2000s, helped in

large partly high prices for oil and gas, Russia's largest exports (In 2013 oil and gas accounted for 75% of all Russian exports). Between 2000 and 2013, Russia's GDP per capita more than doubled when measured by purchasing power parity. The country in 2015 boasts the world's ninth largest economy (In 2023 it is 11th largest). Thanks to government oil revenues public debt is low by international standards – at just 9.2% of GDP. (In comparison, public debt amounts to 70% of GDP). Indeed, Russia has run a healthy trade surplus on the back of strong oil and gas exports for the last decade.

On the other hand, the economy is overly dependent on commodities, particularly oil and gas. This was exposed in mid -2014 when the price of oil started to tumble as a result of rapidly increasing supply from USA. Between mid -2014 and March 2015 the price of oil fell from $ 110 a barrel to around $ 50. Much of Russia's oil and gas production remains in the hands of enterprises in which the state still has a significant ownership stake. The government has a controlling ownership position in Gazprom and Rosneft two of the country's largest oil and gas companies. The government used the rise in oil and gas revenues between 2004 and 2014 to increase public spending through state-led investment projects and increase in wages and pensions for government workers. While this boosted private consumption, there has been a dearth of private investment, and productivity growth remains low. This is particularly true among many state -owned enterprises that collectively still account for about half of the Russian economy. Now with oil prices tumbling Russia is having to issue evermore debt to finance public spending. Russian private enterprises are also hamstrung by bureaucratic red tape and endemic corruption. The World Bank ranks Russia 92nd in the world in terms of ease of doing business and 88th when it comes to starting the business. Transparency International, which ranks countries by the extent of corruption, ranked Russia 136th out of 175 nations in 2014.The state and state owned enterprises are famous for pushing work to private enterprises that are owned by political allies, which further subverts market based processes.

On the political front Russia is becoming less democratic with every passing year. Since 1999, Vladimir Putin has exerted increasingly tight control over Russian politics, either as president or prime minister. Under Putin, potential opponents have been side-lined, civil liberties have been progressively reduced, and the freedom of the press has been diminished. For example, in response to opposition protests in 2011 and 2012, the Russian government passed laws increasing its control over the internet, dramatically raising fines for participating in "unsanctioned "street protests, and expanded the definition of treason to further limit opposition activities. Vocal opponents of the regime – from business executives who do not tow the state line to protest groups such as the punk rock protest band Pussy Riot – have found themselves jailed on dubious charges.
To make matters worse, Putin has recently been tightening his grip on the legal system.
In late 2013, Russia's parliament, which is dominated by Putin supporters, gave the president more power to appoint and fire prosecutors, thereby diminishing the independence of the legal system.

Freedom House, which produces an annual ranking tracking freedom in the world, classifies Russia as "not free" and gives it low scores for political and civil liberties.
Freedom House notes that in March 2012 presidential elections, Putin benefited from preferential treatment by state owned media, numerous abuses of incumbency and procedural "irregularities" during the vote count. Putin won 63.6% of votes against a field of weak, hand chosen opponent, led by Communist party leader Gennady Zyuganov, with 17.2% of the vote. Under a Putin inspired 2008 constitutional amendment, the term of the presidency was expanded from four years to six. Putin will be eligible for another six year term in 2018.

In 2014, Putin burnished his growing reputation for authoritarianism when he took advantage of unrest in the neighbouring country of Ukraine to annex the Crimea region, and to support armed revolt by Russian speaking separatists in easter Ukraine. Western powers responded to this aggression by imposing economic sanctions on Russia. Taken together with the rapid fall in oil prices, this pushed the once booming Russian economy into recession. In 2014 the economy grew by just 0.6%, while the Russian rouble tumbled, losing half of its value against other major currencies. Despite economic weaknesses, however there is no sign that Putin's hold on power has been diminished; in fact the opposite seems to have occurred.

Q.3 - Questions to be answered based on the Case study.

A] Why did the Russian economy perform well during 2001 to 2013 period? Why did it run into trouble in 2014? What does it tell you about the efficacy of post-communist and political reforms? (CO4/K3)

B] Putin has managed to be in power as of 2024 , how did he manage to accumulate so much of power. What might change things in the Russia according to your assessment. (CO4/K3)

C] After the collapse of communism , many western businesses started to invest in Russia . How are these firms have been impacted , with the current political and economic climate in Russia. Will western enterprises want to do business in the given scenario. (CO4/K3)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING & TRANSFORMATION]

SUBJECT: DIGITAL SALES AND FUNNEL MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Case Study

Best Views Reviews (BVR) is a website (developed by ShortHills Tech) that provides reviews of products and services. It earns revenue through Amazon affiliate sales. In order to generate traffic and awareness for their website, they created 200 Google Ads with a budget of $500,000.

The ads had a click-through rate (CTR) of 40%, which resulted in millions of views. The return on ad spend (ROAS) was 1.11. But those are the averages. There was a significant amount of variability in ad performance within those averages. (Ref: https://www.marketingsherpa.com/article/case-study/marketing-funnel)

Question:

Q.1. You are recruited by them, based on your expertise as a funnel analyst, to help them in preparing a funnel strategy that will maximise their ROAS. **(15 Marks)**

Q.2. Write Short Notes on: (Any 3) (15 Marks)

a. CTR

b. ROI vs ROAS

c. Consumer Persona

d. AIDAA Model

e. Keywords Bucket

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: CORPORATE TAX PALNNING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q.1.

A] Define the 'person' as per section 2(31) of income tax Act 1962. **2 Marks (CO1/K1)**

B] What is 'capital assets' under section 2(14) of Income tax Act 1962? **2 Marks (CO1/K1)**

C] When a company (Corporate) is a resident under IT Act 1962? **2 Marks (CO1/K1)**

Q.2.

A] Mr. Yuval (age:34 years), a resident individual, furnishes the following information for assessment year 2024-25:

Profit and loss Account for the year ending March 31, 2024

To Office expenses	11,000	By Gross Profit	9,78,500
To Telephone Expenses	12,000	By Sundry receipts	8,000
To Depreciation	30,000		
To Salary to staff	48,000		
To Amount transfer to special reserve	5,500		
To Sundry Expenses	6,000		
To Interest and legal expenses	24,000		
To Travelling expenses	23,500		
To Net profit	8,26,500		
Total	**9,86,500**		**9,86,500**

Other information:

1) Depreciation as per Income Tax 28000.
2) Interest includes a payment of rs.6000 out of India on which tax has not been deducted.
3) Office expenses includes expenditure of rs. 2000 on being paid towards employer's contribution towards ESI out of which rs. 500 is paid after the due date.
4) Legal expenses include following:

i) Payment of Rs. 2000 to B, an employee of X, for filing income tax appeal.
ii) Payment of Rs. 4000 to C, not being employee of X For preparation of return of income.
iii) Payment of rs.1500 to E, a chartered accountant who is not an employee of X, for obtaining tax advice.

Determine the taxable business income of Mr. Yuval for ay 2024-25. **8 Marks (CO4/ K3)**

B] If Mr. Yuval has paid Rs.65000 cash then does he allowed deduction as an expense if no then describe the same with Provision under section 40 A (3). **4 marks (CO K3)**

Q.3. Mr. Navnath (age 51) is the sales manager of Aditya Birla.
He furnishes you the following details of his income for previous year ended 31 March 2024:

1. Basic Salary @ Rs. 7,00,000
2. House rent allowance @ Rs.100000 exempt u/s 10 is Rs 25000
3. Rent received by Navnath of Rs. 120000, he has taken loan on house property to purchase the same he has paid 180000 for interest.
4. Interest on saving bank Rs.55000
5. Gift received from his friend on occasion of marriage of Rs 1,45,000.
6. He sold a land on 15.02.2023 of Rs. 38,00,000, which was purchased as on 20.12.2021 of Rs.36,00,000.
7. He also invested Rs 110000 in LIC during the year.

Find out the net total income of Mr. Navnath and compute the tax liability thereon for AY 2024-2025.
6 Marks (CO3/K2)

OR

What is Exemption under section 10, write the Exemption provision of income tax act 1962. **6 Marks (CO3 K2)**
(Any of 3 Provision)

Q.4. On June 30,2023 Mr. Sanith (34 years), sells the flowing assets- **6 Marks (CO5 K2)**

	Preference shares in A ltd (Listed)	Shares in C ltd in X ltd (unlisted)
Sale consideration	600000	1325000
Cost of acquisition	425000	350000
Date of acquisition	May 15,2016	July 20, 2004
COI for FY .2016-2017	264	
COI for FY .2004-2005	113	
COI for FY .2023-2024	348	

Calculate the Capital gain of Mr. Sanith for AY 2024-25.

OR

What is the MAT (Minimum alternative tax) Provision of section 115JB for Corporates? **6 Marks (CO5 K2)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: TECHNICAL ANALYSIS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

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1. Answer any 1 of the following. (CO1) K1 (5 Marks)

a) Explain any 2 assumptions of technical analysis in Detail

b) Define Trend – what are the different kinds of trends - explain any 2?

2. Answer any 2 of the following. (CO2) K1 (6 Marks)

a) Explain line Chart -how is it different from the Bar chart.

b) What is importance of Support and Resistance.

c) Draw Candle stick for 2 days with the following Data.

Price	Day 1	Day 2
Open	6840	6859
High	6955	6872
Low	6830	6731
Close	6944	6748

3. Answer any 2 of the following. (CO3) K2 (6 Marks)

a) Explain Hanging man pattern.

b) Explain Grave Stone and Dragon Fly Doji

c) Explain Falling Wedge pattern.

4. Solve/Answer any 2 of the following. (CO4) K2 (8 Marks)

a) Calculate the 5 days Simple and Linear Weighted Moving average of Gold with closing prices for latest and a day earlier (prices are arranged from older to latest)
65608, 65583, 65750, 66189, 65858, 66370

b) Explain RSI in detail.

c) Explain ADX

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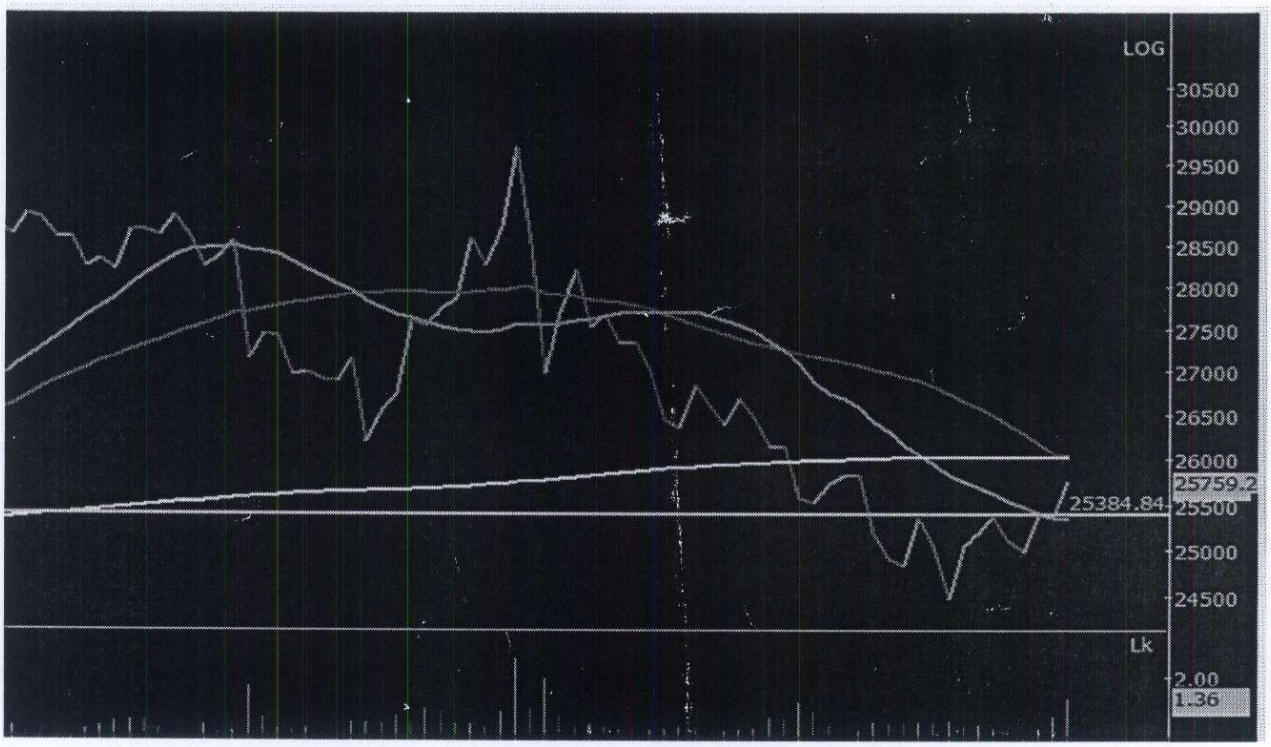
5. **Solve/Answer any 1 the following. (CO5) K3 (5 Marks)**

a) Name and explain the chart pattern. Also mention the target price from the pattern.

b) Name the Chart pattern and the Target Prices of the chart pattern shown below.



COURSE CODE: FT-00315

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: FINTECH TECHNOLOGY

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

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1. **Answer the following. (CO1) K1 (3 Marks)**

   Briefly describe any three enablers of Fintech.

2. **Answer any 1 of the following. (CO2) K1 (3 Marks)**

   a) What are the basic aspects of IoT? What are the implications of these aspects?

   b) Briefly talk about any three major milestones in the evolution of computers.

3. **Answer any 2 of the following. (CO3) K2 (9 Marks)**

   a) Describe the five generations of evolution of programming languages.

   b) Describe four cloud computing models that are very popular.

   c) Write a HTML file using CSS to display a heading text in red font.

4. **Answer any 2 of the following. (CO4) K3 (9 Marks)**

   a) Using a diagram describe the structure of a block in a blockchain.

   b) With the help of a diagram, explaing the Machine learning process.

   c) Describe APIs in the context of mobile computing.

5. **Answer any 2 of the following. (CO4) K1 (6 Marks)**

   a) What are the 5 characteristics of Big Data?

   b) Describe the type of data giving examples.

   c) Describe the steps involved in performing Data Analytics.

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: ANALYTICS FOR MARKETING AND SALES

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

N.B:
1. All questions are compulsory.
2. Figures to the right indicate marks.
3. Illustrations, in-depth answers, and diagrams will be appreciated.
4. Mixing of sub-questions is not allowed.

Q. 1 **Case Study-** **10 M**

Case Study: Market Basket Analysis for Grocery Store

Background:

Ratndeep Grocery Store, a renowned retail chain known for its extensive range of high-quality grocery products, is committed to continuously improving its sales performance and enhancing customer satisfaction. As part of its strategic initiatives, the management recognizes the importance of leveraging data-driven approaches to gain deeper insights into customer behavior and preferences. In line with this vision, the implementation of market basket analysis emerges as a pivotal strategy to uncover meaningful associations between products purchased by customers. By understanding the relationships between items frequently bought together, Ratndeep aims to optimize various aspects of its operations, including product placement, pricing strategies, and cross-selling initiatives. Through this analytical endeavor, Ratndeep endeavors should elevate the overall shopping experience for its valued customers.

A) Give a suitable title to this case study. List out the features required to form the dataset. [CO2- K3, 2M]

B) Define objectives for the above-mentioned case study. [CO2- K3, 2M]

C) Write a python code to eliminate duplicate records using python? [CO3- K4, 3M]

D) Explain the terms: support, confidence, and lift. [CO2- K3, 3M]

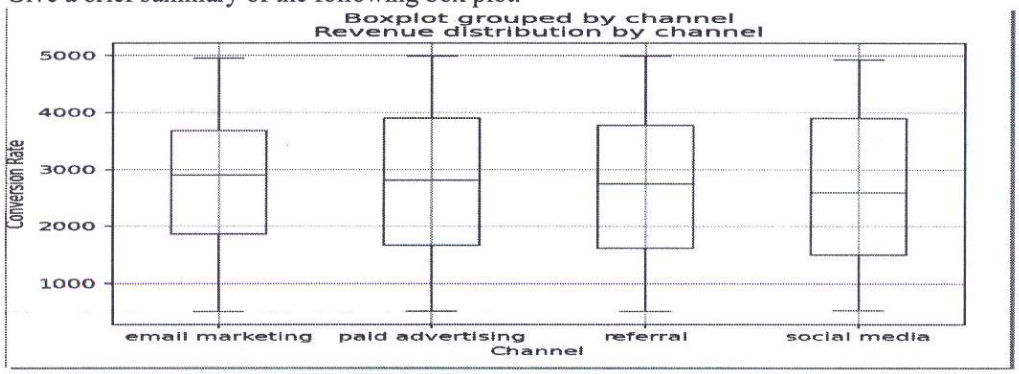
Q. 2 **Attempt the following (Any three – 5 marks each)** **15M**

A) What is marketing metric? Explain any 5-marketing metrics with example. [CO1- K2, 5M]

B) Explain the significance of Recency, Frequency, Monetary Value. [CO1- K2, 5M]

C) What are Strategic challenges encountered during market and sales analysis? Explain with example. [CO1- K2, 5M]

D) Give a brief summary of the following box plot. [CO3- K4, 5M]



E) What is mean by Pricing Analytics? Explain the Importance of Pricing Analytics. [CO1- K2, 5M]

Q. 3 **Multiple Choice Questions** **5M**

A) Which of the following helps to slice any field and filter the PivotTable according to requirement. [CO1- K2, 1M]

a. Timeline b. Slicer
c. Dicer d. None of these

B) Which of the following is not a principle of a great dashboard? [CO1- K2, 1M]

a. Understanding the target audience b. Presence of KPIs
c. Scrolling required d. All drill down capabilities

C) Which of the following refers to the length of time since a customer's last purchase? [CO1- K2, 1M]

a. Recency b. Monetary
c. Frequency d. All of these

D) The difference between the revenues earned from and the costs associated with the customer relationship during a specific period. [CO1- K2, 1M]

a. Customer profitability b. Customer lifetime value
c. Customer Acquisition d. None of these

E) What does Customer Lifetime Value (CLV) represent? [CO1- K2, 1M]

a. The total revenue generated from a single customer over their lifetime.
b. The net profit obtained from a single customer over a specified time period.
c. The predicted future value of a customer's purchases over their entire relationship with a business.
d. The average amount spent by a customer in a single transaction.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: FOREIGN POLICY

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Sec A - Q 1- Read the article given below and answer the questions.

China and India's Intense Contest for Influence

Under a new defence cooperation agreement with the Maldives, China is set to offer free military assistance to the island nation. Coming soon after the presidential order to remove Indian naval personnel from the Maldives and after a so-called Chinese research vessel visited Malé, the agreement is no doubt a provocation to India. Whatever the domestic political considerations of the Maldives for these developments, they are in keeping with China's increased security focus in the region. They are also a signal to India – this time in the Indian Ocean and away from their disputed boundary in the Himalayas – that China will keep up military pressure on India's frontiers and areas of influence.

Since Beijing views India as part of the U.S.-led West for all practical purposes, it becomes imperative for it to counter New Delhi's regional and global influence as part of its competition with the United States. In the Indian Ocean, in particular India's immediate South Asian neighborhood, China has at different times supported anti-India political leaders such as the Rajapaksas in Sri Lanka and Abdulla Yameen and Mohammed Muizzu in the Maldives. However, over time Beijing's diplomacy has also become sophisticated enough to reach out to the more moderate or India-leaning leaderships in South Asia. In Bangladesh, both India and China back the Awami League government in power, ignoring Western criticism of Dhaka's democratic backsliding and questionable electoral processes.

