

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

**Subject: Sales and Distribution Management**

**Paper: MMD-305**

**(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 is sales management? State its features.
2. Distinguish between sales promotion and personal selling.
3. Explain ethics in selling.
4. Explain two functions of distribution channels.
5. Is selling profession? Explain.
6. Define sales territory. State its two objectives.
7. What are the objectives of sales training?
8. Explain approach of personal selling.

**Group - B**

**Answer any five question**

**10×5=50**

9. Explain different types of presentations under personal selling.
10. Explain the objectives of prospecting and state its various sources.
11. Explain the benefits of sales territory in detail.
12. Explain external s sources of recruiting salesforce. Compare it with internal sources.
13. What is interview under sales force selection? Explain different interview techniques.
14. Discuss the areas of precautions under salesforce selection.
15. Explain the various methods of sales training program.

**Please Turn Over**

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

**Subject: Investment & Working Capital Management (IWCM)**  
**Paper: FMD-305**  
**(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:**

**5x6= 30**

1. Point out the features of a perfect stock market.
2. Explain the Fama's net selectivity measure.
3. Distinguish between call option and put option.
4. Given the following variance-covariance matrix for three securities, as well as the percentage of the portfolio that each security comprises, calculate the portfolio's standard deviation.

Security	A	B	C
A	425	-190	120
B	-190	320	205
C	120	205	175
Weight	0.35	0.25	0.40

5. State the components of working capital.
6. Narrate the different costs associated with holding inventory.
7. Discuss the principal motives for holding cash.
8. State the recommendations of the Tandon Committee in regard to bank lending for working capital purposes.

**Group - B**

**Answer any five questions:**

**10x 5= 50**

9. Describe the procedure developed by Markowitz for choosing the optimal portfolio of risky assets.
10. The following data are available to you as portfolio manager.

Security	Estimated Return (%)	Beta	Standard Deviation (%)
A	30	2	50
B	25	1.5	40
C	20	1	30
D	11.5	0.8	25
E	10	0.5	20
Market Index	15	1	18
Govt. Security	7	0	0

- i) In terms of the SML, which of the securities listed above are under-priced?
- ii) Assuming that a portfolio is constructed using equal proportions of the five securities listed above, calculate the expected return and risk of such a portfolio.

**Please Turn Over**

11. On the basis of the following information relating to R Ltd., you are required to prepare a statement showing the working capital required to finance a level of activity of 10400 units per annum.

Selling price per unit	Rs. 50
Analysis of one rupee of sales:	
Raw material cost	Re. 0.40
Direct labour cost	Re. 0.10
Overhead	Re. 0.30
Profit	<u>Re. 0.20</u>
	Rs. 1.00

Raw materials are expected to remain in store for an average period of 2 months before being issued for production and materials are in process on an average period of 6 weeks.

Finished goods will stay in store approximately for 6 weeks before dispatch to customers.

Credit allowed to debtors is for a period of two months.

Credit allowed by creditors is for a period of two months.

Lag in payment of wages and overheads is for a period of 2 weeks.

Cash in hand and at bank is expected to be Rs. 10,000.

It may be noted that production is carried on evenly during the year and wages and overheads accrue similarly. Assume 4 weeks a month.

12. Describe various selective inventory management techniques.  
 13. Critically discuss the Baumol's model for determining the optimum levels of cash balance.  
 14. From the following information, calculate i) Sharpe ratio, and ii) Treynor ratio

	Portfolios			
	A	B	C	D
Beta	1.10	0.80	1.8	1.4
Return (per cent)	14.5	11.25	19.75	18.50
Standard deviation (per cent)	20.0	17.5	26.30	24.50

Risk free rate of return = 6 per cent, Market return = 12 per cent

15. State the features and uses of financial derivatives.

**Please Turn Over**

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

**Subject- Training and Development**

**Paper: HRMD-305**

**(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. Discuss the significance of training and development in modern organisations.
2. Briefly discuss the essential elements of HRD.
3. State the basic difference between training policy and training plan.
4. Discuss Kolb's learning styles.
5. Discuss the importance of training needs assessment in a service sector organisations.
6. As a training manager, what would be your considerations for budgeting for training.
7. Why do you think that e-learning is assuming greater significance in the present-day perspective?
8. Write short notes on any one of the following:
  - a) Training for trainers.
  - b) Types of cost in understanding the ROI of training.

**Group-B**

**Answer any five questions**

**10×5=50**

9. "...the process of formulating an HRD strategy is a long-term one"- Examine this statement and discuss the issues associated with the development of HRD strategies.
10. Briefly describe the training process of any manufacturing or service organization.
11. Discuss the basic difference organizational analysis and task analysis. Which one is more important in your opinion?
12. Describe the factors that facilitate or impede effective transfer of training.
13. Elucidate the stages and types of training evaluation.
14. Explain any two important training methods that are popular in renowned organisations.
15. Write short notes on any two of the following:
  - a) A model for training needs assessment
  - b) Training design process
  - c) One important technique of management development.

**Please Turn Over**

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

**Subject: Database Management System**

**Paper: SOMD-305**

**(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 is the difference between Naïve users and online users?
2. What are the tasks of 'Data Manager' component of DBMS?
3. Give any two examples of one-to-one relationship.
4. Describe the structure of DBMS.
5. Differentiate between second and third normal forms.
6. Give any five real-world database examples.
7. What are the tasks of data manager and file manager in DBMS?
8. State the advantages and disadvantages of DBMS.

**Group B**

**Answer any five questions**

**10 × 5 = 50**

9. Describe the three-level database architecture with schematic diagram.
10. Briefly discuss different mapping cardinalities with example for each.
11. Explain the concepts of Generalization, Specialization and Aggregation with examples.
12. Define the following keys with example for each – (a) primary key, (b) foreign key, (c) candidate key, (d) super key, (e) secondary key.
13. List out different symbols of Entity Relationship Diagram (ERD). Define total participation and role indicator with example for each.
14. A university registrar's office maintains data about the following entities: (a) courses, including number, title, credits, syllabus, and prerequisites; (b) course offerings, including course number, year, semester, section number, instructor(s), timings, and classroom; (c) students, including student-id, name, and program; and (d) instructors, including identification number, name, department, and title. Further, the enrolment of students in courses and grades awarded to students in each course they are enrolled for must be appropriately modeled. Construct an E-R diagram for the registrar's office.
15. (a) Define different inference axioms.  
(b) Define functional dependency with example with associated explanation for the example.