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MB-201

Production Management

**MBA 2nd Sem.(2018-20)**

*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. What are the characteristics, process and limitations of Production Planning and Control?
2. Write short notes on any three:
  - (a) Routing
  - (b) Scheduling
  - (c) Dispatching
  - (d) Expediting
3. Describe any three:
  - (a) Productivity meaning and importance
  - (b) Measurement of Productivity
  - (c) Factors affecting productivity
  - (d) APC Model of Productivity

P.T.O.

4. What are the objectives and essentials of Inventory Control?
5. Describe the significance of Economic order quantity. Explain with numerical example.
6. Compare the characteristics of different manufacturing systems.
7. Write short notes on any three:
  - (a) Statistical Quality Control
  - (b) Acceptance Sampling
  - (c) Control Charts
  - (d) Inspection
  - (e) Total Quality Management
8. (a) Construct a Network diagram of following project:

Starting Event	End Event	Activity Name	Time Required		
			Optimistic to	Most likely tm	Pessimistic tp
1	2	A	6	6	24
1	3	B	6	12	18
1	4	C	12	12	30
2	5	D	6	6	6
3	5	E	12	30	48
4	6	F	12	30	42
5	6	G	18	30	54

- (b) Calculate expected time for each activity
  - (c) Find out Critical Path
  - (d) Calculate Minimum expected time to Finish the project
9. Describe any three:
- (a) Objectives of Plant Layout
  - (b) Factors affecting Plant Layout
  - (c) Types of Layout
  - (d) Process of Plant Layout
10. Construct a Model of Production System Showing:
- (a) Inputs
  - (b) Outputs including finished Products
  - (c) feedback
  - (d) Conversion Process
  - (e) Servicing Industry

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MB-202

Marketing Management

**MBA 2nd Sem.(2018-20)**

*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. What is the meaning of Marketing? Discuss about various marketing concepts.
2. What is the meaning of Brand? Discuss about the merits and demerits of Branding.
3. What do you mean by Product Life cycle (PLC)? Discuss the various characteristics of Product life cycle stages.
4. Discuss about the various factors affecting the pricing of any firm.
5. What is distribution channel? Explain the various factors influencing channel design decisions.
6. Discuss about the various Pricing Method?

P.T.O.

7. What are the important characteristics associated with services? Also explain various reasons for the growth of services sector in India.

8. Define Marketing-Mix. Discuss about the development of strategy in relations to elements of Marketing mix.

9. Discuss about the important Micro and Macro elements of Marketing environment.

10. Answer any two:-

(a) Outdoor Advertising

(b) Consumer Goods Classification

(c) Elements of Services Marketing Mix

(d) Advertising Message

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MB-203

Human Resource Management

**MBA 2nd Sem.(2018-20)**

*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 concept Importance and functions of Human Resource Management.
2. Explain HRM and describe its objectives.
3. Describe various steps involved in Human Resource Management.
4. Discuss the factors affecting HRP.
5. Explain Recruitment. What are the difference between Recruitment and Selection?
6. Describe the sources and factors affecting recruitment process.
7. Define Training and Development. Bring out the steps in training and development process.

P.T.O.

8. Define :

- (i) Transfer
- (ii) Demotion

9. Describe Job Analysis ? How it is different from Job Evaluation.

10. What do you understand by employee remuneration ? Bring out the components of employee remuneration.

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MB-204

Financial Management

**MBA 2nd Sem.(2018-20)**

*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. Discuss the nature and importance of Financial Management.
2. What is meant by leverage in business finance? Briefly explain the different types of leverages.
3. Explain the different approaches of financing current assets.
4. What do you mean by Inventory Control? State the different techniques of inventory management.
5. Explain the different governing factors of dividend policy.
6. Does equity capital involve any cost? If yes, how is it measured?
7. What is capital structure planning? Write down the characteristics of a sound capital structure.
8. Briefly explain the different techniques used in capital budgeting.

P.T.O.



9. What are the sources of capital? Explain the factors that are to be considered to design capital structure of a corporate house.
10. Write short notes on any two of the following:
  - a. Financing Decisions
  - b. Cash Budget
  - c. Wealth Maximisation
  - d. Operating Cycle

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MB-205

Research Methodology

MBA 2nd Sem.(2018-20)

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 about Motivational Research.
2. Critically examine the observation method of data collection.
3. Describe about the different techniques of sample selection.
4. Explain about the schedule method of data collection.
5. Discuss about the methods of analysing research data.
6. What are the different formats of report writing? Explain.
7. How will you report the research findings? Explain.
8. Discuss about a few statistical techniques to test research hypothesis.
9. Explain about the different steps involved in selection of a research problem.

P.T.O.

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

- a. Types of Research
- b. Case Study
- c. Tabulation
- d. Reliability and Validity of Measurement scale

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MB-206

Operations Research

MBA 2nd Sem.(2018-20)

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. What are Slack, Surplus and Artificial Variables? When is each used and why?
2. Explain the methodology of operation research in detail.
3. Explain the game theory. Also discuss the mixed strategy of games.
4. Solve the LPP by simplex method:

$$\text{Maximize } Z = 3x_1 + 2x_2$$

Subject to Constraints

$$5x_1 + 3x_2 \leq 16000$$

$$3x_1 + 3x_2 \leq 14000$$

$$2x_1 + 4x_2 \leq 12000$$

P.T.O.

5. Solve IBFS by using MODI method:

	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>Supply</i>
1	95	80	70	60	70
2	75	65	60	50	40
3	70	45	50	40	90
4	60	40	40	30	30
<i>Demand</i>	40	50	60	60	

6. What are the major applications of the Queuing theory in business?

7. What is optimal replacement interval. The data of maintenance costs are as following:

Years	1	2	3	4	5	6	7	8	9
Cost	300	700	1000	1500	2100	2800	3600	4800	6200

The purchase price of the machine is Rs. 16600 while its Scrap Value is Rs. 1600.

8. Find the Sequence that minimizes the total elapsed time (T) required to complete the following Jobs. Also evaluate T and idle time.

Jobs	A	B	C	D	E	F	G
Mac.A	30	80	70	40	90	80	70
Mac.B	40	30	20	50	10	40	30
Mac.C	60	70	50	110	50	60	120

9. Solve the following game by using mixed strategy.

	Player B	
Player A	$A_1$	$\begin{bmatrix} B_1 & B_2 \\ 25 & 5 \\ 10 & 15 \end{bmatrix}$
	$A_2$	

10. Write short notes on any two

- a) Pivot Column, Pivot Row & Pivot number
- b) Artificial Variable & Slack Variable
- c) Evolution of Operation Research

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MB-207

Legal aspects of Business

**MBA 2nd Sem.(2018-20)**

*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. What is Contract? Discuss in brief its essential elements.
2. What do you mean by consideration? Write the features of Law of Contract.
3. What is Agency? Discuss in brief the Laws relating to agency.
4. What do you understand by the term partnership. Elaborate it along with its types.
5. Define the term Company. What are its characteristics?
6. What are the main features of company Law, 1956? Discuss in detail.
7. What are the main features of Negotiable Instruments Act?
8. Write the main features of Factories Act, 1948.
9. What is payment of Bonus Act, 1965?

P.T.O.

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

- (a) Bonus
- (b) Bill of exchange
- (c) Cyber crime
- (d) Disputes

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