After the COVID-19 pandemic, the Sino-Indian strategic competition in the Indian Ocean region has entered a new phase. China has scaled up its Belt and Road Initiative (BRI) to launch the Global Development, Security, and Civilization Initiatives. However, given the economic crisis it is in and the pressure from the West on a range of issues – from Beijing's mercantilist policies to support for Russia in the Ukraine conflict – there are probably increasing constraints on Chinese diplomacy. This further encourages the ideological turn in its domestic politics, allowing the ruling Chinese Communist Party to portray the world in Manichean terms of an "us versus them" conflict between China and a Western-led global order. It also suggests in turn that China's hard security interests are likely to be promoted more forcefully than earlier. India, by contrast, has always had a limited geopolitical canvas. Despite its talk of being a "leading power," it has first and foremost wanted to ensure pre-eminence in its own neighbourhood. New Delhi has also learned from its past mistakes and has been much more balanced in its outreach to neighbourhood political elites, as well as more patient in handling potential crises. For instance, India did not refuse the newly-elected Maldivian President Mohammed Muizzu's demand for withdrawal of Indian naval personnel operating search and rescue platforms in the islands. However, it did insist on replacing them with other civilian personnel.

In the last three decades, Asia has seen the greatest arms race in history – much of it driven by China or reasons related to China. India has also reacted and responded to Chinese pressure by promoting its own security involvement in the Indian Ocean region. It is, for example, building up and upgrading infrastructure for improving sea and air connectivity in Mauritius – a new airstrip and jetty on the Agalega islands supported by India was inaugurated by the Prime Ministers of the two countries in late February. India also has assisted in multiple development projects alongside those in the security realm.

In the Maldives, India has continued to engage with the Muizzu government for capacity-building and other cooperation while also increasing its development aid. In Mauritius, several community development projects have been inaugurated in addition to the airstrip. It is also widely acknowledged that India's security presence protects Mauritius' economic and other security interests, helping patrol the millions of square kilometers of the country's Exclusive Economic Zone and countering piracy, terrorism, narcotics and human trafficking, as well as illegal and unregulated fishing.

China is, in fact, a major contributor to illegal and unregulated fishing in the Indian Ocean. Arguing that India is merely responding to China's Belt and Road Initiative with its development projects is to misread India's approach. Indian foreign policy in its neighbourhood has always been to support its neighbours in their development objectives. This is a recognition of the fact that the consequences of the lack of development and economic or political instability in the neighbourhood inevitably spills over into India, which it is then forced to address. Take the example of Sri Lanka's latest economic crisis. Indian assistance of over $4 billion was not only swiftly delivered but was more than the International Monetary Fund's bailout aid of around $3 billion. New Delhi was also willing to go along with a multilateral debt restructuring program for Sri Lanka while China, which had previously ignored Colombo's requests for debt restructuring, only "tentatively agreed" with great difficulty, given its preference for a bilateral arrangement. At the same time, India has been closely watching Chinese actions and unsurprisingly has responded strongly in cases where its security was directly affected.

In January, India intercepted an illegal Chinese shipment of dual-use military technology to Pakistan. Earlier, it pressured Sri Lanka to deny permission for a Chinese research vessel to berth at Colombo port while increasing the visits of its own naval ships to the island nation. It also objected to a Chinese renewable energy project in northern Sri Lanka and offered several power projects of its own in the region instead. China responded to the cancellation of the Sri Lankan project by offering a similar one to the Maldives – showcasing its nimbleness and ability to adapt. China clearly will keep pushing the envelope in the Indian Ocean. However, India has increasingly demonstrated both the will and the resources to push back.

Source-https://thediplomat.com/2024/03/china-and-indias-intense-contest-for-influence/.

A] Examine the Geo-strategic points of contention in the bilateral relationship between India and China.
4 marks CO5 K3

B] Discuss the key factors influencing the contemporary India-China relationship and its impact on regional stability.
4 Marks CO5 K2

C] Anti India-sentiments along with deep Chinese presence in Maldives is a cause of concern for India. Discuss the measures India needs to take to regain the ground in Maldives? 4 Marks CO 5 K2

Sec B - Answer any three. Each question carries 4 marks.

Q 2- What is IMEC? What is its significance and potential to reshape the global trade? Explain its challenges as well.
4 Marks CO 1, K2

Q 3- - What is the need of studying Foreign Policy for a Corporation that is engaged in International Business? Explain in detail. 4 Marks CO1 K1

Q 4- What, in your opinion, were the major tangible and intangible benefits/ outcomes of India's G 20 presidency and whether G20 Presidency helped in enhancing India's global image as a leading power? 4 Marks CO 4, K3

Q 5- What is Foreign Policy? What are the external and domestic determinants of Foreign Policy? 4 Marks CO1, K1

Q 6- With reference to the ghastly attack by Hamas on Israel in October 2023, were there Israeli intelligence failures at the collection, analysis, or dissemination levels? Given the significant resources, planning, and coordination required for Hamas to carry out this attack and the fact that it took place the day after the 50th anniversary of the 1973 Yom Kippur War, what specifically went wrong in the Israeli intelligence bureaucracy? 4 Marks CO 5, K 3

Q 7- "It's a new era for US-India relations, except at the WTO. That needs to change." Do you agree? Justify the answer.
4 Marks CO 4, K2

Sec C - Q 11 Write short notes on any two.

A. Manufacturing Consent. 3 Marks CO1, K 2

B. National Security and Foreign Policy. 3 Marks CO2, K3

C. Human Rights. 3 Marks CO5, K2

D. The ideal of human unity. 3 Marks CO 5, K2

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – OPERATIONS & SCM]

SUBJECT: OPERATIONS RESEARCH

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: Attempt questions for 30 marks.

- Answer each question on a new page.
- Crisp, precise, and bullet-point answers will be appreciated.
- Keywords/terms should be underlined.
- Use of a calculator is allowed, and mobile phones are not allowed.

Question 1: (5 marks) [CO-1/K-1]
Explain in detail any one Operations Research technique/method used in the business decision-making process.

Question 2: Attempt any TWO questions from the following question no. 2A to 2E (5 marks each = 10 marks):

Question 2A:
Solve the given transportation problem to find an Initial Feasible Solution (IFS) using Vogel's Approximation Method. **[CO-2/K-1]**

Plants	Market			Supply in units
	M1	M2	M3	
P1	4	5	1	40
P2	3	4	3	60
P3	6	2	8	70
Demand in units	70	40	60	170

Question 2B:
The time taken (in hours) to finish a certain job by a certain worker is shown in the following table:

Jobs	Worker				
	W1	W2	W3	W4	W5
J1	32	24	22	X	30
J2	26	30	22	32	36
J3	40	42	36	38	34
J4	32	26	X	32	24
J5	40	38	36	34	38

The letter 'X' in two cells indicates that the pair of worker and job is not feasible. Assign the jobs to the workers in such a fashion that the total time required to finish the jobs is minimum. **[CO-2/K-1]**

Question 2C:
Solve the following Linear Programming Problem using the Simplex method: **[CO-2/K-1]**

Maximize $Z = 5X_1 + 7X_2$
Subject to constraints:
$X_1 + X_2 \leq 4$
$3X_1 - 8X_2 \leq 24$
$10X_1 + 7X_2 \leq 35$
$X_1, X_2 \geq 0.$

Question 2D:
Answer any one question: **[CO-2/K-1]**

1) What is Simulation?
2) What do you understand by the Markov Chain Process?

Question 2E:
A farmer wants to decide which of the three corps he should plant on his 100-acre farm. The profit from each is dependent on the rainfall during the growing season. The farmer has categorized the amount of rainfall as high, medium, and low. His estimated profit for each is shown in the table below. **[CO-2/K-1]**

Estimated conditional Profit (Rs.)	Rainfall		
	High	Medium	Low
Crop A	8000	4500	2000
Crop B	3500	4500	5000
Crop C	5000	5000	4000

If the farmer wishes to plant only one crop, decide which should be his best crop to use, using the following criterion: Maximin Criterion, Minimax Criterion, Maximax Criterion, Minimin Criterion, and Laplace criterion.

Question 3: (5 marks) [CO-3/K-2]:

Question 3A:
There are two companies AAC and BTR in a certain city. Both companies have similar reputations, and the total number of customers is equally divided between the two companies. Both companies want to attract a greater number of customers by using different media advertisements. By seeing the market trend, company AAC constructed the following pay-off matrix where numbers in the matrix indicate a gain or a loss of customers.

Company AAC's strategy	Company BTR's strategy		
	Newspaper	Radio	TV
Newspaper	40	50	-17
Radio	10	25	-10
TV	100	30	60

What is the optimal strategy for each company? Calculate the value of the game.
Solve the following game using the principle of dominance.

Question 4: (5 marks) [CO-4/K-2]:

Question 4A:
Solve the following game. Determine the best strategy for each player, and the value of the game, and interpret the result of the game.

		Player B	
		B1	B2
Player A	A1	2	4
	A2	5	2

Question 5: Attempt any ONE question from the following question no. 5A and 5B (5 marks each = 5 marks):

Question 5A:

A biscuit manufacturing company produces two varieties of biscuits, A and B. Both varieties need baking flour and salt. To manufacture each unit of A and B, the following quantities are required.

Each unit of A requires 1 unit of baking flour and 3 units of salt. Each unit of B requires 1 unit of baking flour and 2 units of salt. The company kitchen has a total of 5 units of baking flour and 12 units of salt. On each sale, the company makes a of Rs. 6 per unit of A sold and Rs. 5 per unit of B sold.

Formulate the given data into a Linear Programming Problem. **[CO-5/K-3]**

Question 5B:

The summary of daily net profit data is shown in the table below.

		Demand				
		50	**100**	**150**	**200**	**250**
Order size	**75**	750	1125	375	-375	-1125
	150	0	1500	3000	2250	1500
	225	-750	750	2250	3750	4125
	300	-1500	0	1500	3000	4500

Find the optimal daily order size by the savage minimax regret criterion. **[CO-5/K-3]**

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ITM/KHR/PGDM-2023-25/SM-II/010424
COURSE CODE: DM-00340

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT & MARKETING]

SUBJECT: DIGITAL MARKETING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Note: All Questions are compulsory

Q1. A retail company **"Hapsik"** which is in to mobile marketing automation software, is looking to enter into the Indian market. You are hired to help them in segregating their TG.

Based on information above, kindly make **2 consumer personas** that will help **"Hapsik"** to be successful in Indian markets. (CO3/K2) (10 marks)

Q2. As a Digital strategist, you have to help **"Hapsik"** to rank in search engines. What strategy will you follow to do so? Kindly highlight the Keyword buckets. (CO4/K3) (10 marks)

Q3. Write a short note on (any 2 out of 4). Use relevant examples (10 marks)

a. Importance of Backlinks. (CO2/K2)

b. Canonical Tags. (CO2/K2)

c. Anchor Text. (CO2/K2)

d. AIDA Model (in reference to Digital Marketing). (CO2/K2)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: EMPLOYEE RELATIONS

SEMESTER-2 TERM END EXAMINATION MARCH - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Section - A

Q. 1. Write Long Answer Questions - Any 1 out of 3 (10 marks)

A] Define an Industrial dispute. What are the objectives of the Industrial Disputes Act 1947? What are the various outcomes of an Industrial dispute?

B] What are the features of the Workmen's Compensation Act, of 1923? List down when the employer is liable to pay compensation, and when he is not liable to pay compensation, under the Workmen's Compensation Act, of 1923.

C] What are the salient features of The Payment of Bonus Act 1965? Who are eligible for a bonus under the Bonus Act 1965? Explain "Set on and set off of allocable surplus "? How is the bonus calculated as per the Bonus Act (Amendment of 2015)? Explain with an example.

Q 2. Write short notes – Any 4 out of 6 (5 marks each) Total: 20 marks.

A] Collective Bargaining
B] Worker's Participation in Management
C] Provisions of the Maternity Act (as per the latest amendment)
D] Employees' Pension scheme.
E] Payment of Gratuity Act 1972?
F] Four New Labour Codes in India

Q. 3. Case Study (Compulsory Question) (20 marks)
(Read and understand the case and answer the questions given below. Each question carries 5 marks)

In a Company employing 500 employees, a Settlement has been signed between the Representatives of the Management and the Union. "The Settlement has been signed with the Recognised Union. Under the terms of the Settlement the average raise given per workman is Rs.900/- per month. "The Settlement is for a period of 3 years effective from 1st) January 2002 to (1st December 2004. "The settlement provides for improvement in productivity by 10%. "The workmen are generally happy with the Settlement. All of them are religiously implementing the provisions of the Settlement as far as improvement in productivity is concerned. After about one year when the other Companies signed new settlements there was discontentment among the workers as the wages of workers in the other Companies had gone up substantially. The workers were now discussing with their Union Leaders and telling them about the need to get some further increases in their emoluments. The Union leaders met the Representatives of the Management and told them that they were under very severe pressure from the workers for demanding further increase in view of the changed industrial scenario .The Management Representatives told the union leaders that till the existing Settlement was in force they should not expect any increase in their emoluments .The Union under pressure from the workers gives a supplementary demand to the Management demanding an adhoc increase of Rs.600 per employee. They also told the Management that hereafter the operators would not do the job of pushing the trolleys as this job has to be done by helpers. Immediately thereafter one of the operator refused to push the trolley which he had been doing for years together.

The Supervisor told the workman that he should do the allotted job otherwise it will be treated as a case of insubordination for which would be liable for punishment. The workman however was reluctant to do the job of pushing the trolley and therefore the Supervisor reported the matter to his department head. The Department Head took up the matter with the Top Management and it was decided to suspend the workman pending enquiry. As soon as this was done the Union Committee Members who were present gave a call for a lightning strike and the entire operations came to a standstill.

Analyse the case and answer the following questions.

A] Do you think the Union was right in putting up supplementary demands when the Settlement was still in force? Give reasons for your answer.

B] What do you think about the legality of the Settlement? Ref to the Act for your answer.

C] What advice would you give to the Management to deal with the lightning strike?

D] What action do you think should be taken against the workman who has refused to push the trolley?

Section – B **10 Marks**

Q. 4. Answer any One

A] Explain details about the transition from Industrial Relations to Employee Relations. With a relevant example.

B] Why are Employee assistance programs important for Organisations? Discuss benefits & Challenges.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – MARKETING]

SUBJECT: PRODUCT AND BRAND MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

SECTION A – Case Study (Compulsory)
Q1. Study the following case carefully and answer the questions below.
(4 Questions X 5 Marks Each = 20 Marks)

Royal Bakery, a family-owned bakery with a long-standing reputation for producing high-quality artisanal bread, is facing challenges in a rapidly changing market landscape. Established over three decades ago, the bakery has been a beloved fixture in the community, known for its traditional recipes and commitment to using locally sourced ingredients. However, with the rise of large-scale commercial bakeries and changing consumer preferences towards healthier options, Royal Bakery is struggling to maintain its market share and relevance.
In response to these challenges, the bakery's management team is considering various strategies to revitalize the brand and attract new customers while retaining its loyal base. One option under consideration is to introduce a new line of healthier bread alternatives, such as whole grain and gluten-free options, to cater to the growing demand for nutritious products. Additionally, the bakery is exploring ways to modernize its branding and marketing efforts to appeal to a younger demographic while still honouring its rich heritage and artisanal craftsmanship.

Questions:

a. What are the primary factors contributing to Royal Bakery's decline in market share? 5 Marks (CO5_K3)
b. How can introducing a new line of healthier bread alternatives help Royal Bakery address the changing preferences of consumers and regain a competitive edge in the market? 5 Marks (CO5_K3)
c. What challenges might Royal Bakery face in transitioning its traditional bakery image to appeal to a younger demographic, and what strategies could it employ to overcome these challenges? 5 Marks (CO5_K3)
d. What marketing strategies could Royal Bakery use to promote its new healthier bread alternatives and engage with both existing and potential customers?
5 Marks (CO5_K3)

SECTION B – Answer any one question from Q2 and one from Q3.
(2 Questions X 10 Marks Each = 20 Marks)

Q.2. What is Customer based brand equity? Explain Keller's Brand Equity model. (CO2_K3)

OR

Q.2. Write a note on Strategic Brand Management Process. (CO2_K3)

Q.3. Describe the stages of the product life cycle (PLC)? How should companies adjust their strategies at each stage of the PLC to maximize profitability and market share? (CO3_K3)

OR

Q.3. Explain line extension vs brand extension with relevant examples for each. (CO3_K3)

SECTION C
Q.4. Write Short notes on any 4 of the 6 topics below. (4 Questions X 5 Marks Each = 20 Marks)

A] Product mix (CO1_K2)
B] Brand equity (CO1_K2)
C] Brand personality (CO1_K2)
D] Brand identity (CO1_K2)
E] Brand hierarchy (CO1_K2)
F] New Product Development (CO1_K2)

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING AND TRANSFORMATION]

SUBJECT: BRAND AND ONLINE REPUTATION MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes | Max. Marks: 60

Part A

Case Study: Rebranding and Brand Revitalization of XYZ Beverages in India. (30 Marks)

Background:

XYZ Beverages, a fictional beverage company based in India, has been experiencing a steady decline in market share over the past five years. Despite having a wide range of products, from carbonated drinks to fruit juices, the brand has struggled to maintain its relevance among Indian consumers, who are increasingly seeking healthier and more sustainable options.

Objective:

The objective of this case study is to explore the challenges XYZ Beverages faces in a rapidly changing market and to propose a comprehensive rebranding strategy that revitalizes the brand's image, reconnects with consumers, and captures market share in the competitive beverage industry in India.

Key Challenges:

Changing Consumer Preferences: With a growing awareness of health and wellness, Indian consumers are shifting towards healthier beverage options, leaving traditional carbonated drinks behind.

Increased Competition: The entry of new and international players in the market, offering innovative and healthier alternatives, has intensified competition.

Sustainability Concerns: There is a growing demand for environmentally friendly packaging and sustainable business practices, areas where XYZ Beverages has lagged behind.

Brand Perception: The brand image of XYZ Beverages is perceived as outdated and not in tune with the values and aspirations of the younger demographic.

Areas for Strategic Intervention:

Product Innovation: Developing new product lines that cater to the health-conscious consumer, including low-sugar, organic, or functional beverages that offer health benefits.

Sustainability Initiatives: Implementing sustainable practices, from sourcing ingredients to packaging, and communicating these efforts effectively to the consumer.

Digital Marketing: Leveraging social media and digital platforms to engage with younger audiences, build community, and rejuvenate the brand's image.

Cultural Resonance: Creating campaigns that resonate with Indian values and lifestyle, emphasizing local ingredients, and celebrating cultural diversity.

