

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Who can be Insurance agents ? Write down the recruitment and selection process of an agent.
2. Define a Bank ? Discuss the principles and the objectives of Banking institutions.
3. Define deposit products ? What are the different types of deposit products in Bank.
4. What is insurance ? Design a model of contract to be signed by an insured.
5. Who can be development officer ? What are the roles and the duties of the development office ?

[Cont.

[2]

6. Design the structure of the insurance sector ? Discuss the functions of the insurance company.
- 7., How the financial sectors manage the deposits and the advances ? Answer with examples.
8. What is annual Report ? Discuss the contents of an annual Report ?

Section - B

(Answer any Four) [6×4

1. Describe the types of bank accounts ? What is cash book and pass book.
2. What are the innovation programme undertaken by Indian Commercial Banks.
3. Differentiate between life and nonlife insurance ?
4. Describe the types of bank accounts ? What is cash book and pass book ?
5. Write down the role of Insurance sector in the Indian financial system.

[Cont.

[3]

6. Define risk ? Write down the nature and classification of risk.
7. Write down the classifications of loan.

Section - C

(Answer any Eight) [8×2

1. Nature of Bank investments ?
2. Disqualifications of an insurance agents.
3. Capital market instrument.
4. Money market instrument.
5. Functions of Insurance agents.
6. Challenges for the insurance sector in the 21st century.
7. What is loan.
8. What is claims in Insurance ?
9. What is principle of Indemnity ?
10. Duties of Insurance agents.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. What is Risk Management Structure ? Discuss the parameters which a risk management structure needs to encompass.
2. Discuss the various insurance principles as applied to insurance business in India.
3. Describe the main requirements for an effective internal control system for operational risk management.
4. What do you understand by Risk Based Supervision (RBS) of Banks ? What are the reasons for which RBI has decided to switch over to RBS.
5. What is marine insurance ? Briefly explain the various types of marine insurance covers available in India.

[Cont.

[2]

6. Define fire insurance. Explain the important features of a standard fire policy.
7. Explain the major point of differences between the procedure for settlement of third party claims and own damage claims.
8. Define liquidity Risk? State and explain the five important functions of liquidity management in India.

Section - B

(Answer any Four)

[6×4

1. Differentiate between a peril and hazard and give an example of each.
2. "Scientific Risk Management is a seven step process". Explain.
3. What do you understand by Credit Risk Rating Framework (CRF) What are the purposes for which it can be used?
4. Credit Risk is a combined outcome of default, exposure, recovery and geographical spread". Explain.

[Cont.

[3]

5. Distinguish between :
 - a) Open cover and open policy
 - b) General Average and Total Average
6. What are the right of insurer, once a claim is admitted under the fire policy.

Section - C

(Answer any Eight)

[8×2

1. What is liability risk.
2. What is subrogation
3. What is causa proxima in insurance sector
4. What is solvency risk
5. What is reinsurance
6. What do you mean by country risk
7. What is portfolio risk.
8. What is yield curve risk.
9. What is ALM.
10. What is insurable interest.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain the powers of RBI under Banking Regulation Act.
2. Discuss the provisions of the Banking Regulation Act regarding opening of new branches and liensing of banks.
3. Insurance business is partially regulated in India. Do you agree ? Give reasons for your answer.
4. Point out the oring and development of Bancassurance of India. Discuss the problems and prospects.
5. What do you understand by a Negotiable instrument ?What are its features.

[Cont.

[2]

6. Discuss critically the relevance of the marketing mix approach in the context of ever changing characteristics of the modern day banking

Section - B

(Answer any Four) [6×4

1. Define KYC. How will compliance with KYC provisions in letter and spirit help banks.
2. Define a bill of exchange and state its essentials. How does it differ from a promissory note.
3. Examine in detail the present position and future of health insurance in India.
4. Discuss the role of IRDA in the insurance sector.
5. Describe the negotiable instrument Act. 1981.

Section - C

(Answer any Eight) [8×2

1. Under what circumstances the RBI can cancel the license granted to a banking company

[Cont.

[3]

2. How are banking and banking company defined in the BR Act, 1949.
3. What do you mean by Insurance advertisement.
4. What do you mean by private for profit health insurance schemes.
5. What is a pension plan .'
6. What are the different kinds of negotiable instrument.
7. Who is a drawee in case of need.
8. What do you know about Financial inclusion.

IVs (2Yr) MBA (DDCE) Spl- I -BIM-27

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Define marketing. Discuss its nature, scope and relevance of marketing in modern world
2. Segmenting, Targeting & Positioning are three essential components of marketing. Discuss.
3. Explain and compare the importance of the internal and external marketing environment.
4. Define product, describe characteristics of it and discuss briefly the essentialities of new product development.
5. Discuss the factors influencing consumer behaviour.
6. Define Promotion, discuss different types of promotion adapted by the Banking and insurance industry to attract the customers.

[Cont.

[2]

7. What do you mean by CRM, why CRM is the most impressive technique to increase the customers.
8. Explain the details of delivery of services.

Section - B

(Answer any Four) [6×4

1. Describe the need and characteristics of the packaging.
2. Why service marketing is more emphasized by the banking and insurance sector in comparison to good marketing. Explain.
3. Discuss the process of marketing.
4. Describe the different stages of PLC.
5. Explain the different behavioural profile of the customer with suitable examples.
6. What are the basic problems faced by the marketing executive in the Insurance sector.

Section - C

(Answer any Eight) [2×8

1. What is 4Ps concept.
2. What is the Demography environment.

[Cont.

[3]

3. What is Commercial Bank ?
4. Write the full form of STP ?
5. What do you mean by marketing services.
6. What do you mean by nationalized bank.
7. What is Insurance Marketing.
8. What is 4Cs concept.
9. What is marketing communication process.
10. What do you mean by ICICI.

IVs(2Yr) MBA (DDCE) Spl-I-BIM-28

IVs (2Yr) MBA (DDCE) Spl-I -DNM -25

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5]

1. Explain the factors responsible for planning therapeutic nutrition.
2. Describe different types of modified diets used for therapeutic purpose.
3. Explain the causes and symptoms of cirrhosis of liver.
4. What are high residue and low residue diets and when are they administered.
5. What is the role of a dietitian and how is a diet prescription prepared.
6. How is the diet of a diabetic patient different from normal diet.
7. Why is diet modified according to consistency and what are its types

/Cont.

[2]

8. What are the different types of hospital diets and how are they administered.

Section - B

(Answer any Four) [6×4]

1. Differentiate between pre and post operative diets.
2. What is the purpose of therapeutic diet.
3. Why are diets modified and how?
4. What are the causes and symptoms of peptic ulcer.
5. Can atherosclerosis lead to hypertension? If yes, how?
6. What are the special feeding methods used to administer diets to patients in hospitals.

Section - C

(Answer any Eight) [8×2]

1. Define therapeutic nutrition.
2. Define dietary modification.
3. How is diet modified according to consistency.

[Cont.

[3]

4. Who is a dietitian.
5. What is dietary prescription
6. What is excluded in a diet for diabetes patient.
7. What is cirrhosis of liver.
8. Which organ is affected in Nephritis.
9. What dietary precaution can prevent peptic ulcer.
10. What is a post operative diet.

