

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**TOTAL QUALITY MANAGEMENT (TQM)**  
PAPER – VI (A)

Time: 3 Hours]

[Max. Marks: 70

**Section – A**Answer the following questions in not more than **ONE** page each:

(5x4=20)

1. Explain the Characteristics of Quality Leaders.
2. Write in brief about Quality Cost.
3. What are the objectives of ISO 14000 series?
4. Discuss the need for Quality management system.
5. What is Tree Diagram.

**Section – B**Answer the following questions in not more than **FOUR** pages each:

(5x8=40)

6. a) What is TQM? Explain the benefits of TQM.  
(OR)  
b) Discuss about Evolution and History of TQM.
7. a) Explain the principles and practices of continuous process improvement.  
(OR)  
b) Explain the strategy for implementing continuous improvement in an organization.
8. a) Explain the model of a process-based quality management system.  
(OR)  
b) With a neat diagram, explain about Baldrige Award Criteria framework.
9. a) Write in detail about the steps involved in FMEA procedure.  
(OR)  
b) Discuss about Quality Management Function Deployment and Building a House QFD Process briefly.
10. a) Explain in detail about Forced Field Analysis.  
(OR)  
b) Discuss the Statistical Process Control and its methodology.

**Section – C (Compulsory)**

(1x10=10)

Philips India Ltd., previously called Pieco Electronics Ltd., A MNC has Dutch parents and its major plant in Calcutta. The company is having sound corporate image in India for years. The company had its ancient production system in its main plant at Calcutta. Labour unions started agitating for salary hike and asked for a number of incentives and facilities to establish parity with other competing electronic giants. "There was a political clout of the labour unions which leads to increased militancy. The situation of labour trouble took such an ugly turn out of India by closing the plant. In 1995, however, managers refused to give up & implement TQM. The first for which was total employees involvement.

The main weakness of the company during 1990 started converting into strength when labour unions started participating intensively. By 1995 the Calcutta plant of Philips India became a model factory for its major competitors to envy – its operations & turnaround. The R & D section took the leading role for spearheading the company with its smart people & well equipped laboratories. The posters claiming "Quality" were exhibited in the premises & all working areas. The progress due to teamwork & quality orientation was so impressive that it led the company to achieve the internationally most coveted – The European Quality Award. The company also obtained certification of environmental management system EMS 14001. In a nutshell; five beliefs helped the management in its revival. These five beliefs are : i) mission statement ii) revolve around valuing iii) trusting & creating trustworthiness, iv) respecting the people and using their brainpower in teams, and v) continuously motivating them. The continuous improvement through structured Kaizen activities was adopted as a way of day-to-day work improvement in assignments. Cross-functional groups and small group improvement activities did surveys on employee motivation were undertaken to know & further boost the employees morale & participation in decisions of the company. Focus on customer & their delight was increased by customer surveys.

**Questions:**

- i) Apart from the key areas, what are the other areas by which the company could have brought about total quality control?
- ii) How would you apply Philips India Policy to help other electronics companies in India to implement TQM?

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017

**W.T.O & IPR**

PAPER – VI (B)

Time: 3 Hours]

[Max. Marks: 70  
(5x4=20)

Section – A

Answer the following questions in not more than **ONE** page each:

1. TRIMs
2. Hague Agreement
3. Patent document
4. Who can apply for GI?
5. Copy rights

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Main Purpose of GATT was to promote international trade by reducing trade barriers such as tariffs or quotas. Elucidate.  
(OR)
- b) i) Discuss about Technology transfer.  
ii) Explain the Dispute Resolution Mechanism.
7. a) WCT was created to address changes in digital technology and communications, particularly the distribution of digitally protected works over the internet. Discuss.  
(OR)
- b) Write an essay on Paris and Bern Conventions.
8. a) i) Discuss the significance of patentable and non-patentable inventions.  
ii) Discuss about legal requirements for patent acquisition.  
(OR)
- b) i) Explain various forms of IPR.  
ii) Discuss about Management of IP Assets.
9. a) What is Geographical Indication (GI)? Explain protection of GIs at national and international level.  
(OR)
- b) Discuss about basic requirements and procedure for Industrial Designs.
10. a) Explain the Infringement of copy rights and the remedies.  
(OR)
- b) Write briefly about:
  - i) Infringement of Trademarks and Remedies
  - ii) Classification of Trademarks.

Section – C (Compulsory)

(1x10=10)

Recently organized World Entrepreneurs Summit in Hyderabad has influenced Mr. Akhil to invent an item. After a yearlong work, he was successful in his work in designing chips which helps water in the ponds and lakes from evaporation due to sunlight. He wants to go a step ahead and take patents for preparing chips procedure and protect his invention. Guide him about

- i. How to prepare a patent document.
- ii. Important procedural aspects
- iii. Types of patent applications.

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**CROSS CULTURE MANAGEMENT**  
PAPER – VI (C)

Time: 3 Hours]

[Max. Marks: 70  
(5x4=20)Section – AAnswer the following questions in not more than **ONE** page each:

1. Concept of Culture
2. Communication Strategy
3. Negotiation
4. Motivation
5. Culture Change

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the role and significance of CCM to managerial personnel.  
(OR)  
b) What do you know about horizons in cross culture management?
7. a) Discuss about the elements and the process of communication across cultures.  
(OR)  
b) Explain communication strategy for an Indian MNC and a Foreign MNC with an illustration.
8. a) Discuss about needed Skills and Knowledge base of Negotiation in case of multi cultural context with an Illustration.  
(OR)  
b) Write about structure and culture in an Organizational Context.
9. a) Explain about Staffing and Training for Global Operations.  
(OR)  
b) How do you develop values for high-performance organization personnel?
10. a) How do design the strategy for a Culture Change Building.  
(OR)  
b) What is Culture Shock? Write about successful implementation of culture change phases.

