

IIIS(2yr)MBA-DDCE —
202 – BECG (NC)
R & B

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Groups as directed.

Group – A

Answer any three questions of the following :

12×3 = 36

1. What do you mean by Ethics ? Explain the needs and benefits of business ethics.
2. What do you mean by Ethical Corporate Behavior ? Explain the guidelines to manage ethics in an organization.
3. Ethical decision-making is an integral part of the functioning of an organization. Comment. Explain the various ethical decision-making frameworks.

MS – 7/2

(Turn over)

4. What are the ethical issues involved in marketing and unethical practices ? Explain various methods that are unethical while advertising for their products.
5. Sexual harassment and discrimination is major concern in India. Comment.

Group – B

Answer any three questions of the following :

8×3 = 24

6. What are the different ethical business concepts ? How ethical decisions differ with the value system and moral standard of others ?
7. Explain the advantages of a code of ethics.
Discuss the guideline that helps in managing ethics in an organization.
8. What do you mean by Social Responsibility ?
Explain the importance of social responsibility.
9. What is an Ethical Dilemma ? How are ethical issues involved in ethical dilemmas ?

10. Explain whistle blowing and its types ; moral justification for external blowing right and wrong whistle blowing.

Group – C

Answer any two questions of the following :

5×2 = 10

11. Explain the importance of Corporate Governance.
12. What is the role of auditor in organization ?
13. What is Environmental Ethics ?
14. What is Gender Ethics ?



MS – 7/2 (500)

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**Answer questions from all Sections
as directed therein.**

Section - A

(Answer any **three**) 12×3=36

1. Who can be an Entrepreneur? What are the skills, nature and types of an entrepreneur?
2. Write down the role of different institutions working for the development of enterprise in India? Discuss the scope and objectives of such institutions.
3. Design a project report for the enterprise which you want to set-up.
4. What is CSR? What are provisions of an enterprise towards the development of the society as per the Company Act 2013?
5. What is Industrial Sickness? When and how an industry is declared as sick? What are the preventive measures that should be taken by the industry not to become sick?

[Turn over]

[2]

Section - B

(Answer any three) . 8×3=24

6. What are the role of women entrepreneurs in the present environment? What are the obstacles faced by them in regard to setting up a business?
7. What is SWOT analysis? Discuss its importance in analysis of business.
8. How a small scale industry can be registered?
9. Discuss the different roles of EDP which promotes the entrepreneurial quality among the young entrepreneurs.
10. Why a project is evaluated? Discuss each techniques in detail.

Section - C

(Answer any two) 5×2=10

11. What are the steps taken by a financial institution to analyse the risk factor in a project?
12. How the Need Hierarchy Theory relates to an Entrepreneur?
13. What are the different sources of finance? Discuss its function in financing the enterprises.
14. What is incentives and subsidies? Discuss the provisions in regards to the entrepreneurs.

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Answer from all the Groups as directed.

Group – A

Answer any **three** questions of the following :

12×3 = 36

1. What are the reasons for the failure of Regional Rural Banks and what are the committees recommendations and suggestions must be considered for revitalizing these banks ?
2. Describe a draft and what is its legal status. If a draft is lost, what is the formalities to be followed to issue a duplicate draft ?

MS – 8/2

(Turn-over)

3. Explain the following ratios and state how these ratios are helpful to banks :
- (a) Current Ratio
 - (b) Debt Equity Ratio
 - (c) Operating Profit Ratio
 - (d) Debtor's Turnover Ratio
4. Explain the important factors to be considered while marketing of life insurance products.
5. Describe the historical frame work of General Insurance in India and also the role of certain new players in these business.

Group – B

Answer any **three** questions of the following :

8×3 = 24

6. The history of Indian bank is segregated into three distinct phases. Give a brief note on this.

7. What is cash credit account and what are the advantages and weaknesses of the system ?
8. Explain the sources from which a bank receives fund and also the ways in which it employs funds.
9. Discuss the opportunities and challenges faced by the Indian insurance companies in the post economic reform era.
10. Outline the structure of General Insurance Corporation and briefly explain the functions of GIC.

