MBA(D) 4th Semester Examination, June – 2019 (DDE)
[Session : July 2017–June 2019]
Subject : Integrated Marketing Communications
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 are the objectives of marketing communication?

   (b) Explain the importance of Integrated Marketing Communications (IMC) in brief.   8+8=16

2. (a) Define the term 'Sales Promotion'?

   (b) What are the various consumer oriented sales promotion tools? Explain.   4+12=16

3. Discuss the role of IMC in Internet or Online marketing.   16

4. Explain the following: 4×4=16

   (a) E-mail marketing

   (b) Mobile marketing

   (c) Campaigning

   (d) Publicity

5. Discuss the major IMC tools for small business and entrepreneurial ventures.   16

6. (a) How does a firm coordinate within various promotional techniques?

   (b) Explain major/important tools of IMC for a marketing firm.   4+12=16

7. Mention one print and one audio-visual media and state their merits and demerits.   16

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

   (a) Social implications of advertising

   (b) Advertising agency

   (c) Emergency tools of IMC

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

[Session : July 2017–June 2019]

Subject : International Accounting and Finance

Paper : FMD-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 do you mean by international accounting?

   (b) Briefly explain the scope of international accounting. Cite example(s) to supplement your answer.   4+12=16

2. On 1st February, 2019, S & Co., an Indian firm, purchased goods worth £ 5,000 from M/s S & S Staw of UK, on a 3-month term. S & Co. closes its account on 31st March every year.

   If the exchange rate per 1 £ on 1st February, 2019, on 31st March, 2019 and on 31st May, 2019 remained at Rs. 80, Rs. 80·25 and Rs. 80·55 respectively, how will the transactions be recorded in the books of S & Co. under:

   (a) the single transaction approach and

   (b) the dual transaction approach.   8+8=16

3. (a) What do you understand by harmonization of accounting pactices?

   (b) What are its need and impediments? Explain.   4+6+6=16

4. (a) Write a short note on IAS 1

   (b) Distinguish between IFRS and US GAAP.   8+8=16

5. (a) Distinguish between direct quotation and indirect quotation in relation to foreign exchange.

   (b) What do you mean by two-way quotations?

   (c) From the data given below calculate forward premium or discount, as the case may be, of the £ in relation to the rupee.

	Re/£
Spot	Rs. 77·9542/78·1255
1 month forward	Rs. 78·2111/4000
3 months forward	Rs. 77·6055/7555
6 months forward	Rs. 78·8550/9650

                                                                            5+3+8=16

6. (a) From the following facts pertaining to an Indian subsidiary of an American multinational, determine the effective cost of debt to the US parent MNC.

    (i) Amount borrowed Rs. 3,000 million @11 per cent for 6 years.

    (ii) Flotation costs are estimated to be Rs. 12·85 million.

    (iii) Interest is to be paid at the end of each year and the principal sum borrowed is to be returned at the end of 6th year.

    (iv) Corporate tax applicable to the Indian subsidiary is 35 per cent.

    (v) The rupee is expected to depreciate in relation to the US dollar at the rate of 2 per cent each year for 6 years; the current exchange rate of US dollar to the Indian rupee is Rs. 47·50.

    (vi) For tax purposes, total flotation costs can be amortised as a uniform rate during 6 years.

  (b) In the above problem [i.e., 6 (a)], assume that the Indian rupee is likely to appreciate by 2 per cent in relation to the US dollar, each year for 6 years. Determine the effective cost of debt to the US parent. 8+8=16

7. Describe different transfer pricing methods. 16

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

  (a) Capital account convertibility

  (b) Exchange exposures

  (c) Overseas investment decisions

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

[Session : July 2017–June 2019]

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) What do you understand by human capital?

   (b) State and discuss the features of human capital.

   (c) Briefly discuss the importance of human capital management.   2+8+6=16

2. (a) Discuss any four benefits of human capital management.

   (b) Explain the relationship between knowledge management and human capital management.

   (c) Provide a brief write-up on talent management.   6+6+4=16

3. (a) Discuss the reasons for interest in measurement of human capital.

   (b) State and discuss the European Foundation for Quality Management (EFQM) model.

   (c) Define "HR metrics".   6+8+2=16

4. (a) What do you understand by human capital reporting?

   (b) Discuss the important aspects of human capital internal reporting.

   (c) State and explain the framework of human capital external reporting. 3+6+7=16

5. (a) Define HR Audit.

   (b) Discuss the different types of HR Audit and the frequency of HR Audit.

   (c) Throw some light on different approaches to HR Audit.   2+(4+4)+6=16

6. (a) What is strategic Human Capital Management (HCM)?

   (b) Discuss the methodology for developing HCM strategy.

   (c) State and explain any three components of HCM strategy.   2+8+6=16

7. (a) Discuss the importance of human resource accounting.

(b) Explain 'Historical Cost' and 'Replacement Cost' in human resource accounting.

(c) Discuss any one model for measurement of human resource value.   4+(3+3)+6=16

8. Write short notes on the following: 8+8=16

(a) Any four ways for organisations to increase human capital.

(b) Balanced Scorecard Approach.

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

[Session : July 2017–June 2019]

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) Elucidate the concept of system integration.

    (b) Differentiate between
        (i) Open and closed systems
        (ii) Deterministic and probabilistic systems

    (c) What is the basic difference between 'systems approach' and 'systems analysis'?　　5+6+5=16

2. (a) What is system life cycle? Briefly deliberate on the phases of system life (linear) cycle.

    (b) In the context of systems analysis, define the problems of validity, capacity and throughput.
    　　　　　　　　　　　　　　　　　　　　　　　　　　　　10+6=16

3. (a) What is data flow diagram (DFD)? In this context define the following terms and show the Symbol used against each:
        (i) Process
        (ii) Data store
        (iii) Data flow
        (iv) External entity

    (b) With an appropriate example exemplify the concept of a context diagram. Also draw the top Level DFD for the same example.

    (c) Comment on the functional differences between active and passive data dictionaries.
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4. (a) With the help of appropriate example, illustrate the structure of a decision table.

    (b) Explain how to construct a VTOC and an IPO chart.

    (c) State the purpose of using Warnier-Orr diagrams.　　　　　　6+6+4=16

5. (a) Explain briefly the objectives of effective input design.

    (b) Discuss the various methods commonly used for input verification and control.

    (c) What do you understand by 'Form Control'? Explain briefly.　　　4+8+4=16

6. (a) What is prototyping? List out the important characteristics of prototyping tools.

(b) Differentiate between cohesion and coupling.

(c) Describe the various parts of system design process.   5+5+6=16

7. (a) What is system testing? Briefly exemplify the various types of system testing.

(b) What is meant by file organisation? Narrate the methods of organizing files.   8+8=16

8. (a) Briefly explain the steps in SSADM Process Model.

(b) What is CASE tool? What is a CASE environment? State the benefits of CASE tools.   8+8=16

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