

**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**

A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Semester:** 3<sup>rd</sup> Sem

**Subject:** Advertisement & Sales Promotion Management

**Subject Code:** MBATEM303

**Semester Period:** Sep, 2020– Feb, 2021

**Batch:** Aug, 2019

**Date:** 10. Feb, 2021

**Time:** 10 am – 12 pm

**Examination Mode:** Regular

**Total Marks:** 50

**General Instructions:**

- Read all the questions carefully and then start writing
- Do not write anything on the question paper
- Write your registration number on the rectangular space provided here

Reg No:

**Section – A (Answer any Four Questions)**

**4x5=20 Marks**

1. Write a brief note on Advertising.
2. What is Advertising? What are the types of Advertisement?
3. Explain the rational creative approaches?
4. Describe essentials of good advertisement copy.
5. What are the components of advertising budget?
6. Discuss pros and cons of social advertising.

**Section – B (Answer any Two Questions)**

**2x10=20 Marks**

7. Explain determinants of promotion mix in detail.
8. Explain the DAGMAR approach in detail.
9. What are the factors that you would consider while selecting appropriate media for advertising?
10. Why ethical advertising? Elaborate.

**Section –C (Case Study)**

**1x10=10 Marks**

**Levelex of India**

Levelex entered India in 1989, with a joint venture with the famous South Indian KVS group. In 1995, however, Levelex gained majority control in KVS Levelex and the company was renamed Levelex Washing Machines Ltd. Finally in 1996, Levelex of India (LOI) was formed with the merger of the refrigerator and washing machine companies. Since then, LOI has done quite well for itself. For starters, its sales have shown a remarkable increase. And Levelex, the brand, has as much as an 84 per cent recall value. What has helped LOI along is the fact that it has managed to understand and characterize the Indian psyche. In fact, its global competitiveness, coupled with this understanding, has allowed it to customize its products and its message. And highly relevant advertising is among the reasons why it has come to be a known brand. Today, it is among the leaders in the refrigerator and the washing machine markets. As far as washing machines go, White Magic launched in 1999, enabled LOI to become the No. 2 player in washing machines. The advertising for this brand (which had a wash

agitator) trumpeted it as being the closest thing to a hand wash. It worked. And 'whitest! white was made an icon for cleanliness. Today, LOI is taking this message to a new level, and, at the same time, attracting consumer attention because its products are being seen as designed for India.

In fact, the generic tag, 'Great homemaker', has been largely responsible for helping White Magic, and, consequently, Levelex connects on an emotional plane. The caption, "You and Levelex, the World's best home makers" is destined to bring in the decision- maker in purchasing washing machines.

**Questions:**

- a) To what extent advertising in India influences washing machines? As a product manager, what would be your strategy to combat the threat from BPL and Samsung?
- b) How far the strategy adopted by Levelex is successful in India?

**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**

A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Consumer Behaviour and Marketing Research

**Semester Period:** Sep, 2020– Feb, 2021

**Date:** 12. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBATEM304

**Batch:** Aug, 2019

**Time:** 10 am – 12 pm

**Total Marks:** 50

**General Instructions:**

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Reg No:

**Section – A (Answer any Four Questions)**

**4x5=20 Marks**

1. Differentiate between Customer and Consumer.
2. What do you understand from Economic model?
3. What is meant by Customer satisfaction concept?
4. Discuss briefly the Cognitive dissonance.
5. Bring out the difference between Marketing research and Market research.
6. Define Product research.

**Section – B (Answer any Two Questions)**

**2x10=20 Marks**

7. Discuss the Scope of Consumer behaviour.
8. Discuss the Nicosia model in detail. And highlight the implications.
9. Write a detail note on Model of Consumer complaint behaviour.
10. Whether Communication process is important in reaching the target customers.

