

Gth. sem

VI - (5Yr.) - IMBA (DDCE) - 26 (HRM)

2012

Full Marks - 70

Time : As in the programme

The questions are of equal value.

Answer ALL questions.

1. Define HRM. Why it is important for an organisation ? Describe its scope.

OR

Describe the role and functions of a HR manager.

2. Discuss the Methods of HR Planning.

OR

Discuss the steps involved in selection in detail.

3. Why transfer is necessary ? How many types of transfer are there ? Describe the ideal transfer policy for an organisation.

[Cont.]

[2]

OR

What are the purposes of performance appraisal ? Describe its practice in an organisation with which you are acquainted ?

4. What is compensation ? Why it is important ? How do you differentiate between wage and incentive ?

OR

Describe the impact of compensation on motivation and its contribution for employee engagement.

5. Describe different types of on the job training provided to employees.

OR

What do you mean by competence ? How it is built up due to training and development ?

2012

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Time : As in the programme

The figures in the right hand margin indicate marks.

Answer any FIVE questions.

1. Define Financial Management. Discuss the functions of financial management. [14

OR

Write short notes :

- (a) Profit Maximisation. [7
 - (b) Wealth Maximisation. [7
2. What is Capital Budgeting ? Discuss the factors affecting the capital budgeting decisions of a firm. [14

OR

[Cont.

[2]

Define cost of Capital. Examine critically the different approaches to the calculation of cost of equity capital.

[14]

3. Write short notes :

(a) Operating Leverage.

[7]

(b) Financial Leverage.

[7]

OR

- What is capital structure ? Explain briefly the Modigliani Miller (MM) approach theory. [14]
4. What is dividend Policy ? Discuss the different forms of dividend. [14]

OR

What is Working capital ? Discuss the significance and different types of working capital.

[14]

[3]

5. What is Receivable Management ? Discuss the credit policy variables in receivable management.

[14]

OR

ABC Ltd. requires 90,000 units of certain items annually. The cost per unit is Rs. 3. The cost per purchase order is Rs.300 and the inventory carrying cost is Rs.6 per unit per year.

Calculate the EOQ (Economic ordering quantity.)

[14]

VI(5Yr.)IMBA(DDCE) 28(MM)

2012

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Answer all questions.

The figures in the right hand margin indicate marks.

1. Define marketing. Explain the importance and scope of marketing on the present era. 14

OR

What do you mean by marketing environment?
Differentiate between external and internal environment with example.

2. What do you mean by market segmentation? Explain the different bases of segmentation with example. 14

OR

Define a consumer. Explain different stages of consumer decision making process with example.

[Turn over

[2]

3. What do you mean by product life cycle(PLC)? Explain the different strategies to be taken by the marketer in different stages of PLC. 14

OR

Pricing is an important 'P' in the marketing mix – Justify. Explain different methods of pricing with example.

4. What do you mean by promotion mix? Explain different elements of promotion mix with example. 14

OR

What do you mean by channel? Explain different levels of channel with diagram and example.

5. What do you mean by service? Write down different characteristics of service product. 14

OR

Define rural market. How rural marketing is different from urban marketing? — Explain.

VI(5Yr.)IMBA(DDCE)29(POM)

2012

Full Marks : 70

Time : As in the programme

Answer any five questions.

The figures in the right hand margin indicate marks

1. What are the duties and responsibilities of operations manager? 14
2. What do you mean by Production management? Explain its objectives and scope. 14
3. What do you mean by production system? Explain different types of production system with giving its advantages and disadvantages. 14
4. What are the factors affecting plant location? Explain any one locational model for site selection. 14
5. What is plant layout? Explain different types of layout with giving advantages and disadvantages. 14

[Turn over

[2]

6. Write short notes on : 7+7

- a) MRP
- b) Supply chain management.

7. a) What is innovation management? Explain its utility.

- b) What is JIT? Explain its utility and tools.

7+7

8. a) What is the difference between product and process design?

- b) What are the advantages of Automation system?

7+7

9. a) What do you mean by Aggregate planning? What are the costs associated in aggregate planning?

- b) What is LOB? Explain different steps involved in finding out balanced efficiency.

7+7

10. a) What is inventory system? Differentiate between P and Q system of inventory.

- b) What do you mean by CPM and PERT? Explain its application.

7+7

[2]

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 - b) Supply chain management.
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VI(5Yr.)IMBA(DDCE) 30(MIS)

2012

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Answer all questions.

The figures in the right hand margin indicate marks

1. Discuss the different MIS Models for representing the systems. 14

OR

Define MIS. Explain the different functions and characteristics of MIS.

2. Give a structured system development life cycle model and explain various stages in it. 14

OR

What is Feasibility study? Discuss about technical feasibility with an example.

3. Discuss the different activities carried out by Marketing Information System. 14

OR

[Turn over

[2]

What is Human Resource Information System & discuss the different activities carried out by it.

4. Explain the difference between logical and physical DFD with an example. 14

OR

What is spiral model? How it differs from Iterative model. Discuss.

5. What is DBMS? What are the advantages and disadvantages of DBMS? 14

OR

Why normalization is essential while designing a database? Discuss about 2NF and 3NF with example.