



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY
(NAAC Accredited; Affiliated to GGSIP University, Delhi)



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The institution adheres to the academic calendar including for the conduct of Continuous Internal Evaluation (CIE)

ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NIODA

CHARTER OF DUTIES: CHAIRPERSON EXAMINATION CELL

General

The Exam Cell, a part of academic team runs under the guidance of Director and carry out functions under the leadership of Chairperson, Exam Cell. The responsibility of Chairperson, Exam Cell is to coordinate, control and execute the following activities:-

- (a) Liaison with Examination Branch of GGSIP University.
- (b) Conduct Internal Examinations in the Institute
- (c) Co-ordinate with Director in University related activities.

(a) Liaison with Examination Branch of GGSIP University

I. OMR Form & Registration Chart (for Term End Examinations)

- a. Collection and filling of OMR forms & Registration Charts from GGSIP University for Term End Examination as per the schedule/notification.
- b. OMR form & Registration Chart should be filled with necessary information by the students under the supervision of Programme Coordinator.
- c. Programme Coordinator will submit filled OMRs and Registration Chart to the Exam Cell for the Director's signature and seal.
- d. Exam Cell will prepare the covering letter for the submission of filled OMR / Registration Chart to the GGSIP University within stipulated time.

II. OMR Award Sheets (for forwarding Internal Marks to University) & Attendance Sheets for External Practical/Project Viva/NUES Examinations

- a. Collection of OMR award sheets from GGSIP University for posting Internal/ External Practical/ Project Viva and NUES Marks.
- b. Handover OMR sheets to the respective faculty for filling the marks out of 25 (for Theory papers), 40 (for Practical/Project Viva papers) and 100 (for NUES).
- c. Filled OMR Sheets with proper signature from the faculty will be received by the Exam cell.
- d. Submit filled OMR Sheets to the Director for signature and stamp.
- e. Exam Cell will prepare the covering letter and submit the OMR Sheets to the University by the specified date by the University.

III. Date sheet for T.E & Internal Examinations

- a. Date sheet will be downloaded from University website (www.ipu.ac.in) and displayed on the notice board for students' information.
- b. Date Sheet for Internal Examination will be prepared before seven days of the internal examinations and circulated to students and faculty members.

IV. Admit Card

- a. Collection of Admit Cards from the University.
- b. Put up Admit Cards for Director's signature and seal before the exam starts and also photocopies are taken for Institute record.
- c. Distribution of the Admit Cards to the student as per the proforma of undertaking received from the University.

V. Instruction for arranging Transport to Estate Supervisor

- a. Prepare a Transport Requirement Chart specifying total number of students to go to the examination centre on each date and submit the same to the ES for advance requisition of transport in time.

VI. Compilation of University Result

- a. Download the result from the University website and the Exam cell analyzes student's performance as per internal and external Examination point of view.
- b. The Exam Cell performs the analysis of results as per the following breakdown:

<u>Bracket</u>	<u>Number of Students</u>
< 50 %	
50 - 55 %	
56 - 60 %	
61-65 %	
65 - 70 %	
70 - 75 %	
75 - 80 %	
80 - 85 %	
> 85 %	

- c. Submit the performance analysis report to the Director within one week of publication of results.
- d. The Exam Cell also specifies the subject-wise topper in the performance report.

(b) Conduct Internal Examinations within the Institute

As mentioned in the SOP for conduct of Examinations & Evaluation.

(c) Co-ordinate with Director in University related activities

The Chairperson, Exam Cell is responsible for coordinating with the Director in all University related activities.

ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA

SOP FOR CONDUCT OF EXAMINATIONS & EVALUATION

Aim

Each faculty is responsible for maintaining and following the standards of utmost quality in setting up the question papers, evaluating the answer sheets and the measuring student's performance. Internal assessment should also include the code of conduct, attitude and behavioral characteristics of a student. Therefore it should be free from biases, favors and prejudices from the faculty members.

General

To provide instructions and guidelines for conducting and evaluating Internal Examinations of MBA Programme in AIMT, Greater Noida.

Exam Cell

The Exam Cell will be responsible for proper conduct of the examinations. Compositions of Exam Cell will be as under:-

- (a) **Chairperson:** A faculty member will be nominated by the Director as Chairperson, Exam Cell.
- (b) **Members- 3 (One Faculty and Two Clerks)**

Scheme of Internal Examinations

1. There will be one written examination in each semester. Beside this, a student can also be evaluated through assignments/ projects depending upon the nature of the subject and course content.
2. Generally, the written examination should be conducted as per the slot allocated in Academic Calendar of the University Calendar.
3. Procedure for conducting the written Examination will be as follows:-
 - (a) The Chairperson of Exam Cell must ensure that sufficient number of main and additional answer sheets with proper index numbers are available in the stationary store for conducting the same examination. If not, then he/she must obtain approval of Registrar/Director for printing of answer sheets/ additional sheets at least one month before commencement of the semester.
 - (b) Exam Cell will issue a mail to faculty members/ concerned staff for submission of TWO sets of question papers at least seven days before the examination as per the guidelines/format mentioned below. The individual faculty will submit question papers in a sealed envelope to the Exam Cell.

