



ARKA JAIN University, Jharkhand

4th Semester Special Examination – 2019-20

Subject : Strategic Human Resource 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) Explain the significance of Impression Management to an individual? Discuss various tactics of impression management.
- b) Exit Interview is an important retention tool for Organization- Comment.
- c) What challenges do dual career couples throw to HRM?
- d) Discuss the role of HR audit in any organization.
- e) Differentiate between Strategic HRM and Traditional HRM
- f) Discuss the significance of Knowledge Management in Organization performance.

Part-B

Q.2) Answer any three questions in detail

[10 x 3 = 30]

- a) Discuss different types of personalities and their work related problems with suitable examples.
- b) What is HR Accounting? Discuss its benefits and limitations to the organization.
- c) Where do HR functions intersect with business functions? Discuss how HR strategy can be aligns with business strategy.
- d) Differentiate between mentoring and coaching? Discuss the role of mentoring in strengthening leadership.
- e) Draw and Explain how Oldham and Hackman's Job characteristics model is used to improve productivity and reduce dissatisfaction amongst employees.

Part C

Q.3) Case study:

[1X20=20]

Satish was a Sales Manager for Industrial Products Company in City branch. A week ago, he was promoted and shifted to Head Office as Deputy Manager - Product Management for a division of products which he was not very familiar with. Three days ago, the company VP - Mr. George, convened a meeting of all Product Managers. Satish's new boss (Product Manager Ketan) was not able to attend due to some other preoccupation. Hence, the Marketing Director, Preet - asked Satish to attend the meeting as this would give him an exposure into his new role.

At the beginning of the meeting, Preet introduced Satish very briefly to the VP. The meeting started with an address from the VP and soon it got into a series of questions from him to every Product Manager. George, of course, was pretty thorough with every single product of the company and he was known to be pushy and a blunt veteran in the field. Most of the Product Managers were very clear of George's ways of working and had thoroughly prepared for the meeting and were giving to the point answers. George then started with Satish.

Satish being new to the product, was quite confused and fared miserably. Preet immediately understood that George had possibly failed to remember that Satish was new to the job. He thought of interrupting George's questioning and giving a discrete reminder that Satish was new. But by that time, George who was pretty upset with the lack of preparation by Satish made a public statement "Gentlemen, you are witnessing here an example of sloppy work and this can't be excused". Now Preet was in two minds - should he interrupt George and tell him that Satish is new in that position OR should he wait till the end of the meeting and tell George privately. Preet chose the second option.

Satish was visibly angry at the treatment meted out by George but he also chose to keep mum. George quickly closed the meeting saying that he found in general, lack of planning in the department and asked Preet to stay back in the room for further discussions.

Before Preet could give any explanation on Satish, George asked him "Tell me openly, Preet, was I too rough with that boy?" Preet said "Yes, you were. In fact, I was about to remind you that Satish is new to the job". George explained that the fact that Satish was new to the job didn't quite register with him during the meeting. George admitted that he had made a mistake and asked his secretary to get Satish report to the room immediately. A perplexed and uneasy Satish reported to George's room after few minutes. George looking Satish straight into his eyes said "I have done something which I should have never even thought of and I want to apologise to you. It is my mistake that I did not recollect that you were new to the job when I was questioning you". Satish was left speechless. George continued "I would like to state few things clearly to you. Your job is to make sure that people like me and your bosses do not make stupid decisions. We have good confidence in your abilities and that is why we have brought you to the Head Office. For everybody, time is required for learning. I will expect you to know all the nuances of your product in three months time. Until then you have my complete confidence".

George closed the conversation with a big reassuring handshake with Satish.

Questions:

1. Was it at all necessary for George to apologise to such a junior employee like Satish? [1x2=2]
2. If you were in Satish's place, how would you respond to George's apology? [1x3=3]
3. Was George correct in saying that Satish is there to correct the "stupid mistake" of his boss and George? [1x2=2]
4. Would you employ George in your company? [1x2=2]
5. Did Preet make a mistake by not intervening during the meeting and correct George's misconception about Satish? [1x4=4]

6. As an HR man, how would you define the character of George - bullying but later regretting? Does his Attitude need to be corrected? [1x4=4]
7. Would you be happy to have George/Preet as your boss? [1x3=3]



ARKA JAIN University, Jharkhand

4th Semester Special Examination – 2019-20

Subject: Retail Management

Course: MBA

Full Marks: 70

Pass Marks: 28

Time: 3 Hours

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- **Parts – C** is compulsory.

Part A

All questions carry equal marks answer any 4 -

[5 x 4=20]

1. What are the ethical issues in Retail Industry in India?
2. What Is A Convenience Store?
3. What Are Chain Stores?
4. State The Challenges Faced By Indian Organized Retailers?
5. What Is A Factory Outlet?
6. What is CRM in Retail Management?

Part B

Answer any 3

[10 x 3=30]

1. What is Telemarketing? How does Telemarketing work? What are the advantages of Telemarketing?
2. What is Supply Chain Management in Retail?
3. What is retail communication mix briefly explain.
4. How CRM is important in retail? State its relevance with different aspects of retail.
5. What is convenience store? Give example.

Part C

[20 x 1=20]

Draw your plan for a new Retail store in your town.



