

# College of Applied Business (CAB)

Sent-up Examination, February 2015

**BIM / Seventh Semester / MGT 203: Organizational Relations**

*Candidates are required to give their answer in their own words as far as practicable.*

## Section A

**Time: 20 minutes**

Brief answer questions.

[10×1=10]

1. What is Organizational Behavior?
2. What is an attitude?
3. Define motivation.
4. Point out five reasons for joining group.
5. Give the meaning of leadership.
6. State the functions of communication.
7. What is Resistance to change?
8. Write the causes of conflict.
9. Point out the consequences of stress.
10. How do you define simple structure?

## Section B

**Time: 30 minutes**

Short answer questions.

[2×5=10]

11. Explain factors influencing perception with the concept of perception.

OR

How do you build up effective work teams? Discuss with the concept of work team.

12. Write on Michigan studies under behavioral theories.

OR

Point out OD interventions and explain two of them.

## Section C

**Time: 80 minutes**

13. Comprehensive answer questions.

Read the following paragraph and answer the questions given below:

All supervisory jobs aren't alike. Maggie Beckhard is just learning this fact. After having spent 3 years as a production scheduling supervisor at a Procter & Gamble manufacturing plant, she recently took a position as manager of telephone services at Ohio Provident Insurance. In her new job, Maggie supervises 20 telephone service employees. These people have direct contact with customer – providing quotes, answering questions, following up on claims and the like.

At P&G, Maggie's employees knew they had only one constituency to please. That was management. But Maggie is finding that her employees at OPI have it more difficult. As service employees, they have two masters – management and the customer. And at least from comments her employees have made, they seem to think there's a discrepancy between what

they believe customers want them to do and what they believe management wants them to do. A frequent complaint, for instance, is that customers want the telephone rep's undivided attention and to spend as much time as necessary to solve their to handle as many calls as possible per day and to keep each call as short as possible.

This morning , a rep came into Maggie's office complaining of severe headaches. "The more I try to please our customers, the more stress I feel," the rep told Maggie , "I want to do the best job for our customers but I don't feel like I can devote the time that's necessary. You constantly remind us that 'it's the customers that provide our paychecks' and how important it is to give reliable, courteous, and responsive service, but then we feel the pressure to handle more calls per hour."

Maggie is well aware of studies that have shown that role conflict is related to reduced job satisfaction, increased turnover and absenteeism, and fewer organizational citizenship behaviors. And severe role conflict is also likely to lead to poor customer service- the antithesis of her department's goal.

After talking with her staff, Maggie concluded that regardless of whether their perceptions were accurate, her people certainly believed them to be. They were reading one set of expectations through their interactions with customers; and another set through what the company conveyed during the selection process, in training sessions, and through the behaviors that management rewarded.

Questions:

[4×5=20]

- a) What is the source of role conflict here?
- b) Are there functional benefits to management from role conflict? Explain.
- c) Should role conflict among these telephone service employees be any greater than a typical employee who works as part of a team and has to meet the expectations of a boss as well as team member?. Explain
- d) What can Maggie do to manage this role conflict?

# College of Applied Business (CAB)

## Sent-up Examination, February 2015

BIM Seventh Semester / MGT 202: Human Resource Management

*Candidates are required to give their answers in their own words as far as practicable.*

### Section 'A'

**Time: 20 minutes**

Brief answer questions: (Attempt ANY TEN questions)

[10 × 1=10]

1. Point out the major functions of human resources management.
2. Point out the steps involved in HR planning process.
3. State the components of job characteristics model.
4. What is unstructured interview method?
5. List out four criteria applied to evaluate training program.
6. List any four problems in performance rating.
7. State any four qualities of effective rewards.
8. Mention any three importance of grievance handling.
9. Point out any four causes of labour disputes.
10. Write any four symptoms of employee indiscipline.
11. What is succession planning?
12. State the components of human resources management.
13. Introduce any three techniques (methods) of job design.
14. Identify three reasons that support training needs of employees in organizations.
15. Specify any four functions of trade union.

### Section 'B'

**Time: 30 minutes**

Short answer questions: (Attempt ANY TWO questions.)

