

MBA(D) (3rd Semester) Examinations, Dec 2019 (CDOE)
[Session: (July 2016-June 2018), (July 2017-June 2019)]

Subject: Consumer Behaviour

Paper: MMD-304
(OLD)

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. Write the difference between the terms 'Consumer' and 'Customer'.
2. Define the various types of an Indian family.
3. Explain the term lifestyle marketing.
4. What do you mean by culture and write their characteristics?
5. What do you mean by the term lifestyle?
6. What do you mean by diffusion?
7. Define the term personality.
8. What do you understand by social class?

GROUP-B

Answer any five questions.

10×5=50

9. Discuss briefly the external environment factor affecting Indian consumer behaviour?
10. Explain in brief the various family life cycle stages in the context of an Indian family.
11. Discuss the various types of consumer segments under VALS (one) typology of Arnold Mitchell.
12. What do you mean by reference group? What social power does it exert on consumer behaviour? Explain its application in marketing?
13. Explain in brief different types of social class of Indian consumers.
14. The cultural values of Indian youths have been witnessing a rapid change from a kind of "chicken clear soup" to that of "mixed Chowmein" in the light of this statement examine the value-oriented buying patterns of goods and services by them with examples"
15. Explain in brief Maslow's need hierarchy theory in Consumer Behaviour.

Please Turn Over

MBA(D) 3rd Semester Examinations, Dec 2019 (OLD)
[Session: (Jul 2016-Jun 2018), (Jul 2017-Jun 2019)]

Subject: Financial Institutions & Markets (FIM)
Paper: FMD-304
(OLD)

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. How does Reserve Bank of India discharge its role as banker to the government?
2. What do you mean by book building process?
3. What are the facilities offered by NSDL?
4. State the major participants of securities market.
5. State the functions of credit rating agencies.
6. State the characteristics of venture capital.
7. What are the defects of the Indian money market?
8. State the different types of hire purchase.

Group-B

Answer any five questions:

10x 5= 50

9. Discuss the objectives and functions of SEBI.
10. How do merchant banks differ from commercial banking functions?
11. Discuss the different methods of issuing securities in the primary capital market.
12. Discuss the different methods of credit control used by the Reserve Bank of India.
13. Explain the functions of a merchant banker.
14. Explain the need of securitization.
15. Discuss the advantages and disadvantages of investing in mutual fund.

Please Turn Over

MBA(D) (3rd Semester) Examinations, Dec 2018 (CDOE)
[Sessions: (Jul 2016-Jun 2018), (Jul 2017-Jun 2019)]
Subject: Employee Resourcing & Performance Management
Paper: HRMD-304
(OLD)

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 do you understand by recruitment and how it differs from selection?
2. What are the advantages of Human Resource Planning for an organisation?
3. Highlight the outcomes of Job Analysis.
4. Examine the purpose behind performing Job Analysis.
5. Differentiate between performance appraisal and potential appraisal.
6. Define job description. What are its features?
7. What purpose does exit interview serve? Explain in brief.
8. What is competency mapping? Why purpose does it serve?

GROUP - B

Answer any five questions

10×5=50

9. Examine any two theories of wages.
10. Examine the characteristics of a good performance appraisal system.
11. Discuss the process involved in conducting Job Analysis.
12. Examine the various factors that affect wages.
13. Highlight the major trends in compensation management in present times.
14. Discuss the various methods of HRP.
15. List the most important merits and demerits of various sources of recruitment.

MBA(D) (3rd Semester) Examinations, Dec 2019 (CDOE)
[Sessions: (Jul 2016-Jun 2018), (Jul 2017-Jun 2019)]

Subject: Operational Planning and Control

Paper: SOMD-304

(OLD)

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 product-focused and process-focused systems.
2. List out the steps involved in process design.
3. Clarify the concept of 'cellular manufacturing'.
4. A manufacturer has identified the following options for obtaining a machine part: buy the part at Rs. 200 per unit; make it on a lathe at a cost of Rs. 75 per unit or make the part on a sophisticated automatic machine at a cost of Rs. 15 per unit. The lathe costs Rs. 80,000 and the automatic machine costs Rs. 2,00,000. What is the best option for the manufacturer?
5. Distinguish between finite loading and infinite loading.
6. Briefly clarify the systems approach to process planning and design.
7. What is an assembly chart? How does it differ from operation process chart?
8. Four jobs have to be worked through five stations in the order 1→2→3→4→5. The time taken for each job on different stations is shown in the following table. Determine the optimal sequence.

Job Nos.	Time required at each machine in hour				
	Cutting	Planing	Lathe	Milling	Grinding
101	4	3	7	2	8
102	3	7	2	8	5
103	1	2	4	3	7
104	3	4	3	7	2

Group -B

Answer any five questions.

10×5=50

9. Briefly describe the operating characteristics, problems and challenges of different types of processes.
10. The average sale of cars for Kumar Motors for the last five months was 30. The average increase in car sales was 4 units per month. In the fifth month 31 units were sold. If $\alpha = 0.2$ and $\beta = 0.3$, what is the forecast for the sixth month? (α and β represent the smoothing constants for demand and trend respectively)

Please Turn Over

11. (a) Explain the term ‘operating leverage’. Discuss the implication of operating leverage for the choice of process design.
 (b) Discuss the following functions of operations planning and control:
 (i) Estimating
 (ii) Routing
12. Five orders have been received at the beginning of the week. Scheduling data is given in the following table.

Jobs	Processing Time (Days)	Due Date (Days hence)
A	2	7
B	4	6
C	3	5
D	1	2
E	6	6

All orders are to be processed only on one machine. Schedule the jobs according to different priority rules.

13. Show that for the non-instantaneous supply with simultaneous consumption, the Economic Batch Quantity (EBQ) is given by

$$Q_1 = [2AS/CI(1-d/p)]^{1/2}$$

Where,

Q_1 = Economic Batch Quantity (non-instantaneous supply);

A = Annual demand;

S = Set up cost per set up;

C = Cost per unit of item produced;

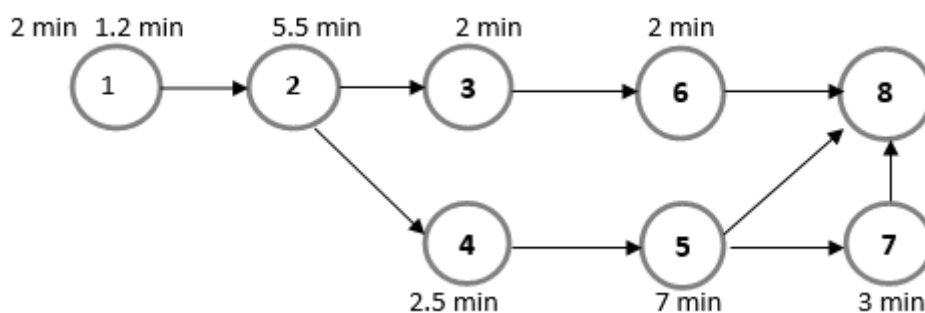
I = Inventory carrying cost per year per unit as a % of value of inventory;

d = Demand or consumption rate;

p = Production rate.

14. What is ‘Line of Balance (LOB)’? Explain the LOB technique with an illustration.

15. Balance the line for the following:



Only 4 work stations are available. Find the idle time and efficiency of balancing.