Time: 2 Hrs. 30 Min. **Max. Marks: 75**

Instructions:

1. **All the questions are compulsory.**
2. **All the questions have internal choice.**
3. **Figures to the right indicate maximum marks.**

Q.1 A. Fill in the blanks (ANY EIGHT) **[8 marks]**

i. _____ Factors of e-commerce include the general wealth and commercial health of the nation and elements that contribute to it.
a) Political b) Economic
c) Social d) Technological

ii. A consumer in search of a personal loan compares various quotations on website, is an example of _____E-commerce.
a) C2C b) B2C
c) C2B d) B2B

iii. _____ was introduced in India in March 2004 through which electronic instructions can be given by banks to transfer funds from one account to another.
a) Real Time Gross Settlement b) Electronic Clearing Service
c) Automatic Teller Machine d) Point of Sale Terminal

iv. 4. _____ is a limitation of E-commerce.
a) Wide reach b) Cost effective
c) Variety d) Privacy issue

v. E-delivery includes delivery of _____ goods.
a) electronics b) apparels
c) food d) e-books

vi. . _____ is the exchange of data or business documents between two or more businesses.
a) CRM b) EDI
c) ERP d) SCM

vii. _____ is an E-Commerce application service provider that authorizes payment for e- business
a) payment gateway b) payment process
c) order processing d) process linking

viii. _____gives organic search results in the search engine results page.
a) Search Engine Marketing b) Pay per click
c) Search Engine Optimization d) Cost per click

ix. _____ is a degree to which your brand name is known.
a) Brand loyalty b) Brand awareness
c) Brand equity d) Brand quality

x. _____ is the use of social media channels to spread any message for creating brand awareness.
a) Viral marketing b) Blog
c) Content marketing d) Influencer marketing

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B. State whether the following statement is True or False (ANY SEVEN) [7 marks]

i. It is a myth that no work experience is needed for an E-commerce business.
ii. Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
iii. E-commerce is a part of M-commerce.
iv. Data warehouse is a collection of computer based information.
v. Bricks and clicks is a combination of physical and offline presence.
vi. Electronic Data Interchange (EDI) eliminates the need paper based system.
vii. E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
viii. Electronic payment systems are prone to frauds.
ix. Search Engine Marketing (SEM) is a short term approach.
x. Influencer marketing is not as controllable as traditional marketing.

Q.2 a. Define E-commerce. State and explain the features of E-commerce. **[8marks]**
b. Explain the various categories of E-commerce with suitable examples. **[7marks]**

OR

c. Discuss the advantages of E-commerce to Businesses and Consumers. **[8marks]**
d. Explain the trends in Banking and Education sectors of E-commerce. **[7marks]**

Q.3 a. What are the applications of EDI? **[8marks]**
b. What is launching an e-business? **[7marks]**

OR

c. Explain the advantages and disadvantages of E-Delivery. **[8marks]**
d. State the difference between traditional business and e-business. **[7marks]**

Q.4 a. Explain issues relating to Privacy and Security in E business? **[8marks]**
b. What is Smart Card? What are its benefits? **[7marks]**

OR

c. Explain different types of Electronic Payment System. **[8marks]**
d. What are features of Electronic Payment System? **[7marks]**

Q.5 a. What do you mean by digital marketing? Discuss its evolution. **[8marks]**
b. Explain Search Engine marketing. **[7marks]**

OR

Q.5 Write note on the following (ANY THREE) [15 marks]

i. E-commerce Industry: the Indian scenario
ii. Bricks and clicks
iii. Social Media Optimization
iv. Web Analytics
v. Viral Marketing.

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(2 1/2 Hours) **Total Marks: 75**

NB: (1) All Questions Compulsory Subject to Internal Choice
(2) Figures to the right indicates Full Marks

Q.1. (A) State whether the following Statements are True or False (Any Eight). (8)

1. HRM basically focuses on all stakeholders of organizations.
2. Employees have a lot of pressure due to continuous internet service culture.
3. Workforce diversity has no impact on labour supply.
4. Flexibility strategy helps management to best use of people in changing situations.
5. To create an HR Score card, the manager must know the company strategy.
6. HR audit focuses on all functions of the organizations.
7. HR Policies need to be clear and specific to meet the changing business conditions.
8. Human Capital management plays an important role in orienting a new employee to the system.
9. Too much work can be fruitful for productivity.
10. SHRM takes the HRM model with focus on strategy, integrity and coherence.

