

4M1244

Roll No. _____

Total No of Pages: 2

4M1244

M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020

Marketing

**M – 420 Consumer Behavior & Market Research
(Major – II) (i)**

Time: 2 Hours

Maximum Marks: 42

Min. Passing Marks: 17

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 2 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

Q.1 Explain 'Consumer Behavior' and give its scope. Discuss the significance of understanding consumer behavior for a marketer. [14]

Q.2 (a) Explain in detail the implications of understanding Consumer Learning and Involvement in any business. [7]

(b) Write a short note on "Elements of Perception." [7]

Q.3 "A society can have all of the values it wants, but if it does not have a way to enforce those values, then having values means nothing." Comment and discuss the effect of values and norms on consumer behavior. [14]

Q.4 Describe Marketing Research Process in detail. [14]

Q.5 Compare and contrast the Primary and Secondary Data. Discuss different sources of secondary data collection. [14]

Q.6 Write short notes on any two- [7+7=14]

- (a) Factor Analysis
- (b) Advertising Research
- (c) Product Research

SECTION - B

Case Study

Q.7 You are nation brand manager for an e-Bike. You are aware of the power that opinion leaders exert on consumers. You want to stimulate opinion leadership. How will you identify opinion leaders? How essential their support could be for you? How would you motivate them? [14]

4M1241

Roll No. _____

Total No of Pages: 2

4M1241
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Finance
M – 410 Financial Derivatives
(Major – II) (i)

Time: 2 Hours

Maximum Marks: 42
Min. Passing Marks: 17

Instructions to Candidates:

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1. NIL _____

2. NIL _____

SECTION - A

- Q.1 What are Derivatives? Explain various types of derivative contract. [7+7=14]
- Q.2 Write short notes on:
- (a) Currency derivatives [7]
 - (b) Interest rate derivatives [7]
- Q.3 Explain the participants in future market. Also explain hedging with the help of futures. [7+7=14]
- Q.4 What do you mean by Risk Management. Discuss the framework of risk measurements and management. [7+7=14]
- Q.5 (a) What do you mean by swap? Discuss some type of swaps. [7]
- (b) Distinguish between a call option and a put option. How do you exercise an option? [7]

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[560]

Q.6 (a) Discuss the derivative market in India. [7]

(b) Write short note on: [7]

(i) Black-Scholes option pricing model

(ii) Clearing and Settlement

SECTION - B

Case Study

Q.7 Mr. Z wanted to sell his shares at a market price of ₹ 60 per share. The exercise price of the call option is ₹ 58. X paid a premium for these shares at the rate of ₹ 5 per share for a 6 months call option ₹ 500 for 100 shares. What would be Mr. X's gain or loss in the following conditions:

(a) If Mr. Z's price of stock is ₹ 52 when option is exercised? [7]

(b) If Mr. Z's stock is ₹ 65 when option is exercised? [7]

4M401

Roll No. _____

Total No of Pages: **2****4M401**

M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Common for all Groups
M – 401 Business Ethics & Corporate Governance
(Compulsory) (BE & CG)

Time: 2 Hours**Maximum Marks: 42**
Min. Passing Marks: 17**Instructions to Candidates:**

- (i) *The question paper is divided in two sections.*
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- (iii) *All questions carry equal marks.*

1. NIL _____2. NIL _____**SECTION - A**

- Q.1 Define ethics. Differentiate ethics from values. Discuss the factors that influence the ethics. [14]
- Q.2 "Today's marketing is more about managing competition than selling products and services." Critically discuss this statement and establish how ethics can help in managing competition. [14]
- Q.3 Define corporate social responsibility. What are the approaches and goals of social responsibility? [14]
- Q.4 Write short notes on the following –
- (a) Theory of Sanskaras [7]
- (b) Bhagwad Geeta and Self-Management [7]
- Q.5 What is Doctrine of Karma? How does it impinge upon the decisions of managers? [14]

Q.6 Comment on the following- (any two)

- (a) Gandhiji's Doctrine of Satya and Ahimsa. [7]
- (b) Trusteeship principle in modern business. [7]
- (c) Secular Versus Spiritual Values in Management. [7]

SECTION - B

Case Study

Q.7 Why would you consider the study of ethics important for today's business practices?

