

MBA(D) 4th Semester Examination, December 2018 (DDE)

[Session: Jan 17–Dec 18]

Subject : Rural and Voluntary Sector Marketing (RVSM)

Paper : MMD-405

Time: 3 Hours

Full Marks: 80

The figures in the margin indicate full marks.

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

Answer any five questions.

1. (a) Define Rural Marketing.
(b) What is the importance of rural marketing in present day Indian Scenario?
(c) What are the recent rural marketing challenges in India? 2+8+6=16
 2. What do you understand by the term rural marketing mix and what are its major elements for rural markets of India in promoting products and services? 6+10=16
 3. Discuss the prevailing scenario of rural market research in India. 16
 4. What a competitive strategy for developing Indian rural markets should be taken by an Indian FMCG firm? Discuss. 16
 5. (a) Define the term NGO (Non-Government Organisation).
(b) Explain the feature of NGO. 4+12=16
 6. (a) Explain different types of NGO.
(b) What are the types of publics in NGO? Discuss. 6+10=16
 7. How are 7P's of marketing are relevant in state aided hospital? Discuss. 16
 8. Write short notes on *any two*: 8+8=16
 - (a) Marketing mix variables of a church
 - (b) People and process in a state aided university
 - (c) ORG Retail Audit
 - (d) Role of PDS and Petrol Pumps in Rural Sector
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MBA(D) 4th Semester Examination, December 2018 (DDE)**[Session: Jan 17–Dec 18]****Subject : Strategic Human Resource Management****Paper : HRMD-405****Time: 3 Hours****Full Marks: 80***The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words
as far as practicable.**Answer any five questions.*

1. (a) What do you mean by:
 - (i) Strategies
 - (ii) Strategic Human Resource Management (HRM)?
 - (b) Discuss the imperatives of strategic HRM in the light of
 - (i) the transition from traditional HRM to strategic HRM,
 - (ii) contemporary business challenges. 3+3+(5+5)=16
 2. (a) “The corporate strategies and HR strategies are developed simultaneously”—Do you agree? Justify the statement and analyse the aspects of HR strategy.
 - (b) Briefly discuss any one HR strategy of your choice. 10+6=16
 3. (a) Discuss the important considerations for developing an effective organisational change.
 - (b) What techniques need to be considered by HR managers for managing change?
 - (c) Following Lewin, state the action process for undertaking planned change. 5+5+6=16
 4. “...given the strategic motive or reason behind a merger or acquisition, it is important to consider what such a decision means with regard to possible impacts on HRM issues” — In the light of this statement discuss the possible impacts and aspects of merger and acquisition on HRM and explain the role of HR in merger and acquisition. 16
 5. (a) Describe the role of strategic HR in the implementation and evaluation of strategies.
 - (b) Discuss some of the contemporary measurements with respect to strategic HRM in modern organisation. 8+8=16
 6. (a) Briefly provide a synoptic overview of international HRM.
 - (b) Describe the approaches of MNCs in managing human resources in an international setting.
 - (c) Discuss some emerging issues in International Human Resource Management. 5+5+6=16
 7. Discuss some of the emerging challenges and problems of strategic HRM in modern organisations. How can HR managers address these problems? 16
 8. Write short notes on *any two* of the following: 8×2=16
 - (a) Aspects of the linkage between HR strategy and business strategy
 - (b) Organisational effectiveness and strategic HRM
 - (c) Culture and strategic HRM
 - (d) Strategic HRM in a start-up firm
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MBA(D) 4th Semester Examination, December 2018 (DDE)**[Session: Jan 17–Dec 18]****Subject : Business Process Reengineering****Paper : SOMD-404****Time: 3 Hours****Full Marks: 80***The figures in the margin indicate full marks.**Candidates are required to give their answers in their own words
as far as practicable.**Answer any five questions.*

1. (a) Write down the definition of 'Business Process Reengineering (BPR)', as given by Hammer and Champy. In this perspective clarify the concept of 'fundamental rethinking'.
 - (b) Explain the following terms in relation to BPR:
 - (i) Organisational change
 - (ii) Knowledge based processes 8+8=16
 2. (a) Elucidate the principles of Business Reengineering.
 - (b) With suitable examples illustrate the classes of business reengineering projects. 10+6=16
 3. (a) Describe, in short, the various models of Business Process Reengineering.
 - (b) Compare and contrast between Total Quality Management (TQM) and Business Reengineering. 10+6=16
 4. (a) Briefly explain the 'Value Stream Model' of organisation.
 - (b) Illustrate the Strategic Alignment Model of BPR. 8+8=16
 5. (a) Explain the Davenport Methodology of BPR.
 - (b) How are the change management approaches classified? Briefly discuss each class. 8+8=16
 6. (a) State the Beckhard's resistance formula, mentioning the implications of the variables.
 - (b) Briefly explain the concept of learning organisations.
 - (c) What are the core cultures of an organisation? Discuss the major characteristics of core cultures. 4+4+8=16
 7. (a) Discuss the information management principles in BPR.
 - (b) What are the types of benchmarking? Define each type. 10+6=16
 8. (a) Define simulation. Briefly narrate the steps in simulation study.
 - (b) Give examples of continuous and discrete simulation models. 12+4=16
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