

**MBA (D) (3rd Semester) Examinations, June 2020 (DDE)**

**[Session: Jan 2019 – Dec 2020]**

**Subject: Consumer Behaviour**

**Paper: MMD-304**

**Time-3 Hours**

**Full marks: 80**

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

**Group-A**

**Answer any six questions.**

5×6=30

1. Define the term Consumer Behaviour.
2. What are the factors those influence consumer decision making process? State with the help a diagram.
3. What are the types of Indian family?
4. Explain the term culture and its function.
5. Explain the concept of lifestyle in the context of consumer behaviour.
6. Explain the concept of diffusion.
7. Define and briefly explain the term personality.
8. Briefly discuss the concept of social class.

**Group-B**

**Answer any five questions.**

10×5=50

9. What are the external environmental factors affecting Indian consumer behaviour?
10. Discuss in brief the various family life cycle stages in the context of an Indian family.
11. What is life style and what are its characteristics? Discuss in brief A.I.O (Activity, Interest and opinion) model.
12. What is reference group? What social power does it exert on consumer behaviour? What is its application in marketing?
13. Discuss Maslow's need hierarchy model's application in consumer behaviour.
14. What are the buying patterns of Indian social class? Discuss.
15. What is innovation? What are the types of innovation? What are the types of new products and services.

**Please Turn Over**

**MBA (D) (3<sup>rd</sup> Semester) Examinations, June 2020 (DDE)**

**[Session: Jan 2019-Dec 2020]**

**Subject: Financial Institutions & Markets (FIM)**

**Paper: FMD-304**

**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 the features of a financial system.
2. Distinguish between money market and capital market.
3. State the functions of SEBI.
4. Distinguish between investment banks and merchant banks.
5. State the functions of factoring.
6. State the benefits of venture capital funds.
7. Narrate the functions of credit rating agencies.
8. Distinguish between open-ended and closed-ended schemes of mutual funds.

**Group-B**

**Answer any five questions**

10× 5= 50

9. Discuss the different kinds of issues in the primary capital market.
10. How can the banking system as a whole make multiple expansion of deposit? Explain.
11. Discuss its advantages of mutual funds
12. Discuss the advantages and disadvantages of hire purchase.
13. Briefly explain the stages of venture capital financing.
14. Briefly discuss the securitization process of mortgaged and non-mortgaged assets
15. Discuss the advantages of credit rating.

**Please Turn Over**

**MBA (D) 3<sup>rd</sup> Semester Examination, June 2020 (DDE)**

**[Session: Jan 2019-Dec 2020]**

**Subject: Employee Resourcing & Performance Management (ERPM)**

**Paper: HRMD-304**

**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**

5x 6= 30

1. How is recruitment different from selection?
2. What would happen in the absence of proper HRP?
3. Highlight the outcomes of Job Analysis.
4. Give an overview of Action Planning.
5. Differentiate between performance management and performance appraisal.
6. What is HR audit and why is it important?
7. What purpose does exit interview serve? Explain in brief.
8. Write a critical note on the significance of competency mapping in corporate world.

**Group- B**

**Answer any five questions**

10×5=50

9. Critically examine any two theories of wage.
10. Narrate the limitations of performance appraisal system?
11. What are the various methods used to perform Job Analysis? Elaborate in detail.
12. Examine the various factors that affect wages.
13. Highlight the major trends in compensation management in present times.
14. Explain the various methods of HRP.
15. Examine the principles of a good wage system.

**Please Turn Over**

**MBA(D) (3<sup>rd</sup> Semester) Examinations, June 2020 (DDE)****[Session: Jan 2019 – Dec 2020]****Subject: Operations Planning and Control****Paper: SOMD-304****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 operations planning and control.
2. Explain the factors determining production control operations.
3. Discuss the ABCD categories of MRP systems in terms of use and organisational implementation.
4. Average sale of cars for Chandra Motors for the last five months was 30. The average increase in car sales was 4 units per month. In the fifth month 31 units were sold. If  $\alpha=0.2$  and  $\beta=0.3$ , what is the forecast for the sixth month?
5. Production Manager of a unit wants to know from what quantity he can use automatic machine as against semi-automatic machine?

Data	Automatic	Semi-automatic
Time for the job	2 mts.	5 mts.
Set-up time	2 hrs.	1.5 hrs.
Cost per hour	Rs. 20	Rs. 12

6. Define 'aggregate planning'. Explain the chase strategy of aggregate planning.
7. State the bunch of information contained in a route sheet.
8. Summarize the characteristics of Just-in-Time (JIT).

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

10×5=50

9. Describe the importance of production planning and control.
10. Briefly discuss the various types of inventories.
11. (a) Elucidate the different categories of forecasting models.  
(b) A hospital has 9 month moving average forecasting method to predict a particular drug requirement. The actual demand of the item is shown in the table below:

Month	1	2	3	4	5	6	7	8	9
Demand	80	65	90	70	8	100	85	60	75

Using the 9-month moving average, find the exponential smoothing forecast for the 10<sup>th</sup> month.

**Please Turn Over**

12. (a) Explain the process technology life cycle.  
 (b) Two alternative set-ups, A and B are available for the manufacture of a component on a particular machine, where the operating cost per hour is Rs. 20/-.

	Set-up A	Set-up B
Component/Set-up	4000 pieces	3000 pieces
Set-up cost	Rs. 300/-	Rs. 1,500/-
Production cost/hour	10 pieces	15 pieces

Which of these set-ups should be used for long-range and economic production?

13. (a) Deliberate on the seven types of wastes resulting from poor manufacturing methods, as identified by Toyota.  
 (b) Briefly explicate the procedure for production planning.
14. (a) Distinguish between  
 (i) Forward scheduling and backward scheduling  
 (ii) Finite loading and infinite loading  
 (b) Consider four jobs, A, B, C and D, which have to be processed on three machines, M<sub>1</sub>, M<sub>2</sub> and M<sub>3</sub>. The processing times for each job on each of the three machines are given in the following table:

Job	Processing times (hours) on machines		
	M <sub>1</sub>	M <sub>2</sub>	M <sub>3</sub>
A	12	6	10
B	6	4	8
C	7	5	6
D	8	3	7

Using Johnson's rule, find the optimal sequence.

15. (a) What do you understand by 'big bang' or phased implementation of ERP? State its characteristics.  
 (b) The table below gives the data on current inventory, production lot sizes, standard hours per unit and the forecast of demand for all items required for a product. Determine the sequence of production (schedule) using the Run-Out Time (ROT) method. The available production capacity is 320 hours. Analyze the effect of capacity on the schedule.

Item	Standard Hour per unit	Lot Size	Forecast demand/week	Current inventory	Machine hour per order
P	0.20	200	70	200	40
Q	0.40	300	100	240	120
R	0.30	200	80	260	60
S	0.40	400	120	160	160
Total					380 hours