



Jain Institute Of Management and Entrepreneurship

3rd Semester Final Examination – 2018-19

Subject : Training and Development

Course: PGDM

Full Marks : 70

Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answer in their own words as far as practicable
- All parts of the question should be answered at one place
- Do not write anything on the Question paper
- All Questions carry equal marks.

Part A (Answer any 4)

[5 x 4 = 20]

1. Why is Needs Assessment Necessary? Causes and Outcomes of Needs Assessment
2. Discuss the reasons why it is important to evaluate training.
3. How training need benefits to Employee and organization?
4. Using new technologies in training and development. Advantage and disadvantages
5. What are the benefits of On the Job training and Off the Job the training.
6. Describe the evaluation process.

Part B (Answer any 3)

[10 x 3 = 30]

1. Compare and contrast any two of the following learning theories: expectancy theory, social learning theory, reinforcement theory, information processing theory.
2. List several advantages of using new technologies in training and development
3. What are the four intangible assets and which can most directly influenced by training and development?
4. Compare the traditional training department with the Business-embedded training organization.
5. List and describe the four major forces influencing the workplace and learning.

Part C (compulsory)

Case Study

[20 x 1 = 20]

The Training Need of the Indian Automobile Sector

The Indian automobile sector is growing at a rate of about 16% per annum and now going to be the second fastest growing automobile market in the world. This sector is going through a phase of rapid change and high growth. With the coming up of new projects, the industry is undergoing technological change. The major players such as Honda Motors Co.LTD Toyota, Bajaj Motorcycle and Maruti Suzuki are now focusing on mass customization, mass production and other such qualities, and are also expanding their plants.

According to the National Development and Reform Commission (NDRC), India's auto-making capacity was expected to become 15 million units by the end of the year 2018 exceeding the yearly demand of about 7 million units.

This rapid expansion is because of growing urbanization, the rise in the standard of living of consumers, the easy availability of finance, liberalization, privatization and globalization of the Indian industry. This rapid expansion has created lots of job opportunities. One interested in this sector has to specialize in automobile/mechanical engineering. Currently, automobile in India is retaining around 10 million employees and is expected to employ more people in the near future. The unorganized sector is employing 67% people, while the organized sector is employing only 33% people, which is a major drawback of the automobile sector.

With this rapid expansion and coming up of major players in this sector, the focus is more on the skilled employees and the need of HRD has increased. Companies are looking for skilled and hard working people who can give their best to the organization. Various companies are opening training institutes to train the interested ones in this sector, such as Toyota that has recently opened the Toyota Technical Training Institute (TTTI) near Bangalore which will offer four courses in automobile assembly, mechatronics (a combination of mechanical and industrial electronics), automobile weld and automobile paint. TTTI will provide both a high standard of education and training in the automobile technology and employment opportunities.

Task to do: As a training manager, you have been assigned to develop the training policy and training objectives of a hypothetical automobile company. Develop both the documents with logic.



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject : International Financial Management ✓
Course: MBA

Time : 3 Hours

Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Three Parts –A, B & C
- Part-A is compulsory.
- Part- B contains SIX questions out of which FOUR questions are to be answered.
- Part- C contains SIX questions out of which THREE questions are to be answered.
- Part-D is compulsory

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

i) “Gross Working capital is equal to ...

- (i) Total Assets
- (ii) Total Liabilities
- (iii) Total Current Assets
- (iv) Total Current Liabilities

ii) Ask quote is for

- (i) seller
- (ii) buyer
- (iii) hedger
- (iv) speculator

iii) A simultaneous purchase and sale of foreign exchange for two different dates

- (i) currency devalue
- (ii) currency swap
- (iii) currency valuation
- (iv) currency exchange

iv) If your local currency is in variable form and foreign currency is in fixed form quotation will be:

- (i) Indirect
- (ii) direct
- (iii) local form
- (iv) foreign form

v) A firm that purpose to connect sellers and buyers of foreign currency-denominated bank deposits is entitled

- (i) a wholesaler
- (ii) a broker
- (iii) a bank
- (iv) an investor

B] Short Answer Type**(5x2=10)**

- i) Define Foreign exchange risk management?
- ii) Explain Spot rate
- iii) Define Globalization?
- iv) Explain Working Capital?
- v) Define Hedging..

PART B**Q2.) Answer any four:****(4x5=20)**

- i) Consider the following bid-ask prices: Rs. 40-40.50/US \$. Find the bid-ask spread.
- ii) Find out Current Assets and current ratio from the following.

Sales	Rs. 2,00,000
G P Ratio	25%
Stock Turnover	5 times
Current Liabilities	Rs. 50,000
Quick Ratio	0.75

- iii) Define Foreign Exchange Market? What are the factors influencing Exchange rate.
- iv) XYZ Ltd. Borrow Rs. 30, 00,000 after 3 months for 6 months. i.e. Buy FRA 3*9 at 8%. Calculate Net settlement with FRA bank, if actual rate of interest after 3 months for 6 months is 10%.
- v) what is the difference between Forward & Future Contract?
- vi) Explain the objectives of credit policy of a firm?

