

DDCE - IX - S - (5Yr.) - IMBA - 42 -
Spl. Gr. - I - (Mjr. - 1) - HR - (HRPD) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : [12×3=36

1. "The logical approach to staffing begins with a careful assessment and planning of current and prospective requirements." Comment. Explain the different approaches of Human Resources planning with suitable example.
2. Define HRIS ? Briefly examine the different sources and the importance of HRIS ?
3. Human Resources Development is a system. Explain the steps involved in this systems.

[Cont...

[2]

4. Briefly explain the approaches to improve quality of working life in an industrial organization and state its impact on organizational culture.
5. Define career planning and succession planning ? Briefly explain the objective & process of succession planning.

Section – B

Answer any THREE : [8×3=24

1. Describe the importance of organisational culture. Explain the role of HRD in promoting a development oriented culture in an organization.
2. Explain the importance of team building in business organization.
3. How is career planned and developed in an organization ? Discuss.
4. Explain the elements of OCTAPACE culture.
5. Discuss the problems in human resource planning. How can these problems be overcome ?

Section – C

Answer any TWO : [5×2=10

1. Differentiate between HR Audit and HR accounting.

[Cont...

[3]

2. What is human resource report ? Describe the essentials of good human resource report.
3. Compare and contrast HR's Traditional Vs. Career Development focus in the business organization.
4. Describe the need and significance of HRD.

Group – D (Assignment)

Answer any TWO : (Word Limit : 1000)

1. Define HRP and discuss the different approaches of Human Resources Planning ?
2. What is the importance of HRP and briefly discuss types of HR plan.
3. Define HRD and discuss the elements of HRD climate.
4. What is HRD intervention and explain the types of intervention for OD process.
5. What is HRD Model and give an example of HRD model for recruitment process.



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DDCE - IX - S - (5Yr.) - IMBA - 43 -
Spl. Gr. - I - (Maj. - 2) - HR - (MERRL) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : [12×3=36

1. Examine the provisions relating to Health and Welfare of the workers under the factories Act, 1948.
2. Discuss the authorized deductions from wages under the payment of wages Act, 1936.
3. Discuss the important provisions of the Employee Provident Fund Act, 1952.
4. Discuss the procedure for registration of Trade Union under Trade Union Act, 1926.
5. What are the machinery provided under the industrial dispute Act, 1947 for the prevention and settlement of industrial disputes.

[Cont...

DDCE - IX - S - (5Yr.) - IMBA - 43 -
Spl. Gr. - I - (Maj. - 2) - HR - (MERRL) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : **[12×3=36**

1. Examine the provisions relating to Health and Welfare of the workers under the factories Act, 1948.
2. Discuss the authorized deductions from wages under the payment of wages Act, 1936.
3. Discuss the important provisions of the Employee Provident Fund Act, 1952.
4. Discuss the procedure for registration of Trade Union under Trade Union Act, 1926.
5. What are the machinery provided under the industrial dispute Act, 1947 for the prevention and settlement of industrial disputes.

[Cont...

[2]

Section – B

Answer any THREE :

[8×3=24

1. Write down the various modes of workers participation in management.
2. What is collective bargaining ? Discuss the different type and process for collective bargaining.
3. Define the term industrial relations ? Explain their scope and function of industrial relations.
4. Explain the growth and development of labour legislation.
5. Briefly discuss different technique of quality circles.

Section – C

Answer any TWO :

[5×2=10

1. What do you mean by 'set on' and 'set off'.
2. Discuss the Fundamental Rights in India Constitution and Labour Legislation ?
3. What do you mean by 'allocable surplus' & 'available surplus' under the payment of bonus Act, 1965.
4. Discuss the power of inspector under the factories.

[Cont...

[3]

Group – D (Assignment)

Answer any TWO : (Word Limit : 1000)

1. Write the importance and scope of industrial Relations. Briefly explain the various approaches to Industrial Relations.
2. What are the purposes of collective bargaining ? Explain how collective bargaining promotes industrial peace.
3. What are the salient features of factory Act ? Explain the provisions under the factory Act 1948 with respect to employee safety and welfare.
4. What are the criteria for eligibility for Bonus under Bonus Act 1965 ? Explain the payment of minimum and maximum bonus with reference to payment of Bonus Act 1965.
5. Explain forfeiture of gratuity under different circumstances. Discuss the power of inspector under the payment of Gratuity Act 1972.



DDCE - IX - S - (5Yr.) - IMBA - 43 -

Spl. Gr. - I - Maj. - 2 - HR - (MERRL) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 44 -
Spl. Gr. - I - Mjr. - 3 - HR - (MTD) - R & B

2018

Time - 3 hrs.

