2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Briefly explain about the structure of the banking system in India with special reference to the organised commercial banking sector.

2. Explain the details about Insurance and discuss the importance of risk in Insurance.

3. Define cash credit account and explain the advantages and weakness of the system.

4. What is insurance contract ? Explain the nature and importance of insurance contract applicable in life insurance.

5. Describe the role and effect of banking and insurance industry in the growing economy of India in 2014-15.

SECTION – B

Answer any **three** questions of the following :

8×3 = 24

1. Discuss the process of recruitment and selection of insurance agents.

2. Outline the rights and responsibility of insurance agents. Explain the criteria for termination of insurance agents.

3. Briefly describe about the Creation of Money in the present scenario.

4. Discuss the role of NEFT and RTGS Services in the transformation of Cash to Cashless system in India.

5. Explain the sources from which a bank receives funds and also the ways in which it employs funds.

SECTION – C

Answer any **two** questions of the following :

5×2 = 10

1. Briefly explain the functions of GIC.

2. Describe the historical frame work of General Insurance in India.

3. Write a note on Co-operative Bank.

4. State the salient features of Banking Regulation Act.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Define Risk. Discuss the various stages of risk identification and risk managment process.

2. Define financial and non-financial risks. What are the various types of financial and non-financial risks faced and controlled by the banks and financial institutions ?

3. Discuss the various factors to be considered for the fixation of insurance premium in case of

automobile insurance policy with special reference to types of customers, types of vehicles and purpose of insurance.

4. What do you understand by Risk Based Supervision(RBS) of Banks ? What are the reasons for which RBI has decided to switch over to RBS ?

5. What is marine insurance ? Briefly explain the various types of marine insurance covers available in India.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Explain the major points of differences between the procedure for settlement of third party claims and own damage claims.

2. What are the goals of risk management ? Describe the broad principles of risk management.

3. Discuss the broad parameters which a risk management structure need to encompass.

4. What is interest rate risk ? Discuss the techniques of management of inerest rate risk.

5. What is ALM ? Discuss how risk management is involves in asset liability management system in banks.

Section – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

1. Define fire insurance. Explain the important features of a standard fire policy.

2. List some ways in which risk creates an economic burden for society.

3. "Pure risks are always insurable." Comment.

4. Discuss the functions of business operational risk managers.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. How RBI does regulate Banks in India ? Discuss the areas covered under banking regulations in Indias.

2. Discuss, in details, how SARFAESI Act has helped arresting NPAs by the banking companies in India.

3. Discuss the role and functions of IRDA in the insurance sector in India.

4. Distinguish between holder in value and holder in due course. Explain the circumstances in which a banker becomes a holder in due course.

5. Discuss, in details, in what way the policy holder's interests are protected.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Explain, in detail, the constituents of the Banking system in India.

2. Explain, in detail, the different services rendered by banks in India.

3. Explain the sources from which a bank receives funds and the ways in which it employs the funds.

4. Briefly summarize the various legal provisions of Insurance Act, 1938 applicable to insurance business in India.

5. What are the different health insurance plans offered by the insurance companies ? Differentiate between Mediclaim policies and Manged health care policies.

Section – C

Answer any **two** questions of the following :

$$5×2 = 10$$

1. Explain the provisions of Banking Regulations Act relating to the nature of banking business.

2. Explain the differnce between Cheques and Bills of Exchange.

3. Discuss the different ways through which health insurance is offered in India.

4. What are the various tax benefits available to ULIPs ? Point out how sum assured of ULIPs derived .

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Discuss the concept of Marketing Management with special reference to the Bank Market in India.

2. Discuss the 4ps Concept of Bank Market. Examine why the Product and Promotion is more important from Promotion and Physical distribution in the banking sector.

BK – 17/2   (Turn over)

3. Discuss the concept of STP in detail ; explain the different types of segmentation in insurance sector.

4. Define PLC ; discuss the stages of PLC with special reference to Banking and Insurance sector.

5. Briefly outline Zero, one, two and three channels distribution system.

SECTION – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Explain the new process development of a banking service player.

2. Define CRM. Discuss the importance of CRM in Banking and Insurance Sector.

3. Outline the communication process.

4. Discuss the different types of selling skills of the personal seller.

5. The importance of Brand in Insurance Sector, examine.

SECTION – C

1. Write note on any **two** of the following :

   $5 \times 2 = 10$

   (a) NPD

   (b) Marketing Mix

   (c) RRBs

   (d) GIC

   ——— ✻ ———

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$$12×3 = 36$$

1. Briefly give the genesis of the concept of banking and explain the history of commercial banking in India.

2. Discuss how the Indian Banks manage their credit risk exposures.

3. Explain the procedure of registration of Insurance Companies according to IRDA Act.

(Turn over)

4. Who is Agent ? Explain the duties and rights of agents.

5. Describe the concept of Insurance and its importance.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. What is meant by management of risk ? Explain the importance of risk management in Insurance.

2. Discuss how allied services offered by banks add value to the banks as well as to the customers.

3. Discuss the importance and duties of development officer.

4. Elaborate the concept of recruitment, selection and training of insurance agents.

5. Discuss the basic principles of Insurance.

Section – C

Answer any **two** questions of the following :

$$5×2 = 10$$

1. Write short notes on Nature of Bank Investment.

2. Explain the nature and importance of Insurance business

3. Write short notes on essential qualifications of successful agents.

4. Elaborate the concepts of debitisation of bank.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is Risk Management Structure ? Discuss the parameters which a risk management structure needs to encompass.

2. Discuss the various insurance principles as applied to insurance business in India.

3. Describe the main requirements for an effective internal control system for operational risk management.

4. Explain the major point of differences between the procedure for settlement of third party claims and own damage claims.

5. Define Liquid Risk ? State and explain the five important functions of liquidity management in India.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Differentiate between peril and hazard and give an example of each.

2. "Scientific Risk Management is a seven step process." Explain.

3. What do you understand by Credit Risk Rating Framework (CRF) ? What are the purposes for which it can be used ?

4. Distinguish between the following :

   (a) Open Cover and Open Policy

   (b) General Average and Total Average

5. What are the rights of insurer, once a claim is admitted under the fire policy ?

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Answer the following :

   (a) What is subrogation ?

   (b) What is causaproxima in insurance sector ?

2. Discuss the procedure of settlement of claims under mediclaim policy.

3. Discuss the kinds of marine loss.

4. How claim is settled on fix policies ?

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Explain the powers of RBI under Banking Regulation Act.

2. Give detailed analysis of types of crossing the cheques and briefly explain the material alteration of a cheque.

3. Examine the regulations on advertisements of the insurance companies and insurance agents.

4. Name the various pension plans that are offered by insurance companies. What are the criteria followed while selecting such a plan ? Discuss.

5. Discuss, in detail, in what way the policy holder's interests are protected.

Section – B

Answer any **three** questions of the following :

$8×3 = 24$

1. Describe the features of banking ombudsman scheme by pointing out the procedure for redressal of customer grievances.

2. Define KYC. How will compliance with KYC provisions in letter and spirit help banks ?

3. Explain the procedure for registration of insurance companies according to IRDA Act.

4. Discuss the rights of parties to Negotiable instruments in the case of lost instruments and instruments obtained through fraud.

5. Discuss the role of IRDA in the insurance sector.

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. Why regulation of banks is important ? What does banking regulation seek to ensure ?

2. Discuss briefly in what ways money laundering can be checked.

3. State and explain regulations on insurance advertisements.

4. What are the various tax benefits available to ULIPs ? Point out how sum assured of ULIPs derived.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Briefly outline the components of Marketing Environment and discuss the importance External environment.

2. Define the concept of New Product Development. Discuss the steps adopted for the process in Insurance Sector.

3. What is customer satisfaction ? Why it is essential for the both Banking and Insurance Sector ?

4. Outline the importance of the promotion in insurance sector in comparison to banking sector.

5. Briefly outline about the delivery system of banking sector in India.

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Discuss the basic problems in Life Insurance Industry.

