

(5 Yr.) - IX - S - IMBA / BBA - P - 42 -
(HRM-SPL-I-P-1-HRPD) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700 - 1000)

Answer any THREE : [12 x 3 = 36]

1. Define Human Resource Planning. Discuss the objective and different approach of Human Resources Planning.
2. Define HRD. Briefly discuss the objective and function of HRD.
3. Define HRIS. Explain the different types & application of HRIS in Modern organization.
4. What is succession planning ? Write down the objective & process of succession planning.
5. Discuss the scope and approaches to improve QWL.

[Cont...

Section – B**(Word Limit - 500)**

Answer any THREE : [8 x 3 = 24]

1. Discuss the OCTAPACE culture of an organisation.
2. Discuss the role and skill of a HRD manager.
3. Write down the challenges faced by a HR manager while implementing the HRP system in an organization ?
4. Briefly explain the HRD system and discuss the various subsystems of HRD.
5. What do you mean by HR Audit ? Discuss the role of HR Audit in an organization.

Section – C**(Word Limit - 300)**

Answer any TWO : [5 x 2 = 10]

1. Differentiate between HR Climate and HR culture.
2. Distinguish between HRM and HRD.
3. What are the benefit and problem area of HR accounting ?
4. What are the importance and type of record keeping ?

**(5 Yr.) - IX - S - IMBA / BBA - P - 42 -****(HRM-SPL-I-P-1-HRPD) - (R & B)****Dt. 24.01.2024**

(5 Yr.) - IX - S - IMBA / BBA - P - 43 -
(HRM-SPL-I-P-2-MERRL) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700 - 1000)

Answer any THREE: [12 x 3 = 36]

1. What is Industrial relation ? Who are the different actors in Industrial relations ? Discuss the approaches of Industrial relations.
2. Examine the concept of Industrial Dispute. Briefly describe the voluntary and statutory processes available for management of Industrial Disputes.
3. Discuss the provisions relating to 'Health and Welfare of the Workers' under the Factories Act, 1948.
4. Discuss the various benefits payable under the ESI Act 1948.
5. Explain the provision of the workmen's compensation Act, 1923 relating to distribution of compensation.

[Cont...

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24

1. Who is eligible for bonus ? Briefly discuss the 'allocable surplus' & 'available surplus' under the payment of bonus Act, 1965.
2. What is collective bargaining ? Discuss the Collective bargaining process.
3. Explain the salient features of payment of gratuity act, 1972.
4. What are the benefits payable to a female employee under the maternity benefits act, 1961 ?
5. What are the objective and design the structure of ILO ?

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10

1. Define manufacturing process and workers as per the factories act, 1948.
2. What are the Fundamental Rights in Indian Constitution and Labour Legislation ?
3. Define 'Strike' and 'Lock out'. Discuss the different types of strike ?
4. What are the essential features of Industrial Employment (Standing order) Act 1946.



(5 Yr.) - IX - S - IMBA / BBA - P - 43 -

(HRM-SPL-I-P-2-MERRL) - (R & B)

Dt. 25.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 44 -
(HRM-SPL-I-P-3-MTD) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Define training. Explain its need, objectives and benefits.
2. Describe the training process.
3. Explain Kaufmann's model of learning evaluation.
4. Define Training effectiveness. Explain the different criteria's of training effectiveness.
5. Discuss the role of trainers and line managers in the evaluation of training programmes.

[Cont...

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24

1. What is "Adult learning Theory" ? Describe the assumptions of this theory as stated by Knowles.
2. Explain the different types of On-the-job training methods.
3. Explain the role of Instructor while imparting training to employees.
4. "Training aids to have a competitive edge". Explain with suitable examples. Distinguish between Training and Development.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10

1. Explain Training Need assesment.
2. Write short note on Training Aid.
3. What is In-basket exercise ?
4. What is Learning Cycle ?



