

MBA(D) 3rd Semester Examination, June 2019 (DDE)
[Sessions: (Jan 2017–Dec 2018) & (Jan 2016–Dec 2017)]

Subject: Consumer Behaviour

Paper: MMD-304

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 term 'consumer behaviour'.
(b) What functions do study consumer behaviour perform in marketing of goods and services. 2+14=16
2. Discuss Maslow's Hierarchy of Needs application in consumer buying decision process. 16
3. (a) What do you mean by life-style?
(b) What are its major features?
(c) Elucidate Indian customers life-style profile; with examples. 4+6+6=16
4. (a) Define the term personality.
(b) Discuss different types of self-concept. 4+12=16
5. (a) Explain the concept of family life cycle stage.
(b) What are the buying behaviour patterns of consumers in the different stages of family life cycle? Explain. 4+12=16
6. (a) Define the term opinion leader.
(b) Explain the role of opinion leaders in the purchase of following products and services:
(i) LIC policy
(ii) Gold jewellery
(iii) Purchase of Maruti Dzire 4+(4×3) =16
7. Discuss the stages in organizational buying decision process. 16
8. Write short notes on *any two*: 8+8=16
 - (a) Consumer Types
 - (b) Wife-Husband Buying Decision
 - (c) Brand Personality
 - (d) Consumer Attitude

MBA(D) 3rd Semester Examination, June 2019 (DDE)**[Sessions: (Jan 2017–Dec 2018) & (Jan 2016–Dec 2017)]****Subject: Financial Institutions and Markets****Paper: FMD-304****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. Critically discuss the structure of the Indian financial system. 16
 2. Discuss the constituents of the Indian money market. What are the defects of the Indian money market? 10+6=16
 3. (a) What do you mean by book building process?
(b) Explain the steps involved in a book building process. 4+12=16
 4. Critically analyse the impact of Basel III on Indian PSU banks. 16
 5. Critically evaluate the present status of the insurance sector in India and the role of IRDA in this context. 16
 6. (a) What do you mean by credit rating? State its nature.
(b) Discuss the functions of credit rating agency. 8+8=16
 7. (a) What is a depository?
(b) Discuss the benefits of a depository.
(c) What are the facilities offered by NSDL? 3+8+5=16
 8. Write *any two* short notes on the following: 4×4=16
 - (a) NPA
 - (b) Selective credit control
 - (c) RBI as banker to the Government
 - (d) Merchant banking
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Please Turn Over

MBA(D) 3rd Semester Examination, June 2019 (DDE)**[Sessions: (Jan 2017–Dec 2018) & (Jan 2016–Dec 2017)]****Subject: Employee Resourcing & Performance Management****Paper: HRMD-304****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 is Human Resource Planning (HRP)?
(b) State and explain *any two* techniques of demand forecasting.
(c) Discuss the contemporary approach to HRP. 2+7+7=16
2. (a) The information collected through job analysis has got various applications in human resource management. — Discuss.
(b) State and explain *any two* methods of collection of data for job analysis along with its pros and cons. 8+(4×2)=16
3. (a) At the end of HRP exercise by the management of XYZ Ltd. company, it was found that the demand for human resources would be exceeding the supply in the next three years. Discuss the steps you would like to take (as the HR manager of the company) to address the issue. Justify your answer with reasons.
(b) The method of recruitment followed by a firm should be need based. — Comment.
(c) Provide a brief write-up on psychological tests. 8+4+4=16
4. (a) Provide an overview of steps involved in the selection process of an organisation.
(b) Discuss the pros and cons of internal source of recruitment.
(c) What do you understand by E-recruitment? 8+6+2=16
5. (a) What is performance management and explain how is it different from performance appraisal?
(b) State and discuss the process of performance management.
(c) Explain the concept of ‘SMART’ objective. (2+4) +7+3=16
6. (a) Performance appraisal has got various uses/applications in human resource-management. — Comment.
(b) Explain any one technique each under the traditional and modern methods of performance appraisal. 8+(4×2)=16

Please Turn Over

7. (a) What is socialization?
(b) Discuss the stages of socialization.
(c) Define induction and explain its objectives.

