



ARKA JAIN University, Jharkhand

3rd Semester Special Examination – 2019-20

Subject : Marketing communication

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 Compulsory.**

PART A

Answer any four

(4x5 = 20)

1. Why do we call Promotion as synonymous to 'Marketing Communication'?
2. Explain FCB Planning Grid Model
3. What do you mean by AIDA Model?
4. Why are Marketing communication termed as 'Integrated Marketing Communication'?
5. How do you differentiate between Advertising and Public Relations?
6. What is Promotion-Mix?

PART B

Answer any three

(3x10=30)

1. "Promotion is the 'P' that communicates about all other P's to the customers." Elaborate the statement with examples
2. "Advertising can be done through different modes". Explain.
3. Explain the MarCom process.
4. "Advertising can be of different kinds." Explain with examples.
5. What are the different roles of an Advertising Agency?

PART C

Compulsory

(1X20= 20)

1. Compare the Advertising Plans of any two competitive brands, of any product category.



Subject: Sales & Distribution Management

Course: MBA

Full Marks: 70

Time: 3 Hours

Pass Marks: 28

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 - **Parts – C** is compulsory.
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Part A

All questions carry equal marks answer any 4 -

[5 x 4=20]

1. What is Market Driven Organization?
2. What is Market Development Activity?
3. What are the ethical responsibilities of a Sales Person?
4. "Sales is an activity of Target Orientation and Achievement"- explain.
5. What is Telemarketing?
6. List the Characteristics of a Good Sales Manager.

Part B

Answer any 3

[10 x 3=30]

1. A motivated Sales Person can create a Great performance record for company – explain.
2. What do you mean by Sales Channel? What are the different levels of sales channel?
3. "Sales Management is an activity of Planning, Staffing, Training, Leading and Controlling" - Explain.
4. What are the steps in Personal Selling explain?
5. What are the skills required for a Sales Person?

Part C

[20 x 1=20]

You are recruited as Area Manager in New Biscuit manufacturing company to develop market. Give your action plan for this assignment.



ARKA JAIN University, Jharkhand

3rd Semester Special Examination – 2019-20

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**.

Part A

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

[5 x 4 = 20]

- a) What is Job analysis? Explain why it is a basic human resource tool.
- b) Discuss the significance of post appraisal interview with an employee who has performed poorly.
- c) What are the various types of interviews used in selection process and explain any one.
- d) Why do employers prefer private employment agencies for assistance in recruiting?
- e) What is rater's bias? Discuss ways to make employee reviews objective.
- f) What is Application blank? Discuss its importance in employee hiring.

Part B

Q.2) Answer any three questions in detail

[10 x 3 = 30]

- a) 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)
- b) Performance Management process revolves around goals and objectives- Comment. Explain the Performance management process in detail.
(3+7)
- c) "Employment tests play a significant role in selecting the right candidate"- Justify with examples. Discuss various types of employment tests.
- d) Discuss the process of Performance appraisal in detail. Critically analyses Graphical rating scale Method of appraisal.
- e) What is Job description and Job specification? Outline the contents of job description and job Specification in detail.
(2+8)

Part C

Q.3) Case analysis: -

[10 x2=20]

As the production supervisor for Sweeny Electronics, Nakeisha Joseph was generally well regarded by most of her subordinates. Nakeisha was an easygoing individual who tried to help her employees in any way she could. If a worker needed a small loan until payday, she would dig into her pocket with no questions asked. Should an employee need some time off to attend to a personal problem, Nakeisha would not dock the individual's pay; rather, she would take up the slack herself until the worker returned. Everything had been going smoothly, at least until the last performance appraisal period. One of Nakeisha's workers, Bill Overstreet, had been experiencing a large number of personal problems for the past year. Bill's wife had been sick much of the time, and her medical expenses were high. Bill's son had a speech impediment, and the doctors had recommended a special clinic. Bill, who had already borrowed the limit the bank would loan, had become upset and despondent over his circumstances. When it was time for Bill's annual performance appraisal, Nakeisha decided she was going to do as much as possible to help him. Although Bill could not be considered more than an average worker, Nakeisha rated him outstanding in virtually every category. Because the firm's compensation system was heavily tied to performance appraisal, Bill would be eligible for a merit increase of 10 percent in addition to a regular cost-of-living raise. Nakeisha explained to Bill why she was giving him such high ratings, and Bill acknowledged that his performance had really been no better than average. Bill was very grateful and expressed this to Nakeisha. As Bill left the office, he was excitedly looking forward to telling his work buddies about what a wonderful boss he had. Seeing Bill smile as he left gave Nakeisha a warm feeling. **Questions**

1. From Sweeny Electronics' standpoint, what difficulties might Nakeisha's performance appraisal practices create?
2. What can Nakeisha do now to diminish the negative impact of her evaluation of Bill?



ARKA JAIN University, Jharkhand

3rd Semester Final Examination 2019

Subject: International Financial Management

Course: M.B.A.

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**
- **Parts – A & C** are compulsory.
- **Part – B** contains **FIVE** questions out of which **THREE** questions are to be answered.

