

✓  
IV-MBA (DDCE) -Gr-A Min. Spl.-II-30-HRM-MERRI.

**2008**

**Full Marks -70**

**Time : As in the Programme**

**The questions are of equal value.**

**Answer any FIVE questions**

1. What is collective bargaining? How does the process of collective bargaining work in Indian industrial context?
2. What is Quality circle? How can you design the structure and pattern of functioning for an organisation having 50,000 personnel?
3. State the provisions of the Factories Act, 1948 with regard to health and welfare of the workers.
4. Write a detailed note on the "bonus formula" given in the payment of bonus Act, 1965.
5. Write a note on the existing law with regard to the prevention and settlement of industrial in India.

*[Cont.*

6. What are the provisions in regard to Employee's State Insurance Corporations rights where the principal employer fails as neglects to pay any contributions ?
7. A woman insured under the provisions of the Employees State Insurance Act, is entitled to received for the same period both sickness and maternity benefit. She combines her claims and demands the same. Is she entitled to do so ? Discuss the legality and also the validity of her claim.
8. What are the maternity benefits available to women workers under the Maternity Benefit Act, 1961 ?

IV-MBA (DDCE)-Min-Spl-III  
Gr. A-31-HRM-MTD

2008

Full Marks : 100

Time : As in the Programme

The questions are of equal value.

Answer any FIVE questions.

1. What is training & development ? Discuss their scope and limitations.
2. Training & Developments are essential during globalised era in technology intensive industries. Discuss with respective distinguishing features.
3. Discuss different methods of adult learning and their limitations.

[Turn Over

4. Write different methods of training need identification.
5. Write different aids used in training for operators in an organisation.
6. Training schedule is mirror of training programme. Prepare a training module of an manufacturing organisation.
7. Administration is key for necessary implementation of programmes. Discuss the concept in training.
8. Training evaluation is Key for further identification of training needs. Discuss.
9. Write different methods of feed back system in training and their use in industrial organisation with training policy.

[Contd.]

10. Write short notes on any three :

- a) Andragogy
- b) Pedagogy
- c) Case study method
- d) T Group Training
- e) In basket Training.

—O—

IV-MBA (DDCE) -Min. Spl.-II Gr B-30-FM-MBFS

**2008**

**Full Marks -70**

**Time : As in the Programme**

**The questions are of equal value.**

**Answer ALL questions**

1. What is the evolution of merchant banking in India and what is the role- of these in development of financial system as well as development of industries ?

OR

What is the role of SEBI in regulating merchant banking activities ? Discuss important policy measures.

2. What is leasing and what are its essential elements ? Discuss different types of leasing.

OR

What is the importance of hire purchase and what is the legal position of hire- purchase ? How is hire-purchase distinguished from leasing ?

3. What is the nature and importance of Mutual Fund ? Compare and contrast between Open-

*[Cont.*

ended and closed-end mutual fund schemes with suitable examples.

OR

What is Venture Capital and what are the types of Venture Capitals? Describe the areas where Venture Capitalists prefer to invest and the reasons of such investments.

4. What is the importance of 'Factoring'. Who are the parties to this and what are their function? Describe different types of factoring.

OR

What is the need of 'Forfeiting' and what is the mechanism of this? Who are the parties to this services and what are their roles?

5. What is the role of IRDA in promoting, as well as regulating Insurance Services in India?

OR

What is the economic justification of 'Mergers and Acquisitions'? What is the basis of merger and what are the legal and procedural aspects of merger?

IV-MBA (DDCE) -Min. Spl.-II Gr B-30-FM-MBFS

2008

Full Marks -70

Time : As in the Programme

The questions are of equal value.

Answer ALL questions

1. What is the evolution of merchant banking in India and what is the role- of these in development of financial system as well as development of industries ?

OR

What is the role of SEBI in regulating merchant banking activities ? Discuss important policy measures.

2. What is leasing and what are its essential elements ? Discuss different types of leasing.

OR

What is the importance of hire purchase and what is the legal position of hire- purchase ? How is hire-purchase distinguished from leasing ?

3. What is the nature and importance of Mutual Fund ? Compare and contrast between Open-

[Cont.

[2]

ended and closed-end mutual fund schemes with suitable examples.

OR

What is Venture Capital and what are the types of Venture Capitals? Describe the areas where Venture Capitalists prefer to invest and the reasons of such investments.

4. What is the importance of 'Factoring'. Who are the parties to this and what are their function? Describe different types of factoring.

