

DDCE-IVS(2yr)MBA Spl.
Gr-I/IIS-PGDIP-HR-
23/06 — HRPD
(R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions : $12 \times 3 = 36$

1. Outline the objectives of HR planning. Discuss how HR plan is done in organisation.
2. Discuss the approaches to HR planning. Which approach you think is most appropriate at unit level and why ?
3. Define HRIS and discuss the different types of data required and its method of collection for

AZ – 9/2

(Turn over)

DDCE IV-S-(2yr.) MBA-Spl-Gr.-I FM - $\frac{23}{06}$ (FMI) R&B
II-S. P.G .Dip

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. Briefly discuss the comparative features, origin and functions of IDBI and IFCI.
2. Explain the meaning and characteristics of call money. Discuss the evolution and development of call money market on India.
3. Financial Markets in India make a special contribution to the industrial growth. Give a cross section of the financial market scenario in India.
4. What are the features of Indian money market ? How does it differ from the capital market ?
5. What do you mean by lasting of securities ? Discuss the trusting formalities and point out its merits in Indian context.

[Cont...

Section-B

(Answer any THREE) [8×3=24]

1. Commercial banks special among the intermediaries for the development of the economy. Justify.
2. Discuss the composition and functions of a money market.
3. What vs Private placement ? State reasons for companies preferring private placement as the most appealing method of floatation of securities.
4. Critically examine the role of stock exchanges in the financial system of a country.
5. What vis a financial market ? Explain its roles and functions.

Section-C

(Answer any TWO) [5×2=10]

1. Differentiate between the New Issue Market and the Secondary Market.
2. Discuss the drawbacks of the depositing system.
3. How the classification of Indian financial markets.
4. Write short notes on constituents and functions of money market.

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

Answer any THREE questions from the following: [12×3=36

1. "The scope for merchant Banking is great in India". Discuss the statement in light of future of merchant Banking in India.
2. Define Credit Rating. Discuss various types of Credit Rating Agencies (CRA) in India and also discuss how they evaluate the companies before rating its securities.
3. "Leasing as a financial service offers potential advantages both to the lessor and lessee". Discuss the statement.

[Cont...

[2]

4. Discuss the role and function of IRDA in development of the insurance sector in India.
5. What do you understand by acquisition ? When does an acquisition become a takeover ? Discuss some of the important takeover defensive tactics practiced by Indian companies.

Section-B

Answer any THREE questions from the following: [8×3=24

1. Discuss different innovative products introduced in recent times in the financial service sector in India.
2. Discuss some important schemes that are being offered by mutual fund companies in India.
3. Discuss the process and method of venture capital financing in India.
4. What do you mean by factoring ? Describe the modus operandi of the factoring services in India.

[Cont...

[3]

5. Discuss some of the major problems faced by housing finance sector in India ?

Section - C

Answer any TWO questions from the following: [5×2=10

1. Distinguish between Hire Purchase Financing & instalment Credit Financing.
2. What is Net Asset Value (NAV) ?
3. What is the difference between life insurance & general insurance contracts ?
4. What is portfolio management service ?

□

DDCE - $\frac{\text{IV-S-(2Yr.)-MBA-Spl.-Gr.-I}}{\text{II-S-P.G.Dip.}}$ - FM - $\frac{24}{07}$ (MBFS) - R & B

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE questions.) [12×3=36

1. Explain the policy of passive portfolio revision.
2. An investor owns a portfolio of four securities with the following characteristics:

Security	SETA	Random Error (Standard deviation) (per cent)	Proposition
1	0.79	12	0.25
2	1.85	8	0.30
3	105	17	0.15
4	0.82	20	0.30

[Cont...

[2]

Calculate the portfolio risk, assuming the standard deviation of returns on market index to be 16 per cent.

3. Discuss the Markowitz model and list out the difficulties in implementing this model.
4. Why is the concept of CAPM important? What are the assumptions and how is it derived?
5. Explain the methods of weak and strong form of market efficiency.

Section-B

(Answer any THREE questions.) [8×3=24

1. Distinguish between interest rate risk and default risk.
2. Discuss various methods of performance measurement. State under what circumstances each method is adopted.
3. Enumerate the characteristics of Industry analysis. How industry analysis helps an investor?

[Cont...

[3]

4. Explain the various phases of portfolio management.
5. Discuss efficient market hypothesis in each of its three forms.

Section - C

(Answer any TWO questions.) [5×2=10]

1. Write short notes on :
 - (a) Dow theory
 - (b) Basic principles of Technical analysis
 - (c) Technical Indicators
 - (d) Portfolio Revision

□

DDCE - $\frac{\text{IV-S-(2Yr.)-MBA-Spl.-Gr.-I}}{\text{II-S-P.G.Dip.}}$ - FM - $\frac{25}{08}$ (SAPM) - R & B

DDCE - $\frac{\text{IV - S - (2Yr.) - MBA - Spl. - Gr. - I}}{\text{II - S - P.G.Dip.}}$ - FM - $\frac{26}{09}$ (IF) - R & B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE questions.) [12×3=36

1. Why is it important to study International Finance ? How is it different from Domestic Financial Market ? Discuss the emerging challenges in the field of International Finance.
2. Define Foreign Exchange Market. Who are the participants in a forex market ? Discuss the difference between the retail or the client market and the wholesale or the interbank market for foreign exchange.

/ Cont...

[2]

3. Discuss the meaning of Forex Risk and explain briefly the basic features of different types of forex exposures.
4. What are the instruments in International Capital and Money Market ? Explain in brief.
5. Discuss the role and objectives of IMF. How IMF's lending operation was operated.

Section-B

(Answer any THREE questions.) [8×3=24

1. Give a brief account of the changing scenario of International Financial Market during the past four or five decades.
2. What are the different types of Foreign Exchange Rate and how they are determined ?
3. Discuss the techniques of managing Foreign Exchange Risk.
4. Discuss the Euro Bond Market in details.
5. MNC and their role.

[Cont...

[3]

Section - C

(Answer any TWO questions.) [5×2=10

1. Exchange Rate Regimes.
2. EXIM Bank.
3. Purchasing Power Parity Theory.
4. Asset Liability Management.



DDCE - $\frac{\text{IV - S - (2Yr.) - MBA - Spl. - Gr. - I}}{\text{II - S - P.G.Dip.}}$ - FM - $\frac{26}{09}$ (IF) - R & B

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2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE questions.) [12×3=36

1. Write down the different Functions and the principles of Banking ?
2. Elaborate the present structure of Commercial Bank ?
3. What is Insurance ? What are the principles of Insurance ? Identify the role of Insurance in the financial sector ?
4. Define risk ? What are the classifications of risk ?
5. What is Annual Report ? Discuss the structure of a annual report ?

[Cont...

[2]

Section-B

(Answer any THREE questions.) [8×3=24

1. What is wagering contract ? Differentiate it with insurance contract ?
2. Discuss the role and responsibility of the DO in promoting the insurance product ?
3. How the different HR Practices adopted in the employees working in the insurance sector ?
4. What are the role and responsibilities of a LIC agent ?
5. Write down the different types of insurance ? Discuss in brief.

Section - C

(Answer any TWO questions.) [5×2=10

1. Define Private Bank ?
2. Role of LIC in Developing Insurance Sector.
3. Distinguish between Insurance and assurance ?
4. Define claims ? Discuss the procedure ?

□

DDCE-IV - S - (2Yr.) - MBA - Spl. - Gr. - I - BIM-²³(MBIC) - R & B
II - S - P.G.Dip. 06

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE questions.) [12×3=36

1. State and explain the internal and external techniques that can be applied by banks dealing in foreign currencies.
2. "For the purpose of operational risk management, the activities of a bank may be mapped into eight business lines identified in the New Capital Adequacy Framework". Elucidate.
3. Discuss the salient features of dynamic approach advocated by Reserve Bank of India for the purposes of ALM in Indian banks.

[2]

4. What is Marine insurance ? Explain the various types of marine losses and maritime frauds and methods to prevent them.
5. List the IRDA provisions on obligation of insurers to rural and social sectors.

Section-B

(Answer any THREE questions.) [8×3=24

1. "Credit Risk is a combined outcome of default, exposure, recovery and geographical spread". Explain.
2. What are the goals of risk management ? Describe the broad principles of risk management.
3. What are the different steps involved in credit risk management techniques/instruments.
4. Briefly explain the various types of marine insurance covers available in India.
5. Is automobile insurance compulsory in India ? What types of insurance cover are available for automobiles ?