Jain Institute Of Management and Entrepreneurship

4th Semester Special Examination – 2019-20

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- **Part-C Compulsory.**

PART A

Answer any four

(4x5 = 20)

1. What do you mean by International Marketing? When should a firm decide to go global?
2. Briefly explain the International Product Life Cycle Stages.
3. 'Global branding can be affected by various factors'. List them.
4. What do you understand by Joint Ventures in global markets?
5. How do you differentiate between Domestic Marketing and International Marketing?
6. "Culture is the most critical factor effecting international marketing." Explain

PART B

Answer any three

(3x10=30)

1. "A Marketer may gain various benefits by going global." Elaborate.
2. Elaborate the factors in favour of Uniform pricing and Differentiated pricing.
3. Explain the various steps to pass through while performing market research in foreign market before deciding to enter that market.
4. What are the various modes of International Distribution available to the marketer?
5. What factors affect Pricing in international markets?

PART C

Compulsory

(1x20= 20)

1. As a marketer of 'Watches' from Switzerland; what factors would you consider to select Various countries for expansion of your business globally.



ARKA JAIN University, Jharkhand

4th Semester Special Examination – 2019-20

Subject : Industrial Relations and Labour Laws

Course: MBA

Full Marks : 70

Time : 3 Hours

Pass Marks: 28

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Part A

Short Question Answers

[5 x 4 = 20]

1. Explain the concept and different approaches to 'Settlement of Industrial Disputes'.
2. Discuss the 'Standard Grievance Handling Procedure' prescribed to be followed in every organization.
3. What are the different authorities under Industrial Disputes Act, 1947? Discuss in detail.
4. What are the powers of Inspectors under the Factories Act, 1948?
5. Discuss the 'Benefits' as per the Provisions of Maternity Benefit Act, 1961.
6. Enlist the sequential steps involved in the Licensing of Contractor, employing contract labour, as per the provisions of Contract Labour (Regulation and Abolition) Act, 1970.

Part B

Long Question Answers

[10 x 3 = 30]

1. A workman who has completed 20 years of age receives a gross monthly wage of Rupees 45,000 and his Basic Salary is Rupees 20,000. He met with an accident on 1st April, 2019 resulting in Permanent Total Disablement. Calculate the amount of Compensation to be received by him.
2. A workman with monthly salary of Rupees 52,000 has completed 19 years and 7 months of service in the organization. His employment is covered under the Payment of Gratuity Act, 1972. Calculate the amount of Gratuity payable to him on his superannuation.
3. Elaborate the provisions of Health, Safety and Welfare, as prescribed in the Factories Act, 1948.
4. Discuss the Evolution of Trade Union Movement in India.
5. Explain, How Industrial Relations is witnessing a Paradigm Shift in the modern context?

Part C

Case Study/Analytical Questions

[20 x 1 = 20]

Mr. Prayag receives a monthly basic salary of Rupees 16,000. His H.R.A. is to be calculated as per Tier III City. Other monthly emoluments include Educational Allowance of Rs. 500 per month and Conveyance Allowance of Rs. 1000 per month. Calculate the amount of contribution of Employer and Employee towards P.F. and E.S.I. as per the latest amendment to the Employee Provident Funds and Miscellaneous Provisions Act, 1952 and Employee State Insurance Act, 1948 respectively. Also calculate the amount of Bonus to be payable to him at the time of first year of his eligibility as per Payment of Bonus Act, 1965, with the same pay structure in place. If his monthly Basic is incremented by 15%, calculate the new contribution of Employer and Employee towards P.F. and E.S.I.



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4th Semester Special Examination – 2019 - 20

Subject : Quality and Production Management

Course: MBA

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Pass Marks: 28

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PART A

Answer any four in brief

(4x5 = 20)

1. What is the importance of TQM?
2. What do you mean by the term 'Benchmarking'?
3. Explain Taguchi's Quality Management Approach.
4. What do you understand by small 'q' and big 'Q' concepts?
5. What do you mean by 'Productivity Evaluation'?
6. Comment on 'Waste Elimination'.

PART B

Answer any three in detail

(3x10=30)

1. Is there any relation between cost and quality? Explain the categories of cost involved in maintaining the quality.
2. What do you mean by TPM? Explain the theory of deterioration.
3. What do you mean by 'Pareto Chart'? Is it a helpful tool in identifying defects for corrective actions? Explain by giving an example.
4. What do you mean by SPC? Explain its tools in detail.
5. Explain the concept of JIT. For which type of production this approach is applicable? Mention its limitations.
6. What do you mean by 'Six Sigma'? What is its role in 'Quality Management'?

PART C

Compulsory (Case Study Based / Analytical Questions.)

(2x20=

20)

1. Name different types of control charts. Draw three types of control charts by assuming hypothetical situation/values.
2. What are the different factors affecting productivity improvement? Explain the techniques of productivity improvement.



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PART A

Answer any four

(4x5 = 20)

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PART B

Answer any three

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1. "A Marketer may gain various benefits by going global." Elaborate.
2. Elaborate the factors in favour of Uniform pricing and Differentiated pricing.
3. Explain the various steps to pass through while performing market research in foreign market before deciding to enter that market.
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PART C

Compulsory

(1x20= 20)

1. As a marketer of 'Watches' from Switzerland; what factors would you consider to select Various countries for expansion of your business globally.