Questions: (CO5)

1. Analyze the current challenges faced by XYZ Beverages and the impact of these challenges on its overall brand equity elements. **(5 marks) [CO5/K2]**

2. Build and explain 4 relevant personas for XYZ Beverages. **(5 marks) [CO5/K2]**

3. Propose a detailed rebranding strategy for XYZ Beverages, outlining specific initiatives in the areas of product innovation, sustainability, digital marketing, and cultural resonance. (feel free to consider relevant assumption) **(20 marks) [CO5/K3]**

Part B (30 marks)

1. Explain the customer-based brand equity pyramid as defined by Keller in detail – CO3 – **10 marks) [K2]**

2. Write short notes **(4X5 marks= 20 marks)**

   a. Brand Positioning. **(CO2/K3]**

   b. POP , POD & Competitive frame of reference. **(CO3/K3]**

   c. Process of ORM (both proactive and reactive). **(CO4/K3]**

   d. Different elements of Brand Identity. **(CO4/K3]**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – OPERATIONS & SCM]

SUBJECT: PROJECT MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q.1. Section A :- MCQs – All questions are compulsory . **2 marks each** (6*2= 12 marks)

1. Which of the below is not a plus point of working as a Project Manager. (CO1/K1)
a) Enjoy organizational visibility , b) Job satisfaction
c) Fights frequent professional fires d) Prestigious projects

2. Which of the following is not a positive experience of using a Project Management approach in an organization. (CO1/K1)
a) Enables to anticipate / predict problems in advance
b) Helps in timely decisions about trade offs between conflicting project goals
c) Sharper orientation towards goals
d) Increased likelihood of organizational policy violations

3.Which prime objective takes precedence during all stages of project execution. (CO1/K1)
a) Performance , b) Cost c) Schedule d) Performance & schedule

4. Agile Project management application is widely used in the following type of projects. (CO1/K1)
a) Software projects b) Construction projects c) Industrial projects d) None of the above .

5. Responsibilities of a Project Manager to the Client are (CO1/K1)
a) Conservation of resources. b) Ensure timely and accurate communications.
c) Ensure performance, budgets, and deadlines are met. d) Concerns for team members future.

6. Which is not a special demand on the Project Manager. (CO1/K1)
a) Acquiring and Motivating personal b) Dealing with Obstacles
c) Maintaining breadth of communication d) None of them

Q.2. Section B :- Short Answers – Answer any 2. **Each question carry 6 marks** (6*2= 12 marks)

A] Briefly explain the different levels of Project Management Maturity/ (CO2/K2)

B] Briefly explain all the four different categories of Projects with suitable examples. . (CO2/K2)

C] Briefly explain the "The Operating Necessity " - non numeric model of Project Selection – with suitable examples. (CO2/K2) .

Q.3. Section C :-Short Notes – Answer any 2. Each question carries 6 marks (6*2= 12 marks)

A] Identify and explain briefly the types of likely conflicts during the Project Planning, Execution and Closure stages. (CO3/K2)
B] Describe in detail the duties to be attended to during Project Termination. (CO3/K2)

C] Explain the different types of Reports issued as a part of Project monitoring. (CO3/K2)

Section D :- Long Answers – All questions are compulsory. Each question carries 12 marks (12*2= 24marks)

A] Explain in detail the basic approaches considered for developing the Project budgets along with their respective advantages and limitations . (CO4/K3)

OR

A] Explain the different techniques for Project Cost estimating (CO4/K3)

B] Explain the purpose and primary and ancillary goals of a Project Audit (CO5/K3)

OR

B] Describe the purpose of Project Control system as a function of management and explain the different types of Project control systems along with their application. (CO5/K3)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: HR PLANNING, AUDIT, METRICS & HRIS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q. 1 Short Notes (Any four) (5 Marks each) **20 marks**

a) Motion Economy of JOB Analysis **(CO1-K1)**

b) Factors Effecting HRP **(CO1-K1)**

c) Recruitment Metrics **(CO1-K1)**

d) Stages of Human Resource Information System Development **(CO1-K1)**

e) Balance Score Card **(CO1-K1)**

Answer any 2 questions from Q.2 to Q.4.

Q.2) Explain any 4 Recruitment metrics to show the effectiveness of recruitment department? **(CO2-K2) 10 MARKS**

Q.3) Explains in detail usage of ERP in an organization? Also explain the stages of ERP implementation in the organization. **(CO2-K2) 10 MARKS**

Q.4) While joining any organization, making an employee aware of his roles and responsibility is an important duty. As an HR can you do a JOB ANALYSIS for an individual working as AREA MANAGER in an pharmaceutical organization? Also design his important KRA's? **(CO3-K3) 10 MARKS**

Q.5) Explain the different documents that need to be prepared during the audit of the EMPLOYEE ENGAMENT ACTIVITIES of the organization. Also prepare the AUDIT CHECKLIST for the employee engagement department. **(CO3-K3) 10 marks**

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COURSE CODE: ECOM-00316

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT & MARKETING]

SUBJECT: E COMMERCE

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Q1. Short Notes (Attempt any four, 5 X 4 = 20 Marks)

a. What is the Importance of Google Analytics in E-commerce Business? Explain in Brief CO2_K2

b. Explain Drop Shipping Model with Example? CO1_K1

c. What is Cross Selling and Upselling? Explain in detail with Example CO2_K1

d. What is the importance of RFM analysis in e-commerce? CO3_K2

e. What are the various types of E-commerce Models? Differentiate & Explain in with example CO2_K1

Q2. You are hired as an E-commerce consultant for an Online Gamification Edutech Platform providing Experiential training & classes & multiple training program online Live and Recorded both from Class 5 to Post Graduation on their E-portal. All the programs are paid or on subscription model. Note: The company is new to the market. The company uses gaming techniques to teach the topics and subjects the experience is full of fun, logical, creative, immersive. **[CO4_K2]**

A. Taking reference from Amazon Management system book what strategies you would like to implement for this company. 5marks
B. Explain Customer Loyalty Ladder in detail w.r.t business and also mention strategies to attain long term Customer Lifetime Value. 5marks
C. What are the various promotional strategies you would adopt to promote the brand usage. 5marks
D. Explain the importance of server for the above e-commerce portal. What type of server would be the nest for such model. 5marks

Q3. Bangalore Iyenger's Bakery is a very popular bakery and has multiple outlets Pan India. Serving affordable segments across various cities. There is a great offline presence but central control is missing in the company. The presence of Iyengar bakeries everywhere in the country poses its own problems too. There is no system to check the quality standard of the products being sold under the brand name Iyengars. There is no way to even check whether the owners had any connection with the Iyengar work culture before they set up the outlets.
Iyengar Bakeries, on the other hand, do not face shortage of manpower due to its peculiar nature. They believe it is the mindset of the organisation that limits access of skilled labour to bakeries in general. "It is important that the organisation identifies the right skill and remunerate them adequately,"

In most Iyengars bakeries, the owners themselves attend to the customers. The human interface between the owners and customers for generations is an important factor behind their longevity. They do not spend much on ads. The relationship with customers is the strongest advantage of Iyengars bakeries when it comes to brand building. Iyengars want to bring awareness among their young generation that bakery is part of food industry, and there is a huge opportunity for them to choose this as their career. They are in the process of creating awareness about bakery as a line of business. Nevertheless, it is not just a business but a passion for the Iyengars.

The company is planning to now cater to the young segment by going digital and own their own platform.

Q3A. You are hired as an E-commerce Business Manager for Brand you need to make it a National Brand by making it available online and also wish to solve some problems and wants as mentioned above in case:.
You have to design a complete E-commerce Web Architecture & Plan considering all elements as required by business in detail. (For e.g. Web design, web aesthetics, content design, payments, offers, supply chain, ordering, returns & refunds, Policies, marketing & promotions strategies, logistics & delivery,etc.). **15 Marks, CO5_K3**

Q3B. Design Customer Acquisition and Retention Strategy for the Brand. At least 3 Strategies each with clear description. **CO5_K3, 5 Marks**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: COST AND MANGEMENT ACCOUNTING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: All questions are compulsory.

Q.1.
Magma Manufacturing Ltd. produces three products Bita, Naha and Vite. The costs per unit of the Products are given below.

Products	**Bita**	**Naha**	**Vite**
Direct Materials (Rs.)	20	16	18
Direct Labour (Rs.)	12	14	12
Variable Overheads (Rs.)	8	10	6
Fixed Expenses (Rs.)	7	5	5
Total Cost	47	45	41
Profit	17	18	17
Selling Price (Rs.)	64	63	58
No. of Units Produced	**10,000**	**7,000**	**8,000**

The current production arrangements of the organization allow only 21000 units to be produced. Suggest Magma Manufacturing Ltd which of the above products and the quantity of it shall be bought from outside. Present suitable analysis of the data for the same. **(CO5-K3) 8 Marks**

OR

Q.1. K.V. Enterprises Ltd is manufacturing co producing 2 products, namely Samadhan & Samrudhi. The management has the option to alter the sales mix in units from the following combination.

Option	Samadhan (Units)	Samrudhi (Units)
I	160	120
II	-----	200
III	260	---
IV	100	220

Other details are as follows:

Particulars	Samadhan	Samrudhi
Direct Material Rs p.u	250	300
Direct Labour hours	100	120
Selling Price Rs p.u	750	900
Variable factory overheads	Rs 150 p.u	Rs 255 p.u
Labour rate	Rs 2 per hour	Rs 2 per hour

Fixed overheads for both products Rs: 500
Advise the management on the profitable option of Salex mix. **(CO5- K3) 8 Marks**

Q.2. i) Explain Cost Centre, Revenue Centre, Profit Centre and Investment Centre. **(CO1- K1) 2 Marks**
ii) Explain the difference between Taylor's differential piece rate system and Merrick's multiple piece rate system. **(CO1- K1) 2 Marks**

OR

Q.2.

i) What is Overtime? Explain the causes and effects of Overtime on productivity. **(CO1- K1) 2 Marks**

ii) Explain the nature of the Management Control System and define financial information and non-financial information. **(CO1- K1) 2 Marks**

Q 3. Deepak Fertilizers Ltd has 2 production departments Uria & Sulphur and 2 service departments S1 & S2, from the given information prepare a table showing primary distribution of overheads for the year ended 31St March 2023.

Particulars	Uria	Sulphur	S1	S2
Area Occupied in the ratio of Sq Ft	15	30	5	10
Number of employees	500	300	200	100
Value of Assets in Rs:	3.50 lac	2 lac	------	-----
Depreciation	@15%	@10%	-------	-----
Electricity units consumed	1000	3500	300	200

The details of expenses as under:

Expenses	Amount in Rs
Rent & Tax	72000
Salary, Bonus & other benefits	33000
Electricity	150000

(CO2-K2) 4 Marks

OR

Q. 3.

i) Explain the process of Primary Distribution and Secondary distribution with examples. **(CO2- K2) 2 Marks**

ii) Explain different types of Overheads with examples. **(CO2- K2) 2 Marks**

Q 4.

From the data given below, calculate Material Cost Variance, Material Price Variance and Material Usage Variance.

Material	Standard Quantity	Standard Price per unit. (Rs.)
P	1000 kg	3
Q	2000 kg	2

Material	Actual Quantity	Actual Price per unit. (Rs.)
P	1100 kg	3.1
Q	1800 kg	2.2

(CO3- K2) 6 Marks

OR

Q 4. i) What are the objectives of Budgetary control? **(CO3- K2) 3 Marks**

ii) What is Material Usage or Quantity Variance? **(CO3- K2) 3 Marks**

Q 5. From the following given information calculate:

1. P.V Ratio
2. BEP
3. MOS
4. Contribution

Selling price Rs. 1000 per unit
Variable Cost Rs. 600 per unit
Units manufactured 100.
Fixed Cost Rs. 10000

(CO4- K2) 8 Marks

OR

Q 5. i) Explain Break-even point, Contribution and Margin of Safety. **(CO4- K2) 4 Marks**

ii) What are the features of Marginal Costing? Discuss the following terms in relation to Marginal Costing: P/V Ratio and Marginal Cost equation. **(CO4- K2) 4 Marks**

Best of Luck!

COURSE CODE: CMA-00312

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS

SUBJECT: COST AND MANGEMENT ACCOUNTING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: All questions are compulsory.

Q.1.
Magma Manufacturing Ltd. produces three products Bita, Naha and Vite. The costs per unit of the Products are given below.

Products	**Bita**	**Naha**	**Vite**
Direct Materials (Rs.)	20	16	18
Direct Labour (Rs.)	12	14	12
Variable Overheads (Rs.)	8	10	6
Fixed Expenses (Rs.)	7	5	5
Total Cost	47	45	41
Profit	17	18	17
Selling Price (Rs.)	64	63	58
No. of Units Produced	**10,000**	**7,000**	**8,000**

The current production arrangements of the organization allow only 21000 units to be produced. Suggest Magma Manufacturing Ltd which of the above products and the quantity of it shall be bought from outside. Present suitable analysis of the data for the same. **(CO5-K3) 8 Marks**

OR

Q.1. K.V. Enterprises Ltd is manufacturing co producing 2 products, namely Samadhan & Samrudhi. The management has the option to alter the sales mix in units from the following combination.

Option	Samadhan (Units)	Samrudhi (Units)
I	160	120
II	-----	200
III	260	---
IV	100	220

Other details are as follows:

Particulars	Samadhan	Samrudhi
Direct Material Rs p.u	250	300
Direct Labour hours	100	120
Selling Price Rs p.u	750	900
Variable factory overheads	Rs 150 p.u	Rs 255 p.u
Labour rate	Rs 2 per hour	Rs 2 per hour

Fixed overheads for both products Rs: 500
Advise the management on the profitable option of Salex mix. **(CO5- K3) 8 Marks**

Q.2. i) Explain Cost Centre, Revenue Centre, Profit Centre and Investment Centre. **(CO1- K1) 2 Marks**
ii) Explain the difference between Taylor's differential piece rate system and Merrick's multiple piece rate system. **(CO1- K1) 2 Marks**

OR

Q.2.

i) What is Overtime? Explain the causes and effects of Overtime on productivity. **(CO1- K1) 2 Marks**

ii) Explain the nature of the Management Control System and define financial information and non-financial information. **(CO1- K1) 2 Marks**

Q 3. Deepak Fertilizers Ltd has 2 production departments Uria & Sulphur and 2 service departments S1 & S2, from the given information prepare a table showing primary distribution of overheads for the year ended 31St March 2023.

Particulars	Uria	Sulphur	S1	S2
Area Occupied in the ratio of Sq Ft	15	30	5	10
Number of employees	500	300	200	100
Value of Assets in Rs:	3.50 lac	2 lac	------	-----
Depreciation	@15%	@10%	-------	-----
Electricity units consumed	1000	3500	300	200

The details of expenses as under:

Expenses	Amount in Rs
Rent & Tax	72000
Salary, Bonus & other benefits	33000
Electricity	150000

(CO2-K2) 4 Marks

OR

Q. 3.

i) Explain the process of Primary Distribution and Secondary distribution with examples. **(CO2- K2) 2 Marks**

ii) Explain different types of Overheads with examples. **(CO2- K2) 2 Marks**

Q 4.

From the data given below, calculate Material Cost Variance, Material Price Variance and Material Usage Variance.

Material	Standard Quantity	Standard Price per unit. (Rs.)
P	1000 kg	3
Q	2000 kg	2

Material	Actual Quantity	Actual Price per unit. (Rs.)
P	1100 kg	3.1
Q	1800 kg	2.2

(CO3- K2) 6 Marks

OR

Q 4. i) What are the objectives of Budgetary control? **(CO3- K2) 3 Marks**

ii) What is Material Usage or Quantity Variance? **(CO3- K2) 3 Marks**

Q 5. From the following given information calculate:

1. P.V Ratio
2. BEP
3. MOS
4. Contribution

Selling price Rs. 1000 per unit
Variable Cost Rs. 600 per unit
Units manufactured 100.
Fixed Cost Rs. 10000

(CO4- K2) 8 Marks

OR

Q 5. i) Explain Break-even point, Contribution and Margin of Safety. **(CO4- K2) 4 Marks**

ii) What are the features of Marginal Costing? Discuss the following terms in relation to Marginal Costing: P/V Ratio and Marginal Cost equation. **(CO4- K2) 4 Marks**

Best of Luck!

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: FINANCE ANALYTICS WITH PYTHON

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

1. Answer the following. (CO1) K1 (4 Marks)

a) What NUMPY stands for? (1 Mark)
Write a program to print a 2-dimensional array using NUMPY? (3 Marks)

b) What Panda stands for? (1 Mark)
Write a program to read and print data of a CSV file using pandas? (3 Marks)

2. Answer any 1 of the following. (CO2) K1 (4 Marks)

a) Print 100..81..64..49..36..25..16..9..4..1 using while loop.

b) Print a List [of 6 elements] using for loop.

3. What is the output of the following codes. Solve any 2 of the following. (CO3) K2 (8 Marks)

a)
```
z = 2 * (5 ** 2) + 3 * (4 ** 2 - 10)
print(z)
```

b)
```
num1 = [10, 20, 70, 80, 90]
num2 = [11, 29, 89, 45, 78]
fnum = num1+num2
print(fnum[0]+fnum[6])
print(num1[3]-num2[2])
```

c)
```
x=4
y=2
while(y<=x):
    print(x*y)
    y=y-1
```

4. Answer/Solve any 2 of the following. (CO4) K3 (10 Marks)

a) Identify the errors in the following code and rewrite it

i)
```
Class number;
    Def square(x)
    Return(x*x)

    Square(9)
    square(5+2)
```

ii) for i in 5:

print(i)

Desired output – 11 9 7 5 3 1

b) Define a function to calculate future value of an annuity?

c) Write a program to show the example of writing data to Excel file in multiple sheets.

5. Answer any 1 of the following. (CO5) K2 (4 Marks)

a) Write a program to display a bar chart for the following dataset using matplotlib
data={'INDIA':12000,'JAPAN':11300,'USA':9000,'UK':10500}

b) Write a program to demonstrate a Histogram chart of any dataset.

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: INTERNATIONAL TRADE FINANCE

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

1. Answer the following. (CO1) (K1) **(3 Marks)**

Discuss briefly some of the country risks that are encountered in the international trade.

2. Answer any 1 of the following. (CO2) (K2) **(4 Marks)**

a) List three (3) institutions (full form as well as short form) of the World Bank Group, which provide financing and the focus of their financing.

b) Discuss briefly three (3) main products of Export Import Bank of India (EXIM).

3. Answer the following. (CO3) (K2) **(8 Marks)**

a) Discuss briefly any three (3) forms of Counter trade.

b) What is a documentary letter of credit? Explain the meaning of the confirmed LC.

4. Answer any 2 of the following. (CO4) (K3) **(9 Marks)**

a) What do you mean by Syndicated Loans as means of raising External Commercial Borrowings (ECB)? How are these ECBs different from the ECBs raised through bonds' issues?

b) Elaborate the requirement of Minimum Average Maturity Period as per ECB Guidelines of the Reserve Bank of India.

c) Calculate the All-in Cost of the ECB and advise whether the All-in Cost is within the limits as per ECB Guidelines of RBI from the following information:

Principal Amount	US$ 500 Million
Tenor	5 Years
Repayment	Bullet
Benchmark Rate	SOFR
Interest Rate Margin (over Benchmark Rate)	200
Lead Managers' Fee (payable upfront)	140 bps

Agency Fee – payable to the Lead Manager **annually**	US$ 50,000
Cap on Other out of Pocket Expenses (Legal Fee, Road Shows etc.)	US$ 500,000
Commitment Fee	0.5% p.a. payable on the Undrawn amount after initial 30 days
Withholding Tax / GST	Any Withholding Tax and/or GST payable in India in INR on the amounts payable (interest and/or fees) shall be to the Borrower's account. It is assessed that 10% withholding tax may be applicable on the borrowing and 18% GST on the Lead Managers' Fee and Agency Fee.
Prepayment Penalty	Nil. Prepayment permitted only on an Interest Payment date

5. Answer any 1 of the following. (CO5) (K1) **(6 Marks)**

a) What is the Current Account in the context of Balance of Payment and list out the four main components of the Current Account in the context of Balance of Payment transactions?

b) What is the Capital Account in the context of Balance of Payment and list out the three (3) main components of the Current Account in the context of Balance of Payment transactions?

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: BUSINESS DATA BASE

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Note: All questions are mandatory. New questions should be started on a new page.

Questions:

Q1.