[Cont...

[3]

Section - C

(Answer any TWO questions.) [5×2=10]

1. Explain how a peril differs from a hazard and give an example of each.
2. Write short notes on the following:
 - (a) Principle for management of liquidity risk.
 - (b) Principle for management of interest rate risk.
3. What is Foreign Exchange Risk. What are its different types ?
4. Discuss the various types of rural insurance covers available in India.

□

DDCE - $\frac{IV-S-(2Yr.)-MBA-Spl-Gr.-I}{II-S-P.G.Dip.}$ - BIM - $\frac{24}{07}$ (RC & M) - R & B

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2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE questions.) [12×3=36

1. Discuss in detail what reforms have been made in the banking system in India as per the Narsimhan committee report.
2. Outline the provisions of Banking Regulation Act regarding the winding up and Amalgamation of Banking companies.
3. "Insurance business is partially regulated in India". Do you agree ? Give reasons for your answer.

[Cont...

[2]

4. Discuss in brief the advertising strategies followed by Life Insurance Companies to reach out customers.
5. What are the various types of negotiable instruments ? Explain the liabilities of parties to a negotiable instrument.

Section-B

(Answer any THREE questions.) [8×3=24

1. Explain in detail the powers vested with the RBI under the Banking Regulation Act.
2. Discuss the rights and privileges of the holder in due course.
3. "Reforms in the Banking sector are in tune with liberalization". Discuss the statement.
4. What are the legal provisions in licensing of surveyors and agents ?
5. What are the different person plans that are offered by insurance companies ? Discuss the criteria followed while selecting such a plan.

[Cont...

[3]

Section - C

(Answer any TWO questions.) [5×2=10]

1. What are the advantages enjoyed by a bank for being a scheduled bank ?
2. State the circumstances under which there can be cancellation of registration of the insurance companies.
3. Explain the presumptions as to a negotiable instrument.
4. What are the benefits of Bancassurance ?



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DDCE- $\frac{\text{IV-S-(2Yr.)-MBA-Spl.-Gr.-I}}{\text{II-S-P.G.Dip.}}$ - BIM- $\frac{26}{09}$ (BIM)- R & B

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE questions.) [12×3=36]

1. Define Marketing Management and discuss the 4Ps Concept of it with special reference to Banking Environment.
2. What is STP approach ? Why segmentation is essential in Banking and Insurance Sector.
3. Discuss the various promotional tools used by the Banking Organisations in India.

[Cont...

[2]

4. Insurance sector follows only three channel distribution system, justify the statement.
5. Explain how the Product Life Cycle can be used by the marketers in Banks.

Section-B

(Answer any THREE questions.) [8×3=24

1. How E-Banking plays a vital role in Banks and Insurance companies in marketing point of view.
2. Why CRM is essential explain with suitable causes.
4. "Effective selling skill is creating the Banking and Insurance market for the new as well as existing products", discuss.
4. Discuss the different types of selling skills of the personal seller.

[Cont...

[3]

5. How the Banking and Insurance environment moving from cash to cashless, describe it with the help of NEFT & RTGS Services.

Section - C

(Answer any TWO questions.) [5×2=10]

1. Explain the components of economic environment in India.
2. Write a note on growth stage & maturity stage.
3. Discuss the role of RBI.
4. Discuss the advantages of delivery system.

□

DDCE - $\frac{\text{IV - S - (2Yr.) - MBA - Spl. - Gr. - 1}}{\text{II - S - P.G.Dip.}}$ - BIM - $\frac{26}{09}$ (BIM) - R & B

DDCE - IV-S-(2yr.) MBA-Spl-Gr.-I POM - $\frac{23}{06}$ (TQM) R&B
II-S. P.G .Dip

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. What is total quality management ? Discuss the principles of total quality management.
2. Discuss the various types of control charts used for variables and attributes.
3. Discuss the objectives and benefits of ISO 9000 standards.
4. Why does the designer use FMEA ? Discuss its usefulness.
5. What is total productive maintenance ? State the Benefits of TPM.

[Cont...

[2]

Section-B

(Answer any THREE) [8×3=24]

1. What is statistical quality control ? Discuss its advantages.
2. List and explain the steps of Business process Reengineering.
3. Describe the steps involved in FMECA.
4. Explain the significance of zero defect programme.
5. Discuss the principles of total productive maintenance programs.

Section-C

(Answer any TWO) [5×2=10]

1. Define Acceptance sampling.
2. What is Quality Audit.
3. Define Quality Function Development.
4. What are type-1 and type- II errors.

2017

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*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. Define material management. Explain different areas of materials managements.
2. What are different considerations in make or buy decisions explain ?
3. What is verification of stores ? Explain what are different kinds of store verification method explain with their merits and demerits.
4. What do you mean by waste wastavity ? Briefly explain its classification and measurement.

[Cont...

[2]

5. The maintenance department for a small manufacturing firm has responsibility for maintaining an inventory of spare parts for the machinery it services. The parts inventory, unit cost, and annual quantity usage are as follows:

Part	Unit Cost (Rs.)	Quantity Usage
1	60	90
2	350	40
3	30	130
4	80	60
5	30	100
6	20	180
7	10	170
8	320	50
9	510	60
10	20	120

The department manager wants to classify the inventory parts according to the ABC system to determine which stocks of parts should most closely be monitored.

[Cont...

[3]

Section-B

(Answer any THREE) [8×3=24

1. Discuss the importance of EOQ in inventory management system.
2. Describe the significance or rating of material in purchase system.
3. What is ABC control policy ? Describe it in details.
4. Write short notes on purchasing parameters.
5. Describe the system of purchase of equipment's and store in an inventory.

Section-C

(Answer any TWO) [5×2=10

1. What are the attribute required of an efficient purchasing ?
2. Write short note on Bin card.
3. Determinants of purchase price.
4. Why materials management losses are not readily visible ?

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2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36]

1. Examine the role of operation planning and control in making an organization efficient and effective.
2. Discuss the different methods are used in Quantitative forecasting.
3. What is aggregate planning ? Explain the different types of casts associated in aggregate planning.

[Cont...

[2]

4. Six jobs go first through machine A then go through machine B. The order of completion of jobs have no significance. The following gives the machine times in hours, for six and two machines.

Job:	1	2	3	4	5	6
Machine-A	5	9	4	7	8	6
Machine-B	7	4	8	3	9	5

Find the sequence of jobs that minimizes the total elapsed time to complete the jobs.

5. Discuss the various approaches to the in line balancing.

Section-B

(Answer any THREE) [8×3=24

1. Explain the integrated operating control information system in detail.
2. Explain the principle assumptions made while dealing with a sequencing problem.
3. What is Qualitative forecasting ? Explain the different steps in Delphi method.

[Cont...

[3]

4. What is MRP and what are the methods to determine the effective lot size in MRP.
5. Discuss briefly the Hierarchical approach to disaggregation of aggregate plan to a master schedule.

Section-C

(Answer any Two) [5×2=10

Write short notes any Two of the following:

1. Master production schedule.
2. Line balancing.
3. Cyclic forecasting.
4. MRP - II

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II - S. P.G. Dip

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE) [12×3=36

1. What are the major changes brought about by development in information technology ?
2. Define technology forecasting. Explain any two technology forecasting methods giving examples.
3. Differentiate between technology assessment and technology evaluation. What are the parameters ? Which need to be taken into

[Cont...

developing information system in an organization.

4. Discuss the different stages of career with its characteristics. Which stage is most favourable for career planning and why?
5. "HRD is an integrated and inter-disciplinary approach to the development of human resources in the organisation". In the light of this statement discuss the various instrument of HRD.

Section – B

Answer any **three** questions : $8 \times 3 = 24$

6. HRD Audit evaluates the human resources function for business improvement. Discuss this statement.
7. Voluntary separation scheme is most effective in managing surplus manpower. Discuss with your justification.
8. Write a note on HRD in Indian industry.

9. "QWL is fundamentally a philosophy or an approach that can permeate many different activities in the workplace." Discuss.
10. "Human resources reports are submitted for the purpose of management planning and control of human resources". Explain the statement. Describe the essentials of a good human resources report.

Section – C

Answer any **two** of the following : $5 \times 2 = 10$

11. Why Markov chain analysis is done ?
12. Outline the objective of HR accounting.
13. Define career planning, career management and career development.
14. What are the objectives of HRIS ?



