

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End- Semester Examination, December 2020

Programme : : B. Tech

Course: **Introduction to Business Management**

Time: 03 Hours

Instructions: Attempt all sections and questions

Semester: V

Course Code: **DPBM301**

Max. Marks : 100

SECTION A

Q.1	Multiple choice questions : Make correct choice with explanation	Marks	CO
	<p>i. According to Porter, which strategy offers products or services to a small range of customers at the lowest price available on the market?</p> <ul style="list-style-type: none">a. Low costb. Best valuec. Cost focusd. Differentiation <p>ii. The purpose of an external audit is to prepare a list of which of the following?</p> <ul style="list-style-type: none">a. Opportunities and weaknessesb. Threats and strengthsc. Opportunities and threatsd. Strengths and weaknesses <p>iii. Which of the following is a standardized, detailed set of techniques and behaviors that manage anxieties, but seldom produce intended, technical consequences of practical results?</p> <ul style="list-style-type: none">a. Folktalesb. Ritesc. Ritualsd. Values <p>iv. Principles of conduct that guide decision-making are known as:</p> <ul style="list-style-type: none">a. Human rightsb. Business ethicsc. The constitutiond. Social responsibility <p>v. Which of the following is NOT a characteristic of well-constructed goals?</p> <ul style="list-style-type: none">a. Address important issuesb. Easy to rememberc. Precise and measurabled. Challenging but realistic <p>vi. Which one of the following area can be the weakness of a firm?</p> <ul style="list-style-type: none">a. Changing lifestyle	5X6=30	CO1

	<ul style="list-style-type: none"> b. High oil prices c. Ineffective Marketing d. increasing pollution 		
SECTION B			
	Write short answers	Marks 10X5= 50	CO
Q2	What is the purpose of Business? Explain while defining the functions of business	10	C02
Q3	Socio-cultural environment becomes dominant factors in Business. Comment with suitable example	10	C02
Q4	Competitive rivalry is necessary evil. Examine the statement while explaining five forces model	10	C03
Q5	Existence of firms depend on its resource and competencies . Examine the statement while elaborating the role of intangible assets in the business	10	C03
Q6	Explain the importance of IPR in business	10	C03
Section-C			
Case/ application based questions			
	<p>Cognizant Technology Solutions Corp is a high-tech engineering firm that provides engineering services in telecommunications industry. Headquartered in Teaneck, New Jersey, United States, the company provides IT services, including digital, technology, consulting, and operations services to the satellite communications industry. Cognizant’s business has grown over the past decade through work subcontracted to it by global engineering firms that establish satellite communications systems in various countries. It has developed a lot of cutting-edge technology as part of its work with these large multinationals and generally has a very good reputation in the industry. However, new contracts have dried up over the last 12 months, as the industry as a whole is going through a lean phase. Cognizant has decided to examine the satellite communications technologies it has developed over the years to see if any of them can be put to further commercial benefit independent of specific contracts.</p>		CO4

Q7.	As a strategic consultant , examine the commercial value of satellite communications technologies	10	CO4
Q8.	What would you advise Cognizant? Also exhibit parameters of commercialization.	10	CO4