

**MBA Assignment Test 4th Semester (NC) (R & B) Examination June 2018
(Admission Batch- 2013/2014/2015/2016) CBCS DDCE**

Word limit – 1000 Time – 1 hrs.

(Answer any Two) 15 X 2 = 30

Specialization HRM (Spl-I & II)

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

1. “Broadly human resource planning is an effort to anticipate future business and environmental demands on an organization and to meet the human resource requirements dictated by those conditions.” In the light of the above discuss the process of human resource planning.
2. What do you understand by human resource records? Describe their objective, nature and types.
3. What are the skill and roles of HRD personnel? How have these roles evolved over the year?
4. How can a company use career programme to retain the most talented employees? What programme would keep you employed at a particular firm.
5. Examine the different approach of man power planning.

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 his 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 provision 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. Your company has decided to open a branch in another country. As human resource manager, It is your job to determine how the foreign subsidiary will interact with the parent corporation. Define the four international human resources management strategies you may choose from. Be sure to describe the role both locals and expatriates would play in the subsidiary development.
2. If you were developing a global system for a large corporation, what would be some of your major concerns? Discuss how HR function can assist a company in its international growth strategy.
3. Explain the Societal culture model of Kluchohn, Stridbeck and Mc Clelland with suitable examples.

4. Explain the approaches of the international organization for selection of human resources for different assignments. Bring out the advantages and disadvantages of each of such approach.
5. Communication is essential to management. Yet communication relies upon a shared language pre requisite that doesnot exits in many international business situations, and that is when the problem starts. Discuss this statement with reference to culture diversity and the importance of culture training in the IHRM context.

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 components of it.
2. "Treasury bills are an important short term source of finance for the government." Discuss.
3. Define the Book Building process of Primary Market in India.
4. State and explain the Guideline of SEBI & RBI, discuss its components.
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 sectors 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 understand by acquisition? When does an acquisition become taken over? Discuss some of the important take over defensive tactics practiced by companies.

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

1. Why should investor adopt the formula plan? Is there any necessity to have different formula plains? 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 $R_i = 0.07 + 0.10 \text{ Beta}$
What can be the said about the portfolio's Performance.
4. How would you calculate the systematic, unsystematic risk of a 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 (B.O.P)? What is its component? Discuss briefly Indian practice of presenting B.O.P Statement.
2. Define Forex Market? Discuss various participants in Forex Market? Discuss some3 important factors affecting exchange rate?
3. Differentiate between transaction exposure and translation exposure? Discuss important hedging techniques of transaction exposure?
4. Discuss the role and objective of IMF. How IMF's lending operation is operated?
5. Discuss the some important global financial instruments used in international market.

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 do you mean by term consumer? Explain the stages involved in the decision making process.
5. Define the term culture and 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 or print media? Justify your 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 adopted by the sales organizations today.
2. Why is it necessary to have sales territories? Describe the factors that organizations consider while designing sales territories.
3. What do you understand 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 Mark, Dogs.
3. Explain the Jean Neol Kapfere'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 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 a 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 the 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 making 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 holders' 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 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 banking product as an example.
5. Briefly discuss the marketing strategies adopted by an insurance company to reach out to their customers.

Specialization POM (Spl-I & II)

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

1. Explain the principles of Quality in details.
2. Explain the concept of QFD in details.
3. What is the cost of quality? Explain Taguchi's quality loss function.
4. What is reliability? Explain the trend of number of failures of a product vs time by means of a bath tub curve.
5. What is acceptance sampling?

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 storage cost is Rs. 10 per unit per year. Find the optimal values.
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 into stores and their issue from there.

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

1. Explain the different functions & strategies in Operation Planning & Control.
2. A firm uses simple exponential smoothing method with smoothing constant Alpha= 0.3 to forecast the demand. The forecast for the first week to January was 410 units and the actual demand was 460 units.
 - (a) Forecast the demand for the 2nd week of January.
 - (b) Assume that the actual demand during the 2nd week of January turned out to be 460 units. Forecast the demands up to February 3rd week assuming subsequent demand as, 470,444,420,500&472 units.
3. What is aggregate production planning? Explain in details the different strategies in App with the advantages and disadvantages of each strategy.
4. Give a detail description in the integrated operating control information system.
5. Explain the helgeson – Birries principle 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 is various states in technology development cycle?
4. Explain different methods of forecasting technology.
5. Briefly discuss the different stages of technology assessment.

Specialization ISM (Spl-I & II)

PAPER-23/27 (ISM-DBMS-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 searches algorithms used to implement select operation.
5. Discuss the various views of data with necessary diagram.

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

1. What is ERP? How it is different from MRP? Explain the evolution of ERP in details.
2. Explain the problems of system integration and interface in early ERP packages.
3. Explain the roles of ERP in different business organization. Discuss the different ERP packages available in the market.
4. Discuss the problems associated in ERP selection and implementation.
5. Explain rethinking processes in detail.

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

1. What is need of System Analysis? Explain the role of system analyst.
2. What do you mean coupling and cohesion?
3. Discuss in managing information development and hardware selection.
4. Define System? Discuss the different types of Systems.
5. Draw a context data flow diagram for the DDCE Faculty Information System.

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. What is mobile computing? Discuss the different dimension of mobile computing.
4. Define CRM. Discuss the development cycle & implementation issues for integration of CRM with ERP.
5. Write short notes:
 - (a) Filter
 - (b) Security Ethernet Switches

Specialization DNM (Spl-I & II)

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

1. What is cell reproduction? Explain.
2. Describe the structure and functions of the respiratory system.
3. Draw and label at least 10 parts of the digestive system.
4. What are the components of blood? Describe them.
5. What is the composition of urine and how is it formed.

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 a dietitian, doctor and nurse in administering therapeutic diets.
3. What is modified diet? Describe the objectives and types of 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 of microorganisms be controlled and destroyed?
5. Where 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 a natural disaster? What are its causes and effects?
4. How can epidemics be prevented and treated?
5. How are the Nutritional policies for preventing anemia and goiter? Explain.

Specialization TTM (Spl-I & II)

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

1. Discuss the historical development of tourism and travel trade.
2. Throw light on nature and characteristics of tourism.
3. Discuss the different elements of tourist definition.
4. What is tourism product? Discuss its difference from other types of consumer products.
5. Highlight the present state of Indian tourism with the case study of Kerala.

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

1. Give an account on evolution of hotel industry.
2. Write a note of classification of hotel.
3. Highlight the different department in hospitality industry.
4. Discuss the reservation formalities in hotel.
5. Describe the present state of Indian hotels.

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

1. Define market research. What are the various tools used for designing a market research project
2. Discuss with the examples how regional cuisines can be designed and marketed as a tourism product.
3. Event plays an important role in attracting tourists to destination. Justify the statement with the help of suitable examples.
4. What do you mean by cultural event? How would you plan a wedding?
5. What is an exhibition? Why are exhibition important for the business purposes.

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

1. Discuss the importance of four organization and travel management.
2. Describe the procedures for setting up of travel agencies.
3. Discuss the procedures for Parliament of target certification for setting of travel agencies.
4. Discuss the functions of travel agencies.
5. Highlight the organizational structure of standard agencies with reference to SITA and TCI.