AZ – 9/2 (400)

(3) DDCE-IVS(2yr)MBA Spl.

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(R & B)

DDCE-IVS(2yr)MBA Spl.
Gr-I/IIIS-PGDIP-HR-
24/07 — MERL
(R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions : $12 \times 3 = 36$

1. What do you mean by workers participation in management (WPM) ? Outline various levels of WPM. Briefly discuss about the participative forums as per Indian context.
2. What is collective bargaining ? Discuss the different types and process of collective bargaining.

AZ – 8/2

(Turn over)

3. Who are the authorities under the Industrial Dispute Act, 1947 for prevention and settlement of Industrial dispute ?
4. Enumerate the provision of health and welfare facilities to be provided in the factory under the Factories Act, 1948.
5. Enumerate the various types of benefits assured to the insured persons under the Employee State Insurance Act, 1948.

Section – B

Answer any three questions : 8×3 = 24

6. Explain the structure and the functions of the International Labour Organisation.
7. Explain the salient features of Payment of Gratuity Act, 1972.
8. Explain the provision relating fixing and revising minimum rates of wages in scheduled employment under the minimum wages act, 1948.

9. Outline the process for submitting draft standing orders for certification.
10. Explain the main provisions contained in the rules of Trade Union.

Section – C

Answer any two of the following : 5×2 = 10

11. Define a Trade Union. Why do workers join union ?
12. What is strike ? Differentiate between strike and lockout ?
13. What do you mean by 'unitary and pluralistic approach' to industrial relation ?
14. Discuss the role of work committee.



AZ – 8/2 (400)

(3) DDCE-IVS(2yr)MBA Spl.

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(R & B)

**DDCE-IVS(2yr)MBA Spl.
Gr-I/IIIS-PGDIP-HR-
25/08 — MTD
(R & B)**

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. What do you mean by training ? Discuss the various methods used in the training of employees in an industrial concern.
2. "Any attempt to obtain information on the effect of training programme and to assess the value of training in the light of that information for improving further training." In light of this statement explain any two methods of evaluation.

3. Bring out what manager, trainer and trainee can do during the pre-training, during training and after training to enhance transfer of training.
4. What are the major hurdles in cost-benefit analysis ? How do you calculate training cost ? How do you measure training benefits ?
5. Training certification is important in the training programme. Write down the purpose of issuing the certificates and Design a training certificates.

Section – B

Answer any **three** questions : $8 \times 3 = 24$

6. Define task analysis. Briefly explain the basic components of task analysis.
7. What are the objectives of employee training ? Explain the need for training in modern industry.
8. Why would a company use a combination of face-to-face instruction and web-based training ?
9. How could SWOT analysis be used to align training activities with business strategies and goals ?

10. What are the advantages and disadvantages of a centralised and departmental training programme ?

Section – C

Answer any **two** of the following : 5×2 = 10

11. What are the difference between on-the-job and off-the-job training ?
12. What is internship training ? What are objectives of internship exercise ?
13. What is grid training ? Outline the objectives of grid training.
14. Discuss the merit and demerit of simulations training method.



AZ – 7/2 (400)

(3) DDCE-IVS(2yr)MBA Spl.
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(R & B)

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Gr-I/IIIS-PGDIP-HR-
26/09 — IHRM
(R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions : $12 \times 3 = 36$

1. The problem of balancing integration (control and coordination from HQ) and differentiation (flexibility in policies and practices at the local subsidiary level) have long been acknowledged as common dilemmas facing HR and other functional managers in global corporations. Elucidate this statement differentiating the role of an HR manager in a domestic versus a global corporation.

AZ – 6/3

(Turn over)

2. What is the relationship between organizational, national and global cultures in the context of a global corporation ? Explain in reference with the Societal culture model of Kluchohn, Strodbeck and McClelland.
3. What are the different approaches that can be followed in the staffing policy of a multinational company ? What are the advantages and disadvantages of these approaches ?
4. Describe the components of an effective pre-departure training programme conducted by organizations for a smooth transition to a foreign location for their expatriate employees.
5. Discuss the salient features of International compensation packages prevalent in various multinational organisations. How does this impact the recruitment and selection process in these organisations ?

Section – B

Answer any **three** questions : **8×3 = 24**

6. A lot of emphasis is being placed on training staff to adapt to a multi cultural environment in call

centers. Signify the statement in terms of the elements of OCTAPACE dimensions of culture.

7. Discuss merits and demerits of employing PCN, HCN & TCN in a transnational corporation.

8. What makes expatriate managerial appraisal assessment difficult. Discuss some of the issues and concerns with regard to performance management of expatriates ?

9. What makes International Negotiations Different ? Thus explain various contexts that affects the International Business Negotiations.

10. Describe the factors, which moderate the re-entry adjustment and deals with the problems of the repatriates.

Section – C

Write short notes on any two of the following :

5×2 = 10

11. (a) Challenges of Expatriate failure

AZ – 6/3

(3)

(Turn over)

- (b) Cultural adjustment of Expatriate managers
- (c) Performance appraisal of employees working with multinational companies
- (d) Approaches to staffing international firms and their and their and HR consequences



AZ - 6/3 (400)

(4) DDCE-IVS(2yr)MBA Spl.

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(R & B)

DDCE-IVS(2yr)MBA Spl.
Gr-I/IIIS-PGDIP-MM-
23/06 — CB
(R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. Can consumer behaviour studies be applied to non-profit organization ? Explain, in detail, with example.
2. Explain the four views of consumer decision making. Justify your answer with examples for each view.

AZ – 10/2

(Turn over)

3. Explain the diffusion and adoption process in detail using at least two products (one FMCG and another consumer durable) as examples.
4. Lay down the final stage of Engle-Kollat-Blackwell multimediation model and explain it thoroughly by using an example.
5. What is decision process approach ? How is it different from distributive approach ? Explain with example.

Section – B

Answer any **three** questions : 8×3 = 24

6. Define Nicosia Model.
7. What is understood by attitude ? Explain the use of Tri-component model of attitude.
8. Why consumer behaviour should be studied in marketing ? Analyse your answer in detail with example.
9. What is marketing research ? Explain its importance.

10. What is opinion leader ? Explain its process.
Can you measure opinion leadership ? Justify your answer.

Section – C

Answer any two of the following : 5×2 = 10

11. What is psychoanalytic theory ?
12. What is the difference between active and passive learning ?
13. What is VALS ?
14. What is sub-culture ?



AZ – 10/2 (200)

(3) DDCE-IVS(2yr)MBA Spl.
Gr-I/IS-PGDIP-MM-
23/06 — CB
(R & B)

**DDCE-IVS(2yr)MBA Spl.
Gr-I/IIIS-PGDIP-MM-
24/07 — APM
(R & B)**

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions : 12×3 = 36

- 1. Explain product launching process in Advertisement.**
- 2. Explain the importance of promotion mix in business.**
- 3. "Writing an Ad-Copy is an act of disciplined creativity". Elaborate the statement and explain the different types of Advertisement.**

AZ – 11/2

(Turn over)

4. Why dealer promotion important ? What are the different activities made dealer promotion ?
5. Explain the different types of Advertisement with suitable examples.

Section – B

Answer any **three** questions : $8 \times 3 = 24$

6. Why does client agency relationship break. Explain with example ?
7. Online marketing is the one of the popular purchase market for new generation, why ?
8. Explain steps in selling process.
9. What is ethics ? Why does the term ethics use in Advertising ?
10. Explain the role of media for product branding.

Section – C

Answer any two of the following : 5×2 = 10

11. What Ad-copy writing ?
12. What is rational advertising ?
13. Why scheduling is important for TV commercial ?
14. What is Role of ASCI ?



AZ – 11/2 (200)

(3) DDCE-IVS(2yr)MBA Spl.
Gr-I/IS-PGDIP-MM-
24/07 — APM
(R & B)

DDCE-IVS(2yr)MBA Spl.
Gr-I/IIIS-PGDIP-MM-
25/08 — SDM
(R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. What do you mean by Channels of Distribution ?
What functions are performed by channels of distribution ?
2. What do you mean by physical distribution ?
Explain the decision areas in the management of physical distribution.
3. Define personal selling. Discuss various steps in the personal selling process.