IVs (2Yr) MBA (DDCE) Spl- I - DNM -25

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Label the parts of the cell and describe them.
2. Differentiate between mitosis and meiosis.
3. What is the role of lungs in the respiratory circulation.
4. Draw the structure of the digestive system and explain its parts.
5. How does digestion take place in the stomach ? Explain with diagram.
6. Draw in details and label the parts of the circulatory system.
7. Explain the functioning of the heart.
8. Explain the filtration of urine with appropriate diagram.

/Cont.

[2]

Section - B

(Answer any Four) [6×4

1. What are the organelles in a human cell. Draw atleast four.
2. What is blood clotting . Explain.
3. How is gas exchanged in alveoli ? Show with diagram.
4. What are the types of respiration.
5. How are proteins, fats and carbohydrates digested and absorbed in the body.
6. What is a cardiac cycle ? Explain.

Section - C

(Answer any Eight) [2×8

1. What is golgi apparatus.
2. How does the human cell reproduce.
3. What is the composition of blood.
4. What is the role of trachea in respiration.
5. What is the role of salivary glands.

[3]

6. What is pulse rate.
7. Which organ secretes insulin.
8. How many teeth does an adult human have.
9. Where is the esophagus found. Respiratory system of digestive system.
10. What is the role of the gall bladder.

IVs (2Yr) MBA (DDCE) Spl- I - DNM -26

IVs (2Yr) MBA (DDCE) Spl- I -DNM -27

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. What are the general characteristics of Bacteria ? Explain the role of harmful and beneficial Bacteria in food industry.
2. How food gets degraded. Explain in relation to dry, fresh and preserved food. Suggest how degradation can be minimised.
3. Explain the different types of spoilage occur in food.
4. Define food adulteration. Explain the different types of adulteration. Discuss the roll of agencies to improve the quality and the standard of food.

[Cont.

[2]

5. Write the aims and objectives of food preservation. Discuss the different methods of food preservation.
6. Explain the types of spoilage occur in preserved food.

Section - B

(Answer any Four) [6×4

1. Classify the general characteristics of mould.
2. List the factor responsible for growth of micro organism.
3. What is FPO ? What is its roll in maintaining food standards.
4. What are anti Oxidants ?
5. Write short notes on metal contemination.

Section - C

(Answer any Eight) [8×2

1. What are parasites.
2. What is disinfectant ?
3. List the factors responsible the growth of mould.

[Cont.

[3]

4. Name two different kinds of food poisoning organism.
5. What is irradiation.
6. What do you mean by food safety.
7. What is danger zone.
8. What are class - II preservatives.
9. What are thermophylls.
10. What are saprophytes.

IVs (2Yr) MBA (DDCE) Spl-I - DNM -27

IVs (2Yr) MBA (DDCE) Spl- I -DNM -28

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain the causes and effects of protein energy malnutrition .
2. Vitamin C is known as fresh food vitamin. It is also destroyed easily, justify. Explain the functions of Vitamin C.
3. Discuss the specific nutritional requirement for Athletes.
4. Minerals are important constituents required by human body. Support the statement with examples.
5. What is hygiene ? Explain the different types of food poisoning and its prevention.

[Cont.

[2]

6. Explain the dietary requirement of a pregnant mother.

Section - B

(Answer any Four) [6×4

1. Define nutritional status. List the common procedure used for assessment of nutritional status.
2. Why are young children more susceptible than adults to the deficient of Vitamin A and D ?
3. Explain in brief the symptoms of Niacin deficiency.
4. Mention the RDA for protein and calories for different age groups.
5. Fruits and vegetables are important in human diet. Justify.
6. What is Beriberi. Recommend food to prevent Beriberi.

Section - C

(Answer any Eight) [2×8

1. Name four different food that are rich in Vitamin C.

[Cont.

[3]

2. What is Goitre ? Explain ?
3. Mention the name of the Vitamin which is deficient in skimmed milk.
4. Define food poisoning.
5. Mention the common deficiency disease in India caused due to malnutrition.
6. What are the deficiency diseases for Vitamin D.
7. What do you mean by supplementation of amino acid.
8. Mention the protein and calories requirement per day for adolescent boys and girls.
9. What do you mean by clear fluid diet ?

IVs (2Yr) MBA (DDCE) Spl- I - DNM -28

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5]

1. What is a therapeutic diet ? What is its purpose and principles.
2. What do you mean by dietary modification ? How is it different from normal diet.
3. What are the ways a diet can be modified and why ? Describe them.
4. What causes peptic ulcer ? Describe its symptoms and ways to prevent it ?
5. What is hypertension ? What are its causes and symptoms ?
6. What are the cause of diabetes ? What are its complications and how can it be prevented.

[Cont.

[2].

7. When are diets modified according to consistency? Describe such modified diets.
8. What are the modified diets for diabetes and atherosclerosis? Describe them.

Section - B

(Answer any Four) [6×4

1. What is therapeutic nutrition.
2. What is the role of a dietitian in providing therapeutic nutrition to patient?
3. What is dietary counselling and diet prescription.
4. What are the types of hospital diet and when are they administered?
5. What are pre and post operative diets.
6. How are diets modified according to nutrients.

Section - C

(Answer any Eight) [8×2

1. Define therapeutic diet.
2. What does a routine hospital diet contain.

[Cont.

[3]

3. What are special feeding methods of therapeutic diet.
4. What is the role of a nurse in therapeutic management.
5. What is a light diet?
6. Define diabetes mellitus?
7. How is nephritis caused.
8. What is the role of fat in atherosclerosis?
9. When is high protein diet administered to patients.
10. Which nutrient is eliminated in a diet of hypertensive patient.

IVs (2Yr) MBA (DDCE) Spl- II - DNM -29

2014

Full Marks - 100

Time : As in the programme

*The figures in the right hand margin indicate marks
Answer questions as per instruction therein.*

Section-A

(Answer any Five) [12×5

1. Define nutritional status. How can nutritional status of the individual be maintained ?
2. Classify Vitamins. Write the sources, functions and deficiency diseases for Vitamins A.
3. Discuss the specific nutritional requirement for athletes.
4. What are the metabolic effects of fever ? Explain the general dietary consideration in fever.
5. Describe the different types of anaemia prevalent in INDIA. Explain the steps that

[Cont.

[2]

can be taken to prevent iron deficiency and folic acid deficiency anaemia.

6. What is food allergy and explain its causes.

Section - B

(Answer any Four) [6×4

1. What is the relationship between carotene and Vitamin A.
2. Differentiate between food poisoning and food infection.
3. Name B complex Vitamin and discuss the symptoms of Pellagra.
4. What are the symptoms of kwashiorkor.
5. What are the function of vitamin D. Mention the sources.

Section - C

(Answer any Eight) [2×8

1. What do you understand by the term hypervitaminosis?

[Cont.

[3]

2. Name two different fruits rich in Vitamin A.
3. What is goitrogen.
4. How you will improve the quality of protein in vegetable diet.
5. What do you understand by the term geriatric nutrition.
6. Define undernutrition.
7. Mention the RDA for protein and calories for adolescent boys and girls.
8. What are the effects of excess fluoride in drinking water
9. What is ricket. How can it be prevented.

IVs (2Yr) MBA (DDCE) Spl- II - DNM -32

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain the various components of Indian Financial System & state the interrelationship between the components.
2. Explain in detail the SEBI guidelines for Primary Market.
3. Discuss the various functions of the Capital market instrument and bring out the functions of New Issue market.
4. What is On line Trading System ? Discuss the BSE BOLT system in detail.
5. Critically examine the role of stock exchanges in the financial system of a country.

