

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

**Subject: Service Marketing**

**Paper: MBAE-3511**

**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 product and service marketing.
2. State the importance of 'People' in service marketing.
3. How is 'Service delivery' an important component of services?
4. What is service differentiation? Discuss in brief.
5. Understanding process is an important aspect of pricing in services.-Examine.
6. Explain the role of physical evidence in service marketing.
7. State the types of services available in India.
8. Define Customer loyalty.

**Group-B**

**Answer any five questions**

**10×5=50**

9. What are the characteristics of services? Explain each with examples.
10. What are 7P's of services marketing mix? Discuss in brief.
11. What are the major reasons for the growth of service sector in India?
12. What are the major service marketing promotional tools in India? Explain with example.
13. Explain the reasons behind gaps between expected and perceived service.
14. Explain the roles of service marketing in Travel and Transport sector in India.
15. Discuss the different Pricing tactics for service marketing.

**Please Turn Over**

**MBA 3<sup>rd</sup> Semester Examinations, 2020 (CBCS)****Subject: Advanced Corporate Finance****Paper: MBAE-3611****Time-3 Hours****Full Marks: 80**

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Candidates are required to give their answers in their own words  
as far as practicable*

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

- Briefly explain 5 variables that determines foreign exchange rate.
- Distinguish between 2 point & 3 point arbitrage. Conceptually how these arbitrages are different from forward market arbitrage?
- A fixed deposit made for 3 years at TSRI is reinvested for 4<sup>th</sup> year. Compute Implied Forward Rate (IFR) for 4<sup>th</sup> year decided at the end of 3<sup>rd</sup> year.

Yr1	Yr2	Yr3	Yr4
10%	10.5%	11%	11.5%

- If the US \$/INR Spot: 75.00/75.54. State (i) What does it imply? (ii) What is % of spread?
- If S (INR/US \$): 0.0226; S (US \$/AUD): 1.2381; S(AUD/CAD): 1.675. Compute S(INR/CAD) rate.
- The current spot rate for the US \$ is Rs. 45. The expected inflation rate is 6% in India and 2% in the US. What is the expected spot rate of \$ a year hence?
- If the 1-year US nominal rate of interest is 11% and current exchange rate of interest in home currency is 4% S is Rs. 45\$, compute expected spot rate in one year hence.
- Write a brief note on International Fisher effect.

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

- Firm A has entered into a 5-year swap, wherein it receives Indian rupees @ 8% and pays US \$4% annually on the exchange of principle amount of US \$100 lakh when the exchange rate was Rs. 45/\$. Let us consider that domestic rate of interest has gone up from 8% to 10% and \$ interest rate remains at 4%. (Re/\$) rate in the year 5 has shifted to Rs. 50/\$. Compute value of currency swap under:
  - Pair of Bond Method (POB)
  - Series of Forward Contract Method (SFC)

**Please Turn Over**

10. An Indian firm wants to invest in USA. The current exchange rate in India is Rs.38 for US \$ while the 12-months forward rate is Rs.39/\$. They have Rs.10 Lakhs to invest for 1 year. Investing in India would provide a return of 9% while the targets for the firm is to earn at least 12% return. It decides to explore the US Market for different investment opportunities with range from 6% to 18% depending upon the risk return profile of the various classes of investment. If the firm isn't willing to take any risk in the foreign exchange market. Find out in what class in investment the firm must invest in USA so that it gives return 12% in rupee term.
11. Assume it is June 30. An American importer has to make a payment of € 2,40,000 in September. Since € has been appreciating in the past and the trend is expected to continue, the importer wants to hedge the exposure in euro.

One of the instruments available to him is the futures contract in euro at Chicago Mercantile Exchange. The contract size is €1,25,000 and the next contract expiry in September. The current spot price and September futures price are \$1.5550/€ and \$1.5700/€, respectively.

- Explain how the importer would hedge his exposure in euro.
- How many futures contracts should he trade?

What would be his position in September when he actually pays the liability and squares up his exposure in futures if (i) the spot price and future price of € are \$1.5600 & \$1.5625 respectively. (ii) the spot price and future price of € are \$1.5950 and \$1.5975 respectively.

12. A Japanese Auto dealer has supplied car in Germany for which the payment of €6.15 million is due after 6 months from now. Following exchange rate scenarios is prevailing in the market in Tokyo.

Particulars	Bid Rate	Ask Rate
Spot Exchange Rate (¥/€)	160	175
6-months swap point	5	8

The dealer is inclined to look at forward contract to sell € as ¥ is showing a rising trend. The banker of the dealer has suggested that it would be better to have Euros now then later by borrowing the same. The interest rate applicable for the € loan would be 5%. Examine the desirability of the proposal of the banker. The interest rate is prevailing in the Yen Market is 2%.

