

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

BBA -I Semester

COURSE CODE (CREDITS): 23BB1HS112(4)

MAX. MARKS: 25

COURSE NAME: Principles and Practices of Management

COURSE INSTRUCTORS: Triambica Gautam

MAX. TIME: 1 Hour 30 Minutes

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

Q1. Evaluate any organization of your choice on Senge's Learning Organisation framework. Why is this aspect specially relevant these days?

CO3 [5]

Q2. Describe any two high performance work practices that are directly under the purview of the HR function in any organization.

CO2 [5]

Q3. How is the span of control defined in any organizational structure?

CO2 [5]

Q4. Between a Mechanistic and Organic organization structure which would you recommend for an advertising agency and why? Explain with examples.

CO3 [5]

Q5. Discuss the methods of enhancing group creativity. Is group creativity more important than individual creativity? Why/ why not?

CO3 [5]

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS- 2023

B.Tech-III Semester (All Branches)

COURSE CODE (CREDITS):21B11HS312 (1)

MAX. MARKS: 25

COURSE NAME: Interpersonal Dynamics Values and Ethics

COURSE INSTRUCTORS: Triambica Gautam & Dr. Tanu Sharma

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable (numeric) assumptions wherever required for solving problems*

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Q1. Would you categorise taking your career decision as one done using the Rationality model, Bounded rationality model or intuitive decision making? Explain.

CO3 [5]

Q2. "Individuals do not always follow ethical standards promulgated by their organizations, and sometimes violate their own standards." Critically evaluate this statement.

CO5 [5]

Q3. Explain the dimensions of the Big Five model of personality.

CO2 [5]

Q4. Describe the context in terms of technology, organizational rules, and management's influence for a group or team you have been a part of. How did this context appear to affect the teams'/ groups' effectiveness?

CO3 [4+2]

Q5. Describe any two personalities categorized as the Dark Triad. How is this knowledge useful in the organizational context?

CO4 [3+1]

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2023

Ph.D.-I Semester (All branches)

COURSE CODE (CREDITS): 18P1WGE101 (3)

MAX. MARKS: 25

COURSE NAME: RESEARCH METHODOLOGIES INCL QUANTITATIVE METDS & COMP APPLS

COURSE INSTRUCTORS: Dr Amit S, Deler, Ranjith, Atul

MAX. TIME: 1 Hour

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make suitable assumptions wherever required for solving problems*

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Q. 1 What is research? What is the core purpose and objective of conducting research? How does it contribute to advancing knowledge in various fields of study? (5)

Q. 2 What are essential criteria or considerations while selecting research objectives? Discuss in detail. (5)

Q. Provide an example for a qualitative research and explain why quantitative methods are unsuitable for the same. (5)

Q.4 What are the key characteristics and advantages of an exploratory research design, and how can it be effectively used to gather preliminary insights and information in a research study? (5)

Q. 5 What are the key characteristics and limitations of non-probability sampling designs, and how can researchers address potential sources of bias and increase the credibility of their research findings when using such sampling methods? (5)

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

Ph.D.- 1<sup>st</sup> Semester

COURSE CODE(CREDITS): 17P1WGE102 (1)

MAX. MARKS: 25

COURSE NAME: Ethics, Plagiarism & IPR Issues

COURSE INSTRUCTORS: Dr Hemant Sood

MAX. TIME: 1 Hour 30 minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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Q1. How Patents of products and processes are useful for protecting innovations? Which rights are conferred under this intellectual property? Which licensing mode helps in utilizing these patentable products under specific circumstances? (2+1+2)

Q2 What is the rationale of International agreements under WIPO for Intellectual Property Protections? Cite example. Why Paris Convention was considered as one of the conventions for Intellectual property protection? (2.5+2.5)

Q3. How does an IP cell help in the commercialization of any innovation or invention developed in JUIT? How IPR wealth can be realized and its management can be strategized for growing the Intellectual property of JUIT? (2.5+2.5)

Q4. Which intellectual property is required for protecting author's and publications right in India? Which rights are conferred under it and which amendments broaden its coverage? Explain (2.5+2.5)

Q5. Which ethical model would be required to assess its implementation under dilemmatic situations in which trials of the Newly developed Vaccine EBV against Ebola would be testified on humans? Which ethical tools are required for its fair analysis? How you can analyze being one of the ethicists for this situation and give your opinion? (2+1+2 )

**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT**

**TEST -2 EXAMINATION- 2023**

**BBA-I Semester**

COURSE CODE (CREDITS): 23BB1HS113 (4)

MAX. MARKS: 25

COURSE NAME: BUSINESS ENVIRONMENT

COURSE INSTRUCTORS: Dr. Amit Srivastava

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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1. Write short notes on (max 50 words) [1.5x4=6] (CO1)
  - a). Capitalism
  - b). Democratic Socialism
  - c). Indian Constitution
  - d). MRTP Act
2. How do central banks use interest rates and money supply to implement monetary policy, and what are the potential effects of these policy tools on the economy? [4] (CO3)
3. What are the key components of India's current fiscal policy, and how do they aim to address the country's economic challenges and promote sustainable growth? [5] (CO4)
4. How NITI Aayog is different from Planning Commission and what are its key initiatives and recommendations to address the country's development challenges? [5] (CO3)
5. What are the different types of inflation experienced in India, and how do these various inflation types impact the economy, consumers, and businesses in the country? [5] (CO2)