OR

What is the need of 'Factoring' and what is the mechanism of this? Who are the parties to this services and what are their roles?

5. What is the role of IRDA in promoting, as well as regulating Insurance Services in India?

OR

What is the economic justification of 'Mergers and Acquisitions'? What is the basis of merger and what are the legal and procedural aspects of merger?

IV-MBA (DDCE)-Min. Spl-III  
Gr. B-31-FM-SAPM

**2008**

*Full Marks : 70*

*Time : As in the Programme*

*The questions are of equal value.*

*Answer any FIVE questions.*

1. How risk and return determined for a 'z' asset & 'n' asset portfolio using Markowitz approach ?
2. What are the features of an investment ? What are the possible objectives ? Discuss the features of a few long term investment alternatives.
3. Define market efficiency. What tests are conducted to examine weak form of market efficiency.
4. 'Economy analysis is the first steps in fundamental analysis' why ? What factors are examined under this analysis.

[Turn Over .

5. State the assumptions behind CAPM. What are its uses ? How does CAPM differ from APT.
6. How is industry analysis done for selecting the right types of industries for investment ?
7. Differentiate between CAPM and APT. State how are these concepts useful for investment decisions.
8. Which methods are followed in evaluating performance of a portfolio ? What other subjective factors are also examined for the purpose ?
9. Write short notes :
  - (a) Sharpe's Beta coefficient.
  - (b) Minimum variance portfolio.
  - (c) Open ended mutual fund schemes.

IV-MBA (DDCE)-Min. Spi-II-  
Gr. C-30-MM-APM

**2008**

Full Marks : 70

Time : As in the Programme

The questions are of equal value.

Answer ALL questions.

1. What is the role of 'Advertisement' in the marketing of products and services today ? Describe Advertising Management Process.

OR

What is the objective of Campaign Planning and what are the factors considered during campaign planning, as well as in launching ? Illustrate your answer with suitable example.

2. How does 'Advertising Budget' help in proper advertising management ? Discuss advertising budget process and methods of appropriations.

OR

[Turn Over

What is the importance of 'Corporate Advertising' and what is the recent trend of such advertisements? Outline social justification of corporate advertising.

3. What are the different types of 'Advertising Agencies'? Describe nature and importance of each type of Advertising Agencies.

OR

What is the present status of Client-Agency relationship? Give a note on recently functioning of Ad-Agencies.

4. Give an analytical note on 'Pre-Testing' and 'Post-Testing' techniques of measuring advertising effectiveness? Illustrate your answer with suitable examples.

OR

What is 'DAGMAR Approach' and what is its role in Advertising Management? Discuss comprehensively with examples.

[Contd.]

5. What is the importance of Sales Force Promotion and who are such Sales Force and what are roles performed by them? Give a brief note on recent trend of Sales Force Promotion.

OR

Compare and contrast between Consumer Promotion and Sales Force promotion. With suitable examples, describe the present day practice of 'Consumer Promotion' and 'Sales Force Promotion'

—O—

IV-MBA (DDCE)-Min. Spl-III  
Gr. C-31-MM-SDM

2008

Full Marks : 70

Time : As in Programme

The questions are of equal value.

Answer any FIVE questions.

1. Describe the importances of sales management in modern business.
2. Write some managerial and administrative functions of sales department.
3. Write on the recruitment process of a Sales Department in detail.
4. Describe the importances, advantages and various methods of sales training you have studied.

[Turn Over

6. Discuss the various needs and methods of motivating sales people.
6. 'If you stop adding new clients, you start bleeding to death'. Elucidate it.
7. Discuss the importances of physical distribution management in modern business.
8. Describe the roles of various factors which affects the choice of designing the channel of distribution.

IV-MBA (DCCE)-Min. Spl-III  
Gr. D-31 ISM SAD

**2008**

*Full Marks : 70*

*Time : As in the Programme*

*The questions are of equal value.*

*Answer ALL questions.*

1. What is a system ? Define the different types of systems. Give examples of the different types of systems and explain their components and their interaction with the environment.

OR

What are the roles of a system analyst ? Write in detail.

2. Give an account of various tools for structured analysis. Explain with example-.

OR

[Turn Over

Give an account of various feasibility studies and explain through examples.

3. Draw the hierarchical input process output of a payroll system in a manufacturing organization.

OR

What are the processing controls? Give a detail account of it.

4. What are the different normalization techniques? Give a detail account of it with examples.

OR

Give an account of various file organization & explain how data will be stored & accessed in those file organization.

