MBA(D) 4th Semester Examination, December 2018 (DDE)
[Session: Jan 17–Dec 18]
Subject : Integrated Marketing Communication
Paper : MMD-406

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 role does communication play in marketing?

   (b) Discuss the reasons for growth of Integrated Marketing Communications (IMC) in India in Post 1991 period.   6+10=16

2. (a) Discuss the important/major tools of IMC for a marketing firm.

   (b) What are the roles of advertising in a company?   10+6=16

3. (a) What is sales promotion?

   (b) How would you design sales promotion campaign for an Indian FMCG firm dealing in snacks, biscuits, tea etc.?   2+14=16

4. (a) What are the various types of trade oriented sales promotion?

   (b) What do you mean by Direct Marketing?   12+4=16

5. (a) What are the objectives of advertising?

   (b) What are social implications of advertising?   8+8=16

6. State at least two major mass media and explain their advantages and disadvantages.   16

7. Explain different types of advertising appeals with examples.   16

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

   (a) Objectives of sales promotion

   (b) IMC and Retail Marketing

   (c) Major tools for small business and entrepreneurial ventures.

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MBA(D) 4th Semester Examination, December 2018 (DDE)
[Session: Jan 17–Dec 18]
Subject : Human Capital Management
Paper : HRMD-406

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 'human capital'.
   (b) Discuss the domain of human capital.
   (c) State and explain *any four* features of human capital.   3+6+7=16

2. (a) Focus on the significance of Human Capital Theory.
   (b) Discuss the rationale of Human Capital Management (HCM).
   (c) State and explain the 'Human Capital Framework' with the help of a diagram.   4+6+6=16

3. (a) Briefly discuss the Mercer Model.
   (b) Provide a write-up on HR Metrics.
   (c) State and explain the Balanced Scorecard approach developed by Kaplan and Norton.

                                                                       4+4+8=16

4. (a) Discuss how Strategic Human Capital Management can be conceptualised with respect to compensation and Performance Management System.
   (b) Describe the significance of the following components of Human Capital Management Strategy:
       (i) Clarity of Human Capital Goals
       (ii) Clarity of direction
       (iii) An accountability system   10+6=16

5. How can organisations integrate financial and Human Capital Reporting? Discuss the various aspects, consideration and values associated with such integration.   16

6. (a) Explain the concept 'Human Resource Accounting'.
   (b) Briefly discuss the objectives of Human Resource Accounting.
   (c) State and explain the Present Value of Future Earnings Model for measurement of Human Resource Value.   3+5+8=16

7. (a) What is HR Audit?
   (b) Briefly discuss the need for HR Audit.
   (c) Discuss a model of HR Audit process depicting the key steps involved in it.   2+4+10=16

8. Write short notes on the following: 8+8=16
   (a) Aspects of the linkage between HCM and Business strategy
   (b) Relationship between Human Capital and Organisational Learning Capability

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MBA(D) 4th Semester Examination, December 2018 (DDE)
[Session: Jan 17–Dec 18]
Subject : Systems Analysis and Design
Paper : SOMD-406

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) With suitable examples discuss the different types of systems.

    (b) Who is a system analyst? What are the jobs carried out by a system analyst? 8+8=16

2. (a) Illustrate the important tests of feasibility for system projects.

    (b) How do you define cost-benefits analysis of a project? Explain the different types of benefits.
       10+6=16

3. (a) What is data flow diagram (DFD)? List out the rules governing construction of DFDs.

    (b) Differentiate between physical and logical DFD.

    (c) What is data dictionary? State the functional differences between active, passive and in-line data dictionaries. 6+4+6=16

4. (a) What is a decision table? What are its constituent parts and their implications?

    (b) List out the primary objectives of system design.

    (c) Write a short note on decision tree. 6+4+6=16

5. (a) Briefly explain the steps in the system design process.

    (b) What do you understand by prototyping? List out the steps in prototyping process.

    (c) Explain the objectives for an effective input design. 6+4+6=16

6. (a) Briefly elucidate the factors to be considered in form design.

    (b) What is meant by file organisation? Describe the types of file organisation. 6+10=16

7. (a) What are the specific advantages of database?

    (b) Demonstrate the different types of database models. 6+10=16

8. (a) What do you understand by unit testing and system testing? Explain the steps in system testing.

    (b) Make a brief deliberation on the various types of system documentation. 8+8=16

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