

MBA(D) 4th Semester Examination, June – 2019 (DDE)

[Session : July 2017–June 2019]

Subject : Rural and Voluntary Sector Marketing

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 the concept of rural marketing.
(b) Describe the three way 'rural-urban' market exchange process with examples.
(c) What are the major challenges faced by a marketer in Indian rural markets? 3+6+7=16

2. (a) What are major rural marketing research objectives?
(b) In carrying out rural market research state in brief the importance of following tools:
 - (i) Digital maps
 - (ii) Rural Socio-economic indicator
 - (iii) Names and Population of Villages 10+6=16

3. Discuss various types of promotion methods that work as integrative systems between producers and rural consumers. 16

4. What role do the following personnel and technology play in the marketing of product and services in rural India?
 - (a) Mukhiya (Rural Leader)
 - (b) Rural Youth and
 - (c) Rural Technology 4+(3×4)=16

5. Who are the major stakeholders (people) in the marketing of a NGO promoting 'Adult Education' in rural India? 16

6. (a) Define the term NGO (Non-Government Organisation).
(b) What are the major features of an NGO?
(c) What are the various types of NGOs in operation in India? 2+7+7=16

7. Explain the 7 P's of marketing mix in a NGO run by a religious institution in South India. 16

8. Write short notes on *any two*: 8×2=16

- (a) Rural Branding and Packaging
 - (b) Rural Distribution agencies
 - (c) Marketing mix of a nursing home
 - (d) Mckinsey's 7S framework for an NGO
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MBA(D) 4th Semester Examination, June – 2019 (DDE)**[Session : July 2017–June 2019]****Subject : Business Valuation****Paper : FMD-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) Discuss the different sources of uncertainties in the context of business valuation.
(b) Explain the different sources of valuation bias. 8+8=16
 2. Discuss the different approaches to business valuation. 16
 3. Briefly explain the different types of mergers with illustrations. 16
 4. (a) Discuss the different methods of valuation of inventories.
(b) Explain the different methods of valuation of goodwill. 6+10=16
 5. Explain the valuation of liabilities as prescribed in Accounting Standard (AS) 29. 16
 6. What is a startup firm? Explain the different methods to determine the value of startup firm. 16
 7. (a) How do you value a futures contract whose underlying stock pays
 - (i) no dividend income or yield
 - (ii) dividend yield and
 - (iii) dividend incomes
 (b) Explain the Black Scholes model for the valuation of options contracts. 8+8=16
 8. Write short notes on *any two*: 8×2=16
 - (a) Valuing firm with negative earnings
 - (b) Valuing financial service firms
 - (c) Valuation of human resources
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MBA(D) 4th Semester Examination, June – 2019 (DDE)**[Session : July 2017–June 2019]****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) In what way can we say that strategic human resource management (HRM) is an improvement upon human resource management? What are its distinctive characteristics? Describe the different views on strategic HRM.
(b) Describe an important model of strategic HRM. (4+4+4)+4=16
2. (a) Provide a conceptual overview of HR strategy and describe how it emanates from strategic HRM.
(b) Briefly describe *any two* of the following:
 - (i) Resourcing strategy
 - (ii) Learning and Development strategy
 - (iii) Performance management strategy 8+8=16
3. Write short notes *any two* of the following:
 - (a) Reward strategy vis-à-vis business strategy
 - (b) Employee Relation strategy vis-à-vis business strategy
 - (c) Organisational Effectiveness strategies 8+8=16
4. “Essential elements of strategic HRM are impact of external environment, response to change, organisational response, and organisational change”. — Enumerate this statement and discuss the different factors of strategic HRM and organisational change. 16
5. An insurance organisation with more than twenty five thousand employees merged with a bank that had nearly twenty three thousand employees. The merger largely involved the integration of two culture and two business processes.

In the light of this case, discuss the issues that the top management should consider with regard to cultural integration, a business process integration. What are the issues that can lead to success or failure of merger and acquisition in general? Describe the role and significance of human resource management for successful for merger and acquisition and suggest some effective HR policies to this end. 6+4+6=16

6. “With the increasing emphasis placed on strategic contribution, competitiveness and cost control, there has been a greater need to justify the existence of human resources particles, activities and programs”. — Discuss this statement and examine the different aspects and considerations for evaluating human resource management from a strategic perspective. 16
7. (a) Describe how the perspective changes when the word ‘international’ is prefixed to HRM? What more perspective is added when ‘strategic’ is further prefixed?
- (b) In the context of strategic international HRM, examine the following issues:
- (i) industry and international competition
 - (ii) coordination and control of business units
 - (iii) culture
- 6+3+3+4=16
8. Write short notes on *any two* of the following: 8×2=16
- (a) Barriers to strategic HRM
 - (b) Home domestic market vis-à-vis strategic IHRM
 - (c) Knowledge management
 - (d) Challenges and prospect of strategic HRM
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MBA(D) 4th Semester Examination, June – 2019 (DDE)**[Session : July 2017–June 2019]****Subject : Business Process Reengineering****Paper : SOMD-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 'Business Process Reengineering (BPR)'. In this perspective elaborate the concepts of 'fundamental rethinking' and 'radical redesign'.
(b) What do you understand by process orientation of business? 10+6=16
 2. (a) Explain the principles of Business Reengineering.
(b) Discuss the role of information technology in reengineering projects. 10+6=16
 3. (a) Briefly elucidate the 'Value Stream Model' of organisation.
(b) List out the process steps in BPR exercise.
(c) What are the steps in the approach to select reengineering opportunities? 8+4+4=16
 4. (a) Illustrate the Hammer and Champy methodology of BPR.
(b) Briefly describe the tools and technology in BPR. 8+8=16
 5. (a) Explicate the Lewin model of change and its applicability to business reengineering projects.
(b) Compare and contrast between continuous improvement and BPR. 10+6=16
 6. (a) Briefly discuss the different BPR models.
(b) What do you understand by the learning organisations? 12+4=16
 7. (a) What is meant by business process mapping? State the reasons for such mapping.
(b) Explain the steps in business process mapping.
(c) Define the core cultures of an organisation. 5+6+5=16
 8. (a) Define benchmarking. Explain the various types of benchmarking.
(b) Discuss in detail the steps involved in the process of benchmarking. 8+8=16
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