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MB201

MBA 2nd Sem.(2016-18)

Time : 4 Hrs

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. Explain the meaning and characteristics of production planning and control.
2. Classify the types of production system in an organisation with suitable example.
3. What do you mean by production order? Explain its scope and objective.
4. Explain plant location. What are the important factors affecting plant location?
5. Define Inventory control. How cost control is possible by using inventory control techniques?
6. What do you mean by acceptance sampling? How acceptance sampling operate?

P.T.O.

7. Explain scheduling and dispatching in relation to production unit with their objective.
8. Describe network analysis. What is the difference between PERT and CPM?
9. Discuss the various techniques of measuring productivity with the help of suitable example.
10. Write short notes on any two of the following:
 - (a) EOQ
 - (b) Gantt Chart
 - (c) Types of plant layout
 - (d) Inventory Carrying cost

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1. Differentiate between Marketing and selling. Discuss the holistic concept of Marketing and product concept of Marketing.
2. Differentiate between Brand and Trademark. Explain about the various Merits and Demerits of Branding.
3. Explain the various criterions for effective Market Segmentation. What are the benefits of market segmentation of any firm.
4. Discuss in detail the various steps involved in determining the promotion mix by any firm.
5. Discuss the various factors affecting consumer buying behaviour process

P.T.O.

6. What do you mean by PLC? Discuss about the various characteristics of each stages of PLC.
7. What do you mean by "Channels of Distribution"? Explain the various factors influencing channel decision.
8. Define advertising copy and discuss the essentials of a good advertising copy.
9. Differentiate between sales promotion and Advertisement. Explain in detail about the various element of communication mix.
10. Write short notes on any two of the following:
 - (a) Function of Packaging
 - (b) Consumer goods classification
 - (c) Market Segmentation
 - (d) Outdoor Advertisement

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1. What is Human Resource Management? Why is the study of HRM environment is useful for the HR Managers?
2. Explain the various steps of HRP process and barriers to HRP.
3. Define recruitment. Bring out its importance and factors influence the process of recruitment.
4. What do you mean by selection? Explain its importance.
5. What is Training? Explain the steps involved in training and development programme.
6. What do you understand by Transfer? How the transfer is different from the promotion?
7. Describe the various methods of appraisal ? How the results of performance appraisal affects the other HR activities?

P.T.O.

8. What do you mean by compensation? Discuss various types of compensation.
9. Define participative management. Explain its importance and limitations.
10. Write short notes on any two of the following:
 - (a) Promotion
 - (b) Induction
 - (c) Layoff
 - (d) Discharge

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1. Define Financial Management and discuss its nature and importance.
2. What do you mean by Financial Forecasting? Discuss its importance.
3. Why capital budgeting is necessary? Discuss the process of capital budgeting.
4. Define capital structure. Discuss the feature of a sound capital structure of a firm.
5. Explain the different approaches of financing working capital.
6. What is the motive for holding cash? Explain the way of controlling the level of Cash.

P.T.O.

7. What is the role of cost of capital in financial decision making?
Discuss the different approaches of computing cost of equity capital.
8. Define Dividend. Explain the governing factors of dividend policy.
9. What is working capital? Explain the factors affecting working capital requirement.
10. Write short notes on any two of the following:
 - (a) Profit Maximisation
 - (b) Internal Rate of Return
 - (c) Composite Leverage
 - (d) Credit Policy

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1. Define research problem. How a research Problem is selected?
2. Explain about descriptive research design.
3. Discuss about complex factorial design in detail.
4. What is meant by Null Hypothesis? Explain the different sources of hypothesis.
5. What do you mean by tabulation? Explain the different methods of tabulation.
6. Evaluate the interview method for collecting primary data.
7. Define Universe and sample. What are the characteristics of a good sample?
8. Explain the different techniques of sample selection.
9. Explain, in detail, the Likert Scale of attitude measurement.
10. Present the various steps of a Research report.

MBA 2nd Sem.(2016-18)*Time : 3 Hrs**Full Marks : 80*

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The questions are of equal value.

Answer any five questions.

1. What is operation Research? Discuss the characteristics and limitations of operation Research Technique.
2. What is Transportation Problem? Discuss balanced and unbalanced transportation problem.
3. Explain in detail the sequencing problem.
4. Describe the theory of replacement.
5. Solve the L.P.P. by simplex method,

$$\text{Maximize } Z = 6x_1 + 4x_2$$

Subject to constraints.

$$X_1 + 2X_2 \leq 720$$

$$2X_1 + X_2 \leq 780$$

$$X_1 \leq 320$$

Where X_1 and $X_2 \geq 0$

P.T.O.

6. Solve the transportation problem by using MODI Method.

Factory	Warehouse				Supply
	W ₁	W ₂	W ₃	W ₄	
F1	21	16	25	13	11
F2	17	18	12	23	13
F3	32	27	14	40	19
Demand	6	10	15	12	43

7. Find the optimal sequence in which job should proceed.

Task	I	II	III	IV	V	VI	VII	VIII	IX
Machine	4	10	8	18	12	16	14	10	8
Machine	12	16	14	8	6	18	6	16	22

8. Solve the game whose pay off matrix is given.

Player B's strategy

	B1	B2	B3	B4	
Player A's strategy	A1	16	-60	56	-58
	A2	-20	28	-15	-24
	A3	24	8	0	24

9. The cost of machine is Rs. 6,100 and its scrap value is Rs. 100. The maintenance costs found from experience are as follows :

Year	1	2	3	4	5	6	7	8
Maintenance Cost	100	250	400	600	900	1200	1600	2000

When should the machine be replaced?

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

- (a) Group replacement
- (b) Two-person zero-sum game
- (c) Least cost method to solve transportation problem
- (d) Queuing theory

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Answer any five questions.

1. What do you mean by Law of contract ? Discuss its essential elements.
2. What is partnership Act 1932? Describe the dissolution of partnership.
3. Define company. Explain different types of company.
4. What do you understand by Negotiable instruments Act? Distinguish between Bills of Exchange and promissory notes.
5. What do you mean by sales of goods Act? Discuss in brief the essentials of a contract of sale.
6. Explain main provisions of factory Act, 1948.
7. What are the various methods for the settlement of disputes under the Industrial Dispute Act.
8. Discuss the main objectives of Minimum wage Act, 1948.

P.T.O.

9. Elaborate the objectives and uses of payment of Bonus Act, 1965.

10. Describe the objectives and scope of Information Technology Act, 2000.
