MADHYA PRADESH BHOJ (OPEN) UNIVERSITY, BHOPAL

मध्य प्रदेश भोज मुक्त विश्वविद्यालय, भोपाल

Accredited with "A" Grade by NAAC

MBA (STEM) FINAL YEAR (SESSION JAN-DEC 2026)

PAPER- MARKETING MANAGEMENT

ASSIGNMENT QUESTION PAPER- FIRST **MAXIMUM MARKS: 30**

निर्देश:-

1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
2. विश्वविद्यालय द्वारा प्रदाय सत्रीय उत्तरपुस्तिकाओं में ही सत्रीय प्रश्नपत्र हल करना अनिवार्य है।
3. सत्रीय कार्य उत्तरपुस्तिका के प्रथम पृष्ठ को सावधानीपूर्वक पूरा भरें और उसमें उसी विषय का प्रश्नपत्र हल करें जो उत्तरपुस्तिका के प्रथम पृष्ठ पर अंकित किया है।
4. सत्रीय कार्य उत्तरपुस्तिका अपने अध्ययन केन्द्र पर जमा कर उसकी पावती अवश्य प्राप्त करें।

NOTE: Questions from Question No. 1 to Question No. 5 are short answer type. Each question carries 02 marks.

Q1. Define Marketing and outline two major emerging trends in modern marketing.

Q2. What are the primary factors that influence consumer buying behavior during the buying process?

Q3. Differentiate between Push and Pull promotion strategies in marketing.

Q4. What is Green Marketing and why is it gaining importance among modern enterprises?

Q5. Define Brand Management and state its primary role in establishing product identity.

NOTE: Question No. 6 to Question No. 10 are long answer type questions. Each question carries 04 marks.

Q6. Explain the components of the Marketing Environment and discuss how Market Segmentation helps in target market selection.

Q7. Detail the Customer Decision Making Framework and explain the core stages involved in New Product Development (NPD).

Q8. Describe the main objectives of Pricing and explain how pricing strategies shift across different stages of the Product Life Cycle (PLC).

Q9. Discuss the role of Marketing Information Systems (MIS) and explain the key functions involved in Channel Management and Supply Chain Management.

Q10. Analyze the opportunities and challenges in the Indian Retailing sector, and explain how firms use competitive strategies to build long-term Customer Loyalty.

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Q1. Distinguish briefly between the micro and macro elements of a firm's Marketing Environment.

Q2. Define Customer Relationship Marketing (CRM) and its role in maintaining Customer Satisfaction.

Q3. State the core purpose of Sales-Force Management and list the main steps in the process of Personal Selling.

Q4. What is the primary difference between global marketing strategies and localized domestic marketing?

Q5. Explain the concept of Product Mix and define its four dimensions (width, length, depth, and consistency).

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Q6. Explain the concept of Marketing Mix (4 Ps) and illustrate how aligning these elements forms an effective marketing strategy.

Q7. Discuss the levels of a product and explain how companies determine pricing objectives under competitive market conditions.

Q8. Outline the Marketing Research process and detail the main types of promotion included in the Promotion Mix.

Q9. Differentiate between Channel Management and Supply Chain Management, explaining how both ensure smooth product distribution.

Q10. Discuss contemporary issues in Global Marketing, focusing on how multinational firms adapt to local market dynamics while maintaining Brand Equity.

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Q1. Differentiate between Marketing and Sales in the context of business basics.

Q2. What is the primary difference between Found Markets and Created Markets?

Q3. Define the term 'Sovereignty' and state its significance in international trade.

Q4. What is meant by 'Push versus Pull' promotion strategies in foreign markets?

Q5. Define 'Marketing Audit' and state its primary objective in evaluating business performance.

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Q6. Explain the "Hierarchy of Effects" model and discuss common marketing mistakes firms must avoid.

Q7. Discuss the theories of Absolute Advantage and Comparative Advantage in international trade.

Q8. Explain how cultural forces such as language, local customs, and religion influence international marketing strategies.