Part A

Short Question Answers

[5 x 4 = 20]

1. What Are The International Economic Institutions?
2. Explain ADRs.
3. Explain the Forex market structure in India
4. Define Hedging in Foreign Exchange Market.
5. Explain Arbitrage in Forward Market
6. Differentiate between Net Present Value and Internal Rate Return?

Part B

Long Question Answers

[10 x 3 = 30]

1. What is the difference between Balance of Trade and Balance of payments?
2. Working capital requirements of a firm depend to a great extent on the length of its operating cycle. Comment.
3. Find out the following bid-ask prices: Rs.70-70.50/US\$. Find the bid-ask spread?
4. The Hansa International Co. Ltd. Has to select one of the two project where cost and cash inflows are:

Particulars	Machine "Mars"	Machine" Neptune"
Initial Cost (Rs.)	1,12,250	1,12,250
Estimated Economic life span	5 Years	5 Years
Salvage (Scrap) value (Rs.)	6,000	6,000

Net annual income after provision of depreciation and deduction of tax during the five years is estimated as below:

Years	Net income after depreciation and tax	
1	8750	24750
2	12750	20750
3	16750	16750
4	20750	12750
5	24750	8750

At the end of third year both the machine will need thorough overhauling . The charges for overhauling will be Rs. 50,000 in each case. The company's cut rate or discount rate is 10%.

5. what is the difference between Forward & Future Contract?

Part C

Case Study/Analytical Questions

[10 x 2 = 20]

1. Microsoft Ltd. Borrow Rs. 50, 00,000 after 3 months for 6 months.
i.e. Buy FRA 3*9 at 10%. Calculate Net settlement with FRA bank, if actual rate of interest after 3 months for 6 months is 12%.
2. 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



ARKA JAIN University, Jharkhand

3rd Semester Special Examination – 2019-20

Subject : Training & development

Time : 3 Hours

Course: MBA
Full Marks : 70
Pass Marks: 28

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- 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**.

Part-A

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

[5 x 4 = 20]

- Distinguish between Training and Development.
- What is the role of Training need analysis? Do you think all training programmers are based on such Analysis?
- Distinguish between on-the job and off-the job training methods?
- Define Training. What are the advantages of training employees in an organization?
- Differentiate between Strategic HRM and Traditional HRM
- Write a short note on strategic Training and development.

Part-B

Q.2) Answer any three questions in detail

[10 x 3 = 30]

- Bring out the need, criteria and techniques of evaluating a training program.
- What are the major steps in designing a training program? Explain the steps in detail with suitable example.
- What is learning? Discuss the various principles of learning which are relevant for imparting training to workers.
- Explain any two off-the job training methods in detail.
- Write short notes: 1) Career management system 2) Future of Training and development
- What is ROI in Training? Discuss the ways to measure the ROI of Training programs.



ARKA JAIN University, Jharkhand

3rd Semester Special Examination – 2019-20

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** - Attempt any **four** out of **six** questions
- **Part-B** - Attempt any **Three** out of **five** questions
- **Part C** – All questions are compulsory

PART A

Q.1) (Attempt any four questions)

[5x4= 20]

- Define Consideration. Also state exception to consideration.
- A promises to pay B Rs. 1000/-, if B beats C. A refuses to pay B. Can recover money from A? Why?
- Briefly state various mode of discharge of contract.
- What all are the essence of a Contract?
- What is the difference between Agreement and contract?
- What is the need and importance of Intellectual Property Rights in current scenario?
- Distinguish between offer and invitation to offer.

PART B

(Attempt any three questions)

[3x10=30]

Q.2) Define consent. Explain when consent is said to be free.

Q.3) What is company? What are various types of company?

Q.4) Explain the following:

- Discharge by mutual agreement.
- State the objectives of Consumer Protection Act.

Q.5) Describe the rights of Consumer under Consumer Protection Act.

Q.6) What is the Difference between Agreement and Contract?

PART C

(Attempt all the questions)

[2x10=20]

Q.7) Explain the following:

- i) Trademark
- ii) Voidable Contract
- iii) Agreement
- iv) Any two duties of an Agent
- v) Annual General Meeting

Q.8). Define contract of indemnity. Explain the duties of indemnity holder.



ARKA JAIN University, Jharkhand

3rd Semester Special Examination – 2019-20

Subject: Entrepreneurship Development

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**
- **Parts – 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.
- **Parts – C** is compulsory.

Part A

All questions carry equal marks answer any Four -

[5 x 4=20]

1. What is Entrepreneurship as Process?
2. What is the concept of Venture Capital?
3. What are important considerations to start a business?
4. Differentiate between Entrepreneur and Manager.
5. What are the Factors for Valuation of a company?
6. List the Characteristics of Entrepreneurs?

Part B

Answer any Three -

[10 x 3=30]

1. What different sources of funds to start the business for Entrepreneurs?
2. Write a complete Business Plan?
3. A Business Idea can create a wonderful Enterprise – explain with example.
4. Role of Entrepreneur is to help economic development – explain with example.
5. How to create agile Entrepreneurship organization?

Part C

Write Notes on Role of :-

[20 x 1=20]

- a) DIC
- b) NIESBUD
- c) NASIC
- d) EDI