1) Which of the following statements is/are TRUE? .....(CO1- 2 Marks

A. The schema of SQL databases is predefined, fixed, and static.
B. Complex queries are easily managed in the SQL database.
C. MS-SQL, Oracle, PostgreSQL, and MySQL are examples of SQL database systems.
D. All of the above statements are TRUE

2) The OR operator displays a record if ANY conditions listed are true. The AND operator displays a record if ALL of the conditions listed are true. .....(CO1- 2 Marks)

A. TRUE
B. FALSE

3) Which of the following statements is TRUE about below mentioned SQL commands? ...(CO1-2 Marks)

A. You can use - CREATE, DELETE, ERASE & MODIFY for any database in SQL
B. You can use - ERASE, CREATE, SELECT & RENAME for any database in SQL
C. You can use - CREATE, DROP, RENAME & SELECT for any database in SQL
D. You can use - CREATE, DROP, MODIFY & SELECT for any database in SQL

4) Which of the following statements is/are FALSE? Check all that apply.....(CO1-2 Marks)

A. The ADD TABLE command allows you to add and update columns of an existing table
B. ALTER TABLE Cars ADD Car_Model Varchar(20); -adds Car_Model column to the Cars table.
C. The ALTER TABLE[tablename] with MODIFY keyword is used for changing the column definition of the existing table.
D. All the above options- (A), (B) & (C) are TRUE

5). Which statement is used to get all data from the student table whose name starts with a?.(CO1-2 Marks)

A. SELECT * FROM student WHERE name LIKE '%a%';
B. SELECT * FROM student WHERE name LIKE 'a%';
C. SELECT * FROM student WHERE name LIKE '_a%';
D. SELECT * FROM student WHERE name LIKE '%a';

Q2.

1) Which of the following statements is/are TRUE? .....(CO2-2 Marks)

A. GROUP BY clause is applicable when we want to use aggregate functions to more than one set of rows.
B. ORDER BY clause, like the GROUP BY clause, could be used in conjunction with the SELECT statement.
C. Both (A) & (B) are CORRECT
D. NONE of these are TRUE

2). With SQL, how can you delete the records where column ->*FirstName* is "Peter" in the 'Persons' Table? .....(CO2-2 Marks)

A. DELETE ROW FirstName='Peter' FROM Persons
B. DELETE FROM Persons WHERE FirstName = 'Peter'
C. DELETE FirstName='Peter' FROM Persons
D. None of the above

Q3.

1) Which one of the following statements is FALSE ? .....(CO3-2 Marks)

A. Both - WHERE and HAVING clauses are used for filtering the records in SQL queries
B. The HAVING clause is used in SQL because we cannot use the WHERE clause with the SQL aggregate functions.
C. We can easily use HAVING clause with UPDATE, DELETE, and SELECT statements but NOT the WHERE clause.
D. The WHERE clause can be executed without the GROUP BY clause.

2) Which of the following statements is/are TRUE? Check all that apply .....(CO3-2 Marks)

A. ALTER [tablename]..with WHERE Clause is used to change the data of the records held by tables
B. UPDATE [tablename].. with JOIN means we will update one table using another table and join condition.
C. MODIFY[tablename] …with WHERE Clause is used to change the data of the records held by tables
D. UPDATE [tablename]..with WHERE Clause is used to change the data of the records held by tables

3) Which of the following statements is TRUE? .....(CO3 -2 Marks)

A. Truncate table is faster and uses lesser resources than DELETE TABLE command.
B. TRUNCATE TABLE doesn't delete the structure of the table.
C. Drop table command can also be used to delete complete table but it deletes table structure too.
D. All of the above statements are TRUE

Q4.

1) Refer the table-> 'Employees' below with 4 fields/columns-Emp_id, Emp_name,Emp_city and Emp_salary. .....(CO4-3 Marks)

Emp_id	Emp_name	Emp_city	Emp_salary
1001	Shailesh	Mumbai	10000
1002	Sudhir	Kanpur	16000
1003	Nisha	Mumbai	18000
1004	Praveen	Nagpur	11000
1005	Suhasini	Mumbai	15000
1006	Ketki	Kanpur	14000
1007	Ishita	Nagpur	15000

Write a SQL query for extracting records average salary is aggregated city-wise while filtering only those records where the city-wise average salary is greater than 13000 .
Choose the correct Option from below statements

A. Select Emp_city, Emp_salary from Employees GROUP BY Emp_City where AVG(Emp_salary) > 13000;
B. Select Emp_city, AVG(Emp_salary) from Employees GROUP BY Emp_City having AVG(Emp_salary) > 13000;
C. Select Emp_city, AVG(Emp_salary) from Employees GROUP BY Emp_City Where AVG(Emp_salary) > 13000;
D. Select Emp_city, Emp_salary from Employees GROUP BY Emp_City having AVG(Emp_salary) > 13000;

2) For the command -->call testdb.p14(@below_age);
Which of the following is/are true? .....(CO4-3 Marks)

A. p14 is the procedure called with input parameter *below_age*.
B. testdb is the procedure called with input parameter p14 and output parameter *below_age*
C. p14 is the procedure in testdb invoked with output parameter *below_age*
D. None of the above

Q5.

Refer table ->'Employees' in Q4. 1).
Write a SQL query for performing the following actions-

i) Add a new field/column date_of_joining to the table 'Employees' which captures input only in date format and must NOT accept null values. .....(CO4-2 Marks)

ii) Set DEFAULT VALUES for 2 fields namely– 'Emp_city' & 'Emp_salary' .....(CO4-2 Marks)

Best of Luck !!

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING AND TRANSFORMATION]

SUBJECT: INTEGRATED DIGITAL MARKETING COMMUNICATION

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q1. Case Study – 2.5 Marks Each ***(5 marks)***

Nykaa Fashion, a prominent online fashion retailer in India, decided to leverage programmatic advertising to enhance their marketing efforts. Their goal was to target potential customers more effectively, reduce advertising costs, and increase their return on investment.

Nykaa Fashion used a demand-side platform (DSP) to purchase advertising in real-time. They targeted their ads based on user behavior, demographics, and location. They also used retargeting strategies to reach users who had previously visited their website.

After implementing programmatic advertising, Nykaa Fashion saw a significant increase in website traffic and sales. Their cost per acquisition decreased, and their return on ad spend increased. The success of their programmatic advertising campaign led them to invest more heavily in this strategy.

Question

1. How did Nykaa Fashion target their ads using programmatic advertising? **(CO5/K2)**
2. What are some potential challenges or drawbacks of programmatic advertising, and how can they be addressed? **(CO5/K2)**

Q2. Write short notes on any 2: ***(10 marks)***

A. Sellers. Json **(CO2/K2)**
B. Ad Network **(CO2/K2)**
C. Supply Side Platform **(CO2/K2)**
D. Google Adsense **(CO2/K2)**

Q.3. Please Explain the Following Technology any 1: ***(10 marks)***

A. Explain purchase funnel with the diagram. **(CO3/K2)**
B. Explain in detail Data Collection Process. **(CO3/K2)**
C. What is Programmatic Advertising? Explain the types of Programmatic Deals to buy inventory **(CO3/K2)**

Q4. Multiple Choice Questions: (CO1/K1) ***(5 marks)***

1. _____ span media formats, including text, image, audio, and video. **(CO1/K1)**
   a. Websites
   b. Digital ads
   c. Online channels
   d. None of the above

2. _____ should lead prospects to pages that represent clearly who you are and what you're offering. **(CO1/K1)**
   a. Organic search
   b. Preferred Deal
   c. Social media
   d. Bidding System

3. _____ describes the technology and service that places advertisements on Web sites, mobile Apps, and Connected TVs **(CO1/K1)**
   a. Ad Serving
   b. Programmatic Advertising
   c. MediaMath
   d. DV360

4. Visual pieces created to spread on social networks are called _____. **(CO1/K1)**
   a. Paid Ads
   b. Display Ads
   c. Social Media Ads
   d. None of the above

5. Data collected from website visits, CRM systems, social media, subscriptions, mobile, and apps are called_____. **(CO1/K1)**
   a. Third Party Data
   b. Data Management Platforms
   c. Second Party Data
   d. First Party Data

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: BANK MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q1. Answer the following.

Describe the involvement of the Reserve Bank of India (RBI) in the formulation and execution of monetary policy strategies within India. **(CO1-K2) (3 marks)**

OR

In the contemporary banking framework of India, various layers exist to address the unique and diverse requirements of distinct borrowers and customers. Could you provide examples to elucidate this statement? **(CO1-K2) (3** marks)

Q2. Answer the following.

What are secondary products and services offered by banks, and how do they contribute to the overall profitability and competitiveness of the banking sector? **(CO2-K2) (3 marks)**

Q3. Answer the following.

Describe the concept of Non-Performing Assets (NPAs) and enumerate the different categories of NPAs as identified by the Reserve Bank of India (RBI) in India. Additionally, explain the strategies employed by banks to recoup outstanding loans from customers who default on their payments. **(CO3-K2) (8 marks)**

OR

What are the primary functions performed by the treasury department within a bank, and how do they contribute to the institution's financial stability and growth? **(CO3-K2) (8 marks)**

Q4. Answer the following. (ANY TWO)

a) What are the key technological innovations that have transformed banking products and services in India over the last decade? **(CO4-K3) (5.5 marks)**
b) How the use of technology has resulted in higher operational & financial risk for banks. **(CO4-K3) (5.5 marks)**
c) Explain the methods employed by the reserve bank of India to control credit circulation. **(CO4-K3) (5.5 marks)**
d) Discuss the challenges faced by the banking system in India. **(CO4-K3) (5.5 marks)**

Q5. Answer the following.

What are the key components of a Balance Sheet of a Bank? How those are relevant in conveying the financial strength or weaknesses of a bank. **(CO5-K3) (5marks)**

OR

Write short notes on:

a) Camel Model **(CO5-K3) (2.5 marks)**
b) Basel Accords **(CO5-K3) (2.5 marks)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: FINANCIAL INSTRUMENT TRADING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes:
1. All questions are mandatory.
2. Write down all the formula used for solving the sums.

1. Answer any 1 of the following. (CO1) K1 (5 Marks)

a) What are the eligibility criteria for an indices to be in Future & Option Segment?.
b) Explain concept of F&O Ban and Quantity Freeze.

2. Answer any 1 of the following. (CO2) K1 (5 Marks)

a) Explain Mark-to-Markt and Margin Ca;; with with example.
b) Explain Tax Treatment of Future & Option transactions.

3. Solve any 1 of the following. (CO3) K2 (6 Marks)

(a) Solve following.

(i) Calculate the Roll Over for the following scrips?

Open Interest	Scrip A	Scrip B
Near Month	431000	130875
Next Month	12848000	1477750
Far Month	648000	20125

(ii) Find out MWPL.

Scrip	B (%)
Promoter Holding	25
Trust Holdings	5
Public -Institutions	15
Public Others	?
Total	**100.0**
No. of Shares	**100 crore**

(b) A company has come out with a right issue data is given below
Find out the new strike price (round off to near 50 paise) and lot size (round off to near 1 unit)
Right Issue (A:B) - 1:5
Underlying close price on the last cum date (P): Rs. 150
Issue price of the rights (S): Rs. 125
Old Strike Price - Rs. 100
Old Lot Size – 5000

4. Solve the following. (CO4) K2 (8 Marks)

Details of BPCL are as follow:

Market	Date/ Expiry	Price/ Premium (Rs.)
Cash Market	22-March-2024	592
Future	28-March-2024	594
Put of X = Rs. 595	28-March-2024	8.35
Call of X = Rs.595	28-March-2024	7.55
Lot size = 1800		

(i) Find out implied cost of carry for March Expiry.
(ii) Create a Long Straddle Strategy and find put breakeven, Max Profit, Maximum Loss.

5. Solve any 1 of the following. (CO5) K3 (6 Marks)

a) Fill the following table with the appropriate Derivative strategy.

Sr. No.	Position and Desired hedging	Derivative Strategy
1	A investor wants to remove unsystematic risk in the stock portfolio	
2	An Indian importer to pay USD 10 mn in 3 months and wants to do away with currency risk	
3	A portfolio manager has the Large Cap stocks in his portfolio but wants exposure of Mid cap stocks for 3 months without actually selling the stock.	
4	A US portfolio manager has Crude Oil in his portfolio and wants to hedge it with Gold	

b) A portfolio manager has a stock XYZ with Beta of 1.5. The total shares held are 15,000 shares bought at Rs. 500. He wants to hedge the portfolio against systematic risk. The nifty is trading at 22,010 and the March2023 future is trading at 22,165 .Lot size is 50.

(i) How can he implement the strategy?
(ii) If 1 month days the Nifty went up to 22500 and March2023 Future was up to 22650 and the XYZ stock went up to Rs. 520. What will be the net impact on the portfolio.

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: PAYMENT INFRASTRUCTURE AND API

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

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1. **Answer the following. (CO1) K1 (4 Marks)**

   Explain Traditional Mode of Payments and E-Payments.

2. **Answer any 2 of the following. (CO2) K1 (8 Marks)**

   a) Differentiate between Payment Gateway, Payment Aggregators and Payment Service Providers.

   b) Differentiate between Third Party Apps and Banks runs Apps w.r.t. Payments.

   c) Ecosystems (Players) of India Stake.

3. **Answer any 2 of the following. (CO3) K2 (6 Marks)**

   a) Differentiate Credit Cards and BTPL.

   b) What are Cheques and Drafts?

   c) Differentiate between UPI and IMPS.

4. **Answer any 2 of the following. (CO4) K3 (8 Marks)**

   a) Explain the role of Technology in Digital Payments.

   b) Explain how UPI works with diagram.

   c) What are Private, Partner and Open APIs.

5. **Answer any 1 of the following. (CO5) K2 (4 Marks)**

   a) Explain CBDC and its features.

   b) What are Crypto-currencies and list down its advantages and challenges.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: ANALYTICS IN BANKING SERVICES

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Important Instructions:

- **Question number one is COMPULSORY**. Opt for **any two questions** among the remaining options (i.e. Solve any two from: Question No. 2 to Question No. 4)
- Each question holds an equal weightage in terms of marks.
- Figures to the right indicate full marks.
- Enhance your answers with well-labeled graphs and figures where applicable.
- Draw graphs using pencil.
- Utilize a scientific calculator for calculations is allowed.

Question 1: COMUPLSORY: Read and solve the following two case studies.

Case Study 1: Predicting the Impact of Lok Sabha Election 2024 on GDP and GNP

Background:

As an IES Officer in the Ministry of Finance, Government of India, working in the Department of Economic Policy, you have been tasked with analyzing the potential impact of the Lok Sabha Election 2024 on the country's Gross Domestic Product (GDP) and Gross National Product (GNP). To assist in this endeavor, you have collaborated with ML Engineers from IIT Bombay to build a linear regression model. As a Decision Maker with an MBA in Business Analytics, your role is to guide the project and draw actionable insights from the analysis.

Objective:

The objective of this project is to predict the potential impact of the Lok Sabha Election 2024 on GDP and GNP using a linear regression model. By leveraging historical data and election-related variables, the aim is to provide valuable insights for policymakers and stakeholders.

Data:

The dataset includes historical data spanning several years, capturing variables such as GDP, GNP, election outcomes, government policies, economic indicators, and other relevant factors.

GDP takes into account these factors such as inflation, price changes, changing interest rates and money supply, at the time of determining GDP.

Methodology:

The project employs linear regression analysis to model the relationship between election-related variables and GDP/GNP. By examining historical patterns and election outcomes, the model aims to forecast the potential impact of the 2024 Lok Sabha Election on economic indicators.

**GDP is calculated using the formula* $Y = C + I + G + (X - M)$

Scenario:

As the Lok Sabha Election 2024 approaches, there is significant anticipation and speculation regarding its potential impact on the economy. Political changes often influence investor sentiment, government policies, and consumer behavior, which can subsequently affect economic indicators such as GDP and GNP. As a Decision Maker, your task is to leverage data-driven insights to anticipate and prepare for potential economic fluctuations post-election.

Questions:

1. In the above regression model, if $r^2 = 1$, then which of the following is CORRECT? (Write answer in the full sentence) **1 Mark**

   a) RSS = TSS
   b) SSE = 1
   c) RSS = SSE
   d) SSE = TSS

2. Salary is also an important estimate required for GDP/GNP model. Ms. Elizabeth, alumni at IIT Bombay, prepared one model. The estimated regression model is represented by the following expression:

   Salary = -1.23 - 1.5 female + 0.6 education + 0.05 experience

   where Salary is measured in Rs/ Hour.

   Which of the following is the correct interpretation of coefficient of gender dummy? (Write answer in the full sentence) **1 Mark**

   a) The coefficient measures the difference in salary between female and male, given the level of education and experience is different.
   b) The coefficient measures the difference in salary between female and male, given the same level of education and experience.
   c) if a female and a male have the same level of education and experience, the female earns, on average, 1.5 rupees less per hour than the male.
   d) if female and a male have different level of education and experience, the female earns, on average, 1.5 rupees less per hour than the male.

3. What challenges and limitations might arise in predicting the impact of the Lok Sabha Election on GDP and GNP? How would you address these challenges? **3 Marks**

Case Study 2: Convergence Challenges in Credit Scoring Model Optimization

Background:
You are a Machine Learning Engineer working at Quantify, a financial analytics company specializing in developing credit scoring models for banking institutions. Your team is tasked with optimizing a logistic regression model to predict the likelihood of loan default based on various customer attributes.

Problem Statement:
During the optimization process, you encounter challenges with the convergence of the optimization algorithm due to the presence of multiple local minima in the cost function landscape. You need to address these convergence issues and ensure that the model converges to the global minima for accurate predictions.

Scenario:
You have collected a dataset containing historical loan data, including customer attributes such as income, credit score, debt-to-income ratio, and loan repayment status. Your goal is to develop a robust credit scoring model that accurately predicts the probability of loan default.