- (c) The Chairperson of Exam Cell will prepare the date Sheet for the said examination as per GGS1P University calendar and get it approved from the Director at least seven days before the commencement of the examination.
 - (d) The Chairperson of Exam Cell will also obtain the list of debarred students from the Pgme Co-ordinators/ Discipline Committee for various reasons such as shortage of attendance, etc. one week before the examination and put up the same to the Director for approval.
 - (e) The Exam Cell will prepare the Seating Plan for the eligible student and ensure that it should be pasted in prominent places on each day/session.
 - (f) The Exam Cell will prepare the invigilation roster and get it approved from the Director at least 3 days before the examination and circulate among the faculty at least one day before the commencement of examination.
 - (g) The Chairperson of Exam Cell must put up a notice for the students that they should not carry books, any other printed/ handwritten/ course materials, bags, mobile phones, programmable calculators and other electronic gadgets in academic block during examination in advance and students found doing so are to be booked as Unfair Means (UFM).
4. Procedure for conducting and evaluating assignments/projects will be as follows:-
- (a) The faculty will give assignments/projects in a semester.
 - (b) The assignment/project can be individual or in groups/syndicates. Preferably, the minor assignments should be individual and the major should be in group / syndicate.
 - (c) The time required for working on assignments/projects may vary as per the nature and type of research.
 - (d) No assignments/projects will be entertained after the due dates. Name of the defaulters should be put up to the Director through In-Charge Academics on the date of submission itself.
 - (e) The assignment/project should be evaluated through presentations, so as to evaluate the actual contribution of each student and marks will be awarded accordingly by the faculty.
5. Procedure for Post Examination activities will be as follows:-
- (a) Answer Sheets will be evaluated by the concerned faculty within one week after examinations. After evaluation, the concerned faculty will show evaluated answer sheets to their students for verification/corrections if any.

- (b) The subject faculty has to submit the final internal score sheets (signed hard copy and soft copy) and evaluated answer sheets to the Exam Cell for record keeping.
- (c) The Exam Cell will compile the overall result and put up to the Director for approval.
- (d) Finally, the Exam Cell will publish the final approved copy of result sheet on the Notice Board and also provide a copy of the same to the concerned faculty for filling in OMR sheets provided by the University and entry in students Performance record files/registers.

Guidelines for preparing Question Papers

- (a) Question Paper is having two parts i.e. Part-A comprises conceptual- based questions and Part-B comprises application-based questions like case studies/caselets/numericals,etc.
- (b) Two sets of question papers are to be prepared by the concerned faculty as per the below mentioned format and submit the same in sealed envelope to the Exam Cell within the due date.



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA

MID-TERM CLASS TEST

MBA-14/13 Batch Second/Fourth Semester

Subject:
Sub Code: MS

Duration: 1.5 Hrs
Max. Marks:

Instructions:

- 1.
- 2.

PART-A

Conceptual based questions.

PART-B

Application based questions.



ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA

MID-TERM CLASS TEST
MBA-15 Batch (2018-20) 4th Semester

Subject: Strategic Management
Sub Code: MS 206

Duration: 1 ½ Hrs
Max. Marks: 30

Instructions: Attempt all questions as instructed.

PART-A (20 Marks)

Q.1. Write short notes on any 2 of the following: - (5 Marks each)

- a) Explain the concept of strategy and point out its limitation
- b) What do you mean strategic intent and strategy formulation?
- c) Explain THREE levels of Strategies with examples.

Q.2. Give a lucid description of the concepts of core competency in the light of:
(a) Stretch (b) Leveraging (C) Fit (10 Marks)

OR

Explain Mintzberg's Views of Strategy (Five Ps)

PART-B (10 marks)

Q. 3.

Knowing who you are and your product is intelligence, knowing your competitors is essential and knowing your customer is true business. Knowing your suppliers can affect your products, services and marketing strategies is critical to your survival. Whether you are a Fortune 500 company or a small, local business. These forces have a direct influence on your success.

Indian Railways (IR) is India's national railway system operated by the Ministry of Railways. It manages the fourth-largest railway network in the world by size, with 121,407 kilometres (75,439 mi) of total track over a 67,368-kilometre (41,861 mi) route. Forty nine percent of the routes are electrified with 25 KV AC electric traction while thirty three percent of them are double or multi-tracked. IR runs more than 13,000 passenger trains daily, on both long-distance and suburban routes, from 7,349 stations across India. The trains have a five-digit numbering system. Mail or express trains, the most common types, run at an average speed of 50.6 kilometres per hour (31.4 mph). In the freight segment, IR runs more than 9,200 trains daily. The average speed of freight trains is around 24 kilometres per hour (15 mph).

In the year ending March 2018, IR is projected to carry 8.26 billion passengers and transport 1.16 billion tons of freight. In the fiscal year 2017-18, IR is projected to have earnings of ₹ 11.874 trillion (US\$29 billion), consisting of ₹ 1.175 trillion (US\$18 billion) in freight revenue and ₹ 1501.25 billion (US\$7.7 billion) in passenger revenue, with an operating ratio of 96.0 percent.

Question: Based on above statement and your understanding, explain Porter's Five Forces model. (10 Marks)



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Duration: 1 ½ Hrs
Max. Marks: 30

Instructions: Attempt all questions as instructed.

PART-A (20 Marks)

Q.1. Write short notes on any 2 of the following: - (5 Marks each)

- Explain the concept of strategy and point out its limitation
- Grand Strategies Vs Generic Strategies
- Explain THREE levels of Strategies with examples.

Q.2. Explain the Concept of a Company Value Chain with suitable examples (10 Marks)

OR

Explain Mintzberg's Views of Strategy (Five Ps)

PART-B (10 marks)

Q. 3.

Knowing who you are and your product is intelligence, knowing your competitors is essential and knowing your customer is true business. Knowing your suppliers can affect your products, services and marketing strategies is critical to your survival. Whether you are a Fortune 500 company or a small, local business. These forces have a direct influence on your success.

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