Group – C

Answer any two questions of the following :

5×2 = 10

11. Discuss the different types of deposits of commercial banks.
12. Explain the term RTGS and its advantages.

MS – 8/2

(3)

(Turn over)

13. Explain the procedure for loss settlement in Burglary insurance.

14. Describe marine insurance and aviation insurance.



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Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Define International Business. Discuss different competitive advantages and problems of International Business.
2. Discuss different stages and approaches of International Business.
3. Define IMF. Define its objectives. Discuss the role of IMF in international liquidity management.

MS – 9/2

(Turn over)

4. What do you mean by disequilibrium in B. O. P. ?
Discuss different cause of disequilibrium. What are different methods of correcting disequilibrium in B. O. P. ?
5. Define barriers to trade. Discuss different types of international barriers to trade.

Section – B

Answer any **three** questions of the following :

8×3 = 24

6. Define FDI. Discuss the factors influencing FDI. Discuss different FDI/ International Investment Theories.
7. Distinguish between GAAT and W. T. O. Discuss the role of W. T. O. in improvement of international trade.
8. Discuss the merits and demerits of flexible exchange rate system.
9. Discuss different steps taken by India towards globalization, privatization and liberalization in new economic policy, 1991.

10. Why do the employees and their family members need adjustment in international assignment ? Explain different stages in international adjustment.

Section – C

Answer any two questions of the following :

5×2 = 10

11. What is World Bank Group ?
12. Discuss different types of Economic Integration.
13. Why Balance of Payment always balances ?
14. What are the features and essential conditions for globalization ?



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Answer from all the Sections as directed.

Section - A

Answer any **three** questions of the following :

12×3 = 36

1. What is fact finding analysis ? Briefly explain various types of fact finding techniques.
2. What is normalization ? Why is it needed ? Explain the following terms with respect to normalization giving examples :
 - (a) First Normal Form
 - (b) Second Normal Form
 - (c) Third Normal Form

MS - 10/2

(Turn over)

3. Describe ESS and DSS.
4. Explain the spiral model of system development.
How is it different from prototyping model ?
5. Write short notes on the following :
 - (a) Financial information system
 - (b) Zero level DFD
 - (c) RAD model
 - (d) Database Architecture

Section – B

Answer any **three** questions of the following :

8×3 = 24

6. How is information different from data ? What are the various types of information ? Describe various dimensions of information.
7. Explain the different steps involved in SDLC.
8. Differentiate between :
 - (a) Abstract and Physical Systems
 - (b) Deterministic and Probabilistic Systems

(c) Open and Closed Systems

(d) Formal and Informal Systems

9. How are DFDS different from Flow charts ?
Illustrate with an example.
10. How are parallel databases different from distributed databases ?

Section – C

Answer any two questions of the following :

5×2 = 10

11. How management information system may be classified ? Explain the different categories.
12. Describe the various factors used to describe the quality of information.
13. Name some ERP software. What are the challenges faced by ERP ?
14. What is meant by Database anomalies ?



MS – 10/2 (500)

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Answer from all the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is meant by social responsibility of business ? State the responsibilities of business towards the community.
2. Explain the functions of WTO. Describe how it helps the developing countries in their growth process.
3. What is price stability ? 'Of the various objectives price stability is perhaps the one that can be pursued most effectively by fiscal policy'. Discuss.

MS – 11/2

(Turn over)

4. Explain the important instruments of Indian Capital Market.
5. Explain the functions of RBI and its role in economic development.

Section – B

Answer any **three** questions of the following :

8×3 = 24

6. Explain the factors responsible for industrial sickness in India.
7. What is Consumerism ? Explain.
8. Discuss the objectives of monetary policy.
9. Discuss the objective of new industrial policy.
10. What are the effects of Globalization of Indian economy ?

Section – C

Answer any **two** questions of the following :

5×2 = 10

11. Distinguish between internal and external environment.

12. Write short notes on discounting bills of exchange.

13. What is meant by social responsibility of business ?

14. Write short note on Capital Market.