Question:

4. How can the presence of multiple local minima in the cost function landscape affect the accuracy of predictions in credit scoring models? **1 Mark**
5. How would you approach managing the issue of local minima and ensuring convergence to the global minima in the context of logistic regression model optimization for credit scoring? Can you describe the convergence methodology that could be employed to ensure the logistic regression model converges to the global minima, considering the cost function landscape? **4 Marks**

Question 2: Response-Based Questions:

1. You're a data scientist at BNY Mellon, tasked with analyzing customer behavior to optimize lending strategies. However, your regression models are showing signs of multicollinearity, making it challenging to interpret the impact of each variable on loan defaults. How does multicollinearity affect the interpretation of regression coefficients in banking analytics, and what methods can you employ to detect and address multicollinearity effectively? **3 Marks**
2. You're a quantitative analyst at J. P. Morgan Chase, tasked with developing models to understand the complex relationships between financial variables like interest rates and inflation. However, you're grappling with the concept of cointegration and its significance in analyzing these relationships within the realm of banking analytics. How does cointegration play a crucial role in deciphering the connections between interest rates and inflation, and why is it essential for accurate financial forecasting and risk management? **3 Marks**
3. As an actuary at an insurance company, you're tasked with pricing insurance policies to ensure profitability while adequately covering potential claims. Describe how Ordinary Least Squares (OLS) regression can be utilized in the insurance sector to analyze the relationship between policyholder characteristics and expected claim costs. Discuss why OLS estimators are preferred for estimating premium rates and how their reliability influences pricing decisions in the insurance industry. **4 Marks**

Question 3: Theory-Based Questions:

1. As a business intelligence analyst at Reliance Retail, you've been tasked with developing a comprehensive Customer Segmentation Dashboard using Power BI. However, you're unsure of the step-by-step process to effectively create this dashboard. Could you provide a detailed flowchart outlining the necessary steps and considerations involved in building a Customer Segmentation Dashboard on Power BI to help guide your development process? **4 Marks**
2. You're a data scientist working on a machine learning project, and you need to select appropriate performance evaluation metrics to assess the effectiveness of your models. However, you're seeking clarity on three specific metrics, including their definitions, formulas, and how to interpret their values. Could you provide insights into **three** machine learning performance evaluation metrics, detailing their *definitions, mathematical expressions, and the significance of their values* in assessing model performance? **6 Marks**

Question 4: Solve the following Numerical-Based Questions:

1. Consider a linear regression model with the following data:
   Sum of Squares Total (SST): 400
   Sum of Squares Residual (SSE): 100
   Number of observations (n): 50
   Calculate R-squared for this model and write the interpretation. **2 Marks**

2. Suppose we have another linear regression model with the following data:
   R-squared: 0.85
   Number of observations (n): 100
   Number of independent variables (k): 3
   Calculate the adjusted R-squared for this model and write the interpretation. **2 Marks**

The following are one-liner calculations; and hence all carries one mark each:

3. Compute the F1 score for a model with precision of 0.85 and recall of 0.75.
4. Given a linear regression model with OLS estimators $\beta 0 = 4$ and $\beta 1 = 3$, interpret the estimated intercept and slope coefficients in the context of the model.
5. Compute the odds ratio for a logistic regression model where the odds of success are 0.75.
6. Given a logistic regression model with coefficients $\beta 0 = -3$ and $\beta 1 = 1.5$, calculate the probability of the event occurring when the independent variable is 2.
7. Calculate the accuracy of a classification model that correctly predicted 450 out of 500.
8. Determine the precision and recall of a binary classification model where there were 150 true positives, 20 false positives, and 30 false negatives.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: COUNTRY PROFILING AND MARKET EVALUATION

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q.1. Short Notes (Answer any two) 5 X 2 = 10 marks

1. **Economic Geography (CO2/K2)**
2. **Blue Collar Worker & Gold Collar Worker (CO2/K2)**
3. **Industry 4.0 (CO2/K2)**
4. **Spatial Interaction (CO2/K2))**

Q.2. Answer any one of the following questions. The question carries 10 marks.

1. The powerhouse of India is its Small and Medium Enterprises (SMEs). An Indian SME wants to expand its business operations internationally. You are appointed as a consultant to advise them on the proposed international expansion. Prepare a brief report about various factors to be considered for country evaluation. (CO2/K2)
2. Explain the Porter Diamonds Model of national competitive advantage with a suitable example of an organization and its performance in a particular country. (CO2/K2)

III. Note: Read the following case study and answer the given question.
Answer the following question. The question carries 10 marks.

Richard was a 30-year-old American, sent by his Chicago-based company to set up a buying office in India. The new Office's main mission was to source large quantities of consumer goods in India: Cotton Piece goods, garments, accessories, and shoes, as well as industrial products such as tent fabrics and cast-iron components.

India's Ministry of Foreign Trade (MFT) had invited Richard's Company to open this buying office because they knew it would promote exports, bring in badly needed foreign exchange, and provide manufacturing know-how to Indian Factories.

Richard's was the first International Sourcing Office to be located anywhere in South -Asia. The MFT wanted it to succeed so that other Western and Japanese companies could be persuaded to establish similar procurement offices.

The expatriate Manager decided to set up an office in the capital, New Delhi, because he knew he would have to frequently meet senior government officials. Since the Indian Government closely regulated all trade and industry, Richard often found it necessary to help his suppliers obtain import licenses for the semi-manufacturers and components required to produce the finished goods his company had ordered.

Richard found these government meetings frustrating. Even though he always phoned to make firm appointments, bureaucrats usually kept him waiting for half an hour or more. Not only that, but his meetings would also be continuously interrupted by phone calls and unannounced visitors as well as clerks bringing in stacks of letters and documents to be signed. Because of all the waiting and constant interruptions, it regularly took him half a day or more to accomplish something that could have been done back home in 20 minutes.

Three months into this assignment, Richard began to think about requesting a transfer to a more congenial part of the world, 'somewhere where things work'. He just could not understand why the Indian officials were being so rude. Why did they keep him waiting? Why didn't the bureaucrats hold their incoming calls and sign those papers after the meeting, to avoid the constant interruptions?

After all, the Government of India had invited his company to open this buying office. So he didn't have the right to expect reasonably courteous treatment from the officials in the various ministries and agencies he had to deal with.?

1. Why is Richard not able to jell with local conditions? Explain the relevant conceptual model which the American and Indian Organizations should follow to make it a successful expansion. (CO3/K3)

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT & MARKETING]

SUBJECT: MALL MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes | Max. Marks: 30

Section A

Q 1 - Write Short Answers **Any 2 (Each carries 4 marks)**

A. Components of the CAM charges (C03_K1)
B. Functions of Leasing Department (C03_K1)
C. Anchor Store and its Importance (C03_K1)

Q 2 - Write Short Answers **Any 2 (Each carries 4 marks)**

A. What is Carpet area in Retail? C02K2
B. What is Buildup area in Retail? C02K2
C. What is the Common area in Mall? C02K2

Q 3 - Write Short Answers **Any One (Each carries 4 marks)**

A. What are the two major invoices/bills which are raised by Mall Management to Retail Store? **COI K2**
B. What are the sources of revenue for the Malls? **COI K2**

Section B **All Questions Compulsory**

Q5 A buildup area of a Zara store is 43,296 sq. ft. which generates a yearly turnover of 14Cr56 lakhs. The mall management generates a monthly CAM charge of Rs 50 per sq. ft. on buildup area on a monthly basis. The LLA/Agreement of Zara store showsusable carpet of 39,536 sq. ft.

Calculate the Trading Density of store and What is the Rs. Value of CAM charges for a particular month?

5 Marks (C04_K3)

Q6 If a monthly consumption of a particular mall is 32Cr and the average car count of a particular day is 650. A total of 48 lakhsfootfall is generated on a yearly basis. What is the per person spent for a particular month?

5 Marks (C05_K3)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: PERFORMANCE MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: All questions are compulsory. Read carefully before attempting the questions.

Q-1) Write Short Notes on: (Any Two) (4 x2=Marks 8)

a) Job Characteristic Model & Performance Management (CO1)
a) Importance of Performance Counseling (CO1)
b) Difference between Performance & Potential Appraisal (CO1)
c) Performance Planning Process. (CO1)

Q-2 Answer the following: (Any one) (10 x1=Marks 10) (CO2)

a) Explain Critically any two methods of performance appraisal. Describe why they are suitable in current time as well.
b) What is Performance Linked Reward System? Explain with the help of Total Reward Strategy to ensure maximum productivity.

Q: 3 Read the Case Given Below and Answer the following questions: (4x3= Marks 12)

Kaveri Boilers Private Limited is a medium – sized company engaged in the production of industrial boilers for the past 40 years. It has 5,800 employees. It is basically a non- unionized company with traditional HR policies and practices. The performance management (PM) policy of this company primarily focused on rewarding efficiency and chastising incompetence. This Company attached immense weightage to its annual performance evaluation practice and treated it as a major event in the organization. Even though the outcome of the performance evaluation process often formed the basis of compensation fixation, promotion, transfer, and disciplinary actions, many employees viewed it as a mere fault-finding exercise without any performance improvement initiative. The PM system of Kaveri worked as follows.

When an employee's performance declines beyond the permissible levels, a warning is issued to him, and he is usually asked to explain the reason for the decline. In the absence of any convincing reply or significant improvement in his performance within a reasonable time- frame, the company resorts to lateral transfers and the poor performer is normally shifted out of his present department and moved to another. However, the same appraisal system is continued there too and the employee is monitored closely. If the employee still continues to fare poorly, his services are terminated after due notice. This practice goes well with the overall objective of the company's performance management system, which focuses on quality sustenance at all levels without making any compromise even while preserving the morale of the performing employees by quickly recognizing their talents and rewarding them rightly.

Although the current performance management system has succeeded in maintaining the quantity and quality of the products at barely satisfactory levels, the response of the employees to this kind of evaluation has been far from encouraging. The employees have a grudge that the appraisal system has always been keeping them on tenterhooks. To make matters worse, the indifferent attitude and low morale of those employees who have been transferred as part of the penalty has made the situation uneasy and caused anxiety among other employees. The HR manager is a mystified man and has no clues as to why the current system has not been able to produce the desired results of optimum productivity and adequate patronage of employees. Now, the challenge before the HR manager and his team is to pinpoint the real reason for the problem of the organization on the labour front and then decide whether to continue with the existing evaluation system after making necessary modifications or replace it with some other system that will be more acceptable to one and all.

Discussion Questions

1. Can we blame the existing performance management system for all the problems of the company? **(CO3)**
2. Are there any HR issues other than performance appraisal involved ? If yes, what are they? **(CO3)**
3. If you were to be the HR manager, what will you do to resolve the crisis? **(CO3)**

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – MARKETING]

SUBJECT: INTEGRATED MARKETING COMMUNICATION

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Note: All questions are compulsory.

Q.1. Case Analysis (20 MARKS)

HELIUM, a leading consumer electronics brand, is planning to launch its latest smartphone model in the market. The company has always emphasized innovation and cutting-edge technology in its products. To ensure a successful launch and create a buzz in the market, HELIUM's marketing team has devised an integrated marketing communications (IMC) plan. As part of the plan, HELIUM intends to leverage various communication channels to reach its target audience effectively. The marketing team has outlined strategies for advertising, public relations, digital marketing, and experiential marketing. The advertising campaign will focus on highlighting the key features and benefits of the new smartphone, showcasing its superior performance and innovative design. HELIUM plans to run television commercials, digital ads, and print ads in leading publications. In addition to advertising, HELIUM aims to generate positive media coverage through strategic public relations initiatives. Press releases, media events, and influencer partnerships will be used to garner attention from journalists and bloggers, thereby increasing awareness and generating excitement about the new smartphone. The digital marketing strategy will include social media campaigns, email marketing, and search engine optimization (SEO) efforts. HELIUM plans to engage with its audience on platforms like Instagram, Facebook, and Twitter, leveraging creative content and interactive features to foster brand engagement and drive pre-orders. Furthermore, HELIUM will organize experiential marketing events in select cities, allowing consumers to interact with the new smartphone firsthand. These events will provide attendees with the opportunity to test out the device's features and functionalities, creating memorable brand experiences and driving word-of-mouth recommendations.

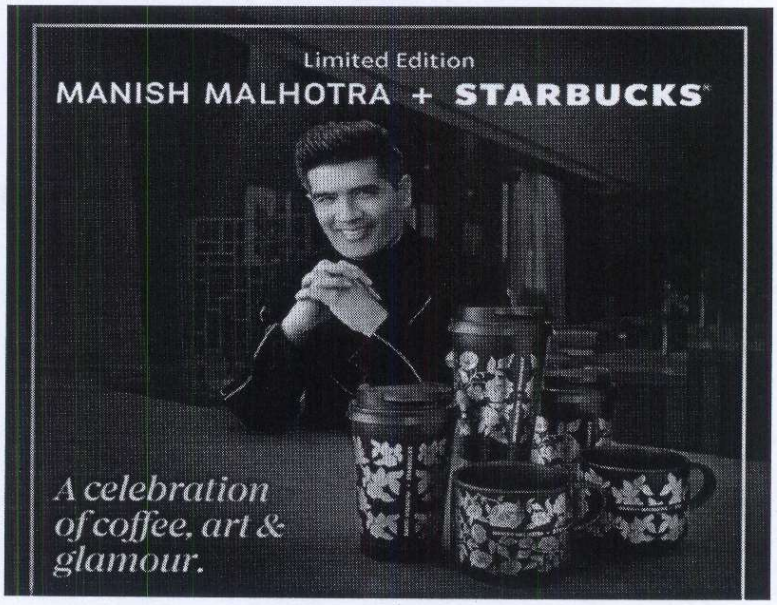
Questions:

1. Discuss the significance of integrated marketing communications (IMC) for HELIUM's smartphone launch. How does an IMC approach help achieve the new product's marketing objectives? **(10 marks - CO4/K3)**

2. Evaluate the effectiveness of each communication channel proposed by HELIUM in reaching its target audience and generating excitement for the new smartphone. Suggest any additional channels or strategies that could enhance the IMC plan. **(10 marks – CO5/K3)**

Q2. Answer any two of the following questions: **(2x5)=10 marks**

A] "Starbucks" India has collaborated with Minish Malhotra to launch their merchandise. Do you think this celebrity endorsement is justified? **CO3/K2**



B] Write a note on advertisement effectiveness testing. **CO3/K2**

C] Explain the various advertisement budget methods. **CO3/K2**

D] 'Social Media is an effective tool of PR'. Explain with a suitable example. **CO3/K2**

Q3. Last year on Mother's Day Zomato changed their name to 'Mazoto' to reiterate the fact that 'Ma always comes first'. As a marketing communication manager, devise an advertisement campaign for Swiggy for Mother's Day 2024. **(10 marks) - CO5/K3**

Q4. Clear Trip has unveiled "Darshan Destinations" to boost spiritual tourism – Create a print ad using all the elements of print advertising to promote this new initiative. **(10 marks) – CO4/K3**

Q5. Write Short notes on any two: **(2x5=10 marks) –**

a. Copywriting **CO2/K1**
b. Qualities of The Salesperson **CO2/K1**
c. Consumer promotion tools **CO2/K1**
d. Slogans & Tagline **CO2/K1**
e. Puffery **CO2/K1**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING AND TRANSFORMATION]

SUBJECT: DIGITAL MEDIA PLANNING, SEO, AND SEM

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

PART A - Digital Media Planning

Q1. Case Study – 2.5 Marks Each (CO5) (L3) ***(5 marks)***

Freshtohome, an online market place for meat and sea food is launching a product, ready to cook meat and plan to spend 15 cr awareness campaign to increase the reach in the campaign. They have multiple videos and display creatives and want to cater to the audience of all the ages with not exposing the users more 5 times in the campaign.

Question

1. Which inventory will enable FreshtoHome to reach the largest audience, and what is the rationale behind this choice?
2. Explain the different channel you would like to utilize through the funnel and reason you are choosing in the stages of the funnel.

Q2. Write short notes on any 2: (CO1) (L5) ***(10 marks)***

A. Youtube
B. Purchase Funnel
C. Search Engine Marketing or Programmatic Advertising

Q.3. Please Explain the Following any 1: ***(10 marks)***

A. Explain the process from the research, funnel strategy, channel approach of how you want to put for a leading diaper brand who wants to do branding campaign. **(CO5) (L2)**
B. Explain the concept of how you calculate universe size from the population and then targeting on specific location for leading FMCG soap brand who wants to reach out as many audiences as possible catering to only 5 metro cities (CO1) (L3)
C. Explain the process of how you do a competition analysis for a automobile brand launching a new mid size compact SUV (CO3) (L3)

Q4. Multiple Choice Questions: (CO3) (L5) ***(5 marks)***

1. Meta Website Conversion campaign is an _____ approach.
   a. Top Funnel
   b. Mid Funnel
   c. Bottom Funnel

2. _____ are the biddable platforms.
   a. Programmatic Media Buying
   b. Search Engine Marketing
   c. Meta/Instagram
   d. All of the above

3. Which of these is not a Youtube Ad Type
   a. GDN
   b. Truview In Stream Ads
   c. Discovery Home Feed
   d. Bumper Ads

4. Visual pieces created to spread on social networks are called _____.
   a. Paid Ads
   b. Display Ads
   c. Social Media Ads
   d. None of the above

5. BDI & CDI report are used to determine _____
   a. Where the brand stand in the different region
   b. Where the category stand in the different regions
   c. Where the brand and category stand in the different regions
   d. None Of the Above

PART – B - 01: SEO

1) What is the difference between SEO & SEM? - 2 marks - [C0-1/K1]

2) What are 5 key On-page SEO factors, and explain each of them? - 5 marks - [C0-4/K2]

3) Explain 3 types of Anchor Texts – 3 marks - [C0-5/K3]

4) What are Core Web Vitals and explain them in brief - 3 marks - [C0-4/K2]

5) Name 2 Structured Data/ Schema formats and explain them in brief - 2 marks - [C0-4/K3]

PART – B - 01:SEM

6) What are the types of PPC Marketing campaigns? – 3 marks - [C0-2/K2]

7) What is Quality Score and which three factors influence it? – 2 marks - [C0-2/K2]

8) Explain any 2 Bidding Strategies – 3 marks - - [C0-1/K1]

9) What are negative keywords, and why are they important in PPC campaigns? – 2 marks - [C0-1/K1]

10) An E-commerce company has been running Google Ads for their Product line of outdoor camping gear for the past six months. However, they've noticed a decline in Click-through rates (CTR) and conversion rates over the last month. As a digital marketing consultant, how would you analyze the current campaigns to identify potential issues and propose strategies to improve performance.

    Discuss the Campaign goals, Audience targeting, Device, Bidding Strategy & Measurement metrics. – 5 marks - [C0-1,2,3/K2]

ITM/KHR/PGDM-2023-25/SM-II/040424
COURSE CODE: IRM-00306

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT AND MARKETING]

SUBJECT: INTRODUCTION TO RETAIL MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Instructions: Answer all questions. Each question carries 10 marks.

Q 1- What do understand by retail? explain various elements of retail business? (CO 5_K3)

OR

Analyse the concept of omnichannel retailing and its importance in today's world. How do retailers integrate online and offline channels to provide a seamless shopping experience for customers ? (CO5_K3)

Q 2- What are the key factors influencing consumer behavior in the retail industry? with relevant examples. (CO3_K1)

OR

Explain the different elements of visual merchandising with examples (CO3_K1)

Q 3- Compare the different retail formats with relevant examples (CO4_K2)

OR

Explain the service gap model (CO4_K2)

Q 4- What are the different pricing strategies, explain in detail (CO1_K4)

OR

What are the elements of retail communication mix, explain in detail (CO1_K4)

Q 5- The cost of a product is Rs.150, mark up is 50%, and mark down is 30%. What is the final selling price? (CO2_K5)

OR

Explain the retail theories (CO2_K5)

Q 6- The cost of a product is Rs.150, mark up is 50%, and mark down is 30%. What is the final selling price? (CO4_K2)

OR

What is the significance of private label in Retail business? (CO4_K2)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: RESEARCH METHODOLOGY

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: Question 1 is compulsory. Attempt any two questions out of three. For Q2 to Q4, there is an internal choice.

Section A: Compulsory **(10 marks)**

1a. Distinguish between Causal Research & Descriptive Research with suitable examples. (5 marks) **(CO1/K1)**

1b. Explain the research design process along with example. (5 marks) **(CO1/K1)**

Section B: Attempt any two questions out of three.