2. Describe the different stages of PLC(Product Life Cycle) in banking sector.

3. Define Branding. Why should the bankers brand his product ?

4. Briefly discuss the advantages of BCG matrix in Marketing.

5. Discuss advantages and disadvantages of Packaging and Leveling.

Section – C

Answer any **two** questions of the following :

$$5×2 = 10$$

1. Discuss the importance of Retail Banking in India.

2. What are the benefits and limitations of branding a product ?

3. Write a note on Pricing

4. Write a note on RRBs.

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2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks.
Answer question from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1. Why do cells reproduce ? Explain mitosis and meiosis.

2. How do the respiratory system and the circulatory system work together ?

3. Describe the structure of the human heart with diagram.

4. What is the composition and function of blood ? Describe.

5. What happens to food on its journey from mouth to anus ? Explain.

[Cont...

[2]

Section - B

(Answer any THREE) [8×3=24

1. Describe the characteristics and function of a cell in the human body.

2. How are carbohydrates digested and absorbed in the body ?

3. Diagrammatically describe the function of the liver and pancreas.

4. What are the major components of blood ?

5. How do kidneys help body maintain water balance ?

Section - C

(Answer any TWO) [5×2=10

1. Bowman's capsule

2. Structure of the urinary bladder.

3. Importance of blood pressure.

4. Exchange of gases in the jungs.

❖

2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks. Answer question from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1. What is health and nutrition and how is it maintained ?

2. What is the result of malnutrition due to lack of protein and carbohydrates in diet ?

3. Which diseases are caused due to deficiency of water soluble vitamins ?

4. What is dieat modification ? What are the ways a diet can be modified and why ?

5. A patient complains about burning sensation in stomach, bloating and poor appetite. What changes will you bring in his diet and why ?

[*Cont...*

Section - B

(Answer any THREE)   [8×3=24

1. Prescribe a diet for an underweight teenage girl who is also anemic. What are the modifications done in such a diet ?

2. What causes atherosclerosis ? What are its symptoms and how can dietary changes help in preventing or controlling it ?

3. What are pre and post operative diets ? How are they different ?

4. What are the major minerals required by the body and what happens when the body is deficient in them ?

5. What is the role of fat and cholesterol in human body ?

Section - C

(Answer any TWO)   [5×2=10

1. Effects of Dehydration.

2. Special feeding methods for geriatric patients.

3. A sports diet

4. Types of Diabetes.

❖

2018

Full Marks - 70

Time -As in the Programme

*The figures in the right hand margin indicate marks.
Answer question from each section as directed therein.*

Section - A

(Answer any THREE)   [12×3=36

1. How is poverty related to nutritional disorders ? Explain.

2. How can professional nutrition education help prevent nutritional disorders ?

3. What are the effects of famine and what is the food requirement during that time ?

4. What kind of immunization is required during adulthood ?

5. How is water polluted and what is its effect on human health ?

Section - B

(Answer any THREE)   [8×3=24

1. What causes famine and how does it affect the human population ?

2. How can nutritional status of a population be

[Cont...

improved by the effective administration of medicines ?

3. What is immunication ? How can major diseases be prevented through this ?

4. What is environment pollution and what are its types ?

5. What are the various nutrition programs aimed at girls and women in rural areas and slums ?

Section - C

(Answer any TWO) [5×2=10

1. Name four nutritional programs for rural people.

2. What is air pollution ?

3. Name few fatal diseases for which immunization is required.

4. What are the effects of pesticide pollution ?

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DDCE - IV - S - MBA - DNM ∧Spl. (PHPM) R&B

2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks.
Answer question from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1.   The cell is an independent entity. Justify.

2.   Diagrammatically show the details of the respiratory system.

3.   What is the function of the small and large intestine ?

4.   How are proteins, fats and carbohydrates digested and absorbed in the body ?

5.   Write on the composition and function of blood.

[Cont...

Section - B

(Answer any THREE)   [8×3=24

1. Why do cells reproduce ?

2. Why is the compatibility of blood groups checked ? Explain.

3. What is DNA ?

4. What is peristalsis ?

5. From mouth to anus, name the parts of the digestive system in the order in which food passes.

Section - C

(Answer any TWO)   [5×2=10

1. What is a blood capillary ?

2. What is homeostasis ?

3. What is Bowman's capsule ?

4. What is the role of the uninary bladder in excretory system ?

5. In case of an open injury, how do platelets help in healing process ?

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DDCE - IV - S - MBA - 27 - DNM - Spl. (HSM) R&B

2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks.
Answer question from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1.   What do you mean by Nutritional status ? What are the causes of malnutrition ?

2.   What are growing girls prone to Anemia ? What are the measures taken to prevent anemia in India ?

3.   What are the principles of therapeutic diet.

4.   Describe diet in fever and infection.

5.   What is atherosclerosis ? How can diet be modified to slow the progression of the disease ?

[Cont...

Section - B

(Answer any THREE)   [8×3=24

1. Describe the causes, symptom and preventive measures of vitamin A deficiency.

2. What causes deficiency of water soluble vitamins in humans ?

3. What should be the diet of a patient who had surgery and is diabetic ?

4. How is a Therapeutic diet different from a normal diet ?

5. What are the causes of peptic ulcer ? How can a modified diet help ?

Section - C

(Answer any TWO)   [5×2=10

1. Write a short note on Marasmus and Kwashiorkor.

2. How can a daily diet be rich in minerals for a growing girl child ?

3. What should be especially added to a diet of a person recovering from road accident ?

4. What are the symptoms of hypertension ?

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DDCE - IV - S - MBA - 28 - DNM - Spl. (TM) R&B

2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks.
Answer question from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1. Diagrammatically represent the size difference of some microorganisms.

2. What are the factors influencing growth of microorganism ?

3. What are the microorganisms used in food industry ?

4. What do you mean by chemical hazards in food industry ? Explain.

5. What is food hygiene ? Why is it important ?

[*Cont...*

Section - B

(Answer any THREE)   [8×3=24

1.   What are the characteristics of microorganisms ?

2.   What are the causes of food allergy and how can it be prevented ?

3.   What are the different types of food additives ? How is food affected by their use ?

4.   What is food adulteration and what are the commonly found adulterants in food today ?

5.   What are the laws to control food quality in India ?

Section - C

(Answer any TWO)   [5×2=10

1.   Fungi (Draw diagram and explain).

2.   Coloring agents in food.

3.   Flavouring agents in food.

4.   Common food allergens.

❖

DDCE - IV - S - MBA - 29 - DNM - Spl. (MMFI) R&B

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. What are the features of a developed Indian Financial System ? Discuss importance of Banking System in the developed Indian Financial System.

2. Discuss the nature, role and function of capital market.

3. Critically examine the role of stock exchange in the financial system of India.

BK – 8/2

(Turn over)

4. Define Money Market and discuss the different types of T-Bill Market in details.

5. Explain, in details, the SEBI guideline for investor's protection in India for new issues as well as prohibition of unfair trade practices.

SECTION – B

Answer any **three** questions of the following :

8×3 = 24

1. Discuss the development of commercial paper as a money market instrument in India. Also discuss its features.

2. Describe the importance of book building process in India.

3. What do you mean by stock broker ? Describe the method of trading in stock exchange of India.

4. What is listing of Securities ? Discuss the listing process in detail.

5. Briefly discuss the role and responsibilities of RBI with special reference to demonetization and allocation and mobilization of currency.

SECTION – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. What are the different guidelines as framed by SEBI in respect of advertisement for a public issue.

2. What is traded in the money market in India ? Explain.

3. What is the difference between Call and Notice Money.

4. Distinguish between primary market and secondary market.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Explain the components of Merchant Banking ; describe the utility of the merchant banking in the present scenario.

2. Critically analysis the difference between "Leasing and Hire Purchase". Discuss the different types of lease agreement made in India.

BK – 7/2   (S)   (Turn over)

3. Discuss the importance of Merger and Acquisition. Examine the relation of Merger and Acquisition with Stock Exchange.

4. Define Credit Rating in India; discuss the process of scoring and rating the institutions in India.

5. Describe briefly the role and function of IRDA of India in developing the insurance sector in India.

SECTION – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. What do you mean by Mutual Fund ? Briefly examine the growth of the Mutual Fund industry in the present time.