2+8+(2+4) =16

8. Write short notes on the following:

8+8=16

- (a) External source of recruitment
(b) Supply forecasting
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MBA(D) 3rd Semester Examination, June 2019 (DDE)**[Sessions: (Jan 2017–Dec 2018) & (Jan 2016–Dec 2017)]****Subject: Operations Planning and Control****Paper: SOMD-304****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) Briefly describe the qualitative methods of forecasting.
(b) The average sale of cars for Kumar Motors for the last five months was 30. The average increase in car sales was 4 units per month. In the fifth month 31 units were sold. If $\alpha = 0.2$ and $\beta = 0.3$, what is the forecast for the sixth month? (α and β represent the smoothing constants for demand and trend respectively) 8+8=16
2. (a) Explain the concept of 'cellular manufacturing'.
(b) Briefly clarify the systems approach to process planning and design.
(c) ABC Company used simple exponential smoothing method using an exponential smoothing constant of 0.2 to forecast the short-term demand. The forecast for the month of July was 500 units whereas the actual sale was only 450 units. What is the forecast for the month of August? 5+5+6=16
3. (a) What are the stages in the development of a new product? Briefly discuss each stage.
(b) Two alternative set-ups, A and B are available for the manufacture of a component on a particular machine, where the operating cost per hour is Rs. 200.

	Set-up A	Set-up B
Components/Set-up	4000 pieces	3000 pieces
Set-up cost	Rs. 3,000	Rs. 5,000
Production/hour	10 pieces	15 pieces

Which of these set-ups should be used for long-range and economic production? (Assume that the machine is used for production for one year having 2000 hours of working) 9+7=16

4. (a) Describe the major factors affecting process design decisions.
(b) A manufacturer has identified the following options for obtaining a machine part: buy the part at Rs. 200 per unit; make it on a lathe at a cost of Rs. 75 per unit or make the part on a sophisticated automatic machine at a cost of Rs. 15 per unit. The lathe costs Rs. 80,000 and the automatic machine costs Rs. 2,00,000. What is the best option for the manufacturer? 10+6=16

Please Turn Over

5. (a) Explain, in brief, the factors determining production control procedures.
 (b) List out the activities performed by dispatching function of production control.
 (c) Discuss the implication of operating leverage for the choice of process design. 6+4+6=16
6. (a) What is meant by operations scheduling? Distinguish between forward scheduling and backward scheduling.
 (b) Distinguish between finite loading and infinite loading.
 (c) Four jobs have to be worked through five stations in the order 1 → 2 → 3 → 4 → 5. The time taken for each job on different stations is shown in the following table. Determine the optimal sequence.

Job Nos.	Time required at each machine in hours				
	Cutting	Planning	Lathe	Milling	Grinding
101	4	3	7	2	8
102	3	7	2	8	5
103	1	2	4	3	7
104	3	4	3	7	2

6+5+5=16

7. (a) Show that for the non-instantaneous supply with simultaneous consumption, the Economic Batch Quantity (EBQ) is given by: $Q_1 = [2AS/CI((1-d)/p)]^{1/2}$
 Where,
 Q_1 = Economic Batch Quantity (non-instantaneous supply);
 A = Annual demand;
 S = Set up cost per set up;
 C = Cost per unit of item produced;
 I = Inventory carrying cost per year per unit as a % of value of inventory;
 D = Demand or consumption rate;
 P = Production rate.
- (b) XYZ Company has received the following jobs at a work centre to be processed. The processing time (in days), arrival date and due date (in terms of shop calendar days) are given.

Jobs	Processing Time (Days)	Arrival Date (Shop Calendar Day)	Due Date (Shop Calendar Day)
A	15	95	185
B	20	110	200
C	10	112	175
D	30	125	235
E	25	125	180
F	18	130	220

Determine the sequence in which these jobs should be processed according to each of the following priority rules viz., (i) EDD (ii) TSPT (iii) LS and (iv) COVERT. 8+8=16

8. (a) What is line balancing? Explain the benefits of line of balance (LOB) technique.
- (b) A producer of an electronic equipment needs to add a component sub-assembly operation that can produce 80 units during 8 hours shift. The operations have been designed for activities as shown below.

Operation	Activity	Standard Time (minutes)
A	Mechanical Assembly	12
B	Electric Wiring	16
C	Testing	3

- (i) How many workers will be required for each activity?
- (ii) Assuming that the workers at each station cannot be used for other activities in the plant, what is the approximate percentage of idle time for this assembly operation?
- (iii) Compute the balance efficiency. 6+10=16
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