2. Attempt any one question. Each question is of 10 marks. (10 marks)

Explain briefly along with examples (a)In depth interview (b) Projective Techniques. **(CO2/K2)**

OR

When do we need to apply for Qualitative Research? Explain the advantages of focus groups. **(CO2/K2)**

3. **Attempt any one question. Each question is of 10 marks. (10 marks)**

➔ **Crosstabs**

Ⓐ

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
sex * language	7304	98.4%	121	1.6%	7425	100.0%

Ⓑ

sex * language Crosstabulation

			language			
			English	French	Other	Total
sex	Female	Count	2999	262	564	3825
		% of Total	41.1%	3.6%	7.7%	52.4%
	Male	Count	2717	235	527	3479
		% of Total	37.2%	3.2%	7.2%	47.6%
Total		Count	5716	497	1091	7304
		% of Total	78.3%	6.8%	14.9%	100.0%

Ⓒ

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.244[a]	2	.885
Likelihood Ratio	.244	2	.885
Linear-by-Linear Association	.173	1	.677
N of Valid Cases	7304		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 236.73.

a. Which test is used here? (2 marks) **(CO3/K3)**
b. What is the sample size? (2 marks) **(CO3/K3)**
c. Formulate the null & alternative hypothesis. (2 marks) **(CO3/K3)**
d. Which hypothesis is accepted and why? (2 marks) **(CO3/K3)**
e. What is the scale of measurement for the variable 'Sex' & 'Language'? (2 marks) **(CO3/K3)**

OR

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Cholesterol Concentration	Diet	20	6.1450	.51959	.11618
	Exercise	20	5.7950	.38179	.08537

Independent Samples Test

			Cholesterol Concentration	
			Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		.314	
	Sig.		.579	
t-test for Equality of Means	t		2.428	2.428
	df		38	34.886
	Sig. (2-tailed)		.020	.021
	Mean Difference		.35000	.35000
	Std. Error Difference		.14418	.14418
	95% Confidence Interval of the Difference	Lower	.05813	.05727
		Upper	.64187	.64273

a. Formulate the null & alternative hypothesis. (2 marks) **(CO3/K3)**
b. Which hypothesis is accepted and why? (2 marks) **(CO3/K3)**
c. What is your conclusion? (2 marks) **(CO3/K3)**
d. What is the sample size? (2 marks) **(CO3/K3)**
e. When do we use independent sample t tests? (2 marks) **(CO3/K3)**

4. Attempt any one question. Each question is of 10 marks. (10 marks)

Explain the terms: (a) Close ended questions (b) Ranking type question (c) questionnaire (d) Pilot survey. What is a sample and why do we need a sample? **(CO4/K3)**

OR

What are the steps involved in designing a questionnaire? Explain cluster sampling and convenience sampling.

(CO4/K3)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH / FINANCIAL MARKETS]

SUBJECT: RESEARCH METHODOLOGY

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: Question 1 is compulsory. Attempt any two questions out of three. For Q2 to Q4, there is an internal choice.

Section A: Compulsory **(10 marks)**

1a. Distinguish between Causal Research & Descriptive Research with suitable examples. (5 marks) **(CO1/K1)**

1b. Explain the research design process along with example. (5 marks) **(CO1/K1)**

Section B: Attempt any two questions out of three.

2. Attempt any one question. Each question is of 10 marks. (10 marks)

Explain briefly along with examples (a)In depth interview (b) Projective Techniques. **(CO2/K2)**

OR

When do we need to apply for Qualitative Research? Explain the advantages of focus groups. **(CO2/K2)**

3. **Attempt any one question. Each question is of 10 marks. (10 marks)**

➔ Crosstabs

(A)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
sex * language	7304	98.4%	121	1.6%	7425	100.0%

(B)

sex * language Crosstabulation

			language			
			English	French	Other	Total
sex	Female	Count	2999	262	564	3825
		% of Total	41.1%	3.6%	7.7%	52.4%
	Male	Count	2717	235	527	3479
		% of Total	37.2%	3.2%	7.2%	47.6%
Total		Count	5716	497	1091	7304
		% of Total	78.3%	6.8%	14.9%	100.0%

(C)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.244[a]	2	.885
Likelihood Ratio	.244	2	.885
Linear-by-Linear Association	.173	1	.677
N of Valid Cases	7304		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 236.73.

a. Which test is used here? (2 marks) **(CO3/K3)**
b. What is the sample size? (2 marks) **(CO3/K3)**
c. Formulate the null & alternative hypothesis. (2 marks) **(CO3/K3)**
d. Which hypothesis is accepted and why? (2 marks) **(CO3/K3)**
e. What is the scale of measurement for the variable 'Sex' & 'Language'? (2 marks) **(CO3/K3)**

OR

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Cholesterol Concentration	Diet	20	6.1450	.51959	.11618
	Exercise	20	5.7950	.38179	.08537

Independent Samples Test

			Cholesterol Concentration	
			Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F		.314	
	Sig.		.579	
t-test for Equality of Means	t		2.428	2.428
	df		38	34.886
	Sig. (2-tailed)		.020	.021
	Mean Difference		.35000	.35000
	Std. Error Difference		.14418	.14418
	95% Confidence Interval of the Difference	Lower	.05813	.05727
		Upper	.64187	.64273

a. Formulate the null & alternative hypothesis. (2 marks) **(CO3/K3)**
b. Which hypothesis is accepted and why? (2 marks) **(CO3/K3)**
c. What is your conclusion? (2 marks) **(CO3/K3)**
d. What is the sample size? (2 marks) **(CO3/K3)**
e. When do we use independent sample t tests? (2 marks) **(CO3/K3)**

4. Attempt any one question. Each question is of 10 marks. (10 marks)

Explain the terms: (a) Close ended questions (b) Ranking type question (c) questionnaire (d) Pilot survey. What is a sample and why do we need a sample? **(CO4/K3)**

OR

What are the steps involved in designing a questionnaire? Explain cluster sampling and convenience sampling.

(CO4/K3)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HRM / IB / OPERATIONS]

SUBJECT: RESEARCH METHODOLOGY

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions: Question 1 is compulsory. Attempt any two questions out of three. For Q2 to Q4, there is an internal choice.

Section A: Compulsory **(10 marks)**

1a. Distinguish between Causal Research & Descriptive Research with suitable examples. (5 marks) **(CO1/K1)**

1b. Explain the research design process along with example. (5 marks) **(CO1/K1)**

Section B: Attempt any two questions out of three.

2. Attempt any one question. Each question is of 10 marks. (10 marks)

Explain briefly along with examples (a)In depth interview (b) Projective Techniques. **(CO2/K2)**

OR

When do we need to apply for Qualitative Research? Explain the advantages of focus groups. **(CO2/K2)**

3. **Attempt any one question. Each question is of 10 marks. (10 marks)**

➧ **Crosstabs**

Ⓐ

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
sex * language	7304	98.4%	121	1.6%	7425	100.0%

Ⓑ

sex * language Crosstabulation

			language			
			English	French	Other	Total
sex	Female	Count	2999	262	564	3825
		% of Total	41.1%	3.6%	7.7%	52.4%
	Male	Count	2717	235	527	3479
		% of Total	37.2%	3.2%	7.2%	47.6%
Total		Count	5716	497	1091	7304
		% of Total	78.3%	6.8%	14.9%	100.0%

Ⓒ

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.244[a]	2	.885
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a. Which test is used here? (2 marks) **(CO3/K3)**
b. What is the sample size? (2 marks) **(CO3/K3)**
c. Formulate the null & alternative hypothesis. (2 marks) **(CO3/K3)**
d. Which hypothesis is accepted and why? (2 marks) **(CO3/K3)**
e. What is the scale of measurement for the variable 'Sex' & 'Language'? (2 marks) **(CO3/K3)**

OR

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a. Formulate the null & alternative hypothesis. (2 marks) **(CO3/K3)**
b. Which hypothesis is accepted and why? (2 marks) **(CO3/K3)**
c. What is your conclusion? (2 marks) **(CO3/K3)**
d. What is the sample size? (2 marks) **(CO3/K3)**
e. When do we use independent sample t tests? (2 marks) **(CO3/K3)**

4. Attempt any one question. Each question is of 10 marks. (10 marks)

Explain the terms: (a) Close ended questions (b) Ranking type question (c) questionnaire (d) Pilot survey. What is a sample and why do we need a sample? **(CO4/K3)**

OR

What are the steps involved in designing a questionnaire? Explain cluster sampling and convenience sampling.

(CO4/K3)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: ANALYTICAL TOOLS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Note: 1. Question No. 1 is compulsory
2. Solve any two out of remaining three
3. Calculators are permitted, and New Question should be start on new Pages

Q1 (a) How does it works the Apache Sqoop? Explain with diagram **[CO2-K2, 4-marks]**

(b) How does the big data work? Explain **[CO2-K2, 4-marks]**

(c) Define Apache pig and Apache mahout **[CO2-K2, 2-marks]**

Q2. (a) Explain Hadoop architecture with suitable diagram **[CO2-K3, 6-marks]**

(b) Difference between distributed and parallel system **[CO2-K2, 4-marks]**

Q3 (a) Explain the big data ecosystem with neat labelled diagram **[CO1-K3, 10-marks]**

Q4 (a) How does the map reduce work? Create a text file and stored in one variable and write a program to find the word count using map reduce function. **[CO3-K2 - 10marks]**

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INSTITUITE FOR TECHNOLOGY AND MANAGEMENT
(ITM BUSINESS SCHOOL- NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: - TALENT ANALYTICS

[SEMESTER – 2 TERM END EXAMINATION APRIL 2024]

Max. Duration: 01.30 minutes **Max Marks: 30 marks**

N.B:
1. All questions are compulsory.
2. Figures to the right indicate marks.
3. Illustrations, in-depth answers and diagrams will be appreciated.
4. Mixing of sub-questions is not allowed.

Q. 1 **Case Study-** **10 Marks**

A) **Improving Employee Performance through Training and Development**

Company Background:

SkyQHigh Corporation is a medium-sized technology firm specializing in software development. With a rapidly expanding workforce, SkyQHigh Corporation recognizes the importance of investing in employee development to enhance skills and productivity. In response to this need, the company launched a comprehensive training and development program aimed at upskilling its employees in both soft skills and technical competencies.

Scenario:

SkyQHigh Corporation recently onboarded 100 new employees across various departments. As part of their orientation process, each employee was given the opportunity to choose one soft skills course and one technical course from a selection of options offered by the company. The soft skills courses included communication skills, time management, leadership skills, and teamwork. The technical courses covered areas such as programming languages, data analysis tools, cybersecurity fundamentals, and cloud computing.

B) Give a suitable title to this case study. List out the features required to form the dataset. [CO3- K4, 2M]

C) Define objectives for the above-mentioned case study. [CO3- K4, 2M]

D) Write a python code to calculate the mean for the particular course using python? [CO4- K5, 1M]

E) Write a python code to filter the DataFrame for the course 'Communication Skills'? [CO4- K5, 1M]

F) Write a python code to plot box plot of any one feature across different clusters [CO4- K5, 1M]

G) What is correlation? Write a python code to calculate correlation between performance ratings and work satisfaction. [CO4- K5, 3M]

15Marks

Q. 2 **Attempt the following (Any three)**

A) Explain the terms diagnostic and prescriptive analytics. [CO4- K4, 5M]

B) Give a brief summary of following ANOVA test. [CO4- K4, 5M]

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.964269967
R Square	0.92981657
Adjusted R Square	0.923967951
Standard Error	5125.9592
Observations	40

ANOVA

	df	SS	MS	F	Significance F
Regression	3	12531858522	4177286174	158.9805292	8.05354E-21
Residual	36	945916477.9	26275457.72		
Total	39	13477775000			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	27480.40332	5787.388694	4.748325156	3.23359E-05	15743.03503	39217.77161	15743.03503	39217.77161
Years of experience	6852.342302	352.3258334	19.44887843	1.1015E-20	6137.792393	7566.892211	6137.792393	7566.892211
EL	7848.402829	1132.805287	6.928289372	4.07748E-08	5550.967223	10145.83844	5550.967223	10145.83844
CountOfSkills	3713.148716	1809.211987	2.052356906	0.047460163	43.89673944	7382.400693	43.89673944	7382.400693

C) "Data is the new currency." Do you agree with this statement? [CO2- K3, 5M]

D) Explain various stakeholders of HR and how can they be leveraged for adopting and implementing HR analytics? [CO1- K2, 5M]

E) What are different HR metrics? Explain any 3 tools that can be used at different stages of the talent analytics process. [CO1- K2, 5M]

5Marks

Q. 3 **Multiple Choice Questions**

A) Which of the following types of business analytics will describe: What will happen? [CO1- K2, 1M]
   a. Diagnostic
   b. Descriptive
   c. Predictive
   d. Prescriptive

B) Which of the following includes speedometer chart? [CO1- K2, 1M]
   a. Line and Bar
   b. Column and Stacked Bar
   c. Pie and Doughnut
   d. Box and Whisker

C) Funnel chart is similar to which chart? [CO1- K2, 1M]
   a. Vertical bar chart
   b. Horizontal bar chart
   c. 3D bar chart
   d. Box and Whisker

D) Statistical function help users to manage data, perform descriptive analysis and perform calculations ranging from basic to complex scenarios. [CO1- K2, 1M]
   a. True
   b. False

E) Which of the following options will help to create a new field in the table that performs the calculations based on other pivot fields. [CO1- K2, 1M]
   a. Calendar field
   b. Calculated value
   c. Calendar value
   d. Calculated field

ITM/KHR/PGDM-2023-25/SM-II/050424
COURSE CODE: FR-00321

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: FRENCH -2

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Instructions:

a) **Use of dictionary & mobile phone is not permitted.**
b) **All questions are compulsory.**
c) Marks to each question are indicated to the right.
d) **All questions are to be answered in French.**

Q.1. Translate into French (Any three). **6 marks**

1) I live in Mumbai.
2) See you later again.
3) I am pleased to meet you.
4) I am extremely thank to you / You are most welcome.
5) I am fine.
6) Enjoy your evening.

Q.2. Translate into English (Any three). **4 marks**

1) C'est mon livre.
2) Il y a une classe demain.
3) Je veux de l'eau.
4) Vous etes francais ?
5) Nous parlons anglais.
6) J'aime beaucoup mon amie.

Q.3. Re-write any 2 of the following sentences by using the correct conjugated form of the verb given in the bracket. **4 marks**

1) Nous ---------- indiens (être)
2) Je----------mon école (finir)
3) J'----------danser, chanter, etc.(aimer)
4) Nous ---------- le francais (parler)

Q.4. Fill in the blanks by using the correct word given in the brackets (Any three): 6 marks

1) Il fait ---------- en hiver (chaud / mouvais / froid)
2) Il fait beau -------- (au printemps / en automne / en hiver)
3) Il fait ---------- en automne (chaud / du vent / froid)
4) Il fat chaud en --------- (été / hiver / au printemps)
5) Il y a des ---------- saisons en france (deux / trois / quatre)
6) En automne, il---------- (brille / pleut / neige)

Q.5. Introduce (Present) yourself in French. Write any five sentences (5 marks)

Q.6. Write any 5 parts of a house OR any 5 medical related vocabulary in French - along with their meanings in English (5 marks)

BONNE CHANCE !

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEENT]

SUBJECT: COMPENSATION MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Section 1 : Answer Any 2 (Two) of the below questions: (5 Marks each) **(CO1, K1)**

Q.1. Explain in detail with examples the differences between Direct and Indirect components of Compensation. **(CO1, K1)**

Q.2. Explain in detail the retiral components (Provident Fund & Gratuity) and how much is their contribution as a % of basic. **(CO1, K1)**

Q.3. Your Friend from Marketing department was having an annual CTC of 10 Lakhs. His Fixed to variable was in the ratio of 90:10. Company follows a principle of capping Basic salary at 40% of Fixed Salary. He has served the company for 7 years. **(CO2. K2)**

Now he wants to leave. Calculate the following:

A. What is the total Gratuity amount that he would get while leaving the company?
B. What was his gratuity amount being deducted on monthly basis?

Q.4. You currently earn a Gross Income of 40 Lakhs per annum. Calculate Income Tax + Cess applicable as per **New tax Regime** on your earned income. **(CO2. K2)**

The current Tax bracket for your reference is as follows:

Taxable Income	Old Tax Regime	New Tax Regime
Up to Rs.2.5 lakh	Exempted	Exempted
Greater than Rs.2.5 lakh to Rs.3 lakh	5%	Exempted
Greater than Rs.3 lakh to Rs. 5 lakh	5%	5%
Greater than Rs.5 lakh to Rs.6 lakh	20%	5%
Greater than Rs.6 lakh to Rs. 9 lakh	20%	10%
Greater than Rs.9 lakh to Rs.10 lakh	20%	15%
Greater than Rs.10 lakh to Rs.12 lakh	30%	15%
Greater than Rs.12 lakh to Rs.15 lakh	30%	20%
Above Rs.15 lakh	30%	30%

Section 2 : Answer Any 1 (One) of the below questions: (10 Marks each) . **(CO2. K2)**

Q.5. What is Job Evaluation? Describe in detail regarding Benefits of Job Evaluation and How is Job Evaluation linked to Compensation? . **(CO2. K2)**

OR

Q.6. List out and explain in detail at least 5 tax saving components of compensation (choice pay components) **(CO2/ K2)**

Section 3 Case Study – 10 Marks (CO3,K3)

ABC Private Limited is company incorporated since Financial Year 1985. ABC has been a market leader with regards to manufacturing and distribution of premium garments for a decade now. Over the past decade, the business environment is changing, and it now faces greater uncertainty in the Post COVID-19 period. Businesses like ABC Private Ltd have to deal with both - the economic crises with fluctuations in commodity pricing, complicated logistics as well as the health crises which have transformed the ways of working as we move towards Future of Work - hybrid models, new policies… all this while managing top-line, margins and profit.

The talent landscape today is also competitive. India's rising unicorns, the mental & emotional turmoil that followed the pandemic are making the workforce eager to make the switch in pursuit of change or a better life leading to the 'Great Resignation'. This has made hiring, engaging, and retaining top talent crucial and challenging for the organization like the size of ABC Private Ltd.

In it's drive to stay on top and manage higher profits the management of ABC Private Ltd were left with no other option and had to take a tough decision to reduce it's current manpower cost by 30% i.e. 1500 Crores per annum. Current On-roll Manpower strength ~ 25,000 employees. Current Off-roll Manpower strength ~ 8,000. Total Manpower cost currently ~ 5,000 Crores per annum.

Q.7. Detail out the Strategy and various steps how you as the CHRO of ABC Private Ltd will achieve the mandate given by Management without letting go the critical and good talent which is essential for running the Business.

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COURSE CODE: SAPM-00313

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Notes:
1. All questions are mandatory.
2. Write down all the formula used for solving the sums.

1. **Answer any 2 of the following. (CO1) K1 (10 Marks)**

   a) What are the different types of Investors based on Personality types.

   b) What are the different types of Orders? Name and explain any five?

   c) What are the steps of Portfolio Management Process?

2. **Solve/Answer any 1 the following. (CO2) K1 (10 Marks)**

   a) (i) Calculate return on Equity and Perform 3 Stage Du-Pont Analysis. (6 Marks)

Profit & Loss Statement			Balance Sheet			
Particulars	Amt (Rs. Cr)		Particulars	Amt (Rs. Cr)	Particulars	Amt (Rs. Cr)
			Net Worth	250000	**Fixed Assets**	200000
Total Revenue	300000		Loans	52500		
EBITDA	112500		**Total Non-Current Liability**	**302500**	**Investment**	**25000**
Depreciation	10000					
EBIT	102500		**Current Labilities**	**33000**	**Current Assets**	**110500**
Interest	5250					
PBT	97250					
Tax	33000					
PAT	64250		Total Liabilities	335500	Total Assets	335500

   a) (ii) What are Leverage Ratios? Explain any 2 Leverage Ratios.(4 Marks)

OR

   b) An investor has decided to invest in the shares of two companies, namely, PQR and WUV. The projections of returns from the shares of the two companies along with their probabilities are as follows. Find out Expected Return and Standard Deviation of 2 securities, Covariance and Correlation between 2 securities. (10 Marks)

Probability	PQR Return (%)	WUV Return (%)
0.25	13%	15%
0.15	25%	-7%
0.20	-8%	13%
0.40	10%	14%

3. **Solve/Answer any 2 the following. (CO2) K2 (12 Marks)**

a) Explain the various stages of Industry Life Cycle (6 marks).

b) Prepare Common Base Year Financial statement as well as Common Size statement using the above data (6 marks).

