

MBA 2nd Semester Examination, June 2020 (DDE)

[Session: July 2019- June 2021]

Subject: Consumer Behaviour

Paper: MBAE-2509

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*

Group-A

Answer any six questions

5×6=30

1. Distinguish between the terms 'Consumer' and 'Customer'.
2. Define the types of an Indian family.
3. Explain the term lifestyle marketing.
4. What is culture and what are its characteristics?
5. Explain the role of symbols, colours and numbers in consumer behavior.
6. Define the term learning.
7. What is perception?
8. Discuss the role of opinion leaders.

Group-B

Answer any five questions

10×5=50

9. Discuss in brief, the various factors responsible for consumer buying decision with the help of a diagram.
10. Discuss the buying patterns in the different stages of Indian family life cycle for following goods and services:
 - I. Platinum ornaments from P. C. Chandra.
 - II. Purchase of Suzuki Swift Dzire Car.
 - III. Visit restaurants like Mainland China.
 - IV. Purchase of L.I.C. policy of Bima Kishor.
11. What are the various types of consumer segments under VALS (one) typology of Arnold Mitchell? Discuss.
12. State in brief different types of social class of Indian consumers.
13. Write short notes on **any two** of the following:
 - a. Role of Indian women in buying
 - b. Market Maven
 - c. AIO inventory
 - d. Brand personality.

Please Turn Over

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14. The cultural values of Indian youths have been witnessing a rapid change from a kind of “chicken clear soup” to that of “mixed Chowmin” in the light of this statement examine the value-oriented buying patterns of goods and services by them with examples”.
15. Explain Maslow’s need hierarchy theory in Consumer Behaviour.

Please Turn Over

MBA 2nd Semester Examination, June 2020 (DDE)**[Session: July 2019- June 2021]****Subject: Financial Markets & Financial Mathematics****Paper: MBAE-2609****(Notations and symbols have their usual meaning)****Time: 3 Hours****Full Marks: 80****Group-A****Answer any six questions.**

5×6=30

1. Describe the five constituents of a financial market.
2. Distinguish between Spot Market and Derivative Market.
3. What are the five different models for future valuation?
4. Distinguish between future and forward.
5. Derive the conversion of discrete rate of interest (r) into continuously compounded risk-free rate of interest (r_c).
6. Given stock price for 5 days.

Days	1	2	3	4	5
Price (Rs.)	100	90	110	120	105

Compute volatility.

7. If ' r_c ' is 5.6%, what is its corresponding ' r '?
8. Find the price of a bond with face value \$100 and \$5 annual coupons that matures in 4 years given that the continuous rate of compounding to be 6%.

Group-B**Answer any five questions.**

10×5=50

9. Given Face Value of a bond is Rs. 1,00,000. Cost of debt is 18%. Growth rate is 4% annually over uncertain period. Coupon rate is 8%. Compute the fair value of the bond.
10. Which policy implications do you suggest for the revival of the Corporate Bond Market in India?
11. Prove that
 - Buy a call is a mirror image of write a call, and
 - Buy a put is a mirror image of write a put strategy.

Please Turn Over

12. Distinguish between Security Market Line (SML) and Capital Market Line (CML).
13. Assume that the spot price of cardamom is Rs. 714/kg. If the financing cost is 10% p.a., with continuous compounding. What should be the price of a 3-m future contract on cardamom? If warehousing and insurance costs are placed at 1%, what would be the fair value of the 3 months future contract inclusive of warehousing and insurance cost?
14. Let $A(0) = 90$, $A(1) = 100$, $S(0) = 25\$$ and let
 $S(1) = 30$ with probability ' p ' (Bull phase)
 20 with probability ' $1 - p$ ' (Bear phase)
where $0 < p < 1$ for portfolio with $X=10$ equity shares and $Y=15$ bonds, calculate $V(0)$, $V(1)$, $K(v)$
[Kv indicates return on portfolio].
15. Given, $S=100$; $K=Rs.120$; volatility 6%, $r = 5\%$ and time till maturity is 4 months. Compute value of put option.

MBA (2nd Semester) Examination, June 2020 (DDE)

[Session: July 2019- June 2021]

Subject: Employment Relations

Paper: MBAE-2711

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.

Group – A

Answer any six questions.

5×6=30

1. What are the benefits of employment relations?
2. What are the characteristics of employment relations?
3. What are the objectives of employment relations?
4. What are the features of a registered trade union?
5. Briefly explain the benefits of having a trade union in an organisation.
6. Discuss the concept called employee participation in management.
7. What are the benefits of enforcing discipline in the organisation?
8. State the nature of grievance.

Group -B

Answer any five questions.

10×5=50

9. Discuss the roles played by three parties to Industrial Relations.
10. Briefly discuss the benefits enjoyed by a registered trade union in India.
11. State the nature of collective bargaining.
12. Discuss the factors contributing to the success of collective bargaining.
13. State the Principles of Natural Justice.
14. What are the Steps in domestic enquiry? Discuss.
15. Differentiate between Direct and Indirect Participation of employees.

Please Turn Over

MBA(D) 2nd Semester Examination, June 2020 (DDE)**[Session: July 2019- June 2021]****Subject: Business Process Reengineering****Paper: MBAE-2809****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***Group-A****Answer any six questions****5×6=30**

1. State any five differences between Business Process Reengineering (BPR) and Total Quality Management (TQM).
2. What are the main characteristics of Conceptual model of BPR?
3. State any five instances for tools and techniques of BPR used, based on the areas to be reengineered.
4. Explain the theoretical framework of BPR.
5. Mention the types of organizations where BPR can be applied.
6. What are the roles of culture and coordination in an organization in successful implementation of BPR?
7. Mention any two tools under network model of BPR and explain how those tools are used.
8. Describe the technique of benchmarking.

Group-B**Answer any five questions****10×5=50**

9. Consider a simple production system consisting of two processes – A and B. Supplier supplies materials to start processing by process A. the semi-finished item is further processed by process B to produce the final product which is shipped to the end customer. It takes 3 days lead time to get the material from the supplier. Process A takes 200 seconds and process B takes 100 seconds' processing times. There are buffers between processes and both the material from supplier and the finished products are kept in inventory. Its takes 1-day time to shift the semi-finished item from process A to process B. It takes 2 days' time to ship after the final product is produced. Depict this scenario through a Value Stream Map.
10. Represent the algorithm for calculating the factorial of a number through Petri net.

Please Turn Over

11. State the characteristics of Simulation model of BPR. ABC bakery keeps stock of a popular cake. The daily demands as gathered from the experience of the manager are given below in the following table.

0	10	20	30	40	50
0.02	0.30	0.05	0.40	0.15	0.08

The following random numbers have been generated in order to get an approximate estimate of demand through simulation of demand for 15 days.

38, 77, 42, 58, 62, 81, 25, 56, 92, 8, 30, 47, 9, 54, 63

12. Define the following: a) Common errors for network drawing; b) Critical path; c) Fulkerson's rule; d) Total float; e) Free float.
13. State the characteristics and limitations of different types of flowcharting methodologies.
14. Give examples of SIPOC diagram and Top-Down flowchart.
15. State the differences between the following pairs:
- a) IDEF model and Knowledge-based model
 - b) Process flowchart and functional flowchart
 - c) State graph and event graph
 - d) Marked and non-marked Petri net