

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

[Session: Jan 2019-Dec 2020]

Subject: Rural and Voluntary Sector Management

Paper: MMD-405

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 for-profit and non-profit sectors.
2. Briefly state myths about Indian rural markets.
3. Distinguish between no demand and latent demand situations.
4. State two benefits of marketing of non-profit organizations
5. Why are non-profit organizations interested in marketing?
6. What is AICDA model? State its components.
7. State rural-urban matrix in relation to sales of product and services.
8. State the types of rural research.

Group: B

Answer any five questions

10×5=50

9. What are publics? Discuss different types of publics in non-profit organizations.
10. Criticisms of marketing in non-profit sectors are plenty, Discuss.
11. How do you measure image of a non-profit organization? Explain.
12. What do you understand by rural business environment? What are the components of rural marketing environment?
13. What are the characteristics of rural market segmentation? What are the bases for rural market segmentation?
14. What are the do's and don'ts for a rural researcher? What places are suitable for conducting rural research?
15. Write notes on:
 - (a) Types of products and services available for rural consumers
 - (b) Satisfaction measurement

Please Turn Over

MBA(D) (4th Semester) Examinations, Dec. 2020 (DDE)**[Session: Jan 2019-Dec 2020]****Subject: Business Valuation****Paper: FMD-405****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 principles of valuation.
2. Distinguish between discounted cash flow valuation and relative valuation.
3. Write a short note on contingent claim valuation.
4. Briefly describe any two methods of valuation of fixed assets.
5. State some of the guidelines provided by IFRS 13 on the measurement of fair value.
6. State any two methods to compute the value of firms.
7. Share Z is currently selling at Rs 85. The risk-free rate of interest is 10% per annum. What should be the fair contract price of two-month futures contract?
8. Distinguish between call option and put option.

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

9. Explain the valuation process.
10. State the advantages and disadvantages of discounted cash flow valuation.
11. Briefly discuss the different methods of valuation of shares.
12. Explain the various methods of valuing real estate.
13. Discuss the different methods of valuing private firms.
14. Briefly explain the valuation methods of merger and acquisition.
15. A certain share index provides a dividend yield of 4% per annum. The current value of the index is 1005. The continuously compound risk-free rate of interest is 9%.
Find the value of:
 - (i) A one-month futures contract on the given index per unit.
 - (ii) One-month futures contract on the given index assuming that each contract has 200 units.

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MBA(D) (4th Semester) Examinations, Dec. 2020 (DDE)
[Session: Jan 2019-Dec 2020]

Subject: Strategic Human Resource Management
Paper: HRMD-405

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. Discuss the traditional model of SHRM.
2. What are the key considerations to be kept in mind for a successful learning and development strategy?
3. Explain the four approaches to Employee Relations.
4. “The organizational change is not a new phenomenon”- Elucidate.
5. How SHRM differs from HRM?
6. What is the role of HR in Merger and Acquisition?
7. Write a short note on resistance to change.
8. Discuss the three approaches which MNCs adopt to manage human resources and their overseas subsidiaries.

GROUP B

Answer any five questions

10×5=50

9. Establish the linkage between HR strategies with business strategy.
10. Identify and evaluate the challenges which business enterprises face in contemporary times.
11. Why reward is an important part of managing organization and the management of employees?
12. “Merger and acquisitions may cause strong planning and strategy linkages in the future.”- Elucidate.
13. Discuss the relationship between strategic HRM practices and organizational change.
14. How will you recognise the benefits to manage change effectively? Discuss in detail.
15. Write a critical note on the future of Strategic HRM.

Please Turn Over

MBA(D) (4th Semester) Examinations, Dec. 2020 (DDE)**[Session: Jan 2019-Dec 2020]****Subject: Business Process Reengineering****Paper: SOMD-405****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 Kotter's 8-step change model.
2. Mention the types of change management programs.
3. Briefly define the types of simulation. Give example for each.
4. Briefly describe the steps of Simulation study with schematic diagram.
5. Define Benchmarking. State the objectives of Benchmarking.
6. Compare Reengineering with TQM (Total Quality Management).
7. List out the characteristics of Business process Reengineering (BPR).
8. List out any ten different tools of BPR.

Group – B**5×10=50**

9. ABC bakery keeps stock of a popular cake. The daily demands as gathered from the experience of the manager are given below in the following table.

Table: Demands and Respective Probabilities

| | | | | | |
|------|------|------|------|------|------|
| 0 | 10 | 20 | 30 | 40 | 50 |
| 0.02 | 0.30 | 0.05 | 0.40 | 0.15 | 0.08 |

The following random numbers have been generated in order to get an approximate estimate of demand through simulation of demand for 15 days.

38 77 42 58 62 81 25 56 92 8 30 47 9 54 63

10. Mention the various phases of Benchmarking. Describe different types of Benchmarking.
11. Describe different types of BPR models with examples of some associated tools and techniques.
12. Describe the overall methodology of BPR.
13. (a) Enlist various symbols used in Value Stream Mapping (VSM).

Please Turn Over

- (b) Consider a scenario of online ordering of food to a restaurant. Customer accesses the online menus which are actually stored in a database. Customer chooses the food and places the order online. Restaurant receives and handles the order. At first the respective chef gathers the items to prepare the final product. Then he prepares the food. Another staff packs the food. Then the delivery man delivers the food to the customer. Draw a VSM for this scenario.
14. Differentiate between autonomous and non-autonomous Petri nets. Define the concept of firing of a transition through a diagram.
15. (a) List out various popular network controlling techniques.
(b) State the characteristics of GERT.
(c) Suppose, in an examination, there are two subjects to pass—Subject A and Subject B. A candidate can receive certificate if and only if the candidate passes in both the subjects. Otherwise, the candidate fails and does not receive the certificate.