Q9. Describe the key steps involved in defining research objectives and designing an international market research process.

Q10. Explain the critical factors and decision-making framework involved in preparing for entry into a new foreign market.

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Q1. List any two major elements that distinguish Export Marketing from Domestic Marketing.

Q2. What are Trading Blocs? Give one example of a prominent regional trading bloc.

Q3. Differentiate between Standardized Advertising and Adapted Advertising in international markets.

Q4. What is the role of the World Trade Organization (WTO) in regulating international trade intervention?

Q5. State the primary difference between industrial sales and direct marketing in foreign trade.

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Q6. Analyze the host government trade barriers and informal restrictions that affect overseas risk management.

Q7. Detail the product cycle in foreign markets and explain the challenges of carrying established products across borders.

Q8. How do STP (Segmentation, Targeting, Positioning) strategies help match goods and services to foreign market demands?

Q9. Discuss the distribution strategies and logistics management challenges involved in controlling global supply channels.

Q10. Outline the essential guidelines for selecting, culturally training, and motivating personnel when staffing a new international market.

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Q1. Define communication and list the basic elements of the communication process.

Q2. What is the primary importance of conducting an audience analysis before delivering a message?

Q3. Distinguish briefly between formal and informal communication networks in an organization.

Q4. State any two major communication barriers that arise due to semantic differences.

Q5. Define the 'You-Attitude' in the context of effective business writing skills.

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Q6. Explain the foundational communication theories and discuss how communication models aid in understanding message flow.

Q7. Detail the concept of self-development and explain how improving self-awareness enhances communication effectiveness.

Q8. Outline the 7 C's of Communication and explain their significance in achieving clarity and effectiveness in business correspondence.

Q9. Describe the essential steps involved in drafting effective business report writing and explain its corporate structure.

Q10. Analyze the purpose of writing bad news letters and explain the correct attitudinal approach required for drafting them.

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Q1. What is corporate communication and how does it differ from marketing communication?

Q2. State the role of positive attitude in overcoming psychological communication barriers.

Q3. Define Kinesics and explain its role as a non-verbal form of communication.

Q4. What are the primary objectives of writing good news letters in business organizations?

Q5. List any two modern forms of electronic communication widely used in modern corporate environments.

NOTE: Question No. 6 to Question No. 10 are long answer type questions. Each question carries 04 marks.

Q6. Discuss the different types of listening barriers and explain the importance of active listening in professional settings.

Q7. Explain the stages and procedures involved in staging and conducting effective selection interviews.

Q8. Detail the structural parts of a formal business letter and explain how to make business letters more effective.

Q9. Outline the types and purposes of persuasive and sales letters, detailing the standard approach used to persuade readers.

Q10. Explain how organizations utilize SWOT analysis to align communication strategies with business goals.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define a stock exchange and state any two of its main functions.

Q. 2. What is the Securities and Exchange Board of India (SEBI)? State its primary objectives.

Q. 3. What do you understand by the 'SENSEX' of the Bombay Stock Exchange (BSE)?

Q. 4. List the major stages of the Industry Cycle in Fundamental Analysis.

Q. 5. What is the difference between a Golden Cross and a Death Cross in Technical Analysis?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Differentiate between the Primary Market and the Secondary Market. What are the key benefits of issuing shares in the primary market?

Q. 7. Explain the key features, corporate structure, and major technological innovations introduced by the National Stock Exchange (NSE).

Q. 8. Describe in detail the basic principles and tenets of Dow Theory in Technical Analysis.

Q. 9. Explain the meaning and formulas of the following financial ratios:

(a) Net Profit Margin Ratio

(b) Return on Equity (ROE)

(c) Inventory Turnover Ratio

(d) Total Asset Turnover Ratio

Q. 10. How would you evaluate a listed company's background, shareholding pattern, and corporate announcements when performing a comprehensive company analysis?

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Q. 1. Name any four major international stock exchanges and their respective home countries.