**Section –C (Case Study)**

**1x10=10 Marks**

ABC Electronics Ltd. was a company established in 1983 by Mr Manoj Kumar and over the years had emerged as one of the leaders in the growing segment of the electronics and home appliances market in India. Currently it has a market share of 30% of the home appliances market. Its product strategy has been to offer a wide range, right from mono stereo, two in ones and sophisticated music systems to televisions, refrigerators, washing machines, ovens and microwave ovens. ABC's marketing strategy also included offering the above products so as to match the needs and budget of the middle and upper middle classes. In 1991, Prasad, son of Mr Manoj Kumar, took over as the Managing Director of the company. Seeing the intense competition in the post liberalization scenario, Prasad was keen to follow the principle that once you have decided on your target

customer, you follow him/her relentlessly with attractive offerings. In 1994, he developed a well-focused promotion and distribution strategy. The promotion strategy involved an advertising budget of Rs.10 crores, a special training program for the sales force and offering freebies and various other sales promotion techniques. In terms of distribution, Prasad selected exclusive showrooms and franchisees to display their wide range of products. The location of the exclusive retail outlets was also selected so as to match the perceptions of the consumers as an “exclusive showroom” for them. However, even after two years of implementing the new promotion and distribution strategy, the sales of ABC Electronics did not pick up to the extent that the company thought it would. Prasad then directed the marketing manager to conduct a study of other retail outlets to know the trend. The results revealed that there was a change in consumers’ perceptions regarding purchasing consumer durables. There seemed to be a preference for purchasing goods from multi brand, rather than from single brand outlets.

### **Questions**

1. Where do you think Prasad went wrong in his analysis of consumer behaviour?
2. Discuss the change in the role of the consumer today, as compared to the consumer five years ago.

**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**  
A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Entrepreneurship Development

**Semester Period:** Sept, 2020– Feb, 2021

**Date:** 06. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBAT401

**Batch:** Aug, 2019

**Time:** 10 am – 12 Noon

**Total Marks:** 50

**General Instructions:**

- Read all the questions carefully and then start writing
- Do not write anything on the question paper
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Reg No:

**A. Short Essay (Answer any Four)**

**4\*5 =20 Marks**

1. Explain the concept of 'Entrepreneurial Thinking'
2. Discuss the factors that influence the decision to enter the market now or delay entry
3. What is innovation? Discuss the different types of innovation.
4. Discuss the ethics and social responsibilities of entrepreneurs.
5. Discuss the growth strategies of an organisation based upon product knowledge and market.
6. What are trademarks? Discuss the benefits of trademark registration. Explain the trademark registration process.

**B. Long Essay (Answer any Two)**

**2\*10 =20 Marks**

7. Explain the concept of 'Entrepreneurial Thinking'
8. Discuss in detail the various entrepreneurial entry strategies for international market.
9. What is a business plan? Discuss in detail the outline of a business plan.
10. Explain the concept of 'mergers'. Discuss the various types, advantages and disadvantages of mergers.

**C. (Case Study) - Franchising Model**

**1x10=10 Marks**

*A case study on Stagecoach Performing Arts*

**About Stagecoach Performing Arts**

Stagecoach Performing Arts teaches children to sing, dance and act. The beauty of learning these skills is that people learn not only to perform on stage, but more importantly, to perform to their full ability in life.

For over 30 years Stagecoach has enabled more than a million young people to gain confidence, challenge, explore and develop themselves and, crucially, build essential life skills.

As their students grow, the 350-plus franchisees in the network also grow and flourish.

Stagecoach Performing Arts is based in Woking, Surrey. With more than 350 franchises and 3,500 teachers worldwide, the company operates over 2,000 schools and classes and has a presence in eight countries, including Canada, Germany, Malta, Spain, Gibraltar, Australia and South Africa.

Stagecoach Performing Arts franchisees are given the opportunity to oversee a team of teachers, who deliver fun and engaging singing, dance and drama classes for students aged between four and 18. Classes are run for 36 weeks of the year and give students an unparalleled education in performing arts, including the chance to perform at prestigious theatres in London's West End and at Disneyland Paris.

### **How does the Stagecoach Performing Arts franchise model work?**

The minimum franchise fee for Stagecoach Performing Arts costs £9,000 (plus VAT). This fee includes all training and support, which begins with a five-day training course at the company's head office in Woking. Franchisees are also allocated a dedicated regional franchise manager, who helps in setting up the business, before supporting the franchisee with the operational aspect of running a successful franchise.