Give examples of five areas of business operations where ethical practices play dominant roles in the success of the business. [14]

4M1072

Roll No. _____

Total No of Pages: 2

4M1072
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Finance
M – 411 Banking & Insurance
(Major – I) (ii)

Time: 2 Hours

Maximum Marks: 42
Min. Passing Marks: 17

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
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- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 Explain the following with reference of “Indian Banking System” –
- (a) Constituents of the Indian Banking System. [5]
 - (b) Sources of funds in Commercial Banks. [5]
 - (c) Uses of funds in Commercial Banks. [4]
- Q.2 Explain the need for Monetary Policy. Critically examine the present Monetary Policy of Reserve Bank of India. [14]
- Q.3 Write short note on the following –
- (a) Basic functions of Banks in India. [5]
 - (b) Products in Retail – Banking. [4]
 - (c) Difference between Retail and Corporate Banking. [5]
- Q.4 What is Insurance Contract? Explain the features of Insurance Contract on the basis of elements of general contract & special contract. [14]

Q.5 Explain the following with reference of Insurance Sector –

- (a) Trends & challenges in Insurance industry. [7]
- (b) Functions of IRDA. [7]

Q.6 (a) Describe Letter of Credit with its types. [7]

- (b) Explain functions performed by ECGC. [7]

SECTION - B

Case Study

Q.7 Read the following case and answer the questions given at the end –

E – Banking, which includes any transaction you perform using the internet or a mobile device, is becoming more common, making electronic payments, paying bills and transferring money between accounts are all elements of e – banking, which can be done from your cell phone or computer. Despite potential risks of identity theft and account hacking and less personal contact with bank. E – Banking presents a number of advantages to customers.

Keeping the above information in mind, you comment on following issues -

- (a) Advantages & Disadvantages of E – Banking. [7]
- (b) Opportunities & Challenges of E – Banking. [7]

4M403

Roll No. _____

Total No of Pages: **2**

4M403

M.B.A. IV- Sem. (Main & Back) Exam Sept. 2020
Common for all Groups
M-403 Business Laws
(Compulsory)

Time: 2 Hours

Maximum Marks: 42
Min. Passing Marks: 17

Instructions to Candidates:

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1. NIL

2. NIL

SECTION - A

- Q.1 "All agreements are not contracts but all contracts are agreements." Discuss the statement explaining the essentials of a valid contract. [14]
- Q.2 Explain the Companies Act in detail. [14]
- Q.3 (a) What are the major provisions of the IT Act 2000? [7]
- (b) Why the Environmental Protection Act is applicable at present scenario? What is the prevention? Explain in detail. [7]
- Q.4 Explain in detail (Any two)- [7+7=14]
- (a) Value added tax
 - (b) Rights of Consumer
 - (c) Penalties in case of dishonor of Cheques

- Q.5 (a) What do you mean by Advance Tax? Explain the procedure of payment of advance tax. [7]
- (b) What are the various functions related to the company? [7]
- Q.6 "Promotion is the first stage in the formation of a company." Explain several stages involved in the formation of a company. [14]

SECTION - B

Case Study

- Q.7 "The process of winding up of a company involves the realization of the assets, payment of the liabilities and distribution of surplus, if any, amongst the members of the company." Explain the winding up of a company by order of the court. [14]

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M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020

Marketing

M – 420 Consumer Behavior & Market Research

(Major – I) (i)

Time: 2 Hours

Maximum Marks: 42

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Instructions to Candidates:

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1. NIL

2. NIL

SECTION - A

- Q.1 (a) Explain the consumer decision making models of Howard – Sheth and Engell Kollat blackwell with their different perspective. [5+5=10]
- (b) Name the individual determinants of Consumer behavior. [4]
- Q.2 Write short note on –
- (a) Elements of perception [5]
- (b) Cross Cultural Consumer behavior [4]
- (c) Nicosia Model of Consumer decision making [5]
- Q.3 (a) Explain the marketing implications of Opinion Leadership Consumer decision process. [6]
- (b) Explain the role of the Adoption-Diffusion process of Consumer decision making process with suitable examples. [8]
- Q.4 (a) Explain the types of data in market research with suitable examples. [4]
- (b) Explain the different methods of data collection. [10]

- Q.5 (a) Explain the general procedure of hypothesis testing and define related terms. [7]
(b) A sample analysis of examination results of 500 students was made. It was found that 220 students had failed, 170 had secured the third class, 90 were placed in second class and 20 got a first class. Are these figures commensurate with the general examination result which is in the ratio of 4 : 3 : 2 : 1 for the various categories respectively? [7]

