Registration No.: | | | | | | | | | | |

Total Number of Pages: 02

Course: MBA / MBAP
Sub_Code:18MBA101 / 18PTMNG101

1st Semester Regular/Back Examination: 2023-24
SUBJECT: Managerial Economics
BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, MBA (A & M), MBA (M&F),RM, MBA(PT)
Time: 3 Hour
Max Marks: 100
Q. Code: N525

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) What is derived demand?
b) Discuss two cases of business decision making where managerial economics is used.
c) Write two properties of Isoquant curves.
d) Define Cross elasticity of demand with the help of an example.
e) List the items of the current account of balance of payment account. Also define "balance of trade".
f) What is gross domestic saving?
g) For an increase in the price of a product from Rs.1 to Rs. 2 per unit leads to a decrease in the quantity demanded from 100 to 80 units, then what would be the value of the price elasticity of demand?
h) What are externalities?
i) Differentiate between snob effect and bandwagon effect.
j) Why business class airline tickets cost more than coach-class tickets?

Part-II

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

a) The co-efficient of price elasticity of demand of a product is 5. When its price is Rs. 10 per unit, its quantity demanded is 40 units. If the price fails to Rs. 5 per unit, how much will be its quantity demanded?
b) What do you understand by non-price discrimination? Discuss who can exercise price discrimination in which market structure.
c) When can we be sure that perfect competition leads to a more efficient use of society's resources than monopoly?
d) Discuss the features of Recession, trough, expansion, and recovery phase of business cycle.
e) Explain the theory of consumer surplus with the help of diagram.
f) What are key differences between perfect competition and monopolistic competition?
g) Enumerate the type of pricing strategies for a new product.

h) A perfectly competitive firm has the following total cost function:

Total output (units)	total cost per unit (Rs.)
0	20
1	30
2	40
3	55
4	68
5	85
6	102
7	119

How much the firm will produce if the price of the product in the market is Rs. 14 per unit? How will it change its output if the price rises to Rs. 18 per unit?

i) Differentiate between short run and long run production function.

j) What are external economies of scale and how do they differ from returns to scale?

k) Explain the law of variable proportions with the help of diagram.

l) What are the effects of inflation? How does it affect product market?

Part-III

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

Q3 Explain the various economies and dis-economies of scale that accrue to the firm when it expands its scale of production. **(16)**

Q4 Why is it better to keep a check on business cycle? Is it feasible, keeping in view their obvious and inevitable occurrence? Explain. **(16)**

Q5 Define market and market structures. Market structure influences the behavior and performances of firms that sell in the market-justify your answer. **(16)**

Case Study

Q6 **(16)**

Despite stiff increase in tariff by Doordarshan (DD) in March 1987 actual revenue declined.

This study indicated that the number of small and medium advertisers which was on the increase before the tariff hike has now been on decline. Further there has also been a noticeable shift in favor of 20 and 10 seconds spots from 30 or more second's spots before the hike in tariff. The study found that there has been a steep decline in the actual number of advertisements on Doordarshan. This is across all TV centers and program segments. But it was more significant in the case of channel II of Delhi and Bombay.

The second channel of Bombay DD TV had no advertisements since the increase in tariff as against revenue of Rs. 15,000/- to Rs. 20,000/- per month in the corresponding months of the previous year.

In case of Delhi DD TV's second channel, the number of advertisements declined from a rate of 40 to 65 per month in May to July 1986 to a rate of 12 to none between May to July 1987. Even the actual revenue has fallen. It was about Rs. 55,000/- to Rs. 71,000/- per month in May-June period of 1986. In the current year, however, it developed to Rs. 28,000/- in June and was nil by July 1987.

Questions:

(a) What happened to revenue after tariff hike for advertisement in DD?

(b) Why has revenue declined?

(c) Is the prize-elasticity of demand for DD TV advertisements high/low/zero?

(d) What tariff (or prize) policy should DD follow for TV advertisements?

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Total Number of Pages: 02

Course: MBA, MBAP
Sub Code: 18MBA102, 18PTMNG102

1st Semester Regular/Back Examination: 2023-24
SUBJECT: Marketing Management
BRANCH(S): BA, BM, FM, HRM, GM, IB, LSCM, MM, MBA, RM, MBA (PT).
Time: 3 Hour
Max Marks: 100
Q. Code: N540

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) How can you use 80:20 principles in marketing decision making process?
b) State 4Ps of marketing and write one sentence for each.
c) How 'market place' and 'market space' is differentiated?
d) What do you mean by 'market skimming' strategy?
e) What is 'niche marketing'? Give an example.
f) What do you mean by 'Guerrilla marketing'? Give an example.
g) What is a 'Fad' and how does it graphically look like?
h) What do you mean by 'Co-branding'? Give an example.
i) What do you mean by 'psychological pricing' of a product?
j) Who can be called as a 'Full-service wholesaler'?

