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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN505

5th Semester Regular/Back Examination: 2023-24

SUBJECT: Employment Legislations

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: N216

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1

Answer the following questions:

(2 x 10)

- Define Workman under Factories Act, 1948.
- What are the objectives of labour legislation in India?
- Define Appropriate Government.
- Differentiate between settlement and award.
- What is adjudication?
- Define Minimum Wage under Minimum Wages Act, 1948.
- State the importance of Provident Fund.
- Who qualifies for getting gratuity?
- What is Bonus?
- How is ESI beneficial? State one reason.

Part-II

Q2

Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Explain the provisions of leave under Factories Act, 1948.
- What is a Trade Union? How is it recognized?
- Why is labour legislation necessary? Explain with examples.
- How is Standing Orders framed by an industrial establishment? Why is it important to frame standing orders?
- What is an employment injury? How is it treated under the employment legislation?
- Explain mediation and conciliation with examples.
- Discuss the object and scope of Industrial Dispute Act, 1947. Can a cleaner of a bus that is engaged to bring factory workers raise an industrial dispute?
- Is a company liable to pay bonus every year to all the employees? Justify your answer.
- What is Separation? How is an employee separated from a workplace? How is superannuation different from VRS?

- j) What is maternity benefit? What are the provisions under the employment legislation?
- k) Enumerate the object and scope of Employees' Provident Funds and Miscellaneous Provisions Act, 1952.
- l) Trace the history of Employee Legislation in India.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- | | | |
|----|--|------|
| Q3 | Explain the welfare measures under Factories Act, 1948. | (16) |
| Q4 | How is Payment of Wages Act, 1936 beneficial? Explain its provisions. | (16) |
| Q5 | What are the provisions for prevention of Industrial Disputes? How is settlement done under ID Act, 1947? | (16) |
| Q6 | Enumerate the benefits under ESI Act, 1948. What are the various conditions under which these benefits are applicable? | (16) |

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Course: IMBA
Sub-Code: 16IMN504

5th Semester Regular / Back Examination: 2023-24

SUBJECT : Human Resource Management-I

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : N178

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Define Human Resource Management.
- What is Human Resource Planning? State in few lines.
- What do you understand by Recruitment?
- What is the purpose behind interview?
- Does Training Need Assessment require before Training? Why?
- How Transactional Analysis helps the organization managing people?
- What do you understand by on-the-Job Training?
- What is Performance Management? State in few lines.
- What are the bases for promotion in an organization?
- What is your understanding about TOM?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- What are the objectives of Performance Appraisal? Also give brief the different types of Performance Appraisal.
- What is MBO? Explain the process and steps of MBO.
- Differentiate between Job description and job Specification.
- What are the Emerging Trends of HRM on Globalized economy? Explain.
- Discuss the objective and process of 360° degree appraisal.
- Does Training essential for the Human Resource in the organization? State importance and explain.
- Clarify and explain the function of Human Resource Management.
- Transactional Analysis leads to create a better culture in the organization. Do you agree? Explain.

- i) What do you understand by Transfer? Why it is required in an organization? Explain.
- j) Mention and explain the modern methods of recruitment used in today's organization.
- k) Elaborate the challenges HR managers are facing in today's Globalized Business Environment.
- l) What are the selection methods you are familiar with? Explain with at least one example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 The objective of HRM is to optimize the Human Resource utilization in an organization. What are the roles of employers and employees for optimization of Human Resource? Explain. (16)
- Q4 Training and Development of the people in the organization is mandatory. How it brings the benefit to the stake holders? (16)
- Q5 What is the difference between Performance Appraisal and Potential Appraisal? What are the benefits of performance appraisal from the organization point of view? (16)
- Q6 Write notes on (16)
 - i) Apprenticeship Training
 - ii) 360° Appraisal

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN503

5th Semester Regular/Back Examination: 2023-24

SUBJECT: Operational Management-I

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code : N132

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Give four important duties and responsibilities of production manager.
- b) What are the differences between goods and services?
- c) Give two characteristics of a good forecast.
- d) Give few sources of data for forecasting demand.
- e) What is market survey method for demand forecasting?
- f) What is DFMA?
- g) What is break even analysis?
- h) Give four factors influencing inventory management.
- i) What is VED classification in inventory management?
- j) What is JIT?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Distinguish between the manufacturing operations and service operations.
- b) What do you mean by competitive advantage?
- c) Discuss the scope of production and operations management.
- d) Briefly describe different stages of Product Life Cycle.
- e) Discuss some key characteristics of modern production function.
- f) What is Delphi method of forecasting?
- g) Explain how, make or buy decision is taken.
- h) Explain the concept of process design.
- i) What is modular design?
- j) Discuss how the forecasting accuracy can be measured.
- k) Distinguish between the "P" system and "Q" system in inventory management.
- l) Explain the "Kanban" system.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 a) Discuss production as a system and explain the decision making in production. (16)
b) Discuss the recent trends in operations management.
- Q4 a) What do you mean by forecasting and explain the steps involved in the forecasting process? (16)
b) The demand for past 11 periods is given below. Develop a forecasting model using exponential smoothing method and predict the demand for 12th period.
- | | | | | | | | | | | | |
|--------|----|----|----|----|----|----|----|----|----|----|----|
| Period | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Demand | 41 | 40 | 43 | 40 | 41 | 39 | 46 | 44 | 45 | 38 | 40 |
- Q5 Discuss the factors influencing the product design and explain the characteristics of good product design. (16)
- Q6 Discuss what inventory management is and how it is important in production system. Explain various techniques of inventory control. (16)

