

General Instructions

Students have to answer two essay type questions out of 5 (five) options carrying 15 marks each, during the examination at DDCE, Utkal University.

MBA Assignment Test 4th Semester (OC) (Back)

Examination May- 2019 (Admission Batch- 2014/2015/2016) CBCS DDCE

Word limit – 1000 Time – 1 hrs.

(Answer any Two) 15 X 2 = 30

Specialization HRM (Spl-Group- I & II)

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

1. There are various levels of Manpower planning's in an Industrial enterprise, but each has its own objectives, technique and approach, Discuss.
2. "HRIS must be integrated with the overall Management Information System of the Organisation. Elaborate this statement.
3. Explain the concept and nature of HRD. What are HRD instrument.
4. Discuss the approaches to improve quality of working life in an Industrial Ogranisation and state its impact on Organisational climate.
5. What is career planning and career development? Explain the various career development action.

PAPER-24/28 (HR-MERRL Spl-I & II)

1. Define the term Industrial Relations. Explain their functions and responsibilities of Industrial relations specialists.
2. Define WPM. What are the essential conditions for the success of WPM?
3. Discuss the provisions in the Equal Remuneration Act, 1976.
4. Discuss the provision relating to health and safety under the Factories Act, 1948..
5. What are various authorities under the Industrial Disputes Act which help to settle the Industrial dispute.

PAPER-25/29 (HR-MTD Spl-I & II)

1. Training is the process of upgrading the knowledge, skill and where as the development relates to upgrade attitude of an employees. Discuss.
2. What is learning? How its affects the employees capabilities, competency and commitment level.
3. Define Training need assessment? Why its an important techniques to be adopted before conduct of a training programme? Write down the different obstacles while applying TNA.
4. What is the skill and different qualities required for a trainer? What steps should be taken by a trainer to gain attention of the training programme.
5. Design the training brochures of a training program which is to be conducted during the Puja Vacation for the Top Level Executives at Bhubaneswar.

PAPER-26/30 (HR-IHRM Spl-I & II)

1. Discuss the nature and scope of IHRM? How IHRM is different from HRM?
2. What is culture? How it affects the international business strategy.
3. Discuss the ERPG model with describing its organizational structure.
4. Write down the different skill and the requirement of the international managers.
5. Write down the scope of International Performance Appraisal? What are the different area to be appraised.

Specialization FM (Spl- Group I & II)

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

1. Explain the role and functions of Financial Institution & Financial Instrument. Discuss its interdependency in survival with suitable examples.
2. Discuss the innovative financial instruments introduced recently and bring out their features.
3. Explain in detail the role & functions underwriter of New Issue Market.
4. Describe Buy-back of shares. State the reason, importance, advantages and disadvantages of Buy-back.
5. Why Call Money Market considered as the shortest market in Indian Financial System discuss.

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

1. Define Lease; discuss the different types of lease with examples.
2. Define Venture Capital. Describe the types of venture Capital firms.
3. Give an account about evolution of Mutual Fund in the world and India.
4. What is Factoring? Describe the process of it with examples.
5. Define Merger; explain the different types of mergers.

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

1. Briefly discuss the Sharpe Model of modern portfolio. Differentiate it from Multi Assets Portfolio.
2. Explain the theory of Risk & Return.
3. Explain the assumptions under Capital asset Pricing Model?
4. Define efficient portfolios and how these are related to Arbitrage Pricing Theory?
5. How Fixed Income Security Portfolio is evaluated explain with Bond Valuation Method.

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

1. Describe the need for international monetary and finance co-operation, how was it realized?
2. Describe the various concepts of Balance of Payments deficits used in general and by trading currencies.
3. Outline the major components of FEM.
4. Define Foreign Exchange market and describe it's role.
5. Compare and contrast in Futures and Forwards and Currency Futures and Options.

Specialization MM (Spl-Group- I & II)

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

1. How a consumer makes a purchase decision? What are the factors which influence his decisions?
2. How a marketer can create Customer value Chain, Discuss.
3. Briefly explain the consumer research process ?
4. What is attitude? Which states of consumer decision making are influenced by different components of attitude ?
5. What is opinion leadership? What are the characteristics of an opinion leader?

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

1. Define Advertising campaign. How a campaign length is decided, discuss.
2. Describe the media planning and selection process.
3. Define budgeting, describe the percentage of sales method in ad budgeting. Highlight its limitations.
4. Briefly describe the message designing and development.
5. Define Client – Agent relationship Describe the reasons of breaking Client – Agent relationship and discuss the different principles to settle Client –Agent Dispute.

PAPER-25/29 (MM-SSDM Spl-I & II)

1. Define Sale management. Discuss the Process of selling.
2. What do you understand by salesmanship? Describe.
3. Briefly describe the duties and responsibilities of sales Manager.
4. Describe the different types of Sales Organisation.
5. Write short notes on any two:
Compensation
Training
Recruitment.

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

1. Define Product Portfolio, discuss its analysis process through BCG matrix.
2. Explain the process of positioning with examples.
3. “Brand identifies the seller or market”. Elaborate with top ten brands of Indian market.
4. Discuss the issues involved in the product launching process.
5. Discuss the different strategies adopted for Branding of the product.

