

## **MBA 2017-2018**

*DESIGN MANAGEMENT*

*FASHION MANAGEMENT & MARKETING*

### **Marks Distribution**

General Awareness	30
Design Inclination	20
Logical Thinking	10
Analytical Thinking	25
Personality Trend	15
TOTAL	100

**GENERAL AWARENESS - 10 marks**

Q1. Please underline the correct answer for the following questions below

1. What does AI stand for in the field of technology?  
Airlines India      Artificial Intelligence      Adobe Illustrator
2. ISRO successfully launched 104 satellites from which city?  
Sriharikota      Valiamala      Thiruvananthapuram
3. Jack Ma is the founder of which company?  
Alibaba      Infibeam      Futurebazaar
4. What is Internet - based computing that provides shared computer processing resources and data to computers and other devices on demand?  
Utility computing      Networking      Cloud Computing
5. The present Lok Sabha is the  
15<sup>th</sup> Lok sabha      16<sup>th</sup> Lok sabha      17<sup>th</sup> Lok Sabha
6. Which of the following is used in Pencils?  
Lead      Graphite      Phosphorus
7. Which of the gas is not known as green house gas  
Hydrogen      Methane      Nitrous Oxide
8. Which of the below is not correctly matched?  
Bhangra-Punjab      Bihu-Nagaland      Garba-Gujrat
9. Golden Globe Awards are accolades bestowed for best work in which field?  
Design      Music      Film and Television
10. Which of the below is related with calligraphy?  
Decorative handwriting      Fabric printing      Engraving

### Extra questions

11. Desdemona is a character from which play?

Othello

Hamlet

Macbeth

12. SHOPPER STOP is owned by which group of companies?

K.Raheja Corp Group

Landmark Group

Tata Group

13. Which of the below means Market share?

Investment in share market  
company

Portion of market occupied by company

govt share in

**DESIGN INCLINATION - 20 marks**

Q2. Choose a social cause with which you empathise and want to spread awareness. Create a poster in the below given space which best communicates with the target audience (15 marks). Write few lines to support (5 marks)

**GENERAL AWARENESS - 10 marks**

Q3. Name the brand against each tagline

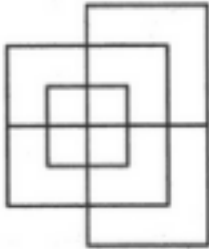
1. Think different - Apple
2. Open Happiness – Coca Cola
3. The ultimate driving machine - BMW
4. Shop, eat, celebrate - Central
5. Life's Good - LG
6. Casual Luxury – Abercrombie & Fitch
7. A diamond is forever – De Beers
8. The king of good times - Kingfisher
9. Born Tough - Ceat
10. Because I'm worth it - Loreal

**Extra Questions**

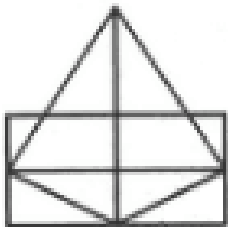
1. Imagination at work – General Electirc
2. No confusion, great combination - Bingo
3. Do you have it in you? – Indian Army
4. It hot! –Radio Mirchi

**Q4.ANALYTICAL THINKING - 10 marks**

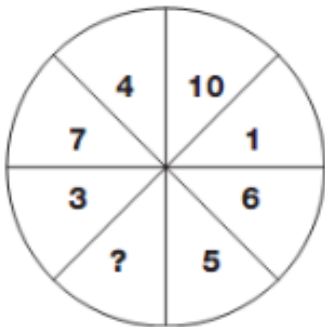
1. Find the minimum number of straight lines to make this diagram  
(1 mark)



- A. 12 lines  
B. 13 lines  
C. 14 lines  
D. 15 lines
2. Find the number of triangles in given figure  
(1 mark)



- A. 11  
B. 13  
C. 15  
D. 17
3. Which number replaces the question mark?  
(2 marks)



