(Please write your Exam Roll No.) Exam Roll No. ....

End Term Examination

Fourth Semester [MBA] May–June 2026

Paper Code: MS-212	Subject: Retail Management

Time: 3 Hours Maximum Marks: 60

Note: Attempt all questions as directed. Internal choices as indicated.

Q1 Attempt **any four** of the following: (4x5=20)

(a) Does the Wheel of Retailing Theory, in your view, explain the evolution of modern retail formats in India?

(b) Briefly explain any three challenges of omni-channel retailing.

(c) Using a suitable example of each, briefly distinguish between the profit path and the turnover path to successful financial performance in retail.

(d) Explain any four causes that contribute to Gap 3 in Retailing.

(e) Give four examples of psychological pricing strategies aimed at influencing the retail consumer's purchasing behaviour.

(f) Briefly explain why supplier relationship management is important in merchandise buying.

(g) What are four common causes of retail inventory shrinkage?

(h) Briefly explain as to why customer service is becoming a key differentiator in retail store competition.

Q2 Critically analyze the growth and transformation of organized retail in India and explain the major drivers behind the changes in the retail scenario in the country. (10)

OR

Q3 Compare department stores, convenience stores and speciality stores with respect to merchandise assortment, pricing, customer service and target audience. Give two examples of each store format to illustrate your answer. (10)

Q4 Highlight the role of retail location in determining the long-term success or failure of a retail business and explain the factors influencing retail location strategy. (10)

OR

Q5 Discuss the strategies factors that a retailer should consider before adopting franchising as a growth strategy. Give at least one example each of successful and not so successful franchising initiatives. (10)

Q6 "Successful merchandise planning depends on a framework of interconnected Components". Elaborate with a discussion of the essential components of any effective merchandising planning strategy. (10)

OR

Q7 Analyze the role of digital media and social platforms in transforming the retail communication mix and discuss the opportunities and risks that they create for retailers. (10)

Q8 "Store layout is a strategic tool that influences customer movement, sales productivity, and brand perception. " Elaborate on this statement by critically evaluating the grid, racetrack and free-form layouts. (10)

OR

Q9 Describe any ten key performance indicators (KPIs) that can be used by a retail store manager to measure and improve overall store performance. (10)

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(Please write your Exam Roll No.) Exam Roll No. 50117003924

END TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-JUNE 2026

Paper Code: MS-204 MFA-204	Subject: Corporate Social Responsibility, Human Values, and Ethics

Time: 3 Hours Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Attempt **any Four** of the following questions: (4X5=20)

(a) Name any two ethical theories used in business ethics.
(b) What is an ethical dilemma?
(c) Mention two unethical practices in marketing.
(d) Define the role of intellectual property rights in business ethics.
(e) Define the GRI framework.
(f) What is ESG analysis?
(g) What is the goal of the Kyoto Protocol?
(h) Define Green IT initiatives.

Q2. Discuss the evolution of Corporate Social Responsibility (CSR) from a historical perspective and elaborate on the emerging theories in modern corporate practices. (10)

OR

Q3. Explain the formation of values in a business context and their role in shaping organizational ethics. How do these values affect managerial decision-making? (10)

Q4. What are the implications of failed corporate responsibilities on stakeholders? Discuss in the context of human rights, and corporate governance. (10)

OR

Q5. Evaluate the ethical concerns surrounding technology, big data, and privacy in the workplace. How can organizations ensure ethical compliance in the digital age? (10)

Q6. Examine unethical issues in advertising, sales, and supply chain management. How do these practices affect consumer trust and brand integrity? (10)

OR

Q7. What are the major challenges of sustainable development faced by modern businesses? How can CSR act as a strategic tool in addressing these challenges? (10)

Q8. Explain the purpose and process of conducting a social audit. How does it support transparency and accountability in business? (10)

OR

Q9. Discuss the role of Environmental, Social, and Governance (ESG) analysis in sustainability reporting. How does it shape the decision-making of investors and stakeholders? (10)

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Exam Roll No. 50117003924

END TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-JUNE 2026

Paper Code: MS-214 MFA-212	***Subject: Mergers, Acquisitions and Corporate Restructuring***

Time: 3 Hours **Maximum Marks: 60**

Note: Attempt any five questions in all including Q.No.1 which is compulsory.

