

MBA 2nd Semester Examination, June 2020 (DDE)

[Session: July 2019- June 2021]

Subject: Sales and Distribution Management

Paper: MBAE-2510

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 advertising and personal selling.
2. State the importance of salesmanship.
3. State two essentials of personal selling.
4. Is selling a profession? Examine.
5. State the importance of ethics in selling.
6. State the steps in personal selling.
7. State the steps in sales force selection.
8. Explain job description with reference to sales persons in a pharmaceutical company.

Group-B

Answer any five questions

10×5=50

9. Explain different sources of prospecting under personal selling process.
10. Explain the importance of routing in sales territory.
11. Explain structured and unstructured interview processes in sales force selection.
12. Explain the importance and objectives of sales training.
13. Explain different sales presentation techniques in personal selling.
14. Explain the structure of sales training program followed by a company.
15. Write notes on:
 - (a) Distribution channels
 - (b) Job specifications.

Please Turn Over

MBA 2nd Semester Examination, June 2020 (DDE)**[Session: July 2019- June 2021]****Corporate Reporting****Paper: MBAE-2610****Time: 3 Hours****Full Marks: 80****Group A****Answer any six questions****5 × 6 = 30**

1. State and briefly highlight the different components of financial statements of a corporate organisation as per Companies Act, 2013.
2. What do you mean by Non-current liabilities? How are they reflected in the Balance Sheet of a company?
3. From the given information, calculate Gross Profit Ratio and Operating Profit Ratio:
Purchases ₹ 18,30,000; Direct expenses ₹ 4,10,000; Opening inventory ₹ 3,60,000; Closing inventory ₹ 4,40,000; Operating expenses: 5% of Sales; Revenue from Operations ₹ 30,00,000.
4. Differentiate between Horizontal analysis and Vertical analysis in the context of financial statement analysis.
5. Classify the following transactions as Operating activities, Investing activities and Financing activities:
(a) Purchase of equipments (b) Dividend paid on preference shares (c) Repayment of long-term loan (d) Payment of Bonus and commission (e) Sale of fixed assets.
6. Mention the major headings and sub-headings under which the following items will be presented in the Balance Sheet of a company as per Schedule III to Companies Act, 2013:
(a) Plant & Machinery (b) Raw-materials (c) Equity share capital (d) Proposed dividend (e) Secured long-term loan.
7. Differentiate between Cash Flow Statement and Cash Book.
8. Write short note on 'Trend Ratios' in financial statement analysis.

Please Turn Over

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

9. From following Balance Sheet of Ruby Ltd., prepare a Common-size Balance Sheet:

Balance Sheet as on March 31, 2020

Particulars	Note No.	As on 31.3.20 (₹)	As on 31.3.19 (₹)
I. EQUITY AND LIABILITIES			
(1) Shareholders' funds			
(a) Share capital		2,50,000	2,00,000
(b) Reserves and surplus		80,000	60,000
(2) Current liabilities			
(a) Trade payables: Creditors		70,000	40,000
Total		4,00,000	3,00,000
II. ASSETS			
(1) Non-current assets			
(a) Property, Plant and Equipment		1,20,000	1,00,000
(b) Trade receivables		20,000	20,000
(c) Cash and cash equivalents: Cash at bank		20,000	20,000
Total		4,00,000	3,00,000

10. The following details relating to Revenue of Maitri Ltd., a manufacturing company are available for the year ended March 31, 2020:
Sales ₹ 20,00,0000; Sales returns ₹ 1,00,000; Sale of scrap ₹ 40,000; Dividend received ₹ 5,000; Refund of income tax ₹ 10,000; Interest on term deposits ₹ 20,000.
You are required to draft the extract of the Statement of Profit & Loss along with relevant Notes, if necessary.
11. State any two internal stakeholders of financial statement information. Explain the purposes of conducting financial statement analysis by an organisation.
12. The following information is available from the books of Nile Ltd. for the financial year 2019-20:

	(₹)
Building acquired during the year	6,00,000
Machinery purchased	4,00,000
Non-current investments purchased	2,90,000
Dividend received on debentures held as investments	30,000
Sale of machinery	1,70,000
Sale of non-current investments	1,50,000
Sale of building	5,20,000
Interest received on debentures held as investments	30,000

You are required to calculate the Cash Flow from Investing Activities.