Given: [Critical value of $\chi^2: |\chi_{\alpha/2}^2| = 7.81$ at $\alpha = 5\%$, degrees of freedom = 9]

- Q.6 Explain the following in respect of application of marketing research –
- (a) Test Marketing [3½]
 - (b) Brand positioning [3½]
 - (c) Sales forecasting [3½]
 - (d) Segmentation [3½]

SECTION - B

Case Study

- Q.7 Suppose you are working as a research analyst in a research design and analysis company, which is working on problems of Industry (Manufacturing and service both). The company receives the following problem area with a specific research problem. You being a specific area analyst, select an area & problem.

You have to develop a complete research plan which includes –

- (a) Defining the problem objectives
- (b) Formulation of sample sizing and hypothesis
- (c) Design of hypothesis
- (d) Research parameters (to be decided) and finding, interpretation and conclusion.

Note :- Select any one out of the following – [14]

- (i) Supply chain management; Analysis of buying behavior on dairy product in a city area.

OR

- (ii) FMCG; Customer satisfaction analysis at Big mall with respect to city.
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4M1252

Roll No. _____

Total No of Pages: 2

4M1252
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
HRM
M – 430 Employment Laws
(Major – II) (i)

Time: 2 Hours

Maximum Marks: 42

Min. Passing Marks: 17

Instructions to Candidates:

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- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 Discuss the various labour standards adopted by International Labour Organization for the protection of industrial workers. How far has India rectified such standards in its labour legislation either directly or indirectly? [7+7=14]
- Q.2 What are the different authorities under the Industrial Disputes Act for settlement of Industrial disputes? Critically examine. [14]
- Q.3 (a) Discuss the essential elements of a 'Factory' under the Factories Act, 1948. [7]
(b) What are the general duties and responsibilities of an occupier? [7]
- Q.4 Explain the concept of 'minimum wage' and describe the procedure for fixation and revision of minimum wage under the Minimum Wages Act, 1948. [14]

Q.5 What is the objective of Employees' State Insurance Act? What is establishment under ESI Act and who are covered by it? [7+7=14]

Q.6 Describe the emerging issues and future trends of labour policies. [7+7=14]

SECTION - B

Case Study

Q.7 Discuss any two of the following – [7+7=14]

- (a) Labour commissions and their recommendations.
 - (b) Maternity Benefit Act, 1961.
 - (c) Workmen's Compensation Act, 1923.
 - (d) Contract Labour (Regulation and Abolition).
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4M1041

Roll No. _____

Total No of Pages: 2

4M1041
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Finance
M – 410 Financial Derivatives
(Major – I) (i)

Time: 2 Hours

Maximum Marks: 42
Min. Passing Marks: 17

Instructions to Candidates:

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1. NIL _____

2. NIL _____

SECTION - A

- Q.1 What do you mean by derivatives? Discuss the various types of derivatives. How is the derivatives trading regulated in India? [2+7+5=14]
- Q.2 Explain the trading mechanism of future contracts with the help of diagram. What is the role of clearing house in this mechanism? How do daily settlement take place? [7+4+3=14]
- Q.3 What do you mean by swap contracts? Explain the structure of global swap markets. What are the various types of swaps? Explain. [2+5+7=14]
- Q.4 Define Options. Explain the trading strategies of option contracts with suitable diagrams. Distinguish between future and option contracts. [2+8+4=14]

Q.5 Write short note on –

- (a) Initial Margin V/s Maintenance Margin [3]
- (b) One step Binomial Model of options [3]
- (c) European V/s American options [2]
- (d) Collars V/s Floors [3]
- (e) Hedgers V/s Arbitrageurs [3]

- Q.6 (a) What do you mean by Hedge Ratio? What is the formula to calculate Hedge Ratio? [3]
- (b) What is Beta of portfolio? Write the meaning and formula of option delta. [4]
- (c) If NSE Spot index is ₹ 1200, the 1 month MIBOR is 10.50%. The expected dividend yield is 2% p.a. Calculate the fair value of a future contract with 1 month expiration. [7]

SECTION - B

Case Study

Q.7 Ultra Films Ltd. (UFL) has imported raw material worth US \$ 2 million for which payment is due after 3 months. The following rates are quoted by a Bank –

	Bid Rate	Ask Rate
Spot (Rupees per US \$)	47.00	47.45
3 – m forward	47.50	48.00

The firm is expecting appreciation of the US dollar by more than 5% in three months time.