5. What is audit trail? Give the difference between audit within the system & around the system.

OR

Give an account of different testing techniques and explain with examples.



IV-MBA (DDCE)-Min-Spl-II  
Gr. D-30-ISM-ERP

2008

Full Marks : 70

Time : As in the Programs

The questions are of equal value.

Answer any FIVE questions.

1. What is ERP ? Who are the main players in the ERP market ? Briefly explain the benefits of the ERP systems.
2. (a) What are the factors that are critical for the success of the ERP implementation ?  
(b) What are the factors to be considered when selecting an ERP package ?
3. What do you mean by e-Commerce ? Discuss its applications and advantages.

[Turn Over

4. Discuss the different phases of the ERP implementation lifecycle.
5. What is SCM? Discuss the goals, functions and benefits of SCM.
6. "EDI has replaced paper for certain transaction". Substantiate this statement.
7. CRM's five interactive areas are strategies Skills, Technology, Tactics and processes. Explain each one of them.
8. Write short notes on the following :
  - (a) BPR
  - (b) Internet Banking.

—O—

IV-MBA (DDCE) -Min. Spl.-II Gr F-30-POM-PMM

**2008**

**Full Marks -70**

**Time : As in the Programme**

**The questions are of equal value.**

**Answer ALL questions**

1. What is the importance of materials management for the cost control ? Describe the steps to be adopted in the materials management process.

OR

What is the scope of material management and what are the methods adopted to achieve the objectives of the materials management.

2. Describe the purchase procedure and discuss the importance of purchasing policies for suitable purchase management.

OR

Describe the significance of each in purchase system.

- (a) Vendor Selection
- (b) Rating of materials
- (c) Timing of purchar
- (d) Make or Buy decision

*[Cont.*

[2]

3. What is the significance of inventory management and what is procedure of this ?

OR

Discuss the importance of following in inventory management.

- (a) EOQ
  - (b) VED
  - (c) PQR
  - (d) MRP-1
4. What are the functions of a store, and how can you organise the stores systems and procedures to achieve and objectives of stores management ?

OR

Discuss the objectives and the procedure adopted for the followings-

- (a) Materials Identification system
  - (b) Issue system of stores
  - (c) Stores address system
5. What is the importance of Waste Management and what is the scope of this ?

OR

What is the interrelation between Waste manatement and resource management ? Discuss the significance of each.

2008

Full Marks -80

Time : As in programme.

The questions are equal value.

Answer ALL questions.

1. As an effective and efficient Operations Manager, list the activities that they carry out, with a brief explanation of their purpose, in the area of operations planning and control.

OR

Explain the key elements in an information system for operations control along with their interactions with help of diagram.

[Cont.

[2]

2.	Month	Demand
	January	80
	February	113
	March	70
	April	91
	May	105
	June	128
	July	79
	August	115
	September	98
	October	128
	November	85
	December	115

Using the data in Table

- (i) Compute a 3- month moving average forecast of demand through December.
- (ii) Computer the MAD for the forecast.
- (iii) Compute the forecast for the next month (January)

OR

- (a) Explain the use of Mean Absolute Deviation ( MAD) and tracking signal in analyzing forecasting errors.
- (b) Explain how seasonal and cyclical forecasting is carried out along with their applicability.

*[Cont.*

[3]

3. Develop an aggregate plan applying the strategy of hiring, lay off and overtime using the following data.

Month	Production days	Expected Production requiremnt	Required buffered investory
Jan	22	5000	2800
Feb	20	4000	2500
Mar	23	4000	2500
Apr	19	5000	2800
May	22	7000	3200
Jun	22	9000	3500
Jul	20	11000	4100
Aug	23	9000	3500
Sept	11	6500	3500
Oct	22	6000	3000
Nov	22	5000	2800
Dec	18	5000	2800

Assume that the normal plant capacity is 350 units /day. Additional capacity can be obtained through overtime up to maximum capacity of 410 units per day. The additional cost per unit for units produced during overtime hourse is Rs.100/- The year

*[Cont.*

[4]

respectively. A worker hired or laid off affects the net output by 1 unit/day and the cost of changing output this way is Rs.200/worker.

OR

Write notes on the following.

- (a) Hierarchical approach to disaggregation of aggregate plan to a master schedule.
  - (b) Manufacturing Resource plan (MRP II)
4. (a) Why and how forward and backward loadings are carried out in job shop scheduling.
- (b) Determine with the help of Gantt chart the make span and the machine utilization efficiency for the job sequence 3, 1,2,4.