[2 × 5=10]

16. Define succession planning and explain the role of HRIS in assessing current human resources in the organization.
17. Highlight the concept of management development. Explain in brief the methods of management development.
18. What is performance appraisal? Describe three methods of evaluating employee performance.

### Section 'C'

**Time: 80 minutes**

19. Read the case and answer the questions given at the end.

As with most fast food restaurant chains, McDonald's needs more people to fill jobs in its vast empire. Yet McDonald's executives are finding that recruiting is a tough sell. The industry is taking a beating from an increasingly health-conscious society and the popular film *Supersize Me*. Equally troublesome is a further decline in the already dreary image of employment in a fast-food restaurant. It doesn't help that McJob, a slang term closely connected to McDonald, was recently added to both Merriam-Webster's Collegiate Dictionary and the Oxford English Dictionary as a legitimate concept meaning a low paying, low prestige, dead-end, mindless service job in which the employee's work is highly regulated.

McDonald's has tried to shore up its employment image in recent years by improving wages and adding some employee benefits. A few years ago it created the "I'm loving it" campaign, which took aim at a position image of the golden arches for employees as well as customers. The campaign had some effect, but McDonald's executives realized that a focused effort was needed to battle the McJob image.

Now, McDonald's is fighting back with a "My First" campaign to show the public and prospective job applicants that working at McDonald's is a way to start their careers and develop valuable life skills. The campaign's centerpiece is a television commercial showing successful people from around the world whose first job was at the fast-food restaurant. "Working at McDonald's really helped lay the foundation for my career," says ten-times Olympic track and field medalist and former McDonald's crew member Carl Lewis, who is featured in the TV ad. "It was the place where I learned the true meaning of excelling in a fast-paced environment and what it means to operate as part of a team."

Richard Floersch, McDonald's executive vice president of human resources, claims that the company's top management has deep talent, but the campaign should help to retain current staff and hire new people further down the hierarchy. "It's a very strong message about how when you start at McDonald's, the opportunities are limitless," says Floersch. Even the McDonald's application form vividly culturally diverse smiling employees and the caption "At McDonald's You Can Go Anywhere!"

McDonald's has also distributed media kits in several countries with factoids debunking the McJobs myth. The American documentation points out that McDonald's CEO Jim Skinner began his career working the restaurant's front lines, as did 40 percent of the top 50 members of the worldwide management team, 70 percent of all restaurant managers, and 40 percent of all owner/operators. "People do come in with a 'job' mentality, but after three months or so, they become evangelists because of the leadership and community spirit that exists in stores," says David Fairhurst, the vice president for people at McDonald's in the United Kingdom. "For many, it's not just a job, but a career."

McDonald's also hopes the new campaign will raise employee pride and loyalty, which would motivate the 1.6 million staff members to recruit more friends and acquaintances through word of mouth. "If each employee tells just five people something cool about working at McDonald's the net effect is huge," explains McDonald's global chief marketing officer. So far the campaign is having the desired effect. The company's measure of employee pride has increased by 14 percent, loyalty scores are up by 6 percent, and 90 day employee turnover for hourly staff has dropped by 5 percent.

But McDonald's isn't betting entirely on its new campaign to attract enough new employees. For many years it has been an innovator in recruiting retirees and people with disabilities. The most recent innovation at McDonald's UK, called the Family Contract, allows wives, husbands, grandparents, and children over the age of 16 to swap shifts without notifying management. The arrangement extends to cohabiting partners and same-sex partners. The Family Contract is potentially a recruiting tool because family members can now share the same job and take responsibility for scheduling which family member takes each shift.

Even with these campaigns and human resource changes, some senior McDonald's executives acknowledge that the entry-level positions are not a "lifestyle" job. "Most of the workers we have are students-it's a complementary job," says Denis Hennequin, the Paris-based executive vice president for McDonald's Europe.

Questions:

[4×5=20]

- a) Write McDonald's current situation from a human resource planning perspective.
- b) Is McDonald's taking the best approach to improving its employer brand? Why or why not?
- c) If you were in charge of developing the McDonald's employer brand, what would you do differently?
- d) Would "guerrilla" recruiting tactics help McDonald's attract more applicants? In your judgments, what tactics might be effective?

