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1st 6em

I-$\frac{\text{2yr. (MBA)}}{\text{PGD(HRM)}}$- DDCE –

HRM – V (NC)

2012

Time : As in Programme

Full Marks : 100

The figures in the right-hand margin indicate marks.

Answer questions as directed in each Group.

Group – A

Answer any **five** questions (Answer of each question should be between 700-1000 words) :

12×5 = 60

1. Write down the diversified role and function of HR manger.

2. Define recruitment and how it is different from Selection. Write down the various sources of recruitment.

3. Identify the objective of Manpower planning in the field of HRM. Point out the importance of demand and supply forecasting in MMP.

4. What is performance appraisal ? Write down the different methods applied in Performance Appraisal.

5. What is wage ? Describe the national wage policy and its purpose.

6. Define "Training" and its objectives. How it is different with development ?

7. What are the various methodology adopted in evaluation of training ?

Group – B

Answer any **four** questions (Answer of each question should be between 150-250 words) :

$5 \times 4 = 20$

8. What is orientation ?

9. What is transfer ?

10. What is on the job training ?

11. What is Potential Appraisal ?

12. What is Training Need Assessment ?

Group – C

Answer **all** questions :   2×10 = 20

13. Write down the operative function of HRM ?

14. What is minimum wage ?

15. What is fair wage ?

16. What is apprenticeship training ?

17. What is brain storming ?

18. What is T-group Training ?

19. What is Simulation ?

20. What is career planning ?

21. Define group incentive plans.

22. What is seniority based training ?

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2012

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Answer questions as directed there in.

(QUANTITATIVE TECHNIQUES)

1. Answer any **eight** questions : 2×8 = 16

   (a) What do you mean by one to one function ?

   (b) What is Primary Data ?

   (c) What is Histogram ?

   (d) Give an example of quantitative and qualitative data.

   (e) Explain merits of Arithmatic Mean.

   (f) Establish relation among AM, GM and HM.

   (g) Establish relation between correlation and regression.

PT – 28/2 (Turn over)

(h) Give two applications of L. P. P.

(i) What is degeneracy of transportion problem.

(j) Give an example of positive and negative correlation.

2. Answer any **four** of the following : 6×4 = 24

(a) If $A^{-1} = \begin{bmatrix} 3 & 9 & 2 \\ 7 & 5 & 6 \\ 1 & 2 & 3 \end{bmatrix}$ find A.

(b) Explain scope and limitation of Statistics.

(c) What are the methods involved in collection of primary data.

(d) Explain the unility of Bays Theorem.

(e) What is time series analysis ? Explain its components.

(f) Find correlation from the following data :

X	Y
25	10
35	20
45	25

PT – 28/2 (2) Contd.

X	Y
40	35
60	40
65	60
80	65
85	70

3. Answer any **five** questions : 12×5 = 60

(a) Find Mean, Median and Mode of the following data :

Mid value	Frequency
5	5
15	7
25	9
35	13
45	15
55	18
65	9
75	7
85	6
95	4

(handwritten annotations:)

$l + \dfrac{h(f_1 - f_0)}{2f_1 - }$

$50 + \dfrac{10(18-15)}{(2\times18) - (10\,45)}$

Mean $= \dfrac{\Sigma f x}{\Sigma f}$

Median $\dfrac{n}{2}$

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(b) From the following data, find which series is more consistent :

X	Y
30	20
40	25
50	35
60	40
65	15
0	7
70	12
15	18

(c) What is classification and tabulation ? Explain different types of classification. Sketch out a statistical table.

(d) Explain different types of forecasting techniques with giving suitable example.

(e) What is L. P. P. ? Explain its nature, scope and utility. How is it helps to Business Management ?

PT – 28/2   (4)   Contd.

(f) Find optimality transpersion cost :

Warehouse

Factory	A	B	C	D	Supply
1	100 / 10	12	18	20	100
2	22	25	9	8	400
3	7	5	4	2	500
Demand →	380	220	150	250	

(g) A certain production process produces items that are 10% defectives. Each item is inspected before supplying to customers but the inspector, incorrectly classifies an item 10% of the time. Only items classified as good are supplied. If 820 items in all have been supplied, how many of items are expected to be defectives.

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2012

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Full Marks : 100

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Answer questions as directed in each Group.

Group – A

(Objective Type Questions)

1. Answer any **eight** questions :   2×8 = 16

   (a) What is Conventional Cash Flow ?

   (b) Define the term Perpetuity.

   (c) What is Networking Capital ?

   (d) What is Receivables ?

   (e) Define the term Operating Cycle.

   (f) Define the term Financial Leverage.

   (g) What is Retained Earning ?

   (h) What is NPV ?

   (i) Define the term Investment Decisions.

(i) Note down the two objectives of Management of Inventories.

