

IMBA Assignment Test 9th Semester (R & B)

Examination Dec. 2017 CBCS DDCE

Answer any Two 10 X 2 = 20 Word limit – 300 Time – 30 mins.

HR SPECIALIZATION (MAJOR)

PAPER- 42 (HRPD)

1. Define HRP and discuss the different approaches of Human Resource Planning?
2. What is the importance of HRP and briefly discuss types of HR plan.
3. Define HRD and discuss the elements of HRD climate.
4. What is HRD intervention and explain the types of intervention for OD process.
5. What is HRD model and give an example of HRD model for recruitment process.

PAPER- 43 (MERRL)

1. Write the importance and scope of industrial Relations. Briefly explain the various approaches to Industrial Relations.
2. What are the purposes of collective bargaining? Explain how collective bargaining promotes industrial peace.
3. What are the salient features of factory Act? Explain the provisions under the factory Act 1948 with respect to employee safety and welfare.
4. What are the criteria for eligibility for Bonus under Bonus Act 1965? Explain the payment of minimum and maximum bonus with reference to payment of Bonus Act 1965.
5. Explain forfeiture of gratuity under different circumstances. Discuss the power of inspector under the payment of Gratuity Act 1972.

PAPER- 44 (MTD)

1. Discuss the method of training. Which one you consider the most suitable for developing middle level manager and why.
2. Develop at least three sample training modules for supervisor, duly pointing out their objective, course contents, eligibility of participants, duration. Etc.
3. What is training calendar? Why an organization requires a training calendar for software development organization.
4. What do you mean by training aid? Outline the different types of training aid using in an organization.
5. Identify the different types of manpower training in an organization. What is the important purpose served by training?

MM SPECIALIZATION (MINOR)

PAPER- 45 (CB)

1. Write the importance of Consumer Behavior.
2. Explain consumer research process with examples.
3. Elaborate different method of data collection.
4. Why marketing segmentation is necessary? Justify your opinion.
5. What is Consumerism? How it related to current marketing practices.

PAPER- 46 (APM)

1. Define Advertisement. Describe the functions of advertising as a marketing process.

2. Discuss the different types of sales persons. Explain the selection process.
3. Describe the Structure of the Organization of Ad Agency. Discuss about the various department.
4. Define Client- Agent relationship describe the reasons of breaking Client- Agent relationship and discuss the different principles to settle Client- Agent Dispute.
5. A consistency is observed between advertising goals and communication task. Discuss the same in the light of DAGMAR approach.

PAPER- 47 (SDM)

1. Write the importance of sales force management.
2. Differentiate between customer promotion and dealer promotion.
3. What are the different methods of sales forecast?
4. Examine the functions and responsibilities of Sales manager.
5. Write different type of sales training. Explain the importance of sales training in business.

FM SPECIALIZATION (MINOR)

PAPER- 45 (FMI)

1. Define Financial System. Explain the interaction between financial and real sectors of the economy.
2. Define financial services. Describe its role and objectives for the economic growth.
3. Once a currency crisis occurs, explain the three different channels by which devaluation increases asymmetric information and leads to financial crisis.
4. Define stock exchange and explain its functions.
5. Describe New Issue Market and its relationship with Stock exchange.

PAPER- 46 (MBFS)

1. State and explain how the Financial Services are different from other services.
2. What do you mean by Merchant Banking? Discuss its various role and functions.
3. Discuss the various steps are involved in a Lease arrangement.
4. Discuss the rationale of investment companies. Do they outsmart the market?
5. Define settlement. Discuss the different types of settlement of transaction in a stock exchange.

PAPER- 47 (SAPM)

1. What do you mean by Fundamental Analysis? Explain the Economy Industry Company Analysis framework.
2. What do you mean by Risk & Return? Discuss various types of risk.
3. Discuss the capital asset Proving Model.
4. How to evaluate the performance of various portfolio? Explain framework for evaluation of portfolio performance.
5. A portfolio consists of three securities M, N and O worth the following parameters.

SPECIALIZATION ISM (SPL-I & II)

PAPER-45 (RDBMS)

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-46 (ERP)

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-47 (SAD)

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