AZ – 12/2

(Turn over)

4. What is sales territory ? What major factors does organization consider while designing sales territory ?
5. What is sales organization ? What is the procedure of setting up of a sales organization ?

Section – B

Answer any three questions : 8×3 = 24

6. What is sales management ? Discuss its scope and objectives.
7. Discuss various types of sales quotas as used of Indian managers.
8. What is sales budget ? Explain the nature and scope of sales budget.
9. "The manufacture's choice of marketing channels is intertwined with its policy on distribution intensity." Explain.
10. Discuss the importance of transportation for industry.

Section – C

Answer any two of the following : $5 \times 2 = 10$

11. Differentiate between Wholesaler and Retailer.
12. Define geographical control unit.
13. Advantages of warehousing.
14. Write short notes on "Routing and Scheduling".



AZ – 12/2 (200)

(3) DDCE-IVS(2yr)MBA Spl.

Gr-I/IS-PGDIP-MM-

25/08 — SDM

(R & B)

**DDCE-IVS(2yr)MBA Spl
Gr-I/IS-PGDIP-MM-
26/09 — PBM
(R & B)**

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions : $12 \times 3 = 36$

- 1. Why product portfolio is important in business ?
Justify your answer.**
- 2. What are the promotional strategy require for
branding new FMCD product in the market.**
- 3. Explain differ levels of product with suitable
example.**

AZ – 13/2

(Turn over)

4. Why product packaging is most important ?
Elaborate different objectives of product packaging.
5. How customer satisfaction promote to brand loyalty ? Justify your answer.

Section – B

Answer any three questions : $8 \times 3 = 24$

6. How social medial helpful for brand building the product ?
7. Research is one of the tools to assessment of brand. Give your view.
8. What do you mean by brand equity ? Explain with example.
9. Brand is one of the major factors to motivate buyer. Give comment.
10. What is the brand positioning strategy ? How it use in brand building.

Section – C

Answer any two of the following : $5 \times 2 = 10$

11. What is product forecasting ?
12. Briefly explain what is shopping goods ? Cite an example.
13. Product mix.
14. What is brand image ?



AZ – 13/2 (200)

(3) DDCE-IVS(2yr)MBA Spl.
Gr-I/IS-PGDIP-MM-
26/09 — PBM
(R & B)

**DDCE-IVS(2yr)MBA
Spl. Gr-II-HR-27 —
HRPD (R & B)**

2017

Time : As in Programme

Full Marks: 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. What are the types of HR forecast ? Describe the methods of human resources demand forecasting at organisational level.
2. Discuss the methods of collection of data for HRIS. Which one do you consider as most effective in an organisation in the health care industry ?
3. What do you understand by the career development function within the strategy of HRD ? How can it help in employees retention and manpower planning ?

AZ – 25/2

(Turn over)

4. "Organisations can become dynamic and grow only when employee capabilities are continuously acquired, sharpened and used". In light of the above statement briefly explain the different model of HRD.
5. "Quality of working life is the degree of which work in an organisation contributes to material and psychological well-being of its members". In the light of this statement explain the main dimensions and principles of QWL.

Section – B

Answer any **three** questions : $8 \times 3 = 24$

1. The retail sector in India is facing a shortage of required manpower. Discuss this with respect to HRP.
2. Career planning motivates employees. Discuss.
3. Do supervisors have HRD responsibilities ? If so, how do they coordinate these with HRD professional ?

4. Define HRD climate. Suggest a methodology for measuring HRD climate in an organisation.
5. "Human resources audit a actual evaluation of human resources policies, programmes and results". Discuss.

Section – C

Answer any two questions : 5×2 = 10

1. What is Human resources planning ? Bring out the difference between MPP and HRP.
2. What are the underlying principles of 'rate of return' approach to human resources planning ?
3. What is HR reporting ? Outline its objective.
4. What is an optimising forecast ? Distinguish between forecast and projection.



AZ – 25/2 (300) (3) DDCE-IVS(2yr)MBA
Spl. Gr-II-HR-27 —
HRPD (R & B)

**DDCE-IVS(2yr)MBA
Spl. Gr-II-HR-28—
MERL (R & B)**

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. "The basic objective of industrial relations is to develop and maintain mutual understanding and cooperation between the employers and workers". Justify the statement in the light of different approaches and factors of industrial relations.
2. Define industrial dispute ? Discuss the methods of settlement of dispute, according to the provisions of Industrial Dispute Act, 1947.

AZ – 26/2

(Turn over)

3. Write a major safety provisions as mentioned in Factories Act, 1948.
4. Write the major provisions relating to registration of Trade Union as per the Trade Union Act, 1926.
5. Define the term 'Wages' and enumerate the authorized deductions from wages under the Payment of Wages Act, 1936.

Section – B

Answer any three questions : 8×3 = 24

1. Briefly discuss the objectives and growth of labour legislation in India.
2. Examine the main provisions of the Payment of Gratuity Act, 1972.
3. State the powers of an inspector under the Equal Remuneration Act, 1976.
4. What are the conditions for successful collective bargaining ?

5. Explain the provisions relating to Maternity Benefits Act, 1961.

Section – C

Answer any **two** questions : $5 \times 2 = 10$

1. What do you mean by Lay-off provisions under Industrial Dispute Act, 1947 ?
2. What do you mean by minimum, fair and living wages ?
3. Explain the provision relating to the payment of subsistence allowances.
4. What do you mean by general fund and separate funds for political purposes ?



AZ – 26/2 (300) (3) DDCE-IVS(2yr)MBA
Spl. Gr-II-HR-28—
MERL (R & B)

DDCE-IVS(2yr)MBA
Spl. Gr-II-HR-29 —
MTD (R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. Discuss the relationship between training and HRD. Explain the various training programme that are conducted to promote HRD in organisation.
2. "Few HRD professionals would disagree that practice plays an important role in learning and retention. "Critically examine this in light of learning and HRD.
3. What metrics might be useful for evaluating the effectiveness of a company's training function ? Discuss their importance.

AZ – 27/2

(S)
(Turn over)

4. "The basic objective of training is to help develop capacities and capabilities of employees and improve their level of performance". In the light of this statement prepare a training calendar in a organisation.
5. "General knowledge can be improved with the help of special courses, special meetings, and specific readings." In the light of this statement write down the different type of training aid using in an organization.

Section – B

Answer any three questions : $8 \times 3 = 24$

1. What are your ideas about 'role playing' in training ? Under what conditions might a role play be effective ?
2. Compare and contrast management training and on the job training.
3. Why is needs assessment information critical to the development and delivery of an effective HRD programme ?

4. Explain the importance of training to employees and employers.
5. What are some advantages and disadvantages of multimedia training ?

Section – C

Answer any **two** questions : 5×2 = 10

1. Differentiate coaching from mentoring.
2. Why is it important for trainers and trainees to establish a rapport with each other before a training session.
3. Name the issues concerning training programme implementation .
4. What is job rotation ? Outline the objective of job rotation.



AZ – 27/2 (300)

(3)

DDCE-IVS(2yr)MBA

Spl. Gr-II-HR-29—

MTD (R & B)

DDCE-IVS(2yr)MBA
Spl. Gr-II-HR-30—
IHRM (R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. Your company has decided to open a branch in another country. As the human resource manager, it is your job to determine how the foreign subsidiary will interact with the parent corporation. Define the four international human resource management strategies you may choose from. Be sure to describe the role both locals and expatriates would play in the subsidiary's development.

AZ – 28/2

(Turn over)

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, Strodbeck and McClelland 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 does not exist in many international business situations, and that is when the problem starts. Discuss this statement with reference to cultural diversity and the importance of cultural training in the IHRM context.

Section – B

Answer any three questions : $8 \times 3 = 24$

1. What do you mean by culture? Explain, in detail, the various determinants of culture.

2. Success of the international assignment depends on the skills and potentials of the expatriates. Thus, describe the competency required for international managers.
3. Elaborate, in detail, the process of performance management in multinational corporations ? Explain the factors affecting the performances of employees.
4. Elaborate the various objectives of international compensation system. Discuss the balance sheet approach in international compensation system.
5. Write the basic features of the cross cultural negotiation ? What factors affect the cross cultural negotiation ?

Section – C

Answer any two questions : $5 \times 2 = 10$

1. Competency of an international manager.

AZ – 28/2

(3)

(Turn over)

2. Diversity can be used for having competitive advantage.
3. Challenges for women in the workplace over recent years.
4. Developing international teams with significant cultural constraints.



