MBA 2nd Semester Examination, June 2020 (DDE)

[Session: July 2019- June 2021]

Subject: Rural Marketing

Paper: MBAE-2511

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. Discuss the 'rural-urban' product-market exchange matrix with suitable examples.
2. State briefly the concepts of targeting and positioning of rural marketing.
3. Define the role of 'Rural opinion leader' in rural marketing in India.
4. Explain the myths about rural marketing in India.
5. Explain places to conduct rural research.
6. Define the social and cultural environment of rural marketing.
7. State the concept of ITC E-Chaupal.
8. Explain the Do's and Don'ts of rural market research.

Group-B

Answer any five questions   10×5=50

9. What strategies Indian firms should adopt to reach the rural markets in India with the help of the AICDA model?
10. How the external environmental factors are bringing rapid transformation in the Indian rural consumer's behavior in the purchase of products and services? Discuss with examples.
11. Who will be the appropriate opinion leader for the purchase of the following products in rural India?
    (i) Cement
    (ii) Motor-cycle
    (iii) Child care products
    (iv) LIC policies
12. State briefly bases for rural market segmentation in India.
13. Explain the concept of Branding and Packaging of rural marketing.
14. What are the types of consumer products and services use by Indian rural consumers.
15. Discuss the types and importance of 'Conventional' and 'Non-conventional' rural advertising tools in India.

Please Turn Over

MBA 2nd Semester Examination, June 2020 (DDE)

[Session: July 2019- June 2021]

Security Analysis & Portfolio Management

Paper: MBAE-2611

Time: 3 Hours   **Full Marks: 80**

Group A

Answer any *six* questions $5 \times 6 = 30$

1. Explain the concepts of 'systematic risk' and 'unsystematic risk'.
2. What do you mean by technical analysis? How is it different from fundamental analysis?
3. Mention and highlight the various steps involved in portfolio management.
4. Differentiate between Support level and Resistance level in the context of technical charts.
5. A firm had paid a dividend of ₹ 2 per share last year. The estimated rate of growth of dividend for the company is 5% p.a.
   (a) Determine the market price of equity share given that the required rate of return is 15.5%.
   (b) Also calculate the share price if growth rate falls to 3%?
6. 'Diversification is not a productive activity when security returns are perfectly positively correlated'. Offer your comments on this statement by giving proper analytical explanation.
7. Differentiate between Primary trend and Secondary trend.
8. Explain the concept of 'strong form of efficiency' in the context of efficient market hypothesis.

Group B

Answer any *five* questions $10 \times 5 = 50$

9. What is meant by optimal portfolio? Explain the process of identification of such portfolio as per Markowitz model.
10. Describe the various characteristics of an industry that an analyst must consider while doing industry analysis.
11. What is CAPM? Illustrate graphically how CAPM can be used for assessing whether a security is underpriced, overpriced or correctly priced.
12. The following information is available from Ms. Jayeeta in respect of her portfolio:

Security	Expected Return	Standard Deviation	Weight
P	20%	24%	0.50
Q	12%	16%	0.50

(a) Calculate the standard deviation of a portfolio comprising of Security P and Security Q in the ratio of 25% and 75%, and when correlation coefficient is perfectly positive.

(b) You are required to calculate the correlation between the returns if the standard deviation of the portfolio is 18%.

(c) Will your answer change if the standard deviation of the portfolio is 15%?

13. Mr. Chandra wants to invest in a company that has just given a current dividend of ₹ 3 per share. Dividends are expected to grow at 20% for 10 years and at 8% thereafter perpetually. Ascertain the value of equity share if the required rate of return of Mr. Chandra is 10%.

14. Explain 'Constant Ratio Plan' of portfolio revision strategy with the help of a hypothetical illustration.

15. The following information is available about three portfolios – A, B and C:

Portfolio	Actual Return (%)	Beta
A	15	0.60
B	30	1.80
C	27	1.50

The market index provided a return of 20% over the same period while the returns on government securities were 6%. You are required to:

(a) Calculate Jensen's Alpha for each portfolio;

(b) Comment on the return performance of these portfolios.