- (a) Should UFL hedge payable? [3]
- (b) What rate would be paid by UFL if it decides to hedge? [4]
- (c) What would be the gain or loss if the actual spot rates after three months turn out to be : [7]
 - (i) ₹ 46.50 – ₹ 47.00 and
 - (ii) ₹ 49.30 – ₹ 49.85

4M1075

Roll No. _____

Total No of Pages: 2

4M1075
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Marketing
M – 421 Marketing of Services
(Major – I) (ii)

Time: 2 Hours

Maximum Marks: 42
Min. Passing Marks: 17

Instructions to Candidates:

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- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION - A

- Q.1 What do you mean by services? Distinguish between Goods and Services. What are the implications of marketing of services on the marketing manager? [14]
- Q.2 (a) What is market segmentation? Discuss the role of customer loyalty in relation to the segmentation. Support your answer with suitable example. [10]
- (b) Write the process of New Service Development. [4]
- Q.3 What is marketing communication mix? Discuss the various objectives of marketing communication in detail. [14]
- Q.4 Discuss the types of actions that customer can take in response to a service failure. As a Manager, would you want to encourage your customers to be voicers? If yes, then why? [14]

Q.5 (a) Discuss the various financial services offered by the Banks. [7]

(b) Distinguish between Professional services and Public Utility services. [7]

Q.6 Write short note on –

(a) Educational Services [4]

(b) Prestige Pricing [4]

(c) Targeting v/s Positioning [6]

SECTION - B

Case Study

Q.7 (a) Consider a recent service purchase that you have made. Which of the factors influencing expectations were the most important in your decision and why? [7]

(b) Assume that you are working as a frontline service employee of a 5 star hotel. How do you deal with difficult or 'problem' customers? Discuss how you handled such situations. As a manager of frontline employees, how would you help your employees to deal with such difficult customers? [7]

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Roll No. _____

Total No of Pages: 2

4M1275
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Marketing
M – 421 Marketing of Services
(Major – II) (ii)

Time: 2 Hours

Maximum Marks: 42
Min. Passing Marks: 17

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1. NIL _____

2. NIL _____

SECTION - A

Q.1 (a) What are the basic characteristics of services compared with goods? What are the implications of these characteristics for an airline? [7]

(b) What do you mean by services? Explain the classification of services with suitable example. [7]

Q.2 “Pricing decisions in services are approached in a not very sophisticated manner.” Explain and also discuss the pricing tactics that may be used to sell services. [7+7=14]

Q.3 Write short notes on –

(a) Marketing communication mix [5]

(b) Improving service quality & productivity [5]

(c) Relationship marketing [4]

Q.4 What do you mean by physical evidence environment in which service is delivered?

Explain the procedures, mechanisms and flow of activities by which the services are delivered? [7+7=14]

Q.5 In what way is distribution of services different from goods? Identify a service which can be distributed through electronic channel and discuss the benefits and challenges involved in it. [14]

Q.6 Explain in brief - [14]

- (a) Service promotion
- (b) Health service
- (c) Public utility services

SECTION - B

Case Study

Q.7 Assume you manage a movie theater in a big city - [14]

- (a) Explain the underlying pattern of demand fluctuations likely to occur at the theater and the challenges it would present to you as a manager. Is the pattern of demand predictable or random?
 - (b) Explain the importance of physical evidence for a movie theater.
 - (c) Explain demand oriented and capacity oriented strategies you would undertake to smoothen the peak and valley of demand?
-

4M402

Roll No. _____

Total No of Pages: **2**

4M402
M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020
Common for all Groups
M – 402 Project Management
(Compulsory)

Time: 2 Hours**Maximum Marks: 42**
Min. Passing Marks: 17**Instructions to Candidates:**

- (i) The question paper is divided in two sections.
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(iii) All questions carry equal marks.