AZ – 28/2 (300)

(4)

DDCE-IVS(2yr)MBA

Spl. Gr-II-HR-30—

IHRM (R & B)

DDCE-IVS(2yr)MBA

Spl. Gr-II-MM-27 —

CB (R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. What is Decision Process Approach ? How is it different from distributive approach ? Explain with example.
2. Explain, cultural influence on consumer behaviour. Define characteristics of culture. Answer with example to Odisha culture.
3. Explain the four views of consumer decision making. Justify your answer with examples for each view.

AZ – 21/2

(Turn over)

4. Explain the diffusion and adoption process in detail using at least two products (one FMCG and another consumer durable) as examples.
5. Lay down the final stage of Engle-Kollat-Blackwell multimediation model and explain it thoroughly by using an example.

Section – B

Answer any **three** questions : 8×3 = 24

1. Define Nicosia Model.
2. What is understood by attitude ? Explain the use of Tri-component model of attitude.
3. What is marketing research. Explain its importance.
4. What is opinion leader ? Explain its process. Can you measure opinion leadership ? Justify your answer.
5. VALS is a better way of segmenting the market; but demographic segmentation is the most common way of market segmentation. Do you agree ? Justify.

Section – C

Answer any two questions : $5 \times 2 = 10$

1. Write is Psychoanalytic theory ?
2. What is sub-culture ?
3. Define perception
4. What is AIO ?

Answer _____ ◆ _____

Section – A

Answer any three questions : $10 \times 3 = 30$

1. What is Decision Process Approach ? How is it different from distributive approach ? Explain with example.
2. Explain cultural influence on consumer behaviour. Define characteristics of culture. Answer with example to Odisha culture.
3. Explain the four views of consumer decision making. Justify your answer with examples for

AZ – 21/2 (200)

(3)

DDCE-IVS(2yr)MBA
Spl.Gr-II-MM-27—
CB (R & B)

DDCE-IVS(2yr)MBA
Spl. Gr-II-MM-28—
APM (R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. What do you mean by marketing communication process ? Explain with examples.
2. What are the different techniques to major advertisement effectiveness ?
3. Explain media scheduling strategy.
4. What are the best way to selecting a media ?
Why it is important for business organization ?
5. Write the different method of advertising budget.

AZ – 22/2

(Turn over)

Section – B

Answer any **three** questions : $8 \times 3 = 24$

1. Explain the merits and demerits of online marketing in present time.
2. How corporate image build through promotion.
3. Explain the structure of sales organization.
4. Why sale force tanning is important ? Elaborate the different tanning methods.
5. Explain the concept of AIDA.

Section – C

Answer any **two** questions : $5 \times 2 = 10$

1. What is outdoor advertisement ?
2. What is media commission ?
3. Briefly, write, about Creative boutique.
4. What is stage promotion ?

AZ – 22/2 (200)

◆
(2)

DDCE-IVS(2yr)MBA
Spl. Gr-II-MM-28—
APM (R & B)

DDCE-IVS(2yr)MBA

Spl. Gr-II-MM-29—

SDM (R & B)

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. What is sales organization ? Draw out a comparisons between the product based sales organization and functional sales organization.
2. Define channel of distribution. Indicate the relative importance of different channels and the factors governing the channel choice.
3. What are the primary sources of recruitment of sales force ? Discuss the stages followed by a sales manager for selection of manpower for the

AZ – 23/2

(Turn over)

organization. What do you mean by physical distribution system ? Examine the role of transportation and warehousing in physical distribution system.

4. Explain personal selling. What precautions a sales person has to take each stage of the selling process ?

Section – B

Answer any three questions : 8×3 = 24

1. Define sales management. Discuss the objective, scope and functions under the marketing concept.
2. Discuss the different types of channel conflicts occur in a distribution channel and suggest measures to overcome them.
3. Bring out the relationship between sales potential and sales quota. Discuss the various reasons for using sales quota.
4. Define recruitment and selection process of sales executives by FMCG Company.

5. "Some companies consider training cost as an investment". Give your opinion on this statement.

Section – C

Answer any two questions : $5 \times 2 = 10$

1. Vertical marketing vs. Horizontal marketing.
2. Define supply chain management.
3. Define prospecting
4. Define non-store retailing.



AZ – 23/2 (200)

(3)

DDCE-IVS(2yr)MBA

Spl.Gr-II-MM-29 —

SDM (R & B)

**DDCE-IVS(2yr)MBA
Spl. Gr-II-MM-30—
PBM (R & B)**

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions : 12×3 = 36

1. Today's new product is a copycat. Discuss it by taking automobile sectors.
2. Discuss the different strategies adopted by the companies during the different stages of PLC.
3. Today's customers are price sensitive rather than brand conscious. Discuss it by taking suitable examples.

AZ – 24/2

(Turn over)

4. "TV channels are giving highest priority to brand equity." Discuss the statement by considering the different components of brand equity.
5. "Company should focus more on manufacturing brand than retail brand." If yes or no justify your answer.

Section – B

Answer any **three** questions : $8 \times 3 = 24$

1. Prepares a plan for commercialization of a new product of any company.
2. Discuss the different strategies adopted by FMCG companies in the market.
3. "Service sectors are giving more importance to CRM for building brand". Justify your answer.
4. How do companies maintain brand portfolio ?
5. Discuss the importance of reputed and private brands in organized retail outlets.

Section – C

Answer any two questions : $5 \times 2 = 10$

1. How does concept development differ from idea generation ?
2. What are the goods types available in market ?
3. Discuss strategies adopt by the companies for brand position.
4. Discuss the latest developments in service branding.

AZ – 24/2 (200)

(3)

DDCE-IVS(2yr)MBA
Spl. Gr-II-MM-30—
PBM (R & B)

DDCE - IV-S-(2yr.) MBA-Spl-Gr-II - FM - 27- (FMI) R&B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE questions.) [12×3=36

1. Define Indian Financial System and discuss the importance of its various components.
2. Explain the role played by SEBI in protecting investors' interests and controlling the business at stock exchange.
3. Justify why Money Market is considered as shortest market in the Indian Financial System.
4. Explain the silent features of the Depository system introduced in the capital market. Discuss its advantages and disadvantages.
5. Explain the role of RBI and discuss the challenges of RBI after announcement of demonetization in India.

[Cont...

[2]

Section-B

(Answer any THREE questions.) [8×3=24

1. Define Call/Notice Money Market and identify the functions of it.
2. Outline the functions and duties of Jobbers, brokers and sub brokers.
3. Why CRR and SLR plays a vital role in creating financial stability in Indian Banking System.
4. Define Secondary market outline the functions of it.
5. "Financial Crisis is caused for new innovations". Justify with examples.

Section - C

(Answer any TWO questions.) [5×2=10

1. Briefly discuss the Book Building Process.
2. Write a note on T-Bill Market.
3. Identify the functions of Development Financial Institutions.
4. Discuss the functions of ROC (Registrar of Companies), BRLM (Book Running and Lend Managers) in Book-Building Process.



DDCE - IV-S-(2yr.) MBA-Spl-Gr-II - FM - 27- (FMI) R&B

DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II - FM - 28- (MBFS) R&B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

Answer any THREE questions from the following: [12×3=36]

1. What is the present day significance of merchant banking and how are their functions helpful for a growing economy like India ?
2. Compare and contrast between "Leasing and Hire purchase". What are the different types of lease agreement made in India ?
3. What is the role of mutual fund in development of Indian capital market ? Discuss different types of mutual fund schemes available in India.

[Cont...

[2]

4. What is difference between merger and acquisition ? Discuss the main guiding principles of merger and acquisition ?
5. Describe briefly the role and functions of IRDA in developing the insurance sector in India ?

Section-B

Answer any THREE questions from the following : [8×3=24

1. What is the significance of financial services in a developing economy like India ?
2. Evaluate the role of National housing Bank in housing financing in India .
3. Discuss the process and method of Venture capital financing in India.
4. What do you mean by factoring ? Describe the modus operandi of the factoring services in India.
5. Describe the history, growth and need of credit rating services in India.

[Cont...

[3]

Section - C

Answer any TWO questions from the following: [5×2=10]

1. How are financial services different as compared to other services ?
2. What rights facilities are available to an investor of a mutual fund ?
3. Differentiate between operating lease and financial lease ?
4. Differentiate between life insurance contracts and general insurance contracts ?

