

**MBA Assignment Test 4<sup>th</sup> Semester (NC) (R & B) Examination June 2017**  
**(Admission Batch- 2013/2014/2015) CBCS DDCE**

**Word limit – 1000      Time – 1 hrs.**

**(Answer any Two)    15 X 2 = 30**

***Specialization FM (Spl-I & II)***

**PAPER-23/27 (FM-FMI Spl-I & II)**

1. Define Indian Financial System. Discuss the importance and functions of each component of it.
2. "Treasury bills are an important short term source of finance for the government". Discuss.
3. Describe the Book Building process of Primary Market in India.
4. State and explain the Guideline of SEBI & RBI, discuss its comparisons.
5. Briefly explain the role of NABARD in rural sector of India.

**PAPER-24/28 (FM-MBFS Spl-I & II)**

1. What is the historical growth of merchant banking in India? Describe the significance & future of merchant banking in this country.
2. Discuss the role and functions of IRDA in regulating the Insurance sector in India.
3. What is venture capital? Discuss the strategic role of venture capital in the development of a country.
4. Define credit rating? Discuss various types of Credit Rating Agencies (CRA) in India and how they evaluate the companies before rating its securities?
5. What do you do understand by Acquisition? When does an acquisition become a Takeover ? Discuss some of the important take over defensive tactics practiced by companies.

**PAPER-25/29 (FM-SAPM Spl-I & II)**

1. Why should the investor adopt the formula plan? Is there any necessity to have different formula plans? Explain.
2. Distinguish between Treynor and Sharpe indices of Portfolio Performance? Which do you recommend? Why?
3. The CAPM was estimated for some period in the market. The actual returns of two portfolios are given below.  
Portfolio A: Actual return- 14%Beta- 0.8  
Portfolio B: Actual return- 20%Beta-1.2  
The equation of the CAPM is  $R_i = 0.07 + 0.10 \text{ Beta } i$   
What can be said about the portfolio's performance?
4. How do you calculate the Systematic, unsystematic risk of security and the portfolio risk.
5. What is Beta? Is it a better measure of risk than the standard deviation?

**PAPER-26/30 (FM-IF Spl-I & II)**

1. Define Balance of Payment (BOP) ? What is its component? Discuss briefly Indian practice of presenting B.O.P statement.
2. Define forex market? Discuss different participants in forex market? Discuss some important factors affecting exchange rate?
3. Differentiate between transaction exposure and translation exposure? Discuss important hedging techniques of transaction exposure?
4. Discuss the role of IMF. How IMF's lending operation is operated?
5. Discuss some of the important global financial instruments used in international market.

## *Specialization BIM (Spl-I & II)*

### **PAPER-23/27 (BIM-MBIC Spl-I & II)**

1. Describe the structure of commercial banking system in India.
2. Define an insurance agent. Explain the process of recruitment and selection of insurance agents.
3. Highlight the processes involved with promotion in an insurance company.
4. Highlight the role and use of insurance business in country's economic growth.
5. Explain the various principles that commercial banks follow.

### **PAPER-24/28 (BIM-RCM Spl-I & II)**

1. Discuss the various sources of Risk. Discuss procedure for identification of risk by the insurance companies.
2. Explain the major point of differences between the procedures for settlement of third party claims and own damage claims.
3. What is premium rating ? Discuss the various factors to be considered for premium rating for automobile insurance.
4. Is automobile insurance compulsory in India ? What types of insurance covers are available for automobiles ?
5. Discuss the documents required by an insured for marketing a claim to an insurance company for the losses occurred due to Fire Insurance.

### **PAPER-25/29 (BIM-BIL Spl-I & II)**

1. Trace the origin and growth of banking in India and list the various stages of its development in India.
2. Attempt a brief review of the working of the Banking Regulation Act, 1949. How far in your view has banking regulation in India contributed to the growth and development of banking of the country.
3. Examine the role of various Authorities and Acts existing in India for protecting the policy holder's interests.
4. Examine the regulations on advertisements of the insurance companies and the insurance agents in India.
5. What are Negotiable Instruments and their characteristics? What precautions should the transferee of a Negotiable Instrument to take to qualify as a "holder in due course" ?