1. NIL2. NIL**SECTION - A**

- Q.1 (a) Distinguish between Forward Integration and Backward Integration Projects. [7]
(b) What are the stages of Project Life Cycle? Explain. [7]
Q.2 (a) What are the objectives of Social Cost Benefit Analysis? [6]
(b) The details of a proposed project are as under-

Capital Investment	₹ 20,00,000
Life of Project	6yrs.
Project Implementation Period	1yr.
Cost of Capital	14%

₹ in lacs

Year	1	2	3	4	5	6
Cash Flow (₹)	2.00	3.00	5.00	4.00	4.00	3.00

Assess if the project is worthwhile to be taken up for implementation, using NPV method evolution. [8]

Q.3 Describe WBS. What is the purpose of WBS? How might it aid the Project Management in organizing the project? [14]

Q.4 (a) Identify various resources that are to be considered when scheduling projects. [7]

(b) What is Resource Loading? How does it differ from Resource Levelling? [7]

Q.5 Write short note on- [14]

(a) Quality Control in Project Management

(b) S - curve

(c) Materials Reconciliation

(d) BOQ

Q.6 What do you understand by Project Procurement? Describe processes of procurement and significance of contracts. [14]

SECTION - B

Case Study

Q.7 Given the following highway rerouting project- [14]

Activity	Immediate Predecessor	Activity Time (months)
A	-	4
B	-	6
C	A	2
D	B	6
E	C, B	3
F	C, B	3
G	D, E	5

(a) Draw the network.

(b) Find the ESs, LSs, and slacks.

(c) Find the Critical Path.

(d) If the project has a one and half year deadline for re-opening, should we consider crashing some activities? Explain.

4M1283

Roll No. _____

Total No of Pages: 2

4M1283

M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020

HRM

**M – 431 Performance Management & Retention Strategies
(Major – II) (ii)**

Time: 2 Hours

**Maximum Marks: 42
Min. Passing Marks: 17**

Instructions to Candidates:

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1. NIL

2. NIL

SECTION - A

- Q.1 (a) Explain Performance Planning in brief. [6]
- (b) Discuss the process of performance analysis in detail. [8]
- Q.2 (a) What are the objectives of Performance Appraisal? [7]
- (b) Explain Self-assessment with its importance. [7]
- Q.3 (a) Distinguish between Potential Appraisal and Performance Appraisal. [8]
- (b) State the objectives of Potential Appraisal. [6]
- Q.4 Explain Reinforcement and Punishment. Discuss the role of organization Reward System in Performance Management. [14]

Q.5 Discuss the significance of counselling for better performance. How can the supervisors be trained to give constructive feedback? [14]

Q.6 Write short notes on any two –

(a) Personal Development Plans. [7]

(b) Principles of Learning. [7]

(c) Competency Mapping. [7]

SECTION - B

Case Study

Q.7 Explain traditional and modern methods of Performance Appraisal with suitable examples of Indian organization of your choice. [14]

4M1053

Roll No. _____

Total No of Pages: **2**

4M1053

M.B.A. IV - Sem. (Main / Back) Exam., Sept. 2020

HRM

**M – 431 Performance Management & Retention Strategies
(Major – I) (i)**

Time: 2 Hours

**Maximum Marks: 42
Min. Passing Marks: 17**

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1. NIL

2. NIL

SECTION - A

Q.1 Define PMS. Describe the functions of Performance Management System in the present business scenario. [14]

Q.2 What is Performance Planning? Explain the process of Performance Planning in detail. [14]

Q.3 Write short notes on –

(a) Goal Setting Procedure [7]

(b) Competency Mapping [7]

Q.4 Discuss the objectives of Performance Appraisal. Explain 'Graphic Rating Scale' and 'BARS' methods of Performance Appraisal with their advantages and disadvantages. [14]

Q.5 What is performance related pay? Discuss its need and challenges. [14]

Q.6 Distinguish between – [7+7=14]

(a) Performance Coaching and Performance Counselling.

(b) Performance Appraisal and Potential Appraisal.

SECTION - B

Case Study

Q.7 A recently flourished organisation, which is not having any systematic performance management system, discharged a staff member. The staff member Mr. Vineet claimed that he had been working for more than 12 months, but due to his age, he was discriminated. He had not received any performance appraisal and not made aware that his performance was not satisfactory. Though he had been warned on several occasions for mistakes and delays in assigned works. He claimed that his termination was a surprise. Considering the case, how often do you think that an organisation should do performance appraisal? Discuss the significance of an effective Performance Management System in an organisation. [14]