2. What do you mean by factoring ? Describe the modus operandi of the factoring services in India.

3. What is the significance of financial services in a developing economy like India ?

4. Discuss the Venture Capital Concept ; discuss its advantage and disadvantages to the economic system in India.

5. State and explain the difference between Life Insurance and General Insurance. Discuss the advantages of Life Insurance in India.

SECTION – C

Answer any **two** questions of the following :

5×2 = 10

1. How are financial services different as compared to other services ?

2. What rights and facilities are available to an investor of a mutual fund ?

3. Differentiate between operating lease and financial lease.

4. Write a note on ICRA and CRISIL.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Consider the data given below :

Current price of a bond – Rs. 102

(Rs. 100 face value)

Coupon rate – 15%

Maturity – 10 years

BK – 6/4 (Turn over)

Redemption price at maturity – Rs. 110

Bond is callable in 3 years at – Rs. 105

(a) Calculate YTM and yield to call.

(b) When the interest rate is expected to fall, which measure is more important for an investor in decision making ?

2. What are the assumptions behind technical analysis ? Discuss some important tools of technical analysis.

3. Explain, in detail, the DOW theory and how it is used to determine the direction of the stock market.

4. "When someone refers to efficient capital markets, they mean that security prices fully reflected all available information." Discuss.

5. How are the concepts of Utility theory and indifference curve useful in determining optimal portfolio ?

SECTION – B

Answer any three questions of the following : 8×3 = 24

1. Describe few methods of volume and price trend used in technical analysis.

2. A company is expecting to pay a dividend of Rs. 3 per share this year and the dividend is expected to grow at 8% for the next four years. There after the dividend is expected to grow at 12% for ever. The RRR of the share holder is 10%. What would be the value of stock to day ?

3. If random walk hypothesis is correct then why investor should refer to technical analysis ?

4. Explain the following concept of portfolio management :

   (a) Portfolio selection

   (b) Portfolio evaluation

5. Explain the policy of passive portfolio recursion.

BK – 6/4 (3) (Turn over)

SECTION – C

1. Write short notes on any **two** of the following :

   $5 \times 2 = 10$

   (a) CML versus SML

   (b) Arbitrage pricing model

   (c) EMH

   (d) Risk premium and Risk penalty

   ——————— ✳ ———————

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Define International Monetary System. Discuss the emergence of this system.

2. What are the components of Foreign Exchange Market ? Discuss the theories of exchange rate determination.

3. Discuss the technique of managing Foreign Exchange Risk.

4. Discuss what are the new Global Instruments and their role.

5. Who are the FII's ? What activities are allowed to them in India and how they are managing their portfolio ?

SECTION – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Discuss, in brief, the Balance of Payment along with the components of it.

2. Describe, in brief, various participants in Foreign Exchange Market in Indian perspective.

3. Explain various types of Foreign Exchange Risk Exposure with examples.

4. What do you mean by ADR and GDR ? Distinguish between them.

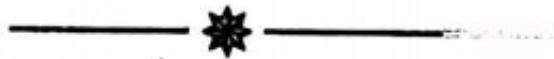5. Discuss the role of IMF along with its lending operations in global perspective.

SECTION – C

Answer any **two** questions of the following :

5×2 = 10

1. Spot rate

2. LERMS

3. Floating Rate Instruments

4. IBRD

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

$$12 \times 3 = 36$$

1. Who are the Financial Intermediaries ? Explain the role in the financial system in India.

2. Discuss the nature, role and function of Money Market.

3. Discuss the role of RBI in regulating the operations of financial institutions in India.

4. Explain the recent development of Capital Market in India and discuss briefly the importance of New Issue Market.

5. Book building is an alternative method of pricing that portion of the issue which is reserved for institutional and corporate investors. Comment.

SECTION – B

Answer any **three** questions of the following :

8×3 = 24

1. How do the commercial banks employ their funds ? Are there any statutory compulsions on them in this regard ? Describe the different forms in which loans are granted by banks.

2. Discuss the role of SEBI with reference to Investor Protection.

3. Describe the role of NBFCs in economic development of a country like India.

4. Write a note on CRR, SLR, REPO and R-REPO.

5. Briefly discuss the role and responsibilities of IRDA of India.

SECTION – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. Briefly Discuss the role and responsibilities of NABARD

2. What is the difference between Day Trading and Investment ?

3. Discuss the functions of ROC (Registrar of Companies), BRLM (Book Running and Lend Managers) in Book – Building Process.

4. Write a note on Jobbers, brokers and sub brokers.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Who is a merchant banker and what are the functions performed by the merchant banker ? Evaluate the future of merchant banking in India.

2. Discuss the history, growth and need of credit rating services in India. Describe the methodology of credit rating by CRISIL.

3. What do you mean by the term "Merger", "Acquisition" and "Take over" ? Discuss the

BK – 2/2 (Turn over)

different types of Merger. What are the main motives behind corporate merger ?

4. Define Factoring. Discuss, in detail, the various services rendered by factoring intermediaries in India.

5. How venture capital funds help new companies for its growth ? What are the method of financing and exit routes of Venture Capitalist ?

SECTION – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Discuss different innovative products introduced in recent times in the financial service sector in India.

2. Discuss the emerging scenario of housing finance in India.

3. Distinguish between Hire Purchase Financing and Installment Credit Financing.

4. What are the main advantages of lease financing for companies in India ?

5. Discuss some important takeover defensive tactics practiced by companies in India.

SECTION – C

Answer any **two** questions of the following :

5×2 = 10

1. Differentiate between open ended fund and close ended fund.

2. Discuss some important function of IRDA.

3. Differentiate between financial lease and operating lease.

4. Write a note on LBO (Leveraged Buy Out).

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Discuss the Markowrtz model of modern portfolio theory clearly bringing out the concepts of feasible set of portfolios, efficient portfolios, global minimum variance of portfolio and efficient portfolio. How do you select an optimal portfolio ?

2. What is Fundamental Analysis ? Describe its different steps.

BK – 5/3   (2)   (Turn over)

3. Discuss Efficient Market Hypothesis in each of its three forms.

4. State the essential differences between the Sharpe's and Traynor's indexes of portfolio performance. Which one is preferable ?

5. "Systematic risk can not be controlled but unsystematic Risk can be reduced." Explain.

SECTION – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Consider a bond selling at its par value of Rs. 1,000 with six years to maturity and a 12% coupon rate with annual interest payments. Calculate the bond's duration.

2. What is a portfolio ? Explain the diffrent phases in portfolio management.

3. "The first step in industry analysis is to determine the stage of growth through which the industry is passing." Explain.

4. Write short notes on Eilliot Wave Theory.

5. Explain the policy of passive portfolio revision.

SECTION – C

1. Write short notes on any **two** of the following :

$$5×2 = 10$$

(a) SML Vs. CML

(b) Lane duck Vs. Stag

(c) EMH

(d) Basic principles of Technical Analysis

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Define International liquidity. Discuss how International Monetary Fund (IMF) resolve the liquidity related problems.

2. What do you understand by Balance of Payment (BOP) ? Discuss the causes of disequilibrium in Balance of Payments of a country.

3. Define Exchange Rate. Discuss briefly the merits and demerits of fixed and floating exchange rate.

BK – 4/2 (Turn over)

4. What is international financial market ? What are its components ? Discuss salient features of different international financial markets.

5. Which are the institutions forming part of the World Bank Group ? What are their major activities ?

SECTION – B

Answer any **three** questions of the following :

$$8×3 = 24$$

1. What is Foreign Exchange Risk/Foreign Exchange Exposure ? Discuss different kinds of foreign exchange exposure.

2. What is the difference between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI) ? Discuss various theories of FDI briefly.

3. Define exchange rate. Discuss Purchasing Power Parity (PPP) theory of exchange rate determination along with its limitation.

4. The inflation rates in India and the USA over the years are expected to be 7.5% and 3% respectively. The current dollar rupee exchange

rate is Rs. 43.50/USD. The interest rate is likely to be 5% in the USA. What should be the expected nominal interest rate in India at the year end ?