As part of the franchise package, franchisees have access to industry-leading support from dedicated events and education teams. They are given advice and guidance about creative content, getting the best out of their students and teachers and how to put on and take part in shows that will give every student their moment to shine.

Stagecoach requires all of its principals, teachers, and assistants to apply for enhanced clearance via the DBS (Disclosure and Barring Service). Furthermore, the business invests in independent annual reviews to ensure all schools and their staff are operating at the highest level of childhood protection standards.

There is a dedicated child protection team available for all principals at any time. Stagecoach ensures its commitment to child protection and the safeguarding of students is of the highest priority.

### **Why is Stagecoach Performing Arts a good investment?**

Stagecoach was a proud winner of the Continuous Improvement Award at the Best Franchise Awards 2018 and 2019, which recognises franchisors that demonstrate a commitment to better understanding their franchisees' needs and challenges.

Stagecoach Performing Arts is an active member of the British Franchise Association and in 2018 was awarded the Brand Awareness Award for demonstrating a commitment to better understanding its consumer market and effectively engaging with it through the implementation of a PR and marketing strategy.

The judges were particularly impressed by Stagecoach Performing Arts' rebrand and its focus on 'Creative Courage for Life', supporting students to develop a confidence that will stand them in good stead for their future in the wider world.

### **What support and training do Stagecoach franchisees receive?**

Stagecoach Performing Arts provides all required training as part of the initial franchise fee.

This begins with a comprehensive five-day course at head office. Here, franchisees will learn about the Stagecoach business model, the lesson and term structure, marketing their business, classroom management and child protection, plus the company's ethos, culture and brand personality.

Franchisees receive ongoing training along with industry-leading support in marketing, customer service, IT and business development.

Stagecoach Performing Arts' tried-and-tested structure enables franchisees to play to their strengths and provides the best possible environment in which to succeed.

### **Questions:**

1. What is the kind of support and training that stagecoach provides to its franchisees?
2. Why is Stagecoach performing arts considered to be a good investment?
3. How does the Stagecoach performing arts model work?

**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**

A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Essentials of Health care Management

**Semester Period:** Sep, 2020– Feb, 2021

**Date:** 10. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBATEHC303

**Batch:** Aug, 2019

**Time:** 10 am – 12 pm

**Total Marks:** 50

**General Instructions:**

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Reg No:

**Section – A (Answer any Four Questions)**

**4x5=20 Marks**

1. Based on Katz's proposition, briefly discuss the essential managerial skills.
2. Discuss Lewin's leadership styles
3. Discuss difference between and interface between management and leadership
4. How do you differentiate data and information?
5. What is Advocacy? and why do we need Advocacy in healthcare?
6. You are a manager of an organization and you are supposed to hire people to your team. How will you use MIS for decision making?

**Section – B (Answer any Two Questions)**

**2x10=20 Marks**

7. Explain Situational Leadership Model with example situations.
8. Discuss Conflict Management as Leadership Skills with an example situation
9. Discuss Social Media for Advocacy
10. What is Quality standards and Explain about LaQshya

**Section –C (Case Study)**

**1x10=10 Marks**

***Indra Nooyi Draws on Vision and Values to Lead***

*She is among the top 100 most influential people according to Time magazine's 2008 list. She has also ranked number 4 in Forbes's "Most Influential Women in the World" (2010), number 1 in Fortune's "50 Most Powerful Women" (2006 through 2009), and number 22 in Fortune's "25 Most Powerful People in Business" (2007). The lists go on and on. To those familiar with her work and style, this should come as no surprise: Even before she became the CEO of PepsiCo Inc. (NYSE: PEP) in 2006, she was one of the most powerful executives at PepsiCo and one of the two candidates being groomed for the coveted CEO position. Born in Chennai, India, Nooyi graduated from Yale's School of Management and worked in companies such as the Boston Consulting Group Inc., Motorola Inc., and ABB Inc. She also led an all-girls rock band in high school, but that is a different story.*

*What makes her one of the top leaders in the business world today? To start with, she has a clear vision for PepsiCo, which seems to be the right vision for*

the company at this point in time. Her vision is framed under the term “performance with purpose,” which is based on two key ideas: tackling the obesity epidemic by improving the nutritional status of PepsiCo products and making PepsiCo an environmentally sustainable company. She is an inspirational speaker and rallies people around her vision for the company. She has the track record to show that she means what she says. She was instrumental in PepsiCo’s acquisition of the food conglomerate Quaker Oats Company and the juice maker Tropicana Products all its products before its competitors. On the environmental side, she is striving for a net zero impact on the environment. Among her priorities are plans to reduce the plastic used in beverage bottles and find biodegradable packaging solutions for PepsiCo products. Her vision is long term and could be risky for short-term earnings, but it is also timely and important.