(5 Yr.) - IX - S - IMBA / BBA - P - 44 -

(HRM-SPL-I-P-3-MTD) - (R & B)

Dt. 27.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 45 -
(POM-SPL-II-P-1-TQM) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Define quality costs. What are the barriers for implementing TQM in an industry ? Discuss.
2. Explain the detail about the 7 SPC tools of quality.
3. Explain the steps followed to get ISO 9000 certification for an educational institute.
4. Explain QFD with a suitable example. What are its advantages and limitations ?
5. Discuss in detail about the FMEA team and FMEA documentation.

[Cont...

[2]

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Explain the principles of TQM.
2. What do you understand by SPC ? List out the new seven management tools. Under SPC model.
3. What is benchmarking ? List out the various steps involved in a benchmarking process.
4. Discuss in detail about the concept of Six-Sigma.
5. Define quality system and explain the evaluation of ISO 9000.

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What do you mean by total cost of quality ?
2. What do you understand by QFD ?
3. What is control chart ? What are its uses ?
4. Define KIZEN.



(5 Yr.) - IX - S - IMBA / BBA - P - 45 -

(POM-SPL-II-P-1-TQM) - (R & B)

Dt. 29.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 45 -
(MM-SPL-II-P-1-CB) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE :

[12 x 3 = 36]

1. Discuss the final stage of Engle-Kollat-Blackwell multimediation model and explain it thoroughly by using an example.
2. Explain cultural influence on consumer behavior. Discuss the characteristics of culture.
3. Explain buying behavior of consumers at each stage of decision making process.

[Cont...

4. Who is an opinion leader ? How the process is adopted by the opinion leader to understand the market ?
5. Explain the diffusion and adoption process in detail with an examples.

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Write brief notes on four view of consumer - Economic view, Passive view, Cognitive view and Emotional view.
2. What is Nicosia model of consumer behavior ? Explain in detail what the different fields are involved in it.
3. How do consumers make decision ? What factors influence their decision-making process ?
4. "Social class is groups that serve as frames of individuals in their purchase decisions". With reference to this statement explain the various types of social classes with examples.

[Cont...

[3]

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

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What is Decision process approach ? How is it different from distributive approach ?
2. Define AIO. Discuss its objectives.
3. Differentiate between personal and industrial consumer.
4. Exogenous variable.



(5 Yr.) - IX - S - IMBA / BBA - P - 45 -

(MM-SPL-II-P-1-CB) - (R & B)

Dt. 29.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 45 -
(FM-SPL-II-P-1-FMI) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Define Indian Financial System. Explain about the various components of it with special reference to the Financial Institutions.
2. What is Stock Exchange ? "BSE & NSE as the two prime stock exchanges of India". Justify the statement by explaining the details about these two exchanges.

[Cont...

3. Define Capital Market. Discuss the role & Responsibilities of SEBI to monitor the Capital Market Instruments.
4. Explain the salient features of the Money Market. Discuss the different types of Treasury Bills in detail.
5. What is Monetary Policy of RBI ? Discuss about the various functions of RBI.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Elaborate about the factors influencing the Economic Growth & Development.
2. Outline the functions of New Issues Market in India.
3. What is Listing of Securities ? Discuss its listing process.
4. State & Explain the functions of Call Money Market.
5. Explain the functions of Commercial Banks in India.

[Cont...

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10

1. Discuss the different components of Economic Reformation.
2. SEBI is providing Protection to its Investors. Explain the features of it.
3. Discuss the functions of Developmental Financial Institutions.
4. What is CRR & SLR ? Discuss the importance of both in commercial bank.



(5 Yr.) - IX - S - IMBA / BBA - P - 45 -

(FM-SPL-II-P-1-FMI) - (R & B)

Dt. 29.01.2024

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What do you understand by Merchant Banking ?
Enumerate the important functions of it.
2. Explain the concepts of Leasing and Hire Purchase and point out the differences between the two. Differentiate between Operating Lease and Finance Lease.
3. What is IRDA ? Explain the roles and functions of IRDA of India.
4. What is 'Financial Services' ? What are the characteristics and objectives of Financial Services ?

[Cont...