/Cont.

[2]

6. Highlight the various components of money Market and explain the functions of different types of T-bills (91 days T-Bill, 182 days T-Bill & 364 days T-Bills)
7. Bring out the functions and features of Indian Money market. Discuss briefly the Commercial Bill Market.
8. Classify the brokers and explain their functions.

Section - B

(Answer any Four) [6×4

1. Outline the characteristics of the various financial intermediaries functioning in the Indian Financial System and bring out their features.
2. What is buy back of share ? Discuss the various advantages and disadvantages.
3. Briefly discuss about REPO.
4. Write the importance of Call Money Market.
5. Write a note on Depository Participate.

[3]

6. Discuss the role of RBI. Explain the recent changes in it.

Section - C

(Answer any Eight) [8×2

1. What is Financial Assets.
2. What is Primary Market.
3. What is Public Issue.
4. What is ADR ?
5. What do you mean by Commission Brokers.
6. What do you mean by Reverse Repo ?
7. What is Call Loans.
8. What is CRR ?
9. What is SLR ?
10. What is CRISIL ?

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5]

1. What is the meaning of financial services ?
Discuss its type in detail.
2. Discuss the origin of Merchant Banking in India. How it is different from commercial banks and what are the services of merchant banks in India.
3. Define Mutual fund. Discuss different schemes of mutual fund with its advantages.
4. Define credit rating. Discuss various types of CRA in India and also discuss how CRA's evaluate the companies before rating its securities ?

[Cont.

[2]

5. How venture capital funds help new companies for its growth explain? What are the methods of financing and exit routes of VCs.
6. Merger and acquisition are strategic decisions for growths of companies explain. Discuss the motives behind M & A.
7. What is the role and function of IRDA in Insurance Sector.
8. Discuss the sources and policies for Housing Finance.

Section - B

(Answer any Four) [6×4

1. Define leasing. What are its types.
2. Functions of UTI.
3. Distinguish between hire purchase and instalment purchase.
4. Types of factoring.
5. Features of insurance contracts.
6. Risk in Housing Finance.

[3]

Section - C

(Answer any Eight) [8×2

1. Distinguish between factoring and forfeiting.
2. ONICRA.
3. Life Insurance.
4. Rural Insurance.
5. Loan Syndication.
6. Net Asset Value.
7. MMMFs.
8. Sale and Lease Back Lease.
9. Off Shore Finance.
10. Acquisition.

IVs (2Yr) MBA (DDCE) Spl-I-FM-26

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. “When an investor is assumed to use riskless lending and borrowing in his investment activity, the shape of the efficient frontier transform into a straight line”. Explain with examples.
2. Discuss the Markowitz model of portfolio selection with appropriate diagrams. Note down the limitations of the model.
3. What do you mean by efficient market hypothesis ? Briefly discuss the empirical tests of weak form efficiency. How the efficient market hypothesis differs from fundamental analysis.

[Cont.

[2]

4. An investor owns a portfolio composed of five securities with the following characteristics.

Security	Beta	Random Error Term Standard Deviation	Proportion
1	1.35	5	0.10
2	1.05	9	0.20
3	1.80	4	0.15
4	1.50	12	0.30
5	1.11	8	0.25

If the standard deviation of the market index is 20%, what is the total risk of the portfolio.

5. "Systematic risk can not be controlled but unsystematic risk can be reduced". Explain.
6. State the essential difference between the Sharpe's and Treynor's indexes of portfolio performance. Which one is preferable.
7. What is fundamental analysis? Discuss its different steps.
8. Define the term CAPM? State its assumptions.

Section - B

(Answer any Four) [6×4]

1. "Most investors are risk averse" Examine.
2. Explain the Industry Growth cycle.

[Cont.

[3]

3. Explain the point and figure chart of technical analysis.
4. Define the term security market line.
5. What is support and resistance patterns.
6. What is efficient frontier with risk less lending and borrowing.

Section - C

(Answer any Eight) [2×8]

1. What is portfolio opportunity.
2. What is arbitrage? Explain with example?
3. What are the two types of risk associated with Bonds? Explain.
4. What is Beta? Interpret the meaning of $\beta > 1$, $\beta < 1$, and $\beta = 1$.
5. What is a portfolio.
6. Note down two limitations of Markowitz model.
7. How would you define excess return to risk.
8. What do you mean by efficient frontier.
9. What do you mean by yield to call.
10. What is technical analysis.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Define international monetary system. Discuss the emergence of system.
2. Define Balance of payment. What are the components of balance of payment? Briefly present the India's balance of payment.
3. What are the components of foreign exchange market? Discuss the theories of exchange rate determination.
4. Discuss the technique of managing foreign exchange Risk.
5. Discuss what are the new Global instruments and their Role.

[Cont.

[2]

6. Define Euro currency Market. Discuss the euro bond market in detail ?
7. Discuss the role and objective of IMF. How IMF's lending operation was operated.
8. Who are the FFI's ? What activities are allowed to them in India and how they are managing their portfolio.

Section - B

(Answer any Four) [6×4

1. Types of foreign exchange rate and how they determined.
2. MNC and their role.
3. What is a SWAP ? What are its types in India.
4. What are the factor affecting the exchange Rate.
5. Distinguish between future and forward contract.
6. Distinguish between hedging and speculation.

[3]

Section - C

(Answer any Eight)

[2×8

1. Euro loan.
2. LERMS.
3. Currency Option.
4. Commercial Paper.
5. FII
6. Floating rate.
7. Leading and lagging.
8. IBRD.
9. ADB.
10. Netting.

IVs (2Yr) MBA (DDCE) Spl- I -FM-28

[Cont.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain the role and functions of Financial Institution and Financial Instrument. Discuss its interdependency in survival with suitable examples.
2. Discuss the innovative financial instruments introduced recently and bring out their features.
3. Explain in detail the role and functions underwriter of New Issue Market.
4. Describe Buy-back of shares. State the reason, importance, advantages and disadvantages of Buy back.

/Cont.

[2]

5. Why Call money Market considered as the shortest market in Indian Financial System. Discuss
6. Discuss the features and advantages of commercial paper in money market.
7. Define Settlement. Discuss the different types of settlement of transaction in a stock exchange.
8. Define Chit Fund and discuss why in the recent time the chit fund industry fall down.

Section - B

(Answer any Four) [6×4

1. Briefly describe about the Fees based financial services with examples.
2. Describe New Issue Market and its relationship with Stock exchange.
3. Explain the process of listing of securities and discuss its advantages to the general people.
4. Describe the merit and demerits on BOLT with suitable examples from the BSE.

[3]

5. Explain the function of CBLO in the money market.
6. Describe the various functions of NBFCs.

Section - C

(Answer any Eight) [8×2

1. What is a FII ?
2. Who is a broker
3. What is IPO ?
4. What is OTCEI ?
5. What is spot delivery settlement.
6. Write down the indices of NSE & BSE.
7. What is Rolling Settlement ?
8. How LIC is different from GIC.
9. What is RRBs.
10. What is NABARD ?