Those who work with her feel challenged by her high-performance standards and expectation of excellence. She is not afraid to give people negative feedback—and with humor, too. She pushes people until they come up with a solution to a problem and does not take “I don’t know” for an answer. For example, she insisted that her team find an alternative to the expensive palm oil and did not stop urging them forward until the alternative arrived: rice bran oil.

Nooyi is well liked and respected because she listens to those around her, even when they disagree with her. Her background cuts across national boundaries, which gives her a true appreciation for diversity, and she expects those around her to bring their values to work. In fact, when she graduated from college, she wore a sari to a job interview at Boston Consulting, where she got the job. She is an unusually collaborative person in the top suite of a Fortune 500 company, and she seeks help and information when she needs it. She has friendships with three ex-CEOs of PepsiCo who serve as her informal advisors, and when she was selected to the top position at PepsiCo, she made sure that her rival for the position got a pay raise and was given influence in the company so she did not lose him. She says that the best advice she received was from her father, who taught her to assume that people have good intentions. Nooyi notes that expecting people to have good intentions helps her prevent misunderstandings and show empathy for them. It seems that she is a role model to other business leaders around the world, and PepsiCo is well positioned to tackle the challenges the future may bring.

**Questions:**

- a) Do you think Indra Nooyi’s vision of “performance with purpose” has been effective? Why or why not?
- b) What makes Indra Nooyi so successful at her job? Is it her level of authority, or is it something else?



**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**  
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**Program:** MBA

**Subject:** Holistic System of Management (HOLSYM)

**Sem Period:** Sep,2020 – Feb,2021

**Date:** 02. Feb,2021

**Examination Mode:** Regular

**Sem:** 3<sup>rd</sup> Sem

**Subject Code:** MBAT301

**Batch:** Aug, 2019

**Time:** 10 am to 12 Noon

**Total Marks:** 50

**General Instructions:**

1. Read all the questions carefully and then start writing
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Reg No:

**Part I- Attempt any FOUR questions and each carries 5 Marks**

**4\*5=20 Marks**

1. Elaborate the Unique features of HOLSYM
2. Short Notes on three Guna's Qualities
3. Explain the Bhagavad Gita model of Stress
4. Describe the Characteristics of Gunatita state
5. Importance of Visual Control system in Organizational Growth
6. Describe the three components of Humanistic Perspectives

**Part II-Attempt any TWO questions and each carries 10 Marks**

**2\*10=20 Marks**

7. Explain in detail different systems of Management and its advantages.
8. Definition of health based on panchakosha and set of practices to improve personality at all levels
9. Define TQM and its objectives. Describe the eight principles of TQM.
10. Explain the measures of growth based on ideal features using different types of index in any organization

**Part III-Case Study-Compulsory**

**1\*10=10 Marks**

At the Ramaiah Institute of Management Studies (RIMS) in Bangalore, recruiters and accreditation bodies specifically called into question the quality of students' educations. Although the relatively small school has always struggled to compete with India's renowned Xavier Labour Research Institute, the faculty finally began to notice clear hindrances in the success of graduates. The RIMS board decided it was time for a serious reassessment of quality management.

The school nominated Chief Academic Advisor Dr Krishnamurthy to head a volunteer team that would audit, analyze and implement process changes that would improve quality

throughout (all in a particularly academic fashion). The team was tasked with looking at three key dimensions: assurance of learning, research and productivity, and quality of placements. Each member underwent extensive training to learn about action plans, quality auditing skills and continuous improvement tools – such as the ‘plan-do-study-act’ cycle. Faculty members were trained; the team’s first task was to identify the school’s key stakeholders, processes and their importance at the institute. Unsurprisingly, the most vital processes were identified as student intake, research, knowledge dissemination, outcomes evaluation and recruiter acceptance. From there, Krishnamurthy’s team used a fishbone diagram to help identify potential root causes of the issues plaguing these vital processes. To illustrate just how bad things were at the school, the team selected control groups and administered domain-based knowledge tests.