(B) Choose the Correct Answers (Any 7) (7)

1. The Business model designed to assist organisation achieve _____ through continuous improvements
   a) Performance
   b) Quality
   c) Excellence
   d) Success

2. ---------- is concerned with business level operations of an organisation.
   a) Strategy
   b) Business
   c) Market
   d) People

3. _____ is one of the disadvantages of SHRM.
   a) Positive Work Environment
   b) Difficulty in quantifying HR outcome
   c) Cost Reduction
   d) Effective Training and Development

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4. _____ provides visionary leadership, defines purpose and values and sets the direction.

a) Managers
b) HR Director
c) Front Line Manager
d) Management

5. ____ plays strategist role in recruitment.

a) Marketing Professional
b) Top Management
c) HR Professional
d) Finance Manager

6. Organisation that have clearly articulated the _____ can implement SHRM.

a) Finance Strategy
b) Corporate strategy
c) Production strategy
d) Marketing strategy

7. The components of SHRM does not include _____.

a) Objectives
b) People
c) Goals
d) Perception

8. Human resources are most likely to make a major contribution to achieving human capital advantage if they are not _____.

a) Unique
b) Replaceable
c) Irreplaceable
d) Scare

9. Opportunities and threats that may be crucial to the _____ market.

a) External
b) Interpersonal
c) Industrial
d) Internal

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10. _____strategy is concerned with identifying the right quantity and quality of people required.

a) Business
b) Training
c) Compensation
d) Resourcing

Q 2. (a) What is the importance of strategic recruitment and selection? (7)
(b) What is resourcing strategy and discuss its objectives? (8)

OR

(x) Explain the connection between strategic Planning and HRP. (7)
(y) Discuss the actions taken by organizations during COVID-19. (8)

Q3. (a) Define HR Policies. Discuss the steps of developing HR Policies. (8)
(b) Explain the factors influencing HR Policies. (7)

OR

(x) Explain in brief Training and Development Policy. (7)
(y) What are the principles of the Appraisal Policy? (8)

Q 4. (a) What is e-mentoring? Discuss the benefits of e-mentoring. (8)
(b) What is employee engagement? Explain the factors affecting employee engagement. (7)

OR

(x) What is Balanced Scorecard and discuss the HR Scorecard Approach. (7)
(y) Explain the steps in developing HR Strategies. (8)

Q 5. (a) What are the methods to manage HR Shortage and surplus? (7)
(b) Explain retention strategies used by organizations?

OR

Short Notes (Any three) (15)

1. Restructuring Strategies
2. Benchmarking
3. Employer Branding
4. Requisites of Sound HR policies
5. Retrenchment Policy

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(2 ½ Hours) **Total Marks: 75**

N.B.: (1) **All** questions are **compulsory** subject to **internal choice**.
(2) **Figures** to the **right** indicate **full** marks.

Q.1. (A) **State whether the following statements are True or False (Any Eight):** **(8)**

1. Performance Management is a flexible process and not a system
2. Performance management does not require any linkage between strategic business objectives and day-to-day actions
3. Performance appraisal process uses top-down assessment approach
4. Performance management & rewards-recognition are not related concepts
5. Performance planning includes setting goals, targets, objectives & standards of performance
6. Performance appraisal is a continuous process
7. Organizational culture drives organizational performance
8. Organizations must reward their employees based on their hierarchical levels
9. Clear performance criteria are necessary to drive employee motivation & commitment to achieve job goals & expectations
10. Potential & Performance – both deal with the past

Q.1. (B) **Match the Columns (Any Seven):** **(7)**

A	**B**
(A) Potential Appraisal	(1) Process of enhancing an employee's future value
(B) Mentoring	(2) Code of Ethics in Performance Management
(C) Career Planning	(3) Supportive Feedback
(D) Professional Development	(4) Mainly the responsibility of H.R. Management
(E) SMART	(5) Emphasis on life-time employment & promotions based on seniority
(F) Performance Monitoring	(6) Motivates individual to perform still better
(G) Process Benchmarking	(7) Feedback Mechanism
(H) Career planning & development	(8) Identifying, learning & adopting outstanding practices
(I) The Japanese Career Model	(9) Dynamic, reciprocal relationship in work environment
(J) Component of Performance Management	(10) Organizational Objectives