Part-II

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

a) Differentiate selling and marketing concept giving suitable example.
b) Explain market penetration strategy. List some of the strategies used by retail malls during festival time.
c) Explain the term product positioning. Explain the punch line "Desh ka namak" from customer point of view.
d) Differentiate customer satisfaction and customer delight giving suitable examples.
e) What is mark-up pricing? If the production cost of a product is Rs. 160, the mark-up on sale is 20%, what will be the mark-up price?
f) Differentiate pull and push strategy in marketing with suitable examples.
g) Differentiate micro and macro environment and explain how they affect the business of an organization.
h) Explain briefly, the elements of promotion mix for any product of your choice.
i) Differentiate between wholesaling and retailing.

j) Explain product-mix of HUL or any other company of your choice.

k) Do consumers behave in the same way while purchasing a kg of sugar and purchasing a cellphone? Justify your answer logically.

l) Digital marketing has gained momentum after COVID19. Illustrate some advantages and disadvantages from seller point of view.

Part-III

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

Q3 Many companies adopt mass marketing approach to multiple segments defined in various ways. Explain the segmentation approaches with its common interest towards marketing of particular product or service to target segment. **(16)**

Q4 Describe the major steps in new product development process. Highlight the consumer adoption process taking an example of any product or service. **(16)**

Q5 Sketch the sales and profit life cycles of a product and explain the marketing strategies in each stage taking example of a consumer product. **(16)**

Q6 Explain the five-stage model of buying decision process with the help of sketch and examples. **(16)**

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Total Number of Pages: 02 **Course: MBA**

Sub Code: 18MBA103

1st Semester Regular/Back Examination: 2023-24

SUBJECT: Organizational Behaviour

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM

Time: 3 Hour

Max Marks: 100

Q.Code: N552

Answer Question No.1 (Part-I) 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) How perception can be reflected?
b) What do you mean by stereotyping?
c) How a leader brings team effectiveness?
d) How attitude and behaviour related?
e) What do you mean by corporate culture?
f) Who is a member of work team?
g) What do you mean by emotional stimulus?
h) How group behaviour is reflected?
i) What is big five personality model?
j) Write a short note on attribution.

Part-II

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

a) How significant is personality in performance?
b) How do group dynamics impact the performance of employees?
c) What are the factors affecting perceptual biases?
d) How emotional intelligence helps to take better organizational decision?
e) How emotions play a role at workplace?
f) What are the innovative approaches in contemporary leadership?
g) Discuss process of motivation with example.
h) What are different types of groups and their necessity in organizations?
i) Discuss Kurt Lewin's three step process of change.
j) What are the indicators of effectiveness of a team?
k) Organizational behaviour has multifaceted dynamics. Comment.
l) Discuss how to bring attitudinal change among employees.

Part-III

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

Q3	Elucidate different OB framework. How individual and organizational behaviour reciprocate each other?	**(16)**
Q4	What are the various theories of leadership? Explain the leadership strategies in contemporary business world.	**(16)**
Q5	Elucidate how the content and process theories describe motivation.	**(16)**
Q6	What is personality and job fit theory? Discuss the application of personality test in organizational success.	**(16)**

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA104

1st Semester Regular/Back Examination: 2023-24
SUBJECT: Management Principles
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MM,MBA,MBA (A & M),MBA (M & F),RM
Time: 3 Hour
Max Marks: 100
Q.Code : N574

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) Define Management in your own words.
b) What is the significance of Management Principle?
c) Why levels of Management are essential and what are the levels?
d) What do you understand by Management School of Thoughts?
e) Name few Managements Guru those contributed to the field of Management.
f) What is a formal organization?
g) What is Organizational Culture? Why it is important?
h) What do you mean by organizing knowledge resource?
i) What is planning and why it is important?
j) Control is one of the important functions in an organization. Do you agree? State in few lines.

