

MBA-2nd Sem. (Session-2017-19)

Time : 3 Hrs

Full Marks : 70

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 Production Planning System. Discuss its features.
2. What are the applications of PERT? Explain with the industrial examples.
3. Define the technique of Production Planning and control.
4. Define Motion study. Explain the procedure of Motion study.
5. What are the two conventions on which Project Network works? Discuss their salient features and various steps in producing a network.
6. What do you understand by Layout and Layout Planning? Why Layout Planning is important?
7. What do you understand by activity sampling? Explain its need and importance.
8. What is Inventory and Inventory Control? Discuss the various issues in controlling the finished goods inventories.

P.T.O.

9. What are the various cost involved in the Inventory Management.

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

(a) ABC analysis

(b) Work in Progress

(c) XYZ analysis

(d) Safety Stock

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1. What is Consumer Behaviour? Discuss the important factors influencing Consumer Behaviour in Marketing decisions.
2. What is Advertising? Discuss about the nature and types of Advertising.
3. What is Promotion mix? Discuss the factors affecting Promotion Mix.
4. Discuss about the elements of Marketing Mix in Service Marketing.
5. What do you mean by Product? Discuss the product classification.
6. Discuss about the New Product development Process.
7. Discuss about the development of Advertising copy and Message.

P.T.O.

8. Discuss Publicity and public relations used as promotional tool.

9. Discuss the benefits and limitations of Print Media.

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

(a) Function of Packaging

(b) Personal Selling

(c) Branding

(d) Marketing Information System

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MB-203

Human Resource Management

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Time : 3 Hrs

Full Marks : 70

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The questions are of equal value.

Answer any five questions.

1. What do you mean by Human Resource Management?
What is its importance in an Organisation?
2. What do you mean by Human Resource Planning? Why is it significant for an organisation?
3. What is Man Power Planning? What methods are used for Reconciliation?
4. What are the objectives of Selection? Point out the main difference between requirement and selection.
5. Discuss in brief the need of training. Explain the methods of training.
6. What do you mean by Promotion? What is its need.
7. How transfers are significant? Discuss briefly the types of transfer.

P.T.O.

8. What is compensation? Discuss the concept and methods of compensation.

9. What is Participative Management? Discuss in brief the concept of Participative Management.

10. What do you understand by the term Demotion? What are its main causes?



MB-203

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Answer any five questions.

1. 'Wealth Maximisation' is superior to 'Profit Maximisation' objective of Financial Management. Explain it. ✓
2. Explain the different financial decisions involved in Financial Management. ✓
3. What do you mean by Optimum Capital structure? How is it determined? ✓
4. Explain the features of Long-term debt as a source of Capital. ✓
5. Define Cash Management and explain the different dimensions of Cash management in brief. ✓
6. What do you mean by Inventory Management? Examine its utility for a manufacturing unit. ✓
7. "Estimation of working capital requirement is governed by Several Factors." Explain it. ✓

P.T.O.

8. What is Dividend Policy? What are the different types of dividend policy? Explain them in brief.
9. Explain and illustrate Pay-back period method of capital budgeting along with its merits and demerits.
10. Write short notes on any two of the following:
 - (a) Changing Role of Finance Function
 - (b) State of Liquidity
 - (c) Working Capital
 - (d) Economic Order Quantity

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1. Define Research. Explain the different types of research.
2. Describe about Exploratory research design.
3. Differentiate between Primary and Secondary data. Critically examine the questionnaire method of data collection.
4. Explain about the different scales used for attitude measurement.
5. How will you determine the reliability and validity of measurement scale?
6. Discuss about the different techniques of data processing.
7. Explain the technique of Questionnaire development.
8. Explain the different steps in selection of research problem.
9. Explain the importance of research in managerial decisions.

P.T.O.

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

- (a) Literature Review
- ✓(b) Null Hypothesis
- ✓(c) Feature of Good Research Design
- (d) Advantages of Secondary Data

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1. Write an essay on the evolution and scope of Operations Research.
2. What is Linear Programming? Discuss the application of Linear programming in managerial decision making.
3. What is a Queuing Problem? Explain its characteristics.
4. Solve the LPP by Simplex Method:

Minimize

$$Z = 12X_1 + 20X_2$$

Subject to constraints

$$6X_1 + 8X_2 \geq 100$$

$$7X_1 + 12X_2 \geq 120$$

Where

$$X_1 \text{ and } X_2 \geq 0$$

P.T.O.

5. Solve the transportation problem by VAM Method:

Plants	Distribution Centres				Supply
	V	W	X	Y	
A	2	3	11	7	6
B	1	0	6	1	1
C	5	8	15	9	10
Demand	7	5	3	2	

6. Find the optional Sequence in which job should be proceed and also obtain idle time?

Task	A	B	C	D	E	F	G	H	I
Machine-I	2	5	4	9	6	8	7	5	4
Machine-II	6	8	7	4	3	9	3	8	11

7. Find Optimal Strategies of A and B and value of game, using principle of dominance:

		Player B's Strategy			
		B_1	B_2	B_3	B_4
Player A's Strategy	A_1	7	6	8	9
	A_2	-4	-3	9	10
	A_3	3	0	4	2
	A_4	10	5	-2	0

8. Describe the theory of Replacement.

9. The cost price of a machine is Rs. 122,000 and the scrap value is Rs 2000. The maintenance costs are found from experience to be as follows:

Year	Maintenance Cost
	Rs.
1	2000
2	5000
3	8000
4	12000
5	18000
6	25000
7	32000
8	40000

When should the machine be replaced?

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

- (a) Slack Variable
- (b) Surplus Variable
- (c) Game Theory
- (d) Assignment Model

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1. ✓ Discuss the main features of Indian contract Act, 1872.
2. ✓ What do you mean by contract? Discuss differences between the void and voidable agreement.
3. ✓ Discuss the main provisions of sales of Goods Act.
4. Discuss the dishesive principles towards welfare of labour.
5. ✓ Discuss the working conditions under factory act as well as security of workers.
6. ✓ Discuss the main provisions of Industrial Dispute Act, 1947.
7. What is dispute? What is the provisions of settlements of Dispute under I.D. Act, 1947.
8. Discuss the statutory provisions Regarding payment of wages of employees.

P.T.O.

9. Discuss the role of Labour Court and Industrial Tribunals in resolution of Industrial Disputes.

10. Discuss the main provisions of Cyber Law.
