

**Babasaheb Bhimrao Ambedkar Bihar University, Muzaffarpur**  
**Directorate of Distance Education**  
**Professional / Technical 2<sup>nd</sup> Semester (Session 2014-16)**  
**Subject:- MBA (Master of Business Administration)**  
**Paper – 6**  
**Model Paper (Full Marks – 70)**

**Production Management**

1. What is the meaning of production planning? Discuss its importance.
2. Discuss the various techniques of production planning and control.
3. Differentiate between centralization and decentralization.
4. Define production order. Discuss the objectives and tools of production order.
5. Define CPM and PERT. Differentiate between them.
6. Discuss the role of a production manager.
7. Discuss the objectives of product origin.
8. What is MRP? Discuss its merits and demerits.
9. Discuss the factors affecting productivity.
10. Discuss the objectives and importance of inventory control management.
11. Discuss the various methods of inventory management.
12. Discuss the objectives and importance of quality control.
13. What is the meaning of plant location? Discuss the factors influencing location.
14. Discuss the types of control charts.
15. What are the costs involved in inventory management? Discuss.
16. Short notes:-
  - (i) ABC Analysis
  - (ii) Weber's Theory of Location

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**Paper – 7**  
**Model Paper (Full Marks – 70)**

**Marketing Management**

1. Define Marketing. Discuss its importance in Modern economy.
2. Discuss the nature and scope of Marketing.
3. What are the factors influencing consume behaviour in marketing decision?
4. What is marketing-mix? Discuss its elements.
5. Discuss the relationship between marketing-mix and marketing-strategy.
6. Discuss the various types of Products.
7. Discuss the merits and demerits of Branding.
8. Define channel of distribution. Discuss the types of distribution channel.
9. Discuss the importance of prince in a Marketing programme.
10. Discuss the various methods of pricing policies.
11. Discuss the nature and types of Advertising.
12. Discuss the merits and demerits of Advertising.
13. What is promotion-mix? Discuss its objectives.
14. Discuss the role of pricing in marketing.
15. What is market segmentation? Discuss its variables.
16. Short notes:-
  - (i) Packaging
  - (ii) Sales Promotion

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**Paper – 8**  
**Model Paper (Full Marks – 70)**

**Human Resource Management**

1. Discuss the importance of Human Resource Management.
2. Explain the functions of Human Resource Manager in an organization.
3. Discuss the significance of Human Resource Planning.
4. What is the meaning of Recruitment? Discuss its sources.
5. What is the meaning of Selection? Discuss its methods.
6. Define Training. Discuss its need & importance.
7. Explain the different methods of Training with examples.
8. Discuss the different methods of Performance Appraisal.
9. Discuss the need of Promotion in an Org.
10. Discuss the steps taken in the Interview Process.
11. Differentiate between:-
12. Discuss the different methods of compensation.
13. What are the causes of demotion of an employee? Discuss.
14. Discuss the importance of participative management.
15. Discuss the steps involved in Human Resource Planning.

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**Paper – 9**  
**Model Paper (Full Marks – 70)**

**Financial Management**

1. Define Financial Functions. Discuss its importance.
2. Define Capital Budgeting. Discuss its need and importance.
3. Discuss the major techniques of capital budgeting.
4. What is working capital? Discuss the sources of working capital finance.
5. How will you measure the operating leverage and financial leverage? Explain with example.
6. Explain the management of working capital. What are its principles?
7. Discuss the responsibilities of Financial Manager.
8. What is the meaning of Dividend? Discuss its types.
9. Define Financial Forecasting. Why it is needed?
10. What is cost of Capital? Discuss its types give formulas.
11. What is Capital Structure? Discuss the factors determining optimum capital structure.
12. What is Cash Management? Discuss the motives for holding cash.
13. Discuss the factors governing dividend policies.
14. Discuss the factors determining investment decisions.
15. Short notes:
  - (i) Internal Rate of Return
  - (ii) Receivable Management

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**Paper – 10**  
**Model Paper (Full Marks – 70)**

**Research Methodology**

1. What is the meaning of Research? Discuss its types.
2. Discuss the importance of Research in Managerial decision-making.
3. What is Research Design? Discuss its features of a good research design.
4. What is Hypothesis? Discuss its types.
5. Define the types of data and their features.
6. Discuss the features of good Questionnaires.
7. Define Sampling. Discuss its types and their features.
8. Discuss the need for scaling techniques.
9. Discuss the importance of Research Report.
10. Explain the need of effective communication of Research Findings.
11. Discuss the various types of scaling and their features.
12. Discuss the problems of formulation and testing of Hypothesis.
13. Difference between:-
  - (a) Questionnaires and Schedules
  - (b) Restricted and Unrestricted Sampling
14. Discuss the types of Research Report.
15. Short notes:
  - (a) Null Hypothesis
  - (b) Index Numbers
  - (c) Correlation & Regression