Group – B

(Short-answer Type Questions)

Answer any **four** questions : 6×4 = 24

2. What is Financial Management ? What are its functions, scope and objectives ?

3. Discuss the various motives for holding cash.

4. What is cost of capital ? What is its significance ?

5. Explain the various types of Working Capital.

6. Explain the various tools and techniques of Financial Management.

7. What are the various forms of dividends ? Explain.

Group – C

(Essay Type Questions)

Answer any **five** questions : 12×5 = 60

8. Explain the role and responsibility of Finance Manager.

9. The earnings per share of Basso Limited are Rs. 10 and the rate of capitalization applicable is 12%. The company has before it an option of adopting (i) 50%, (ii) 75% and (iii) 100% dividend payout ratio. Calculate the market price of the company's quoted shares as per Walter's model if it can earn a return of 12%, 20% and 16% and 12% on its retained earnings.

10. Explain the EBIT-EPS relationship giving with suitable case.

11. Describe the various factors for determining capital structure.

12. What is Capital Budgeting ? Explain the Payback method with suitable case.

13. Differentiate between NPV and IRR. When are the NPV and IRR reliable ?

14. How fixed manufacturing cost and interest plays important role in Liverage Analysis ? Elaborate with suitable examples.

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2012

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Full Marks : 100

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Answer questions as directed in each Group.

Group – A

(Long-answer Type Questions)

Answer any **five** questions :   12×5 = 60

1. Outline the various stages in new product development by suggesting a flow chart diagram for the same.

2. Define Product Life Cycle (PLC) as a marketing tool. Briefly describe each of the four main stages of the PLC with the 4P's strategy adopted at each stage.

3. Define Marketing Information System (MIS). What are its elements ? Discuss MIS as an

integrated model by identifying the inter-relationship among its elements.

4. Define a product and identify the layers of the product. Elaborate in brief how every layer is important in a product.

5. Who is a consumer ? Discuss the various stages involved in the consumer buying behaviour process for buying a high involved product.

6. Describe the significance of pricing in marketing. Identify the factor which influences the price setting startegy of a firm and briefly discuss the various pricing strategies.

7. What is the role of marketing research ? Discuss the various stages of the marketing research process ?

Group – B

(Short-answer Type Questions)

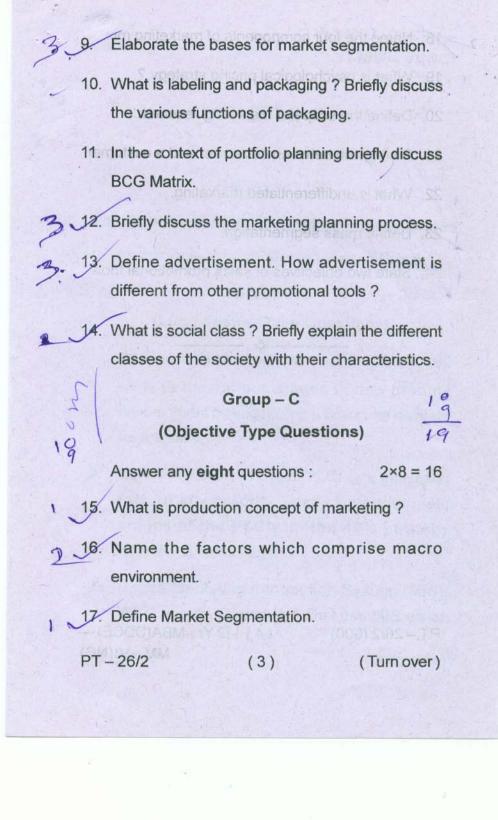Answer any **four** questions :   6×4 = 24

8. Discuss the different types of target marketing strate-gies with suitable examples.

PT – 26/2   (2)   Contd.

9. Elaborate the bases for market segmentation.

10. What is labeling and packaging ? Briefly discuss the various functions of packaging.

11. In the context of portfolio planning briefly discuss BCG Matrix.

12. Briefly discuss the marketing planning process.

13. Define advertisement. How advertisement is different from other promotional tools ?

14. What is social class ? Briefly explain the different classes of the society with their characteristics.

Group – C

(Objective Type Questions)

Answer any **eight** questions :   2×8 = 16

15. What is production concept of marketing ?

16. Name the factors which comprise macro environment.

17. Define Market Segmentation.

PT – 26/2   (3)   (Turn over)

18. Name the four components of marketing mix.

19. What is psychological pricing strategy ?

20. Define the scope of marketing research.

21. Distinguish between consumer and a customer.

22. What is undifferentiated marketing.

23. Define mass segmentation.

24. State two objectives of sales promotional tools.

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2012

Full Marks - 100

Time : As in programme

The figure in the right hand margin indicate marks.

Answer FIVE questions.

(Answer should be between 700 -1000 words)

Group - A

1. Define Management and discuss the process of management applied in a manufacturing industry ?

2. Define Planning ? Discuss the different types and the process of planning ?

3. Define the nature and the different Structure of and organisation ?

4. What is departmentation ? Define the process and the bases of departmentation ?

5. What is MBO ? Identify its nature and process of MBO ?

[Cont.