Job No.	Work centre / Machine hrs.
1	X/4, Y/3, Z/ 2
2	Z/5, Y/3
3	Y/2, Z/ 3, X/2,
4	Y/4, X/3

[ 5 ]

OR

- (a) Explain the use of priority rules procedure for scheduling 'n' tasks on one processor.
- (b) There are 8 jobs, which can be processed in any of the 3 machines M1, M2, M3 in a job shop, which have identical capacities. Determine the optimal make span and the loading pattern of machines.

Job	Processing Time ( hrs)
A	12
B	20
C	05
D	15
E	04
F	08
G	06
H	04

5. A producer of electronic equipment needs to add a component sub assembly operation that can produce 80 units during 8-hour shift. The operations have been designed for 3 activities as shown

[Cont.

<u>Operation</u>	<u>Activity</u>	<u>Standard time</u>
A	Mechanical Assembly	12minutes
B	Electric wiring	16minutes
C	Testing	03minutes

- (a) How many workers will be required for each activity?
- (b) Assuming that the workers at each station cannot be used for other activities in the plant, what is the approximate percentage of idle time for this assembly operation?
- (c) Compute the balance efficiency.

OR

Write notes on any Two of the Followings:

- (a) Region approach to scheduling with resource constraints.
- (b) Personnel scheduling
- (c) Helgenson- Birnie approach to line a balancing.

IV-MBA (DDCE)-Min. Spl-II-  
Gr. E-30-IBM-MFM

**2008**

*Full Marks : 70*

*Time : As in the Programme*

*The questions are of equal value.*

*Answer any FIVE questions.*

1. How are MNC's finance decisions different from that of the domestic companies ?
2. Explain FDI strategies and benefits to the host and home country.
3. Which methods would you follow international capital budgeting decisions ?
4. Which factors would you examine in deciding and managing international portfolio investment.

[Turn Over

5. Explain the various sources of international finance.
6. Describe the functions of World Bank and International finance corporation.
7. What are the various steps in international cash management ?
8. Explain the different bases of international tax system.
9. Write short notes on :
  - a) Arbitrage
  - b) Floating exchange rate
  - c) Euro currency.

—O—

IV - MBA - ( DDCE ) Min. Spl. III - GrE - 31 - IBM - IBE

**2008**

**Full Marks -70**

**Time : As in programme.**

**The questions are equal value.**

**Answer ALL questions.**

1. What is the importance of international business to a developing economy like India and what is the recent trend of such business ? Discuss the important factors leading to growth of international business by India.

**OR**

*[Cont.*

[2]

What is importance of Globalization and what are the factors leading to globalization of business? Discuss the effect of globalization in Indian business and trade.

2. What is the importance of WTO and what are its functions? Evaluate the role and performance of WTO in a developing economy like India.

OR

Give a comprehensive note on the role of IMF in the promotion of international business.

3. What is foreign exchange rate and what are the determinants of this? What is the influence of foreign exchange rates in the world trade?

OR

Describe the nature of Foreign Exchange Market and evaluate the role of this market in promotion of international business.

4. What is Free Trade and what are the impact of this to both national and international business? Briefly discuss the myth and reality of free trade.

[Cont.]

131

OR

What do you mean by Trade Blocks and why such blocks are made ? Evaluate the role of trade blocks in the growth of international business.

5. What is ' Dumping ' and what are its effects on domestic business ? Illustrate one or two cases of dumping. Outline the rules concerning the method of determining dumping and injury as per UR Agreement.

OR

Critically evaluate various recent developments of international business environment.

IV-MBA (DDCE) -Min. Spl-II Gr G-30-EM-NEM

**2008**

**Full Marks -70**

**Time : As in the Programme**

**The questions are of equal value.**

**Answer ALL questions**

1. Define inventory management. Distinguish between A-B-C analysis and Economic Order Quantity. Also state various costs that affect economic order quantity.

**OR**

Write notes on :

- (a) Quality Management
- (b) Manpower Management

*[Cont.]*

[2]

2. As a finance manager of a software company located in Bhubaneswar enumerate the steps you would take to bring down the cost and increase the profit.

OR

Write short notes on :

- (a) Profit Assessment  
(b) Credit Sales
3. Define market segmentation. State the bases and the condition precedent to successful market segmentation.

OR

In a sense marketing management is essentially management of customer demand." Justify.

4. What do you understand by Business Law ? Enumerate the various sources and the scope of Indian Commercial Law.

OR

Write short note on :

- (a) Taxation Laws  
(b) VAT

[Cont.