The deficits were disappointing. A RIMS students’ knowledge base was rated at just 36 percent, while students at Harvard rated 95 percent. Likewise, students’ critical thinking abilities rated nine percent, versus 93 percent at MIT. Worse yet, the mean salaries of graduating students averaged \$36,000, versus \$150,000 for students from Kellogg. Krishnamurthy’s team had their work cut out.

To tackle these issues, Krishnamurthy created an employability team, developed strategic architecture and designed pilot studies to improve the school’s curriculum and make it more competitive. In order to do so, he needed absolutely every employee and student on board – and there was some resistance at the onset. Yet the educator asserted it didn’t actually take long to convince the school’s stakeholders the changes were extremely beneficial.

“Once students started seeing the results, buy-in became complete and unconditional,” he says. Acceptance was also achieved by maintaining clearer levels of communication with stakeholders. The school actually started to provide shareholders with detailed plans and projections. Then, it proceeded with a variety of new methods, such as incorporating case studies into the curriculum, which increased general test scores by almost 10 percent. Administrators also introduced a mandate saying students must be certified in English by the British Council – increasing scores from 42 percent to 51 percent. By improving those test scores, the perceived quality of RIMS skyrocketed. The number of top 100 businesses recruiting from the school shot up by 22 percent, while the average salary offers graduates were receiving increased by \$20,000. Placement revenue rose by an impressive \$50,000, and RIMS has since skyrocketed up domestic and international education tables. No matter the business, total quality management can and will work. Yet this philosophical take on quality control will only impact firms that are in it for the long haul. Every employee must be in tune with the company’s ideologies and desires to improve, and customer satisfaction must reign supreme.

#### **Questions-**

1. Illustrate the problems faced by Ramaiah Institute of Management Studies (RIMS).
2. What was the strategy adopted by Krishnamurthy as Chief Academic Advisor to tackle those problems?

**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**  
A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Management of Public Health

**Semester Period:** Sep, 2020– Feb, 2021

**Date:** 12. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBATEHC304

**Batch:** Aug, 2019

**Time:** 10 am – 12 pm

**Total Marks:** 50

**General Instructions:**

- Read all the questions carefully and then start writing
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Reg No:

**Short Essay (Answer any Six Questions)**

**6\*5 =30 Marks**

1. Describe the Concept of Team building management.
2. Explain the Replacement Analysis process in healthcare Equipments.
3. Define Health financing and describe different sources of health financing.
4. Describe the Principles and concept of HR need assessment.
5. Explain the concept of Training and its importance.
6. Give a brief history on the rise and development of Public Health.
7. Concept of 1) Community risk pooling? 2) CHE?
8. Difference between equity and equality in distribution of resources.

**Long Essay (Answer any Two Questions)**

**2\*10 =20 Marks**

9. Elaborate in detail the concept of ABC and VED analysis and brief about Pilferage.
10. What is Motivation and its strategies? Give the different causes of dissatisfaction.
11. Describe Auditing in Health care and differentiate between Accounting and Auditing.
12. Elaborate about the changing concepts in Public Health and the on-going management trends in present pandemic scenario.
13. Describe the present scenario of Primary health care services functioning and discuss about Urban and Tribal health care services.

**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**  
A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Project Management

**Semester Period:** Sept, 2020– Feb, 2021

**Date:** 04. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBAT302

**Batch:** Aug, 2019

**Time:** 10 am – 12 Noon

**Total Marks:** 50

**General Instructions:**

- Read all the questions carefully and then start writing
- Do not write anything on the question paper
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Reg No:

**Short Essay (Answer any Six Questions)**

**6\*5 = 30 Marks**

1. Define Project Management. Explain the constraints in project management
2. What is Business Continuity Planning?
3. What is a Team? Explain Tuckmans 4 stages of team development.
4. What are the sources of time losses in a project?
5. Depict a resource loading chart for a parallel schedule when you have a limited resource (of 5 men) constraint (Difficult)

Activity	Predecessor	Duration	Resource
A	-	2	2
B	A	5	3
C	A	1	4
D	B	1	3
E	C	6	2
F	DE	1	4

6. Explicate the different forms of contracts in a project
7. Design a WBS for organising a fest in your college.
8. What is a Critical Chain Project Management? What are its benefits?