Q. 2. What is the role of Market Makers and Clearing Corporations in stock exchange operations?

Q. 3. State the primary mission and the symbolic significance of the logo of the National Stock Exchange (NSE).

Q. 4. What are the primary objectives of an individual or institutional investment process?

Q. 5. Define Support and Resistance levels in technical chart analysis.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the step-by-step process of purchasing and selling shares in the secondary market, and outline the key advantages of listing a company on a stock exchange.

Q. 7. Discuss the corporate governance framework of stock exchanges, with a specific focus on board composition, independent directors, and the role of the Committee on Trade Issues (COTI) at the NSE.

Q. 8. Explain the Elliott Wave Principle, detailing the structural mechanics of Motive Waves and Corrective Waves in market trend analysis.

Q. 9. What is Fundamental Analysis? Explain how an investor evaluates a company's financial health using annual reports, profitability ratios, and stock/asset utilization ratios.

Q. 10. Compare different types of charts used in technical analysis (Line, Bar, and Japanese Candlestick charts) and explain how trend psychology (Uptrend vs. Downtrend) governs market behavior.

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Q. 1. Distinguish between a company's Vision statement and its Mission statement with an example.

Q. 2. What is the purpose of an Environmental Threat and Opportunity Profile (ETOP) study in strategic analysis?

Q. 3. Define the concept of Corporate Restructuring and state two common methods used by firms.

Q. 4. Name the seven elements included in McKinsey's 7S Framework.

Q. 5. What is Activity-Based Costing (ABC) and how does it assist in strategic management control?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the basic model of Strategic Management and discuss how the Internet and E-Commerce have impacted strategic decision-making in modern businesses.

Q. 7. Differentiate between the Resource-Based View (RBV) and Porter's Value-Chain Approach in conducting an internal corporate analysis.

Q. 8. Compare the BCG Growth-Share Matrix and the GE 9-Cell Matrix. How do corporate planners use these portfolio models to make strategic choices?

Q. 9. Analyze Porter's Five Forces Model of industry competition and explain how Porter's Diamond Model determines global competitiveness.

Q. 10. Discuss the key alignment mechanisms required for strategy implementation through organizational structure, values, ethics, and Human Resource Management (HRM).

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Q. 1. State the strategic role of Strategic Management across the functional areas of Marketing and Finance.

Q. 2. What is Competitive Intelligence and why is it vital during environmental scanning?

Q. 3. Differentiate between Retrenchment Strategy and Combination Strategy.

Q. 4. What is a Strategic Information System (SIS) and how does it support competitive advantage?

Q. 5. Briefly explain the stages involved in the Organizational Life Cycle (OLC).

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Evaluate the impact of Globalization on corporate strategies and strategic decision-making for businesses operating in hyper-competitive markets.

Q. 7. Explain how organizations conduct internal scanning using Organizational Capability Profile (OCP) and Strategic Advantage Profile (SAP) analysis.

Q. 8. Detail the process of SWOT Analysis and explain how the TOWS Matrix helps managers formulate actionable strategies (SO, ST, WO, WT).

Q. 9. Explain the strategic planning process and describe the key stages of corporate development from simple structure to multi-divisional global entities.

Q. 10. Discuss the role of Strategic Audit and management control systems in evaluating corporate performance and ensuring successful strategy execution.

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Q. 1. Define Quality and list any four dimensions of product or service quality.

Q. 2. What is the purpose of a Quality Council in a Total Quality Management framework?

Q. 3. State the 5S principles used for workplace organization and continuous improvement.

Q. 4. What is a Control Chart? Differentiate between Control Charts for Variables and Attributes.

Q. 5. Define Benchmarking and state two main reasons why organizations benchmark their processes.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the Deming Philosophy (14 Points for Management) and discuss the major barriers faced during TQM implementation in an organization.

Q. 7. Detail the Juran Trilogy and explain how the Plan-Do-Study-Act (PDSA) cycle drives continuous process improvement.

Q. 8. List and explain the Seven Basic Tools of Quality (7 QC Tools) used in Statistical Process Control (SPC).

Q. 9. Explain the concept of Quality Function Deployment (QFD) and describe the structural components of the House of Quality.

