

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- APRIL-2023

COURSE CODE(CREDITS): 20B1WHS631 (3)

MAX. MARKS: 25

COURSE NAME: Service Design and Marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1.5 Hour

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

1. How is service oriented strategy different from conventional marketing approach particularly when problems arise in marketing of services? (4marks) [CO1]
2. Tourism in India has a variety of tourism products. Highlight how the potential of the same can be augmented for domestic/international tourism for any **two** such tourism products. (4marks) [CO2]
3. Present some key strategies for shifting demand to match service capacity. (4marks) [CO3]
4. Customization has emerged a pivotal aspect in design of services. Comment. Also, highlight the three broad categories to usher customization. (4marks) [CO3]
5. Explain in brief (3X 3 marks)
 - a. Internal marketing vs Interactive marketing [CO4]
 - b. Latent demand --- concept and examples [CO2]
 - c. Physical evidence as a part of service marketing mix.[CO3]

COURSE CODE(CREDITS):18B1WHS632

MAX. MARKS: 25

COURSE NAME:BUSINESS ANALYTICS

COURSE INSTRUCTORS: DR. AMIT SRIVASTAVA

MAX. TIME: 1 Hr 30 Mins

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

The question paper is divided into two sections. Section A is compulsory for all. In section B, different data files are to be used for Odd and Even roll number students. The file name for Odd and Even roll numbered students are T2 – ODD.xlsx and T2 – EVEN.xlsx respectively.

There are four active sheets for four different questions. Solve the questions in Excel and write the important steps and output in your answer sheet.

SECTION A

1. Differentiate between:
a) Median and Mode with suitable example (CO1) [1.5x2=3]
b) Multicollinearity and autocorrelation
2. If two variables are highly correlated, does this imply that changes in one cause changes in the other? If not, give at least one example from the real world that illustrates what else could cause a high correlation. (CO2) [3]
3. "How would you interpret the relationship between two numeric variables when the estimated least squares regression line for them is essentially horizontal (i.e., flat)? (CO2) [2]

SECTION B

4. As given in Sheet Q4 of the data file T2 – Odd or T2 – Even (CO5) [5]
5. As given in Sheet Q5 of the data file T2 – Odd or T2 – Even (CO4) [3]
6. As given in Sheet Q6 of the data file T2 – Odd or T2 – Even (CO4) [3]
7. As given in Sheet Q7 of the data file T2 – Odd or T2 – Even (CO5) [6]

(Please open Microsoft Excel 2007 from the start menu and then import the relevant file)

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COURSE CODE (CREDITS): ~~4MBE334 (3)~~ 21MS2MB414 (3) MAX. MARKS: 25

COURSE NAME: QC ANALYSIS AND MANAGEMENT

COURSE INSTRUCTORS: Dr. GOPAL SINGH BISHT

MAX. TIME: 1 Hour 30 Min

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

Q1. Answer the following questions briefly. [2x6=12]

- What are the main frequently cited quality concerns in production of biopharmaceuticals?
- How quality of design, conformance and performance influence the quality of product and or service?
- Consider the situation in which you were rushing to meet a deadline, but there was a defect that prevented you from meeting that target. How would you handle it?
- Explain how system suitability test ensure the quality of the data and of the analysis in HPLC?
- Design an experiment to conduct stability study of active pharmaceutical ingredients by taking a suitable example?
- Comment on the importance of validation batches to ensure quality of finished products.

Q2. Provide all the factors which affect the quality of essential oils. Which important aspect is often overlooked when considering quality issues of essential oils? Briefly explain the importance of hyphenated techniques used in QC of essential oil. [5]

Q3. A performance criterion to determine efficacy of preservative requirement for topical product is to achieve A) a 2 log reduction in bacterial count within 48 h and B) a 3 log reduction in 7 days. Assuming samples of inoculated product subjected to viable count and data is tabulated below. Comment on efficacy of preservative added. [4]

	Time 0 hr	2 days	7 days	14 days	21 days
Colony count	86,100,89	72,30,34	76,95,100	20,18,25	0,2,1
Ten fold dilution	3	3	1	1	1

Q4. An understanding of critical quality attributes or CQAs is fundamental in Biosimilar development. Give facts to justify this statement. [4]

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TEST -2 EXAMINATION- APRIL-2023

COURSE CODE(CREDITS): 18B1WH833

MAX. MARKS: 25

COURSE NAME: Internet marketing

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1.5 Hour

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

1. Differentiate between marketplace and inventory based models of online retailing? (4 marks) [CO1]

2. Explain the concept and metrics of Demand analysis and conversion modeling. (4 marks) [CO2]

3. Present with suitable examples the key principles which need to be considered for an effective website design. (5 marks) [CO 4]

