

2018

Full Marks - 70

Time -As in the Programme

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

Section - A

(Answer any THREE) [12×3=36]

1. "The objective of HR management in an organisation into attain maximum individual development, desirable working relationships between employers and employees and effective moulding of human resources as contrasted with physical resources". Explain.
2. "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance". In light of the above statement briefly discuss the objectives and methods of performance appraisal.

[Cont...

[2]

3. "It is very important that management should have a policy with respect to training and that this policy should be well defined and clear cut", Explain the statement and discuss the importance and various methods of training.
4. Define human resources planning ? Discuss the long range human resources Demand forecasting method. What action plans can an organisation undertake to increase or decrease in HR supply ?
5. Explain various individual and group incentive plans. What are the advantages and problems associated with wage incentives ?

Section - B

(Answer any THREE) [8×3=24

1. State very briefly the distinguish features of job analysis and job evaluation. What are the major objectives of job evaluation ?
2. "A Good human resource manager is no longer just a hirer and firer of men". In the light of this statement, explain the role of a human resources manager.

[Cont...

[3]

3. What do you understand by a model selection procedure ? What steps are involved in it ?
4. Explain the component of pay structure in India.
5. What are the essentials of a sound promotion policy ?

Section - C

(Answer any TWO)

[5×2=10

1. What is job description ? How does it differ from job specification ?
2. What do you understand by HRM ? Why is it needed ?
3. Distinguish between performance appraisal and job evaluation.
4. What is training ? What are the major objectives of employee training ?



DDCE - VI - S - (5yr.) - IMBA -
P - 26 - (HRM) R&B

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Section - A

Answer any three questions from the following: [12×3

1. Jolly company has an investment opportunity costing Rs.1,00,000 with the following expected cash inflow (i.e., after tax and before depreciation):

Year	Inflows(Rs)	PVF(10%,n)	Year	Inflows(Rs)	PVF(10%,n)
1	17,000	0.909	6	18,000	0.564
2	17,000	0.826	7	10,000	0.513
3	17,000	0.751	8	15,000	0.467
4	17,000	0.683	9	10,000	0.424
5	17,000	0.621	10	14,000	0.386

Using 10% as the cost of capital (rate of discount) determine the (i) Net Present value and (ii) Profitability Index. Should the project be accepted ?

[Cont...

2. A Company issues Rs.10,00,000, 12% debentures of Rs.100 each. The debentures are redeemable after the expiry of fixed period of 7 years at par. The company is in 35% bracket.

Required :

- (i) Calculate the cost of debt (after tax) if debentures are issued at:
(a) Par (Case-1) (b) 10% Discount (Case-2)
- (ii) If broker's fee is paid at 2%, what will be the cost of debentures, if issue is at par (Case-3) ?
3. What do you mean by wealth maximization ? How is the goal of wealth maximization a better operative criterion than profit maximization in financial decision making ?
4. What is WACC (Weighted Average Cost of Capital) ? Discuss various types of weights used in calculating WAC with suitable examples ?
5. "MM (Modigliani-Miller) model of capital structure is an extension of NOI (Net Operating Income) approach" Explain the statement.

[Cont...

Section - B

Answer any Three questions from the following:[8×3

1. The following information is available in respect of XYZ Ltd.

Earnings per share (E) = Rs.60 (Constant)

Cost of Capital (Ke) = 10% (Constant)

Find out the market price of the share for different payout ratios of 50%, 70% and 100% under different rate of returnly) of 8% (Case-1), 10% (Case-2) and 15% (Case-3) by using Gordon's model of dividend decisions.

2. Calculate the degree of operating leverage (DOL), degree of financial leverage (DFL) and the degree of combined leverage (DCL) for the following firms.

Particulars	Firm-A	Firm-B	Firm-C
1. Output (Units)	60,000	15,000	1,00,000
2. Fixed costs(Rs.)	7,000	14,000	1,500
3. Variable cost per unit (Rs.)	0.20	1.50	0.02
4. Interest on borrowed funds (Rs.)	4,000	8,000	NIL
5. Selling Price per unit (Rs.)	0.60	5.00	0.10

3. "Financial decision is the hall mark of financial management "Examine in the light of this

[Cont...

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statement, the important financial decisions in a firm ?

4. Explain operating and financial leverage ? Illustrate with suitable examples the degree of measurement of operating and financial leverage ?
5. "Efficient management of cash will aim at maximizing the cash inflows and minimizing cash outflow". Explain the statement by highlighting different cash management techniques followed by various business firms.

Section - C

Answer any TWO questions from the following:

[5×2

1. Why Payback period method of capital budgeting is popular in India ?
2. What is optimal capital structure ?
3. What is operating cycle ?
4. What is trading on equity ?
5. Give a brief note on EOQ (Economic Ordering Quantity) ?



DDCE - VI - S - (5yr.) - IMBA - P-27 - (FM) R&B

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Section - A

(Answer any THREE) [12×3

1. Define Marketing Management and discuss scope and importance of Marketing.
2. A company's marketing environment consists of macro and micro environment. Discuss.
3. What is STP Approach ? Why Segmentation plays a vital role in present Marketing Scenario ?
4. Define Product Life Cycle (PLC), discuss the various Stages of it.
5. Explain how Branding plays an important role in the formulation of Marketing Mix and Marketing Strategy.

[Cont...

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Section - B

(Answer any THREE)

[8×3

1. What is Marketing Mix ? Comment in brief upon its ingredients.
2. What do you mean by the term 'buyer behavior' ? Why is it problem - solving behavior ?
3. What are the features of marketing research ? Discuss the objectives.
5. Briefly discuss the role of promotion mix in Marketing.

Section - C

(Answer any TWO)

[5×2

1. Distinguish between selling and marketing.
2. Explain Product positioning with examples.
3. Discuss the importance of Rural Marketing.
4. What is Three- Channel distribution system, explain ?



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Section - A

(Answer any THREE) [12×3

1. What is production management ? Discuss the different types of production process with appropriate examples.
2. What is facility planning ? Discuss the different factors affecting plant location.
3. Consider the following table summarizing the details of a project.

Activity	Predecessors	Duration (Weeks)		
A	—	4	4	10
B	—	1	2	9
C	—	2	5	14

[Cont...

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D	A	1	4	7
E	A	1	2	3
F	A	1	5	9
G	B,C	1	2	9
H	C	4	4	4
I	D	2	2	8
J	E,G	6	7	8

- (a) Construct the project Network.
 - (b) Find Expected duration and variance of each activity.
 - (c) Find the critical path and expected project completion time.
4. What is MRP ? Discuss the different methods to determine the effective lot size in MRP.
 5. Define inventory management. Discuss the various methods of inventory valuation with suitable examples.

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Section - B

(Answer any THREE) [8×3=24

1. Discuss the duties and responsibility of operation manager in manufacturing organisations.
2. Differentiate between product and process layout.
3. What is master production scheduling ? Explain it with an example.
4. What is inventory system ? Differentiate between P and Q system of inventory.
5. What is plant location ? Discuss the different types of layout with appropriate examples.

Section - C

(Answer any TWO) [5×2=10

1. Differentiate between CPM & PERT.
2. Distinguish between manufacturing and service operation.
3. What is just in time system.
4. Write short notes on MRP.



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