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS114 (4)

MAX. MARKS: 25

COURSE NAME: MANAGERIAL ECONOMICS

COURSE INSTRUCTORS: Dr. Amit Srivastava

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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1. Write short notes on (max 50 words) [1.5x4=6] (CO1)
  - a). Cardinal Utility
  - b). Law of Supply
  - c). Production Function
  - d). Total Product of Capital
2. What is the marginal utility theory in economics, and how does it explain the consumer's decision-making process when it comes to purchasing goods and services? Also provide an example to illustrate how marginal utility influences consumer choices? [4] (CO2)
3. How does the concept of indifference curves contribute to our understanding of consumer preferences and decision-making in economics? Can you explain the key elements of indifference curves and their role in representing consumer choices? [4] (CO3)
4. What is a production function in economics, and how does it describe the relationship between inputs and outputs in the production process? How can Cobb-Douglas production function be applied to analyze different industries or sectors of the economy? [4] (CO3)
5. A consumer wants to consume two goods, X and Y, whose prices are Rs 10 and Rs 15 respectively. The income of the consumer is Rs 200. [1+2+1=4] (CO4)
  - a). Write down the equation of budget line.
  - b). Can the consumer afford a bundle of "8X + 10Y"?
  - c). How much of "Y" can the consumer consume if he spends all his income on it?
6. The Cobb-Douglas Production Function of a firm is given as:  $Q = 80 K^{0.5} L^{0.5}$ . Assuming, price (and marginal revenue) is equal to Rs 25 per unit. Currently, the firm is operating with 64 units of capital, if the wage rate is Rs 320/- per unit, then how many units of labour should be employed by the firm to operate efficiently. [3] (CO5)

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

Ph.D.-I Semester (HSS)

COURSE CODE (CREDITS): 23P1WHS102 (3)

MAX. MARKS: 25

COURSE NAME: ESSENTIALS OF ACADEMIC WRITING

COURSE INSTRUCTORS: Dr. DELER SINGH

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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Q. 1 How does academic writing contribute to developing critical thinking and research skills? Why is this development crucial for their academic and professional growth?

(CO1)

[5]

Q. 2 What are the foundational principles and guidelines for academic writing? (CO1)

[5]

Q. 3 How can writers demonstrate their comprehension of complex academic topics by effectively summarising and paraphrasing existing research in their own words while avoiding plagiarism? (CO1)

[5]

Q. 4 What are the key distinctions between various types of academic writing, such as research papers, essays, literature reviews, and dissertations? How do these differences affect the writing process and goals?(CO 2)

[5]

Q. 5 How does writing and publishing academic papers and articles benefit PhD students in building their academic reputation and contributing to their career advancement in academia or other fields? (CO 3)

[5]

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

BBA-I Semester

COURSE CODE (CREDITS): 23BBWHS132 (4)

MAX. MARKS: 25

COURSE NAME: Ethics and Corporate Social Responsibility

COURSE INSTRUCTORS: Neena Jindal

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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1. Who is a consumer? Explain the importance of consumer protection from the point of view of the consumer. Marks 5 (CO2)

2. What is meant by corporate social responsibility? How much should this responsibility dictate the role of the corporation? Are there any important factors to consider? How important is maximizing the return for the shareholders? Marks 5 (CO 2)

3. What ethical duties do employers have towards employees? Why is the right to privacy and security/safety, so difficult to balance in the world today? Explain? Marks 5 (CO3)

**4. Case Study: Read the case and answer the questions**

Enron is one of the most infamous examples of corporate fraud in U.S. history. The scandal that destroyed the company resulted in approximately \$60 billion in lost shareholder value. Sherron Watkins, an officer of the company, discovered the fraud and first went to her boss and mentor, founder and chairperson Ken Lay, to report the suspected accounting and financial irregularities. She was ignored more than once and eventually went to the press with her story. Because she did not go directly to the SEC, Watkins received no whistleblower protection. (The Sarbanes-Oxley Act was not passed until after the Enron scandal. In fact, it was Watkins's circumstance and Enron's misdeeds that helped convince Congress to pass the law. Now a respected national speaker on the topic of ethics and employees' responsibility, Watkins talks about how an employee should handle such situations. "When you're faced with something that really matters, if you're silent, you're starting on the wrong path . . . go against the crowd if need be," she said in a speech to the National Character and Leadership Symposium, (a seminar to instill leadership and moral qualities in young men and women).

Watkins talks openly about the risk of being an honest employee, something employees should consider when evaluating what they owe their company, the public, and themselves. "I will never have a job in corporate America again. The minute you speak truth to power and you're not heard, your career is never the same again."