### **PAPER-26/30 (BIM-BIM Spl-I & II)**

1. What is demographic segmentation? Highlight the various demographic factors associated with segmentation with special reference to financial services.
2. Briefly explain the marketing environment with special reference to banking and insurance sector in India.
3. What do you mean by the term quality in services? Explain in detail the determinants of service quality in case of banking services.
4. Explain the new product development stages by taking a banking product as an example.
5. Briefly discuss the marketing strategies adopted by an insurance company to reach out to their customers.

## *Specialization MM (Spl-I & II)*

### **PAPER-23/27 (MM-CB Spl-I & II)**

1. Explain the nature and components of Attitude. Briefly define the tri- component Attitude model.
2. Critically examine the Engel- Kollat Blackwell model of consumer buying behavior.
3. Define the term Diffusion of Innovation. Briefly explain the diffusion of innovation process.
4. What you mean by the term consumer? Explain the stages involved in the decision making process.
5. Define the term culture and its characteristics.

### **PAPER-24/28 (MM-APM Spl-I & II)**

1. Why media selection and launching of product is important ? Give your view.
2. Explain different types of advertising budget.
3. Which media is suitable for FMCG product Electronics media ? Justify you statement.
4. What is integrated marketing communication ? Explain its process.
5. Explain different types of advertising agencies and its functions.

### **PAPER-25/29 (MM-SDM Spl-I & II)**

1. Explain the process of recruitment and selection as adopt by the sales organizations today.
2. Why is necessary to have sales territories? Describe the factors that organizations consider while designing sales territories.
3. What do you mean by Channel Management? State the importance of Channel Management. Explain the different types of Distribution Channel.
4. What do you mean by personal selling? Explain the personal selling process.
5. What is physical distribution system? Explain the role of transportation and warehousing in physical distribution system.

### **PAPER-26/30 (MM-PBM Spl-I & II)**

1. Elaborate the various stages of the New Product Development Process.
2. Discuss the importance of Boston Consulting Group(BCG). Explain the Star, Cash, Cows, Questions ark, Dogs.
3. Explain the Jean Neol Kapferer's Pyramidal model with suitable examples.
4. Discuss the different types of brand extension with suitable examples.
5. Discuss the various strategies of Branding in Retail branding in India.

## *Specialization ISM (Spl-I & II)*

### **PAPER-23/27 (ISM- RDBMS Spl-I & II)**

1. Illustrate the need for a data Base System by giving suitable examples.
2. Define Entity and relationship. Explain ER modeling with the help of database for DDCE student management system.
3. What is RAID ? List the different levels in Raid technology and explain its features.
4. Discuss the various search algorithms used to implements select operation.
5. Discuss the various views of data with necessary diagram.

### **PAPER-24/28 (ISM- ERP- Spl-I & II)**

1. Discuss the pros and cons of integration interface.
2. Discuss the different Selection Criteria for Choosing an ERP System.
3. Discuss the emergence of reengineering concept of business process.
4. Discuss the concept of value chain differentiation between ERP and SCM.
5. What is E- Commerce ? Discuss the advantages and disadvantages of E- Commerce.

### **PAPER-25/29 (ISM- SAD- Spl-I & II)**

1. What is need of System Analysis ? Explain the role of System Analyst.
2. Write short notes :
  - Data Dictionary
  - Cost- benefit analysis
3. What do you mean by coupling and cohesion ?
4. Write short notes :
  - Objectives of Database
  - File Structure
5. Discuss on managing information development and hardware selection

### **PAPER-26/30 (ISM- TB- Spl-I & II)**

1. What is internet? Discuss the Historical development and evaluation of internet.
2. Define Internet Service Provider. Discuss the role of Internet Service Providers.
3. Write short notes:
  - Filter
  - Security Ethernet Switches
4. What is Mobile Computing ? Discuss the different dimensions of mobile computing.
5. Define CRM. Discuss the development cycle & implementation issues for integration of CRM with ERP.

