

**MBA 3<sup>rd</sup> Semester Examinations, Dec. 2020 (CBCS) (DDE)**

**[Session: July 2019 – June 2021]**

**Subject: Voluntary Sector Marketing**

**Paper: MBAE-3510**

**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 two important features of non-profit organizations.
2. State two important differences of for-profit and non-profit organizations.
3. State the need for marketing in non-profit organizations.
4. State 7Ps of marketing of non-profit organizations.
5. State object-oriented cause of image causation in relation to image analysis of non-profit organization.
6. Briefly explain image modification issues in non-profit organization.
7. Distinguish between unresponsive and casually responsive organizations.
8. A non-profit organization should have a strong base of societal marketing orientation. Explain.

**Group-B**

**Answer any five questions**

**10×5=50**

9. Mention distinctive characteristics of marketing of non-profit organizations.
10. Explain different types of demand situations faced by non-profit organizations.
11. Explain major criticisms associated with marketing of non-profit organizations.
12. Discuss the involvement of different types of publics in non-profit organizations.
13. How do you undertake image study of non-profit organizations? Explain.
14. Explain the major benefits associated with marketing of non-profit organizations.
15. Explain different measures of satisfaction of customers with reference to non-profit organizations.

**Please Turn Over**

**MBA 3<sup>rd</sup> Semester Examinations, Dec. 2020 (CBCS) (DDE)****[Session: July 2019 – June 2021]****Subject: Corporate Taxation****Paper: MBAE-3610****Time-3 Hours****Full Marks: 80**

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as far as practicable*

**Group-A****Answer any six questions****5×6=30**

1. Differentiate between Tax planning, Tax avoidance and Tax evasion.
2. Discuss the provisions of Indian Income Tax Act regarding expenditure on notified skill development project incurred by a company.
3. Haldiram Ltd. had 30 full time managers in its head office as on March 1, 2020. On March 5, 2020, it offered an option to them to opt for voluntary retirement. Till the end of March 2020, 9 out of the 120 managers opted for the voluntary retirement scheme (VRS) and the company incurred Rs. 540 lakhs in this respect. Discuss the tax treatment of VRS in the hands of the company.
4. Under the provisions of Indian Income Tax law, what are Belated Return and Revised Return? Can a belated return be revised?
5. When can Best Judgement Assessment be resorted to by the income tax authorities?
6. Ms. Sonam has established a beauty parlour-cum-spa business in Aizawl, the capital city of Mizoram. For the financial year 2019-20 the turnover of the business was Rs. 24 lakhs. She has been suggested by her friend Ms. Alisha to get the GST registration done. Is Alisha's suggestion correct? What would be your answer if Ms. Sonam established the business in the city of Siliguri in West Bengal. Give proper reasoning.
7. What do you mean by Anti-dumping duty? Mention any three items on which anti-dumping duty (with dates) has been levied by Government of India.
8. 'The taxable event of Goods and Services Tax happens to be the supply of goods and services'. In the light of the given statement, discuss the provisions regarding import of services.

**Please Turn Over**

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

10×5=50

9. What do you mean by Dividend Distribution Tax? Who is liable to pay such tax? What is the time limit for payment of such tax? What are the consequences of failure to pay such tax?
10. (a) What is Advance Tax? Explain with the help of a hypothetical example how is advance tax related to TDS.  
(b) What do you mean by Appeals in the context of Income Tax law? State the different appellate authorities with which an appeal can be filed.
11. Discuss the provision regarding capital gain taxation on depreciable capital assets.
12. Elucidate the provisions regarding maintenance of accounts by a company assessee carrying on business during the PY 2019-20.
13. Explain, in detail, the concept of 'Bonus Striping' transaction. Discuss its tax treatment with the help of a hypothetical example.
14. 'The taxable event of Goods and Services Tax happens to be the supply of goods and services'. In the light of the given statement, discuss the provisions regarding import of services.
15. (a) What is meant by Composite Supply under the GST law? Give three examples of such supply.  
(b) Discuss the tax treatment of Mixed Supply under Indian GST law with an example.

**Please Turn Over**

**MBA 3<sup>rd</sup> Semester Examinations, Dec. 2020 (CBCS) (DDE)****[Session: July 2019 – June 2021]****Subject: Training and Development****Paper: MBA-3711****Time-3 Hours****Full Marks: 80**

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**Group-A****Answer any six questions****5×6=30**

- 1 'Sometimes learning and training are often used interchangeably'. Do you agree?
- 2 In what way globalization is influencing working and learning?
- 3 A company has decided to initiate a new training program designed to help the new managers improve their skills. How should the training programme be designed?
- 4 "Transfer of training refers to trainees' effectively and continually applying what they learned in training (knowledge, skills, behaviors, cognitive strategies) to their jobs"—Explain.
- 5 As a manager HR, how would you justify the rationale for evaluation of training.
- 6 Describe the important impediments that inhibit transfer of training.
- 7 In the light of training needs assessment process, discuss the basic difference between organizational analysis and task analysis.
- 8 'On the job training is the most effective'—discuss.

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

9. As HR Manager, what would be your considerations in (i) making the training site and instruction conducive to learning and (ii) program design.
10. Discuss the important aspects of computer-based training (CBT) in e-learning.
11. Briefly describe Adult Learning Theory and Information Processing Theory vis-à-vis employee training.
12. Provide an overview of training evaluation process.
13. Describe Kirkpatrick's four-level framework for categorizing training outcomes.
14. Discuss, in brief, any two technique each under the on-the-job and off-the –job methods of training.
15. Critically examine the new training technologies and their use in training and development activities opted by MNCs.

**Please Turn Over**

**MBA 3<sup>rd</sup> Semester Examinations, Dec. 2020 (CBCS) (DDE)****[Session: July 2019 – June 2021]****Subject: Decision Support System****Paper: MBAE-3810****Time-3 Hours****Full Marks: 80**

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as far as practicable*

**Group-A****Answer any six questions****5×6=30**

1. Develop your understanding on Decision Support System (DSS).
2. Explain the Massie's model of decision-making process.
3. Address on the uncertainties associated with DSS.
4. Discuss the types of managerial decisions supported by DSS.
5. What is meant by user interface? What are the most important features of user interface?
6. Explain the tools for Group Decision Support System (GDSS).
7. Briefly discuss the various types of forecasting models.
8. Compare and contrast between MIS and DSS.

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

9. Briefly narrate the steps in a decision-making process. How to redesign a decision-making process?
10. Briefly describe the dominant user interface styles.
11. What is communications-driven group decision support system (GDSS)? List out its benefits.
12. In the context of model-driven DSS, briefly describe the various decision analysis models.
13. (a) What do you understand by a knowledge-driven DSS? State its characteristics.  
(b) Briefly explain the major data mining tools and techniques.
14. Describe the Economic Man Model of decision making.
15. Write short notes on any two:
  - (a) Technology trends in DSS
  - (b) Managing web-based and inter-organisational DSS
  - (c) Need of MIS
  - (d) Gamesman model