Q. 10. Discuss the need for ISO 9000 Quality Systems, detailing the core elements, documentation hierarchy, and process for quality auditing.

ASSIGNMENT QUESTION PAPER- SECOND **MAXIMUM MARKS: 30**

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1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
2. विश्वविद्यालय द्वारा प्रदाय सत्रीय उत्तरपुस्तिकाओं में ही सत्रीय प्रश्नपत्र हल करना अनिवार्य है।
3. सत्रीय कार्य उत्तरपुस्तिका के प्रथम पृष्ठ को सावधानीपूर्वक पूरा भरें और उसमें उसी विषय का प्रश्नपत्र हल करें जो उत्तरपुस्तिका के प्रथम पृष्ठ पर अंकित किया है।
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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. What are Quality Costs? List the four categories of quality costs (PAF Model).

Q. 2. What is the significance of Customer Retention and how does customer complaint handling impact service quality?

Q. 3. Explain the fundamental concept and target defect rate of Six Sigma methodology.

Q. 4. What is the Taguchi Quality Loss Function and what is its core philosophy regarding deviation from target values?

Q. 5. What are the primary objectives and benefits of implementing the ISO 14000 Environmental Management System?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Discuss the role of Senior Management leadership and strategic quality planning in driving total quality culture in an enterprise.

Q. 7. Explain the principles of Employee Involvement and Supplier Partnership. How do supplier selection, rating, and long-term partnering enhance total quality?

Q. 8. Define Process Capability (C_p and C_{pk}) and explain the New Seven Management Tools used in quality planning and problem-solving.

Q. 9. Explain Total Productive Maintenance (TPM) and the step-by-step methodology for conducting Failure Mode and Effects Analysis (FMEA).

Q. 10. Explain the implementation roadmap for an ISO 9000:2000 Quality Management System, including the role of internal and external quality audits.

ASSIGNMENT QUESTION PAPER- FIRST **MAXIMUM MARKS: 30**

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define Biopharmaceutical Marketing and differentiate it from traditional pharmaceutical marketing.

Q. 2. What is the role of an Investigational New Drug (IND) application in biotechnology regulatory submission?

Q. 3. Differentiate between Phase I and Phase II clinical trials in terms of objective and sample size.

Q. 4. What is Venture Capital (VC) and why is it crucial for early-stage biotechnology startups?

Q. 5. Define Upstream Processing and Downstream Processing in bioprocess engineering.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the key strategies used in marketing biosimilars and high-value biologics, focusing on physician adoption, patient access, and pricing models.

Q. 7. Detail the regulatory approval pathway for biopharmaceuticals, highlighting the responsibilities of major regulatory bodies (such as FDA, EMA, or CDSCO).

Q. 8. Describe the complete drug development lifecycle—from target identification and preclinical testing through to Phase I–IV clinical trials and post-market surveillance.

Q. 9. Discuss the process of valuation, due diligence, and risk assessment that venture capitalists conduct before investing in a biotech enterprise.

Q. 10. Explain the design and operating principles of a bioreactor (fermenter), detailing key control parameters such as aeration, agitation, pH, and temperature.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. What is Product Lifecycle Management (PLM) in the biopharmaceutical industry?

Q. 2. Define Good Manufacturing Practice (GMP) and its significance in biotech regulatory compliance.

Q. 3. What is a Randomized Double-Blind Controlled Trial and why is it considered the gold standard in clinical development?

Q. 4. Differentiate between Angel Investment and Venture Capital in biotech financing.

Q. 5. What is Scale-Up in bioprocess engineering, and what physical parameters must be maintained during scale-up?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Analyze the impact of patent cliff / intellectual property expiration on biopharmaceutical marketing and the entry of biosimilars into global markets.

Q. 7. Explain the regulatory requirements and documentation standards for securing Market Authorization and Common Technical Document (CTD) filings for biologic drugs.