5. Define the Term 'Credit Rating'. Elaborate on the method of identifying the rating to the financial institutions. Discuss the advantages of Credit Rating.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Explain the terms financial services, and discuss its role and functions.
2. "Mutual funds are necessary intermediaries between investors and the issue companies." Do you agree with this view point? Give reasons.
3. Write down the Code of Conduct issued by SEBI for merchant bankers in India.
4. What do you understand by Equated Monthly Installments ? What consideration is kept in mind while determining EMIs in Housing Finance ? Explain.
5. What do you mean by insurance ? What are the types of insurances fall under this category ? List.

[Cont...

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10

1. Differentiate between Fee-based services and Fund-based services.
2. What do you mean by factor and factoring services ?
3. Explain the benefits of Housing Finance.
4. Write short notes on Horizontal Merger and Vertical Merger.



(5 Yr.) - IX - S - IMBA / BBA - P - 46 -

(FM-SPL-II-P-2-MBFS) - (R & B)

Dt. 30.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 46 -
(MM-SPL-II-P-2-APM) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Explain the importance of media planning and selection for a media house.
2. Do you think advertising budget equally valuable as like financial budget ? Give your opinion. Explain different types of advertising budget.
3. What is the relevance of pricing strategy in the business development process ?
4. How online media useful for brand building in the market ? Explain with suitable examples.

[Cont...

5. What is brand portfolio management ? Explain the importance of brand portfolio in the present days.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. How social advertising works. Explain with suitable examples.
2. Briefly explain the need of CRM practices in the business. Do you think it's important ? Give your valuable opinion.
3. Why sales promotion given importance in the present days ? Explain different trade promotional tools.
4. What do you mean by AIDA concept in advertising ? Explain the importance of it.
5. Give your opinion about CRM. Is it equally important as advertisement ? Justify your opinion.

[Cont...

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What is brand perception ?
2. Write short note on visual merchandising.
3. Discuss the challenges faced by the Sales Personnel while selling the products.
4. How advertisement motivate consumers to purchase a new product.



(5 Yr.) - IX - S - IMBA / BBA - P - 46 -

(MM-SPL-II-P-2-APM) - (R & B)

Dt. 30.01.2024

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36

1. What is the meaning of material management ? Describe the objectives and different factors which promotes a good material management system.
2. What do you mean by purchasing policy ? What is the procedure of purchasing and tendering system ?
3. Define inventory control and types of inventory control. How would you exercise inventory control in your hospital ?
4. What are the advantages and disadvantages of centralized store room facility ? Why the store accounting system is important for an organization ?

[Cont...

5. What is waste management and explain different approaches of the waste reduction in case of a manufacturing unit.

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Explain the golden rules of material management.
2. Discuss the elements of good purchasing system.
3. Explain the tendering procedure in detail.
4. Explain the stores accounting and stock verification.
5. Explain the procedures involved in selecting suppliers.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. State the duties of the store keeper.
2. Explain ABC analysis.
3. Define EOQ Model.
4. What do you mean by purchasing policy ?



(5 Yr.) - IX - S - IMBA / BBA - P - 46 -

(POM-SPL-II-P-2-PMM) - (R & B)

Dt. 30.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 47 -
(MM-SPL-II-P-3-SDM) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What are the key constituents of a strategic sales management process ? What key decisions a sales manager has to take at different stages of the sales management process.
2. Why do conflicts occur in a distribution channel ? Is it possible to eliminate all types of conflicts in a channel relationship ? How does channel conflict affect channel performance ?
3. Explain the personal selling process. What precautions a sales person has to take at each of these levels in order to achieve sales.

[Cont...

4. Differentiate between the qualitative techniques and quantitative techniques of Sales forecasting ? What are the advantages and disadvantages of these techniques ?
5. Explain in detail the emerging sales management trends and how are they affecting the role and functions of a salesperson.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Give a brief note on :
 - (a) Intensive and Selective distribution.
 - (b) Types of Sales organization.
2. What is sales budget ? Discuss the sales budgeting techniques in detail.
3. Describe a few recent and contemporary trends in selling.
4. Explain reverse logistics mechanism with suitable examples.
5. How does warehousing as a function contribute towards cost reduction in a system ? What are the major functions of a warehouse ?