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Course: IMBA
Sub_Code: 16IMN502

5th Semester Regular/Back Examination: 2023-24

SUBJECT: Marketing Management-II

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code : N107

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Differentiate between consumer goods and industrial goods.
- b) What is vertical channel conflict? Cite an example.
- c) Define length and depth of product mix.
- d) What is product prototype?
- e) Point out the characteristics of maturity stage of PLC.
- f) What you understand by descriptive labeling?
- g) Define skimming price with example.
- h) Define brand equity with suitable example.
- i) Why test marketing is done?
- j) How advertising is different from publicity?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the role of business analysis in the stages of new product development
- b) Explain the concept of product mix in the car segment of Tata Motors.
- c) Explain the role of packaging and labeling as a product communication strategy.
- d) Describe how demographic changes influence pricing decisions of a product.
- e) Discuss the various price setting objectives of a company.
- f) Examine suitable marketing strategies for a FMCG product in the growth stage of PLC
- g) What is franchising? How it is different from Wholesaling?
- h) Analyze various customer needs responsible for designing a marketing channel.
- i) Discuss how economic criteria are used to evaluate channel alternatives.
- j) Explain the advantages of personal selling over advertising.

- k) Discuss various conflict resolution strategies available for a company to manage its channels.
- l) Explain how companies use Integrated Marketing Communications (IMC) to promote their products today.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 / A company is going to launch a restaurant in Bhubaneswar, discuss how various stages of new product development help the company for successful launching. (16)
- Q4 Why a normal product life cycle is called a "S shaped" curve? Suggest suitable marketing strategies for different stages of PLC. (16)
- Q5 / Examine various pricing approaches available for a smartphone manufacture with its limitations. (16)
- Q6 You are going to open a mall in your city. Analyze various communication mix and suggest which communication mix will you apply to increase your brand visibility and to attract more footfalls to your mall. (16)

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Course: IMBA
Sub_Code: 16IMN501

5th Semester Regular/Back Examination: 2023-24

SUBJECT: Financial Management-I

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q. Code : N088

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Define compounding interest.
- What is the benefit of tax, in case of cost of debt?
- Define participating preference share.
- Difference between NIFTY and SENSEX.
- What do you mean by call money market?
- What do you mean by trading on equity?
- What is the benefit to have operating leverage?
- How Present value is calculated?
- Explain the meaning by risk.
- What do you mean by capitalization?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Differentiate between payback period and discounted payback period.
- What is the importance of WACC? How it is calculated? Explain with a suitable example of your own.
- Distinguish between financial leverage and operational leverage?
- ABC Ltd. estimates the cost of equity and debt components of its capital for levels of debt; equity mix as follows.

Debt as % of total capital	Cost of equity%	Cost of debt%(before tax)
0	16	12
20	16	12
40	20	16
60	24	20

You are required to suggest the best Debt mix (by using WACC) for the company
Tax rate applicable to the company is 40%.

e) The following balance sheet of 'XYZ' Ltd as on 31/03/23

Liability	Amount	Asset	Amount
Equity capital(10rs per share)	180000	Fixed assets	450000
10% debentures	240000	Current assets	150000
Retained earnings	60000		
Current liability	120000		
	600000		60000

The company's total assets turnover is 2.5 times. The fixed operating cost- 200000Rs, variable operating cost ratio is 40%, income tax rate- 50%. Calculate three leverages

- Explain in detail the CAPM model and its working.
- Explain the significance of cost of capital for a business.
- Explain the factors affecting the capital structure of an organization.
- Explain how financial leverage helps to improve the earnings of the equity shareholders with suitable example?
- Explain the significance of capital budgeting decision for an organization.
- Is the retained earnings free of cost? Explain.
- Find the present value of Rs 1,000 receivable 6 years hence if the rate of discount is 10 percent. (Solve without using Present value table)

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

A company is considering investing in a project with a capital outlay of Rs 2, 00,000. Forecasted annual income after depreciation but before tax is as follows:

(16)

Year	Amount
1	100000
2	90000
3	80000
4	70000
5	65000

You are required to calculate the NPV of the project @10 discounting rate if the rate of depreciation is 20% and the tax rate is 40%.

Explain in detail how various finance functions play a significant role in the development of the organization.

(16)

Explain in detail the various types of share capital and various types of debenture.

(16)

Explain the Net Income Approach and Net Operating Income approach of capital structure in detail.

(16)

$$PV = FV \cdot \frac{1}{(1 + r)^n}$$