	2023	2022
Total Revenues	1400	1200
Expenses other than Finance Costs	950	800
EBIT	450	400
Interest	90	80
EBT	360	320
Taxes	108	96
PAT	**252**	**224**

c) Magnum Company has 10 million equity shares of Rs. 10 each and 200,000 convertible debentures of Rs. 100 each carrying a coupon rate of 8 percent. Each convertible debenture is convertible into 4 equity shares. Magnum's profit after tax for the year ended December 31, 2023, was Rs. 25 million and its tax rate is 30 percent. Calculate the Diluted EPS as well as Basic EPS. (6 Marks)

4. **Solve/Answer any 2 the following. (CO2) K3 (14 Marks)**

a) Explain Efficient Market Hypothesis and Optimal Portfolio.

b) Find out Return as per CAPM and CML.
Market Return is 13%; Standard Deviation of Market is 18%; Risk free Rate is 5%
Stock Return is 20%; Standard Deviation of Stock is 25%; Beta of Stock is 1.5

c) Initial value of a portfolio Rs. 2,00,000. The investment in bond is 60% and in equity is 40% each. [illegible] and bond value by 7%.

Find out the Portfolio Value after 1 year and reallocate the new weights using Constant Mix Strategy (Target Allocation Strategy)

5. **Solve/Answer any 1 the following. (CO2) K2 (14 Marks)**

a) The return and risk details of 4 Mutual Funds are given.

Fund / Index	Mean Return	Standard Deviation	Beta
A	27%	25%	1.3
B	33%	30%	1.7
C	20%	23%	0.7
D	27%	32%	1.2
Index	20%	25%	1.0
Risk Free Rate is 6.0%			

Calculate the Performance Measures for all funds and your interpretation based on these 4 measures

i. Sharpe Measure for Mutual Fund A and B.
ii. Treynor Measure for Mutual Fund C and D.
iii. Jensen Measure for Mutual Fund C.
iv. M2 Measure Fund A and B

b) Answer following
i. Explain Attribution of Portfolio Return (8 Marks)
ii. Differentiate between Sharpe, Treynor and Jensen's Alpha (6 Marks)

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: FINTECH IN INVESTMENT MANAGEMENT AND ROBO ADVISORY

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Notes: All questions are mandatory.

1. **Answer any 1 of the following. (CO1) K1 (8 Marks)**

   a) Discuss six key functions of financial market? How does the regulator ensure fairness in the financial market?

   b) Explain key differences between money and capital market. Mention 5 products traded in money market and 2 products traded in capital market.

2. **Solve/Answer any 1 of the following. (CO2) K3 (10 Marks)**

   a) An investor sells 3 futures contracts. The lot size is 50 and the current market price at which he has purchased futures contract is Rs. 10550. If the market closes at Rs. 10, 615 today and then closes at below mentioned values for next 4 days, calculate MTM gain/loss of the investor.

Days	Closing Price
2	10650
3	10559
4	10568
5	10410

   If the initial margin paid for above mentioned contracts was 23%, how much margin will the investor pay? What will happen to his margin on 6th day?

   b) Discuss following concepts in context of option market- A) Strike Price, b) Premium, c) Final Settlement Price d) Time Value, e) Intrinsic value, f) Moneyness of the option and c) Daily Settlement Price.

3. **Solve / Answer any 1 of the following. (CO3) K1 (12 Marks)**

a) Mr. Nakul is planning to invest in the ratio of 60% and 40% in two stocks out of three which are A, B and C. The below mentioned are projections of performance of these stocks in the next year.

Scenarios	Probability of Scenarios	Return of Stock A	Return of Stock B	Return of Stock C
Growth	50%	12%	9%	14%
Normal	30%	8%	6%	5%
Slowdown	20%	6%	4%	-2%

He wants to keep stock A in the portfolio but wants your opinion about including Stock B or C in the portfolio. Which stock should he add in the portfolio according to you? What would be the return of his portfolio is he wants to invest Rs. 20 lakhs in stock A and stock recommended by you.

b) Discuss the concept of systematic and unsystematic risk, with relevant examples. When can an investor assume that a portfolio is fully diversified? If a portfolio is fully diversified, what will you like to use to measure risk of portfolio- a) Beta or b) Standard deviation. Give reasons for this.

4. **Solve/Answer any 2 of the following. (CO4) K2 (16 Marks)**

a) Mr. Ram has purchased an endowment policy which has a maturity period of 20 years. The sum assured of the policy is 15 lakhs. He gets Rs. 55 as bonus per thousand for first 5 years, after which the insurance company reduces bonus payout as Rs. 48 per 1000 for next 8 years and then increases the payout to Rs. 52 per 1000 till maturity of the policy. There is a loyalty addition clause in the policy as per which Mr. Ram should get Rs. 22500 as additional payout on maturity. Premium paid per year is Rs. 52500 on this policy and surrender value is 30% of premium paid, which is applicable only if at least 3 premiums are paid. Based on the information calculate:

(i) How much money will Mr. Ram receive if he surrenders policy in the 6th year?
(ii) What be the maturity payout in the 20th year?

OR

a) Discuss in brief tax planning, investment planning and retirement planning in context of financial planning.

b) Mr. Rahul has got his first job recently and is currently posted at Lucknow. He gets Rs. 52000 as basic salary each month and gets HRA of Rs. 23000 per month. His total monthly salary is Rs. 1.25 lakhs. He has decided to take a flat on rent for which monthly rental would be Rs. 28,000. Calculate the amount of HRA exemption that he would be able to get in the income tax payment. What would have been the impact on HRA exemption if he was posted at Mumbai?

OR

b) Discuss how the concept of "Human Life Value" is sued to determine the insurance coverage an individual needs.

5. **Answer any 1 of the following. (CO5) K2 (14 Marks)**

a) What is Robo Advisory? How can a client's journey in an organisation be digitized? Discuss key layers of Digital framework?

b) Discuss concept framework of Wealth Tech? How does Wealth Tech help in streamlining business solutions to the investors?

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – DIGITAL MARKETING AND TRANSFORMATION]

SUBJECT: ONLINE USER BEHAVIOUR AND ANALYTICS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Part A - Case Study (20 Marks)

Q.1. Case Study: Changing Consumer Behavior in the Indian Market

Background: Over the past decade, the Indian market has undergone significant transformations, driven by rapid urbanization, increased digital connectivity, and a growing middle class. These changes have had a profound impact on consumer behavior, preferences, and purchasing patterns across various sectors including retail, e-commerce, and services.

Key Areas of Focus and change:

Digital Adoption: With over 560 million internet users as of 2021, India is second only to China in terms of internet users. The digital revolution has empowered consumers with information, enabling more informed purchasing decisions and fostering a culture of online shopping.

Value-Driven Consumption: Indian consumers are increasingly looking for value in their purchases. This does not necessarily mean the cheapest option, but rather the best quality and service for their money. Analyze how this shift towards value-driven consumption has influenced marketing and product development strategies.

Sustainability and Ethical Practices: There is a growing awareness and concern among Indian consumers regarding environmental issues and sustainability. Examine the impact of this trend on consumer preferences and how businesses are responding to this shift.

Local and Vocal for Local: The recent government initiative to promote local businesses has received a positive response from consumers. Explore how this movement is shaping consumer preferences and what it means for multinational and local companies.

Personalization and Customization: Indian consumers are increasingly expecting personalized experiences and products tailored to their preferences. Discuss the role of technology in enabling personalized marketing and the challenges companies face in implementing these strategies.

Questions:

A] How have the factors mentioned above influenced consumer behavior in India over the last decade? Give your point of view with some relevant examples **(7 marks) [K2] [CO1, CO2]**

B] What challenges and opportunities do these changing behaviours present for both local and global brands? **(3 marks) [K1] [CO3]**

C] Propose a detailed strategy for a Havells India (LED Bulb division) to enhance its market presence in Tier 2 and Tier 3 cities in India, considering the current consumer behavior trends. **(10 marks) [K3] [CO3, CO5]**

Part B (10 marks)

Q.2. Explain Rossiter-percy grid for motivation and involvement with examples for each quadrant? **(5 marks) [CO4] [K2]**

Q.3. Write short notes on **(5*1= 5 marks) [CO1][K1]**

a. Perception
b. Cognitive Dissonance
c. Motivation
d. Attitude
e. Consumer Insights

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MANAGEMENT]

SUBJECT: FINANCIAL PRODUCTS AND SERVICES

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q1) Answer the following.
Mention the financial markets segments & products. **(CO1-K1) (03 MARKS)**

OR

In what ways do Non-Banking Financial Companies (NBFCs) complement the services provided by traditional banks, and how do they fill gaps in the Indian financial market? **(CO1-K1) (03 MARKS)**

Q2) Answer the following.
Small drops of water will make an ocean. Explain this investment strategy in mutual funds **(C02-K2) (05 MARKS)**

OR

How do mutual funds differ from other investment vehicles, such as stocks and bonds? Discuss the advantages and disadvantages of actively managed mutual funds compared to passively managed index funds.
(C02-K2) (05 MARKS)

Q3) **Answer the following.**

a) Provide an overview of the regulatory framework governing India's capital market. **(CO3-K2) (04 MARKS)**
b) Could you provide insight into the range of financial products commonly transacted within the secondary markets**? (CO3-K2) (04 MARKS)**

Q4) **Answer the following.**

a) What are the key factors and criteria that credit rating agencies typically evaluate when determining credit ratings for entities or securities? **(CO4-K3) (04 MARKS)**
b) What are the advantages for a company that undergoes a credit rating process? **(CO4-K3) (04 MARKS)**

Q5) **Answer the following.**
Describe the role of RBI as an Apex Bank **(CO5-K3) (06 MARKS)**

OR

How does SEBI promote investor protection and education initiatives to enhance investor awareness and ensure fair treatment of investors in the securities markets? **(CO5-K3) (06 MARKS)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: COMMODITY MARKETS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes:
1. All questions are mandatory.
2. Write down all the formula used for solving the sums.

1. Answer any 1 of the following. (CO1) K1 (4 Marks)

a) Explain the commodity eco-system with a diagram.

b) What are the risks in Commodity Markets. Explain Financing Risk.

2. Answer any 1 of the following. (CO2) K1 (4 Marks)

a) What are the functions of a Clearing House.

b) Explain the Delivery Process in Domestic Exchange

3. Answer any 2 of the following. (CO3) K3 (8 Marks)

a) A trader bought 3 lots of Cotton Seed at Rs.2635/Quintal. He sold 3 lots at Rs. 2675/Quintal. He further shorted 3 lots at Rs. 2685/Quintal and the settlement price on that day is Rs.2650/Qunital. Calculate the profit/loss booked and MTM of the trader (Lot size in 10 MT; 1 MT = 10 quintal)

b) If the spot price of a commodity is Rs. 1000; financing cost is 7%; storage cost is 2% and convenience yield is 1.0%; what is the 3 months and 6 months future price?

c) Explain Cost of Carry Model of Commodity Pricing.

4. Solve/Answer the following. (CO4) K2 (6 Marks)

a) Calculate the charges the traders have to bear if he buys Gold at Rs.68,000/10gm and Sell at Rs.68300/10gm. The Brokerage is 0.03 %, exchange charge is 0.004 %, GST is 18% of the Brokerage and Exchange charges, CTT Rs. 500/cr. (Lot Size is 1Kg) (4 Marks)

b) Diffentaite between Additional and Special Margin. (2 Marks)

5. Answer any 2 the following. (CO5) K2 (8 Marks)

a) Explain different kinds of Trade Order.

b) Differentiate between Daily Settlement Price and Final Settlement Price.

c) As a risk manger, in a Copper Manufacturing Company, list risk management steps.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: COMMODITY AND TECHNICAL ANALYSIS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

1. **Answer any 1 of the following. (CO1) K1 (6 Marks)**

   a) Explain the commodity eco-system with a diagram.

   b) What are the functions of a Clearing House.

   c) What are the risks in Commodity Markets. Explain Financial Risk.

2. **Solve/Answer any 2 of the following. (CO2) K3 (8 Marks)**

   a) A trader bought 3 lots of Cotton Seed at Rs.2635/Quintal. He sold 3 lots at Rs. 2675/Quintal. He further shorted 3 lots at Rs. 2685/Quintal and the settlement price on that day is Rs.2650/Qunital. Calculate the profit/loss booked and MTM of the trader (Lot size in 10 MT; 1 MT = 10 quintal)

   b) If the spot price of a commodity is Rs. 1000; financing cost is 7%; storage cost is 2% and convenience yield is 1.0%; what is the 3 months and 6 months future price?

   c) Calculate the charges the traders have to bear if he buys Gold at Rs.68,000/10gm and Sell at Rs.68300/10gm. The Brokerage is 0.03 %, exchange charge is 0.004 %, GST is 18% of the Brokerage and Exchange charges, CTT Rs. 500/cr. (Lot Size is 1Kg)

   d) List down different kinds of Margin in the Commodity Exchanges. Explain Maintenance and Additional Margin.

3. **Answer any 1 of the following. (CO1) K1 (5 Marks)**

   a) Differentiate between Fundamental and Technical analysis.

   b) Draw BAR Chart for 2 days with the following Data.

Price	Day 1	Day 2
Open	5199	5157
High	5208	5168
Low	5148	5095
Close	5162	5114

4. **Answer any 2 of the following. (CO3) K2 (5 Marks)**

a) Explain Inverted Hammer pattern with diagram.

b) Explain Black Opening and Closing Marubozu.

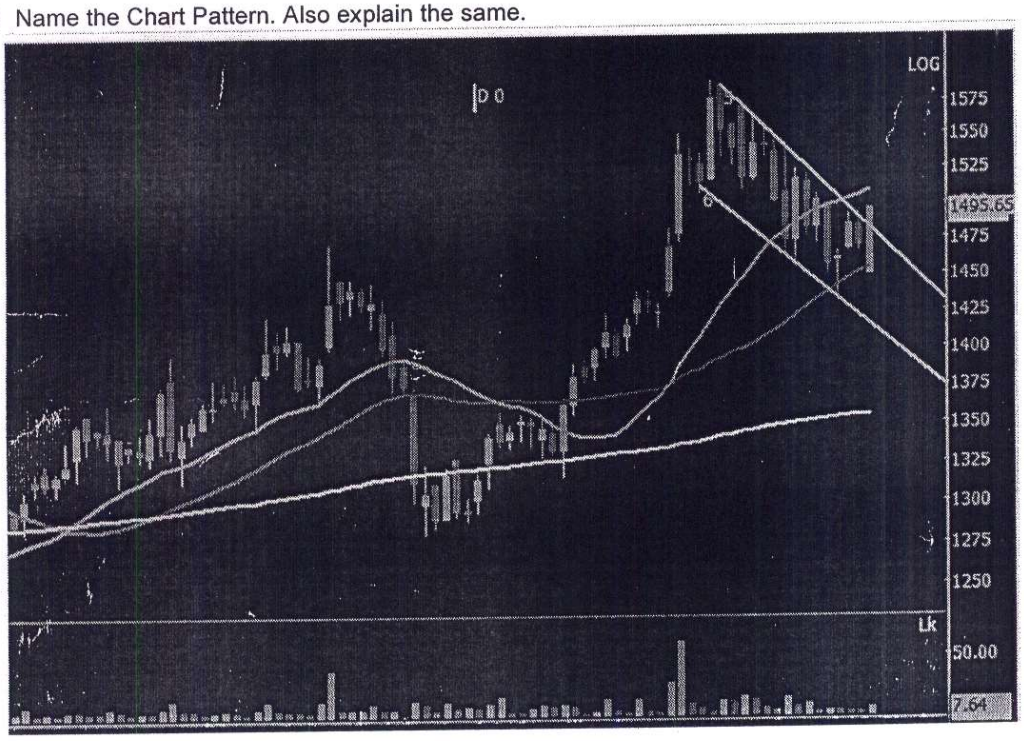
c) Explain Bollinger bands.

5. **Solve/Answer any 2 of the following. (CO4) K2 (6 Marks)**

a) Calculate the 5 days Simple and Linear Weighted Moving average of a stock with closing prices for latest and a day earlier (prices are arranged from older to latest)
2534, 2613, 2622, 2610, 2593, 2563

b) Explain MACD.

c) Name the Chart Pattern. Also explain the same.



INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – BUSINESS ANALYTICS]

SUBJECT: DIGITAL ANALYTICS

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q1. Case Study – ***(10 marks)***

Campign Name	Cost	Reach	Freq	Impression	CPM	CPV	Clicks	CTR
Facebook - Reach Campaign	7,21,114	29,14,715	3.0	88,21,612	82	0.10	1,88,556	2.14%
Youtube - Skip	4,12,210	15,49,613	2.0	30,54,940	135	0.43	34,352	1.12%
YouTube - Skip - 30 secs	4,79,851	24,59,439	1.8	44,26,894	108	0.20	35,021	0.79%

Question

1. Which campaign is the best performing campaign in terms of cost efficiency? Please explain in details why you consider it the best performing campaign. **(4 Marks)**

2. If you have a budget of 2,00,000 and considering to spend not more than 50,000 to spend per campaign, make the plan below based on the projection **(6 Marks)**

Campaign	Spends	Projected Reach

Q2. Write short notes on any 1: ***(5 marks)***

A. Types of Digital Marketing Platfoms
B. Explain **Reach**
C. Explain Cost Per Views

Q.3. Please Explain the Following any 1: ***(10 marks)***

A. Mobile Measurement Platforms
B. Tools of Digital Analytics

Q4. Multiple Choice Questions: ***(5 marks)***

1. The average cost paid for each click on an ad. It helps evaluate the efficiency of paid advertising campaigns.
   a. CTR
   b. CPC
   c. CPM

2. _____ Measures the profitability of a marketing campaign by comparing the revenue generated to the cost of the campaign.
   a. CPC
   b. CPM
   c. ROI
   d. CPR

3. _____ provide insights into user behavior, website performance, campaign effectiveness, and return on investment (ROI), allowing businesses to measure and optimize their digital marketing efforts
   a. Analytics and Tracking Platform
   b. Affiliate Marketing Networks
   c. Email Marketing Platforms
   d. All of the above

4. Percentage of visitors who leave a website after viewing only one page. A high bounce rate may indicate that visitors are not finding what they are looking for or that the website experience needs improvement
   a. Bounce Rate
   b. Email Metrics
   c. Search Engine Ranking
   d. None of the above

5. _____ are tools used to track and analyze user engagement and behavior within mobile applications
   a. Google Analytics
   b. Crazy Egg
   c. Mobile Measurement Platforms
   d. None Of the Above

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – OPERATIONS AND SCM]

SUBJECT: MATERIAL MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Q.1. True/False – 5Marks

a. Material management only covers the aspect of maintaining inventory level. **(CO1/K1)**
b. Material management offers considerable scope for reducing costs and improving profits. **(CO1/K1)**
c. Warehousing and distribution of finished good does not falls under the scope of material management. **(CO1/K1)**
d. Integrated approach provides better coordination between materials management department and user departments. **(CO1/K1)**
e. Any stock-out and the resulting loss of production is treated as a loss to a manufacturing company. **(CO1/K1)**

Q.2. Answer any 1 questions – (5 x 1 = 5 marks)

a. Explain the process of preparing material budget with help of diagram? **(CO3/K2)**
OR
b. Describe macro and micro–Factors Influencing Materials Planning? **(CO3/K2)**
OR
c. Explain organisation of the production planning and control department. **(CO3/K2)**

Q.3. Write short notes on – 6 marks each

3a. Explain interrelated activities which can be integrated into an information system for material management? **(CO2/K2)**
OR
3a. What are the limitation of computer applications in material management? **(CO2/K2)**

3b. Explain the activities involved in purchasing cycle? **(CO4/K2)**
OR
3b. Explain functional stores and physical stores? **(CO4/K2)**

Q.4. Answer any one question – 8 Marks

a. Explain functions of inventory? **(CO5/K3)**
OR
b. Explain vendor evaluation and selection process? **(CO5/K3)**
OR
c. What are the advantages and objective of vendor rating? **(CO5/K3)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – INTERNATIONAL BUSINESS]

SUBJECT: INTERNATIONAL TRADE

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Note: Attempt all Sections. Please answer briefly and succinctly, in point-form.