Section – C (Compulsory)

(1x10=10)

Wal-Mart Stores followed a French rival, Carrefour, in withdrawing from South Korea, becoming the latest global brand to flounder in an economy with some of the most demanding consumers.

Wal-Mart said in 2006 that it had agreed to sell all 16 of its South Korean outlets to Shin-Segae, a local refuter, for \$882 million.

- i. What made the popular Wal-Mart fail in South Korea?
- ii. What are the reasons for success in other Countries like Mexico and Canada?
- iii. Is there any cultural factor involved in this failure? Explain.

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**FUNDAMENTALS OF BUSINESS ANALYTICS**  
PAPER – VI (D)

Time: 3 Hours]

[Max. Marks: 70  
(5x4=20)Section – AAnswer the following questions in not more than **ONE** page each:

1. Data Warehousing
2. Single factor experiment
3. Descriptive Statistics
4. Cluster Analysis
5. PERT

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the concept and importance of Business Analytics.  
(OR)  
b) Discuss on the Master Data Management?
7. a) Explain about the environment of decision with suitable examples.  
(OR)  
b) Explain the Decision tree analysis with relevant example.
8. a) Explain the where the Co-efficient of Correlation can be applied.  
(OR)  
b) From the following details compute Spearman's Co-efficient of Correlation.

X	10	20	15	18	25	45
Y	15	20	25	18	20	35

9. a) Explain briefly the Discriminant Analysis and its application.  
(OR)  
b) Discuss on the advantages and disadvantages of Factor analysis?
10. a) Explain the concepts of PERT & CPM.  
(OR)  
b) Discuss on the Components of Network analysis?

**Section – C (Compulsory)**

(1x10=10)

**Case Study**

Mr. 'X' is going to start a business on Ready Made Dresses for Adults, (Women & Men) and child in a big-way. But his friend Mr. 'K' told him that you need to Segmentise properly and do it to get a greater success. Also he advised him to use 'CLUSTER' Analysis for a better decision in that regard.

Explain him that how he can do such analysis to arrive the better decision about his business.

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FACULTY OF BUSINESS MANAGEMENT  
IMBA V – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**TECHNOLOGY MANAGEMENT**  
PAPER – VI

Time: 3 Hours]

[Max. Marks: 70  
(5x3=15)Section – AAnswer any five of the following questions in not more than **ONE** page each

1. a. Classification of technology.
- b. Technology and Business.
- c. Acquisition of Technology.
- d. Uses of Technology Transfer.
- e. Effect of Technology Push and Market Pull.
- f. Product Life Cycle.
- g. Types of Process Innovations.
- h. Determinants of Nation's Capabilities for Technical Innovations.

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

2. a) Discuss the need for Management of Technology and the levels of Management of Technology.  
(OR)
- b) Write briefly about:
  - i) Technology and Society
  - ii) Drivers of Management of Technology.
3. a) Define 'Technology Forecasting' and explain the process of Technology Forecasting.  
(OR)
- b) Explain the concept of 'Critical Technologies and Technology Maps'.
4. a) Explain the Technology Flow Process and Technology Life Cycle.  
(OR)
- b) Write short notes on:
  - i) Diffusion of Technology
  - ii) The 'S-Curve' of Technological Progress.
5. a) What is Innovation? Explain how the companies manage the Innovations.  
(OR)
- b) Define the term 'Technology Transfer' and discuss the significance and types of Technology transfer.
6. a) Explain the role of governments in promoting Science and Technology.  
(OR)
- b) Discuss about the future prospects of India in Technology Developments.

Section – C (Compulsory)

(1x15=15)

**Case Study:** IBM Credit Corporation could cut the process of financing IBM Computers, Software and Services from seven days to four hours by rethinking the process. Originally, the process was designed to handle difficult applications and required four highly trained specialists and a series of hand offs. The actual work took only one to five hours; the rest of the time was spent in transit or delay.

IBM Credit Corporation was able to replace the specialist by a single individual supported by a user friendly, Computer System that provided access to all the data and tools that the specialists would use.

Many Companies including IBM Credit Corporation have benefited by methods like process of reengineering. Keeping this in view discuss:

**Questions:**

- a) The concept and types of process Innovation.
- b) Levels of Process Innovation and
- c) Process improvement Techniques.

FACULTY OF BUSINESS MANAGEMENT  
IMBA VII – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**TOTAL QUALITY MANAGEMENT (TQM)**  
PAPER – VI (A)

Time: 3 Hours]

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FACULTY OF BUSINESS MANAGEMENT  
IMBA VII – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**WORLD TRADE ORGANIZATION & IPR**  
PAPER – VI (B)

Time: 3 Hours]

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FACULTY OF BUSINESS MANAGEMENT  
IMBA VII – SEMESTER REGULAR EXAMINATIONS, DEC- 2017  
**FUNDAMENTALS OF BUSINESS ANALYTICS**  
PAPER – VI (D)

Time: 3 Hours]

[Max. Marks: 70

(5x3=15)

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