6. What are the different challenges faced by a manager in the 21st century and the steps taken by a manager to face these challenges ?

7. Discuss the contribution of Hemery Fayol towards the development of management ?

Group - B

(Answer any FOUR questions.)

Answer should be between 150-250 words. [5×4

1. What is Job Evaluation ?

2. What is Division of work ?

3. Differentiate between Management and Administration ?

4. Differentiate between Delegation and decentralisation ?

5. What is Globalisation and how it affects the countries economy ?

Group - C

(Answer All questions)   [2×10

1.   Define Span of Management ?

2.   Advantage of centralisation ?

3.   Define Coordination ?

4.   What is budget ?

5.   Write two characteristics of Decision Making ?

6.   Why management is an art ?

7.   What is conceptual Skill ?

8.   What is formal organisation ?

9.   Write down the role of a manager ?

10. What is the modern objective of business ?

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2012

Full Marks - 100
Time : As in programme
The figure in the right hand margin indicate marks.
Answer FIVE questions.

Group - A   [12×5

1. Define Organisational Behaviour. Discuss its purpose, nature and scope ?

2. Define personality. Discuss various determinants or personality.

3. Define learning and explain the principles of classical conditioning with appropriate organizational example.

4. Compare and contrast Mallow's hierarchy of needs theory with Hertzberg's tow factor theory.

5. Does motivation come from within a person or is it result of the situation ? Explain.

[Cont.

3. What are the factors affecting to the individual behaviour ?

4. What do you mean by trait in personality ?

5. Define Ethics ?

6. Define Value ?

7. Define Job satisfaction ?

8. Define Motivation ?

9. What are the barriers to Communication ?

10. Identify the relationship between Attitude and productivity ?

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6. "There is no leadership style that can be applicable to all situations. Leaders are supposed to adjust themselves in accordance with the demand of the situation". Comment.

7. Describe communication process. Explain its importance in the study of management.

Group - B [5×4

(Answer any Four qeustions)

(Answers should be between 150-250 words.)

1. Define Perception ?

2. What's economic man model ?

3. What is Type A an Type B Personality ?

4. What is Organisational Commitment.

5. What are the styles of a leader.

Group - C [2×10

(Answer All questions)

1. Write two natures of OB ?

2. Write the contributory field to OB ?

[Cont.

2012

Full Marks - 50

Time : As in programme

The figure in the right hand margin indicate marks.

Answer All questions No.5 is compulsory.

1. What is computer organization ? Explain the different components of the computer organization in detail.   [10

OR

Discuss the important features and applications of micro, mini, main frame and super computers.

2. What is memory ? Explain the different types of memory in detail.   [10

OR

What is Software ? Explain the relationship between hardware and Software. Write 4 system Software and its application in detail.

3. What is communication ? Explain the different component of communication system ? Explain multimedia and it's different application. [10

OR

Describe networking. Discuss the different types of networking and it's advantages and disadvantages in detail.

4. What is operating system ? Explain the different types of operating system and it's advantages and disadvantages in detail. [10

OR

What is the difference between single user operating system and multi user operating system ? Explain the different application of Windows operating system.

5. Write short notes on :   [1×10=10

   (i) Spreadsheet.

   (ii) Translator.

   (iii) GIGO.

   (iv) Cache Memory.

   (v) Extranet.

   (vi) WWW

   (vii) Program

   (viii) Tables

   (ix) CPU

   (x) Soft copy and Hard copy.

2012

Full Marks - 100

Time : As in programme

The figure in the right hand margin indicate marks.

Answer questions as directed therein.

1.   Answer any Five: [12×5

(a) "Communication is a two way traffic".
     Analyze by giving diagrams.

(b) Write a letter to a company who has delivered
     damaged goods at your place and is feigning
     ignorance about the same.

(c) Prepare a Chronological CV highlighting your
     major thrust areas.

(d) Write a memo to your employee asking for
     information regarding a particular work
     assignment, given to him ten days ago.

(e) As the Secretary of your organization that specializes in manufacturing specialized shoes for the disabled, draft a letter to an International body asking for funds and means for uplifting the disabled in society.

(f) Write the basic principles of writing an advertisement copy.

(g) State the various methods of confidence building in Interviews.

2. Group B Answer any FOUR the following:

[6×4

(a) List out some important functions of commercial bank ?

(b) Write short notes on bank rate.

(c) Explain what is exit policy?

(d) Briefly explain NNC.

(e) Explain what LPG is.

(f) Explain industrial licensing policy.

[Cont.

3.   Group C Answer any EIGHT of the following:

[2×8

(a) What is OPEC ?

(b) What do you mean by price stability ?

(c) What is industrial sickness ?

(d) What is FERA ?

(e) Define capital market.

(f) Define Hedging.

(g) What is liquidity risk ?

(h) What do you mean by CRR ?

(i) What is FEMA ?

(j) What do you mean by organized market ?

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