**Long Essay (Answer any Two Questions)**

**2\*10 = 20 Marks**

9. "A destructive team member must be snipped off as a bud." How do you do it?
10. A project schedule has the following characteristics.

Activity	Optimistic time	Pessimistic time	Most likely time
1-2	1	5	3
1-3	2	7	5
2-4	4	15	7
3-4	1	6	2
4-5	2	12	4

From the above information you are required to:

- a) Construct a network diagram
- b) Calculate the expected time
- c) Compute the earliest event time and latest event time
- d) Determine the critical path

11. Following table gives the activities of a construction project. What is the normal duration of the project? How much can you reduce it

Activity	Normal duration (days)	Crash duration (days )	Cost of crashing (Rs. Per day)
1-2	9	6	20
1-3	8	5	25
1-4	15	10	30
2-4	5	3	10
3-4	10	6	15
4-5	2	1	40

12. Give an overview of Project Quality Management.



**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**

A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Service Marketing

**Semester Period:** Sep, 2020– Feb, 2021

**Date:** 16. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBATEM305

**Batch:** Aug, 2019

**Time:** 10 am – 12 pm

**Total Marks:** 50

**General Instructions:**

- Read all the questions carefully and then start writing
- Do not write anything on the question paper
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Reg No:

**Section – A (Answer any Four Questions)**

**4x5=20 Marks**

1. What is service marketing mix? Explain.
2. Describe 3 contrasting service design with relevant examples.
3. What is Service blueprinting? What are the components of service blueprinting?
4. High light the importance of service employees.
5. Explain the role of non-monetary costs in use of services.
6. What are the problems in offering quality service to the customers in a hotel?

**Section – B (Answer any Two Questions)**

**2x10=20 Marks**

7. Service marketing mix and recent trends in service marketing – Elaborate.
8. What are two levels of customer expectations? Write a brief note on zone of tolerance.
9. Who are the key intermediaries for service delivery? Discuss in detail.
10. Discuss managing service promises as the strategy to match service promises with delivery.

**Section –C (Case Study)**

**1x10=10 Marks**

**OTIS**

The elevator market in India is around 450 crore. OTIS India is the market leader with a market share of about 70%. Bharat Bijlee, ECE, Mitsubishi and Hyundai are competitive brands. OTIS has a network of nearly 65 centres. The company launched a chip-driven elevator model, OTIS 300F priced between 15lac and 25lac. Hotel industry forms an important segment in this category as elevator is considered essential to consumers. The microprocessor model takes an optimal combination of destinations ensuring a quick landing at respective destinations (specific floor). The product is also likely to save energy costs

significantly, which is an additional USP. OTIS 300F has a target new building as old building will not have the infrastructure to take on the new model. OTIS also has other models for a huge replacement market which may be integrated in now elevators. It may be noted that grill type of elevators have been banned and this market may be integrated into a no grill elevator" a lower end of the product line.

**Questions:**

1. What are the market segments that you identify for OTIS 300F elevators? What should be your target marketing strategies in the above identified segments?
2. What channels would you recommend for OTIS 300F and replacement market?

## Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)

A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Semester:** 3<sup>rd</sup> Sem

**Subject:** Strategic Management

**Subject Code:** MBAT402

**Semester Period:** Sep, 2020– Feb, 2021

**Batch:** Aug, 2019

**Date:** 08. Feb, 2021

**Time:** 10 am – 12 pm

**Examination Mode:** Regular

**Total Marks:** 50

### General Instructions:

- Read all the questions carefully and then start writing
- Do not write anything on the question paper
- Write your registration number on the rectangular space provided here

Reg No:

### Short Essay (Answer any Four)

4\*5 = 20 Marks

1. Formulate a Mission and vision statement for a company which visualises to sell A2 milk.
2. Differentiate between Merger and Acquisition.
3. Explain the different techniques of environmental scanning.
4. What are the different alternatives of stability strategy?
5. What are the different types of strategic control?
6. Explain the six-step implementation of Theory of Constraints.
7. Differentiate between strategy formulation and implementation.