Full Marks - 70

*The figures in the right hand margin indicate marks.
Answer questions from all section as directed there in.*

Section - A

Answer Any THREE : [12×3=36]

1. Define Training. Explain its need, objectives and benefits.
2. Outline the key factors in designing the Training.
3. Describe the Process and modules of designing Training.
4. Explain the various methods with suitable examples.
5. Discuss the need of training in the modern competitive business environment and discuss the effectiveness of it.

[Cont...

[2]

Section – B

Answer Any THREE :

[8×3=24

1. Discuss how training can be able to upgrade the skills of the employees.
2. Distinguish between on the job and off the job training.
3. Explain the administrative process of training with special reference to learning diary and training calendar.
4. Briefly discuss about the assessment criteria.
5. Write a note on various Training Policies and their implementation.

Section – C

Answer Any TWO :

[5×2=10

1. Write short notes on any TWO :
 - (a) Principles of learning.
 - (b) T group training.
 - (c) Activity based Training

[Cont...

[3]

Group – D (Assignment)

Answer Any TWO : (Word Limit : 300)

1. Discuss the method of training. Which one you consider the most suitable for developing middle level manager and why.
2. Develop at least three sample training modules for supervisor, duly pointing out their objectives, course contents, eligibility of participants, duration. Etc.
3. What is training calendar ? Why an organisation requires a training calendar for software development organization.
4. What do you mean by training aid ? Outline the different types of training aid using in organization.
5. Identify the different types of manpower training in an organization. What is the important purpose served by training ?



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Spl. Gr. - I - Mjr. - 3 - HR - (MTD) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 45 -
Spl. Gr. - II - Min. - 1 - FM - (FMI) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed.

Section - A

Answer any THREE : [12×3=36]

1. Define Indian Financial System and discuss its various components with suitable examples.
2. What features of a developing economy financial market make it more difficult for the country's central bank to protect their currency ?
3. Define Secondary Market. Discuss the functions of Stock exchange.
4. Define T-Bills. Write a note on 91-day, 182-day and 364-day with suitable examples.
5. Define Settlement. Discuss the different types of settlement of transaction in a stock exchange.

[Cont...

[2]

Section – B

Answer any THREE : [8×3=24

1. State and explain the importance of New Issue Market.
2. Compare and explain the functional difference between New Issue Market and Secondary Market.
3. Write a brief note on newly set up stock exchange in India.
4. Who are the brokers to an issue ? How are they appointed ? What are their duties towards the issuing company and the SEBI ?
5. What role does the Reserve Bank play as Government banker ?

Section – C

Answer any TWO : [5×2=10

1. What is Pre-reformation era ?
2. Write a note on Reverse REPO.
3. Distinguish between primary and secondary market.
4. Discuss about the Post Reformation era.

[Cont...

[3]

Group – D Assignment

Answer any TWO : (Word Limit - 300)

1. Define Financial System. Explain the interaction between financial and real sectors of the economy.
2. Define financial services. Describe its role and objectives for the economic growth.
3. Once a currency crisis occurs, explain the three different channels by which devaluation increases asymmetric information and leads to financial crisis.
4. Define stock exchange and explain its functions.
5. Describe New Issue Market and its relationship with Stock exchange.



DDCE - IX - S - (5Yr.) - IMBA - 45 -

Spl. Gr. - II - Min. - 1 - FM - (FMI) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 45 -
Spl. Gr. - II - Min. - 1 - MM - (CB) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : **[12×3=36**

1. Explain Nicosia Model with diagram ?
2. What is motivation explain x and y theory of motivation.
3. Briefly explain the factor affecting consumer behavior ?
4. Explain how attitude affect consumer behavior ?
Elaborate different type of attitude.
5. Explain the importance of advertisement in consumer behavior.

[Cont...

[2]

Section – B

Answer any THREE questions : [8×3=24

1. Explain black box model.
2. What is consumer behavior ? Explain the objective of CB.
3. What is communication ? Explain the barriers to communication.
4. What is consumer decision making process ?
5. Why online marketing put psychological impact on buyers ? Explain disadvantage of online marketing.

Section – C

Answer any TWO : [5×2=10

1. Family life cycle ?
2. What brand perception ?
3. Marketing myopia ?
4. Psychological pricing.

[Cont...

[3]

Group - D Assignment

Answer any TWO : (Word Limit - 300)

1. Write the importance of Consumer Behavior.
2. Explain consumer research process with examples.
3. Elaborate different method of data collection.
4. Why marketing segmentation is necessary ?
Justify your opinion.
5. What is Consumerism ? How it related to current marketing practices.



