

MBA I Semester II Question Bank

Business Research Methods (DSC37BRM11):

1. Apply sampling techniques to design a survey for market entry research in a new region.
2. Analyze the differences between qualitative and quantitative data collection methods in consumer behavior studies.
3. Evaluate the reliability of hypothesis testing in validating business assumptions.
4. Create a research proposal incorporating ethical considerations for a product innovation study.
5. Analyze data analysis tools like SPSS for interpreting survey results.
6. Evaluate the limitations of secondary data sources in strategic decision-making.
7. Apply scaling techniques to measure customer satisfaction in a service industry.
8. Create a report structure for presenting research findings to stakeholders.
9. ****Caselet-based:**** A firm tests a new ad campaign with biased samples. Analyze how to correct sampling errors and improve validity.
10. ****Caselet-based:**** Research on employee turnover yields conflicting data. Evaluate hypothesis formulation to resolve inconsistencies.
11. ****Caselet-based:**** In a competitive analysis, primary data is incomplete. Create a mixed-methods approach to enhance comprehensiveness.

Marketing Management (DSC37MKT11):

1. Apply the 4Ps of marketing to develop a strategy for launching a sustainable product.
2. Analyze market segmentation techniques to target demographics in a digital campaign.
3. Evaluate the effectiveness of branding strategies in building customer loyalty.
4. Create a marketing mix plan for entering an international market.
5. Analyze consumer buying behavior models in e-commerce purchasing decisions.
6. Evaluate pricing strategies under competitive pressures.
7. Apply distribution channels to optimize supply chain for perishable goods.
8. Create promotional tactics using social media for brand awareness.
9. ****Caselet-based:**** A brand faces declining sales due to poor positioning. Analyze STP (Segmentation, Targeting, Positioning) to reposition it.

10. ****Caselet-based:**** In a price war, competitors undercut costs. Evaluate dynamic pricing models to maintain profitability.
11. ****Caselet-based:**** A new app launch targets millennials. Create an integrated marketing communication plan based on behavior insights.

Human Resource Management (DSC37HRM11):

1. Apply performance appraisal methods to design an evaluation system for sales teams.
2. Analyze recruitment strategies for diversity hiring in a tech firm.
3. Evaluate the impact of training programs on employee retention.
4. Create a compensation structure incorporating incentives for motivation.
5. Analyze HR policies for conflict resolution in unionized environments.
6. Evaluate succession planning in leadership development.
7. Apply job analysis techniques to redefine roles in a restructuring.
8. Create employee engagement initiatives for remote workers.
9. ****Caselet-based:**** High absenteeism plagues a factory. Analyze motivational theories to improve attendance.
10. ****Caselet-based:**** During layoffs, morale drops. Evaluate HR strategies to manage change and support affected employees.
11. ****Caselet-based:**** A firm expands globally. Create a cross-cultural training program to address diversity challenges.

Finance Management (DSC37FIN11):

1. Apply capital budgeting techniques to assess investment in new machinery.
2. Analyze working capital management for liquidity optimization in a seasonal business.
3. Evaluate dividend policies in maximizing shareholder value.
4. Create a financial leverage plan to balance debt and equity.
5. Analyze risk-return trade-offs in portfolio management.
6. Evaluate cost of capital calculations for project financing.
7. Apply ratio analysis to interpret financial health.
8. Create hedging strategies for currency risks in international trade.

9. ****Caselet-based:**** A company faces cash shortages despite profits. Analyze cash flow management to resolve issues.
10. ****Caselet-based:**** In volatile markets, investments underperform. Evaluate diversification strategies to mitigate risks.
11. ****Caselet-based:**** A startup seeks funding. Create a capital structure model using NPV and IRR.

Operations Management (DSC37OPM11):

1. Apply inventory control models like EOQ to minimize holding costs.
2. Analyze supply chain processes for efficiency in a global manufacturing setup.
3. Evaluate quality management systems like Six Sigma in reducing defects.
4. Create a production scheduling plan using lean principles.
5. Analyze facility layout designs for workflow optimization.
6. Evaluate just-in-time (JIT) implementation in automotive assembly.
7. Apply forecasting methods to predict demand in retail operations.
8. Create maintenance strategies for equipment reliability.
9. ****Caselet-based:**** A warehouse experiences stockouts. Analyze ABC analysis to improve inventory classification.
10. ****Caselet-based:**** Delays in delivery affect customer satisfaction. Evaluate value stream mapping to streamline processes.
11. ****Caselet-based:**** High waste in production lines. Create a Kaizen-based improvement plan.

Business Analytics (DSC37ANA11):

1. Apply descriptive analytics to summarize sales trends from datasets.
2. Analyze predictive modeling techniques for customer churn prediction.
3. Evaluate the use of big data tools in strategic decision-making.
4. Create a dashboard using Tableau for KPI monitoring.
5. Analyze machine learning algorithms for fraud detection.
6. Evaluate ethical issues in data privacy for analytics projects.
7. Apply clustering methods to segment markets.

8. Create optimization models for resource allocation.
9. **Caselet-based:** E-commerce data shows varying user behaviors. Analyze sentiment analysis to enhance recommendations.
10. **Caselet-based:** In healthcare, patient data predicts readmissions. Evaluate regression models for accuracy.
11. **Caselet-based:** Supply chain disruptions occur. Create a simulation model to forecast impacts.