MBA (D) (3rd Semester) Examinations, June 2020 (DDE)
[Session: Jan 2019 – Dec 2020]
Subject: Sales and Distribution Management
Paper: MMD-305

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 personal selling and salesmanship.
2. Is selling a profession? Justify.
3. State two roles of sales managers.
4. Highlight the needs for ethics in selling.
5. Mention different skills of sales managers.
6. Explain modern selling in brief.
7. Mention two effects of bad selection of sales persons on a company.
8. Mention different distribution channels for consumer products.

Group-B

Answer any five questions   10x5=50

9. Explain different means of prospecting in personal selling.
10. Explain different closing techniques available to sales persons in personal selling process.
11. Discuss different external sources of recruiting sales persons.
12. Explain the contents of job description and job specification of sales persons engaged in a pharmaceutical company.
13. Briefly discuss the steps in the selection process for new sales persons.
14. Briefly explain five major qualities of sales persons.
15. Write short notes on: a) Types of interview b) Selection criteria.

Please Turn Over

MBA(D) (3rd Semester) Examinations, June 2020 (DDE)
[Session: Jan 2019-Dec 2020]
Subject: Investment and Working Capital Management (IWCM)
Paper: FMD-305

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 $5 \times 6 = 30$

1. State the assumptions of CAPM.

2. Security X has an expected return of 25 percent and a standard deviation of 28 percent. Security Y has an expected return of 30 percent and a standard deviation of 50 percent. If the correlation of returns between X and Y is 0.45, what is the expected return and standard deviation of a portfolio comprising of 30 percent of Security X and 70 percent of Security Y?

3. Write a short note on Dow Theory.

4. Distinguish between forward contract and futures contract.

5. What limitations arise to a firm from holding excessive working capital?

6. Discuss the motives of holding cash.

7. Give an overview of the costs associated with Accounts Receivable.

8. Write a short note on ABC system of inventory control.

Group-B

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

9. Discuss the industry lifecycle analysis.

10. Explain the process of making investment.

11. Discuss, in detail, the various factors that are to be taken into consideration while determining the working capital requirement of a manufacturing firm.

12. Give a detailed overview of the different forms of bank finance which are available for meeting the working capital requirement of a firm.

Please Turn Over

13. A mutual fund analyst has been given following information in respect of five funds and the SENSEX:

Fund	Return (%)	SD (%)	Beta
I	18	26	1.40
II	16	22	0.90
III	9	14	0.75
IV	23	16	1.20
V	18	18	1.05
Market	13	13	1.00

Assume that risk – free rate is 6%.

You are required to rank the above funds using Sharpe's measure and Treynor's measure.

14. The Cipla and Infosys corporations had the following ex-post returns (%):

Year	Cipla	Infosys
2017	20	30
2016	– 10	– 20
2017	15	18
2018	17	10
2019	19	5

Calculate the portfolio return and risk from the above information assuming that weights are equal.

15. From the following details draft a cash budget for the quarter ending on December 30, 2021:

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Other expenses (Rs.)
August, 2021	5,70,000	3,24,000	68,000	13,000
September, 2021	6,40,000	4,70,000	72,000	16,500
October, 2021	7,70,000	6,80,000	75,000	9,800
November, 2021	6,64,000	4,40,000	82,000	12,300
December, 2021	6,28,000	5,64,000	80,000	11,700

Additional information:

- Cash balance as on October 1, 2017 is budgeted to be Rs. 85,000.

- 70% of the sales are on effected on credit basis, and balance in cash.

- The debtors pay in the month following the month of sales.

- All purchases are made on credit, and suppliers are paid two months following the month of purchase.

- Wages are paid in the following month, while Other expenses are paid in the same month in which they are incurred.

Please Turn Over

MBA (D) (3rd Semester) Examinations, June 2020 (DDE)
[Session: Jan 2019 – Dec 2020]
Subject: Training and Development
Paper: HRMD-305

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. In what way training is different from development?

2. Briefly describe the concept of human resource development.

3. Describe any two learning characteristics and their application to training design.

4. State the reasons for the growing usage of external training in present-day organizations.

5. Explain any two techniques of off-the-job training method.

6. Briefly outline the steps involved in conducting training in systematic way.

7. Explain how the effectiveness of training program can be evaluated.

8. Discuss the impact of technology on employee training program.

Group-B

Answer any five questions   10x5=50

9. Design a training program for the newly recruited sales staff of an insurance company.

10. How will you determine the training needs of an industrial organization?

11. 'Training is an investment and not an expense"- Comments.

12. Discuss with examples, the various types of training costs that are considered while calculating the ROI of the training programs.

13. "e-Learning, or electronic learning, is the delivery of learning and training through digital resources"- Discuss.

14. Discuss the issues association with training needs analysis.

15. Explain how to select trainer and participants for an in-house training program.

Please Turn Over

MBA (D) (3rd Semester) Examinations, June 2020 (DDE)
[Session: Jan 2019-Dec 2020]
Subject: Database Management System
Paper: SOMD-305

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   5x6 =30

1. Why do we apply normalization to databases? What is the basic utility of different types of normalization?
2. Give any two examples of one-to-one relationship.
3. Define any two Relational Algebraic operators.
4. What are the full forms of the following: SQL, XML, DBS, ERD, and DBA.
5. Give any five real-world examples of database applications.
6. What are the functions of DBA?
7. What is the difference between Naïve users and online users?
8. What are the tasks of 'Data Manager' component of DBMS?

Group-B

Answer any five questions   10x5 = 50

9. Describe the three-levels of database architecture.
10. Describe the structure of DBMS.
11. What is Normalization? Define first, second and third normal forms with example for each.

Please Turn Over

12. Online grocery shops have gained significantly in COVID-19 pandemic situation since customers are purchasing more and more through online websites for groceries than they used to purchase before COVID-19 era. Customers place online orders in these websites for their required groceries at first. Then the grocery websites shift those orders to several grocery shops to which they are connected. Each of the grocery sites has its appointed delivery men who deliver the products from the grocery shops to the customers. Draw an Entity Relationship Diagram for this system. Use your own assumptions for the problem.

13. What is blocking factor? Differentiate between spanned and unspanned records.

14. Define full functional dependency and transitive dependency with example for each.

15. Based on the following relations, answer the following SQL queries.

    S (S#, SNAME, STATUS, CITY) : SUPPLIER TABLE
    P (P#, PNAME, COLOR, WEIGHT, CITY) : PART TABLE
    J (J#, JNAME, CITY) : PROJECTS TABLE
    SPJ (S#, P#, J#, QTY)

    a) Get full details of projects.
    b) Get full details of projects in London.
    c) Get the part number for parts such that no other part has a smaller weight value.
    d) Get S# values for suppliers who supply project J1.
    e) Get S# values for suppliers who supply project J1 with part P1.