PART C**Answer any Three:****(3x10=30)****Q3.) Calculate Current Ratio from the following data**

Fixed Assets	Rs. 80000	Long Term Liabilities	Rs. 40000
Shareholding Funds	100000	Total Assets	150000
Investments	50000	Fictitious Assets	Nil

Q4.) What are the difference between Net Present Value & Internal Rate of Return?

Q5.) Following details are made available to you :

Particulars	Project X	Project Y
Project Cost	1,40,000	1,40,000
Cash Inflows :	Project X	Project Y
Year 1	20,000	1,00,000
Year 2	40,000	80,000
Year 3	60,000	40,000
Year 4	1,00,000	20,000
Year 5	1,10,000	20,000
Total	3,30,000	2,60,000

The firms cost of capital is 12%.

Select the most suitable project by using the **Net present Value** methods:

- Q6.) Explain how working capital management policies affect the profitability liquidity for the firm ?
- Q7.) Discuss the nature & scope of International financial decision?
- Q8.) How do you compute cash flow in International Capital Budgeting?

PART D

Q9.) Case study on Foreign Exchange (FX)

Ostan Ltd is an Irish company that supplies booking software to the hotel industry, selling to the Irish, French and German markets. Turnover was EUR 3.5m in 2013, and the company currently has bank facilities of EUR 350K (with the overdraft drawn to EUR 330k). The company operates a EUR account in their local branch. They have recently secured a 3 year contract to supply their software to a large UK hotel chain. The contract is priced in GBP and the hotel chain is due to pay them a quarterly licensing fee of GBP 200k. The first of these payments will be made in January 2015. The company also has ad-hoc expenses in the UK from time to time, which they currently pay in EUR. Separately, the company has carried out a feasibility study about the merits of entering the US market, and has spotted an opportunity. To exploit this fully, their local EI Development Advisor has advised that they will need to establish a presence in the US. The company plan to rent office space, and to employ 4 full time sales representatives in the US. The projected monthly cost of this is USD 25k and they plan to pay this from existing EUR income. They estimate that it will take 6 months before they earn revenues in the US. The Financial Controller has no previous experience with FX, but has been asked by his CEO to put a Risk Management policy in place.

Ques: What FX exposures does the company face?

(5x1=5)



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

1-C-X

Subject : Recruitment selection & Performance Management

Course: MBA
Full Marks: 70
Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- B** contains **FIVE** questions out of which **THREE** questions are to be answered.
- **Part C** is compulsory.

Set-1

Part A

Q.1) Answer *any four* questions in brief: -

[5 x 4 = 20]

- What is Job analysis? Explain why it is a basic human resource tool.
- What is e- recruitment? Explain the significance of e-recruitment in a globalised environment.
- Write short notes on :- a) Competency mapping b) employment tests
- What is Performance Management? How is it different from Performance appraisal?
- Discuss the significance of post appraisal interview with an employee who has performed poorly.
- Explain various rating errors in Performance Appraisal. Suggest ways to overcome them.

Part B

Q.2) Answer *any three* questions in detail

[10 x 3 = 30]

- What is Human Resource Planning? “The current business environment has become so turbulent that organizations must plan their human resources.” Explain reasons why organizations today are more keen on Human resource planning. (2+8)
- What is Selection? Explain the Selection process in detail. Discuss any two types of interviews.(1+6+3)
- What is recruitment? Critically analyze the sources and methods of recruitment. Compare and contrast traditional and modern sources. (1+6+3)
- Discuss performance review in detail. “Performance counseling is the heart of the performance management system”-Comment. (5+5)
- Goals and Objectives are the core of Performance Management process- Comment. Explain the Performance management process in detail. (3+7)

Part C

Q.3) Draw the format and explain in detail: -

[10 x2=20]

- Job description of a HR executive
- BARS diagram (appraisal method) for a sales person on “Cooperative relationship” dimension.



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

1-C-X

Subject : Investment Analysis and Portfolio Management

Course: MBA
Full Marks : 70
Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part-D** is compulsory

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

- Which of the following is not a financial investment
 - Purchase of shares
 - Purchase of bonds
 - Purchase of car
 - Purchase of debenture
- The fundamental analysis approach has been associated with
 - Uncertainties
 - Certainties
 - Ratios
 - Balance Sheet
- The object of portfolio is to reduce _____ by diversification
 - Return
 - Risk
 - Uncertainty
 - Percentage
- An example of a derivative security is _____.
 - a common share of General Motors
 - a call option on Mobil stock
 - a commodity futures contract
 - B and C
- Investment means _____.
 - commitment of funds for future income
 - net additions to economy capital stock
 - short-term commitment of funds
 - capital gain

B] Short Answer Type

(5x2=10)

- i) What is meant by Financial Assets?
- ii) What do you mean by Return?
- iii) It is often said that “diversification always pays”. Do you agree?
- iv) What is Risk-Return trade-off.
- v) What is APT?