## *Specialization POM (Spl-I & II)*

### **PAPER-23/27 (POM- TQM Spl-I & II)**

1. Explain the principle of Quality in details.
2. Explain the below mentioned QC tools.
  - Cause and effect diagram
  - Check sheet
  - Scatter diagram
3. Explain the concept of QFD in details.
4. What is cost of quality ? Explain Taguchi's quality loss function.
5. What is reliability ? Explain the trend of number of failures of a product Vs time by means of a bath tub curve ?

### **PAPER-24/28 (POM- PMM Spl-I & II)**

1. What is the scope of material management ? What are the methods adopted to achieve the objective of material management.
2. The annual demand for an automobile component is 24000 units. The carrying cost is Rs. 0.40 per unit per year. The ordering cost is Rs. 20 per order and the storage cost is Rs. 10 per unit per year. Find the optimal values of EOQ, maximum inventory and cycle time.
3. Discuss the objective and the procedure adopted for material identification system.
4. What is material management ? Explain different functions of material management department.
5. Describe the procedures for the receipt of material in to stores and their issue from there.

### **PAPER-25/29 (POM-OPC Spl-I & II)**

1. Explain the different functions and strategies in Operation Planning & Control.
2. What is aggregate production planning ? Explain in details the different strategies in App with the advantages and disadvantages of each strategy.
3. Give a detailed description on the integrated operating control information system.
4. Explain Helgeson- Birries principle details.
5. Explain the concept of Master Production Scheduling in details.

### **PAPER-26/30 (POM- TM Spl-I & II)**

1. Highlight the role and importance of technology management at the national and enterprise level and the status of technology management in India.
2. Distinguish between technology adoption and technology absorption. Describe the major benefits and accrue from effective absorption of imported technology.
3. What are the various states in technology development cycle.
4. Explain different methods of forecasting technology.
5. Briefly discuss the different stages of technology assessment.

## *Specialization DNM (Spl-I & II)*

### **PAPER-23/27 (DNM-HSM Spl-I & II)**

1. What is a cell? Describe its structure and functions.
2. How does a human cell reproduce? Explain with diagrams.
3. What are the respiratory organs in a human body? Explain.
4. How are proteins, fats and carbohydrates digested and absorbed in the body?
5. Diagrammatically describe the circulatory system and label it.

### **PAPER-24/28 (DNM-TM Spl-I & II)**

1. What is therapeutic diet? Explain its purpose, principles and classification.
2. What is diet counseling? Explain the role of dietitian, doctor and nurse in administering therapeutic diets.
3. What is a modified diet? Describe the objectives and types modified diet.
4. What causes atherosclerosis? How can it be prevented through modified diet?
5. Explain the causes and symptoms of diabetes. What changes in the diet have to be done for a patient suffering from diabetes?

### **PAPER-25/29 (DNM-MMFI Spl-I & II)**

1. Draw and label the structures of bacteria, yeast and fungi.
2. What is food degradation? What are its symptoms on fresh, dry and preserved food?
3. What are the Indian standards for control of food quality? Explain them.
4. How can the growth the microorganisms be controlled and destroyed?
5. What are the various chemical hazards in food? Explain.

### **PAPER-26/30 (DNM-PHPM Spl-I & II)**

1. How is nutritional disorder caused? Explain.
2. Describe the role of dietitian in preventing nutritional disorders.
3. What is natural disaster? What are its causes and effects?
4. How can epidemics be prevented and treated?
5. What are the Nutritional policies for preventing anemia and goiter? Explain.