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Define international finance. Discuss the importance of International finance.
2. Define foreign exchange rate. Discuss the theories of foreign exchange rate determination.
3. Define Balance of payment. What are the components of balance of payment? Briefly present the India's balance of payment.
4. What are the instruments in international capital and money market.
5. Discuss the role and objective of IMF. How IMF's lending operation was operated.

[Cont.

[2]

6. Who are the FFI's ? What activities are allowed to them in India and how they are managing their portfolio.
7. What is a SWAP? What are its types in India ? Discuss the nature of Swaps.
8. Discuss what are the new Global instruments and their Role.

Section - B

(Answer any Four) [6×4

1. Discuss the euro Bond Market in details.
2. Discuss the technique of managing foreign exchange Risk.
3. Distinguish between future and forward contract.
4. How to manage financial risk in India.
5. ADB and its role.
6. What are the factors affecting the exchange Rate.

[3]

Section - C

(Answer any Eight) [2×8

1. Define Euro Currency Market.
2. MNC.
3. Arbitrators
4. Speculators.
5. Spot and forward market.
6. Leading and lagging.
7. Floating rate
8. ADR.
9. Netting
10. External Commercial Borrowing.

IVs (2Yr) MBA (DDCE) Spl- II -FM-32

[Cont.

2013

Full Marks - 70

Time : As in the Programme

The figures in the right hand margin indicate marks.

Answer the questions as directed in each section.

Section-A(Answer any THREE) [12×3

1. What is Indian Financial System ? The components of Indian Financial System is inter dependable with each other, explain.
2. Explain how trading & settlement help in financial growth of Indian Financial Market.
3. Define “New Issue Market”, discuss the process of issuing the share with examples.
4. Describe Capital Market; discuss its role in the growth of the economy of any country.
5. Discuss how the RBI controls the inflation in different critical situations, explain with examples.

SECTION-B

Answer any THREE : [8×3

1. Describe the T-Bill Market with examples.
2. Describe briefly the different types of Commercial Bills.

[Contd.

[2]

3. Discuss the features of development financial institution.
4. Define Money Market & describe role of its players.
5. Briefly describe about the IRDA, CBLO & Repo.

SECTION-C

Answer any TWO

[5×2

1. Describe Call Money Market. Discuss its advantages & disadvantages.
2. Describe the role & functions of RBI.
3. Describe the role of SEBI.
4. Discuss the role of Commercial Banks.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. There are various levels of manpower planning in an industrial enterprise, but each has its own objective, technique and approach, Discuss.
2. "HRIS must be integrated with the overall management information system of the organization. Elaborate this statement.
3. Explain the concept and nature of HRD. What are HRD instrument.
4. Discuss the approaches to improve quality of working life in an industrial organization and state its impact on organizational climate.
5. What is career planning and career development ? Explain the various career development action.

[2]

6. What are the importance of HRD ? Discuss the different model of HRD.
7. What is HRP ? Discuss the importance, types and method of HRP.
8. Define the term human resource records. Explain the different types of human resource records.

Section - B

(Answer any Four) [6×4

1. Briefly discuss the OCTAPAC culture.
2. What are the benefits and problems of human resource accounting.
3. What is the purpose of Human Resource Audit ? What are its advantages.
4. What are the factors influencing individual careers.
5. Who can be a manager ? What are the role and skills of a HRD manager.
5. Who can be a manager ? What are the role and skills of a HRD manager.

[Cont.

[3]

6. Briefly discuss the different stages of career development.

Section - C

(Answer any Eight) [8×2

1. What is performance appraisal.
2. Define job rotations.
3. What is potential appraisal.
4. What is organization climate.
5. What is career counselling.
6. What is Objectives of Executive Development.
7. What is assessment centres.
8. What is succession planning.
9. Write two objective of QWL.
10. What is employee involvement.

IVs (2Yr) MBA (DDCE) Spl-I -HR -25

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Define the term industrial relations? Explain their functions and responsibilities of Industrial relations specialists.
2. Define WPM. What are the essential conditions for the success of WPM?
3. Discuss the provision relating to health and safety under the Factories Act, 1948.
4. Explain the provisions in the Equal Remuneration Act, 1976.
5. What are various authorities under the industrial disputes Act which help to settle the industrial dispute.

[Cont.

[2]

6. Discuss the various benefits and the conditions under which these benefits are available to employees under the ESI Act, 1948
7. Explain the discuss the important provisions of the Employee Provident Fund Act 1952.
8. Examine the main provisions of the payment of Gratuity Act, 1972.

Section - B

(Answer any Four) [6×4

1. What are the different approaches to industrial relations.
2. Explain the process of collective bargaining.
3. Explain the different technique of quality circles.
4. Prepare the structure of ILO.
5. Who is responsible for the payment of wages under the payment of wages Act. 1936.
6. Briefly discuss the allocable surplus and available surplus under the payment of bonus Act 1965.

[3]

7. What do you mean by strike and lockout ?
When can a strike and lockout be declared illegal.
8. What is the procedure for modification of standing orders.

Section - C

(Answer any Eight) [2×8

1. Two objective of factories Act.
2. Safety officer.
3. Over time wage.
4. Set on and set out.
5. Distinguish between lockout and strikes.
6. Methods of settlement of dispute.
7. Partial disablement
8. Appropriate Government.
9. Real wage.
10. Bonus.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Training is the process of upgrading the knowledge , skill and where as the development relates to upgrade attitude of an employees. Disuss.
2. What is learning ? How its affects the employees capabilities, competency and comitment level.
3. What is training need assessment ? Why its an important techniques to be adopted before conduct of a training programme ? Write down the different obstacles while applying TNA.
4. What are the skill and different qualities required for a trainer ? What steps should be

[Cont.

taken by a trainer to gain attention of the training programme .

5. Design the training brochure of a training programme which is to be conducted during the puja vacation for the Top level executives at Bhubaneswar.
6. What is the importance of collecting feedback after the training programme ? Write down the various methods of collecting the training feed back.
7. Discuss Krick Patrick model, CIRO model and Kaufman's model on training evaluation.
8. Training Certification is important in the training programme. Write down the purpose of issuing the certificates ? Design a training certificate to be distributed among the trainees after completion of the training programme.

Section - B

(Answer any Four) [6×4

1. Discuss the role of a HR manager in designing the learning environment in an organization.

2. What is Induction ? Differentiate it with orientation.
3. Activity based training is more result orientated than any other training programme. Discuss its importance in the training programme.
4. What is training policy ? Why its required.
5. Differentiate between on the job and off the job training programme.
6. Discuss the different types of the training programme.
7. What are static and dynamic training aids used in the training programme.
8. What is ROI ? Why it is important to calculate

Section - C

(Answer any Eight) [8×2

1. Job rotation.
2. Learning environment.
3. Pedagogy
4. T-Group test
5. Brain storming

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Discuss the nature and scope of IHRM ? How IHRM is different from HRM ?
2. What is culture ? How it affects the international business strategy.
3. Discuss the EPRG model with describing its organizational structure.
4. Write down the different skill and the requirement of the international managers.
5. Write down the scope of international performance appraisal ? What are the different area to be appraised.
6. What expatriate system is to be adopted in the process of selection of employees by MNC's ?

[Cont.

[2]

7. Why and how international compensation management is critical and complex ? What are the remedial measures can be taken in the world wide.
8. Discuss the training for long term assingment and shot term assingment ? What are its advantages and disadvantages.