Q.2. (a) Explain in brief the performance management process **(08)**
(b) Briefly explain the performance management cycle **(07)**

OR

(c) Explain the concept of Performance Management & explain its characteristics and components **(15)**

Q.3. (a) What is Performance Benchmarking? Explain the various methods & benefits of setting benchmarks **(15)**

OR

(b) Explain Performance Monitoring & its process **(08)**
(c) Discuss High Performance Teams **(07)**

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Q.4. (a) Explain the concept of Potential Appraisal & its steps in detail **(15)**

OR

(b) Write a note on Principals of Ethical Performance Management **(08)**

(c) Explain the concept of code of ethics for performance management **(07)**

Q.5. (a) Explain the various career development models in brief **(8)**

(b) Explain the role of technology in career planning & development **(7)**

OR

Q.5. **Short Notes (Any three):** **(15)**

1. Performance Related Pay
2. Mentoring
3. Ethical Issues in Performance Management
4. Performance Planning
5. Trait Approach of Performance Appraisal

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(2 ½ Hour) **[Total Marks:75]**

Q 1) a)
MULTIPLE CHOICE QUESTIONS: (ANY 8) (8)

1. Marketing is _____ because it is the manager's creativity and imagination. (Art, Science, Profession, Business)
2. _____are the entities that work with the company to create value for the target customers.
Customers, Collaborators, Competitors, Managers
3. _____ identify the time frame for achieving a milestone setting a time line is a key strategic decision.
(Temporal Bench Marks, Quantitative benchmarks, Qualitative benchmark, Official bench mark)
4. _____ refers to benefits received from scale of the company's operations.
(Product value, Scale value, line value, communication value)
5. MOORE'S model identifies _____ distinctive categories.
(four, eight, five, six)
6. _____branding strategy creates a separate brand for each product of product line.
(Individual, Umbrella, Sub-Branding, Hybrid)
7. Joint ventures, contractual agreement are examples of _____ collaborations.
(explicit, implicit, horizontal, none of the above)
8. _____ position lays emphasis on overall performance without highlighting individual benefit. (holistic, value, functional, hybrid)
9. In _____ approach brand equity is calculated on the difference in the cash flows from a sale of branded product and it is compared to equivalent non branded product of the same category.
(Cost based approach, Market based approach, financial approach, Holistic approach)
10. Marketing the product in such a way that the competitor's consumers are targeted is called as _____
(Steal share strategy, Market growth strategy, Differentiation strategy, Market Penetration strategy)

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Q1) b)

STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE (ANY 7)

1. Business models are Tangible in nature.
2. Differentiation process aims to divide all buyers in two markets of different groups which focus on their needs offering.
3. Factors to be considered while Segmentation are - Similarity, Exclusivity, Relevance
4. Scale value reflects the synergies between the offerings in the company & product line.
5. Vertical integration is favored to seek control on key aspects of value delivery chain.
6. The approach is to develop the same offering for both customers which is called as one for each strategy
7. Monetary incentives aim to reduce an offerings cost by providing customers with a monetary inducement to purchase the offering.
8. Pragmatists view technology innovation as a productivity tool.
9. Pioneers are the products which are first ones to reach the hands of customers.
10. The price strategy where the company offers a price even below cost to increase the sales of products and services is called the loss leader pricing

Q2)

a) Briefly Describe GSTIC Model. (7)

b) Explain the 7 tactics of Marketing. (8)

OR

c) Describe marketing as (i) Art (ii) Science (iii) Business discipline (iv) Value creation process. (8)

d) Explain Top Down and Bottom Up Business Model Generation. (7)

Q3)

a) Explain the factors to be considered while Segmenting the market. (7)

b) Explain One for all strategy and One for each strategy (8)

OR

c) Define positioning and Describe the role of strategic positioning. (7)

d. Explain Collaboration and levels of strategic collaboration (8)

Q4)

a) Explain Factors affecting product and service decisions. (8)

b) Describe Moore's model of Adoption of new technology. (7)