PART B

Q2.) Answer any four:

(4x5=20)

- i) Show how the correlation is calculated from covariance and standard deviation.
- ii) What are the differences between share and debenture?
- iii) Examine the concept of Efficient Frontier.
- iv) What do you think as the need for portfolio revision?
- v) Can we eliminate risk completely? If yes, explain how. If not answer why not.
- vi) Name four different Capital Markets with their respective country.

PART C

Answer any Three:

(3x10=30)

- Q3.)** Systematic risk cannot be controlled while unsystematic risk can be reduced. Elucidate.
- Q4.)** Describe the two basic types of options, viz., call options and put options.
- Q5.)** What are the assumptions on which CAPM is based?
- Q6.)** Explain Markowitz Portfolio Theory?
- Q7.)** What are the objectives of Portfolio Management?
- Q8.)** What is Gambling? Differentiate an investor from speculator.

PART D

(5x1=5)

- Q9.)** The following information for an equity stock are available; calculate rate of return on investment, current yield and capital gains/losses yield.
- Price at the beginning of the year : Rs. 60.00
 - Dividend paid at the end of the year : Rs. 2.40
 - Price at the end of the year : Rs. 66.00



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: MARKETING COMMUNICATION

Course: MBA

Full Marks: 70

Time: 3 Hours

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & D** are compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

Q1) All Question are compulsory :-

(1x10=10)

A) State whether the following statement are true or false:-

- Communication is an essential part of every organization.
- Encoding is the process of translating the message in a medium which is not suitable for transaction.
- The objective of communication is to provide accurate and complete information.
- Any wrong translation may lead to the semantic barrier in communication.
- Source of verbal information include Radio and television reports.
- Social media is an emerging tool of marketing communication.
- The communication model provides a very useful framework for understanding promotion.
- Sandwich man is a kind of outdoor advertising.
- The most important element of advertising copy is its headline.
- Sales promotion has the shortest life impact as a promotion tool

B) Answer in brief the following question: -

(5x2 = 10)

- Discuss the important of communication in marketing.
- Explain the role of noise in communications.
- What is AIDA Model?
- What is digital marketing?
- Defines ethics and morals.

PART B

Q2). Answer any four questions.

(5x4 = 20)

- Discuss the objective of communication.
- What is FCB planning Grid Model?
- Explain the difference types of Advertising.
- What are the four part of marketing mix?
- Explain the ethical issues of Advertising?
- Explain the quantitative factors in media selection.

PART C

Answer any three questions.

(10x3=30)

- Q3). Define communication. How does it play a crucial role in marketing and business?
- Q4). Define advertising management. What steps should be taken in selecting an advertising agency.
- Q5). What is a media strategy? How does it relate to the creative brief and overall 9 MC program?
- Q6). Explain the major advantage and disadvantages of television advertising.
- Q7). What is corporate social responsibility? How is it related to public relation activities?
- Q8). Define ethics. Identify the types of ethical complaints that are raised regarding advertising.



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

1-C-X

Subject : SALES AND DISTRIBUTION MANAGEMENT
Course: MBA

Time : 3 Hours

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part-D** is compulsory

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

- The benefits of marketing channels are.....
 - Cost saving
 - Time saving
 - Financial support given
 - All of above
- Transporting and storing goods is part of which of the following marketing channel functions?
 - Physical Distribution
 - Contact
 - Matching
 - Negotiation
- Through their contacts, experience, specialization, and scale of operation, _____ usually offer the firm more than it can achieve on its own.
 - Manufacturers
 - Producers
 - Direct marketers
 - Intermediaries
- Avon, Amway, and Tupperware use which of the following forms of channel distribution?
 - Direct marketing channel
 - Indirect marketing channel
 - Forward channel
 - Fashion Channel
- From the economic system's point of view, the role of marketing intermediaries is to Transform
 - Raw Products into Finished Products.
 - Consumer Needs into Producer Needs.
 - Consumer needs and wants into product desires.
 - Assortments of products made by producers into the assortments wanted by consumer

B] Short Answer Type

(5x2=10)

- i) What Is The Function Of A Stockist?
- ii) What Are The Differences Between Product Management And Sales Management?
- iii) What Is The Sales Reporting?
- iv) What Are The Most Important Sales Skills?
- v) Differentiate Between A C & f Agent And A Distributor?

