KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
PGDBM/MBA 2nd Sem. Examination, 2015
Paper Code: 05
Paper : Human Resource Management
Time: 3 hours Maximum marks: 80
The figures in the margin indicate full marks for the questions

1 Answer any five questions from the following 2×5=10

a State two objectives of Human Resource Management.
b What is job analysis?
c What is induction?
d What is organizational renewal?
e What is piece wage system?
f What is meant by fringe benefits?
g State the meaning of Kaizen.

2 Answer any three questions from the following 4×3=12

a What is employee discipline? Write two essentials of a good disciplinary system. 2+2=4
b Explain four provisions of factories Act regarding labour welfare.
c What are the various use of job evaluation?
d Describe four essentials of a good performance appraisal system.
e What are the criteria to evaluate the effectiveness of a training programme?

3 Answer any three questions from the following 6×3=18

a Discuss the managerial functions of HRM.
b What is Human Resource Planning? Discuss any four advantages of HR Planning programme. 2+4=6
c Explain the importance of Job Analysis to manpower management programme.

d What is executive development programme? Discuss four methods of executive development. 2+4=6
e Discuss the benefits provided to insured persons under the Employees' State Insurance Act, 1948.

4 Answer any four questions from the following 10×4=40

a What is an interview? Discuss in brief the different types of interviews for selection of candidates. 2+8=10
b What are the aims and objectives of career planning? Explain the steps involved in the career planning process. 2+8=10
c Discuss the various modern methods that are available for evaluating the performance of the employees.
d What is industrial relations? Describe the various difficulties in the healthy growth of industrial relations. 2+8=10
e What is meant by employee grievances? Discuss the steps provided in the Model Grievance Procedure in India. 2+8=10
f What are the different types of Human Resource Policies? What considerations should be taken while developing HR policies? 5+5=10

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Paper Code: 06

Paper : Marketing Management

Time: 3 hours Maximum marks: 80

The figures in the margin indicate full marks for the questions

1 Answer any five questions from the following 2×5=10

a What is marketing myopia?

b What is habitual buying behavior?

c What is price differentiation?

d What is convenience product?

e Define packaging.

f What is retailing?

g What is sales promotion?

2 Answer any three questions from the following 4×3=12

a Discuss different components of marketing mix.

b Discuss different roles of a buyer while making a purchase decision.

c Discuss the concepts of repositioning.

d Discuss any two types of channels of distribution. 2+2

e Discuss the objectives of sales promotion.

3 Answer any three questions from the following 6×3=18

a What is marketing research? How samples are selected while doing research? 1+5

b Discuss any three characteristics of business buying process which is different from consumer buying.

c Discuss the market segmentation process.

d What is branding and brand equity? Discuss different elements of brand equity. 2+4

e Discuss any two methods of pricing. 3+3

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4 Answer any four questions from the following 10×4=40

a What is innovation? Discuss the process of new product development. 2+8

b What is physical distribution? Discuss different elements of physical distribution system.

c Write short notes on

(i) Advertising media decision

(ii) Public relation

d What is market positioning? Discuss different elements of positioning. Also state the criteria for successful market positioning.

e Discuss how different factor influences in pricing decisions.

f Write short notes on

(i) Customer portfolio management

(ii) Uses of product life cycle.

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Paper Code: 07

Paper : Financial Management

Time: 3 hours Maximum marks: 80

The figures in the margin indicate full marks for the questions

1 Answer any five questions from the following 2×5=10

a What is two-bin system of inventory control?

b What is credit standard?

c What is bonus share?

d What is capital structure?

e What do you mean by specific cost of capital?

f What is the acceptance rules for Accounting Rate of Return Method of investment decision?

g What do you mean by 'Equity Fund'?

2 Answer any three questions from the following 4×3=12

a What is compounding in relation to accounting for time value of money?

b Why investment decisions are important for a firm?

c Assam Teac Co. issues 10% irredeemable preference shares @ Rs. 95 with a face value of Rs 100 per share. Calculate (a) the cost of preference share (b) cost of preference share if the issue price is Rs 110.

d What are the benefits of issuing bonus shares?

e The installed capacity of a factory is 6000 unit per annum. Actual capacity used is 4000 unit per annum. Selling price per unit is Rs 10. Variable cost is Rs 6 per unit. Calculate operating leverage when fixed cost is Rs 4000 per annum.

3 Answer any three questions from the following 6×3=18

a How a business estimates its working capital needs? Discuss.

b Discuss the role played by the financial manager in a firm.

c Critically evaluate the net present value method of capital budgeting techniques.

d Discuss the Capital Asset Pricing Model (CAPM) of calculating cost of equity.

e Discuss the Net Income Approach of capital structure.

4 Answer any four questions from the following 10×4=40

a Discuss FRICT analysis. Also discuss about various elements of capital structure.

b Critically evaluate the 'Walter's Model' of dividend decision.

c What are the determinants of working capital? Discuss.

d Why inventory management is important for a firm? Discuss various techniques of inventory management.

e Discuss the payback method of evaluating investment projects.

f The capital structure and after tax cost of capital of the specific course of XY Ltd. is as follows –

Source	Amount (Rs.)	Cost of capital
Debt	3,00,000	4.77%
Preference capital	2,00,000	10.53%
Equity capital	4,00,000	4.59%
Retained earnings	1,00,000	14.00%

Calculate weighted average cost of capital.

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Paper Code: 08

Paper : Business Law

Time: 3 hours Maximum marks: 80

The figures in the margin indicate full marks for the questions

1 Answer any five questions from the following : 2×5=10

a Define 'contract'

b What is 'proposal'?

c Define 'Sale'.

d Define 'Negotiable instrument'.

e Define 'Shelf prospectus'.

f Define 'Air Pollution'.

g What is a 'void agreement'?

2 Answer any three questions from the following : 4×3=12

a Who is a promisor and who is a promise?

b What do you understand by a 'promissory note'?

c What do you understand by 'prospectus'?

d Mention any two duties of a chairman?

e What do you understand by unfair trade practice?

3 Answer any three questions from the following : 6×3=18

a Discuss two types of Mistakes of Fact?

b Distinguish between misrepresentation and fraud.

c Write down any three duties of a Bailor.

d Distinguish between condition and warranty.

e Distinguish between a holding company and a subsidiary company.

4 Answer any four questions from the following : 10×4=40

a Discuss and explain the impact of industrial waste on the local environment. What do you understand by water pollution and also discuss the functions of the central board and state board for prevention and control of water pollution.

b Define 'company'. Give a brief account on classification of companies.

c What is contract of sale of goods and also discuss the essential characteristics of a contract of sale of goods.

d Define 'consideration'. Write down the essential elements of a valid consideration.

e Define 'performance of contract'. Outline under what circumstances consideration or the object of an agreement become unlawful.

f What are remedies available to the injured party in case of breach of a contract?