Section - B

(Answer any Four) [6×4

1. What is knowledge sharing ? Write down its scope and merits
2. How the culture can be exchanged through socialization programme.
3. What is work force diversity ? Discuss the different approaches.
4. What is centralize and decentralize recruitment in IHRM.
5. What is the preparatory work to be done by the leader in case of impetration ?
6. What is global training ? Discuss the scope of global training.

[Cont.

[3]

Section - C

(Answer any Eight) [2×8

1. Role of PCN.
2. ROle HCN ?
3. Role of TCN ?
4. What is Expatriates.
5. What is glass ceiling
6. What is Cross cultural communication.
7. What is Globalizations.
8. What is cultural transformation.
9. What is global mindset training.

IVs (2Yr) MBA (DDCE) Spl- I -HR -28

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. "HRP is a highly important and useful activity, if used properly, it offers a number of benefits". Discuss the importance of HRP in the process of HRD.
2. What is manpower inventory. Discuss its importance of HRP.
3. What is quality of work life ? Do you think really quality of work life is a motivating factor for the employees in the organization.
4. Human resource accounting and human resource auditing are the two sides of HRP. Discuss the importance and objectives.
5. Design HRD matrix developed by T.V. Rao.

[Cont.

[2]

6. What is career development. Explain the process of career development clearly.
7. Discuss the objectives of HRIS from HRP point of view. Elaborate the sources of informations. .
8. Discuss the stress model and performance appraisal model which contributes to the process of HRD ?

Section - B

(Answer any Four) [6×4

1. Write down the challenges faced by a HR manager while implementing the HRP system in an organization.
2. What is work load analysis ? Wrtie down the different problem faced by the manager.
3. What is job analysis ? Discuss the different methods adopted in job analysis.
4. Write down the different types of HRIS with its uses in the organization.
5. Differentiate between HR climate and HR culture.

[3]

6. What is managerial grid ? Discuss how it relates to leadership styles.
7. Explain the needs of career planning from employees and employers point of view.
8. Discuss the growth and development of HRd.

Section - C

(Answer any Eight)

[8×2

1. Knowledge Management.
2. What is time study.
3. Sensitivity training.
4. Team building
5. Job rotation.
6. Succession planning'
7. Social demand approach.
8. Rate of return approach.
9. Career stages.
10. HRD scorecard.

IVs (2Yr) MBA (DDCE) Spl- II -HR -29

[Cont.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Define IHRM ? Discuss the advantages and disadvantages of HCN, PCN and TCN.
2. Write down the culture of various countries ? How this culture affects the IHR system of the country.
3. What is glass ceiling ? Why does it take place for women employees and employees belong to minority group.
4. Write down the different strategies adopted by the individual and the organization to manage the workforce diversity.
5. What are the various sources of recruitment in IHRM ? Discuss the merits and demerits of each.

[Cont.

[2]

6. What the different types are of cross cultural training ? Write down the advantages and demerits of each.
7. What are the different types of challenges faced by the international organizations at the time of appraising the international employees.
8. Discuss the different compensation approach adopted by at least in three different countries.

Section - B

(Answer any Four) [6×4

1. Write down the types of organizational culture ?
2. What are the various factors that contribute to the formation of culture.
3. Write down the importance of cross cultural communication in IHRM.
4. What is ethnocentric approach ? Design a structure of ethnocentric company.
5. Why expatriates fail.
6. Write down the objective of international compensation system.

[Cont.

[3]

7. Write down the different factors affecting the international compensation system.

Section - C

(Answer any Eight)

[8×2

1. What is international Business ?
2. What is domestic business.
3. Two determinants of culture
4. What is impetrates ?
5. What is cultural diversity.
6. What is organizational policies.
7. What is international trade.
8. What is regional integration.
9. What is polycentric approach.

IVs (2Yr) MBA (DDCE) Spl- II-HR -32

IVs (2Yr) MBA (DDCE) Spl- I -ISM - 26

2014

Full Marks - 50

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any TWO)

[12×2

1. What is ERP ? How it is different from MRP ? Explain the evolution of ERP in details.
2. Explain the problems of system integration and interface in early ERP packages.
3. Explain the roles of ERP in different business organization. Discuss the different ERP packages available in the market.
4. Discuss the problems associated in ERP selection and implementation.

Section - B

(Answer any TWO)

[6 ×2

1. What is BPR ? Explain it briefly.
2. Explain rethinking of processes in detail.

[Cont.

ISM

[2]

3. Write notes on EDI ?
4. Explain internet banking in detail.
5. Discuss the security and privacy issues associated with E-Business.

Section - C

(Answer any Eight)

[7×2]

1. B2G
2. Website
3. SCM
4. Re-engineering
5. ERP
6. Virus
7. BPR
8. Smart card
9. MRP - II
10. System integration.

IVs (2Yr) MBA (DDCE) Spl- I -ISM - 27

2014

Full Marks - 50

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any TWO)

[12×2

1. Discuss the different tools for system development.
2. How does structured English differ from the decision tree and decision table ? Explain.
3. Explain the following with the help of an example.
 - (a) Common Coupling
 - (b) Structure chart
4. List and discuss the different types of system testing.
5. What is Normalization ? Explain the difference between 2NF and 4NF with an example.

Section - B

(Answer any TWO)

[6×2

1. How does the work of systems analysis vary from organization to organization.

[Cont.

- [2]
2. Distinguish between transaction system and decision requirements.
 3. Explain the different tools used in Data Flow Strategy.
 4. Explain the DFD symbols and how are they represented.
 5. Explain the difference between schema and subschema with an example.

Section - C

(Answer any Seven)

[2×7

1. What are information systems ?
2. Define Management Information System.
3. What is structured analysis ?
4. What is the purpose of a system study.
5. What is Code generator ?
6. What is Five C's ?
7. What is a system requirement ?
8. What is Data flow analysis ?
9. What are the different types of DFD ?
10. What are CASE tools.

2014

Full Marks - 50

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any TWO)

[12×2

1. What is networking? Explain different types of networking in detail. Explain various advantages of Networking.
2. Discuss the threats associated with Data and Message. Discuss some security Mechanism associated with it.
3. Explain Online Banking process in detail. Discuss different issues and challenges of Online Banking.
4. What is Firewall? Explain the mechanism of Firewall in detail.

Section - B

(Answer any TWO)

[6 ×2

1. What is Internet? Explain the advantages and disadvantages of internet.

[Cont.

[2]

2. Write the difference between personal Finance Online Banking and Home banking.
3. Explain the Architecture of CRM in detail.
4. Explain the emerging financial instruments of CRM.

Section - C

(Answer any Seven)

[7×2]

1. VAN
2. Protocols.
3. Switches
4. Infrared
5. Mobile Computing
6. CRM
7. WAP
8. E-CRM
9. Firewall
10. Filters.

2014

Full Marks - 50

Time : As in the programme

*The figures in the right hand margin indicate marks
Answer questions as per instruction therein.*

Section-A

(Answer any TWO) [12×2

1. Describe various components of DBMS environment and discuss how they relate to each other.
2. Describe the main characteristics of the database approach in contrast.
3. Briefly discuss the History of database System.
4. Write on the various algebraic operations that can be performed to manipulated the data in the database.
5. Discuss the method of implementing join queries.

Section - B

(Answer any TWO) [6 ×2

1. Define single valued and multivalued attributed with examples.

[Cont.