## *Specialization HRM (Spl-I & II)*

### **PAPER-23/27 (HRM-HRPD Spl-I & II)**

1. What do you understand by human resource records? Describe their objective, nature and types.
2. What are the skills and roles of HRD personnel? How have these roles evolved over the year?
3. How can a company use career programme to retain the most talented employees? What career programme would keep you employed at a particular firm?
4. Examine the different approach of man power planning.
5. Discuss the use and advantages of human resource information system.

### **PAPER-24/28 (HRM-MERRL Spl-I & II)**

1. What do you understand by the term industrial relation ? Explain the objectives and discuss the main approaches to the study of industrial relations.
2. "Workers participation in management is essential to industrial democracy and socialistic pattern of society". In the light of this statement, discuss the role of worker participation in management.
3. Discuss the various benefits available to an insured person under the employee state insurance act, 1948.
4. Explain the machinery provided under the industrial dispute act for the settlement of industrial dispute. Is this machinery adequate ?
5. What provisions have been made in the payment of gratuity act, 1972 with regard to determination of the amount of gratuity and its payment as well as its recovery in case of non-payment by the employer.

### **PAPER-25/29 (HRM-MTD Spl-I & II)**

1. Explain the concept of training and discuss how training is important for maintaining employee motivation and improving organizational efficiency.
2. Why do people learn ? What are the techniques of learning in organization setting.
3. How will you identify training needs of an organization ? Describe the process of training.
4. What purpose does training serve ? Explain the ingredients of a good training programme for the employee at various level.
5. How do you evaluate the training staff performance ? Explain any two model of evaluation.

### **PAPER-26/30 (HRM-IHRM Spl-I & II)**

1. Define IHRM ? Discuss the advantage and disadvantage of HCN, PNC and TCN.
2. Write down the culture of various countries? How these culture affects the IHR system of the country.
3. What is glass ceiling? Why does it take place for women employees belong to minority group.
4. Write down the different strategies adopted by the individual and the organization to manage the workforce diversity.
5. What are the various sources of recruitment in IHRM ? Discuss the merits and demerits of each.

## *Specialization TTM (Spl-I & II)*

### **PAPER-23/27 (TTM-TTT Spl-I & II)**

1. Discuss the Emerging trends and new thrust areas in Indian Tourism Industry.
2. What is Special interest tour? Discuss with suitable examples.
3. Examine the scope of health and spa tourism in India with special reference to Kerala.
4. Explain the present state of Tourism in India.
5. Discuss the significance of tourism industry in Indian economy.

### **PAPER-24/28 (TTM-HM Spl-I & II)**

1. Explain the origin of the hotel industry.
2. The invention of the wheel is seen as one of the greatest events in the progress of the hotel industry. Discuss.
3. In the past only selected segments of the population used to travel. Describe the various types of accommodation that were available for their use.
4. Define catering establishments. And explain various types of catering establishments.
5. Explain why the hotel industry is considered to be the fastest growing sector in India.

### **PAPER-25/29 (TTM-TMEM Spl-I & II)**

1. How is modern concept of marketing different from the traditional concept of marketing?
2. How marketing of products is different from marketing of services.
3. Explain 8 Ps of marketing mix by Morrison.
4. Write short notes on following.  
Salesmanship  
Sales Quota  
Delphi Technique  
Sales Control
5. Define conference and explain its components with examples. To organize a conference of 500 doctors at Bhubaneswar what facilities and amenities you require? Elucidate.

### **PAPER-26/30 (TTM-TOTM Spl-I & II)**

1. Discuss the types of Travels Agencies & Tour Operations. Draw their organizational setups.
2. Give an overview of the Indian Travel Agencies and Tour Organization.
3. Led down the importance of Market research in Travel Agency.
4. Discuss the steps to procure the legal certification for setting up a travel agency.
5. Explain the requirements of a travel agency for affiliation membership of FHRA.