DDCE - IX - S - (5Yr.) - IMBA - 45 -
Spl. Gr. - II - Min. - 1 - MM - (CB) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 45 -
Spl. Gr. - II - Min. - 1 - POM - (TQM) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : [12×3=36

1. What do you mean by Total Quality Management ? Discuss the Scope of Total Quality Management.
2. What are the terms used in Acceptance Sampling ? Discuss the types of Acceptance Sampling Plans.
3. What is Reliability ? Explain how reliability can be measured.

[Cont...

[2]

4. Discuss the objectives and benefits of ISO 9000 standards.
5. Why does the designer use Failure mode and Evaluation analysis (FMEA) ? Discuss its usefulness.

Section – B

Answer any THREE : **[8×3=24**

1. Discuss single sampling and double sampling plan of Acceptance Sampling with suitable examples.
2. Describe the principles of Total Quality Circle.
3. What is Quality Audit ? Discuss the different types of Quality Audits.
4. List and explain the steps of Business Process Reengineering.
5. Discuss the principles of total productive maintenance.

Section – C

Answer any TWO : **[5×2=10**

1. Acceptance Sampling.
2. Quality Function Development.

[Cont...

[3]

3. Quality Circle.
4. Quality Management System.

Group – D Assignment

Answer any TWO : (Word Limit - 300)

1. Explain the principle of Quality in details.
2. Explain the below mentioned QC tools.
 - Cause and effect diagram
 - Check sheet
 - Scatter diagram
3. Explain the concept of QFD in details. What is cost of quality ? Explain Taguchi's quality loss function.



DDCE - IX - S - (5Yr.) - IMBA - 45 -

Spl. Gr. - II - Min. - 1 - POM - (TQM) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 46 -
Spl. Gr. - II - Min. - 2 - MM - (APM) - R & B

2018

Time - 3 hrs.

Full Marks - 70

*The figures in the right hand margin indicate marks.
Answer questions from all section as directed there in.*

Section - A

Answer Any THREE : [12×3=36]

1. Briefly explain the effective advertising message. Discuss its merits and demerits.
2. What is Testing Techniques ? Discuss the Pre and Post - Testing Techniques.
3. Explain the steps followed in developing an effective sales promotion programme.
4. Compare the ATL(Above the Line) and BTL (Below the Line Promotion). Discuss the relevance of the both the type of promotion.
5. What is Creative Services ? Describe the role of creative services in the modern era of advertising.

[Cont...

[2]

Section – B

Answer Any THREE :

[8×3=24

1. Describe the media planning and selection process.
2. Write notes on Consumer promotion, Dealer Promotion.
3. Discuss the criteria responsibility for the selection of an advertising agency.
4. What do you understand by incentive based and performance based compensation ? Describe in detail.
5. Write a note on Sales Promotion.

Section – C

Answer Any TWO :

[5×2=10

1. Why Campaign launching is essential.
2. Write the advantages and disadvantages of Advertising.
3. How advertisement influences the life of an individuals.
4. Write a note on Virtual Media Advertisement.

[Cont...

[3]

Group – D (Assignment)

Answer Any TWO : (Word Limit : 300)

1. Define Advertisement. Describe the function of advertising as a marketing process.
2. Discuss the different types of sales persons. Explain the selection process.
3. Describe the Structure of the Organisation of Ad Agency. Discuss about the various department.
4. Define Client - Agent relationship describe the reasons of breaking Client - Agent relationship and discuss the different principles to settle Client - Agent Dispute.
5. A consistency is observed between advertising goals and communication task. Discuss the same in the light of DAGMAR approach.



DDCE - IX - S - (5Yr.) - IMBA - 46 -
Spl. Gr. - II - Min. - 2 - MM - (APM) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 46 -
Spl. Gr. - II - Min. - 2 - POM - (PMM) - R & B

2018

Full Marks - 70

Time - As in the Programme

*The figure in the right hand margin indicate marks.
Answer questions from all Section as directed therein.*

Section - A

Answer any THREE : [12×3=36]

1. What is material management ? Discuss the objectives of material management.
2. What is inventory management ? Discuss the different types of cost in the inventory system.
3. What is purchasing policy ? Describe the responsibilities & personal duties of purchasing manager.

[Cont...

[2]

4. What do you mean by standardization & codification ? Explain how standardization in purchasing reduce cost.
5. What is Wastivity ? Discuss the Inter-relation of waste management and Resource Management.

