MBA(Marketing) 28 / MBA(Finance) 24 / MBA(HRM) 32

Krishna Kanta Handiqui State Open University
MBA 6th Sem. Examination, 2016
Strategic Management Accounting (Finance)
Service and Retail Marketing (Marketing)
Performance Management (HRM)

Time : 3 Hrs. Full Marks : 80

Strategic Management Accounting (Finance)

1. Answer any five from the following questions : 2×5 = 10
(each within 50 words)
   (a) What is standard cost?
   (b) What is fixed budget?
   (c) What is meant by cost drivers?
   (d) What is meant by cost centre?
   (e) What is direct material cost variance?
   (f) What is responsibility accounting?
2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
   (a) What is standard cost sheet?
   (b) Discuss the components of financial budget.
   (c) Discuss the elements of activity-based costing.
   (d) Differentiate between responsibility centres and cost centres.
3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
   (a) Differentiate between budgeting and standard costing.
   (b) What is transaction drivers? Discuss the characteristics of activity based costing.
   (c) What is production budget?
   (d) Discuss the uses of activity-based information.
4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
   (a) Differentiate between estimated cost and standard cost. Discuss the importance of budgetary control. 5+5
   (b) Discuss the different types of responsibility centres. Discuss the essentials for implementing activity-based accounting system. 5+5
   (c) Discuss the limitations of standard costing. Discuss the factors to be considered in preparing sales budget. 5+5
   (d) Discuss the objectives of transfer pricing. Discuss the objectives of activity-based management. 5+5
   (e) What is product life cycle costing? Discuss the principles of product life cycle costing. 3+7

Service and Retail Marketing (Marketing)

1. Answer any five from the following questions : 2×5 = 10
(each within 50 words)
   (a) Explain the intangible characteristics of services.
   (b) What is customer interaction management?
   (c) What is customer retention?
   (d) Define Retailing.
   (e) What is straight floor plan of store layout?
   (f) What is Signage?
2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
   (a) Differentiate between goods and services with example.
   (b) Differentiate between 'Transactional marketing' and 'Relationship marketing'.
   (c) State any four functions of a retailer.
   (d) Discuss the new trends involved in customer service.

3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
(a) What is self service technologies? Discuss the limitations of self service technologies.
(b) Discuss the service marketing triangle in detail.
(c) Discuss the benefits that retailer provides to wholesaler and manufacturer.
(d) What is visual merchandising? Discuss the essentials of successful visual merchandising.

4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
(a) What is service marketing? Discuss in detail different elements of service marketing mix. 2+8
(b) What is relationship marketing? Discuss how customer relationship management benefits the business. Also state the objective and importance of CRM. 2+4+4
(c) What is retailing? Discuss different types of retailing. 2+8
(d) Discuss different types of store layouts.
(e) Write short note on -
(i) Departmental store and speciality store
(ii) Factors influencing store layout.

Performance Management (HRM)

1. Answer any five from the following questions : 2×5 = 10
(each within 50 words)
(a) What is 'performance review'?
(b) What is job description?
(c) What is performance agreement?
(d) What is 'peer rating'?
(e) What is role analysis?
(f) What is 'HR benchmarking'?

2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
(a) What do you understand by job analysis?
(b) Write the importance of performance management.
(c) Write any three important functions of counselling.
(d) What do you understand by behaviourally anchored rating scale (BARS)?

3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
(a) Briefly discuss the issues and problems of 'Performance Management'.
(b) What do you understand by 'Management by Objectives'? Write any three advantages of MBO. 3+3
(c) Write the process of 'benchmarking'.
(d) Discuss the different factors that affect 'Human Performance System'.

4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
(a) What is 'Competency Gap'? What is 'Six Sigma' and discuss its various features. 3+3+4
(b) Define the term process management. Discuss the steps involved in workflow of process manager. 3+7
(c) Define 360-degree feedback. Discuss in detail the steps involved in 360-degree feedback process. 3+7
(d) Discuss the different components of effective performance management.
(e) What is balanced scorecard? Discuss its main features. Discuss the steps in implementing balanced scorecard. 2+4+4