MBA (4th Semester) Examinations, June 2021 (CBCS) (DDE)
[Session: July 2019 - June 2021]
Subject: Retail Marketing
Paper: MBAE-4506

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. What is retailing? What role does it play in marketing mix of a firm?

2. Do comparison of retail formats with the help of a figure.

3. Difference between a shopping mall and a departmental store.

4. Distinguish between a category killer format and a factory outlet format.

5. What are the types of store location?

6. What are window displays?

7. What is direct marketing in retailing?

8. What is markdown pricing in retailing?

Group -B

Answer any five questions.   10×5=50

9. How retail marketing has changed in India from 'necessity buying' to recreational buying? What are the various types of retail consumers?

10. What are the key factors for retailing boom in India in the post liberalization era?

11. What is a store format? What are the store formats and types? State in brief.

12. Discuss the category management model in retail merchandising?

13. What is store layout? What are the various types of store layout circulation plan?

14. What is visual merchandising and what is its importance? Discuss various types of shop displays.

15. What role does a sales person play in retail store? Describe in brief the process of personal selling in retailing?

Please Turn Over

MBA (4th Semester) Examinations, June 2021 (CBCS) (DDE)
[Session: July 2019 - June 2021]
Subject: Financial Time Series Analysis
Paper: MBAE-4608

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 Cross Section & Time Series data with example.
2. What is Panel Data? Give example with any imaginary financial data set.
3. Illustrate five fundamental assumptions of the Classical Linear Regression Model (CLRM).
4. What is 'White Noise'? What are four basic assumptions about white noise?
5. What are the symptoms based on which you detect Multicollinearity of a given data set?
6. What kinds of problems are associated with autocorrelation?
7. Identify (i) five application areas, (ii) five internationally available free data sources, and (ii) two widely available free software's to run your Financial Econometric Models.
8. Distinguish between AR (Autoregressive) Process & MA (Moving Average) Process.

Group-B

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

9. Following table shows 20 observations of Age of schooling (S) & Annual income (Y):

Observations	S	Y	Observations	S	Y
1	15	30	11	7	25
2	16	20	12	14	23
3	8	12	13	21	27
4	6	10	14	3	10
5	21	20	15	13	23
6	4	22	16	20	22
7	17	16	17	9	30
8	18	18	18	19	26
9	12	22	19	4	14
10	20	21	20	14	26

(i) Plot this bivariate date points in 1st quadrant.
(ii) Draw inference from the points shown in 4 boxes.
(iii) Compute Covariance & draw inference from the result.
(iv) Do inferences from point number (ii) and point number (iii) coincide?

Please Turn Over

10. From the following table, find ordinary least square regression manually. Also determine the value of estimated dependent variable for given value of x. (Let's assume x = 4.7)
Table showing 3 observed values of dependent as well as independent variables:

Variables	1	2	3
Independent variables (X)	1	2	3
Dependent variable (Y)	4	6	7

11. Prove that "Total Sum of Squares (TSS) = Explained Sum of Squares (ESS) + Residual Sum of Squares (RSS)".

12. What are the consequential steps in Panel regression analysis?

13. Box Jenkins Model is essentially an iterative process. Explain.

14. Distinguish between stationary stochastic process & non-stationary stochastic process.

15. How do you explain "Random walk without drift" and "Random walk with drift"?

Please Turn Over

MBA (4th Semester) Examinations, June 2021 (CBCS) (DDE)
[Session: July 2019 - June 2021]
Subject: Contemporary Interventions in Human Resource Management
Paper: MBAE-4706

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 traditional and contemporary perspective of mentoring.
2. Establish a relationship between work stress and job performance with the help of a graph.
3. Explain the different types of mergers with suitable examples.
4. Discuss, in brief, the concepts of 'spillover' and 'segmentation' in the context of work-family relationship.
5. Explain the role of supervisors in enhancing quality of work life of employees in an organization.
6. Distinguish between work-family balance and work-life balance with suitable examples.
7. Explain, in brief, the important mechanisms of HRD.
8. Throw some light on important constituents of employer brand.

Group-B

Answer any *five* questions   10 × 5 = 50

9. "The relationship between mentor and protégé doesn't develop overnight, rather the relationship passes through several phases throughout their lives." Critically examine the above statement.

10. Discuss the factors that have forced the organizations to realize the strategic importance of work-life balance issues.

11. Elucidate the consequences of stress on individuals in business organizations.

12. Discuss why more and more companies are in the process of building 'brands' for themselves in today's competitive world.

13. Provide a suitable framework for measuring quality of work life of employees in an organization.

14. State and discuss the major reasons behind the failure of most of the mergers and acquisitions.

15. Discuss the relationship between HRD Instruments, HRD Processes, Outcomes and Organizational Effectiveness with the help of a diagram.

Please Turn Over

MBA (4th Semester) Examinations, June 2021 (CBCS) (DDE)
[Session: July 2019 - June 2021]
Subject: Database Management System
Paper: MBAE-4806

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. Briefly describe the evolution of Database System technology through a schematic diagram.
2. Differentiate between conceptual level and internal level of database abstraction.
3. Give any two examples of many-to-many relationship.
4. Define any two Relational Algebraic operators.
5. Differentiate between Database Administrator and Application Programme in terms of their functions.
6. Differentiate between:

    (a) One-to-one relationship and many-to-one relationship;

    (b) Primary key and Candidate key.
7. Briefly describe steps of data access.
8. Define composite attribute, derived attribute and multi-valued attributes with example for each.

Group -B

Answer any five questions.   10×5=50

9. Define the following with example for each:
    (a) Weak entity;
    (b) Role indicator;
    (c) Generalization;
    (d) Specialization.

10. Consider a university database for the scheduling of classrooms for final exams. This database could be modeled as the single entity set *exam*, with attributes *course-name*, *section-number*, *room-number*, and *time*. Alternatively, one or more additional entity sets could be defined, along with relationship sets to replace some of the attributes of the *exam* entity set, as - *course* with attributes *name*, *department*, and *c-number; section* with attributes *s-number* and *enrollment*, and dependent as a weak entity set on *course; room* with attributes *r-number*, *capacity*, and *building*. Show an E-R diagram illustrating the use of all three additional entity sets listed.

11. Define foreign key and secondary key with examples. Explain left outer join, right outer join and full outer join with examples.

Please Turn Over

12. Based on the following two relations, define and show the results of the following Relational Algebraic operations: a) Union; b) Intersection; c) Difference; d) Cartesian Product.

P:

Id	Name
101	Jones
103	Smith
104	Lalonde
107	Evan
110	Drew
112	Smith

Q:

Id	Name
103	Smith
104	Lalonde
106	Byron
110	Drew

13. Insert the following items in a B− Tree and in a B+ Tree: 8, 5, 1, 7, 3, 12, 9, 6, 2.

14. State the Inference Axioms. Differentiate between full and partial functional dependency with example.

15. Normalize the following relation with detailed explanation:

TOURNAMENT WINNERS			
Tournament	**Year**	**Winner**	**Winner date of birth**
Chennai Invitational	1998	Md. Ijaz	21/07/1975
Kerala Open	1999	Bimal Ghosh	28/09/1968
Delhi Masters	1999	Robert James	21/07/1975
Mumbai Invitational	1999	R. Saravanan	14/03/1977