MBA 2nd Semester Examination, June 2020 (DDE)

[Session: July 2019-June 2021]

Subject- Human Resource Planning

Paper – MBAE-2709

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. How to conduct job analysis?
2. Distinguish between job description and job specification.
3. How can a skill inventory be used for HR planning?
4. Discuss briefly advantages and disadvantages of employee outsourcing.
5. Discuss the role of HRP professionals in this pandemic situation.
6. Write a note on 'Downsizing Plan'.
7. Suppose you are a HR manager of an IT firm, prepare a job specification of a recruitment specialist.
8. Calculate the estimate number of workers in 2019-20 on the basis of ratio trend analysis from the following information:
   Produced unit in 2018-19: 60,000
   Workers worked in 2018-19: 60
   Estimated production (unit) in 2019-20: 80,000

Group-B

Answer any five questions   10×5=50

9. Discuss, in brief, the contemporary approaches to HRP.
10. How is human resource planning linked to overall strategic planning of an organization?
11. Discuss briefly quantitative techniques for HR demand forecasting.
12. What is needed to develop organizational climate in organization?
13. Discuss the impact of artificial intelligent (AI) on human resource planning and development.
14. Critically review the latest trends in recruitment process adopted by MNCs.
15. As the HR manager of a tea manufacturing company, elucidate the steps you will take to hire five assistant managers for your company.

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

[Session: July 2019- June 2021]

Subject: Production Planning and Control

Paper: MBAE-2811

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. List out the steps in Production Planning and Control (PPC).
2. Explain the factors determining production control operations.
3. Based on the following information, calculate the order size in MRP using the EOQ method.

   Ordering cost (OC) = ₹ 50 per order

   Carrying cost (CC) per unit per week = 0 .5% of unit cost price

   Unit cost price = ₹ 20

4. Briefly explain the various inventory costs.
5. Discuss the different forecasting models.
6. Define aggregate planning. Elucidate the main approaches in aggregate planning.
7. What do you understand by operations scheduling? List out the important functions to be performed in scheduling and controlling a shop floor.
8. Explicate the important characteristics of JIT.

Group -B

Answer any five questions.   10×5=50

9. (a) Describe the major types of production systems.

   (b) Explain the constraints and limitations of PPC.

10. (a) Explain the ABCD categories of MRP systems.

    (b) Discuss the stages in Kanban systems.

11. (a) What are the various stock levels in an inventory control system? Explain how can each of these stock levels be set up.

    (b) What are the pure planning strategies available to the aggregate planner? Discuss each.

Please Turn Over

12. What do you mean by operations sequencing? Describe the different rules for sequencing.

13. (a) State the characteristics of job shop production.

   (b) VIKAS Fertilizer Limited plant manager on the basis of forecast made by sales department wants its production line to be designed to make 2,400 spreaders per week. The plant will operate 40 hours per week.

   Assume that in order to produce the new fertilizer spreader on the assembly line requires doing the following steps in the order specified:

Work Element	Description	Time (sec)	Immediate Predecessor(s)
A	Bolt leg frame to hopper	40	None
B	Insert impeller shaft	30	A
C	Attach axle	50	A
D	Attach agitator	40	B
E	Attach drive wheel	6	B
F	Attach free wheel	25	C
G	Mount lower post	15	C
H	Attach controls	20	D, E
I	Mount nameplate	18	F, G
		Total 244	

   (i) What should be the line's cycle time or throughput rate per hour be?

   (ii) What is the total number of stations or machines required?

   (iii) Calculate the line efficiency.

14. (a) Briefly enlighten the concept of Enterprise Resource Planning (ERP).

   (b) List out the steps involved in the implementation of a typical ERP package.

15. Write short notes on any two:

   (a) ABC analysis

   (b) Aggregate planning strategies

   (c) Parameters of production planning.