# College of Applied Business (CAB)

Sent-up Examination, February 2015

**BIM / Seventh Semester / ITC 228: High Speed Network & Multimedia Networking**

*Candidates are required to give their answer in their own words as far as practicable.*

## Section A

**Time: 20 minutes**

### Brief answer questions.

**[10×1=10]**

1. What is the form of signal in twisted pair cable and how does it differ from signal in fiber optic cable?
2. Calculate storage space required to store MPEG video of 5 second in Mega Bytes with spatial resolution 128 pixels × 80 pixels with 24 bits per pixel color encoding.
3. List some responsibilities of physical layer of OSI reference model for multimedia communication.
4. Why Huffman encoding is known as statistical encoding?
5. Why logical address is required and differentiate it with MAC address.
6. Define multimedia and list its types.
7. Why preemptive scheduling gives better performance?
8. List out the various transfer mode.
9. Why DMS is required?
10. Why ATM is required in multimedia networking?

## Section B

**Time: 30 minutes**

### Short answer questions.

**[2×5=10]**

11. Define Telecooperation and explain its four different interaction models.
12. Explain working mechanism of VSAT.

## Section C

**Time: 80 minutes**

### Long answer questions.

**[2×10=20]**

13. Explain the major steps of data compression. Discuss C-SCAN, SCAN and FCFS disk scheduling algorithm using following queue 95, 180, 34, 119, 11, 123, 62, 64 with the read-write head servicing at the track 50, provided head was servicing at track 54 and the tail track at 199. Also mention in which case there is maximum head movement in each algorithm and state its value?
14. Explain about congestion and how it can be controlled? Define traffic shaping and differentiate between Leaky Bucket and Token Bucket algorithm.

# College of Applied Business (CAB)

Sent-up Examination, February 2015

## BIM / Seventh Semester / ITC 227: IT Entrepreneurship and SCM

*Candidates are required to give their answer in their own words as far as practicable.*

### Section A

**Time: 20 minutes**

Brief Answer Questions.

[10×1=10]

- 1) Define entrepreneurial decision process
- 2) What do you understand by Intrapreneur?
- 3) What is Financial Plan?
- 4) What are the major components that flow in a supply chain?
- 5) List out the major pitfalls of supply chain.
- 6) What is Efficiency?
- 7) What do you understand by ESS?
- 8) Define Bullwhip Effect.
- 9) Why are network optimization models required?
- 10) Define aggregate planning.

### Section B

**Time: 30 minutes**

Short Answer Questions.

[2.5×4=10]

- 11) What are the ethical and social responsibilities that an entrepreneur should consider while starting a new venture?
- 12) Consider the supply chain involved when you purchase a book from a book store. Identify the cycles in this supply chain and the location of the push/pull boundary.
- 13) In what way can improper incentives lead to a lack of coordination in the supply chain?
- 14) What do you mean by demand uncertainty? Are all the uncertainties need to be addressed by the supply chain?

### Section C

**Time: 80 minutes**

Long Answer Question

[4×5=20]

- 15) With the increase in complexity and uncertainty, the business plan has become compulsory for starting a new venture. Justify the statement with the reference of BP's scope and value.
- 16) Discuss the role of inventory in the supply chain and how managers use inventory to drive supply chain performance.
- 17) Explain the framework for network design decisions.
- 18) Write Short Notes on (ONLY TWO)
  - a. Sourcing
  - b. Achieving strategic fit
  - c. Risk management in IT

# College of Applied Business (CAB)

Sent-up Examination, February 2015

## BIM / Seventh Semester / ITC 226: Management Information System

*Candidates are required to give their answer in their own words as far as practicable.*

### Section A

**Time: 20 minutes**

#### Brief Answer Questions.

**[10×1=10]**

1. Define behavioral approaches to Information System.
2. Define NORA and for what purpose it is popular.
3. Name the key technology trends that raised ethical issues?
4. Define TQM and Six-Sigma.
5. Name three health risks caused by IS.
6. Name different types of Internet Business Models.
7. Is business process re-engineering (BPR) risky? Give reasons.
8. What is payback period?
9. What is the importance of scoring model?
10. What are positive sides of biometric authentication?