Enron's corporate leaders dealt with the looming crisis by a combination of blaming others and leaving their employees to fend for themselves. According to Watkins, "Within two weeks of me finding this fraud, [Enron president] Jeff Skilling quit. We did feel like we were on a battleship, and things were not going well, and the captain had just taken a helicopter home. The fall of 2001 was just the bleakest time in my life, because everything I thought was secured was no longer secure."

**Questions**

- Did Watkins owe an ethical duty to Enron, to its shareholders, or to the investing public to go public with her suspicions? Explain your answer.
- How big a price is it fair to ask a whistle blowing employee to pay? (2\*5) CO4



COURSE CODE (CREDITS): 23P1WHS103 (3)

MAX. MARKS: 25

COURSE NAME: CONTEMPORARY LITERARY THEORY

COURSE INSTRUCTORS: Dr. DELER SINGH

MAX. TIME: 1 Hour30 Minutes

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

1. How does post-structuralism challenge traditional notions of authorship and textuality in literature? What are the implications of this challenge for literary analysis? (CO 1) [5]
2. Explain the concept of "deconstruction" as a central idea in post-structuralist literary theory. Provide examples of how it has been applied to specific literary works. (CO 1) [5]
3. What are the key principles and influences of structuralism in literature? How does structuralism impact the analysis and interpretation of literary works?"(CO 1) [5]
4. What role does intertextuality play in postmodern literature? How does referencing other texts contribute to the layers of meaning in these works? (CO 2) [5]
5. How does postmodernism address the issues of cultural identity, diversity, and representation in literature? What are some key works that explore these themes? (CO2) [5]

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT  
TEST -2 EXAMINATION- 2023

B. Tech-I Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS): 21B11HS111 (2)

MAX. MARKS: 25

COURSE NAME: English

COURSE INSTRUCTORS: Deler Singh, Atul K Singh

MAX. TIME: 1 Hour 30 Minutes

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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- Q. 1 Mindfulness and appropriate practice play a significant role in overcoming pre-presentation anxiety. Discuss strategies that one may use to boost their self-confidence and handle presentation jitters before and during the presentations. (CO 2) [5]
- Q. 2 Discuss how preconceived notions, the Halo effect, allness and close-mindedness act as barriers to the smooth flow of ideas in a workplace and adversely impact the quality of communication. Substantiate your answers with the help of suitable examples. (CO 5) [5]
- Q. 3 (i) Discuss in detail the role and importance of empathetic listening in fostering stronger team collaboration and communication in organizations. (CO 2) [2.5]
- (ii) Suggest strategies to promote empathetic listening in organizations. (CO 2) [2.5]
- Q.4 What are the most common barriers to listening in organizations? Suggest strategies to recognize and address these barriers to listening. (CO 5) [5]
- Q. 5 Understanding theories of communication helps us understand the dynamics of employee-employer relationships and suggests ways to create a more productive environment in organizations. Comment on the statement and substantiate your answers with suitable examples. (CO 5) [5]

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

B. Tech-I Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS): 18B11HS111 (2)

MAX. MARKS: 25

COURSE NAME: English and Technical Communication

COURSE INSTRUCTORS: Deler Singh, Atul K Singh      MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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Q. 3 (i) Discuss in detail the role and importance of empathetic listening in fostering stronger team collaboration and communication in organizations. (CO 2) [2.5]

(ii) Suggest strategies to promote empathetic listening in organizations. (CO 2) [2.5]

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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

B.B.A.-I Semester

COURSE CODE (CREDITS): 23BB1HS111 (3)

MAX. MARKS: 25

COURSE NAME: Business Communication

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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Q. 1 Mindfulness and appropriate practice play a significant role in overcoming pre-presentation anxiety. Discuss strategies that one may use to boost their self-confidence and handle presentation jitters before and during the presentations. (CO 2) [5]

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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2EXAMINATION- 2023

B.Tech- VSemester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS):18B11HS511 (3)

MAX. MARKS: 25

COURSE NAME: Project Management and Entrepreneurship

COURSE INSTRUCTORS: Anupriya Kaur and Bilal Khan

MAX. TIME: 1 Hour 30 Minutes

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

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1. Systematic integration of various elements of the projects to meet the various project objectives is the most difficult aspect of implementing the plan for a complex project. Explain. [5](CO3)
2. Mr. Smith is a project manager at Futuristic.com, a company which is engaged in providing e-commerce services to the customers. The company wants to develop a new software for its website, as the company has expanded its line of business. Draw a Work Breakdown Structure (WBS) chart, which Mr. Smith is expected to follow to develop the new software for the e-commerce website so as to increase the customer base of the company. [5] (CO3)
3. Define the following terms: [1X5=5] (CO3&4)
  - (a) Project Planning
  - (b) Scope Creep
  - (c) Agile Projects
  - (d) Top-down budgeting
  - (e) Learning Curves
4. Explain the process of cybernetics control system with the help of diagram. [5] (CO4)
5. Project guidelines should be robust and must be applied in an exhaustive manner so as to establish an effective change in control procedure. Discuss the relevance of statement w.r.t project control. [5] (CO4)