Q1 Write short note on **all** of the following: **(5x4=20)**
- a) Vertical integration
- b) Joint venture
- c) Operating synergy
- d) Tax motives

Q2 a) Explain Hubris Hypothesis of takeover and its relevance in mergers. **(5)**

b) Explain the various types of mergers with real life business examples. **(5)**

Q3 Explain the legal aspect involved in mergers and amalgamation. Describe the important sections in Mergers and Amalgamation. **(10)**

Q4 Explain any three methods of valuing a share. Further explain how Net asset value method different from EV/EBITDA Method. **(10)**

Q5 Write short note on **any two**: **(5x2=10)**
- a) DCF Method
- b) Intrinsic price of a share
- c) Book value vs market value
- d) Replacement cost

Q6 Define takeover and explain any three conditions where takeover is applicable in business. **(10)**

Q7 a) Define poison pill and mentions its types and example in detail. **(5)**

b) Explain the meaning of greenmail, bear hug and Pacman along with suitable real life examples. **(5)**

Q8 Describe the HR challenges during and post-merger and how HR leader handles these challenges. **(10)**

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END TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-JUNE 2026

PAPER CODE: MS-220	**SUBJECT: FINTECH**
Time: 3 Hours	**Maximum Marks: 60**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any four** of the following questions: **(5x4=20)**

(a) NFT
(b) Stable Coins
(c) Regulatory Sandbox
(d) Taxation of crypto currency income in India
(e) Crowdfunding

Q2 Explore the use of data analytics in evaluating investment options and aligning with the investment strategy. **(10)**

OR

Q3 Examine the role of Insurtech in transforming the insurance industry in India. How are technology-driven solutions, such as data analytics and AI, improving underwriting, customer experience, and claim management. **(10)**

Q4 Evaluate the significance of robo-advisory services in India's investment landscape. How are these platforms utilizing AI and machine learning to provide personalized financial advice, and what is their impact on retail investor participation in the stock market? **(10)**

OR

Q5 Discuss the evolution of peer-to-peer (P2P) lending platforms in India. What are the regulatory challenges and opportunities in this space, and how do these platforms contribute to financial inclusion and lending access for underserved segments? **(10)**

Q6 Explain the role of digital payments in transforming India's financial ecosystem. Discuss key government initiatives like the Digital India Program and the growth of platforms such as UPI and mobile wallets in promoting financial inclusion. **(10)**

OR

Q7 Discuss the different types of fintech typologies, providing examples for each category. **(10)**

Q8 Analyze the impact of blockchain technology on the Indian financial sector. How are banks, financial institutions, and fintech startups leveraging blockchain for improving security, reducing fraud, and enhancing transparency? **(10)**

OR

Q9 Analyze the emergence and impact of Buy Now, Pay Later (BNPL) models in fintech. How are these platforms reshaping consumer credit markets, and what risks and regulatory challenges do they present? **(10)**

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END TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-JUNE 2026

Paper Code: MS-210/MBA(A)-216 | **Subject: Marketing Analytics**

Time: 3 Hours | **Maximum Marks: 60**

Note: Attempt all questions as directed. Internal choice is indicated.

Q1: Attempt **any four** of the following: [4x5=20]

(a) Data pre processing
(b) Search Engine Optimisation
(c) Umbrella Brands
(d) Text mining
(e) Customer loyalty
(f) Viral Marketing

Q2: Explain the role of marketing analytics in strategic decision-making. How can data-driven insights transform marketing campaigns? [10]

OR

Q3: Discuss the stages of the marketing analytics process. Illustrate your answer with an example of a hypothetical marketing problem. [10]

Q4: Describe the concept of predictive models. Describe and differentiate between Exploratory and predictive data analysis for marketing decision-making. [10]

OR

Q5: Explain how perceptual maps are used to inform brand positioning strategies. Provide an example of how a company might reposition its brand using such a map. [10]

Q6: Discuss the importance of segmentation in marketing analytics. How can cluster analysis aid in identifying market segments? [10]

OR

Q7: Describe the goals of pricing. Explain different pricing techniques and methods used to acquire customers. [10]

Q8: Discuss the use of Google Analytics (or any other platform) in measuring the effectiveness of digital marketing campaigns. [10]

OR

Q9: Explain the difference between customer acquisition cost and customer retention cost. Why is this distinction important in marketing analytics? [10]

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P-1/1