Section – B

Answer any THREE : [8×3=24

1. What are the objectives of purchasing function.
2. Discuss the functions and scope of material management.
3. Alpha industry estimates that it will sell 12,000 units of its product for the forth coming year. The ordering cost is Rs. 100 per order and the carrying cost per unit per year is 20% of the purchase price per unit. The purchase price per unit is Rs. 50. Find
 - (a) Economic order quantity.
 - (b) No of orders per year.
 - (c) Time between successive orders.

[Cont...

[3]

4. Briefly explain ABC Analysis with a suitable examples.
5. Discuss the different methods of store verification and their advantages.

Section – C

Answer any TWO : [5×2=10]

1. Differentiate between wastivity and productivity.
2. What is Material Requirement Planning.
3. Distinguish between P and Q system of inventory.
4. Define Economic Batch Quantity (EBQ).

Group – D Assignment

Answer any TWO : (Word Limit - 300)

1. What is the scope of material management ? What are the methods adopted to achieve the objective of material management.
2. The annual demand for an automobile component is 24000 units. The carrying cost is Rs. 0.40 per unit per year. The ordering cost is Rs. 20 per

[Cont...

[4]

order and the storage cost is Rs. 10 per unit per year. Find the optimal values of EOQ, maximum inventory and cycle time.

3. Discuss the objective and the procedure adopted for material identification system.
4. What is material management ? Explain different functions of material management department.
5. Describe the procedures for the receipt of material in to stores and their issue from there.



DDCE - IX - S - (5Yr.) - IMBA - 46 -

Spl. Gr. - II - Min. - 2 - POM - (PMM) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 46 -
Spl. Gr. - II - Min. - 2 - FM - (MBFS) - R & B

2018

Full Marks - 70

Time - As in the Programme

*The figure in the right hand margin indicate marks.
Answer questions from all Section as directed therein.*

Section - A

Answer any THREE : **[12×3=36**

1. Briefly explain how the Financial Services are different from other services.
2. Define the importance of Merchant Banking. Discuss it's various role and functions.
3. Discuss the rationale of investment companies. Do they outsmart the market ?*
4. Explain the various steps are involved in a Lease arrangement.
5. Define Settlement. Discuss the different types of settlement of transaction in a stock exchange.

[Cont...

[2]

Section – B

Answer any THREE :

[8×3=24

1. Describe the role and Policies of SEBI in regulating Merchant Banking Services.
2. Give an account about evolution of Mutual Fund in the world and India.
3. Explain the importance and functions of Credit Rating Agencies.
4. Define Venture Capital. Describe the types of venture Capital firms.
5. Discuss the essentialities of Factoring services in India.

Section – C

Answer any TWO :

[5×2=10

1. Write a note on CRISIL.
2. State the functions of IRDA.
3. Distinguish LIC from GIC.
4. Write a note on Fund based and fees based services.

[Cont...

[3]

Group – D Assignment

Answer any TWO : (Word Limit - 300)

1. State and explain how the Financial Services are different from other services.
2. What do you mean by Merchant Banking ? Discuss its various role and functions.
3. Discuss the various steps are involved in a Lease arrangement.
4. Discuss the rationale of investment companies. Do they outsmart the market ?
5. Define settlement. Discuss the different types of settlement of transaction in a stock exchange.



DDCE - IX - S - (5Yr.) - IMBA - 46 -

Spl. Gr. - II - Min. - 2 - FM - (MBFS) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 47 -
Spl. Gr. - II - Min. - 3 - FM - (SAPM) - R & B

2018

Full Marks - 70

Time - As in the Programme

Answer questions from all Section as directed there in.

GENERAL INSTRUCTION

*Answer any THREE question from Section - A
(12×3=36), Word Limit - 700-1000*

*Answer any THREE question from Section - B
(8×3=24), Word Limit - 500*

*Answer any TWO question from Section - C (5×2=10),
Word Limit - 300*

Section - A

Answer any THREE :

1. Discuss the different investment avenues available to investors in India and the risk involved in Indian stock market.
2. What is market efficiency ? Explain the different forms of market efficiency and test their validity.

[Cont...

[2]

3.	Firm	Expected Return	Standard Deviation (δ)	Beta (β)
	A	0.22	0.40	0.86
	B	0.24	0.38	1.24

Co-efficient of correlation between return of A Ltd. & B Ltd. is 0.72. The standard deviation of market return is 20%. Suggest :

- (i) Is investing in B Ltd. is better than A Ltd.
 - (ii) If you invest 30% in B Ltd. & 70% in A Ltd., What is your expected return and portfolio standard deviation ?
 - (iii) What is the market portfolio's expected rate of return ?
4. What are derivatives ? Explain various types of derivative instruments in details.
 5. Discuss different methods and problems associated with portfolio management.