Please Turn Over

13. Identify and discuss the ratios that are calculated for analysing the capital structure of an organisation.
14. State what would constitute the cash flow from operating activities for the following enterprises:
(a) Departmental store (b) Multiplex movie theatre.
15. Write short and notes on: (a) Indian Accounting Standards (b) Segment Reporting.

MBA 2nd Semester Examination, June 2020 (DDE)

[Session: July 2019- June 2021]

Subject: Compensation and Reward Management

Paper: MBAE-2710

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 compensation management?
2. What are the objectives of compensation?
3. What is basic wage?
4. State the purpose of job evaluation.
5. Briefly explain the benefits of 'fringe benefits'.
6. What are the benefits of skill-based pay?
7. Briefly discuss the steps involved in pay structure.
8. Write a short note on pay commission.

Group-B

Answer any five questions

10×5=50

9. State difference between wage and salary.
10. Briefly discuss different theories of wage.
11. Discuss briefly different components of pay in India.
12. Briefly state the difference among Minimum Wage, Living Wage and Fair Wage.
13. Discuss the benefits of different incentives in India.
14. What are benefits of Executive Compensation?
15. What is ESOP? What are the benefits of ESOP?

Please Turn Over

MBA 2nd Semester Examination, June 2020 (DDE)**[Session: July 2019- June 2021]****Subject: Logistics and Supply Chain Management****Paper: MBAE-2810****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. Define – cross docking, SKU storage, pipeline inventory.
2. Differentiate among development chain, reverse supply chain and spare parts chain.
3. Differentiate among – a) Buyer substitution and seller substitution; b) Bricks and Clicks, store order and Bricks and Clicks, online order.
4. Define 3PL. State the advantages of 3PL.
5. Describe the Whittington's model of Logistics strategies.
6. What are the differences between engineered cost and discretionary cost? List out any 6 logistics tools.
7. Give 5 examples for each of attribute data and variable data in logistics. Define Bullwhip effect.
8. List out and explain different types of inventory related costs.

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

9. The annual demand of a certain kind of rivet is 10000 kg. Each rivet costs 40 currency units per Kg. The cost of ordering a batch of rivet is 400 currency units. The carrying cost is 20% of the value of the rivet per year. Calculate the optimal order quantity along with the optimum total cost and the time between the orders. Explain each step and mention the related formula.
10. Classify different types of material transportation devices and carts based on the volume of material and transportation distance.
11. Classify and describe different types of supply chain performance measures and metrics.
12. Consider four suppliers, supplying a particular product. The data for their offered prices, delivery delays and their proximity (distances) from a buyer are given in the following table. Rank these four suppliers by applying Weighted Point Plan.

Please Turn Over

Supplier	Price (₹)	Delivery Delay (days)	Proximity (kilometer)
1	14	0	1
2	14.50	2	2
3	15	3	0.5
4	12.50	1	1.5

13. You are provided with the above table of data on four suppliers (same table is given below). The weights of the three criteria (Price, Delivery delay, Proximity) are 0.5, 0.3 and 0.2 respectively. Apply PROMETHEE multi-criteria decision analysis (MCDA) technique to rank the four supplies.

Supplier	Price (₹)	Delivery Delay (days)	Proximity (kilometer)
1	14	0	1
2	14.50	2	2
3	15	3	0.5
4	12.50	1	1.5

14. State the expressions for determining pipeline inventory, bullwhip effect and honeycombing ratio. Also define these terms – i) Hedge inventory, ii) Honeycombing, iii) zoning inventory locator system.
15. Consider the following 16 items with consumption units over a specific period and unit costs. Categorize the items into class A, class B and class C items using ABC analysis.

Item	Consumption	Unit cost (₹)
A	200	80
B	600	25
C	300	20
D	800	30
E	100	14
F	60	20
G	90	12
H	40	30
I	30	10
J	150	36
K	300	20
L	120	40
M	110	15
N	25	16