

(2 Yr.) - IV - S - MBA - DDCE -  
(BIM-SPL-I-RCM) - P - 23 - (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 meant by "Management of Risks" ?  
Explain the Risk Management process in insurance.
2. Evaluate the effect of Health Insurance Schemes in enhancing health care delivery in India.
3. Explain the need for a careful investment management policy to a Bank in the context of various statutory provisions.
4. Examine the different Marine insurance policies related to Hull and Cargo Insurance.
5. Discuss the operation and claim procedure of Motor Vehicle Insurance in India.

[ Cont...



[ 2 ]

**Section – B**

**(Word Limit - 500)**

Answer any THREE :

[8 x 3 = 24]

1. Classify risks in insurance and explain them in detail.
2. Discuss the provisions of National Agriculture Insurance Schemes (NAIS) in India.
3. Explain how the banking companies manage the liquidity risk.
4. What is meant by Third Party Claim ? Discuss the procedures of settlement of Third Party Claims.
5. Distinguish between Floating Policy and Blanket Policy related to Marine Insurance.

**Section – C**

**(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Explain how Cattle Insurance operates in recent times in India.
2. Explain in detail the need and objectives of Risk Management in Insurance.
3. What is the procedure of Market Risk Management in Banks ?
4. Explain the settlement procedures of Maturity Claims and Death Claims.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(BIM-SPL-I-RCM) - P - 23 - (R & B)**

**Dt. 24.07.2023**



**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 a Negotiable Instrument ? What are its features ? Who are the parties to a negotiable instrument ?
2. Examine the Regulations on advertisement of the insurance companies and the insurance agents.
3. Discuss the provisions of the Banking Regulation Act regarding opening of new branches and licensing of banks.
4. Briefly summarize the various legal provisions applicable to insurance business in India.
5. "Agents play a key role in the development of insurance business". Do you subscribe to this view ? State the rights and duties of an agent.

[ Cont...



**Section – B**  
**(Word Limit - 500)**

Answer any THREE : [8 x 3 = 24]

1. Explain duties and responsibilities of surveyors and loss assessors.
2. Explain the procedure under which registration of insurance companies may be cancelled according to IRDA Act ?
3. Explain the provisions of Banking Regulation Act relating to opening of new branches ?
4. 'All cheques are bills but all bills are not cheques'. Discuss.
5. Discuss the provisions of Banking Regulation Act with regard to licensing of banks and restrictions of loans and advances.

**Section – C**  
**(Word Limit - 300)**

Answer any TWO : [5 x 2 = 10]

1. Discuss why is Regulation of banks important ?
2. What are the negotiable instruments and their characteristics ?
3. What are the legal provisions in licensing of surveyors ?
4. Explain the role of IRDA in the insurance sector.



**(2 Yr.) - IV - S - MBA - DDCE -**  
**(BIM-SPL-I-BIL) - P - 24 - (R & B)**

**Dt. 25.07.2023**



(2 Yr.) - IV - S - MBA - DDCE -  
(BIM-SPL-II-BIM) - P - 28 - (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 Bank Marketing ? Discuss the different marketing strategies implemented by the banks to create the business and motivate customers to make Investment.
2. Discuss the promotional strategy used by the Insurance companies to promote the Life Insurance Products.
3. What is New Product Development Process, discuss its steps in details.
4. Why Personal Selling is the most effective selling process of insurance products, explain with suitable examples.
5. What is Customer Relationship Management (CRM). Discuss its scope, importance and functions in Banking Organisations.

[ Cont...



**Section – B**

**(Word Limit - 500)**

Answer any THREE :

[8 x 3 = 24]

1. Discuss the Bank Marketing Environment. Explain the effect of economic environment on Bank Rates.
2. Elaborate the factors influencing the buying behavior of the customers in banking & insurance sector.
3. Define PLC. Discuss the strategies implemented of Growth & Maturity stages for Insurance Products.
4. What do you understand by Brand ? Discuss the essentialities of Brand in Banking & Insurance Sector.
5. How sells force is managed insurance organizations. Explain.