PART B

Q2.) Answer any four:

(4x5=20)

- i) What Are The Benefits Of Direct Marketing Vis-a-vis Channel Marketing?
- ii) What Do You Mean By Multilevel Marketing? Give 4 Examples Of Multilevel Marketing Companies?
- iii) What Are The Benefits Of Direct Marketing?
- iv) You are selected as a Sales Manager for a Soft drinks company. Please draw a Team hierarchy.
- v) "Sales Training helps to focus the Team and Achieving their Target – Explain.
- vi) What are channels of distribution? How are they chosen?
- vii) "Salesmen are like Combat Army"- explain.

PART C

Answer any Three:

(3x10=30)

- Q3.) What do you understand by the term sales force? Why is controlling and motivation essential for sales force?
- Q4.) Describe the process of Managing dealer –network. Bring out the importance of channels of distribution.
- Q5.) What should be the essential qualities of a successful salesman?
- Q6.) How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss.
- Q7.) How is the role of whole seller different from retailer?
- Q8.) What are the qualities and duties of a sales manager?

PART D

- Q9.) You are selected as National Sales Head for a Chocolate Manufacturing Company. Design Distribution Network for the company. You have to justify the network. **(5x1=5)**



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: Business Law ✓

Time: 3 Hours

Course: MBA

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & C** are compulsory.
- **Part- B** contains **Five** questions out of which **THREE** questions are to be answered.

PART A

Q1.) Answer any Four:-

(4x5=20)

- a) Discuss Coercion with proper examples.
- b) Explain key provisions of Patents Act, 1970.
- c) Which are the various rights of consumer prescribed under consumer protection Act, 1986?
- d) Extraordinary General Meeting (EGM).
- e) Types of shares.
- f) Features of contract of sale.

PART B

Answer any three:

(3x10=30)

- Q2.) What is Memorandum of Association? Discuss its clauses.
- Q3.) What does Discharge of Contract mean? Discuss four modes of discharge of contract.
- Q4.) Define unpaid seller. Discuss his rights against the goods and buyer.
- Q5.) What is a contract of Indemnity? How is it different from contract of guarantee? Explain with examples and name the parties involved in each type of contract.
- Q6.) Discuss key provisions with regards to Annual General Meeting (AGM) as prescribed under Companies Act, 2013.

PART C

Answer All Questions.

(2x10=20)

- Q7.) Discuss 'Capacity of Parties' as an essential element of a valid contract.
- Q8.) Discuss the various Implied Conditions as prescribed under sale of Goods Act, 1930.



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: ENTREPRENEURSHIP DEVELOPMENT ✓

Course: MBA

Full Marks: 70

Time: 3 Hours

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & D** are compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

- i) A _____ can be a budget, a plan for spending and saving future income
 - a) Marketing Plan
 - b) Financial Plan
 - c) Production Plan
 - d) Organizational Plan
- ii) The Idea and actions that explain how a firm will make profits refers to
 - a) Mission
 - b) Goal
 - c) Strategy
 - d) Objective
- iii) _____ is what “W” in SWOT analysis stands for
 - a) Wedge
 - b) Work / Life
 - c) Worth of Business
 - d) Weakness
- iv) An entrepreneur’s primary motivation for starting a business is
 - a) To make money
 - b) To be Independent
 - c) To be famous
 - d) To be powerful
 - e)
- v) Entrepreneurs are best as
 - a) Managers
 - b) Venture Capitalists
 - c) Planners
 - d) Doers

B] Short Answer Type

(5x2=10)

- i) What are the 5 Cs of credit?
- ii) What are the Factors for Valuation of a company?
- iii) What are the sources of new Business idea for an entrepreneur?
- iv) Differentiate between Entrepreneur and Manager.
- v) What is the Role of DIC for promotion of Business?

PART B

Q2.) Answer any four:

(4x5=20)

- i) Write a note on setting up small scale industry.
- ii) What are the different sources of funds to start the new enterprise?
- iii) How will you locate Venture capitalist? What are the guidelines for dealing with Venture capitalist for a firm?
- iv) Write a note of closing up a SSI.
- v) How to create agile Entrepreneurship organization?
- vi) What are the different stages of Process & Stages of Venture capital funding?

PART C

Answer any Three:

(3x10=30)

- Q3.)** How does an entrepreneur identify the business explain.
- Q4.)** How will you locate Venture capitalist? What are the guidelines for dealing with Venture capitalist for a firm?
- Q5.)** How does an entrepreneur think? Discuss.
- Q6.)** What are the Factors for Valuation of a company?
- Q7.)** What are the "Learning Disabilities" of an organization?
- Q8.)** Write Notes on Role of:-
- a) DIC
 - b) NIESBUD and
 - c) NASIC
 - d) EDI

PART D

Q9.) Write Notes on

(5x1=5)

- a) CII
- b) ASSOCHAM
- c) EDI
- d) Trade Mark
- e) Current Account