

2016 ← 2015-17

Time : 4 hours

Full Marks : 85

*Candidates are required to give their answers in their own words as far as practicable.*

*The questions are of equal value.*

*Answer any **five** questions.*

1. What are the functions of Operation / Production Management ? Do the functions have any relation with the size of the organization ? If so, explain with example.
2. What is strategic planning ? How strategic planning influence the other planning ?
3. Explain the meaning and objective of quality control. What is the quality prevention cost ? Explain.

4. What is the difference between project type production and other type production ?  
Differentiate between project planning and other production planning.

5. Explain the importance of inventory management in a manufacturing organisation. How the "Materials Management Integrated System" beneficial in inventory control ?

6. Explain productivity. What are the factors which have impact on productivity ?

7. Describe the Material Cycle with diagram.  
Explain the lead time in procurement management with suitable examples.

8. Differentiate between the following :

- (a) Productivity Vs Production
- (b) Project Vs Batch Production
- (c) Cost Reduction Vs Cost Control
- (d) ABC Analysis Vs XYZ Analysis



9. What do you understand by work measurement ?  
While implementing the incentive for employee,  
is work study necessary ? If yes, explain.

10. Write short notes on any **two** of the following :

- (a) EOQ
- (b) Time Study
- (c) Plant Location
- (d) Network Analysis



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*95/8/11*  
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1. Define Consumer Behaviour. Explain the consumer buying process with suitable example.
2. What is the meaning of Product ? Discuss about the classification of products.
3. Discuss the various characteristics associated with services. Also explain various reasons for growth of service sector in India.



4. Define 'Promotional Mix' along with its various elements. Also state the merits and demerits of each element of promotion mix.
5. What do you mean by Market Segmentation ? Discuss the various bases of market segmentation of consumer market.
6. What is the meaning of channels of distribution ? Discuss about the process of selection of an appropriate channel.
7. What do you mean by Advertising ? What are the important features of advertising ? Discuss about the important types of advertising.
8. Define Marketing Mix. Discuss about the development of strategy in relation to the elements of Marketing Mix.
9. What is the meaning of Branding ? Discuss about the advantages and disadvantages of Branding.

10. Write short notes on any **two** of the following :

- (a) Targeting Strategy
- (b) Differentiated Pricing Method
- (c) Advertising layout
- (d) Advertising Copy





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1. Explain the changing concept of Human Resource Management.
2. What do you mean by selection process ? How the selection process differs from the recruitment process ?
3. Define the "Training Development". Explain its importance.
4. What is Separation ? Explain the different types of separation.

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(Turn over)

5. What do you understand by promotion ? Bring out the bases for promotion.
6. Define "Workers' Participation in Management". Describe the various methods for achieving employee participation.
7. What is employee remuneration ? Describe the components of employee remuneration.
8. Define "Incentives". Bring out its advantages and limitations.
9. Define Fringe benefits and explain its importance and principles.
10. Write short notes on any **two** of the following :
  - (a) Recruitment
  - (b) Human Resource Planning
  - (c) Job Evaluation
  - (d) Selection





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1. Define Financial Management and explain its objectives. Is wealth maximization superior to profit maximization ?
2. What are the sources of Capital ? Discuss the merits and demerits of Equity Share as a source of Capital.
3. Define Capital Budgeting. Discuss the various steps involved in Capital Budgeting Process.

4. What is Cost of Capital ? Discuss its types and importance.
5. What do you mean by leverage ? Explain and illustrate operating leverage of Financial Analysis.
6. What is Capital Structure ? What factors will you consider to design capital structure of a firm ?
7. Briefly explain the different methods of preparing cash budget.
8. Write an explanatory note on retained earnings as a source of capital.
9. Define and classify different forms of dividend. Also enumerate the governing factors of dividend policy.
10. Write short notes on any **two** of the following :
  - (a) Performa Income Statement
  - (b) Working Capital Management
  - (c) Conservative Approach
  - (d) Cash Management





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1. Define research. What are the different types of research ?
2. Discuss the "Factorial Research Design".
3. What do you mean by Hypothesis ? Explain the different types of Hypothesis.
4. Discuss about the following :
  - (a) "T" test
  - (b) "Z" test
  - (c) Chi-square ( $\chi^2$ )

5. What is Tabulation ? Describe about simple and cross tabulation.

6. Explain about the "Questionnaire Method" of data collection.

7. Explain the Index Number and Matrix Building.

8. How will you report the research findings ?

9. Discuss about Motivational Research.

10. Write short notes on any **two** of the following :

(a) Research Problem

(b) Sources of Secondary Data

(c) Sampling

(d) Case Study