**Section – C**

**(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Define Service Marketing.
2. What is Relationship Marketing ?
3. Write a note on Mobile Banking Services.
4. Write a note on Life Insurance Products. (any TWO)



**(2 Yr.) - IV - S - MBA - DDCE -**

**(BIM-SPL-II-BIM) - P - 28 - (R & B)**

**Dt. 31.07.2023**



**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 Therapeutic Diet ? Discuss its Purpose and classification of Therapeutic Diet.
2. Discuss what modified diet is. Explain the objectives and types of modified diet.
3. Discuss the causes of Hypertension, Nephritis & Cirrhosis. Explain how to prevent it.
4. Explain the advantages of the normal diet, liquid diet and soft diet. Discuss its advantages.
5. Discuss the modification of diet can reduce the peptic ulcer & arthrosclerosis.

*[P.T.O...]*



[ 2 ]

**Section – B**

***(Word Limit - 500)***

Answer any THREE :

[8 x 3 = 24]

1. Explain the role of dietitian to reduce the obesity.
2. Why Tube feeding is applied ? Discuss its causes.
3. Write a note on special feeding methods.
4. What is Co-replications ? Explain in detail.
5. Prepare the High Calorie and Low Calorie diet chart.

**Section – C**

***(Word Limit - 300)***

Answer any TWO :

[5 x 2 = 10]

Write short notes on any TWO :

1. Role of a nurse in feeding the patients.
2. What is Routine Hospital ?
3. What is high & low protein diet.
4. Functions of fiber in our body.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(DNM-SPL-II-TM) - P - 27 - (R & B)**

**Dt. 29.07.2023**



**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 mitosis and meiosis ? Explain and differentiate mitosis from meiosis.
2. What is Cell ? Describe the characteristics and function of a cell in the human body.
3. "Proteins, fats and carbohydrates digested and absorbed in the body". Justify how the process is maintained.
4. Describe the blood circulation system of the human heart.
5. What is excretory system ? Discuss the various levels of excretory system.

*[P.T.O...]*

[ 2 ]

**Section – B**

***(Word Limit - 500)***

Answer any THREE :

[8 x 3 = 24

1. Describe the structure and function of the Kidney.
2. What is Respiration ? Discuss functions of Nose & Lungs in the respiration system.
3. What is Digestive System ? Explain the functions of Salivary gland and Pancreas.
4. Write a note on Blood Clotting & Blood Vessels.
5. Briefly explain the components of Cardiac Cycle.

**Section – C**

***(Word Limit - 300)***

Answer any TWO :

[5 x 2 = 10

Write short notes on any TWO :

1. Functions of Larynx.
2. Functions of Stomach in digestion.
3. Blood Pressure and its Control mechanism.
4. Functions of Urinary Bladder.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(DNM-SPL-II-HSM) - P - 26 - (R & B)**

**Dt. 27.07.2023**



**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 significant microorganisms in the food industry ? Elaborate.
2. Name a few pathogens of bacterial origin and describe their adverse effects on human health.
3. How do acidity and temperature help in control of microorganisms in food ?
4. Explain the importance of safe food handling in the food industry.
5. What is the difference between food additives and food adulterants ? Explain.

**Section – B**

***(Word Limit - 500)***

Answer any THREE : [8 x 3 = 24]

1. Which microorganism is more dangerous to human health-bacteria or parasite ?

*[P.T.O...]*

[ 2 ]

2. What are the reasons for food degradation ?  
Explain the symptoms and factors responsible.
3. Are sweetening and flavouring agents healthy ?  
Provide valid arguments.
4. How can food be contaminated by metals ?  
What are the related health hazards ?
5. Which food industries are at risk of spreading  
food infection more than any other food  
industry ?

**Section – C**

***(Word Limit - 300)***

Answer any TWO :

[5 x 2 = 10]

1. What are the symptoms of degradation of fresh,  
dry and preserved food.
2. Why do some people react to certain food  
items ? What are the symptoms and causes ?
3. Is food technology doing any good for us ?  
Support your answer with suggestions.
4. List major Indian standards of Food Quality  
Control.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(DNM-SPL-II-MMFI) - P - 28 - (R & B)**

**Dt. 31.07.2023**



**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 Indian Financial System. Explain about the various components of it with special reference to the Financial Institutions.
2. Define Capital Market. Discuss the Role & Responsibilities of SEBI to monitor the Capital Market Instruments.
3. "BSE & NSE are the two prime stock exchanges of India". Justify the statement by explaining the details about these two exchanges.
4. Explain the silent 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 other functions of RBI.