5. Differentiate between the following :

   (a) Leading and Lagging

   (b) Netting and Offsetting

SECTION – C

Answer any **two** questions of the following :

$$5×2 = 10$$

1. What is appreciation and depreciation of a currency ? Discuss.

2. State and explain the difference between currency forwards and currency futures ?

3. Write a note on loan syndication.

4. What is P-Note (Participatory Note) ? Explain.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. If you have to develop a HR plan for a new bank in the private sector in the meters of India, what external factors would you consider ? Why ?

2. Justify the need for HRIS ? How can an HRIS assists in establishing and maintaining accuracy and timelines in job description ?

3. Discuss the role of HRD professional with respect to managing culturally diverse employees.

BK – 16/2 (Turn over)

4. Explain the various instruments of HRD. What are the essentials of effective HRD in an industrial organisation ?

5. How and why should an individual plan his career ? What factors will be taken into consideration in individual career planning ?

SECTION – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Describe the advantages and disadvantages of Markov analysis for predicting the future internal supply of labour.

2. What purpose are served by managerial succession planning ? What are some characteristics of effective succession planning ?

3. "QWL is the relationship between employees and their total working environment". Explain the statement. Suggest some techniques for improving the QWL.

4. How will you control the human resources costs of an organisation ?

5. Differentiate between HR audit and HR accounting. How do these help in giving strategic advantage to organisation ?

SECTION – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

1. Explain the 'managerial judgement methods'.

2. Describe the human resource development matrix.

3. Briefly explain the organisational culture.

4. Discuss the process of empowerment through HRD.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Examine the provisions relating to Health and Welfare of the workers under the Factories Act, 1948.

2. Discuss the authorized deductions from wages under the Payment of Wages Act, 1936.

3. Discuss the important provisions of the Employee's Provident Fund Act, 1952.

BK – 24/2 (Turn over)

4. Discuss the procedure for registration of Trade Union under Trade Union Act, 1926.

5. What are the machinery provided under the Industrial Dispute Act, 1947 for the prevention and settlement of industrial disputes.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Write down the various modes of worker's participation in management.

2. What is collective bargaining ? Discuss the different types and proceses for collective bargaining.

3. Define the term industrial relations ? Explain their scope and function of industrial relations.

4. Explain the growth and development of labour legislation.

5. Briefly discuss different technique of quality circles.

Section – C

Answer any **two** questions of the following :

$$5×2 = 10$$

1. What do you mean by 'set on' and 'set off' ?

2. Discuss the Fundamental Rights in Indian Constitution and Labour Legislation.

3. What do you mean by 'allocable surpluses' and 'available surpluses' under the Payment of Bonus Act, 1965.

4. Discuss the power of inspector under the factories.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Explain precisely the various methods of training. Which methods do you think are suitable to train software professionals in an IT company ?

2. "Education, both formal and informal is that part of learning which is concerned with developing general knowledge, understanding and

backgrorund of our total environment and may continue through out one's life." In light of this statement briefly explain in the learning environment.

3. Bring out the overall evaluation process in detail and describe the four levels of evaluation of the Krikpatrick's model.

4. Explain the role palyed by manager, trainer and trainees. What each can do to facilitate transfer of training ?

5. What is the importance of collecting feedback after the training programme ? Write down the various methods of collecting the training feed back.

Section – B

Answer any three questions of the following :

$$8 \times 3 = 24$$

1. 'Need based training is necessary for better return

on investment.' Explain this in context to relevance of training need analysis.

2. What do you understand by training ? Why is it needed ?

3. Distinguish between induction and training. Explain the significance of on-the-job training.

4. Discuss how trainees can support each other so that transfer of training occurs.

5. Briefly explain how technology has changed the learning environment.

Section – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

1. Differentiate among job rotation, job enrichment and job enlargement.

2. What is a learning organisation and what the their objectives ?

3. Explain briefly the factors that affect training and development function of an organisation.

4. Precisely explain the similarities and differences between Kirkpatrik model and Philips model of training evaluation.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What are the factors or guiding principles of an effective Human Resources function in a multinational corporation ? Take an example of any multi-national corporation operating in India and discuss the HRM policies, strategy or cultural issues that make it effective.

(Turn over)

2. The following chart reports the average national scores of Hofstede's five dimensions of culture for three different countries. Using the relative differences on these dimensions as the basis of your answer, briefly describe in words each country's national culture :

	Country		
	China	India	Japan
Power Distance	80	77	54
Individualism	15	48	46
Masculinity	55	56	95
Uncertainty Avoidance	40	40	92
Long-term Orientation	114	61	80

3. "Global corporations see the recruitment and retention of high-quality talent as an issue that transcends fluctuations in the global economy." Why is recruitment and staffing the fulcrum of all IHRM activities ?

4. Discuss the importance of expatriate pre departure training. What should be essential components of this training and how can this training be made relevant and effective ?

5. Describe the key components of an International Compensation Programme. What are the key differences in salary comepensation for PCNs and TCNs ?

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Suggest some guiding rules of cross-cultural behaviour to a prospective International Manager.

2. What types of international assignments are given to the expatriates ? Describe the various expected role's played by these international business travelers.

3. What performance appraisal parameters should be taken into consideration as it makes a huge

contribution for the success of International assignment.

4. Discuss the salient features of International compensation packages prevalent in various multinational organisations.

5. Discuss the various issues that women employees face while going for an international career.

Section – C

Answer any **two** questions of the following :

$$5×2 = 10$$

1. Challanges with Expatriate Career Planning

2. Repatriation Problems

3. Ethnocentric, Polycentric, Regiocentric and Geocentric view of staffing overseas.

4. Cross-cultural issues in International Human Resource Management.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is the difference in human resources planning process between public sector units and private sector units at top level ? Justify your views.

2. Briefly explain HRD functions and mention the roles of HRD professionals in an organisation.

3. "HRD approaches focuses on optimum utilisation of valauble human resources through develop

(Turn over)

potential energy to vitalise, activate and renew an organisation to generate dynamism and development." In light of this statement briefly explain the interventions of HRD.

4. What do you understand by career management? Discuss the elements of a successful career managment programme.

5. "Manpower planning is the process of determining manpower requirements and the means of meeting those requirements in order to carry out the integrated plan of the organisation." Explain this statement and discuss the importance and different approach of manpower planning.

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. State the objectives of HRD. What are the steps involved in the successful implementation of HRD ?

2. What is QWL ? Explain the main dimensions of QWL.

.3. 'Human resources records are the documents and files concerning employees.' Explain the statement. Discuss the essentials of a good record-keeping system.

4. Define HRIS. Discuss the relevance of HRIS in the information age.

5. Briefly explain the objectives and types of human resources planning.

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. What is the role of line manager in HRD ?

2. What is 'Delphi techniques' ? Why is it used ?

3. Briefly explain the specific and comprehensive HR audit.

4. What is HR reporting ? What are the matters reported monthly ?

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Explain the provisions relating to Health and working Hours of Adults under the Factories Act, 1948.

2. Write the detailed note on the bonus formula given in the Payment of Bonus Act, 1965.

3. What are the benefits available under Maternity Benefits Act and how are these paid ?

(Turn over)

4. Explain the provision of the Workmen's Compensation Act relating to distribution of compensation.

5. Discuss the various benefits and the conditions under which these benefits are available to employees under the ESI Act, 1948.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. What are the different approaches to industrial relations ?

2. What is the objective of ILO ? Design the structure of ILO.

3. What are the recent trends in collective bargaining ?

4. Explain the word 'Strike' and discuss its various types.

5. What are the problems of quality circles ? How the quality circles can be more effective ?

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. What do you mean by lock out and lay-off ?

2. What is the procedure for modification of Standing Orders ?

3. What is WPM ? Explain the objectives of WPM.

4. Briefly discuss the different actors in industrial relations.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. As a factory HR manager, how will you evaluate training programme ? Explain all the steps and methods you will follow.

2. What technologies might be useful for ensuring transfer of training ? Briefly describe each technology and how it could be used.

(Turn over)

3. 'Learning is not directly observable, but it is something which can be experienced.' Comment and discus the process involved in maximizing learning.

4. "Training manuals should contain comprehensive training details for particular job." In light of this statement, explain why training manual is required for a trainee ? What does the manual contain ?

5. "The job description of a typical training officier includes responsibilities for developing the company's training policy, and helping line management to maximize their instructional role." In the light of the above statement discuss the duties and responsibilities of trainer.

