



**Master of Business Administration (M.B.A.) (Semester – II)  
(Regular/Repeater) Examination, June 2018  
(Under Distance Learning)**

**HUMAN RESOURCE MANAGEMENT**

Date : 19-6-2018

Time : 10.30 a.m. to 1.30 p.m.

Total Marks : 70

**Instructions :** 1) Answer **any five** from the followings.  
2) **All** questions carry **equal** marks.

1. Attempt **any three** (Short notes) :
    - A) Functions of HRD department.
    - B) Simulation.
    - C) Check list method of performance appraisals.
    - D) Succession planning.
  2. What are the primary functions of HRD department in organization ?
  3. Describe the process of manpower planning.
  4. Why job analysis is more important in organization before manpower planning ?
  5. Explain the steps into the recruitment process.
  6. Define compensation management and what are the objectives and principles of compensation management.
  7. Explain the definition, scope and objectives of industrial relations.
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DS 08

**M.B.A. (Semester – II) (Regular/Repeater) Examination, June 2018  
(Under Distance Learning)  
MARKETING MANAGEMENT**

Date : 20-6-2018

Total Marks : 70

Time : 10.30 a.m. to 1.30 p.m.

**Instructions :** 1) Answer **any 5** from the following.  
2) **All questions carry equal marks.**

1. Define marketing. Discuss its nature and functions.
  2. What do you understand by Marketing Concepts. How selling concept is different and obsolete as compared to marketing ? Explain.
  3. Describe the process of new product development and discuss why new products sometimes fail in market.
  4. By using a theory explain “how consumers” attitudes can lead to behaviour and how behaviours can lead to attitudes”.
  5. What is the Purpose of Market Segmentation ? What are the different bases of segmenting Consumer Markets ?
  6. What is sales forecasting ? Discuss various sales forecasting methods.
  7. What is marketing Research ? Define research process.
  8. Write short notes on **any two** :
    - a) Product life cycle
    - b) Packaging and labelling
    - c) Consumer behavior of online shoppers.
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**Master of Business Administration (MBA) (Semester – II)**  
**(Regular/Repeater) Examination, June 2018**  
**(Under Distance Learning)**  
**FINANCIAL MANAGEMENT**

Date : 21-6-2018

Time : 10.30 a.m. to 1.30 p.m.

Max. Marks: 70

**Instructions :** 1) *Attempt any five questions.*  
2) *All questions carry equal marks.*

1. What exactly means the finance function ? What are the main goals of finance function ?
  2. Give difference between the money market and capital market.
  3. What is capital budgeting ? Explain significance of Time Value of Money in evaluating any project in company.
  4. Define working capital. Which are the main sources of working capital financing ?
  5. "Not only preparation but an interpretation of the financial statements is must and same is the demand of the stakeholders of the company". Comment.
  6. Explain significance of calculating the cost of capital for any project.
  7. Which are the long term sources of finance for the company ?
  8. Write short notes (**any 2**) :
    - a) Weighted Average Cost of Capital
    - b) Venture Capital
    - c) Operating Leverage.
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**M.B.A. (Semester – II) (Regular/Repeater) Examination, June 2018  
(Under Distance Learning)  
OPERATIONS MANAGEMENT**

Date : 22-6-2018

Time : 10.30 a.m. to 1.30 p.m.

Total Marks : 70

**Instructions:** 1) Answer **any five** question.  
2) **All** the questions carry **equal** marks.

1. What is the role of operations in an organization ? What are the other functions in an organization ? Are these functions independent of one another ? Give some examples to support your argument ?
  2. What do you understand by project management life cycle ?
  3. What do you understand by incentive schemes for individuals ?
  4. What do you understand by the term Time Based Incentive Scheme and Group Incentive Scheme ?
  5. What are the different types of layouts ? How should an organization decide on which layout to choose ?
  6. Explain the term operation management relation with a banking sector, BPO sector and hospital.
  7. How can the internet affect the practice of operations management ? Does it have any implications for operation strategy ?
  8. Write notes on **(any 3)** :
    - 1) Method study.
    - 2) Differences between manufacturing industry and services industry.
    - 3) Role of six sigma.
    - 4) Benefits of TQM.
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**M.B.A. (Semester – II) (Regular/Repeater) (Under Distance Learning)  
Examination, June 2018**

**MANAGEMENT INFORMATION SYSTEM**

Date : 23-6-2018

Max. Marks : 70

Time : 10.30 a.m. to 1.30 p.m.

**Instructions :** 1) Answer **any five** questions.  
2) **All** questions carry **equal** marks.

1. Explain the terms data and information with examples. Explain the role of information system in business.
  2. What are physical components of an information system ? How does information help in decision making ? Explain.
  3. Explain the concept of networking. What are different types of networking ?
  4. What is database ? Explain DBMS and its role in information system.
  5. What is e-Commerce ? Explain types of e-commerce models.
  6. Explain what is decision making ? Explain the Herbert-Simon model for decision making.
  7. Short notes (**any 2**) :
    - I) ERP
    - II) Internet and Intranet
    - III) BPO
    - IV) Operating system.
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