□

DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II - FM - 28- (MBFS) R&B

DDCE - IV-S-(2yr.) MBA-Spl-Gr-II - FM - 29- (SAPM) R&B

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE questions.) [12×3=36

1. If you want to perform an industry analysis to identify prospective and vectors for investment, which factors would you example ?
2. Why is the concept of CAPM important ? What are the assumptions and how is it derived ? Is APT an improvement over CAPM ? How ?
3. Consider the following information for three mutual funds A, B, C and the market:-

[2]

	Mean Return	Standard Deviation	Set A
A	15%	20%	0.9
B	17%	24%	1.1
C	19%	27%	1.20
Market	16%	20%	1.0

The risk free rate is 9%. Calculate Toenyor's measure, shape measure and Jensen measure for three mutual funds and the market and interpret the results.

4. What are the assumptions behind technical analysis? Discuss some important tools of technical analysis.
5. Distinguish between three forms of market efficiency. Explain the methods of weak form of market efficiency.

Section-B

(Answer any THREE questions.) [8×3=24

1. What are the methods used for portfolio evaluation? What other subjective factors are also examined in such evaluation?

[Cont...

[3]

2. How are the concept of utility theory and indifference curve useful in determining optimal portfolio ?
3. Find out the risks associated with the following terms and discuss:-
 - (a) Rise in the consumer price Index.
 - (b) Lock-out
 - (c) Association of a political leader.
 - (d) Announcement of decline in the bank rate.

What are the three risks common to all ?

4. Explain to detail the Dow theory and how it is used to determine the direction of the stock market.
5. "When someone refers to efficient capital markets, they mean that security prices fully reflect all available information". Discuss.

[Cont...

[4]

Section - C

(Answer any TWO questions.) [5×2=10]

1. Write short notes on efficient frontier.
2. Last two years stocks X and Y yielded return X 14% and 12%, Y 12% and 18%. If a portfolio is constructed with 40% of X and 60% of Y, what is the expected return of the portfolio.
3. Face value of a bond is ₹ 1000, coupon rate 8% p.a. paid annually, has remaining maturity of 6 years. Calculate the YTM of the bond if the market price is ₹ 750.
4. Distinguish between weak and semi-strong forms under efficient market theory.



DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II - FM - 29- (SAPM) R&B

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

Answer any THREE question from the following : [12×3=36

1. (a) The current exchange rate between the US dollar and the Indian rupees is IUSD = Rs.62.50. The inflation rate in India and the USA are expected to be 8% and 2% respectively, over the next two years. What would be the dollar-rupee exchange rates after two years if PPP theory holds good.
- (b) The inflation rates in India and USA are expected to average 6% and 3% over the year respectively. The nominal interest rate in India is 12%. What would be the nominal interest rate in the USA as per the Fisher Effect Theory.

[Cont...

[2]

2. "Balance of Payment (BOP) of a country always balances". Explain the statement by highlighting the structure of BOP statement in details.
3. What is transaction exposure ? Discuss different internal/natural hedging techniques of managing transaction exposure ?
4. What is financial instrument ? Discuss various types of innovative financial instruments used in international financial market ?
5. What is IMF ? How does IMF raise financial resources for its lending activities ? Describe the main activities and governance system of IMF ?

Section-B

Answer any THREE questions from the following : [8×3=24

1. What is Foreign Direct Investment (FDI) ? What are its advantages and disadvantages for home country and host country ?

[Cont...

[3]

2. Define exchange rate ? Discuss different factors affecting exchange rate ?
3. Discuss different external/contractual hedging techniques of managing transaction exposure ?
4. Which are the institutions forming part of the World Bank group ? What are their major activities ?
5. Distinguish between:
 - (a) Currency Forwards & Currency Futures
 - (b) Fixed Exchange Rate & Floating Exchange rate

Section - C

Answer any TWO questions from the following: [5×2=10]

1. Who are different Participants in Foreign exchange market ?
2. What is the importance Bretten wood Conference in international financial system ?
3. Discuss different kinds of foreign exchange exposure ?
4. What is Asian Development Bank (ADB) ?



DDCE - IV-S-(2yr.) MBA-Spl-Gr-II - BIM - 27- (MBIC) R&B

2017

Full Marks-70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE questions.) [12×3=36]

1. Narrate the role of Commercial Banks and the functions they perform.
2. Discuss the duties and importance of Development officer.
3. "The relationship of a customer with the bank depends on the products and services availed". Discuss.
4. What do you mean by Risk management ? Elaborate the process involved in managing risks.
5. Explain the Duties and rights of Agents.

[Cont...

[2]

Section-B

(Answer any THREE questions.) [8×3=24

1. Elaborate the essential qualifications and code of conduct for agents.
2. State in what ways insurance helps in furtherance of modern Business.
3. Discuss the fundamentals of insurance contracts with examples.
4. Elaborate the present structure of commercial banking system in India.
5. State the latest guidelines reused by RBI an income recognition, classification of assets and provisions to be made against each category of Loans.

Section - C

(Answer any TWO questions.) [5×2=10

1. Write short notes on:
 - (a) Termination of Agents.
 - (b) Importance of Insurance.
 - (c) Statement of Advances.
 - (d) Management process of selection. Traing and Promotion-Personnel of Mangers.



DDCE - IV-S-(2yr.) MBA-Spl-Gr-II - BIM - 28- (RC&M) R&B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE questions.) [12×3=36

1. Discuss the various aspects covered by the Reserve Bank of India regulations/directions on Risk Management.
2. Discuss the various risks of goals of Risk Management. Describe the broad principles of risk management.
3. Trace the history of marine insurance. Is marine insurance a profitable business in India ? If so, Why ?

[Cont...

[2]

4. Is automobile insurance compulsory in India ?
What types of insurance covers are available for automobiles ?
5. Discuss the characteristics of a fire insurance policy with reference to types of risks covered, exclusions and add on covers as seen in case of fire insurance policy.

Section-B

(Answer any THREE questions.) [8×3=24

1. Distinguish between:
 - (a) Open cover and open policy.
 - (b) Constructive total loss and total loss.
2. List the documents required for settlement of:
 - (a) Cargo claims.
 - (b) Hull claims.
3. Briefly explain the steps in filing settlement of fire claims.

[Cont...

[3]

4. Describe the main drivers of operational risk.
5. Briefly explain the various rural insurance covers available in India.

Section - C

(Answer any TWO questions.) [5×2=10]

1. Write short note on Rashtriya Krishi Bima Yojana ?
2. Discuss the methods of risk identification.
3. Discuss the procedure of property insurance claim settlement.
4. Write notes on interest rate risk-and forex risk.

□

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2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE questions.) [12×3=36

1. Describe the requirements as to the maintenance of liquid assets by a banking company in India as per Banking Regulation Act.
2. Discuss in detail how SARFAESI Act has helped arresting NP as by the Banking companies in India.
3. Distinguish between the holder for value and holder in due course. Explain the circumstances in which a banker becomes a holder in due course.

[Cont...

[2]

4. Discuss in detail the issues and challenges of insurance business in India.
5. Point out the origin and development of Banc assurance in India. Discuss its problems and prospects.

Section-B

(Answer any THREE questions.) [8×3=24

1. Give in detail a broad outline of banking system in India.
2. Discuss how allied services offered by banks and value to the banks as well as to the customers ?
3. Explain the sources from which a bank receives funds and also the ways in which it employs funds.
4. Explain the provisions of IRDA regarding advertisement of insurance products.
5. Name the various pension plans that are offered by insurance companies. What are the criteria followed. While selecting such a plan ? Discuss.

[Cont...

[3]

Section - C

(Answer any TWO questions.) [5×2=10]

1. Why customers deposit their money with banks ? What are the important roles played by banks in the economy ?
2. Explain the circumstances in which a banker becomes a holder in due course.
3. Explain the role played by TPA in relation to health insurance in India.
4. Discuss the procedure of granting license to loss assessors and surveyors.

□

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2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE questions.) [12×3=36

1. What is Marketing Management explain the core concept of marketing with special reference to Banking Environment.
2. Define Marketing Environment and discuss the economic environment in details.
3. Briefly discuss the advantages and disadvantages of NPD (New Product Development) Process.
4. Outline the essentialities of Promotion Mix in 4Ps concept.
5. Briefly outline Zero, one, two and three channels distribution system.

[Cont...