OR

c) Explain product line management to gain and defend market position (8)

d) Explain Individual and Umbrella branding with examples (7)

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Q5)

a) Briefly the major approaches to strategic pricing. (7)

b) Explain the methods to determine promotion expenditure (8)

OR

Q5)

ATTEMPT ANY 3 SHORT NOTES (15)

1. Hybrid channel of distribution
2. Channel coverage
3. Drawbacks of a Pioneer
4. Slotting allowance and stocking allowance
5. Steal- Share Strategy

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All Questions are compulsory
Each question carries equal marks

Marks: 75 **Duration: 2.5 Hrs**

Q.1A) Select the correct option; (Any 8 out of 10) **08 marks**

1. Type _____ personality people are less prone to stress.

a. A
b. B
c. C
d. D

2. Anxiety is a form of _____.

a. Diagnose
b. Trauma
c. Disorder
d. Disability

3. Chronic stress lasts for _____.

a. Short term
b. Medium term
c. Very short term
d. Long term

4. _____ is an art and has techniques to make the respiratory organs to move and expand intentionally, rhythmically and intensively.

a. Mindfulness
b. Time management
c. Pranayama
d. Visual imagery

5. Eustress is a _____ stress.

a. Negative
b. Positive
c. Null
d. Reactive

6. Stress audit may lead to a _____.

a. Health issue
b. Frustration
c. Career coaching
d. Irritability

7. Digestive disorder is an example of _____ response to stress.

a. Psychological
b. Behavioural
c. Physiological
d. Cognitive

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8. _____ may include reduced ability to concentrate, think clearly or remember accurately.

a. Behavioural responses
b. Cognitive responses
c. Physiological responses
d. Psychological responses

9. The _____ stage can be referred to as the gateway towards burnout or stress overload.

a. Alarm
b. Resistance
c. Initial
d. Exhaustion

10. The alarm reaction stage of the GAS prepares a person to respond to the stressor they are experiencing. This is often known as a, _____ response.

a. Fight or flight
b. Physiological
c. Cognitive
d. Behavioural

Q.1A) State whether the following True or false: (Any 7 out of 10) (07 Marks)

1) Technology can be both, stressor as well as stress buster.
2) Deep breathing and yoga are examples of physical stress management techniques.
3) During our primary appraisal of a stressor, we evaluate our coping strategies.
4) A person who believes that their success is the result of their own effort would be described as having an external locus of control.
5) Employees who survive in high-demand environments are described as "resilient".
6) Men are twice as likely as women to have generalized anxiety disorder.
7) Rethinking your expectations may help you cope with stress.
8) The causes of stress are essentially the same for everyone.
9) Stress is always a negative, harmful emotion.
10) Chronic stress can contribute to depression.

Q.2 A) "There are several consequences of Stress." – Make a list. (08 Marks)

Q.2 B) What are the various features of stress? (07 Marks)

OR

Q.2 C) What are the various types of Stress? (08 Marks)

Q.2 D) What are the potential sources of stress? (07 Marks)

Q.3 A) What is time management? Explain its importance in managing stress. (08 Marks)

Q.3 B) What are the pre-requisites of a stress free life? (07 Marks)

OR

Q.3 C) What is anxiety? Explain various types of anxieties. (08 Marks)

Q.3 D) What role can organizations plays to reduce the stress levels of individual? (07 Marks)

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Q.4 A) Explain the stages of GAS- Generalised Adaptation Syndrome. (08 Marks)

Q.4 B) What are the primary, secondary and tertiary levels of stress management interventions? (07 Marks)

OR

Q.4 C) what are the benefits of meditation? (08 Marks)

Q.4 D) Discuss the role of mindfulness, music and non-violence in stress control. (07 Marks)

Q.5 A) Explain the phases of Stress audit process. (08 Marks)

Q.5 B) "As workers try to cope with everyday stress at work they are often confronted with additional stress posed by technology." - Do you agree? Justify your agreement or disagreement. (07 Marks)

OR

Q.5 Write Short Notes on **(Any THREE out of FIVE)** (15 marks)

1) Eustress
2) Burnout
3) Work-life balance and stress
4) Biofeedback as a technique of stress management
5) Transactional model of stress management

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