- [2]
2. What does the cardinality ratio specify?
 3. Write short notes on domain relational calculus.
 4. List the properties of decomposition.

Section - C

(Answer any Seven)

[7×2]

1. What are the advantages of using a DBMS.
2. What is information?
3. What are the disadvantages of file processing system?
4. Define instance and schema?
5. Define Triggers.
6. What is a data dictionary?
7. Weak Entity sets.
8. What is an entity relationship model.
9. What is foreign key.
10. What is transaction.

IX(5Yr.)IMBA(DDCE)FM-Min-46(MBFS)

26

2013

Full Marks - 70

Time : As in the Programme

The figures in the right hand margin indicate marks.

Answer the questions as directed in each section.

Section-A(Answer any THREE) [12×3

1. Define Lease, discuss the different types of lease with examples.
2. Define venture Capital. Describe the types of venture Capital firms.
3. Give an account about evolution of Mutual Fund in the world and India.
4. What is Factoring ? Describe the process of it with examples.
5. Define Merger, explain the different types of mergers.

Section-B(Answer any THREE)

[8×3

1. Explain future of Merchant Banking in India.
2. What are the advantages & disadvantages of Hir-purchase.

[Contd.

[2]

3. Briefly describe the role UTI in Indian Mutual Fund Market.
4. Define Management of Risk in financial services.
5. Discuss the role & functions of IRDA.

Section-C (Answer any TWO)

[5×2

1. Explain the SEBI Guideline for service Sector.
2. Explain the role of National Housing bank in house financing.
3. Briefly discuss the role of CRISIL & care.
4. Write a note on different policies of Mutual fund.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain Howard Sheth model of consumer behaviour and also state the pros and cons of the model.
2. Discuss the process of purchasing. Highlight the significance of search process in purchase decision.
3. Briefly explain the applications of consumer behaviour . What are the learning experiences we can gain from Consumer Research ?
4. What is segmentation ? Explain the steps in segmentation process.
5. What are factors affecting the influence of reference groups ? What are the bases of social power.

[Cont.

[2]

6. How does the external environment help and influences the individual determination in consumer behaviour.
7. How is consumer behaviour influenced by relationships within families ? Discuss with context to various family types.
8. What are the factors leading to satisfaction and dissatisfaction and, what are the responses of a dissatisfied customer ?

Section - B

(Answer any Four) [6×4

1. Explain the need for consumer perception.
2. Can consumer attitude towards brands be changed ? Explain .
3. State the importance of studying consumer behaviour.
4. Specify the psychological influences on buyer.
5. What do you mean by negative reference group ?
6. Discuss the factors focused by Engell Kollat Blackwell in their model.

[Cont.

[3]

Section - C

(Answer any Eight) [2×8

1. Define buying process.
2. Cross culture.
3. Cognitive Dissonance.
4. Explain the need for consumer protection.
5. Define group Dynamics
6. Stages of Decision Making.
7. What is JND ?
8. Explain the component of Attitude.
9. Define consumer Behaviour.
10. Define consumerism.

IVs (2Yr) MBA (DDCE) Spl- I - MM -25

2014

Full Marks - 100

Time : As in the programme

*The figures in the right hand margin indicate marks
Answer questions as per instruction therein.*

Section-A

(Answer any Five)

[12×5

1. Elaborate the communication process in marketing.
2. Describe the different types of agencies and how they differ from the one another ?
3. Explain different types of advertising with suitable examples.
4. Briefly explain the objectives and function of advertising.
5. Describe the role of media play in advertising ?
What are the factors should be taken account while planning media for an advertising campaign.

[Cont.

[2]

6. Explain the principles that drive the use of sales promotion and discuss why advertisers are spending increasing amount of money on sales promotion.
7. As a advertising manager what are the various source you use to promote your FMCG product.
8. Elaborate the Vodafone creative ZooZoo advertisement how put impact on buyers mind

Section - B

(Answer any Four) [6×4

1. Role of sales manager in business building.
2. Elaborate selling process in marketing.
3. Picketing is an important factor for brand building justify.
4. What do you mean by comparative advertising? Explain.
5. In your opinion is society a reflection of advertising or advertising a reflection of society. Justifies.

[Cont.

[3]

6. What is Creative Advertising Agency ? What is its function.

Section - C

(Answer any Eight)

[2×8

1. Coupons.
2. Sales promotion
3. Demonstrative adv.
4. Window display
5. Day after Recall
6. Transit adv
7. Write two function of Advertisement Standard Council of India.
8. Publicity
9. DAGMAR
10. TRP.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks
Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5]

1. Sales management is essentially the management of sales force. Explain the statement in detail with example from the Eureka Fobes "Aqua Guard" sales force.
2. Explain the different structure of sales organizational . How is the size of sales force determined.
3. Make the relationship between sales potential and sales quota. Discuss various types of sales quota and the reasons for using sales quota.

[Cont.

4. What do you understand by recruitment and selection of sales force. Explain the process of recruitment and selection as adopted by the modern sales organizations.
5. What do you mean by sales territory ? As a senior sales executive which approaches will you use while desining the sales territory and what procedure would you follow for this purpose ?
6. Sales people need to be continuously developed in order to make them competitively fit. If you were the sales manager of a leading company, how would make the sales training programme effective and result oriented.
7. What do you mean by market logistics ? Examine the role of transport and warehousing in physical distribution system.
8. What is retailing ? Discuss the major retailing decisions that a retailer should consider while developing and implementing his marketing plans. Illustrate with suitable example.

Section - B**(Answer any Four)**

1. Explain the concept of Sales Management salesmanship.
2. Explain the different types of control plan used by sales organizations. What are the advantages and disadvantages of sales contest ?
3. What do you understand by Channel Management ? State the importance of Channel Management.
4. What is sales forecasting ? Explain various techniques of Sales Forecasting.
5. Why do conflicts occur in a distribution channel ? Explain various types of conflict.

Section - C**(Answer any Eight)**

1. Horizontal Marketing System.
2. Wedge shaped territory
3. Promotion floe channel.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain the various test marketing process involve in the new product development process.
2. Define product portfolio, discuss its analysis process through BCG matrix.
3. Explain the process of positioning with example.
4. Describe the different types of Brand extensions and its advantages.
5. Discuss the elements , concepts of Brand identity and explain the Jean Noel Kapferer's Pyramidal model with suitable example.

/Cont.

[2]

6. "Brand identifies the seller or market"
Elaborate with top ten brands of Indian market.
7. Discuss the issues involved in the product launching process.
8. Discuss the different strategies adopted for Branding of the product.

Section - B

(Answer any Four) [6×4

1. Discuss the various advantages and disadvantages of Test Marketing Process.
2. Explain why revival of PLC is essential to increase the sales.
3. Briefly discuss about the Brand Equity.
4. How to build a brand.
5. Explain the STMs model (Simulated Test Markets.)
6. Distinguish between a branded product and commodity.

[3]

Section - C

(Answer any Eight)

[2×8

1. What is Commercialization.
2. What is STAR ?
3. What is Question Mark.
4. Write the Brand image ?
5. What do you mean by E-brand
6. What do you mean by Brand loyalty.
7. What is Brand Image.
8. Write down two essential elements written in the package of the product.
9. What is Brand awareness ?
10. Draw the logo of the two most popular brands.