- A. 11  
B. 15  
C. 8  
D. 7

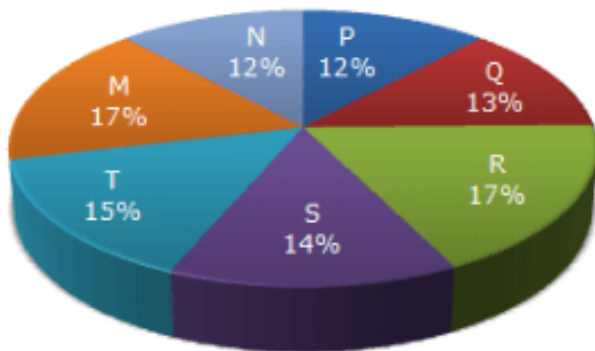
4. Look carefully at the sequence of symbols to find the pattern. Select correct pattern (2 marks)



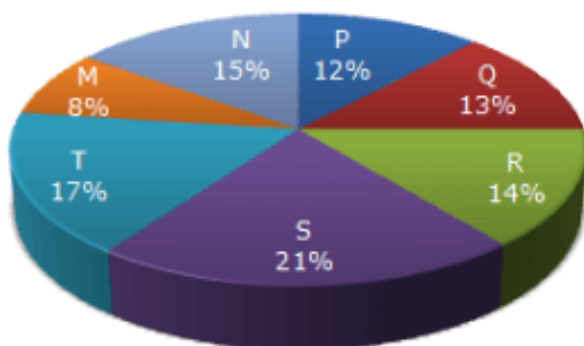
- A. 1
- B. 2
- C. 3
- D. 4

The following pie charts show the distribution of students of graduate and post-graduate levels in seven different institutes in a town

Total Number of Students of Graduate Level = 27300



Total Number of Students of Post-Graduate Level = 24700



4. What is the total number of graduate and post-graduate level students in institute R?  
(2marks)

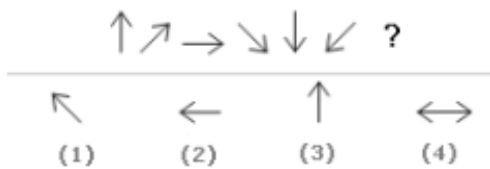
- A. 8320
- B. 7916
- C. 9116
- D. 8099

5. What is the ratio between the number of students studying at post-graduate level from institutes S and the number of students studying at graduate level from institute Q based on the pie chart?  
(2marks)

- E. 13 : 19
- F. 21: 13
- G. 13:8
- H. 19:13

### Extra Questions

1.



- A. 1
- B. 2
- C. 3
- D. 4



## LOGICAL THINKING - 10 marks

(Q1-5 - Each answer carries 1 mark / Q6 – Carries 5 marks)

Q5. Please Read the comprehension and tick correct answer of the questions given.

With Internet user base in India reaching 354 million by the end of June 2015 and Internet and Mobile Association of India (IAMAI) reporting that the internet users in India grew 17% from January to June 2015, the emergence and future growth of e-commerce and m-commerce is a foregone conclusion. This is evident from the billion-dollar valuation that the top seven Indian e-Commerce companies including Flipkart and PayTM have reached in the early years of their inception. The present case study portrays the two leading companies in the e-payment domain: PayTM and Freecharge.

PayTM, as its abbreviation states, Pay through Mobile was launched in 2010 by One97 communications as a prepaid mobile and DTH recharge company. Gradually, it made its way into the e-commerce market in the year 2014 and further added bus ticketing to its kitty in 2015. PayTM now offers multiple products ranging from primary mobile recharges to buying apparels or electronics enabling customers to get everything at one place. Thus, over a period of time, it has become both a payment platform as well as the marketplace. This strategy not only enables PayTM to serve multiple needs of the customers, giving them a holistic experience by saving their time and efforts but is also expected to be helpful in cross-selling and up-selling and thus increasing the overall profitability of the organization. It has even obtained the license from Reserve Bank of India to run a Payments Bank. As a result, PayTM is amongst the top 7 e-commerce companies in India to have billion-dollar valuation and transformed the business model of PayTM from a recharge web site to a payment cum e-commerce marketplace.