SECTION A – Answer any TWO questions out of four. Each question carries 5 marks. [2X5=10 Marks]

Q1) Discuss the factors considered as 'movers' and restraining factors influencing globalization. [CO2 /K3]

Q2) What are the Economic & Foreign Exchange Challenges in Business / International Trade.? [CO2 /K3]

Q3) What are the different modes of international business expansion? [CO1 /K1]

Q4. Explain your understanding about international Economic Exchange. [CO1 /K1]

SECTION B – Answer any ONE questions out of two. Each question carries 10 marks. [1X10=10 Marks]

Q5) Enumerate the benefits and risks associated with contract manufacturing. [CO3 /K2]

Q6) Describe the role of Government in promoting International Trade and discuss the present status of Indian Business in International Trade. [CO3 /K3]

SECTION C CASE STUDY **(5x2=10 marks)**
Read the following case study. Critically Evaluate & analyse.

Q7) How McDonalds have successfully Manage INTERNATIONAL TRADE SYSTEM in India. [CO4 / K3]

Q8) How it has impacted Indian Economy.? [CO4 / K3]

The McDonald's Corporation is one of the most successful global restaurant chains around the world. Since the start of the company in 1973, McDonalds gained brand recognition in the US through its initial strategy of advertising directly to the middle and upper class market segments. However, with its many bargain deals on several food items, McDonalds began to cater to the lower class segment. Through globalization and internationalization, McDonalds develops and customizes marketing strategies for different regions in accordance to the cultural and national variations. Their business mantra 'think global, act local' allowed the company to achieve financial success in every region it ventures.

Though McDonalds earns high revenues in India, it was one of the toughest markets to enter for foreign businesses, due to the governmental hardships imposed upon by the Indian government that seeks to protect its domestic businesses, and employment for its citizens. The first McDonalds opened in New Delhi in 1996, and since then, almost every city has more than 10 McDonalds restaurants.

McDonalds conducts thorough research and development of its foods, as tastes and preferences vary across the globe. In India, beef is highly unpopular due to religious purposes; therefore, the company had to come up with burgers made with chicken or lamb. Furthermore, the company created spicy flavors in order to meet the general taste preferences. Thus, came the Maharaja Mac made of two lamb patties, McAloo Tiki Burger, and other Indian burgers.
McDonalds prides itself in hiring locals, particularly at management level to gain acceptance of country's citizens. In fact, McDonalds went on hiring spree for cashiers, cooks, managers , and also provided job opportunities for Indian agricultural workforce. The company established two joint ventures with two local entrepreneurs in New Delhi, to manage the fast food restaurant. This allowed the company easy access to the Indian bureaucracy and government. The pricing structure for its food items have established prices as per Indian food eating standards, making its foods affordable for customers of all classes. The company's challenges of providing healthier foods to its patrons have contributed to its financial success, thus enabling loyal consumers. In India, eating at a McDonalds has become a luxury, primarily among the middle class, who feel a sense of empowerment that they too can afford to eat at quality restaurants.

McDonalds has also gained positive reputation in India where it provides financial contributions and sponsors several community related activities in order to promote environmental protection; primarily through its support of local schools. Consequently, the strategies developed by McDonalds allows it to increase its revenues, quality, and bring about consumer satisfaction.

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – RETAIL MANAGEMENT AND MARKETING]

SUBJECT: BUYING &MERCHANDISING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

QI: Write Short Notes Any 3 Out of 5 (15 Marks)

A] Strategic Assortment Planning Process (CO 8_K2)

B] Principal of Merchandising. (CO 1_K2)

C] Theory of Merchandising Behaviour (CO 1_K2)

D] Process of Private Labels Creation (CO 7_K2)

E] Different Levels of Assortment (CO 4_K2)

QII: Solve Numerical All Questions are Compulsory (5 X3 = 15 Marks)

1: An Allen Solly Oberoi Store has done the Sales of 2 Lakhs Rupees and Space of RFT is 100, Calculate Space to Sales? (CO 3_K2)

2: Calculate the Average Stock of Allen Solly Kurla Store Where Opening Stock is 100000 Qty & Closing Stock is 40000 Qty. (CO 3_K2)

3: Calculate Base Stock and Total Option Required at Allen Solly Inorbit Malad Store, Where Store RFT is 200, Option Density is 5 and Size Set is 5. (CO 3_K2)

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – HUMAN RESOURCE MANAGEMENT]

SUBJECT: COMPETENCY MAPPING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Note: Answer any 2 from Section- A and Section 2 is compulsory.

Section -A

1. Differentiate "Competence" and "Competency" with suitable examples. Explain various types of Competency Characteristics. (CO1 K1) (10 marks)

2. How Organizations align Competency mapping with Balanced Score Card to track and manage organization's strategy. (CO2 K2) (10 marks)

3. Short Notes (Any 2) (10 marks)
   a. Assessment Centre (CO1 K1)
   b. Skill based vs Behavior based (CO1 K1)
   c. Threshold Competency and differentiating Competency. (CO1 K1)
   d. Generic Competencies for Leadership Role (Any 2 examples) (CO1 K1)

Section -B

In my department, the team was lagging in site conversion volume, which supports our channel partners with new leads and business. Per person contribution was low and productivity was 35mt / manpower. I Started my interaction with my team and understood the various challenges like pitch, content of customer dealing, how to share the leads, how to do follow up with influencers, how to make better connect with influencers which help them for new leads. Started an initiative of Employee of the month which pushed many team members to show their inherent quality, conduct technical session on product for understanding and can deliver better. After observing the change, I created THE CLUB 200 which means if anyone does 200mt in month for next 8 months he will qualify for roles in future which motivated them highly. Result: got a team of 28 people and 24 members joined THE CLUB 200 and repeatedly 22 members are in this club, and this helped to increase business and team moral too. (CO2 K3) (10 marks)

Which competency/ competencies did you observe in the above paragraph, answer with justification.

- ☐ Vision & Strategy
- ☐ Business Acumen
- ☐ Teamwork & Collaboration
- ☐ Gets Results
- ☐ Develops Self & Teams
- ☐ Innovates & Improves
- ☐ Customer Focus
- ☐ Communicates to influence & engage.
- ☐ None of these

BEST OF LUCK

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – MARKETING]

SUBJECT: SALES MANAGEMENT

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 2.30 minutes **Max. Marks: 60**

Note: Scientific Calculator is allowed.

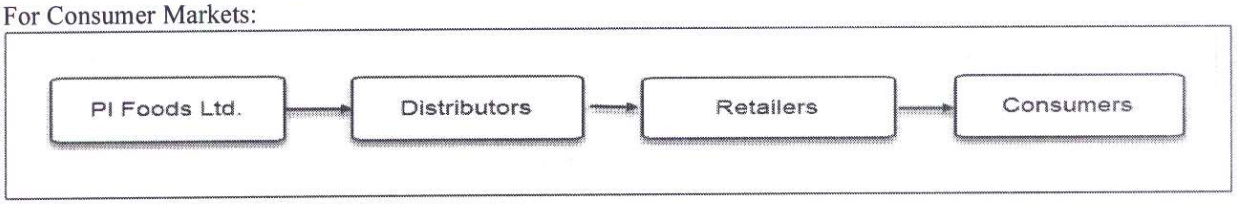
Case Study I. PI Foods Ltd. -Managing Sales and Distribution.

Ramesh Kulkarni, regional sales manager, western region, of PI Foods was discussing with his area sales managers about the complaints of shortage e f supplies by some of the distributors and non-receipts company products by C and D class retail outlets. These complaints were received by Ramesh directly from distributors and the retail outlets. Ramesh expressed his total dissatisfaction that none of the three area sales managers had informed him about these problems earlier. PI Foods' product-mix consisted of baby foods, dairy products like milk powder and ghee, chocolates and confectionery and beverages.

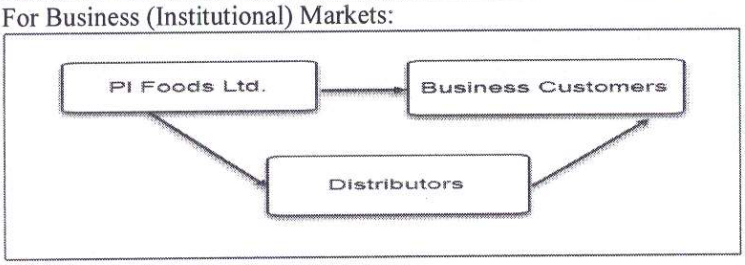
For households and individual consumers, the company's distribution channel consisted of distributors and retailers, and for business (or institutional) customers, the company had distributors and its own sales workforce, as shown in the Exhibit 1.

Exhibit 1. Distribution Channels

For Consumer Markets:



For Business (Institutional) Markets:



Each distributor's salesperson was given a geographic area or a sales territory) to cover all types (or classes) of retail outlets located in his territory, as per the norms of frequency of visits shown in Exhibit 2.

Exhibit 2. Norms of Frequency of Visits to Retail Outlet Types

Types/Class of Outlets (Retailers)	Sales Potential (Rs per Month)	Frequency of Visits per week (Numbers)
D Class	Pan Shop (Less than 1000)	once in 2/3 weeks
C Class	Small Shop (1000-2500)	once in 2 weeks
B Class	Midsize Shop (2500-7500)	once a week
A Class	Large Size Shop (> 7500)	once a week
Super "A"	Super Markets (more than 15000)	2 or 3 visits in a week

The time taken for A or 'Super A' retailers was much more and also their sales potential was high. Hence, the natural behavior of the salespeople was to achieve the weekly monthly sales targets by spending more time with super A, A and B Class retailers. Only if the time permitted, they visited C and class retailers, and therefore, sometimes these retailers were not visited, as per the standard norms shown Exhibit 2.

Ramesh told the area sales managers that he came to know from C and D class retailers that the distributors' salespersons did not visit these outlets on a regular basis. He further said that not only it affected the company's sales and leadership position in the market, but also the satisfaction levels of retailers. Ramesh asked the sales managers what were they doing about these problems. The area sales managers responded that regarding irregular visits of distributors' salespersons, they would revert after talking to their sales officers. However, regarding shortage of supplies to the distributors, the main reasons were incorrect sales forecasting by distributors, factory production constraints and misallocation of dispatches from warehouses) to distributors due to lack of information on the differences in the estimated or forecasted sales figures and the factory production figures. The area sales managers said they needed some time to talk to various persons before making any suggestions to solve the problems. Ramesh agreed to give one week's time to the area sales managers and said he could not give more time, as the issues involved were important and were to be resolved on priority.

Questions: (Both the questions are compulsory 7.5 marks each)

1a. If you were the area sales manager problems? what would be your suggested plan of action to resolve the problems? **(7.5 Marks) {C03-L3}**

1b. Do you agree with Ramesh that issues involved were important and should be resolved on priority? Give the understanding. **(7.5 Marks) {CO3-L3}**

Case Study 2. MM Marketing Company-Territory and Quotas

Krishna Kumar, the marketing manager of MM Marketing Company was thinking how to go about designing sales territories, assigning salespeople to the territories, and setting sales quotas, particularly as the product was new. The new product, called Swishflow fan was a unique kind of a table fan with attractive air-conditioner like looks. Considering the initial production capacity of 1,00,000 numbers in the first year, Krishna Kumar decided to market the product in and around Mumbai, where the marketing and sales office was located. The target consumers were household as well as commercial organizations, who could use this product as table-fan and wall-mounted fan. Krishna Kumar thought that the territory design should include geographical areas with high market potential for achieving the sales budget of 1,00,000 numbers in the first year and a growth of 25 per cent per year for subsequent four years. He calculated a salesforce size of seven numbers, and decided to launch the product initially in major metros and cities in Maharashtra and Gujarat. Krishna Kumar was of the view that sales quotas should consider sales volume, selling expense, and also number of sales calls per day, in order to have a proper control on salespeople. He wondered how to design sales territories, what criteria should he consider while assigning salespersons to territories, and how to design the sales quotas considering the factors mentioned above.

Question (Compulsory, 5 Marks)

Q2: If you were Krishna Kumar, how would you design sales territories, what criteria would you consider while assigning salespersons to territories, and how to design the sales quotas considering the factors mentioned above?

(5 marks) {CO3-L2}

Long Notes (Both the Questions 3 & 4 are Compulsory, 10 Marks each)

Q3. Knowing that marketing intermediaries like dealers, distributors, and retailers plays a very critical role in enabling sales happen for companies. Explain any five functions of channel members. Also outline some of your thoughts on how salesperson can ensure good relationship with them at the same time ensuring that they help the company achieves its target. **(10 Marks) {CO4-L3}**

Q4. IPC's plant estimates demand for its many materials held in inventory. One such part (material) i.e. "CTR 5922", is being studied. The most recent 12 weeks of demand for "CTR 5922" are:

Week	1	2	3	4	5	6	7	8	9	10	11	12
Demand in Units	169	227	176	171	163	157	213	175	178	158	188	169

Explain and use moving average method of short-range forecasting with an average period of three weeks to develop forecast demand for part "CTR 5922" (material) in week 13 with steps understanding. **(10 Marks) {CO4-L4}**

Short Notes (Answer any 4 out of 5, each question 5 marks)

5. Factors influencing the sales structure of organization **(CO1-L1)**
6. Sales Quota and different types **(CO2-L1)**
7. Designing a Sales Territory **(CO1-L1)**
8. Importance of motivation for salesperson **(CO2-L1)**
9. Different Types of Selling **(CO-L1)**

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INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINANCIAL MARKETS]

SUBJECT: FINANCIAL MODELLING & SIMULATION

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes:
1. Please follow the instruction and answer in the Excel Sheet.
2. Your solution should be with "dynamic reference" wherever required.
3. Only answer in the space provided in excel and write down the same formula in the answer sheet.
4. Save file name as PGDM-FM_2023-25_Sem-II_FMS_End Term_XX where XX is serial number

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1. Answer any 1 of the following. (CO1) K1 (4 Marks)

a) Which are the various way to insert rows/columns in the excel sheet?

b) What is difference between CONCAT and TEXTJOIN Command.

2. Solve the following. (CO2) K1 (5 Marks)

Initial Cost	30,00,000
Salvage	3,00,000
Depreciable Life	10

a) Give Cell Names to respective cells –
Initial Cost → I_C; Salvage → Sal; Depreciable Life → D_Life

b) Find out Depreciation and fill the Depreciation Table from given under Reducing Balance Method and Sum of the Digit Method.

3. Solve the following. (CO3) K2 (7 Marks)

a) Use validation command with appropriate message. The input must not be allowed if the specified criteria do not match. (5 Marks)

Name – Maximum Length Should be 50 maximum.
Date of Joining – On or after 25-March-2024.
Gender – Manual List with, Male, Female, Others option

b) What is advantage of XLOOKUP over VLOOKUP. (2 Marks)

4. **Solve any 1 the following. (CO4) K3 (8 Marks)**

a) (i) Using Table Command, fill the sensitivity table. (5 Marks)
Give names to concern cells" EPS→ EPS; P/E → P_E; Target Price → T_Price

a) (ii) Using Goal Seek Command, find out the minimum units to be produced to get desired profit/ Round off the answer to next whole digit.

OR

b) Find out following if the Loan amount is Rs. 30 Lakh; term is 25 years and Inter Rate is 7%.

EMI of the loan
Principal component of EMI at the end of the 21st year.
Interest component of EMI at the end of the 21st year
Cumulative interest paid at the end of the 21st year.
Cumulative principal paid at the end of the 21st year.

5. **Solve the following. (CO5) K2 (6 Marks)**

Prepare a Spider Graph for following data.
Give Chart Title; Legends should be on the Right hand side; and take the Colour Scheme as Colour Palette 3; Do not have the Axis Values. Also comment on which brand is consistent.

Parameters for Mobile Buying Preference

	A	B	C
Brand	8	7	9
Design	8	7	7
Battery	7	9	8
Storage	6	7	9
Display	7	8	9
Price	7	9	8

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: DESIGN THINKING

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

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1. **Answer the following. (CO1) K1 (4 Marks)**

   What do you understand by Design Thinking concept? Explain in detail each step involved in Design Thinking.

2. **Answer the following (CO2) K2 (4 Marks)**

   Explain tools of visualization in Empathy Research - Empathy Maps, User Persona, Mind Mapping, Customer Journey Maps.

3. **Answer any 1 of the following. (CO3) K1 (8 Marks)**

   a) Explain in detail 5 tools used during brainstorming session for generating idea.

   b) Which methods and forms are used for evaluating idea? Explain the purpose and process of each method and form.

4. **Answer any 1 of the following. (CO4) K2 (8 Marks)**

   a) Explain What, Why, When & How of Rapid Prototyping?

   b) Explain in detail the stages in testing process and techniques to gather feedback during prototype testing.

5. **Answer the following. (CO5) K3 (6 Marks)**

   Explain Ostewalder's Business Model Canvas 9 Elements with examples.

INSTITUTE FOR TECHNOLOGY AND MANAGEMENT

(ITM BUSINESS SCHOOL – NAVI MUMBAI)

PGDM 2023-2025 BATCH

[PGDM – FINTECH]

SUBJECT: REGTECH

SEMESTER-2 TERM END EXAMINATION APRIL - 2024

Max. Duration: 1.30 minutes **Max. Marks: 30**

Notes: All questions are mandatory.

1. **Answer any 1 of the following. (CO1) K1 (4 Marks)**

   a) Explain the circular flow of economy?

   b) (i) What is the responsibility of a central bank in any country?
   b) (ii) What are the components regulated by RBI.

2. **Answer any 1 of the following. (CO2) K2 (5 Marks)**

   a) (i) The 2008 Disruption caused regulatory transformation and gave birth to RegTechs across the Globe. What are your thoughts?
   a) (ii) Write in brief about Regtech Associations.

   b) (i) Write in brief about Fintech Associations.
   b) (ii) Objectives of financial regulatory bodies in India

3. **Answer any 1 of the following. (CO2) K1 (7 Marks)**

   a) (i) What is AML and CFT, why is it necessary to curb illicit finance?
   a) (ii) Explain KYC in detail.

   b) (i) What is FATF? Why is it necessary to regulate?
   b) (ii) What is Fraud ? Why is reporting necessary?

4. **Answer any 1 of the following. (CO4) K3 (8 Marks)**

   a) (i) What is Data / Regulatory Reporting? Does it get transparency in FI?
   a) (ii) Write about FCCM Norms (Risk and compliance monitoring).

   b) How money launderers avoid detection?

5. **Answer any 1 of the following. (CO5) K2 (6 Marks)**

   a) (i) What is the significance of rules in AML detection.
   a) (ii) Explain Cloud terms - (SaaS, PaaS, IaaS).

   b) (i) Name cloud services providing companies in brief.
   b) (ii) Explain customer screening in detail.