Section – B

Answer any **three** questions of the following :

$$8\times3 = 24$$

1. Define organisational analysis. Discuss the basic components of organisational analysis.

2. Define trainig. Discuss various types of training.

3. Differentiate between training and development, training and educations.

4. Which is the most important features of the learning organisation ? Which is least important ? why ?

5. What is knowledge ? Why is knowledge important ? How can companies manage knowledge ?

Section – C

Answer any two questions of the following :

$$5 \times 2 = 10$$

1. What is mentoring ? Write down the major objectives of mentoring.

2. What is JIT ? Discuss different stage of JIT.

3. What is coaching ? What are the objectives of coaching ?

4. Differentiate between vestibule training and on-line training.

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BK – 29/2 (200) (3) DDCE-IVS-MBA-29-HR Spl. — MTD (R & B)

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. In what ways do the company's human resource policies and procedures need to be adjusted overseas ? Examine this issue with an example indicating the adaptation or modification in HR policies.

2. How are forces for change in the current global work place like global competition; growth in mergers, acquisitions and

alliances; organizational restructuring and advancement in technology and tele-communication, etc. implacting on knowledge-sharing and transfer of competence in multinational management ?

3. Elaborate the Hofstede's five dimensions of culture in the context of International HRM practices with suitable examples.

4. Describe the various factors, which determine an expatriate's selection for international assignment. How can the process of adjustment and pre-departure training moderate performance of these employees ?

5. A lot of emphasis is being placed on training staff to adapt to a multi cultural environment in call centres. Similarly multinationals and global corporations invest heavily on training the expatriate managers before deputing them to international assignments. How are these two different in terms of content, time period of training, rigor and its evaluation ?

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. How can the organizational culture be defined ? Elaborate the various types of organizational culture ?

2. Discuss how the international managers can bring the difference in the practices of the international organizations by explaining the role and functions of domestic and international managers.

3. Describe the methods of performance appraisal in multinational organization ? Identify the contextual factors affecting the performance of the internatonal managers ?

4. Disucss the system of practice in compensation management in multinational Corporation. Discuss the balance sheet approach in international compensation system.

5. Elaborate the basic process of cross cultural negotiation. Thus explain the planning and preparation parameter of cross cultural negotiations.

Section – C

Write short notes on any **two** of the following :

$5 \times 2 = 10$

1. Personality characteristics of an expatriate to successfully complete an assignment

2. Challenges for HR Managers of multinational corporations

3. Various perspectives of organizational culture

4. Key components of an international compensation package

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2018

.Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

$$12 \times 2 = 24$$

1. Explain briefly the database analysis life cycle.

2. Construct an ER diagram for a Banking Enterprise System.

3. What is a functional dependency ? Explain various types of functional dependencies with suitable examples.

(Turn over)

4. List and describe the physical storage media available on computer. How the speed at which data can be accessed does varies from medium to medium ?

5. Write short notes on the following :

   (a) Functional Dependency

   (b) Database Users

   (c) Database Languages

Section – B

Answer any **two** questions of the following :

8×2 = 16

1. Describe, in brief, the major components of DBMS System Architecture.

2. Define the following terms with regards to ER model with example :

   Entity, Entity Set, Relationship, Relationship Set, Degree of a Relationship, Attribute, Cardinality, Weak Entity Set

3. Differentiate between the following :

   (a) Schema and Instance

(b) Generalization and Specialization

(c) BCNF and 3NF

(d) Lossless and Lossy Join

4. What is RAID ? What is the reason behind switching to RAID ? How is software RAID different from hardware RAID ?

5. What is the need for Query Optimization ? How are heuristic optimization and cost based optimization different ?

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2018

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

$$12 \times 2 = 24$$

1. What is ERP ? Discuss the advantages and disadvantages of ERP.

2. Discuss the various approaches to ERP implementation.

3. Discuss the different technologies and applications of ORACLE.

4. Describe the major trends driving the e-business.

BK – 45/2   (Turn over)

5. How will you create an effective CRM for an organization ? Discuss.

Section – B

Answer any **two** questions of the following :

$$8 \times 2 = 16$$

1. Discuss the different components of ERP.

2. Explain the major components of re-engineering.

3. Differentiate between E-commerce and E-business ?

4. Discuss the various components of Supply Chain Management.

5. Discuss the different methods that will conduct E-business advertising.

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2018

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

$$12 \times 2 = 24$$

1. What are the advantages of modular design ? Bring out the role of coupling and cohesion in effective modular design.

2. Design a set of files of supporting a common payroll system. Comment on the data security issues of the file system you have designed.

3. Explain the various fact finding techniques used in system study.

(Turn over)

4. Discuss, in detai, the design of file organisation.

5. Discuss the role of System Analyst.

Section – B

Answer any **two** questions of the following :

8×2 = 16

1. Briefly explain the Function Point Analysis method of software errort estimation. What is the advantages of using function point as compared to LOC (Lines of Code) for size estimation.

2. Differentiate between technical feasibility and operational feasibility of a project.

3. Summerize the factors to be considered in forms design.

4. Differentiate open system with closed system.

5. Prepare a data flow diagram for student information systems.

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2018

Section – A

Answer any **two** questions of the following :

12×2 = 24

1. What is Network ? Discuss different types of network.

2. What is OSI model ? Discuss the different layers of OSI model.

3. What is Internet ? Discuss the commercial application of internet.

(Turn over)

4. Describe the methods of network administration.

5. Describe Router Data Network Delivey System.

Section – B

Answer any **two** questions of the following :

$$8×2 = 16$$

1. Write a brief note on WWW.

2. Write the characteristics of Router.

3. Write the process of securing user's account.

4. What is business blogs ? Write its use in small business.

5. What is ATM ? Describe briefly its functioning.

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2018

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

$12 \times 2 = 24$

1. What is a database ? How is it different from DBMS ? What are the advantages of using DBMS approach ?

2. Construct an ER diagram for Airline Reservation System.

3. Why a relation database design needs to be normalized ? Explain various normal forms with examples.

4. What are features of RAID ? Briefly the various RAID types.

5. Write short notes on the following :

   (a) Pitfalls in RDBMS design

   (b) Weak entity set

   (c) Referential Integrity

Section – B

Answer any **two** questions of the following :

$$8 \times 2 = 16$$

1. How can database users be categorized ? What are the responsibilities of a Database Administrator ?

2. What is the difference between Super key, Candidate key, Primary key and Foreign key ? Illustrate with an appropriate example.

3. Enumerate the inference rules for obtaining functional dependencies from a given set of functional dependency.

4. Differentiate between the following :

    (a) 2-tier and 3-tier database architecture

    (b) Physical data independence and logical data independence

5. Explain how queries are evaluated.

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2018

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

12×2 = 24

1. Discuss the benefits and challenges of enterprises system.

2. Explain what is a business model approach used in ERP implementaion. Disucss the different types of approaches.

3. Discuss the different layers of the SAP R/3. Discuss the different modules of SAP R/3.

BK – 41/2   (Turn over)

4. What is the Re-engineering ? Discuss the need of re-engineering.

5. What is E-business ? Discuss the different types of E-business.

Section – B

Answer any **two** questions of the following :

$$8 \times 2 = 16$$

1. Write a brief note on Evolution of ERP III.

2. Write and illustrate the objectives of ERP system.

3. Write a brief notes on Evaluation and selection of the package in ERP.

4. Discuss the strategic alignment of business and IT.

5. What is SCM ? Discuss the different functions of SCM.

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2018

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

12×2 = 24

1. What is a system ? Discuss different types of system.

2. Write short notes on the following :

    (a) Data Dictionary

    (b) Feasibility Study·

3. Write notes on the following :

    (a) Output design

    (b) Input design

BK – 40/2   (Turn over)

4. What is DFD ? Prepare a data flow diagram for a library information systems.

5. Explain on design of database interaction and data communication.

Section – B

Answer any **two** questions of the following :

$8 \times 2 = 16$

1. Differentiate between system testing and user acceptance testing.

2. Explain the key attributes of successful analyst.

3. Explain the various drawback of SDLC (System Development Life Cycle) method.

4. Define a system. What are the elements of a system ? Compare open and closed system.

5. What is Structured English ? Explain with an example.

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2018

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from both the Sections as directed.