[Cont...

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Explain the Delphi method of sales forecasting.
2. Differentiate between horizontal channel conflict and vertical channel conflict.
3. Describe the methods of handling customer objections during a selling process.
4. What are the advantages and disadvantages of the straight salary plan ?



(5 Yr.) - IX - S - IMBA / BBA - P - 47 -

(MM-SPL-II-P-3-SDM) - (R & B)

Dt. 31.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 47 -
(MM-SPL-II-P-3-SDM) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

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[Cont...

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Section – B

(Word Limit - 500)

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[8 x 3 = 24]

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[Cont...

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

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(5 Yr.) - IX - S - IMBA / BBA - P - 47 -

(MM-SPL-II-P-3-SDM) - (R & B)

Dt. 31.01.2024

(5 Yr.) - IX - S - IMBA / BBA - P - 47 -
(FM-SPL-II-P-3-SAPM) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Define the term investment ? How it is different from speculation and gambling ? Discuss different investment avenues available in India ?
2. Explicate the Economic-Industry-Company (E-I-C) approach of Fundamental analysis ?
3. Discuss Modern Portfolio Theory of optimum portfolio selection identified by Markowitz along with its limitation ?
4. Compare and contrast between Sharpe ratio, Treynor ratio and Jensen measure of Portfolio performance evaluation ?

[Cont...

5. Calculate the expected return, variance and standard deviation of a portfolio comprising two securities, assuming that the portfolio weights are 0.30 for security 1 and 0.70 for security 2. The expected return for security 1 is 14 per cent and its standard deviation is 8 percent, while the expected return and standard deviation for security 2 are 12 percent and 6 percent respectively. The correlation between the two securities is 0.8.

Section – B

(Word Limit - 500).

Answer any THREE : [8 x 3 = 24

1. What is technical analysis ? Discuss Dow Theory and Elliot wave Theory of technical analysis ?
2. Decipher the concept of weak form, semi-strong form and strong form of market efficiency ?
3. Discuss the salient features of Forward, Futures, options and swap contracts ?
4. How overpriced and underpriced securities are identified with Capital Asset Pricing Model (CAPM) ?

[Cont...

5. Calculate the expected return and expected risk for a stock having the following probability distribution :

<u>Probable Return (%)</u>	<u>Probability of Occurrence</u>
- 10	0.10
- 5	0.20
5	0.20
10	0.10
15	0.20
20	0.20

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. Differentiate between technical analysis and fundamental analysis ?
2. What is the difference between SML and CML ?
3. Differentiate between systematic risk and unsystematic risk ?
4. Write short note on Formula Plan technique of Portfolio revision ?



(5 Yr.) - IX - S - IMBA / BBA - P - 47 -

(FM-SPL-II-P-3-SAPM) - (R & B)

Dt. 31.01.2024

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What do you mean by Production planning and control ? Explain three phases of production planning and control.
2. What is Forecasting ? What are the factors affecting forecasting ?
3. What is aggregate planning ? Explain the strategies of aggregate planning.
4. State the steps in Johnson's algorithm for solving sequencing problems of n jobs with 3 machines.
5. Explain the scheduling procedure with suitable example.

[Cont...

[2]

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Explain briefly the objectives of production planning and control.
2. Explain the advantages of ABC analysis.
3. What is aggregate planning ? What are its objectives.
4. Discuss MRP and its four fundamental inputs.
5. Discuss the process of line balancing.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. Discuss Master Production Scheduling.
2. Write a short note on MRP-II.
3. Discuss forecasting for a new product being launched, with an example.
4. Short note on : Line of balance technique.



(5 Yr.) - IX - S - IMBA / BBA - P - 47 -

(POM-SPL-II-P-3-OPC) - (R & B)

Dt. 31.01.2024