

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

**Subject: Sales and Distribution Management**

**Paper: MMD-305**

**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 personal selling?  
(b) Explain the modern approaches to personal selling.  
(c) State the steps in personal selling process. 4+6+6=16
  
  2. Discuss the commonly used methods to identify a prospect. 16
  
  3. (a) What is pre-approach? What is its significance?  
(b) State the guidelines for approach. (2+6) +8=16
  
  4. (a) State the requirements for a good presentation in personal selling.  
(b) What is demonstration in personal selling? 12+4=16
  
  5. (a) Explain the efficiency of personal selling.  
(b) What are the duties and responsibilities of sales managers? 6+10=16
  
  6. (a) Discuss four methods of forecasting the sales.  
(b) What are marketing channels and intermediaries? 10+6=16
  
  7. (a) Explain different sources of recruiting sales personnel.  
(b) What are the contents of the job description? 10+6=16
  
  8. Write short notes (*any two*): 8×2=16
    - (a) Sales Quotas
    - (b) Significance of sales budget
    - (c) Sales territory
-

**MBA(D) 3rd Semester Examination, June 2019 (DDE)**  
**[Sessions: (Jan 2017–Dec 2018) & (Jan 2016 – Dec 2017)]**  
**Subject: Investment and Working Capital Management**  
**Paper: FMD-305**

**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) Explain the process of making investment.  
 (b) Distinguish between investor and speculator. 10+6=16
2. (a) Discuss the industry lifecycle analysis.  
 (b) State the basic assumptions of technical analysis. 10+6=16
3. (a) Distinguish between systematic risk and unsystematic risk of an investment.  
 (b) Explain the following terms with relevant examples:  
 (i) Price weighted index  
 (ii) Equally weighted index  
 (iii) Market capitalization weighted index 4+12=16
4. (a) Discuss the features of financial derivatives.  
 (b) Explain the uses of financial derivatives. 8+8=16
5. (a) What do you mean by working capital?  
 (b) What are the components of working capital?  
 (c) 'Excessive or inadequate working capitals both are dangerous from firm's point of view'. In the light of the given statement, discuss the dangers of having inadequate working capital. 4+6+6=16
6. (a) What do you mean by inventory?  
 (b) Discuss the different costs associated with holding inventory.  
 (c) From the following information calculate:  
 (i) Re-ordering level; (ii) Minimum level; (iii) Maximum level; (iv) Average level  
 Re-order quantity– 36,000 units, Time required for delivery– 2 to 4 months; Minimum consumption–3,000 units per month; Maximum consumption–6,000 units per month; Average consumption–4,450 units per month. 2+6+8=16

**Please Turn Over**

7. (a) Given an overview of management of accounts receivables.  
 (b) From the following details draft a cash budget for the quarter ending on March 31, 2019:

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Sundry expenses (Rs.)
November, 2019	4,80,000	2,84,000	60,000	10,000
December, 2019	6,20,000	5,75,000	80,000	10,000
January, 2019	7,40,000	7,10,000	95,000	10,000
February, 2019	6,78,000	2,40,000	1,20,000	16,000
March, 2019	6,30,000	4,20,000	1,20,000	18,000

*Additional information:*

Cash balance as on January 1, 2017 were Rs. 3,65,000.

All sales are made on credit, and debtors are paid one month following the month of purchase.

40% of the purchases are affected on cash basis.

The creditors are paid two months following the month of purchases.

Sundry expenses are paid in the same month in which they are incurred. (2+4) +10=16

8. (a) State the recommendations of the Tandon Committee in regard to bank lending for working capital purposes.  
 (b) The following information is available for two companies 'P' Ltd. and 'Q' Ltd.

	'P' Ltd. Rs.	'Q' Ltd. Rs.
Current Assets	6,00,000	2,00,000
Net Fixed Assets	2,00,000	6,00,000
Total Assets	8,00,000	8,00,000
EBIT	1,20,000	1,20,000
ROI	15%	15%

Comment on the Working Capital Leverage position of the companies assuming 20% reduction in Current Assets.

8+8=16

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

**Subject: Training and Development**

**Paper: HRMD-305**

**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 training and development are different?  
 (b) Discuss the characteristics of HRD.  
 (c) State some issues associated with the design of HRD sub systems. 7+5+4=16
2. (a) Describe the essential factors involved in designing and developing a training programme.  
 (b) Briefly explain the training design evaluation model. 8+8=16
3. (a) Why training needs analysis (TNA) is essential in modern organisations?  
 (b) Differentiate between task analysis and person analysis in TNA.  
 (c) Describe the tools and techniques of training need analysis. 3+5+8=16
4. (a) Describe the various organisational/environmental constraints in designing a training programme.  
 (b) Discuss essential factors involved in the transfer of training. 10+6=16
5. (a) Provided a brief overview of training evaluation.  
 (b) In the context of training evaluation, describe the following:
  - (i) Micro level evaluation of training
  - (ii) Terminal evaluation
  - (iii) Input evaluation
  - (iv) Appraisal of trainer
  - (v) Measuring benefits 5+3+2+2+2+2=16
6. (a) Differentiate between educational approach and action learning approach in training.  
 (b) What are the different types of on the job training methods? Discuss. 6+10=16

**Please Turn Over**

7. (a) Describe management development.
- (b) Discuss the various techniques of management development with respect to decision-making skills.
- (c) Briefly describe cross cultural training. 6+6+4=16
8. Write short notes on *any two* of the following: 8+8=16
- (a) Strategies for effective training and development
- (b) Training budget
- (c) Matching methods with training outcomes
- (d) Computer-aided training
-

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

**Subject: Database Management System**

**Paper: SOMD-305**

**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. Differentiate between the following:
  - (b) Conceptual level and Internal level of database architecture.
  - (c) Naive users and online users.
  - (d) Many-to-one and many-to-many relationship.
  - (e) Generalization and specialisation. 4+2+3+3+4=16
  
2. (a) Differentiate among file-based systems, traditional data models and semantic data models.  
 (b) Describe different types of degrees of relationships with example for each.  
 (c) Differentiate between primary key and secondary key. 6+6+4=16
  
3. Explain the following with examples:
  - (a) Full functional dependency
  - (b) Transitive dependency
  - (c) Second Normal Form (2NF)
  - (d) Third Normal Form (3NF) 4×4=16
  
4. (a) What is database transaction? Explain with one example.  
 (b) Explain different types of failures.  
 (c) What is intuitive understanding? 4+1½×6+3=16
  
5. (a) Explain the various states of transaction.  
 (b) State the ACID properties of database transaction. 9+7=16
  
6. (a) Explain the difficulties faced if execution of transactions does not happen serially.  
 (b) Explain the following:
  - (i) Logical errors
  - (ii) System errors
  - (iii) System crash 10+3×2=16

**Please Turn Over**

7. Explain the various recovery mechanisms in details. 16
8. Write short notes (*any four*): 4×4=16
- (a) Cache management
  - (b) Deferred updates recovery
  - (c) Serial schedule
  - (d) Rollback of transactions
  - (e) Transaction about
  - (f) Boyce Codd Normal Form
  - (g) Second Normal Form (2NF)
-