Q. 8. Discuss ethical considerations, Good Clinical Practice (GCP) guidelines, and Informed Consent Requirements in human clinical trials.

Q. 9. Analyze the various funding stages (Seed, Series A/B/C, IPO) for a biotech venture, along with exit strategies for early-stage investors.

Q. 10. Explain the downstream separation and purification techniques (e.g., centrifugation, ultrafiltration, chromatography) used to isolate protein products from fermentation broth.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define an Electronic Health Record (EHR) and list two key benefits it provides over paper-based records.

Q. 2. What is a Sentinel Event in healthcare quality management? Give one example.

Q. 3. Differentiate between Cost-Benefit Analysis (CBA) and Cost-Effectiveness Analysis (CEA) in health economics.

Q. 4. What is Remote Patient Monitoring (RPM) and how does it support chronic disease management?

Q. 5. Define Value-Based Care (VBC) and contrast it with traditional fee-for-service healthcare models.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Discuss the role of Health Information Exchanges (HIE) and interoperability standards (such as HL7 and FHIR) in modern health information systems.

Q. 7. Explain the root cause analysis (RCA) framework and its application in improving patient safety and minimizing clinical errors in hospital settings.

Q. 8. Analyze the key economic tools used in healthcare policy analysis to evaluate public health interventions and allocate scarce medical resources.

Q. 9. Explain the architectural components and legal/regulatory challenges associated with deploying a nationwide Telemedicine platform.

Q. 10. Describe how healthcare organizations construct competitive strategies using disruptive digital innovations, such as Artificial Intelligence (AI) and predictive analytics.

ASSIGNMENT QUESTION PAPER- SECOND **MAXIMUM MARKS: 30**

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. State the primary purpose of a Clinical Decision Support System (CDSS) in hospital workflows.

Q. 2. What is the role of NABH (or Joint Commission) accreditation in ensuring hospital quality assurance?

Q. 3. Define Universal Health Coverage (UHC) and state its relevance to public policy formulation.

Q. 4. What is Asynchronous Telehealth (Store-and-Forward) and how does it differ from synchronous consultations?

Q. 5. What is a Balanced Scorecard and how is it applied in hospital strategic planning?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Examine data privacy, cybersecurity risks, and compliance requirements (such as HIPAA or DISHA) in managing Health Information Systems.

Q. 7. Detail Donabedian's paradigm of quality assessment (Structure, Process, and Outcome) and explain how quality indicators are measured in patient care.

Q. 8. Evaluate how health insurance models, out-of-pocket costs, and government subsidies impact healthcare demand and market failure.

Q. 9. Discuss the impact of Digital Health applications, wearable monitoring devices, and mHealth tools on patient engagement and preventive care.

Q. 10. Explain the strategic management process in healthcare facilities, focusing on market scanning, strategic alignment, and managing organizational change during innovation adoption.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define an Information System (IS) and distinguish between data and information in a business context.

Q. 2. Differentiate between System Software and Application Software with examples.

Q. 3. What is a Knowledge Management System (KMS) and how does it benefit an organization?

Q. 4. What is Business Process Reengineering (BPR)?

Q. 5. State any two major challenges faced when managing Global Information Systems.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the changing role of Information Systems in modern organizations and discuss how IS supports managerial decision-making and competitive business strategy.

Q. 7. Discuss the key categories of computer systems and explain the fundamental components of telecommunications networks used in enterprise environments.

Q. 8. What is a Group Decision Support System (GDSS)? Describe its key characteristics, components, and how it improves group decision-making.

Q. 9. Explain how organizations redesign their business processes using Information Systems, highlighting the integration of BPR with Total Quality Management (TQM).

Q. 10. Discuss the growth, organization, and management strategies required to establish an effective International / Global Information System.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. How do Information Systems transform modern organizations into Networked Enterprises?

