

MBA (4th Semester) Examinations, Dec 2020 (DDE)

[Session: Jan 2019-Dec 2020]

Subject: Retail Management

Paper: MMD-404

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 Retail Management and write the characteristics of Retailing?
2. What are the factors influencing the Emergence of organized retailing?
3. Briefly explain the motives of international retailing.
4. How would you explain about the retail trends in India?
5. What is franchising? Write a detail note on types of franchises.
6. Explain retail promotion strategy.
7. Explain different types of multi- channel retailing.
8. Describe the components of visual merchandising.

Group – B

Answer any 5 question.

10×5= 50

9. Briefly explain the characteristics of supermarkets. Why are supermarkets becoming more and more popular in Indian context? Explain.
10. Describe the emergence of electronic retailing through the World Wide Web. Also discuss two other non- traditional forms of retailing video Kiosks and airport retailing.
11. What is Store Atmospheric in retail? Briefly explain the Internal and External Store Atmospheric.
12. Explain the concept of retail advertising and promotion.
13. Evaluate the seven stages of the personal selling process in retail management. Discuss which of these stages is the most important for a sales person to establish in a sales interview.
14. Discuss the various type of retail location. What steps will you take while choosing a retail location for your electronic goods store?
15. What are the steps in the process of merchandise procurement? What is merchandise hierarchy?

Please Turn Over

MBA(D) (4th Semester) Examinations, Dec 2020**Subject: Financial Statement Analysis****Paper: FMD-404****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 vertical and horizontal financial statement analysis.
2. Discuss the nature of financial statements.
3. Discuss the objectives of financial statement analysis.
4. Mention the different statements/ components that have been identified as financial statements by Companies Act, 2013.
5. Mention the problems that are generally faced in analysing financial statements.
6. What is meant by time series ratio analysis and cross-sectional ratio analysis?
7. What is meant by multivariate model of distress prediction? State any one such model.
8. Mention five items of cash inflows and five items of cash outflows of a government sponsored university.

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

9. The following are the income statements of Kapoor Trading Ltd. for the years ended 31.3.2020 and 31.3.2021:

Particulars	31.3.2020 (Rs.)	31.3.2021 (Rs.)
Net Sales	4,25,000	5,55,000
Less: Cost of Goods Sold	2,05,000	2,42,000
Gross Profit	2,20,000	?
Administrative Expenses	1,05,000	1,07,250
Selling & Distribution Expenses	92,500	1,05,000
Operating Expenses	?	?
∴ Operating Profit	?	?
Other Incomes	16,000	23,000
Other Expenses	17,000	12,000
Profit Before Tax	?	?
Income Tax	9,500	15,500
Profit After Tax	?	?

You are required to complete the income statements and draft the comparative income statement from the above-mentioned details.

Please Turn Over

(3)

10. The following ratios were computed from the information disclosed in the financial statements of a trading firm over last five years:

Particulars	2016-17	2017-18	2018-19	2019-20	2020-21
Working capital ratio	1.10	1.34	1.65	1.72	1.84
Inventory turnover ratio	18	15	12	11	10
Debtors turnover ratio	5	8	6	4	3
Quick ratio	0.95	1.04	1.20	1.37	1.55

On the basis of these facts, offer your comments on the financial performance of the firm.

11. Explain the important ratios by which the profitability of a business organisation can be analysed. Use a hypothetical illustration for the purpose.
12. (a) What is Fund Flow Statement?
(b) Explain the different concepts of 'fund' in the context of fund flow statement.
13. Discuss the role played by financial statement analysis in analysis of capital markets and in empirical research.
14. (a) Explain how 'Cash flow from Operating Activities' can be ascertained as per AS-3.
(a) Distinguish between Cash Flow Statement and Cash Book.
15. Write short notes on:
(a) Limitations of Ratio Analysis
(b) Trend ratios

Please Turn Over

MBA (4th Semester) Examinations, Dec 2020 (DDE)

[Session: Jan 2019-Dec 2020]

Subject: Industrial Relations and Labour Laws

Paper: HRMD-404

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 functions of Industrial Relations.
2. Explain the impact of industrial disputes on Industrial Relations.
3. Explain the following terms:
(a) Minimum Wage and (b) Fair Wage.
4. What are the objectives of Employees Compensation Act, 1923.
5. Provide a write- up on principles of 'Natural Justice'.
6. Briefly discuss the benefits of Collective Bargaining.
7. Discuss, in brief, the objectives of Workers Participation in Management.
8. Discuss the eligibility criteria for Bonus under the Payment of Bonus Act, 1965.

Group-B

Answer any five questions

10x5=50

9. Discuss the different forms of industrial dispute found in industries.
10. Elucidate the different levels and forms of Workers Participation in Management in our country.
11. Discuss the relevant provisions of the Trade Unions Act, 1926 relating to
(a) Registration of trade unions and
(b) Rights and Liabilities of a registered trade union.
12. Discuss the important features of the Payment of Wages Act, 1936.
13. State and discuss the process of 'domestic enquiry' followed by industries in our country.
14. Discuss how minimum wages are fixed and revised under the Minimum Wages Act, 1948.
15. What do you understand by grievance? Discuss the 'Model Grievance Procedure'.

Please Turn Over

MBA(D) (4th Semester) Examinations, Dec. 2020 (DDE)**[Session: Jan 2019-Dec 2020]****Subject: Purchasing and Materials Management****Paper: SOMD-404****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. In relation to purchasing, explain the following concepts:
 - (a) Value for money
 - (b) Information technology system integration
2. State the advantages of ABC analysis.
3. Briefly elucidate the three important methods of codification.
4. Define the following terms in the context of materials requirement planning (MRP):
 - (a) Master Production Scheduling
 - (b) Bills of Material
 - (c) Inventory Record File
5. Explicate the three stages of quality inspection.
6. 'Value Analysis (VA): A concept' – Discuss, in brief.
7. Explain the concept of forward buying.
8. List out the qualities of a good negotiator.

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

9. In the context of codifying items in the inventory, define the following terms:
 - (a) Brevity
 - (b) Flexibility
 - (c) Uniqueness
 - (d) Code layout
 - (e) Capacity of a system
10. What is a waste? Explain each of the seven wastes resulting from poor manufacturing methods, as identified by Toyota.
11. Describe, in brief, the essential steps in setting up acceptance sampling inspection.

Please Turn Over

12. What do you understand by value engineering? Narrate the important elements of value engineering.
13. Exemplify the types of pricing strategies.
14. What is vendor rating? Discuss the different techniques for rating of vendors in short.
15. Write short notes on any two:
 - (a) Fundamental principles of public buying
 - (b) Modes of tendering
 - (c) F.S.N. analysis of inventory
 - (d) Balanced scorecard approach for performance appraisal