[2]

Section-B

(Answer any THREE questions.) [8×3=24

1. Discuss the role of personal seller in Insurance Sector.
2. Describe the different stages of PLC (Product Life Cycle).
3. Describe the Decision Making Process by the customer.
4. Pricing Strategy for Banking & Insurance Industry.
5. Discuss the advantages and disadvantages of Packaging and leveling.

Section - C

(Answer any TWO questions.) [5×2=10

1. Explain the components of Branding in India.
2. Write a note on delivery system.
3. What is Retail Banking ? Discuss its importance.
4. What do you mean by marketing services.



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POM- 27- (TQM) R&B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE) [12×3=36

1. What is total quality control ? Discuss the principles of total quality control (TQC).
2. Define acceptance sampling. Discuss the steps in constructing \bar{X} and R chart.
3. What are ISO 9000 standards ? Discuss the structure of ISO 9000 standards.
4. What do you mean by six sigma ? What is the utility of six sigma.
5. What is total productive maintenance ? Discuss the principles of TPM programmes.

[Cont...

[2]

Section - B

(Answer any THREE) [8×3=24

1. Briefly explain the scope of total quality management.
2. List and explain the steps of Business process Reengineering.
3. Describe the two techniques of SQC:
 - (a) Statistical process control.
 - (b) Acceptance sampling.
4. Briefly explain the steps involved in FMECA.
5. Discuss the various stages in the Quality auditing work.

Section-C

(Answer any TWO) [5×2=10

1. Define quality function development.
2. Explain the term "statistical process control".
3. Discuss the procedure for constructing P-chart.
4. Define Business process Reengineering.

●
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POM- 28- (PMM) R&B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE) [12×3=36

1. What is the important of material management for the cost control ? Describe the steps adopted in the material management process.
2. What are different methods of store verification and what are their advantages and disadvantages.
3. What do you mean by waste wastavity ? Briefly explain its classification and measurement.

[Cont...

[2]

4. What is the interrelation between waste management and resources management ? Discuss the significance of each.
5. Mishra & Co. produces fertilizer to sell to wholesalers. One raw material-calcium nitrate is purchased from a nearby supplier at Rs.22.50 per ton. Mishra & Co. estimates it will need 5,750,000 tons of calcium nitrate next year. The annual carrying cost for this material is 40% of the acquisition cost, and ordering cost is Rs.595.
 - (a) What is the most economical order quantity ?
 - (b) How many orders will be placed per year ?
 - (c) How much time will elapse between orders ?

Section-B

(Answer any THREE) [8×3=24

1. Discuss the objective and the procedure adopted for stores system.
2. Describe the significance of rating of material in purchase system.

[Cont...

[3]

3. Write short notes on purchasing parameters.
4. Describe the system of purchase of equipment's and store in an inventory.
5. Explain the traditional ways in which scrap is disposed of.

Section-C

(Answer any TWO) [5×2=10]

1. To whom should a company assign the responsibility for make or buy decisions ?
2. Discuss few lines problems involved in purchasing-production relationships.
3. Why materials management losses are not readily visible ?
4. What is the important responsibility of store department ?

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POM- 29- (OPC) R&B

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. Explain the nature and scope of operations planning and control in an organization to make it efficient and effective.
2. Why forecasting is required? Explain in details the different types of errors in forecasting.
3. What is aggregate planning? Discuss the different approaches in aggregate planning.

[Cont...

[2]

4. Find the sequence that minimizes the total elapsed time required to complete the following jobs.

Job:	A	B	C	D	E	F	G
Time on Machine-I	3	8	7	4	9	8	7
Time on Machine-II	4	3	2	5	1	4	3
Time on Machine-III	6	7	5	11	5	6	12

5. Write notes on the following:
- Region approach to scheduling with resource constraints.
 - Resource balancing procedure.

Section-B

(Answer any THREE) [8×3=24]

1. Examine the importance of integrated operating control information system.

[Cont...

[3]

2. What is seasonal forecasting ? Briefly explain the process.
3. Explain how to process 'n' Jobs through 'm' machines.
4. Explain in details the different steps of MRP-II
5. What is balancing ? Explain in details Helgeson-Berries approach with suitable example.

Section-C

(Answer any TWO) [5×2=10

1. Master production scheduling.
2. What is cyclic Forecasting.
3. Integrated operating control information system.
4. Line balancing.

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DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II -

POM- 30- (TM) R&B

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

- 1. Define Technology and Technology Management. Explain the various dimensions of Technology Management.**
- 2. What could be the sources for technology information to an enterprise ? What infrastructure in India exists for such information ?**

[Cont...

[2]

3. Discuss the role of Technology Forecasting at the national and enterprise level. How do they influence the decision making process ?
4. Discuss the requisites for successful and timely absorption of technology. What has lately been the overall experience of Indian industry in this respect ?
5. Discuss the application of advances in the information Technology on various functions of a business enterprise. Illustrate with examples.

Section-B

(Answer any THREE) [8×3=24

1. Discuss the salient features of technology policy in India and comment upon it.
2. Explain the elements of an effective technology strategy at the enterprise level.
3. What is technology diffusion and why is it important from the macro and micro levels ?

[Cont...

[3]

4. Discuss the different methods of pricing the proprietary technology. Also explain some of the commonly used royalty approaches with their merits and demerits.
5. Explain the Technology Life Cycle (illustrate graphically).

Section-C

(Answer any TWO) [5×2=10]

1. Write short notes on Technology Missions.
2. Write short notes on Appropriate technology.
3. Write short notes on Code of conduct for technology transfer.
4. Write short notes on Technology business incubators.

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2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. How is mitosis different from meiosis ?
Explain.
2. Explain the process of blood circulation in the human body starting from the heart.
3. Describe the exchange of gases in the lungs during respiration.
4. The heart is a pumping organ. Justify.
5. How does the hepatic portal system work in removing toxins from the body ?

[Cont...

[2]

Section-B

(Answer any THREE) [8×3=24]

1. What is the role of pancreas in blood sugar management?
2. In case of an open injury, how platelets help in healing process?
3. What are the three main parts of a cell?
4. How many chambers does the heart have? Name them.
5. What are chromosomes?

Section-C

(Answer any TWO) [5×2=10]

1. Why do we salivate?
2. In case of an open injury, how do platelets help in healing process?
3. How do we measure blood pressure?
4. What do you understand by circulatory system and cardio-vascular system?

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DNM- 28- (TM) R&B**

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. Describe the role of a dietician in a hospital.
2. Describe the different diets given in hospitals to different patients.
3. How can lifestyle be a cause for atherosclerosis ? What are its symptoms ?
4. What are the principles in planning a diet for a diabetic patient ?
5. Plan a day's diet for a patient suffering from peptic ulcer.

[Cont...

[2]

Section-B

(Answer any THREE) [8×3=24

1. How can diet be modified at home for an underweight teenage girl in order to gain weight?
2. A child is suffering from typhoid. What should be his diet?
3. What is the role of a dietitian in providing therapeutic nutrition to a patient?
4. What should be the diet of a patient who had surgery?
5. What are the complications during pregnancy and what is the impact of malnutrition during pregnancy?

Section-C

(Answer any TWO) [5×2=10

1. Dietary counseling for a patient suffering form hypertension.
2. Cirrhosis of liver.
3. Advantages and disadvantages of Tube feeding.
4. Diet restrictions in food allergy.

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DNM- 29- (MMFI) R&B**

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any THREE) [12×3=36

1. What is food microbiology ? What are the general characteristics of micro organisms ?
2. Describe some good uses of microbiology on a daily basis at home.
3. What are the ideal conditions in which food gets degraded ?
4. What are the laws to prevent food adulteration ?
5. What are the effects of contaminated food on humanbody ?

[Cont...

[2]

Section-B

(Answer any THREE) [8×3=24

1. What are the good qualities of fermented foods ?
2. What are the symptoms of preserved food that is degraded ?
3. What are the Indian standards for control of food quality ? Explain briefly.
4. What are the various chemical hazards in food ?
5. Why is food additives used ? Are they healthy ?

Section-C

(Answer any TWO) [5×2=10

6. Structure of fungi.
7. Use of antioxidants in food.
8. Food adulteration.
9. Voluntary standards of food quality control.

DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II
-DNM- 30-(PHPM) R&B

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.