Q. 2. Define Telecommunication Networks and state the function of a router and a switch.

Q. 3. Differentiate between an Information Work System (IWS) and a Knowledge Work System (KWS).

Q. 4. What is the role of Information Systems in achieving Total Quality Management (TQM)?

Q. 5. List two organizational strategies used to structure global business information systems (e.g., centralized vs. decentralized).

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Detail the relationship between Organization, Management, and Strategy in the context of enterprise information systems.

Q. 7. Classify computer hardware systems (Mainframes, Servers, Microcomputers) and evaluate the role of system software in enterprise IT infrastructure.

Q. 8. Explain the architecture and functional mechanisms of Decision Support Systems (DSS) and Knowledge Management Systems in assisting managerial decision-making.

Q. 9. Analyze the step-by-step methodology for organizational redesign through Information Systems, contrasting incremental process improvement with radical BPR.

Q. 10. Evaluate the technical, cultural, and political obstacles encountered when implementing Transnational/Global Information Systems and suggest strategies to overcome them.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define the Triple Constraint (Iron Triangle) in engineering project management.

Q. 2. Differentiate between the DMAIC and DMADV frameworks in Lean Six Sigma.

Q. 3. What is a Bill of Materials (BOM) and why is it central to Product Lifecycle Management (PLM)?

Q. 4. What is the purpose of the V-Model in Systems Engineering and Integration?

Q. 5. Define Design for Manufacturing and Assembly (DFMA) in engineering design innovation.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the critical path method (CPM) and Program Evaluation and Review Technique (PERT) in planning, scheduling, and controlling complex engineering projects.

Q. 7. Discuss the integration of Lean principles (elimination of waste/Muda) with Six Sigma statistical tools to achieve continuous process improvement.

Q. 8. Describe the core stages of the Product Lifecycle (Beginning of Life, Middle of Life, End of Life) and explain how PLM software tools manage product data across these phases.

Q. 9. Detail the systems engineering lifecycle process, focusing on requirements baseline, subsystem interfaces, and system verification and validation (V&V).

Q. 10. Explain the Design Thinking methodology and TRIZ (Theory of Inventive Problem Solving) as tools for driving innovation in engineering design.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. What is a Work Breakdown Structure (WBS) and why is it essential for project scope management?

Q. 2. What is the concept of Poka-Yoke (mistake-proofing) in process improvement?

Q. 3. State the primary difference between CAD/CAM tools and an enterprise PLM system.

Q. 4. Define Interface Management in complex systems engineering.

Q. 5. What is Generative Design and how does it advance modern engineering design innovation?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Analyze risk management strategies in engineering projects, detailing the steps of risk identification, qualitative/quantitative risk assessment, and mitigation planning.

Q. 7. Explain how Value Stream Mapping (VSM) is conducted to identify process bottlenecks, reduce cycle time, and improve overall operational capability.

Q. 8. Evaluate the role of PLM in enabling concurrent engineering, global supply chain collaboration, and sustainable product design (closed-loop lifecycle).

Q. 9. Discuss system integration methodologies, addressing the technical challenges of integrating hardware, software, and human elements in multi-disciplinary systems.

Q. 10. Analyze the trade-off analysis process in engineering design, focusing on how multi-criteria decision-making (MCDM) and rapid prototyping foster systematic design innovation.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define Environment and state the multidisciplinary nature of Environmental Studies.

Q. 2. Differentiate between renewable and non-renewable natural resources with examples.

Q. 3. What is an Ecological Pyramid? Name its three primary types.

Q. 4. Define Biodiversity Hotspots and state the key criteria used to identify them.

Q. 5. What is the concept of Maximum Carrying Capacity in relation to human population growth?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Describe the structure and functional components (biotic and abiotic) of a typical Pond Ecosystem, detailing its food chain and food web dynamics.

Q. 7. Discuss the major causes and ecological impacts of Deforestation and Water Scarcity, proposing sustainable resource management strategies.

Q. 8. Explain the level of biodiversity and evaluate the major threats responsible for Man-Wildlife Conflicts, along with *In-situ* and *Ex-situ* conservation strategies.