### Long Essay (Answer any Two)

2\*10 = 20 Marks

8. Bring out SWOT analysis for a business of your choice.
9. What is resource allocation. What are the factors considered for resource allocation?
10. What is resource allocation. What are the factors considered for resource allocation?
11. Explain the different types of Generic Business Strateg

### 12. CASE STUDY

1\*10 = 10 Marks

#### General Electric-An Opportunistic Push Into Sustainable Business

**Backstory:** General Electric Co. decided sustainability was a business opportunity rather than a cost and pushed into the field in 2005 with its ecomagination initiative. But the products and services weren't only for its customers — they first transformed GE.

**Key moves:** GE began looking at sustainability as part of a demographic trend, realizing that scarcity would increase with population growth. Energy and water use, waste, carbon emissions — all would decline among the most efficient and sustainable companies. GE saw a profitable business opportunity in helping companies along this sustainable path. So it set up its ecomagination unit to offer environmental solutions.

GE also gambled that carbon would eventually be a cost, following the implementation of previous regulatory regimes such as limiting acid rain. Although the precise way carbon would be regulated was unknown, as it still is, the company had little doubt that regulation would come to pass. Rather than wait, GE joined a climate coalition with nongovernmental organizations to press for a cap-and-trade system in order to build certainty into the future.



Within the company, GE began engaging employees to see where energy savings could be found. That might include turning off the lights when a factory was idle or even installing a switch so that lights could be turned off. Ecomagination sold solutions within GE, whether the project involved installing LED lights on a factory floor, recycling water at a nuclear facility or offering combined heat and power generation units at a plant in Australia. Within GE, managers began to be measured on how much energy savings they had achieved.

**Impact:** The company so far has saved \$100 million from these measures and cut its greenhouse gas intensity — a measure of emissions against output — by 41%, according to the company's sustainability report. The work inside GE became a proof of concept to external customers grappling with similar issues. Ecomagination targeted C-level executives to build this business, since most problems cut across divisions (improving energy efficiency, for example). So far GE has invested \$4 billion in this effort, much of it in research and development. But it reaped sales of \$17 billion in 2008, up 21% from a year earlier, and is striving for \$25 billion in sales in 2010.

### Questions

1. How could GE create a new business in sustainability and move into the major leagues?
2. Importance of CSR and its steps wrt to GE



**Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA)**  
A Deemed to be University established under Section 3 of the UGC Act, 1956

**Program:** MBA

**Subject:** Wellness Institution Management

**Semester Period:** Sep, 2020– Feb, 2021

**Date:** 16. Feb, 2021

**Examination Mode:** Regular

**Semester:** 3<sup>rd</sup> Sem

**Subject Code:** MBATEHC305

**Batch:** Aug, 2019

**Time:** 10 am – 12 pm

**Total Marks:** 50

**General Instructions:**

- Read all the questions carefully and then start writing
- Do not write anything on the question paper
- Write your registration number on the rectangular space provided here

Reg No:

**Short Essay (Answer any Six Questions)**

**6\*5 =30 Marks**

1. Write definitions of health according to different authors.
2. Explain the concept of health.
3. Explain the concept of Disease.
4. Describe the characteristics of Community health system.
5. Explain the Methods for measuring & monitoring UHC
6. Write the objectives and components of community health system.
7. Explain the Differentiating parameters between health and wellness,
8. Write & explain the Types of hospitals.

**Long Essay (Answer any Two Questions)**

**2\*10 =20 Marks**

9. Explain the Concepts of mental and somatic diseases and their practical implications.
10. Explain the Indian Philosophical thoughts and its influence in defining wellness.
11. Elaborate the Management and departmental structure, Types and, Governing body of hospital.
12. Explain Main principles for the organisation of health systems, Functions and Building blocks of health system.