

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

[Session: Jan2019-Dec2020]

Subject: Services and Brand Marketing

Paper - MMD 306

Time: 3Hours

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. Define brand and branding.
2. What are the types of brand?
3. State the reasons for branding.
4. Distinguish between brand extension and line extension.
5. Briefly distinguish between product marketing and service marketing.
6. What are the types of service available in India?
7. Explain the term process in service marketing.
8. Explain brand identity concept with suitable illustrations.

Group -B

Answer any five questions

10x5 = 50

9. Explain: a) legendary brands b) symbol brands and c) exclusive brands. Give one example for each.
10. Discuss two cost-based methods of determining brand equity.
11. Explain different types of brand personality with plenty of examples. .
12. Define service marketing. Explain its major characteristics.
13. Explain the reasons for growth of service sector in India.
14. What are the various types of marketing promotional tools used in service marketing? Elaborate.
15. Discuss the role people and physical evidence in service marketing.

Please Turn Over

MBA (D)(3rd Semester) Examinations, June 2020 (DDE)**[Session: Jan 2019-Dec 2020]****Subject: Tax Management****Paper: FMD-306****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. Differentiate between Direct Taxes & Indirect Taxes
2. Explain how the concept of Residential Status is related to Incidence of Tax.
3. What is meant by Assessment Year and Previous Year u/s 2 of the Income Tax Act, 1961?
4. Give five examples of incomes falling under the head 'Capital Gains' for an individual assessee.
5. Distinguish between Deductions and Exemptions as per Income Tax Act. 1961.
6. State any five funds, donations to which would qualify for full deduction u/s 80G.
7. What are the due dates for filing return of income under the Income Tax Act, 1961?
8. Write a short note on Tax Audit under Income Tax Act. 1961.

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

9. Discuss the provisions regarding in-house scientific research expenditure available to company.
10. Explain, in details, the tax planning relating to a start-up business venture.
11. Discuss the deduction available under the Income Tax, 1961 regarding recruitment of new workmen.
12. Discuss, in detail, the provisions regarding set-off of inter-source losses under Income Tax Act, 1961.
13. Give a detailed overview of Duty Drawbacks under Indian Customs law?
14. Discuss the salient features of Goods and Service Tax in India.
15. Compute the GTI from the following details:

Particulars	Rs.
Income from House Property: House 1	1,80,000
House 2	(2,24,000)
Business Incomes: Ordinary Business	2,80,000
Speculative Business	(80,000)
Long term capital loss – Transaction A	(26,000)
Short term capital gain – Transaction B	1,45,000
Short term capital loss – Transaction C	(27,000)
Income from Other Sources – Bank interest	8,000
– Lottery income	14,000

Please Turn Over

MBA (D)(3rd Semester) Examinations, June 2020 (DDE)**[Session: Jan 2019-Dec 2020]****Subject: Compensation and Reward Management****Paper: HRMD-306****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. Briefly discuss the features of Compensation Management.
2. State the purpose of Job Evaluation.
3. What are the benefits of having Pay Commission?
4. What are the basic components of Pay Structure in India?
5. Very briefly discuss the Economic Theory of Wages.
6. What are the advantages of Reward Management?
7. What are the benefits of having Dearness Allowance in compensation of an employee?
8. Very briefly discuss the basic features of the Payment of Bonus Act -1965.

GROUP-B**Answer any five questions.****10x5=50**

9. State the difference between Wage and Salary.
10. State the techniques of Job Evaluation.
11. Briefly explain the concepts of Minimum Wage, Fair Wage and Living Wage.
12. What is Executive Compensation? Briefly discuss the components of Executive Compensation.
13. What are the basic features of Payment of Wages Act, 1936-? Discuss briefly.
14. Briefly discuss different statutory deductions from the salary for an employee in India.
15. What is ESOP? What are the benefits of ESOP?

Please Turn Over

MBA(D) (3rd Semester) Examinations, June 2020 (DDE)**[Session: Jan 2019–Dec 2020]****Subject: Logistics Management****Paper: SOMD-306****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 a supply chain. Briefly explain the role of logistics in the economy.
2. What is Supply Chain Management (SCM)? How does SCM work?
3. What is meant by warehouse de-junking? Highlight the activities of a comprehensive transport management system (TMS).
4. What is 'bullwhip effect'? How does it affect a supply chain?
5. It is a fact that SCM and BPR have a common goal and are interrelated. Explain the sentence with examples.
6. What is Customer Profitability Analysis? Why has it gained importance in the recent times?
7. Mention the variety of roles performed by warehousing.
8. Write a short note on multi-facility location problem.

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

9. What is Physical Distribution Management? Describe its components? Also, elucidate the "total approach" to PDM.
10. Briefly discuss the Steven's model of supply chain integration.
11. (a) What do you understand by inbound and outbound logistics? What is more important - inbound or outbound logistics in a supply chain?
(b) Briefly explain the significant considerations influencing transportation.
12. Exemplify the operational and behavioural causes of bullwhip effect.
13. (a) Define benchmarking. What is meant by "waterbed effect"?
(b) Demonstrate the various kinds of challenges faced during the process of benchmarking?

Please Turn Over

14. (a) Explain the procedure of transport and carrier selection. Why is it carried out and what are the major characteristics?
- (b) Why is fleet sizing necessary? Elucidate with relevant examples.
15. Write short notes on any two:
- (a) Major areas of logistics and marketing interaction
 - (b) Imperatives for supply chain growth
 - (c) The push-pull supply chain system
 - (d) Activity based costing (ABC)