Q. 9. Analyze the causes, environmental impacts, and control measures for Air Pollution and discuss effective approaches for Solid Waste Management.

Q. 10. Explain the phenomenon of the Greenhouse Effect and Global Warming, and outline the key steps required to achieve Sustainable Development and wasteland restoration.

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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. State the primary objectives and need for Public Awareness in environmental protection.

Q. 2. What is Ecological Succession? Differentiate between primary and secondary succession.

Q. 3. List the biogeographical zones of India and briefly state the productive value of biodiversity.

Q. 4. Define E-Waste and outline the role of an individual in pollution prevention.

Q. 5. How does Information Technology (IT) contribute to monitoring environmental quality and human health?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the classification of energy resources, contrasting conventional fossil fuels with non-conventional/renewable energy alternatives.

Q. 7. Detail the biogeographical classification of India and explain the ethical, aesthetic, and economic values associated with biodiversity conservation.

Q. 8. Examine the causes, health hazards, and prevention methods for Water Pollution and Noise Pollution.

Q. 9. Discuss the social and ethical issues associated with big dam projects, focusing on Water Conservation (rainwater harvesting) and the Resettlement and Rehabilitation of displaced communities.

Q. 10. Based on field study principles, describe how you would document and evaluate a local ecosystem (such as a river, forest, or hill slope) and assess human impact on a nearby polluted site.

ASSIGNMENT QUESTION PAPER- FIRST **MAXIMUM MARKS: 30**

निर्देश:-

1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
2. विश्वविद्यालय द्वारा प्रदाय सत्रीय उत्तरपुस्तिकाओं में ही सत्रीय प्रश्नपत्र हल करना अनिवार्य है।
3. सत्रीय कार्य उत्तरपुस्तिका के प्रथम पृष्ठ को सावधानीपूर्वक पूरा भरें और उसमें उसी विषय का प्रश्नपत्र हल करें जो उत्तरपुस्तिका के प्रथम पृष्ठ पर अंकित किया है।
4. सत्रीय कार्य उत्तरपुस्तिका अपने अध्ययन केन्द्र पर जमा कर उसकी पावती अवश्य प्राप्त करें।

Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define an Activation Function in neural networks and list any two commonly used types.

Q. 2. What is Tokenization in Natural Language Processing (NLP)?

Q. 3. Define Stationarity in time series analysis and state why it is important for forecasting models.

Q. 4. Differentiate between data structures Vectors and DataFrames in R or Python (Pandas).

Q. 5. State the primary difference between exploratory data visualization and explanatory data visualization.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the Backpropagation algorithm in Artificial Neural Networks, detailing how loss functions and gradient descent are used to update weights.

Q. 7. Describe the step-by-step text preprocessing pipeline in NLP (cleaning, lemmatization, stop-word removal) and explain the TF-IDF feature extraction technique.

Q. 8. Detail the components of a time series (Trend, Seasonality, Cyclical, Irregular) and explain the formulation of an ARIMA model.

Q. 9. Walk through a complete business analytics workflow using Python (Pandas/Scikit-learn) or R: from data loading and cleaning to exploratory data analysis (EDA) and model building.

Q. 10. Discuss the principles of effective Data Storytelling, detailing how choice of charts, visual hierarchy, and dashboard design facilitate decision-making for business stakeholders.

ASSIGNMENT QUESTION PAPER- SECOND **MAXIMUM MARKS: 30**

निर्देश:-

1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. What is the Vanishing Gradient Problem in deep neural networks, and how do modern architectures address it?

Q. 2. What is a Bag-of-Words (BoW) model and what is its main limitation?

Q. 3. Differentiate between Additive and Multiplicative time series decomposition models.

Q. 4. What is the difference between `loc` and `iloc` indexing in Python Pandas (or equivalent indexing operations in R)?

Q. 5. What are Gestalt Principles of visual perception, and how do they apply to chart design?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Compare Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs) in terms of architecture, operations, and typical use cases.