IVs (2Yr) MBA (DDCE) Spl- I - MM -28

2014

Full Marks - 100

Time : As in the programme

*The figures in the right hand margin indicate marks
Answer questions as per instruction therein.*

Section-A

(Answer any Five) [12×5

1. Define consumer behaviour and explain its interdisciplinary nature.
2. Critically evaluate Eengell Kollat Blackwell model of consumer decision making.
3. Explain cognitive dissonance theory. How can marketers reduce dissonance experienced by consumer ?
4. Define culture. Explain the affect of culture and subculture on consumer behaviour. Give suitable examples to support your answer.
5. Discuss the process of consumer's decision making process.

[Cont.

[2]

6. Discuss the impact of social, economic and psychographic factors on consumer behaviour.
7. Briefly explain the applications of consumer behaviour. What are the learning experiences we can gain from Consumer Research ?
8. 'Consumerism in Indian is a best tool for a promotion of a market and consumer utility of a product / service -- Discuss.

Section - B

(Answer any Four) [6×4

1. Explain the scope of Marketing Research.
2. Why to study the consumer behaviour.
3. Write short notes on 'Cultural influences in consumer behaviour.
4. What are the issues and challenges faced by the markets in recognizing the problem of consumers.
5. What is a questionnaire ? Explain the steps in constructing a questionnaire.

[3]

6. Explain briefly about organizational buying behaviour.

Section - C

(Answer any Eight) [2×8

1. Consumerism.
2. Problem recognition
3. Cognitive dissonance.
4. Consumer motivation
5. Consumer attitude
6. Laggards
7. Consumer life style.
8. Consumer diversity
9. Customer Value
10. Surrogate buyer

IVs (2Yr) MBA (DDCE) Spl- II - MM -29

[Cont.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five) [12×5

1. Explain the various strategy implemented during the launching of the new products by the company.
2. Discuss the importance of GE model in business.
3. What do you mean by Branding ? Why should the marketer brand his product ?
4. Describe the advantages and disadvantages and bases of PTM model (Pre Test Market model)
5. Why positioning is essential in competitive market and describe the positioning process with suitable examples.

/Cont.

[2]

6. What do you mean by Branding ? What are the difficulties faced by marketers in branding their products
7. What are requisites of good package ? Give an account of recent trends in packing.
8. Explain in detail the term "Positioning" in marketing management, with suitable examples.

Section - B

(Answer any Four) [6×4

1. Briefly describe the process of idea evaluation and screening
2. Briefly discuss the advantages of BCG matrix.
3. Discuss the essential features of product and services.
4. Describe the different stages of PLC.
5. What are the benefits and limitations of branding a product.
6. Describe the various functions of packaging products.

[Cont.

[3]

Section - C

(Answer any Eight)

[2×8

1. What is a product
2. What is Cash Cows.
3. What is Dog.
4. What is Attitude Brands
5. What is buying scale.
6. What do you mean by logo.
7. What is Insurance Marketing.
8. Write the five most trusted brand of India with their logo.
9. What is product line.
10. Write the name of two retail chains.

IVs (2Yr) MBA (DDCE) Spl- II - MM -32

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five questions)

[12×5]

1. What is total quality management ? How would you judge whether a company has achieved the culture of TQM.
2. Discuss the salient point of difference in TQM and ISO quality management system.
3. Justify the statement "Culture and attitudinal changes are essential for moving over TQM system.
4. Discuss single sampling and double sampling plan of acceptance sampling with suitable example.

[Cont.

[2]

5. What do you mean by six sigma? What is the utility of six sigma.
6. Why a functional structure not suitable for implementation of TQM practices? Explain it with examples.
7. Why does ISO 9000 system need to be satisfied? By whom? Discuss the common certification procedure followed in an organization.

Section - B

(Answer any Four) [6×4

1. Discuss the method of PDCA as a problem solving tool.
2. What do you mean by acceptance sampling? Explain it.
3. Write short notes on "Kaizen".
4. What do you mean by concurrent engineering. Explain.
5. Explain the significance of zero defect program.

[3]

6. Describe the statistical interpretation of six sigma programme.

Section - C

(Answer any Eight) [2×8

1. What are Q-7 tools.
2. What is SQC.
3. What is TPM?
4. What do you mean by FMEA.
5. What are principle of TQM
6. What do you mean by cost of quality?
7. What is Taguchi loss principle.
8. What is BPR
9. What is the utility of six sigma.
10. Define Quality.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five questions) [12×5

1. What is the important of material management of the cost control ? Describe the steps adopted in the material management process.
2. What is MRP-I, describe its advantages and disadvantages ?
3. What are different methods of store verification and what are their advantages and disadvantages ?
4. What do you mean by waste wastavity ? Briefly explain its classification and measurement.
5. What is the function of a store and how can you organise the store systems and procedure to achieve the objective of store management ?

[Cont.

[2]

7. Explain the different technology assessment methods in details.
8. Explain the Government initiatives for technology transfer.

Section - B

(Answer any Four) [6×4

1. What is Socio Economic Planning ? What is its importance ?
2. Explain the concept of technology life cycle.
3. Explain in details the concept of technological changes and its macro effects.
4. Explain in details the concept of technology development with suitable examples..
5. Explain the concept of Mode Appropriate Technology in details with the help of example.
6. Describe in details the management of technology absorption.

[3]

Section - C

(Answer any Eight) [2×8

1. Define the term technology.
2. Why technology transfer is required ?
3. What is diffusion of technology.
4. What is technology evaluation.
5. What are the constraints in technology transfer ?
6. What can be the effect of wrong forecasting of technology.
7. What is technology transfer package ?
8. What is technology strategy.
9. What is the importance of technology management.
10. What is agreement in technology transfer.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any Five questions) [12×5

1. Explain in details the functions and strategies of Operation Planning and Control with appropriate examples.
2. Why forecasting is required ? Explain in details the different types of errors in forecasting.
3. What are the different plans adopted in Aggregate Production Planning ? Explain in detail with the advantages and disadvantages of each of them.
4. What is a master production scheduling ? Explain in details with the help of an appropriate example.

/Cont.

5. Explain in details the different steps of MRP II.
6. What is the balancing ? Why is it required ? Explain the region approach with appropriate example.
7. We have 5 jobs, each of which has to go through machines A, B & C in the order ABC. Processing time in hour is given in the following table.

Machines	Jobs				
	1	2	3	4	5
m/c A	8	10	6	7	11
m/c B	5	6	2	3	4
m/c C	4	9	8	6	5

Determine the optimal sequence of jobs that minimizes the total elapsed time. Also find the idle times for A, B & C.

8. Explain the integrated operating control information system in detail.

[Cont.

Section - B

(Answer any Four)

[6×4

1. What are the assumptions in case of a sequencing problem.
2. Solve the following 2 machine sequencing problem and find out the optimum sequence.

Machine	Job								
	1	2	3	4	5	6	7	8	9
m/c A	4	7	6	11	8	10	9	7	6
m/c B	8	10	9	6	5	11	5	10	13

3. What is qualitative forecasting ? Explain the different steps in Delphi method.
4. Explain the level output plan graphically.
5. Explain the pre-meiotic approach to production planning.
6. What is seasonal forecasting ? Briefly explain the process.

Section - C

(Answer any Eight)

[2×8

1. What is the Jonsion's rule in the sequencing problem ?

[Cont.