Section – A

Answer any **two** questions of the following :

$$12 \times 2 = 24$$

1. What is protocol ? Disucss the different layers of protocol.

2. Write short notes on the following :

   (a) Repeaters

   (b) Hubs

   (c) Bridges

(Turn over)

3. State the advantages and disadvantages of hyphenated names in context of domains.

4. What is Firewall ? Enumerate various generations of firewell and describe all in brief.

5. What is Digital Signature ? Describe its working technologies.

Section – B

Answer any **two** questions of the following :

$$8 \times 2 = 16$$

1. Write a brief notes on internet architecture.

2. State and explain the technicalities which go behind fetching a web page.

3. What are known network security threats ? Present a brief account.

4. Distinguish between various switching methods and its challenges.

5. Write the writing issues in Satellite System.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is consumer behaviour and why it is necessary for designing a complete marketing program ? Answer with example.

2. Explain cultural influence on consumer behaviour. Define characteristics of cultural. Answer with example to Odisha culture.

BK – 31/2   (3)   (Turn over)

3. Explain the four views of consumer decision making. Justify your answer with examples for each view.

4. Explain the diffusion and adoption process, in detail, using at least two products (one FMCG and another consumer durable) as examples.

5. What is a Model Band and why is it studied in marketing decision making process ? Elaborate Howard-Sheth Model.

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. What is relevance of marketing research in approaching strategic decisions and what is the procedure adopted for this ?

2. What is opinion leader ? Explain its process. Can you measure opinion leadership ? Justify your answer.

3. What is understood by attitude ? Explain the use of Tri-component model of attitude.

4. Explain buying behaviour of consumers at each stage of decision making process.

5. VALS is a better way of segmenting the market, but demographic segmentation is the most common way of market segmentation. Do you agree ? Justify.

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. Differentiate between personality and attitude.

2. What is sub-culture ?

3. What is meant by influencer ?

4. What is the role of an opinion leader ?

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Why media planning is important for advertising agency ?

2. What is sales promotion ? Explain five examples from different sales promotion techniques.

3. Distingiush between publicity and public relations with examples.

BK – 32/2   (Turn over)

4. What do you mean by sales force ? Why execution of sales force planning necessary ?

5. Explain different role of advertising agency with suitable examples.

Section – B

Answer any **three** questions of the following :

$8×3 = 24$

1. How does advertisement differ from personal selling ? Explain.

2. Elaborate different types of advertisement budget.

3. Discuss the ethical social implications in the field of advertising. Highlight some of vital regulations in advertising.

4. Explain about the creation and production of an advertisement.

5. Briefly explain the imporatance of testing in advertising.

BK – 32/2 (2) Contd.

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. What is TV commerical ?

2. Advertising Jingle.

3. Celebrity endorsement is important in commerial advertisement. Why ?

4. What is Advocacy advertising ?

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Define sales territory and discuss its importance in sales planning. Identify the factors that you will consider when designing the sales territory.

2. What are the primary sources of recruitment of sales force ? Discuss the stages followed by a

(Turn over)

sales manager for selection of manpower for the organization.

3. Define personal selling. Discuss various steps in the personal selling process.

4. What is a physical distribution system ? Explain the role of transportation and warehousing in physical distribution system.

5. Define channel of distribution. Indicate the relative importance of different channels and the factors governing the channel choice.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. What do you mean by sales organisation ? Discuss merit and demerit of any one type of sales organization.

2. "Middlemen in the distribution channel is a necessary evil". Do you agree ? Justify.

3. What is sales promotion ? Explain the promotion mix.

4. Why do conflicts occur in a distribution channel ? Discuss different channel conflicts.

5. Bring out the relationship between sales potential and sales quota. Discuss various reasons for using sales quota.

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Transcational vs. Relational selling

2. Vertical marketing vs. Horizontal marketing

3. Define prospecting.

4. Explain the process of selection of sales-person.

———— ❖ ————

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is product testing ? Explain different type of testing with examples.

2. Briefly explain new product development strategy.

3. What is product mix ? Explain different elements of product mix.

(Turn over)

4. Describe the reason behind brand failures in the market.

5. What is brand prism ? Explain with diagram.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. What is FMCG product ? What are the difficulties in selling new FMCG brand in market ?

2. What brand extension is important in the market ?

3. Why service sector growing in present time ? What are the marketing strategy require to brand service product ?

4. Explain PLC in marketing. Explain with diagram.

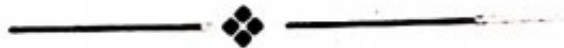5. Briefly give your opinion about Patanjali Brand. How this FMCG Company create brand position in the market ?

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Brand loyalty

2. Price leader in market

3. Durable product v/s non-durable product

4. Company goodwill in the market

———— ❖ ————

DDCE-IVS-MBA-27-MM Spl. — CB (R & B)

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any three questions of the following : 12×3= 36

1. Explain the four views of consumer decision making. Justify your answer with examples for each view.

2. Lay down the final stage of Engle-Kollat-Blackwell multimediation model and explain it thoroughly by using an example.

BK – 35/2

(Turn over)

3. What is decision process approach ? How is it different from distributive approach ? Explain with example.

4. Explain the diffusion and adoption process, in detail, using at least two products (one FMCG and another consumer durable) as examples.

5. What is motivation research ? Discuss the projective techniques used in such research.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. What is understood by attitude ? Explain the use of Tri-component model of attitude.

2. What is opinion leader ? Explain its process. Can you measure opinion leadership ? Justify your answer.

3. What is relevance of marketing research in approaching strategic decision and what is the procedure adopted for this ?

Contd.

4. What is opinion leader ? Explain its process. Can you measure opinion leadership ? Justify your answer.

5. Explain buying behaviour of consumers at each stage of decision making process.

Section – C

Answer any two questions of the following :

$5 \times 2 = 10$

1. What is psychoanalytic theory ?

2. What is VALS ?

3. What is sub-culture ?

4. Differentiate between personality and attitude.

———— ❖ ————

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What are the primary sources of recruitment of sales force ? Discuss the stages followed by a sales manager for selection of manpower for the organization.

2. Define channel of distribution. Indicate the relative importance of different channels and the factors governing the channel choice.

BK – 37/2 (Turn over)

3. What do you mean by physical distribution ? Explain the decision areas in the management of physical distribution.

4. Explain personal selling. What precautions a sales person has to take each stage of the selling process ?

5. What is sales budget ? Discuss various methods of sales budgeting.

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Why do conflicts occur in a distribution channel ?

2. What do you mean by sales organization ? Discuss merit and demerit of any one type of sales organization.

3. Bring out the relationship between sales potential and sales quota. Discuss various reasons for using sales quota.

4. What is sales management ? Discuss its scope and objectives.

5. Define recruitment and selection process of sales executives by FMCG company.

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. Define supply chain management.

2. Transactional vs. Relational selling.

3. Vertical marketing vs. Horizontal marketing.

4. Define prospecting.

———— ❖ ————

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is NPD ? Discuss the different stages of NPD.

2. What are the different types of PLC ? Discuss the different stages of PLC.

3. What is a brand ? Disucss the branding process.

4. What is brand positioning ? How does a company maintain brand equity ?

5. Differentiate retail and service brand. Discuss the importance of branding in different sectors.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Disucss the different types of test marketing a company conduct during the launch of new product.

2. How does a company adopt different marketing strategies for different goods ?

3. Discuss the importance of brand loyalty and customer lotalty by considering the different sectors.

4. What are the strategies adopted by the companies to assess the brand ? Disucss it.

5. Discuss the importance of service brand by considering the different service organizations.

BK – 38/2   (2)   Contd.

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. How does a company start idea generation.?

2. Discuss the different types of poducts and its distribution.

3. Discuss value addition in present scenario.

4. What are the financial aspects of brands ?

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. What is Total Quality Management ? Discuss the scope of Total Quality management.

2. What is Statistical Quality Control ? Discuss the different techniques of SQC.

3. What is ISO 9000 standards ? Discuss the implementation and registration process of ISO 9000 standards.

4. What is Quality Function Development ? Discuss the steps involved in the Quality Function Development Process.

5. Define the term "Reliability". Explain how reliability can be measured.

SECTION – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Discuss the steps in constructing X and R chart.

