MBA(D) (4th Semester) Examinations, June 2020 (CDOE)
[Session: (July 2016-June 2018), (July 2017-June 2019)]

Subject: Rural and Voluntary Sector Management
Paper: MMD-405
(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. Define rural market and states its features.
2. State AICDA model and mention its components.
3. Distinguish between for-profit and non-profit organization.
4. State myths about Indian rural markets.
5. State two features of voluntary sector marketing.
6. State two types of rural research
7. State two types of demand situation in relation to non-profit organization.
8. State Rural-Urban market matrix in relation to sales of product and services.

GROUP-B

Answer any five questions.   10×5=50

9. What do you understand by rural business environment? What are the macro components of rural marketing environment?
10. What are the characteristics of rural market segmentation? What are the bases for rural market segmentation?
11. What are the various types of consumer products and services for rural consumers?
12. Discuss the criticisms that are made against marketing of non-profit organizations.
13. Explain different types of policies that are involved in non-profit organization.
14. Explain the types and characteristics of different responsive organizations.
15. What are the dos and don'ts for a rural researcher? What places are suitable for conducting rural research?

MBA(D) (4th Semester) Examinations, June 2020 (CDOE)
[Session: (July 2016-June 2018), (July 2017-June 2019)]

Subject: Business Valuation
Paper: FMD-405
(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. How do you minimize valuation bias?
2. State various inputs to discounted cash flow models.
3. Distinguish between real and financial assets.
4. Briefly discuss methods of valuation of intangible assets.
5. What do you mean by call option and put option?
6. What is bargain zone and how does it emerge?
7. Distinguish between intrinsic value and time value of an option.
8. Write a short note on valuing start-up firms.

Group-B

Answer any *five* questions: **10×5= 50**

9. Explain the different sources of valuation bias.
10. What are the advantages and limitations of discounted cash flow valuation?
11. Briefly explain the different steps of relative valuation.
12. Discuss the issues involved in measuring risk for real assets in asset pricing models.
13. How do you value a futures contract?
14. Briefly explain the different types of mergers with illustrations.
15. Discuss the determinants of liabilities valuation?

MBA(D) (4ᵗʰ Semester) Examinations, June 2020 (CDOE)
[Session: (July 2016-June 2018), (July 2017-June 2019)]
Subject: Strategic Human Resource Management
Paper: HRMD-405
(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. "Strategic human resource management is the connection between a company's human resources and its strategies, objectives, and goals"-Elucidate.
2. Briefly discuss the significance of strategic HRM in modern organisations.
3. State the important features of strategic international HRM.
4. A public sector bank has changed its strategy from product orientation to market orientation. In the light of this, discuss two significant areas of strategic HRM that would be relevant to this bank.
5. Discuss the importance of compensation and reward in the context of strategic HRM.
6. As a Manager-HR, what would be your considerations for identifying strategic knowledge capabilities?
7. Discuss the role of strategic HRM in strategy evaluation.
8. Write short notes on any one of the following:
    a) Future of strategic HRM.
    b) Culture vis-à-vis strategic HRM.

Group-B
Answer any five questions   10X5=50

9. Discuss the important steps in strategic HRM.
10. Briefly describe the concept and characteristics of HR strategy.
11. Discuss the basic aspects associated with learning and development strategy and performance management strategy.
12. Provide a brief overview on Strategic HRM vis-à-vis organizational effectiveness.
13. Briefly discuss the linkage between Strategic HRM and organizational change.
14. Discuss the HRM implications of merger and acquisition.
15. Write short notes on any two of the following:
    a) Different views on strategic HRM.
    b) Employee resourcing strategy.
    c) Employee relations strategy.

Please Turn Over

MBA(D) (4th Semester) Examinations, June 2020 (CDOE)
[Session: (July 2016-June 2018), (July 2017-June 2019)]
Subject: Business Process Reengineering
Paper: SOMD-405
(OLD)

Time: 3 Hours   **Full Marks: 80**

Group A

Answer any *six* questions   **5 × 6 = 30**

1. Briefly describe the steps of Simulation study with schematic diagram.
2. Compare Reengineering with TQM (Total Quality Management).
3. List out any ten different tools of BPR.
4. Mention the various phases of Benchmarking.
5. Differentiate between autonomous and non-autonomous Petri nets.
6. List out various popular network controlling techniques.
7. Describe different types of Benchmarking.
8. State the characteristics of GERT.

Group B

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

9. List various symbols of Value Stream Mapping (VSM). Explain VSM with a suitable example.
10. Mention the characteristics of – (a) Top-Down Flowchart; (b) Functional Flowchart.
11. (a) Discuss on different types of Simulation.
    (b) Mention any three famous International Organizations for Simulation.
    (c) Briefly describe different types of experimentation.
12. (a) Briefly discuss theoretical framework of Business Process Reengineering (BPR).
    (b) Explain the definition of BPR through a simple example.
13. Differentiate any four methodologies of BPR as proposed in the contemporary literature
14. State the characteristics of different models of BPR with the examples of associated tools for each model.
15. Briefly discuss about any two tools of Network model of BPR with suitable diagrammatic examples.