2014

Full Marks - 100

Time : As in the programme

*The figures in the right hand margin indicate marks
Answer questions as per instruction therein.*

Section-A

(Answer any Five questions) [12×5

1. What is Technology ? Explain the roles of Technology in India.
2. Explain the science and technology policy statement of the Government in details.
3. What is technology forecasting ? Explain in details its necessity.
4. Explain the methodologies for technology forecasting.
5. What is technology transfer ? Explain the same in details with example,
6. What are the models for technology transfer ? Explain in details.

[Cont.

[2]

7. Explain the different technology assessment methods in details.
8. Explain the Government initiatives for technology transfer.

Section - B

(Answer any Four) [6×4

1. What is Socio Economic Planning ? What is its importance ?
2. Explain the concept of technology life cycle.
3. Explain in details the concept of technological changes and its macro effects.
4. Explain in details the concept of technology development with suitable examples..
5. Explain the concept of Mode Appropriate Technology in details with the help of example.
6. Describe in details the management of technology absorption.

[3]

Section - C

(Answer any Eight) [2×8

1. Define the term technology.
2. Why technology transfer is required ?
3. What is diffusion of technology.
4. What is technology evaluation.
5. What are the constraints in technology transfer ?
6. What can be the effect of wrong forecasting of technology.
7. What is technology transfer package ?
8. What is technology strategy.
9. What is the importance of technology management.
10. What is agreement in technology transfer.

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks.

Answer questions as per instruction therein.

Section-A

(Answer any FIVE)

[12×5

1. Discuss the Emerging trends and new thrust areas in Indian Tourism Industry.
2. What is Special interest tour ? Discuss with suitable examples.
3. Examine the scope of health and spa tourism in India with special reference to Kerela.
4. Explain the present state of Tourism in India.
5. Discuss the significance of tourism industry in Indian economy.
6. Discuss the man made attractions in tourism industry with suitable example.
7. Differentiate between International and Domestic Tourish. Examine their importance.
8. What is Tourism ? How it is difference from other types of consumer products. Discuss.

[Cont.

[2]

Section - B

(Answer any TWO)

[6×2

1. Assess the prospectus of Eco Tourism in India.
2. Discuss the importance of natural attractions in tourism.
3. Examine the importance of hospitality in tourism industry.
4. Kerala God's Own Country. Discuss.
5. Discuss Ethnic tourism in India.
6. Discuss the concepts of Youth Hostels.

Section - C

(Answer any Seven)

[7×2

1. Cruise
2. Heritage Hotels.
3. Konark.
4. Brussels convention 1961
5. Theme Park
6. Bhitarkanika
7. Product life cycle
8. Components of tourism Industry
9. Wildlife Tourism
10. House Boat

IVs (2Yr) MBA (DDCE) Spl- I -TTM-26

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any FIVE)

[12×5

1. Explain the origin of the hotel industry.
2. The invention of the wheel is seen as one of the greatest events in the progress of the hotel industry. Discuss.
3. In the past only selected segments of the population used to travel. Describe the various types of accommodation that were available for their use.
4. Define catering establishments. And explain various types of catering establishments.
5. Explain why the hotel industry is considered to be the fastest growing sector in India.
6. List various operational departments of a hotel. Explain why the food and beverage

[Cont.

[2]

service department is the most labour intensive department in a hotel.

7. Explain in detail the different types of rooms which are generally found in hotels.
8. Discuss about the emerging trends in hotels.

Section - B

(Answer any FOUR) [6 × 4

1. Write in brief about the types of hotel
2. Define the following
 - (a) Time share
 - (b) Herbal Treatment Resort
3. Explain the role of travel agency in hotel booking
4. What is the purpose and role of registration.
5. Describe briefly the modes through which reservation requests are received.
6. Write a note on emerging trends in food and beverage service department of a hotel.

Section - C

(Answer any Eight) [8 × 2

1. What is GIT ?
2. What is FIT ?

[Cont.

[3]

3. Explain check in and Check out
4. What is Rack Rate
5. What do you mean by Seasonal and Off seasonal rate
6. What is Luxury cruise
7. What are Boatels
8. What is Ecotel
9. Explain MAP.
10. Explain B & B Establishments.

IVs (2Yr) MBA (DDCE) Spl- I -TTM-26

IVs (2Yr) MBA (DDCE) Spl-I -TTM-27

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any FIVE)

[12×5

1. How is modern concept of marketing different from the traditional concept of marketing ?
2. How marketing of products is different from marketing of services.
3. Explain 8 Ps of marketing mix by Morrison.
4. Write short notes on following.
 - (a) Salesmanship
 - (b) Sales Quota
 - (c) Delphi Technique
 - (d) Sales Control
5. Define conference and explain its components with examples. To organize a conference of 500 doctors at Bhubaneswar

[Cont.

[2]

what facilities and amenities you require ?
Elucidate.

6. A meeting has to have : a purpose, an Agenda, and a Timeframe . Justify
7. What do you mean by trade shows ? Explain the purpose and types of trade shows.
8. Prepare the checklist for residential conference arrangement and also write down other requirements of a residential conference

Section - B

(Answer any FOUR) [6 × 4

1. Write a note on distribution system in travel and tourism in India..
2. Differentiate between sales budget and sales forecast.
3. Write short notes on resorts marketing.
4. Explain the golden rules of meeting management.
5. Discuss the importance of marketing and promotion in event management.
6. What are the benefits of having an event planner for an event.

[Cont.

[3]

Section - C

(Answer any Eight)

[8×2

1. What is personal selling
2. Define Tele Marketing
3. Explain Word of mouth promotion
4. What is VMS ?
5. What is WATA ?
6. What is UFTAA
7. What is IATA
8. Explain group inclusive Tour.
9. Explain Foreign Inclusive Tour.
10. Define Exhibitions.

IVs (2Yr) MBA (DDCE) Spl- I -TTM-27

2014

Full Marks - 100

Time : As in the programme

The figures in the right hand margin indicate marks

Answer questions as per instruction therein.

Section-A

(Answer any FIVE)

[12×5

1. Discuss the types of Travels Agencies & Tour Operations. Draw their organizational setups.
2. Give an overview of the Indian Travel Agencies and Tour Organizations.
3. Led down the importance of Market Research in Travel Agency.
4. Discuss the steps to procure the legal certification for setting up a travel agency.
5. Explain the requirements of a travel agency for affiliation membership of FHRA.
6. Explain the requirements of a travel for affiliation membership of TAAI.

[2]

7. Elucidate the task of ticketing product promotion and other miscellaneous works in travel agency.
8. Discuss the aspects of planning & Casting Tours in a Travel agency.

Section - B

(Answer any FOUR) [6 × 4

1. Briefly discuss the functioning of a travel agency.
2. Draw the organization structure of WATA.
3. Narrate the success story of Thomas Cook as a travel agency.
4. Discuss the various sources of Income for a travel agency.
5. Discuss the functioning of Odisha Tourism Development Corporation.
6. Examine the various problems encountered by Indian Travels and tour organizations.

[3]

Section - C

(Answer any Eight) [2×16

1. Tour Planning.
2. Cox and King.
3. ITDC.
4. IFTO
5. Brussels Convention 1961.
6. Travel information.
7. Functioning of UFTA
8. Importance of Foreign language in travel industry.
9. Travel Agency.
10. SITA

IVs (2Yr) MBA (DDCE) Spl- II - TTM-32