2. Discuss Single sampling and Double Sampling Plan of Acceptance Sampling with suitable examples.

3. What do you mean by six sigma ? What is the utility of six sigma ?

4. Discuss the principle of Total Productive Maintenance.

5. Discuss the points of difference in approach between TQM and ISO Quality Management System.

SECTION – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. Distinguish between Quality Control and Total Quality Management.

2. Define Quality Management System.

3. Define Business Process Reengineering.

4. Differentiate between Reliability and maintainability.

———— ✳ ————

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Explain different objectives and importance of materials management.

2. Discuss the purchase procedures and describe the importance of purchasing policies for suitable purchase management.

3. Briefly explain the six R's of purchasing principles.

BK – 9/2

(Turn over)

4. What is the function of a store and how can you organize the store systems and procedure to achieve the objective of store management ?

5. A local furniture store is examining its inventory policy and considering using an Economic Order Quantity (EOQ) approach for a popular table set that they have had difficulty keeping in stock. They have the following information about the set : Annual demand = 5000 sets, Current order quantity = 75, Carrying cost = $2.00/unit/year, Order cost = $450. Calculate the economic order quantity.

SECTION – B

Answer any **three** questions of the following :

$$8×3 = 24$$

1. Describe the significance of vendor selection in purchase system.

2. What are the different considerations in make or buy decisions ? Explain.

3. What is Automated Storage System ? Explain it briefly.

4. What is store accounting system ? Explain what are the different documents that are used in connection with recording of stores at different stages.

5. What is the importance of timing of purchase in price determination ?

SECTION – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

1. How sales and purchasing can help each other by establishing a good relationship ?

2. What is the difference between materials management and physical distribution management ?

3. What has accelerated industry's recent trend toward materials management ?

4. Material requisition slip.

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BK – 9/2 (100)　　　(3)　　　DDCE-IVS-MBA/
　　　　　　　　　　　　　　EMBA-24/IIS-PG Dip.-
　　　　　　　　　　　　　　08-POM Spl. — PMM
　　　　　　　　　　　　　　(R & B)

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Explain the work flow and information flow that takes place in a manufacturing planning and control system with the help of an appropriate model.

2. What is time series analysis ? Explain different techniques are used in seasonal forecasting.

3. Explain, in details, the different steps of MRP – II.

4. We have fine jobs, each of which must go through the machines A, B and C in the order ABC. Determine the sequence that will minimize the total elapsed time.

Job	1	2	3	4	5
Machine A	5	7	6	9	5
Machine B	2	1	4	5	3
Machine C	3	7	5	6	7

5. What is line balancing ? Why is it required ? Explain the Region approach with suitable example.

SECTION – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Explain the scope of operation planning and control in an organization to make it effective.

2. Discuss the different methods are used in Qualitative forecusting techniques.

3. Explain the method of processing m jobs through three machines A, B and C in the order ABC.

4. What is Resource Balancing ? Explain, in details, stochastic mixed product line balancing.

5. Explain the Pre – Meiotic approach to production planning.

SECTION – C

Write short notes on any **two** of the following :

$$5 \times 2 = 10$$

1. Empirical approach to production planning

2. Seasonal forecasting

3. Scheduling

4. Integrated operating control information system

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. Explain how does a company, which has imported technology for a particular product adopt the 'technology absorption management strategy' to remain competitive in the market.

2. What do you understand by technology transfer ? Elucidate the various stages of technological transformation in the production of goods.

BK – 12/2   (Turn over)

3. Discuss the role of Development and Training of human resources in organizing for technology management at enterprise level.

4. What are the various sources of technology information ? Discus them in brief giving examples.

5. Briefly explain the various stages innovation process. Explain how technology forecast and technology chain are related.

SECTION – B

Answer any **three** questions of the following :

8×3 = 24

1. Discuss the role of working capital in the success of a business.

2. Explain Incremental and Radical innovations and their impact.

3. How is the evaluation of technology options and routes done ? Discuss.

4. What factors at the enterprise level can facilitate technology absorption ?

5. Explain Effective technology planning at the national level.

SECTION – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

1. What is Normative approaches to technology forecasting ?

2. What is Process of technology generation ?

3. What are role and importance of Technology Management ?

4. What is Technology Missions ?

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

SECTION – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. What is Total Quality Management ? Discuss the objective of TQM. In what ways the approach to TQM has charged over last ten years ?

2. What is Statistical Quality Control ? What are its objectives and benefits ?

(Turn over)

3. What is Quality Management Systems ? Discuss the elements of a Total Quality Management System.

4. Define the term "Quality Function Development" (QFD). Discuss the steps involved in the QFD process.

5. What do you mean by "Quality Audit" ? Discuss the different types of Quality Audits.

SECTION – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. What do you mean by Acceptance Sampling ? Explain it.

2. Discuss the steps in constructing X and R chart.

3. Discuss the principles of Total Quality Control.

4. Briefly explain the steps involved in FMECA.

5. Discuss the benefits of ISO 9000 standards.

SECTION – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

1. Define Business Process Re-engineering.

2. Distinguish between Reliability and maintainability.

3. Discuss the procedure for constructing P-chart.

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2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks.
Answer question from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1. What is the scope of material management ?
    What are the methods adopted to achieve the
    objective of material management.

2. Discuss the purchase procedures and describe
    the importance of purchasing polices for suitable
    purchase management.

3. What is the function of a store and how can
    you organize the store systems and procedure
    to achieve the objective of store management ?

4. Discuss the objective and the procedure adopted for material identification system.

5. The carpet discount store in North Georgia stocks in its warehouse and sells it through an adjoining showroom. The store wants to determine the optional order size and total inventory cost for this brand of carpet given an estimated annual demand of 10000 yards of carpet, an annual carrying cost of $0.75 per yard, and ordering cost of $150. The store would also like to know the number of orders that will be made annually and the time between orders given that the store is open every day except Sunday, Thanks giving Day and Christmas day.

Section - B

(Answer any THREE)   [8×3=24

1. Describe the significance of vendor selection in purchase system.

2. What is Automated Storage system ? Explain it briefly.

3. Write short notes on recycling waste disposal systems.

4. Explain the traditional ways in which scrap is disposed of.

5. What is the importance of timing of purchase in price determination ?

Section - C

(Answer any TWO)   [5×2=10

1. How sales and purchasing can help each other by establishing a good relationship.

2. What is MRP system ?

3. What is flow control system ?

4. Are make or buy decisions influenced by the learning curve concept ?

❖

DDCE - IV - MBA - 28 - POM - Spl - (PRM) R&B

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

SECTION – A

Answer any **three** questions of the following :

12×3 = 36

1. What do you understand by the term 'operation planning and control' ? Explain briefly the role and objectives of OPC.

2. What is Qualitative Forecasting ? Discuss the major techniqes of carrying out such forecasting.

3. What is master production scheduling ? Explain it with the help of an appropriate example.

BK – 11/3   (Turn over)

4. Find the sequence for the following eight jobs that will minimize the total elapsed time for the completion of all the jobs. Each job is processed in the same order. Also find the idle times for A, B and C.

Time for Machines	Jobs							
	1	2	3	4	5	6	7	8
A	4	6	7	4	5	3	6	2
B	8	10	7	8	11	8	9	13
C	5	6	2	3	4	9	15	11

5. Explain Helgeson – Birnie approach by giving suitable example.

SECTION – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Explain the integrated operating control information system in detail.

2. Describe the method of processing n Jobs through three machines.

3. Discuss the methods for Measuring the Trend.

BK – 11/3   (2)   Contd.

4. What is aggregate planning ? What are the different costs incurred in aggregate planning ?

5. What is balancing ? Explain the region approach with suitable example.

SECTION – C

1. Write short notes on any **two** of the following :

$$5 \times 2 = 10$$

   (a) Resource balancing procedure

   (b) Seasonal forecasting

   (c) Rules for general job shop scheduling

   (d) MRP – II

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2018

Full Marks - 70

Time -As in the Programme

The figures in the right hand margin indicate marks.
Answer questions from each section as directed therein.