[ Cont...



**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.

**Section – C**

**(Word Limit - 300)**

Answer any TWO : [5 x 2 = 10]

1. What is Economic Reformation ? Discuss the components of it.
2. What is Investor Protection ? Explain its advantages.
3. Discuss the functions of Development Financial Institutions.
4. What is CRR & SLR ? Discuss the importance of both in Commercial Bank.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(FM-SPL-I-FMI) - P - 23 - (R & B)**

**Dt. 24.07.2023**



**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 Venture Capital ?  
What do you understand by Exit Routes ?  
Enumerate the important exit routes and explain the important ones.
2. Explain the concepts of Leasing and Hire Purchase and point out the differences between the two. Differentiate between Operating Lease and Finance Lease. Why is sale and lease back prepared and when ?
3. What is IRDA ? Explain the roles and functions of IRDA.
4. What is 'Financial Services' ? What are the characteristics and objectives of Financial Services ?
5. Define the Term 'Merchant Banking'. Elaborate on the role of issue manager in the real of public issue management.

[ Cont...



[ 2 ]

**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 insurance fall under this category ? List.

**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 Credit Rating.
4. Write short notes on Horizontal Merger and Vertical Merger.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(FM-SPL-I-MBFS) - P - 24 - (R & B)**

**Dt. 25.07.2023**



**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. "Portfolio diversification is meant for management of risk". In view of this, elaborate various types of risks involves in portfolio management with appropriate examples.
2. Explain in detail Dow's theory and how it is used to determine the direction of the stock market.
3. Stock A and B have yielded the following returns for the last two years.

<u>Year</u>	<u>Returns (%)</u>
-------------	--------------------

	<u>A</u>	<u>B</u>
2011	12	14
2022	16	12

- (a) What is the expected return on portfolio with 60% A and 40% B.

[ Cont...

- (b) Find out the standard deviation of both stocks.
  - (c) What is the portfolio risk if correlation coefficient is 0.12.
4. Amitanshu is considering the purchase of a bond, which is currently selling at Rs. 878.50. The bond has 4 years to maturity with a face value of Rs. 1000 and coupon rate of interest is 8%. The required rate of return is 10%. Calculate :
- (a) Intrinsic value of the bond.
  - (b) Yield to maturity of the bond.
5. What are the various methods to evaluate portfolio performance ? Discuss.

### Section – B

**(Word Limit - 500)**

Answer any THREE : [8 x 3 = 24]

- 1. What is CAPM ? What are the underlying assumptions ?
- 2. Define Bond ? Briefly explain different types of bonds with their method of valuation.
- 3. What are Financial Derivatives ? What are the major participants in the derivatives market ? How would you distinguish between futures and options ?

[ Cont...



4. Ms. Preeti wants to invest 40% in Firm-A with an expected rate of return of 18% and the rest in Firm-B with an expected rate of return of 12%. Her total amount of investment was Rs. 8,00,000. Calculate the expected percentage rate of return and the amount of return on the portfolio.
5. What are the objectives of portfolio management ? Discuss the major problems of portfolio management.

### Section – C

**(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Write a note on 'Bond Management Strategy'.
2. If the risk-free rate is 4%, the market risk premium is 8.6% and a particular stock has a beta coefficient of 1.3. Calculate expected rate of return on the stock. What would be the expected rate of return if the beta were to double ?
3. Briefly discuss various forms of market hypothesis.
4. Write a short note on 'Industry analysis'.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(FM-SPL-II-SAPM) - P - 28 - (R & B)**

**Dt. 31.07.2023**

(2 Yr.) - IV - S - MBA - DDCE -  
(HRM-SPL-I-HRPD) - P - 23 - (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 in detail the concepts, importance and objectives of HRP.
2. Why is Computerized HRIS System preferred to manual HRIS ? Discuss the different use of information system during the management of human resources.
3. Give a brief note on HRD Matrix with suitable examples.
4. What is Quality of Work Life ? Why it is important ? Explain the mechanism adopted by the organisation to maintain the quality of work life.
5. Define Succession Planning. How is it undertaken ? Explain highlighting on the importance and aim of Succession planning in comparison with carrier planning.