Q. 7. Explain Word Embeddings (e.g., Word2Vec) and contrast them with traditional frequency-based text representations.

Q. 8. Explain exponential smoothing techniques (Single, Double, and Triple/Holt-Winters Exponential Smoothing) for time series forecasting.

Q. 9. Explain how classification and regression techniques are applied in business analytics to solve practical business problems like customer churn or sales forecasting.

Q. 10. Evaluate different chart types (Bar chart, Scatter plot, Heatmap, Line graph, Treemap) and explain how to design an interactive executive dashboard using visualization tools (Matplotlib/Seaborn, ggplot2, Tableau, or Power BI).

ASSIGNMENT QUESTION PAPER- FIRST **MAXIMUM MARKS: 30**

निर्देश:-

1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
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Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. Define Digital Marketing and state two key differences between traditional marketing and marketing in the digital economy.

Q. 2. Differentiate between Organic Search Results (SEO) and Paid Search Results (PPC/SEM).

Q. 3. What is Social Media Marketing (SMM) and who are the key stakeholders in the digital display ecosystem?

Q. 4. List any two advantages and two challenges of Email Marketing.

Q. 5. What is Affiliate Marketing? Define the roles of the merchant and the affiliate.

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Explain the core objectives of digital marketing and describe how Influential Digital Subcultures impact the formulation of a modern digital marketing strategy.

Q. 7. Differentiate between On-Page SEO and Off-Page SEO techniques. Explain the process of managing a Pay-Per-Click (PPC) search advertisement campaign using Google AdWords.

Q. 8. Detail the step-by-step process of planning, executing, and analyzing a Social Media Marketing (SMM) campaign across major platforms.

Q. 9. Discuss Mobile Marketing strategies, detailing key mobile messaging channels (SMS, MMS, Push Notifications, In-App Messaging) and the growth of Mobile Commerce (M-Commerce).

Q. 10. Explain the strategic building blocks of Content Marketing and discuss how Video Marketing (production, optimization, and promotion) drives audience engagement.

ASSIGNMENT QUESTION PAPER- SECOND **MAXIMUM MARKS: 30**

निर्देश:-

1. सभी प्रश्न स्वयं की हस्तलिपि में हल करना अनिवार्य है।
2. विश्वविद्यालय द्वारा प्रदाय सत्रीय उत्तरपुस्तिकाओं में ही सत्रीय प्रश्नपत्र हल करना अनिवार्य है।
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4. सत्रीय कार्य उत्तरपुस्तिका अपने अध्ययन केन्द्र पर जमा कर उसकी पावती अवश्य प्राप्त करें।

Note: Answer questions from Question No. 1 to Question No. 5 briefly. Each question carries 02 marks.

Q. 1. What is a Digital Marketing Strategy and why is customer segmentation crucial in a digital environment?

Q. 2. Define Keyword Research in Search Engine Optimization and state its significance.

Q. 3. What is Digital Display Advertising (DDA) and how is its performance measured?

Q. 4. Define Location-Based Mobile Marketing and give an example of its application.

Q. 5. What are the primary building blocks of an Affiliate Marketing Program?

Note: Answer questions from Question No. 6 to Question No. 10 in detail. Each question carries 04 marks.

Q. 6. Analyze the shift from traditional marketing to marketing in a digital economy, highlighting the role of online consumer behavior and digital subcultures.

Q. 7. Explain Search Engine Marketing (SEM). How do marketers measure campaign success using metrics such as Click-Through Rate (CTR), Cost-Per-Click (CPC), and Conversion Rate?

Q. 8. Explain the process of managing Digital Display Advertising (DDA) campaigns, detailing ad placements, targeting options, and stakeholder relationships.

Q. 9. Describe the end-to-end process of managing an Email Marketing Campaign, from strategy and list segmentation to automation, design, and analytics tracking.

Q. 10. Discuss the integration of Video Marketing and Content Marketing in building brand awareness, detailing content creation, storytelling, and multi-channel promotion.