4. Write short notes on (4 X 3 marks)
 - (a) Permission marketing [CO4]
 - (b) Social Analytics and its three broad elements [CO4]
 - (c) Customer persona and scenario analysis [CO2]
 - (d) Narrow and deep navigation of website design [CO4]

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TEST -2 EXAMINATION- APRIL-2023

COURSE CODE(CREDITS):22B1WHS831 (3)

MAX. MARKS: 25

COURSE NAME:INTERCULTURAL COMMUNICATION

COURSE INSTRUCTORS: DR DELER SINGH

MAX. TIME: 1 Hour 30 Minutes

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

Q. 1 Intercultural communication barriers such as anxiety, uncertainty, stereotyping, and ethnocentrism are caused by inadequate cultural knowledge and the lack of intercultural communicative skills; however, adequate training in cross-cultural communication significantly eliminates such barriers. Considering the statement, describe how the knowledge of the Johari Window model may help promote a healthy intercultural communication environment in organisations with a diverse workforce. (CO 4) (7)

Q. 2 Acculturation is a process in which an individual adopts, acquires and adjusts to a new cultural environment. Discuss how U Curve Model of Cultural Adjustment and the Stress Adaptation Growth Dynamic model by YY Kim help one understand the acculturation process. (CO 3) (3)

Q. 3 Stereotypes in media describe people belonging to specific ethnic or cultural groups in a misinformed way which may affect how people think and behave towards people based on their skin colour and racial identity. Discuss the role that media at present is playing in propagating negative stereotypes. (CO 3) (5)

Q. 4 Understanding the cultural differences in nonverbal communication is essential for those with a goal to work in international business because different people worldwide interpret actions in social interaction in different ways. Discuss the relevance of nonverbal communication in context to intercultural communication, emphasising Proxemics, Oculistics and Haptics. (CO 5) (5)

Q. 5 Despite the appalling record of the past, racism remains evident in contemporary society. (i) Discuss the factors responsible for racism in different societies. (ii) What, according to you, are the best strategies to counter racism? (CO 5) (5)

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TEST -2 EXAMINATION- APRIL-2023

COURSE CODE(CREDITS): 18B1WHS640(3)

MAX. MARKS: 25

COURSE NAME: STRATEGIC MANAGEMENT

COURSE INSTRUCTORS: DR TANU SHARMA

MAX. TIME: 1 Hour 30 Minutes

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

- Q1. Porter's five forces framework is often criticized for being too static and incapable of dealing with the dynamics of industry. By explaining the model state how justified are these criticisms? (5)[CO2]
- Q2. A key reading to understand value chain analysis is the work of Michael Porter. Explaining the Value Chain analysis, discuss its only of benefit to an organization if all its activities can be clearly defined. (5)[CO2]
- Q3. Suggest reasons as to why, the balanced scoreboard approach may be more accepted than purely financial measures. (5)[C03]
- Q4. There are three major business level strategies, overall cost leadership, differentiation strategy and focus strategy. Discussing all three strategies by citing suitable examples explain how does a situation arise when the organizations find themselves "stuck in the middle"? (5)[CO3]
- Q5. The *resource-based view of strategy* emphasises the internal capabilities of the organization in formulating strategy to achieve a sustainable competitive advantage in its markets and industries. But still RBV is criticised. Explain why? (5)[CO3]

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COURSE CODE (CREDITS): 18B1WHS641(3)

MAX. MARKS: 25

COURSE NAME: Human Rights for Technocrats

COURSE INSTRUCTORS: Neena Jindal

MAX. TIME: 1 Hour 30 Minutes

Note: All questions are compulsory. Marks are indicated against each question in square brackets.

1. (CO3) What are the legal effects of UDHR and its significance in modern world? Elaborate.(5)
2. (CO3) Explain the crafting, making and Adoption of UDHR(Universal declaration of human Rights).(5)
3. (CO1 and CO2) Discuss the development of the concept of human rights before and after the second world war .(5)
4. (CO3) "It is necessary for us to realize that we have moved from the era of civil rights to the era of human rights. When you deal with human rights you are not dealing with something clearly defined in the Constitution. They are rights that are clearly defined by the mandates of a humanitarian concern. "Martin Luther King, Jr. Explain the statement with suitable example.(5)
5. (CO2) Explain the Human Rights guaranteed and protected under the Constitution of India.(5)