[ Cont...



[ 2 ]

**Section – B**

**(Word Limit - 500)**

Answer any THREE :

[8 x 3 = 24]

1. Explain the approaches of HRP.
2. Discuss the process of HRIS Development in an ongoing organization.
3. Explain with examples about the OCTAPACE culture.
4. How does HRD Interventions help organization to produce good results ? Discuss.
5. How and why Human Audit is applicable in a MNC's ?

**Section – C**

**(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Write about two types of HR Plans.
2. What is HR Accounting ? Explain its relevance in the organizational context.
3. "Work Life Balance is important in Managerial Success". Elucidate.
4. Explain the important stages in the Career Planning Process.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(HRM-SPL-I-HRPD) - P - 23 - (R & B)**

**Dt. 24.07.2023**

(2 Yr.) - IV - S - MBA - DDCE -  
(HRM-SPL-I-MERRL) - P - 24 - (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 Relations' ? Explain the objectives and approaches of Industrial Relations.
2. What is Industrial Dispute ? Explain the machinery for settlement of Industrial Disputes.
3. Outline the provisions relating to the health and welfare measures under the Factories Act 1948.
4. Explain the various benefits provided under the Employees State Insurance Act 1948.
5. Discuss the important provisions of the payment of Bonus Act, 1965.

[ Cont...



**Section – B**  
**(Word Limit - 500)**

Answer any THREE : [8 x 3 = 24]

1. What are various types of strikes and explain the measures for prevention of strikes.
2. Explain the deduction which may be made from wages under payment of wages act, 1936.
3. What are the benefits available under Maternity Benefits Act, 1961.
4. What are the important provisions of the Employee Provident Fund Act, 1952.
5. Explain the procedure of fixation and revision of minimum wages under the minimum wages act, 1948.

**Section – C**  
**(Word Limit - 300)**

Answer any TWO : [5 x 2 = 10]

1. Define 'Strike' and 'Lock out' and when they will become illegal ?
2. What is Gratuity ? What are the Eligibility for payment of gratuity ?
3. What are the Fundamental Rights in Indian Constitution and Labour Legislation ?
4. Discuss the essential features of Industrial Employment (Standing order) Act, 1946.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(HRM-SPL-I-MERRL) - P - 24 - (R & B)**

**Dt. 25.07.2023**



**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. If an organization wants to develop its workforce, it needs frequency of on the job and off the job trainings. Elaborate.
2. What is the importance of person analysis ? What is the significance of training need analysis ?
3. What is the importance of collecting feedback after the training programme ? Write down the various methods of collecting the training feed back ?
4. Why training aids are more important at the time of conducting a training programme ? Write down the different type of training aid using in an organization.
5. Write down the purpose of issuing the certificates ? Design a training certificates to be distributed among the trainees after completion of the training programme ?

*[ Cont...*



**Section – B**

***(Word Limit - 500)***

Answer any THREE : [8 x 3 = 24]

1. Summarize the role and responsibilities of training department. What is the primary role of a trainer in an organization.
2. What is Training ? Examine its various types.
3. What is Training Design ? Highlight important considerations to be kept in mind when designing a training programme.
4. What is the process of developing a training calendar ? Give example to support your answer.
5. Discuss briefly Donald L Kirkpatrick's four steps to measuring training effectiveness.

**Section – C**

***(Word Limit - 300)***

Answer any TWO : [5 x 2 = 10]

1. What is included while planning for a training session ?
2. What is Seminar Method ? Mention the advantages and disadvantages of seminar method.
3. Write down the different features of andragogy and pedagogy.
4. What are the benefit of training ? Distinguish between training & development.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(HRM-SPL-II-MTD) - P - 28 - (R & B)**

**Dt. 31.07.2023**

(2 Yr.) - IV - S - MBA - DDCE -  
(ISM-SPL-II-SAD) - P - 28 - (R & B)

**2023**

**Full Marks - 40**

**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 TWO :

[12 x 2 = 24]

1. Define a System. How it may be classified ?
2. State the features and advantages of prototyping.
3. Explain the stages of system design.
4. What is Normalization ? Describe its types.
5. List down the objectives behind system testing.