[3]

5. "Developing countries need imitative rather than innovative entrepreneur". Comment.

OR

Outline, in brief with recent examples, the role played by IT in shaping the modern emerging business as well as the very approach of the modern entrepreneur in an era of globalisation.

IV-MBA (DDCE) -Min. Spl.-II Gr G-30-EM-NEM

IV-MBA (DDCE) -Min. Spl-III Gr G-31-EM-ESB

**2008**

**Full Marks -70**

**Time : As in the Programme**

**The questions are of equal value.**

**Answer ALL questions**

1. Who is an entrepreneur and what are the important skills of an entrepreneur? Discuss the charms of being an entrepreneur.

OR

What is the significance of entrepreneurship promotion in Orissa? What is the present trend of entrepreneurship promotion in this state?

2. Describe the significance of Maslow's need hierarchy theory in the promotion of entrepreneurship. Illustrate your answer with suitable examples.

OR

Give a comprehensive note on the adoption or use of Psychological theories in influencing entrepreneurs; behaviour. Give suitable examples in support of your arguments.

3. What is the procedure of establishing Small Scale enterprises? Describe in detail the

*[Cont.*

[2]

sources of indentifying entrepreneurial opportunities.

OR

What do you mean by 'Demand Assessment and why is it done ? Describe the procedure of demand assessment.

4. - What do you mean by 'Technological Environment' and why is it studied ? Give a detailed note on assessment of a Small Scale project on basis of variables of technological environment.

OR

What is a "Project Report" and why is it prepared. Describe different segments of a project report. Illustrate your answer with specimen of a project report.

5. Describe the present scenario of growth of SSIs in Orissa and discuss the role of promotional agencies in the stablisation and growth of SSIs in this state.

OR

Give short note of the following -

- (a) Family Enterprise Management
- (b) Performance Appraisal of projects.

IV-MBA (DDCE) -30 Minor  
Spl-II-Gr-I (THM)-HM

2008

Full Marks : 70

Time—As in Programme

The questions are of equal value.

Answer ALL questions.

1. Briefly describe the origin & evolution of Hotel business in the world.

OR

Justify the Punch line of Indian Hospitality i. e. "Atithi Devo Bhaba".

2. Describe the different types of Accomodation catering the needs of Tourism Industry.

OR

[Turn Over

SECTION AGM 2  
MHT 10 11 12

Explain the facilities and amenities available in a Five star delux hotel.

3. How Front office of a Hôtel co-ordinates with other dept. of the Hotel. Explain with examples.

OR

Describe the good qualities for the staff of a restaurant and explain the duties & responsibilities of the supervisor of a restaurant.

4. Explain the following

- (a) GIT            (b) FTI            (c) BIT  
(d) Rack Rate    (e) MAP.

OR

- (a) Explain the steps to be followed for booking of hotel rooms over telephone.

- (b) Explain the procedure to be followed for the cancellation of a room.

[Contd.]

5. Write the success story of any one of the following chain Hotels.

- \* Welcome Group
- \* Oberai Group
- \* Ginger Group
- \* Ashok Group.

OR

Explain the facilities, amenities and services available in a Herbal Treatment Resort.

—O—

**IV-MBA(DDCE)-31 (THM)-Gr I-TMEM (MIN SPL-III)**

**2008**

**Full Marks -70**

**Time : As in the Programme**

**The questions are equal value**

**Answer ALL questions**

1. Briefly give a differentiation between Product & Service and suggest the steps to be taken for effecting marketing of services.

**OR**

1. Describe the channel of distribution in Tourism sector.

2. Being the manager of a National Travel Agency at Bhubaneswar, formulate the strategy to increase you sale of your company.

**OR**

What steps should be taken by the top management to evaluation the marketing of the organisation. Describe with the example.

*[Cont.*

3. What is incentive Tour and what are the steps to be taken to conduct a incentive tour of your client to some of the European destinations.

OR

Describe the role of a Event Management organisation in the present society. Do you think that now a days people are more dependent on Event Managers to organise their events ? Justify your answer.

4. What are differences between conferences and corporate meeting & what elaborate arrangement to be made for both.
5. Being a Event manager, prepare a clock-list for a Residential conference to be made at Bhubaneswar during Nov. 2008. The total number of deligates will be around 600. Most of deligaters are excepted with their spouse.

OR

What is trade show and how it is different from other events. Discuss with examples from any trade show you have visited during your study.