Part-II

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

a) The skills of a manager are important for an organization. What are they? Explain.
b) What is MBO? Elaborate the process of MBO.
c) How do we differentiate between centralization & decentralization? Which is required in modern organization? Explain.
d) Control mechanism is inevitable in the organization. Justify the statement.
e) Participation in Decision making makes an organization more effective and efficient. Comment.
f) What is chain of command? Why it is important? Explain.
g) What is Michael Porter's contribution to the field of Management? Elaborate.
h) In the changed scenario of Business, what are the roles of a manager? Mention in detail.
i) The organization culture makes the Organization distinct from others. Comment.
j) What is process? Why process needs to be controlled in the organization? Justify.

k) What are the basic issues in organizing? What is your view? Elaborate.

l) Does change need to be managed? What are the approaches for change Management?

Part-III

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

Q3 What are the Managerial functions that you have come across during your learning? Explain each of them in detail. **(16)**

Q4 Organization structure is different from organization to organization. Why it is so? Explain it with examples. **(16)**

Q5 Planning is one of the important functions of any organization. What are the different types of planning you are familiar with? Elaborate. **(16)**

Q6 Give an overview of classical management perspectives. Identify the most important contributors in each of its two branches. **(16)**

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Total Number of Pages: 03

Course: MBA

Sub_Code: 18MBA105

1st Semester Regular/Back Examination: 2023-24

SUBJECT : DECISION SCIENCE

BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM

Time : 3 Hour

Max Marks: 100

Q.Code : N581

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) The median of 50, 52, 54, X-3, 60, 62, and 65 is 57. Find the value of X.

b) If the sum of squares of the deviations of 10 observations taken from means 50 is 250. Find the coefficient of variation.

c) How does the problem of degeneracy arise in a transportation problem?

d) If the regression coefficient of X on Y is -1/6 and Y on X is -3/2, find correlation coefficient between X and Y and coefficient of non-determination.

e) Mr. X Either walks to school, or he rides his bicycle. If he walks to school one day, then the next day, he will walk or cycle with equal probability but if he bicycle one day, then the probability that he will walk on the next day is ¼. Express this information in transition matrix.

f) When does a transportation problem have an optimal solution?

g) If mean of the observation x+1, x+4, x+5, x+8, x+11 is 10. What is the mean of last three observations.

h) Give four application areas of assignment problem.

i) Define the term strategy and optimal strategy with reference to game theory.

j) A store with one server, 9 customers arrive on an average of 5 minutes. Service is done for 10 customers in 5 minutes. Find average queue length.

Part-II

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

a) Find the class interval if A.M of the following distribution is 33 and assumed mean is 35.:

Step Deviation	-3	-2	-1	0	1	2
frequency	5	10	25	30	20	10

b) The figures of weights of boys and girls arestudying in a school are as under:

	Boys	Girls
Number	100	50
Mean Weight	60 Kg	45 kg
Variance	9	4

Calculate the combined Standard Deviation and Which distribution is more variable

c) The coefficient of rank correlation of the marks obtained by 10 students in statistics and accountancy was found to be 0.8. It was later discovered that the difference in ranks in the two subjects obtained by one of the students was wrongly taken as 7 instead of 9. Find the correct coefficient of rank correlation.

d) For 10 observations on price(X) and supply (Y), the following data was obtained in appropriate unit: $\sum X = 130$, $\sum Y = 220$, $\sum X^2 = 2288$, $\sum Y^2 = 5506$, $\sum XY = 3467$
Obtain the I regression equations and estimate supply when the price is 16 units.

e) What are the steps involved in graphical method of solution in LPP.

f) What are the commonly used methods to obtain initial basic feasible solution of a balanced transportation problem? Give the step wise procedure for one of them.

g) Find assignment cost from the following data:

Machine → / Job ↓	W	X	Y	Z
A	32	38	42	40
B	33	38	40	36
C	35	38	42	40
D	32	38	42	40

h) Define decision tree. Describe its procedure and uses.

i) Two business firms are competing for the market share of a similar product. Thepayoff matrix in terms of their advertising plan through(I) personal contact, (II) newspapers, (III) TV shows, is given below:

	CompetitorB		
Competitor A	I	II	III
I	10	5	-2
II	13	12	13
III	16	14	10

Find the value of game and suggest optimal strategies for the two firms and the net outcome.

j) A market Survey is made on two brands of breakfastfoods AandB. Every time a customer purchases, he mayby the same brand orswitch to another brand. The transition matrix is given below:

To → / From ↓	A	B
A	0.7	0.3
B	0.6	0.4

At present, it is estimated that 60% of thepeople buy brand A and 40% buy brand B. Determine the market share ofbrand A and brand B in the steady state.

k) In correlation analysis, the value of the Karl Pearson's correlation coefficient and its probable error were found to be 0.90 and 0.04 respectively. Find the value of n.

l) An agricultural company wants to decide which commodity should stock to get maximum profit. It was supplied with the following information. The probability that the monsoon will be excess, normal and deficient is 0.40,0.30, and 0.30. The estimated profit or loss three commodities in respect of these different kinds of monsoon are:

Monsoon	Excess	Normal	Deficient
Rice	10000	–4000	15000
Wheat	4000	–3000	8000
Maize	4000	1000	–1000

Determine the optimal decision using EMV Criteria.