[ Cont...



[ 2 ]

**Section – B**

***(Word Limit - 500)***

Answer any TWO :

[8 x 2 = 16

1. Discuss the components of a system.
2. Describe the various techniques of Investigation.
3. Highlight the strengths and weaknesses of Rapid Application Development.
4. What are the objectives of database ?
5. What is the need for IS Audit ?



**(2 Yr.) - IV - S - MBA - DDCE -**

**(ISM-SPL-II-SAD) - P - 28 - (R & B)**

**Dt. 31.07.2023**

**2023**

**Full Marks - 40**

**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 TWO :

[12 x 2 = 24]

1. Briefly describe the strategic issues involved in ERP implementation.
2. Describe the phases of ERP implementation life cycle.
3. How information technology acts as a support to Business Process Re-engineering ?
4. State the goals, functions and benefits of SCM.
5. Describe the models of e-business.

*[ Cont...*



[ 2 ]

**Section – B**

**(Word Limit - 500)**

Answer any TWO :

[8 x 2 = 16]

1. What are the major benefits of ERP to firms ?
2. State the common causes of disaster in ERP implementation.
3. Define BPR. List down the steps for Re-engineering.
4. List down the benefits of SCM.
5. Write a short notes on EDI.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(ISM-SPL-II-ERP) - P - 27 - (R & B)**

**Dt. 29.07.2023**

**2023**

**Full Marks - 40**

**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 TWO : [12 x 2 = 24]

1. What are the various categories of database users ? State the role of a database administrator.
2. What is an ER diagram ? Draw an ER diagram for a banking management system.
3. Define 1NF, 2NF and 3NF. Given a relation R (A, B, C, D) and functional dependency set {AB -> CD, B -> C}. Determine whether R is in 2NF. If not, convert it into 2NF.
4. Define functional dependency, canonical cover. Find the canonical cover of FD {A -> BC, B -> AC, C -> AB}.
5. Compare and contrast different levels of RAID.

[ Cont...



Section – B

(Word Limit - 500)

Answer any TWO :

[8 x 2 = 16]

1. Differentiate between procedural and non-procedural DML. Briefly explain different views of data.
2. Describe cardinality in ER diagram with examples and necessary diagrams.
3. Define Key. What are the different types of keys in a database ?
4. Differentiate between (i) RAM and ROM (ii) Primary and Secondary Memory.
5. What is a Query ? How is query optimization carried out ?



(2 Yr.) - IV - S - MBA - DDCE -

(ISM-SPL-II-RDBMS) - P - 26 - (R & B)

27.07.2023

(2 Yr.) - IV - S - MBA - DDCE -  
(MM-SPL-I-CB) - P - 23 - (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. Lay down the final stage of Engle-Kollat-Blackwell multimediation model and explain it thoroughly by using an example.
2. Explain cultural influence on consumer behavior. Define characteristics of culture. Answer with example to Odisha Culture.
3. Explain buying behavior of consumers at each stage of decision making process.
4. What is Opinion Leader ? Explain its process. Can you measure opinion leadership ? Justify your answer.
5. Explain the diffusion and adoption process in detail with an examples.

[ Cont...



[ 2 ]

**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.
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.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(MM-SPL-I-CB) - P - 23 - (R & B)**

**Dt. 24.07.2023**



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

[ Cont...



**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.

**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. Stress in sales management. Discuss the challenges faced by the Sales Personal while selling the products.
4. How advertisement motivate consumers to purchase a new product.