13. (a) The current scenarios in the money markets provide returns of 12% and 8% in Germany and USA respectively. If the inflation rate in USA is 6%, how much would be the inflation in Germany if parity conditions hold?
- (b) If the current exchange rate in USA is US \$1.60/€, what exchange rate do you expect after 1 year?
- (c) Again, assuming the current exchange rate @1.60, what rates would be quoted in the forward market in USA for € for 12-months period?

**Please Turn Over**

14. A year back exchange rate was Rs. 80/\$. A compared to the last year, rupee has appreciated by 10%. The inflation rate in India was 5% while it was 10% in the USA.
- a) What is the Nominal Exchange Rate today?
  - b) If Purchasing Power Parity were to hold, what should have the exchange rate?
  - c) Has rupee appreciated or depreciated w.r.t. \$ in real terms and how much?
15. Let us consider a 3 months ATM European call and a put on the euro with a spot price of Rs. 75/€. Strike price is also Rs. 75. The risk-free interest rates in rupee and € are 8% and 4% respectively. The volatility of the exchange rate for the € is 15%. Compute the value of Call Option and the value of Put Option.

**MBA 3<sup>rd</sup> Semester Examinations, Dec. 2020 (CBCS) (DDE)****[Session: July 2019 – June 2021]****Subject: Labour Laws****Paper: MBA-3710****Time-3 Hours****Full Marks: 80**

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Candidates are required to give their answers in their own words  
as far as practicable*

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

15. Briefly discuss three types of labour laws in India.
16. Mention the relevant central labour laws in India.
17. Write short notes on the Maternity Benefit Act – 1961.
18. Write short note on the Workman's Compensation Act- 1923.
19. Is registered trade union is a body corporate? Discuss.
20. How would wages be paid as per the Payment of wages Act -1936?
21. Who are eligible to get gratuity as per the Payment of Gratuity Act -1972?
22. Give the definition of 'industry' as per the Industrial Disputes Act – 1947.

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

9. Briefly discuss the importance of Labour Laws in India.
10. State briefly the merits and demerits of Labour Laws during this pandemic situation.
11. Discuss the provisions with respect to:  
(a) Welfare (b) Working Hours (c) Overtime Wages (d) Leave as per the  
Factories Act – 1948
12. Briefly discuss the applicability and coverage of the Employees Provident Funds Act – 1952.
13. Discuss briefly the provisions of Lay off, Retrenchment and Closure as per the Industrial Disputes Act – 1947.
14. State the provisions of a) Fixing of Minimum Wages and b) Procedure for fixing Minimum Wages as per the Minimum Wages Act -1948.
15. State the provisions of Minimum Bonus and payment of Maximum Bonus as per the Payment of Bonus Act – 1965.

**Please Turn Over**

**MBA 3<sup>rd</sup> Semester Examinations, Dec. 2020 (CBCS) (DDE)****[Session: July 2019 – June 2021]****Subject: Systems Analysis and Design****Paper: MBAE-3811****Time-3 Hours****Full Marks: 80**

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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 the characteristics of a system.
2. List the fundamental principles of Software Development Life Cycle (SDLC).
3. Why do businesses need systems analysts?
4. Discuss the steps involved in the process of documentation.
5. List out the set of guidelines for a good system design.
6. What is logical system design? Draw a schematic diagram showing the steps in logical design.
7. What is meant by internal information? Briefly explain the subclasses of internal information.
8. Define a CASE tool. Briefly explain the generic categories of CASE tools.

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

9. Describe the vital roles played by a systems analyst in the development of a system.
10. Elucidate the various approaches to system development.
11. What do you mean by 'Test Design Document'? Discuss each of its distinctive contents.
12. Define cohesion. State its importance. Explain the various types of cohesion, citing suitable example and relevance for each.
13. Briefly deliberate on the various types of system testing.
14. Write short notes on any two:
  - (a) Data dictionary
  - (b) Reverse and forward engineering
  - (c) Guidelines for database design
  - (d) Decision tables

**Please Turn Over**

15. Develop a context level DFD and First level DFD for the hospital pharmacy system describe in the following case study: “The pharmacy at Sanjeevni Hospital fills medical prescriptions for all patients and distributes these medications to the nurse stations responsible for the patient’s care. Medical prescriptions are written by doctors and sent to the pharmacy. A pharmacy technician reviews the prescriptions and sends them to the appropriate pharmacy station. At each station, a pharmacist reviews the order, checks the patient file to determine the appropriateness of the prescriptions and fills the order. If the pharmacist does not fill the order, the prescribing doctor is contacted to discuss the situation. In this case the order may ultimately be filled or the doctor may write another prescription, depending on the outcome of the discussion. Once filled, a prescription level is generated listing the patient’s name, the drug type and dosage, an expiration date and any special instruction. The level is placed on the drug container and the order is sent to the appropriate nurse station. The patient’s admission number, the drug type, and the cost of the prescription are then sending to the billing department”.