Section - A

(Answer any THREE)   [12×3=36

1. What do you mean by Technology Life Cycle ? Discuss this from the perspective of growth and diffusion.

2. Briefly discuss production functions and technological change. Explain their interrelationship.

3. Distinguish between Technology Adoption and Technology Absorption. Identify the major benefits of effective absorption of imported technology.

[Cont...

4. Elaborate your understanding about the process of deriving technology strategy for the enterprise.

5. Discuss, with examples, the macro effects of technological changes on production, manpower skills, and competitive advantage of developing countries.

Section - B

(Answer any THREE)   [8×3=24

1. Explain Technology Strategy and its importance at corporate level.

2. Explain in detail the various issues related to pricing of technology.

3. What is meant by diffusion ? Explain its importance in the context of technological innovation.

4. Discuss and illustrate the modes and routes of technology transfer.

5. What factors at the enterprise level can facilitate technology absorption ?

[3]

Section - C

(Answer any TWO)   [5×2=10

1.   How Methodology of Technology assess.

2.   What are Stages of Technology information ?

3.   What is Routes of Technology Transfer ?

4.   What is Technology up-gradation ?

❖

DDCE - IV - S - (MBA) - 30 - POM. SPL - (TM) - R&B

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions, of the following :

$12 \times 3 = 36$

1. Discuss the different forms of tourism.

2. Describe the characteristics of tourism industry.

3. What is destination and attraction ? Discuss some important tourist spots in India.

4. What is Tourism products ? How it is different from other types of consumer products ?

5. Discuss the present state of Indian tourism with a case study of Rajasthan.

BK – 52/2   (Turn over)

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Write a note on wildlife and eco-tourism.

2. Discuss the economics of tourism.

3. Make an analysis on planning in tourism.

4. Discuss the natural and man-made tourist attractions.

5. Discuss the new thrust areas of tourism with reference to train tourism.

Section – C

1. Write short notes on any **two** of the following :

$$5 \times 2 = 10$$

   (a) Adventures and sports tourism

   (b) Entertainment tourism

   (c) Theme Park

   (d) House Boating

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Give an account on different types of hospitality industry.

2. Discuss the different types of hospitality in hotel.

3. Make an analysis on internal operations in hospitality Industry.

4. Write a note on accomodation tariff.

5. Describe the emerging trends and new thrust areas in Indian hotels.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Write a note on catering industry.

2. Make an analysis on classification of hotel.

3. Highlight the difference between House-keeping and maintenance.

4. Discuss the reservation formalities in hotels.

5. Write a note on eco-friendly hotels.

Section – C

1. Write short notes on any **two** of the following :

5×2 = 10

    (a) Guest House and Boarding House

    (b) Front Office

    (c) Seasonal and Off-seasonal Rate

    (d) Moatels and Boatels

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

1. Answer any **three** questions of the following :

$12 \times 3 = 36$

(a) What do you understand by market segmentation ? What are the major parameters used for tourism market segmentation ?

(b) What is Strategy ? Explain the process of formulating marketing strategies by star category hotels.

(c) What is the importance of trade fair ? "Trade fairs are getting more popular." Give comments.

(d) "Events play an important role in attracting tourists to a destination." Justify the statement with the help of suitable examples.

(e) Who is an event planner ? "Event planners are getting more professional." Comment on the statement.

Section – B

2. Answer any **three** questions of the following :

$$8 \times 3 = 24$$

(a) What do you understand about seasonality in tourism ? Explain it with suitable examples.

(b) What do you mean by eco-tourism ? Describe the different approaches of govt. for eco-tourism.

(c) What is conference ? Describe the strategy formulated for managing a conference.

(d) Design an entertainment event of your choice. How would you market the same ?

(e) What is Promotion ? Discuss the latest trends in promotion of an event.

Section – C

3. Answer any **two** questions of the following :

    $5 \times 2 = 10$

    (a) Identify areas of Marketing Research for tourism industry.

    (b) Give a brief overview of the marketing activities undertaken by tour operators.

    (c) What is the importance of venue in Event Management ?

    (d) Define Theme Based Exhibitions with two examples.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. Discuss the different types of travel agencies and tour operations in india.

2. Write a note on market research and investment provisions of travel agency.

3. Discuss the procedures for getting affiliation membership from WATA and FHRA.

4. Highlight the ticketing product promotion and other miscellaneous works of a travel agency.

5. Give an account on international conventions with reference to Brussels Conventions of 1961 and Berne Convention 1961-66.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Discuss the organisational set up of travel agencies.

2. What are the procedures for setting up of a travel agency ?

3. Write a note on preparation of a feasibility report.

4. Discuss the sources of income of a travel agency.

5. Describe organisational structure of SITA and TCI.

Section – C

Write short notes on any **two** of the following :

$5 \times 2 = 10$

1. Problems of Indian travel agency

2. IATA and UFTA

3. Commission of a travel agency

4. Warshaw Convention of 1929

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Define tourism and discuss different forms of tourism.

2. Make an analysis on different components of tourism industry.

3. Discuss some important tourist spots in India.

4. Highlight the elements and characteristics of tourism products.

5. Discuss the energing trends and new thrust areas in Indian tourism.

BK – 47/2   (Turn over)

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

1. Discuss the historical development of tourism.

2. Make an analysis on the characteristics of tourism industry.

3. Highlight the different elements of tourism destination.

4. Write a note on special interest tour with reference to ethnic tourism and rural tourism.

5. Discuss innovations in Indian tourism with reference to House Boating.

Section – C

1. Write short notes on any **two** of the following :

$5 \times 2 = 10$

(a) International and domestic tourism

(b) Shopping and entertainment

(c) Patterns and destination use

(d) Train tourism

———— ❖ ————

2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Make an analysis on different types of hospitality industry.

2. Throw light on different types of hotels.

3. What is Operation ? Make a critical analysis on internal operation.

4. Write a note on accommodation tariff.

5. Discuss the emerging trends and new thrust areas in Indian hotels.

BK – 48/2

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

1. Write a note on catering industry.

2. What is the difference between Guest House and Boarding House.

3. Write a note on house keeping and front office.

4. Discuss the travel agency coordination towards hotel booking.

5. Write a note on herbal treatment.

Section – C

1. Write short notes on any **two** of the following :

$$5 \times 2 = 10$$

   (a) Casino and suit hotels

   (b) Hour rules of the hotels

   (c) Food and Beverage

   (d) Moatels and Boatels

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. (a) Discuss the 7Ps marketing to develop a tourism sector of Odisha.

   (b) Design a campaign plan for tourism products of Odisha.

   (c) What is Pricing ? Discuss the different methods follow by the Govt. to determine the price of tourism products.

   (d) Design an event to popularize a political party.

(e) What is Trade Show ? Discuss the different stages of trade shows and exhibitions.

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

2. (a) Discuss the role of sales promotion to promote the tourism products.

(b) Discuss the activities followed by a wedding planner.

(c) Discuss, in details, the steps involved in managing an entertainment event.

(d) Design an exhibition. How would you market the same.

(e) How do media play vital role in propagating parties ?

Section – C

Answer any **two** questions of the following :

$$5 \times 2 = 10$$

3. (a) Describe Tourism product marketing.

(b) Discuss the challenges faced by the travel industries.

(c) Why do small organizations plan for cultural events ?

(d) Cruisers event role in promoting a tourism destination.

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2018

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from **all** the Sections as directed.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Discuss different types of travel agencies and tour operations in India.

2. Write a note on market research of a travel agency.

3. Discuss the procedures for affiliation membership from IATA and UFTA.

4. Discuss the sources of income of a travel agency.

5. Make an analysis on international conventions with special reference to Brussels Convention 1961 and Chikago of 1944.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Discuss the organisational set ups of a travel agency.

2. Write a note on WATA and FHRA.

3. Highlight the functions of a travel agency.

4. Discuss the planning and casting tours of a travel agency.

5. Write a note on Warshaw Convention of 1929.

Section – C

Write short notes on any **two** of the following :

5×2 = 10

1. Present trends of travel agencies

2. Investment provision of a travel agency

3. Commission of a travel agency

4. SITA and TCI

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