**(2 Yr.) - IV - S - MBA - DDCE -****(MM-SPL-I-ABM) - P - 24 - (R & B)****Dt. 25.07.2023**

**2023**

**Full Marks - 70**

**Time - As in the Programme**

*Each question carries equal marks.*

*Answer any FIVE questions.*

1. What are the suitable methods to promote a new FMCG product ? Give your valuable suggestions.
2. How consumer promotion different from trade promotion ? Explain with suitable examples.
3. What do you mean by CAR in advertising ? Why client agency break.
4. Explain how social media create a special position to build brand name in the present time. In your opinion, traditional method of promotion valuable for political marketing or not ?
5. Why so many successful brands fail in the market after performing the best ? Give some idea and suggestion to make the product a successful brand.

[P.T.O...]



[ 2 ]

6. Why media planning is important for business development. Elaborate suitable method to choose media for garment products.
7. What are the different roles of sales manager ? Why motivation is essential for sales team ? Give your opinion.
8. Define the ad effectiveness. Discuss the DAGMAR approach.



**IV - S - MBA - P - 28 - (MM - SPL - APM)**

**Dt. 31.07.2023**

**(2 Yr.) - IV - S - MBA - DDCE -**  
**(POM-SPL-I-PMM) - P - 24 - (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 do you mean by materials management ?  
Discuss the scope of materials management.
2. Discuss the importance of ABC analysis. And  
explain the limitations of ABC analysis.
3. Briefly discuss on the duties and responsibilities  
of the purchase department.
4. Define Inventory. What are the primary functions  
of inventory management ?
5. What do you understand by inventory control ?  
Write a note on inventory classification  
techniques.

[ Cont...



**Section – B****(Word Limit - 500)**

Answer any THREE :

[8 x 3 = 24]

1. How will you interrelate production and material management ?
2. How has e-procurement changed the current scenario of purchase management ?
3. Briefly explain the verification function of stores. How does change of the location of store affects it financially ?
4. Briefly explain the scope and objectives of waste management.
5. What are the problems associated with stores management ? Explain briefly the costs involved in stores.

**Section – C****(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Write short notes on ABC curve with examples.
2. What is EOQ ? Discuss its objectives.
3. What is optimum level of safety stock ?
4. What is XYZ. Analysis and why it is required ?

**(2 Yr.) - IV - S - MBA - DDCE -****(POM-SPL-I-PMM) - P - 24 - (R & B)****Dt. 25.07.2023**

(2 Yr.) - IV - S - MBA - DDCE -  
(POM-SPL-I-TQM) - P - 23 - (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 jurans and Demings views of TQM.
2. What do you mean by Quality Audit ? What are the steps involved in conducting Quality Audit ?
3. Briefly explain 7 QC tools of TQM.
4. Briefly explain ISO-9000 quality Management and quality assurance standard. And also explain benefits of ISO9000 quality system and what are the steps for ISO 9000 certification.
5. Briefly explain techniques of TQM.

**Section – B**

**(Word Limit - 500)**

Answer any THREE : [8 x 3 = 24]

1. Briefly explain barriers of TQM in an Organization.

[ Cont...



[ 2 ]

2. What is Six Sigma ? Explain the significance of Six Sigma.
3. What do you mean by quality function deployment ? What are the steps involved in QFD.
4. Draw the control chart for Mean and Range and determine the control chart line and control limit from the following data.

Subgroup No.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Mean	6.50	7.00	7.50	9.50	9.00	10.50	11.00	3.5	3.0	3.0	3.9	4.5	4.8	5.0	9.00
Range	3	2	23	2	4	3	2	2	2	3	3	5	4	2	1

Assume constant value :  $A_2 = 0.48$ ,  $D_3 = 0$ ,  $D_4 = 2.0$ .

5. Draw C chart from the following data :  
 Wall Clock      1   2   3   4   5   6   7   8   9   10  
 No. of defects in the Clock      2   3   1   4   4   3   5   2   0   3

### Section – C

**(Word Limit - 300)**

Answer any TWO : [5 x 2 = 10]

1. What do you mean by BPR ? Explain the role of BPR in Manufacturing Organization.
2. What is the importance of leadership in TQM.
3. Why Indian Industries are not adopting Kaizen Principle ?
4. Briefly explain principles of TQM.



**(2 Yr.) - IV - S - MBA - DDCE -**

**(POM-SPL-I-TQM) - P - 23 - (R & B)**

**Dt. 24.07.2023**