Freecharge: On the contrary, FreeCharge, which was also, started in the year 2010 focuses on a single product delivery: one stop destination for all Prepaid and Postpaid Mobile Recharges, DTH & Data Cards recharges along with recently included Mumbai Metro Card recharges. Since the focus of the company is on a single product it tends to achieve specialization and unique positioning in the eyes of actual and potential customers. Within one year of its operations, Freecharge was having a huge consumer base of 1 million-plus unique users because of its unique business model, which is an enviable achievement for any organization, which is just one year old. This could be achieved because for every recharge done on Freecharge, discount coupons of the equivalent amount were provided to the users. Freecharge's business model has a wide appeal in terms of the demographic profile of its customers, but the main customer segments comprise of young students, office going people who use prepaid mobile network services, are net savvy and carry a credit card or debit card. This gives a large and growing base of customers for freecharge to explore and offer its services. Although another giant of the industry - Snapdeal acquired it in the year 2015 for \$400 million, making it the biggest acquisitions in the history of the internet industry in India, yet it maintains its existence as an independent entity serving the same need for which it was established. Freecharge launched its 'FreeCharge Wallet' and it crossed 10 million registered users within 60 days of its rollout. It was the fastest to reach this milestone not just in the digital payments space but also in the case of any internet-based products. Its intent is to grow within this domain of e-payments and recharges rather than adding multiple solutions or services at the platform to increase the user base. To promote itself, Freecharge has dedicated a budget of Rs.1,000 crores to be given back to the customers as discount coupons and cash-back for patronizing it and giving repeat business. FreeCharge has also recently launched an app called Cheatz, which is a deal aggregator and aggregates deals that are available across the Internet under various portals. Both the Companies are doing well and have become giants in just 5 years since their inception; it is very difficult to decide which one is the right way to move ahead. PayTM's revenues are sourced

from multiple avenues: interest received from Paytm escrow account, advertising other products on its websites, annual subscription fees from different sellers, who list their products on its website, commission from the seller for their products listed at paytm websites, Paytm Wallet, etc. On the other hand, FreeCharge is keeping it simple by not adding any products or services that dilute its positioning. Both, Vijay Shekhar Sharma, founder - CEO of PayTM and Kunal Shah, founder -CEO of FreeCharge, have called each other's approach as 'flawed' and 'myopic'. Shah in an interview to Hindustan Times told that combining payment business and hawking (e-commerce) on the same platform as PayTM does is a 'flawed' approach; on the other hand, Vijay Shekhar Sharma retorted that combining the shopping and payment process on a single platform will reduce the overall time for a transaction and thus, will leave more time with customers to do more transactions

1. Both companies started as mobile and DTH recharge companies with e-payment as their  
a. Core business    b. Approach    c. Mission    d. Selling concept
  
2. Paytm visualises \_\_\_\_\_ as a more concrete step in running the business  
a. CRM    b. Giving greater benefit    c. Brand building    d. Competition
  
3. Paytm represents which of the below as the business model  
a. M-tailing    b. B2C    c. E-tailing    d. All
  
4. The business model of Freecharge is strategically focused on which if the below:  
a. Recharge platform    b. E-wallet    c. Ecommerce    d. None
  
5. The article highlights that Paytm earns revenue through  
a. Diversified portfolio    b. Multiple product offering    c. Neither a nor b  
d. Both a and b

6. Based on the information provided in this article, describe in 80-100 words the next business strategy that Paytm or Freecharge should adopt to gain advantage from the evolving market space.

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## Extra Questions

6. The article clearly states which of the below fact
  - a. Ecommerce business has grown over the years and exhibits higher potential to grow in future
  - b. Flipkart and paytm have been listed as top 7 companies due to strategic planning towards chosen business model
  - c. Freecharge is better business model for single product offering
  - d. None of the above
7. Vijay shekhar and Kunal Shah are the
  - a. Complete owners of paytm and freecharge
  - b. Co-founders of paytm and freecharge
  - c. Joint owners of paytm and freecharge
  - d. All of the above

**Personality Trends – 15 marks**

Q6. A. Write about a Product or service innovation which has been a creative as well as commercial success.

OR

Q6. B. Describe an Entrepreneurial idea which brings forth your understanding on the following:

1. Statement of purpose – identify the need that generates the idea
2. Gap identification – existing problem for which the idea provides a solution
3. Proposed solution
4. User description – who will use the product or avail the service
5. Success Factors – why will the idea succeed

**ANALYTICAL THINKING – 15 marks**

Q7. Choose an international brand. Assume you work for the marketing agency that has been given the assignment to launch this brand in India. Write below the key strategies / plan that you would develop while working on this assignment.

**GENERAL AWARENESS – 10 marks**

Q8. Identify the below personalities.



a.



b.



c.

d.



e.

