

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

Subject: Integrated Marketing Communications
Paper: MMD-406

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 steps in IMC Plan.
2. Explain refinement of IMC.
3. State the objectives of Advertising.
4. What is VIPS formula?
5. Describe advantages and disadvantages of an Exhibition.
6. What are the myths about Public Relations?
7. Discuss about Press Conference.
8. Write a short note on Corporate Image.

Group- B

Answer any five questions.

10×5=50

9. Discuss the features of Advertising.
10. Explain the components of IMC.
11. Advertising faces lots of criticisms- Discuss.
12. Discuss the advantages and disadvantages of Newspaper and Television as communication tools for advertising.
13. Discuss the steps involved in developing an Exhibition Planning Process.
14. What is Sponsorship and what are its various types?
15. Describe the role and responsibilities of the Public Relation Manager of a firm.

Please Turn Over

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

[Session: Jan 2019-Dec 2020]

Subject: International Accounting and Finance

Paper: FMD-406

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. State the benefits of IFRS.
2. Distinguish between current method and temporal method.
3. Distinguish between IFRS and US GAAP.
4. Write a short note on Ind AS 1.
5. What do you understand by harmonization of accounting practices?
6. State the features of Euro-currency market.
7. Narrate the objectives of transfer pricing.
8. State the features of a foreign exchange market.

Group-B

Answer any five questions.

10x 5= 50

9. Explain the importance of international accounting.
10. Explain the standard setting process.
11. Explain the advantages and disadvantages of international harmonization.
12. Discuss the modes of entry into international markets.
13. Briefly explain the methods of transfer pricing.
14. Briefly discuss the principles of exchange rate quotes.
15. A quotation is given as USD/CHF 1.8385/95
 - What are the two currencies involved?
 - Is the rate being stated as USD per CHF or CHF per USD?
 - At what rate will the bank giving the quote to buy USD?
 - At what rate will it sell USD?
 - How much is the bid-offer spread in points?

Please Turn Over

(3)

MBA(D)/HRMD-406/Dec 20

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

Subject: Human Capital Management
Paper: HRMD-406

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. How can the balanced scorecard be applied to human resource management?
2. Discuss the significance of human capital theory.
3. Briefly describe any two human capital drivers.
4. Discuss the issues associated with and the value of human capital reporting.
5. What are the differences between HRD audit and HR audit?
6. Discuss any two approaches to HR audit.
7. How do you measure HR costs?
8. Discuss, in brief, investment approach to Human Resource.

Group –B

Answer any five questions.

10×5=50

9. "Individuals generate, retain and use knowledge and skill (human capital) and create intellectual capital. Their knowledge is enhanced by the interactions between them (social capital) and generates the institutionalized knowledge possessed by an organization (organizational capital)"-Explain this statement.
10. Describe the three approaches to Human capital measurement.
11. Provide a summary of human capital measures and their common uses in modern organizations.
12. Discuss the significance and practice of human capital management in business organizations.
13. Briefly discuss Return On Investment (ROI) in HR.
14. What are the factors to be considered in choosing HRA system?
15. Discuss different research techniques in HRA.

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

[Session: Jan 2019-Dec 2020]

Subject: System Analysis and Design

Paper: SOMD-406

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 characteristics of a system.
2. List the fundamental principles of Software Development Life Cycle (SDLC).
3. What are the business and technology trends affecting the players of information systems?
4. List the guidelines in conducting interviews, as a tool for fact finding.
5. Distinguish between Control Coupling and Content Coupling.
6. What is internal information? Define the three subclasses of internal information.
7. What is meant by file organisation? Differentiate between sequential file organisation and indexed sequential file organisation.
8. Demonstrate the key stages in any system maintenance activity.

Group - B

Answer any five questions.

10×5=50

9. Discuss in detail, the characteristics of a System Requirement Specification (SRS).
10. (a) Explain the various components of a Decision Table.
(b) Draw a Decision Tree for the policy statement given below:
“A bank offers two types of savings accounts, regular rate and split rate. The regular rate account pays dividends on the account balance at the end of each quarter. Funds withdrawn during the quarter earn no dividends. There is no minimum balance on the regular account. Regular rate account may be insured. Insured account gets 5.75 percent annual interest. Uninsured regular rate accounts get 6.00 percent annual interest.
For split rate accounts, dividends are paid monthly on the average daily balance for that month. Daily balances go up and down in accordance with deposits and withdrawals. The average daily balance is determined by adding each day’s closing balance and dividing this sum by the number of days in the month.
If the balance dropped below Rs.2000/- during month then no dividend is paid. So, if the average daily balance is less than Rs.2000/-, then no dividend is paid. Otherwise, if the average daily balance is Rs.2000/- or more, then an interest of 6% per annum is paid on the first Rs.5000/-, 6.5% on the next Rs.20000/- and 7% on funds over Rs.25000/-. There is no insurance on split rate.”

11. Elucidate, in brief, the main phases of System Development Life Cycle (SDLC).
12. In relation to breaking of a system into different modules, what is meant by cohesion? Briefly exemplify the various types of cohesion.
13. (a) Draw an E-R diagram for the following case study:

“In a purchasing department at one company, each purchase request is assigned to a “case worker” within the purchasing department. This caseworker follows the purchase request through the entire purchasing process and acts as the sole contact person with the person or unit buying the goods or services. The purchasing department refers to its fellow employees buying goods and services as “customers”. The purchasing process is such that purchase request must go to vendors. The product or service can simply be bought from any approved vendor, but the purchase request must still be approved by the purchasing department.”

(b) ‘Design specifications which are major deliverables while designing forms and reports have three sections’ – what are these sections? Explain.
14. (a) List out the important guidelines for database design.
(b) Discuss the diverse classes of CASE tools.
15. Write short notes on any two:
 - (a) The process of documentation
 - (b) Top down system design
 - (c) Types of fields in databases
 - (d) Benefits of information system audit