Specialization POM (Spl-Group- I & II)

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

1. What is total quality management? How would you judge whether a company has achieved the culture of TQM.
2. Discuss the salient point of difference in TQM and ISO quality management system.
3. Justify the statement "Culture and attitudinal changes are moving over TQM system.
4. Discuss single sampling and double sampling plan of acceptance sampling with suitable examples.
5. What do you mean by six sigma? What is the utility of six sigma.

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

1. What is the importance of material management of the cost control? Describe the steps adopted in the material management process.
2. What is MRP-I, describe its advantages and disadvantages?
3. What are different methods of store verification and what are their advantages and disadvantages?
4. What do you mean by waste wastivity? Briefly explain its classification and measurement.
5. What is the function of a store and how can you organize the store systems and procedure to achieve the objective of store management?

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

1. Explain in details the functions and strategies of Operation Planning and Control with appropriate examples.
2. Why forecasting is required? Explain in details the different types of errors in forecasting.
3. What are the different plans adopted in Aggregate Production Planning? Explain in details with the advantages and disadvantages of each of them.
4. What is a master production scheduling? Explain in details with the help of an appropriate example.
5. Explain in details the different steps of MRP-II.

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

1. What is Technology? Explain the roles of Technology in India.
2. Explain the science and technology policy statement of the government in details.
3. What is technology forecasting? Explain in details its necessity.
4. Explain the methodologies for technology forecasting.
5. What is technology transfer? Explain the same in details with example.

Specialization BIM (Spl-Group- I & II)

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

1. Who can be Insurance agents? Write down the recruitment and selection process of an agent.
2. Define a Bank? Discuss the principles and the objectives of Banking institutions.
3. Define deposit products? What are the different types of deposit products in Bank.
4. What is insurance? Design a model of contract to be signed by an insured.
5. Who can be development officer ? What are the roles and the duties of development office?

PAPER-24/28 (BIM-R& CM Spl-I & II)

1. What is Risk Management Structure? Discuss the parameters which a risk management structure needs to encompass.
2. Discuss the various insurance principles as applied to insurance business in India.
3. Describe the main requirements for an effective internal control systems for operational risk management.
4. What do you understand by Risk Based Supervision (RBS) of Banks? What are the reasons for which RBI has decided to switch over to RBS.
5. What is marine insurance? Briefly explain the various types of marine insurance covers available in India.

PAPER-25/29 (BIM-B &IL Spl-I & II)

1. Explain the powers of RBI under Banking Regulation Act.
2. Discuss the provisions of the Banking Regulation Act regarding opening of new branches and liensing of banks.
3. Insurance business is partially regulated in India. Do you agree? Give reasons for your answer.
4. Point out the oring and development of Bancassurance of India. Discuss the problems and prospects.
5. What do you understand by a Negotiable instrument? What are its features.

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

1. Define marketing. Discuss its nature, scope and relevance of marketing in modern world.
2. Segmenting, Targeting & Positioning are three essential components of marketing environment.
3. Explain and compare the importance of the internal and external marketing environment.
4. Define product, describe characteristics of it and discuss briefly the essentialities of new product development.
5. Discuss the factors influencing consumer behavior.

Specialization DNM (Spl-Group-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. Explain the factors responsible for planning therapeutic nutrition.
2. Describe different types of modified diets used for therapeutic purpose.
3. Explain the causes and symptoms of cirrhosis of liver.
4. What are high residue and low residue diets and when are they administered.
5. What is the role of a dietitian and how is a diet prescription prepared.

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

1. What are the beneficial and harmful effects of micro organisms? Give examples for the same.
2. What are the general characteristics of micro organism? Explain.
3. Define food spoilage. How can it be controlled?
4. What is food preservation and what are its basic principles and methods?
5. What is food adulteration? Name the agencies and standards laid down by Govt. of India to check quality of food.

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

1. Discuss the concept and causes of climate irregularities and soil erosion.
2. Why education on Nutrition is essential, explain.
3. Briefly describe the causes of Natural Calamities.
4. Write a note on Mid day meal program with suitable examples.
5. Discuss the disadvantages of environment pollution discuss different types of it.

Specialization ISM (Spl-I & II)

PAPER-23/27 (ISM-DBMS Spl-I & II)

1. Describe various components of DBMS environment and discuss how they relate to each other.
2. Describe the main characteristics of the database approach in contrast.
3. Briefly discuss the History of database system.
4. Write on the various algebraic operations that can be performed to manipulated the data in the database.
5. Discuss the method of implementing join queries.

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. Discuss the different tools for system development.
2. How does structured English differ from the decision tree and decision table? Explain.
3. Explain the following with the help of an example.
Common Coupling
Structure chart
4. List and discuss the different types of system testing.
5. What is Normalization? Explain the difference between 2Nf and 4Nf with an example.

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

1. What is networking? Explain different types of networking in detail. Explain various advantages of Networking.
2. Discuss the threats associated with Data and Message. Discuss some security Mechanism associated with it.
3. Explain Online Banking process in detail. Discuss different issues and Challenges of Online Banking .
4. What is Firewall? Explain the mechanism of Firewall in detail.

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) (Only for the back students)

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.