



Name: Enrolment No:	
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UPES

End Semester Examination, DEC 2024

Course: Challenges of Urban Management & Governance

Program: BBA-PPA

Course Code: BAPP3019

Semester: V

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	ATTEMPT ALL QUESTIONS:	Marks	CO
Q 1	<i>Multiple Choice Questions :</i>	20	CO1
1.	Who approves Gram Panchayat Budget? a) Panchayat Committee b) District Officer c) Zila Parishad d) None of the above	2	
2.	Which of the following urban local bodies is created by a separate act of the state government for administration of small towns in India? a) Township b) Cantonment Board c) Town Area Committee d) Municipality	2	
3.	Which one of the following Amendment is related to Urban Local Government? a) 44 th b) 73 rd c) 74 th d) 23 rd	2	
4.	Who among the following is responsible for Disaster Mitigation & Relief measures at the district level? a) Member of Parliament elected from District b) State minister incharge for the district c) District – Collector d) Chairman district-council (Zilla Pramukh)	2	

5.	Which of the following are functions of Urban Local Governments? a) Maintenance of Health Institutions b) Maintenance of Markets and Water Supply c) Public Vaccination d) (a) & (b)	2	
6.	Local Government bodies for the Urban areas are known as : a) Zila Parishad b) Council of States c) Municipalities d) Panchayat Samitis	2	
7.	PURA of former President Dr. Abdul Kalam refers to: a) A model for growth of the metro cities b) Providing urban rural alignment c) Providing Urban Amenities in Rural Areas d) A plan for urban & rural areas	2	
8.	The increase in the proportion population of a country who live in urban areas is known as : a) Colonization b) Rustication c) Urbanization d) Unplanned Development	2	
9.	Which of the following is NOT a feature of Urban Community? a) Complex Life b) Materialistic issues c) Face to Face relationship d) Glamorous Life	2	
10.	11 Municipal Corporations, 38 Municipal Councils, 43 Nagar Panchayats & 9 Cantonment Boards are: a) Urban Local Bodies of UP b) Urban Local Bodies of Maharashtra c) Urban Local Bodies of Uttarakhand d) Urban Local Bodies of Delhi	2	
SECTION B 4Qx5M= 20 Marks			
Q 2.	Answer in Brief:	20	CO2
1.	Differentiate between Centralized & Decentralized Governance Models with examples.	5	

2.	Discuss the Issues of Megacities and Metropolitan regions with some examples.	5	
3.	Briefly discuss the role of civil society and community participation in governance.	5	
4.	What is Resilience planning and how it helps in disaster risk reduction.	5	
SECTION-C 3Qx10M=30 Marks			
Q 3.	<i>Answer the following:</i>	30	CO3
1.	Describe the issues related to urban local bodies in India? Suggest measures to strengthen urban local bodies in India.	10	
2.	“A PPP is any medium to long-term relationship between the public and private sectors, involving the sharing of risks and rewards of multi-sector skills, expertise and finance to deliver desired policy outcomes.”. Elaborate the statement with the help of PPP Project- cycle.	10	
3.	Explain the impact of Globalization on Urban Governance with the help of a case study.	10	
SECTION-D 2Qx15M= 30 Marks			
Q 4.	<i>CASE STUDY:1</i>	30	CO4
1.	Urban Governance reforms in Jaipur Urban reforms in Rajasthan started with the 74th CAA. The Government of Rajasthan initiated the Rajasthan Urban Infrastructure Development Project (RUIDP) in 1999. Capacity building of Jaipur Nagar Nigam (JNN) was one of the essential project components. An action plan for the urban renewal of Jaipur was implemented by various agencies such as Jaipur Development Authority (JDA), the JNN, the Rajasthan Housing Board, and the Tourism Department. Jaipur Municipal Council was emerged after the 74th CAA. There are a number of agencies responsible for the direction of the city of Jaipur apart from the municipal corporations, development authorities, and departments (like JNN, JDA, PHED, PWD etc). The 74th CAA provided the basis for administrative decentralization and the transfer of responsibilities between municipal, state, and national-level government institutions in decision-making matters. Jaipur was	15	

	<p>selected in the first round of the SCM competition and the SPV named Smart City Limited was formed in 2016.</p> <p>Despite the formation of the Special Purpose Vehicle (SPV) for the Jaipur Smart City Proposal, no expert has been involved for the same.</p> <ul style="list-style-type: none"> • No cohesion in decision is observed, and there is mismanagement of resources due to lack of integration of organizations. • Various issues have been raised, like absence of any public consultation at any stage of project planning, switching from reactive mode to pro-active mode for any city-level project. • There is a lack of an evaluation process to gauge the success of an implemented project. • It was emphasized that all states should have an umbrella agency like UMTA • It was proposed that at least 25% of the funds collected in the form of penalties and challans by the Rajasthan state can be extended to those organizations. • The modal share of Non-Motorised Transport (NMT) has declined from the past few years; therefore, more innovative projects to attract people to shift to NMT and public transport modes should be brought out. <p>Q1. Discuss the problems highlighted by urban transport stakeholders.</p> <p>Q2. Write about the 74th Constitutional Amendment Act. What kind of base it provided in Urban Governance Reforms in Jaipur.</p>		
2.	<p>CASE STUDY -2: Facebook</p> <p>In March 2018, a whistleblower told two newspapers that a British firm called Cambridge Analytica had bought data about 87 million users and their friends without their consent from Facebook. The company used the data to build voter profiles that Cambridge sold to election campaigns, including Donald Trump’s presidential run.</p> <p>The episode sparked a scandal over user privacy at Facebook, the biggest of many. CEO Mark Zuckerberg was called to testify before Congress. The company faced investigations by regulators in the United States and Britain, as well as lawsuits from several jurisdictions.</p> <p>The financial repercussions included the following:</p> <ul style="list-style-type: none"> • The U.S. Federal Trade Commission imposed a \$5 billion fine against the company — the largest ever. The FTC said Facebook’s behavior violated a previous consent decree with the agency. The 	15	

Securities and Exchange Commission fined the company \$100 million and British regulators fined 500,000 pounds.

- Engagement on Facebook dropped by 20 percent in the months after the scandal, a metric that affects the company's ad revenue.

Facebook users' confidence in the company dropped 66 percent in the weeks after the scandal broke and Zuckerberg testified before Congress, according to a Ponemon Institute survey. Some users quit Facebook (including 3 million Europeans) in the subsequent months over privacy abuses. The hashtag #DeleteFacebook began trending on social media, and public support for tighter regulation of social media grew.

Growth in Facebook revenue and users dropped in the quarter after the Cambridge Analytica affair. The company's stock valuation lost \$130 billion in two hours after the news, weakening the social network's forecast further.

- Facebook sustained a drop in brand value of 6 percent (about \$2.9 billion) for the year to \$45.2 billion, according to Interbrand.

Q1. Why was the Fb users confidence dropped and upto what percentage? Give reasons.

Q2. Discuss the financial repercussions faced by FB and the scandal behind that.