Section-A

(Answer any THREE) [12×3=36

1. What is famine a major cause for nutritional disorder ? Validate.
2. What is soil pollution and how dose it lead to nutritional disorders ?
3. What do we need a National Nutritional policy ? Has it been effective ?
4. How can nutritional disorders be prevented in young growing children ? What is the awareness required ?
5. How can lack of transport and insufficient food production lead to nutritional disorders ?

Section-B

(Answer any THREE) [8×3=24

1. How can poverty and climatic irregularities lead to nutritional disorders ? Explain.
2. Educating a mother can help prevent nutritional disorders. Explain.
3. How can epidemics be prevented and treated during a famine. Explain.
4. How are soil and water pollution interrelated ?
5. Describe two important and successful programs under NNP.

Section-C

(Answer any TWO) [5×2=10

6. Describe the role of professional education like nursing and dietetics in preventing nutritional disorders.
7. Write the full forms of ANP, FWP, SNP and AAY.
8. How can pesticides lead to environmental pollution ?
9. Name few fatal diseases for which immunization is required.

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TTM- 27- (TTT) R&B**

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Word Limit :

12 Marks - 700 - 1000 words.

08 Marks - 400 - 500 words.

05 Marks - 150 - 200 words.

Section-A

(Answer any THREE) [12×3=36

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.

[Cont...

[2]

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.

Section-B

(Answer any THREE) [8×3=24

1. Discuss the different forms of tourism.
2. Write a note on economics of tourism.
3. Highlight the different concepts of definition use.
4. Discuss the characteristics of tourism products.
5. Write a care study of the tourism of Rajasthan.

Section-C

(Answer any TWO) [5×2=10

Write short notes on :

1. Wild life and eco-tourism.
2. Infrastructure and hospitality in tourism.
3. Tourism planning.
4. Rural tourism.

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TTM- 28- (HM) R&B**

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Word Limit :

12 Marks - 700 - 1000 words.

08 Marks - 400 - 500 words.

05 Marks - 150 - 200 words.

Section-A

(Answer any THREE) [12×3=36

1. Give an account on evolution of hotel industry.
2. Write a note on 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.

[Cont...

[2]

Section-B

(Answer any THREE) [8×3=24

1. What is Prime planning ? Discuss the difference between conferences and banqueting
2. Write a note on catering industry.
3. Highlight the difference between food and beverage.
4. Make an analysis on seasonal and off-seasonal rate.
5. Write a note on eco-friendly hotels.

Section-C

(Answer any TWO) [5×2=10

Write short notes on :

1. Heritage hotels.
2. House keeping
3. Hour rules of the hotels.
4. Herbal treatment resort.

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TTM- 29- (TMEM) R&B**

2017

Full Marks- 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any THREE) [12×3=36

1. Answer the following questions:
 - (a) Define market research. What are the various tools used for designing a market research project ?
 - (b) Discuss with examples how regional cuisines can be designed and marketed as a tourism product.
 - (c) "Events play an important role in attracting tourists to a destination." Justify the statement with the help of suitable examples.

[Cont...

[2]

- (d) What do you mean by cultural event ? How would you plan a wedding ?
- (e) What is an exhibition ? Why are exhibitions important for business purposes ?

Section-B

(Answer any THREE) [8×3=24]

2. Answer the following questions:
- (a) What is the role of technology in tourism marketing ?
 - (b) How would you market local foods ? What role food festivals play in it ?
 - (c) Discuss in details the steps involved in managing a sports event.
 - (d) Design a trade fair of your choice. How would you market the same ?
 - (e) How important are media relations in promotion of an event ?

[Cont...

[3]

Section-C

(Answer any TWO) [5×2=10

3. Answer the following questions:
- (a) Describe accommodation marketing.
 - (b) Describe the role of travel markets in India.
 - (c) Why is event planning important ?
 - (d) Enlist the equipments required for managing a conference.

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TTM- 30- (TOTM) R&B**

2017

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Word Limit :

12 Marks - 700 - 1000 words.

08 Marks - 400 - 500 words.

05 Marks - 150 - 200 words.

Section-A

(Answer any THREE) [12×3=36]

1. Discuss the importance of four organisation and travel management.
2. Describe the procedures for setting up of a travel agencies.
3. Discuss the procedures for Parliament of target certification for setting of travel agencies.
4. Discuss the functions of a travel agencies.

[Cont...

[2]

5. Highlight the organisational structure of standard agencies with reference to SITA and TCI.

Section-B

(Answer any THREE) [8×3=24

1. Discuss the problems and issues of Indian Travel agencies.
2. Write a note on investment provisions of tourism.
3. Write a brief note on WATA and FHRA
4. Discuss the sources of income of a travel agencies.
5. Write a note on warshaw convention of 1929.

Section-C

(Answer any TWO) [5×2=10

Write short notes on:

1. Prospectus of Indian travel agencies.
2. Market research of a travel agency.
3. IATA and UFTA
4. SOTC and SHIKHAR

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ISM - 27- (RDBMS)R&B

2017

Full Marks- 40

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any TWO) [12×2=24

1. What are the disadvantages of using DBMS approach ?
2. Define normalization. Why is it done ? What are the various normal forms ?
3. Describe the physical characteristics of disks used for physical storage.
4. Discuss the need for Redundant Array of Inexpensive Disks. List some of its features. Differentiate between hardware and software RAID.

[Cont...

5. Write short notes on:

- (a) Entity
- (b) Attribute
- (c) Key
- (d) Relationship
- (e) Cardinality
- (f) ER Model

Section-B

(Answer any TWO) [8×2=16

1. Differentiate between DBMS and RDBMS.
2. How are update anomalies different from deletion anomalies?
3. Discuss various performance measures of disks of secondary storage.
4. What do you understand by an ER diagram? What are the graphical notations for ER diagram? Illustrate with examples.
5. What is closure? Explain the rules that may be used to compute the closure of a set of attributes.

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ISM - 28- (ERP)R&B

2017

Full Marks- 40

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any TWO) [12×2=24

1. Define ERP ? Discuss the different trends in the evolution of ERP Application.
2. Discuss the different strategic issues involved in ERP implementation.
3. What is Baan Technology ? Discuss the different product family, offers and modules of Baan.
4. Explain ERP implementation life cycle.
5. Discuss the different elements of supply chain management software.

[Cont...

[2]

Section-B

(Answer any TWO) [8×2=16]

1. Discuss the different phases of ERP implementation.
2. Discuss the limitation of the ERP system ?
3. What is CRM ? Discuss the architectural components of CRM solution.
4. Discuss the main activities of E-Commerce.
5. What is EDI ? How it was related with E-business. Discuss.

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DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II -

ISM - 29- (SAD)R&B

2017

Full Marks- 40

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer questions in each section as directed therein.*

Section-A

(Answer any TWO) [12×2=24

1. Two common techniques for gathering requirements are interviews and workshops. Describe how an analyst would prepare for it and carry it out by choosing one of the techniques.
2. Write a short note on following:
 - (a) White box testing.
 - (b) Black box testing.
3. What is Normalization ? Discuss the different types of Normalization.

[Cont...

[2]

4. (a) Explain top down and bottom up computer program development.
- (b) Explain the various steps involved in development of computer programs.
5. What is a form ? List and discuss the various types of forms.

Section-B

(Answer any TWO [8×2=16

1. Discuss on preliminary Investigation and Project Review.
2. Explain the selection and Implementations of Hardware.
3. Differentiate between system testing and user acceptance testing.
4. Compare decision table and decision tree.
5. Explain the various principles of code design.

DDCE - IV-S-(2yr.) MBA-Spl-Gr.-II -

ISM - 30- (Tel.B.) R&B

2017

Full Marks- 40

Time -As in the Programme

The figure in the right hand margin indicates marks.

Answer questions in each section as directed therein.

Section-A

(Answer any TWO) [12×2=24

1. What is Network prefix ? Discuss the classical IP addressing architecture of network.
2. Discuss the selection and registration procedure of the domain name.
3. What is Network Security ? Discuss the authentication factors and identity of a network.
4. What are the various methods to protect network media ? Give a brief account of each of it.
5. What is Search engine ? Describe Search Engine Optimization in Detail.

[Cont...

[2]

Section-B

(Answer any TWO) [8×2=16]

1. Write a brief notes on Internet service provider.
2. What is DNS ? Explain the complete DNS system with its utility in context of the internet.
3. State and explain the different types of ISP tiers.
4. Discuss various network security devices.
5. Give brief accounts of Personal communication services.

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