[Cont...

[3]

Section – B

Answer any THREE :

6. Discuss the advantages of Sharpe's Portfolio Model over Markowitz Portfolio Model.
7. Explain the EIC framework in detail.
8. Galaxy Ltd. paid a dividend of Rs. 2.75/- during the current year. Forecasts suggest that earnings and dividends of the company are likely to grow at the rate of 8% over the next 5 years and at a rate of 5% there after. Investors have traditionally required a rate of return of 20%. Calculate the present value of the stock.
9. Discuss various methods for valuation of a bond with suitable examples.
10. Explain the reward to variable measure with suitable example.

Section – C

Answer any TWO :

11. Bond Management Strategy.
12. Technical Analysis.

[Cont...

[4]

13. Differentiate between SML and CML.
14. Arbitrage Pricing Theory.

Group – D Assignment

Answer any TWO : (Word Limit - 300)

1. What do you mean by Fundamental Analysis ? Explain the Economy Industry Company Analysis framework.
2. What do you mean by Risk & Return ? Discuss various types of risk.
3. Discuss the capital asset pricing model.
4. How to evaluate the performance of various portfolio ? Explain framework for evaluation of portfolio performance.
5. A portfolio consists of three securities M, N and O with the following parameters.



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Spl. Gr. - II - Min. - 3 - FM - (SAPM) - R & B

DDCE - IX - S - (5Yr.) - IMBA - 47 -
Spl. Gr. - II - Min. - 3 - MM - (SDM) - R & B

2018

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : [12×3=36

1. Explain selling process with suitable example.
2. What do you mean by sales forecasting ? Explain forecasting method.
3. Write stapes of selection process.
4. Briefly describe the reason behind cannel conflict.
5. Write the importance of logistic management in business.

[Cont...

Section - B

Answer any THREE : [8×3=24]

1. Elaborate different types of sales quotas.
2. Differentiate between Horizontal and vertical marketing system.
3. Explain major duties and responsibility of sales manager.
4. What are the various factors require for choosing channel of distribution.
5. Write difference between personal selling and advertising.

Section - C

Answer any TWO : [5×2=10]

1. On the job tanning.
2. Why sales display is important for promoting product ? Justify.
3. Motivation in sales team.



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Spl. Gr. - II - Min. - 3 - POM - (OPC) - R & B

2018

Full Marks - 70

Time - As in the Programme

*The figure in the right hand margin indicate marks.
Answer questions from all Section as directed therein.*

Section - A

Answer any THREE : **[12×3=36**

1. What is Operation Planning and control. Discuss the Role of Production Planning and Control in operations management.
2. Define Time Series. Discuss the different methods for Measuring the Trend.
3. What are the Objectives MRP ? Explain how each of these objective is achieved.

[Cont...

[2]

4. A machine operator has to perform 3 operations, Turning, Threading and Knurling on three Machines A, B and C in the order of ABC. Find the optimum sequence when the time in hours is given :

Job	Turning	Threading	Knurling
1	3	8	13
2	12	6	14
3	5	4	9
4	2	6	12
5	9	3	8
6	11	1	13

5. What are the various approaches to assembly line balancing ? Discuss each in detail.

Section - B

Answer any THREE : [8×3=24

1. State Johnson's Rule and explain how it is used for scheduling 'n' Jobs 3 machines.
2. What is MRP ? Describe the methods to determine the effective lot size in MRP.

[Cont...

[3]

3. Use method of least square to determine for the year 2009. The data is given below.

Year	2002	2003	2004	2005	2006	2007
Sales of refrigerators	85	120	140	130	100	150

4. What is Scheduling ? Describe the scheduling process for high volume continuous production system.
5. Explain the importance of planning and controlling functions in overall operations management.

Section – C

Answer any TWO : [5×2=10]

Write short notes any TWO of the following :

1. Integrated operating control information system.
2. Aggregate Planning.
3. Seasonal Forecasting.
4. MRP - II

[Cont...

[4]

Group – D (Assignment)

Answer any TWO : (Word Limit : 1000)

1. Explain the different functions and strategies in Operation Planning & Control.
2. What is aggregate production planning ? Explain in details the different strategies in App with the advantages and disadvantages of each strategy.
3. Give a detailed description on the integrated operating control information system.
4. Explain Helgeson - Birries principle details.
5. Explain the concept of Master Production Scheduling in details.



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