

Sample Questions

407 – Cyber Laws

Generic Elective – University Level

Semester- IV

1. Define Cybersquatting
2. Explain Sensitive Personal Data or Information
3. Comment on Advantages of Electronic Signature
4. Compare and Contrast the Cyber Laws of Major Countries
5. Define Reverse Hijacking
6. Explain EU Convention on Cyber Crime
7. Comment on Copyright in the Digital Medium
8. Elaborate the Salient features of the IT Act, 2000
9. Digital/ Electronic Signature
10. Define E-Commerce

Sample Questions

408 – Corporate Social Responsibility & Sustainability

Generic Elective – University Level

Semester- IV

1. Elaborate the Principles of CSR
2. Explain the Concept of Charity
3. Illustrate how the CSR is used as a Marketing and Branding tool for the businesses
4. Define Corporate Citizenship
5. Elaborate the Section 135 of Companies Act 2013
6. Define Triple Bottom Line
7. Explain the Current Trends and Opportunities in CSR
8. Discuss the Effect of Globalization on CSR
9. Explain the 'Gandhian Thought' on Sustainable Development
10. Elaborate Social accountability standard - ISO 26000

Sample Questions

SC – FIN– 05-403-Financial Laws

Subject Core Course

Semester- IV

1. Define SARFAESI
2. Compare CDR and GDR
3. Elaborate S4A Scheme
4. Explain the features of insolvency and bankruptcy code
5. Discuss corporate financial distress
6. Explain the salient features of SARFAESI
7. Explain the process of taxation on foreign income
8. Explain the debt restricting process
9. Elaborate the documentation needed for SARFAESI
10. Elaborate the need for the actuaries act

Sample Questions

406 – Technology Competition and Strategy

Generic Elective – University Level

Semester- IV

1. Define Technology Intelligence
2. Steps in Mapping the Technology Environment
3. Discuss the Contemporary Challenges in Mapping the Technology Environment
4. Explain the Competitive Consequences of Technological Change
5. Explain Competitive Rivalry.
6. Elaborate the Role of Chief Technology Officer
7. Explain the process of Marketing of technology
8. Elaborate the Intellectual Property Right Risk
9. Explain the X-Y Coordinating Method
10. Define Product Evaluation Matrix

Sample Questions

401 – Enterprise Performance Management

Compulsory Generic Core Course

Semester- IV

1. Discuss the Limitations of Financial Measures
2. Explain the DuPont analysis.
3. Define Goal Congruence
4. Explain Project Cost Variance
5. Explain Malcolm Baldrige Framework.
6. Discuss Features of Non-profit organizations
7. Define social audit
8. Define Gross Margin Return on Investment
9. Discuss Various KPI used by E Commerce industry
10. Define bounce rate of website

Sample Questions

402 – Indian Ethos & Business Ethics

Compulsory Generic Core Course

Semester- IV

1. Explain the OSHA Model
2. Enlist Leadership Pointers from Kautilya's Arthashastra
3. Compare and Contrast "Ethics" and "Ethos"
4. Elaborate Indian Heritage in Business-Management
5. Enlist Types of Business Ethics
6. Elaborate Kohlberg's six stage of moral development.
7. Discuss Ethical Decision Making process
8. Comment on Corporate Strategy and Natural resource depletion
9. Explain Deontological Theory
10. Elaborate Indian Ethos and Values

Sample Questions

SC – RABM – 01-Agriculture and Indian Economy

Specialization Core Course

Semester- IV

1. Comment on Crop Pattern in India since 1951.
2. Explain the Green Revolution
3. Elaborate new thrust areas in Agriculture
4. Compare Green Revolution and Second Green Revolution
5. Explain the concept of Concept of Food Security
6. Elaborate the need for Public Distribution Systems
7. Explain the salient features of Food Security Act
8. Comment on irrigation in the 12th plan
9. Explain multipurpose river valley project
10. Enlist the recommendations of National Commissions on Rural Labour

Sample Questions

SC – RABM – 02 ICT for Agriculture Management

Specialization Core Course

Semester- IV

1. Comment on history of adoption of ICT in developing countries
2. Define Tele- education
3. Enlist various ICT enabled rural services
4. Explain Advantages of and opportunities for ICT information services
5. Explain Types of financial inclusion
6. Explain Advantages of and opportunities for ICT financial inclusion services
7. Elaborate the use of GPS
8. Explain GIS Applications in micro resource mapping
9. Enlist principles in micro planning
10. Explain Issues and Concerns in Land and Water Management

Sample Questions

SC – OSCM - 02 -206 OSCM-Supply Chain Management

Subject Core Course

Semester- II

1. Explain the Flows in SC
2. Elaborate the necessity for linear SC to collaborative network.
3. Define Core competencies for Electric Vehicle Manufacturer
4. Elaborate the necessity of Relying on outsourcing
5. Capacity management
6. JIT Production, purchasing transportation
7. Explain the term customer satisfaction
8. Define customer success w.r.t. to Telecom Industry
9. Enlist value added service provided by telecom service provider
10. Define CRM

Sample Questions

SC – MKT– 05-403MKT-Marketing 4.0

Subject Core Course

Semester- IV

1. Elaborate the challenges faced by the marketers while migrating from traditional marketing to digital marketing
2. Enlist 5 A's
3. Explain the role of consistency in brand character wrt to Amul milk
4. Enlist 4P's and 4C's
5. Elaborate how marketers enhance digital experience with mobile apps
6. Define Netizens
7. Explain the Omni channel marketing
8. Elaborate the role of social CRM
9. Explain the importance of calculating brand advocacy ratio with reference to FMCG company
10. Define Brand Conversion

Sample Questions

GE - UL - 07 -207- Contemporary Frameworks in Management

GENERIC ELECTIVES UNIVERSITY LEVEL

Semester- II

1. Enlist 5 dimensions of Trait EI model.
2. Define Empathy?
3. Elaborate How to improve the Self Awareness?
4. Enlist the 7 habits mentions in the book.
5. Draw the Eisenhower-Time management matrix.
6. Explain the Lencioni model?
7. Explain the law of the lid. How to apply the Law of the Lid?
8. What is a characteristic of companies that went from Good to Great based on Collins model?
9. Explain the LAW OF INTUITION.
10. Describe in detail the suggestions to overcome the fear of conflict in a team?

Sample Questions

SC-PHCM- 02 Pharma and Healthcare regulatory environment in India

Semester- IV

Subject Core Course

1. Highlight the importance of Pharma and Healthcare industry in India.
2. Enlist the types of IPRs applicable to Pharma Industry
3. Explain the law of contract with the essential elements of a contract
4. Explain the essentials of general law of contract like consideration, legality of object and void argument.
5. Explain the important provisions of Indian Medical Council Act 1956
6. Elaborate the functioning of hospitals and medicos.
7. Throw light on the registration of Companies Act 2013 with reference to incorporation of hospitals as a company.
8. Describe the salient features of Consumer Protection Act and application of the Act in Hospital
9. Review of Competitive, International and Technological environment of Pharma and Healthcare industry.
10. Elaborate the important provisions and rules under Narcotic Drugs and Psychotropic Substances Act and Drugs and Cosmetic Act 1940