### Section B

**Time: 30 minutes**

#### Short Answer Questions.

**[3×3=9]**

11. "My system is vulnerable to internet". Do you agree this? Support this statement with different internet security challenges that can be faced in information system.
12. Show that the introduction of new Information Technology and System has ripple effect on the society.
13. Interactive Marketing & Personalization and Customer self-service can be effectively implemented in modern information system. Do you agree? Support your answer.

### Section C

**Time: 70 minutes**

#### Short Answer Questions.

**[2×3=6]**

14. 'Strategic Information System is not limited to Strategic Level'. Justify this.
15. What is portfolio analysis? Explain in brief.

#### Comprehensive Answer Questions

**[3×5=15]**

16. What might be the negative social consequences of information that may arise due to the quality of information system? Illustrate the importance of firewall with its type in information system.
17. What is the purpose of traditional capital budgeting model? List all capital budgeting models and illustrate the drawbacks of capital budgeting models.
18. Explain how enterprise analysis and critical success factors can be used to establish organization-wide information requirement.

# College of Applied Business (CAB)

Sent-up Examination, February 2015

BIM / Seventh Semester / LOG 201: Critical Thinking and Decision Making

*Candidates are required to give their answer in their own words as far as practicable.*

## Section A

**Time: 20 minutes**

Brief answer Questions.

[10×1=10]

1. Define critical thinking.
2. What do you mean by circular reasoning?
3. List down the three main ability of creativity.
4. Write down any two characteristics of fuzzy logic.
5. Define categorization effect with example.
6. Write the use of utility curve.
7. List the technique used in group decision making.
8. What do you mean by shadow pricing?
9. Define defuzzification.
10. On which principle marginal analysis of decision making is based.

## Section C

**Time: 80 minutes**

Long answer questions.

[2×10=20]

13. Two breakfast food manufacturers ABC and XYZ are competing for an increased market share the pay off matrix, shown in the following table, describes the increases in market share for ABC and Decrease in Market Share of XYZ.

ABC	XYZ			
	Give coupons	Decrease price	Maintain present strategy	Increase Advertising
Give coupons	2	-2	4	1
Decease price	6	1	12	3
Maintain present strategy	-3	2	0	6
Increase advertising	2	-3	7	1

14. Hank is an intelligent student and usually makes good grades, provided that he has the chance to review the course material the night before the test. For tomorrow's test, hank is faces with a small problem. His fraternity bothers are having an all-night party in which he would like to participate. Hank has three options.

- i. O1=Party all night
- ii. O2=Divide the night equally between studying and partying.
- iii. O3= Study all night

The professor giving tomorrow's exam is unpredictable, in the sense that the test can be easy (S1), moderate (S2), or tough (S3). Depending upon the toughness of the test and the amount of review Hank does, the following test score combinations can be anticipated

	S1	S2	S3
O1	85	60	40
O2	92	85	81
O3	100	88	82

Recommend a course of action for Hank (based on each of the five criteria of decisions under uncertainty). Take coefficient of optimism as 0.25

**Section B**

Short answer questions.

**Time: 30 minutes**

[2×5=10]

11. Explain the cognitive process involved in problem recognition. Describe the physical and symbolic model of problem formulation.

OR

What is scenario analysis? Explain the application of sensitivity analysis in economic and financial decision analysis.

12. A distribution of past daily sales of a commodity is as follows:

Daily sales(units)	15	20	25	30	35	40
Probability	0.05	0.15	0.2	0.3	0.2	0.1

A retailer has to decide the optimum number of units to be stocked of a commodity under the following conditions:

- Cost price: Rs.20
- Selling Price: Rs 25
- Bargain price: Rs 10

Determine the optimum stock by using marginal analysis approach.

OR

A person wants to invest in two independent investment schemes: A and B but he can undertake only one at a time due to certain constraints. He can choose A first and then stop, or if A is successful then take B or vice-versa. The probability of success of A is 0.6, while for B it is 0.4. The investment in both schemes requires an initial capital outlay of Rs.10000 and both return nothing if the venture is unsuccessful. Successful completion of A will return Rs 20,000(over cost) and successful completion of B will return Rs 24000 (over cost). Draw decision tree and determine the best strategy.