Part-III

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

Q3 Use simplex method to solve the LPP **(16)**

Minimize $Z = X - 3Y + 2Z$

Subject to Constraint: $3X - Y + 2Z \leq 7$

$-2X + 4Y \leq 12$

$-4X + 3y + 8z \leq 10$

$X, Y \geq 0$

Q4 Describe the simulation Process. State the major two reason forusing simulation to solve a problem. What are the advantages and disadvantages of simulation? **(16)**

Q5 Determine the optimal transportation cost from the following table: **(16)**

Plant	Warehouse				Availability
	W1	W2	W3	W4	
P1	11	20	7	8	50
P2	21	16	10	12	40
P3	8	12	18	9	70
Demand	30	25	35	40	

Q6 (a) J.M. Bakers has to supply only 200 pizzas every day to their outletsituated in city bazar. The production of Pizza varies due to the availability of raw materials and labor for which the probability distribution of production by observation made is as follows: **(8)**

Production per day	196	197	198	199	200	201	202	203	204
Probability	0.06	0.09	0.10	0.16	0.20	0.21	0.08	0.07	0.03

Stimulate and find the average number of Pizzas produced more than the requirement and the average number of shortage of pizzas supplied to the outlet.Using following random numbers 26, 45, 74, 77, 74, 51, 92, 43, 37, 29, 65, 39, 45, 93, 95.

(b) Vehicles are passing through a toll gate at the rate of 70 per hour. The average time to pass through the gate is 45 seconds. The arrival rate and service rate follow Poisson distribution. There is a complaint that the vehicles wait for a long duration. The authorities are willing to install one more gate is less than 9% and the average queue length at the gate is more than 8 vehicles. Check whether the installation of the second gate is justified. **(8)**

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA106

1st Semester Regular/Back Examination: 2023-24
SUBJECT: Business Communication
BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM
Time: 3 Hour
Max Marks: 100
Q.Code: N603

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) What is a Resumé? What are its types?
b) What is Proxemics?
c) Fill in the blanks with the appropriate verb form:
   1. We _____ (stay) in this house since 2001.
   2. People in the ancient times _____ (Think) that the earth was flat.
d) What is glossophobia?
e) What is etiquette? Cite two mobile etiquette that you need to follow in an organisation.
f) Mention the steps to be followed in a business conversation.
g) Define LSRW.
h) Are the following sentences correct? Give reason.
   1. The scissors is on the table.
   2. He will go to the Paris next year.
i) What are the sub-skills of reading?
j) What is grapevine communication?

Part-II

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

a) Explain the process of communication. Why is the two-way communication model effective?
b) What are various barriers to listening? How can you improve your listening skills?
c) What are various reading faults? How can you correct them?
d) Your organisation is facing severe voltage fluctuation problem. Assuming that you are the head of the organisation, write a letter to Tata Power Authorities about the issues faced and the solution you need.
e) You have opened a wholesale-cum-retail grocery mart. Write a sales letter to the potential buyers persuading them to buy products from your mart.

f) You are working as the Sales Manager of an automobile company. There is a decrease in sales in the last six months. Write a report to the CEO of the company after conducting a survey.

g) How do you prepare for a GD. Explain?

h) You are the factory manager of YOYO TMT LTD. Your company has received a huge order from L&T IDPL. You have two tasks in hand:
   a) Write a memo to motivate the employees to work overtime to achieve the target.
   b) Write a letter to the Director (Projects), L&T IDPL expressing your gratitude for giving you the order.

i) What is persuasive writing? Discuss some methods used for making communication persuasive.

j) What is formal communication? What are its types?

k) Why is knowledge of Kinesics necessary in communication? Explain with examples.

l) Differentiate between a speech and a debate. Write a 2-minute script on the topic "Profit maximization should not be the sole motto of an organisation" to substantiate the difference.

Part-III

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

Q3 Communication can be divided into various categories and types. Elucidate the statement with appropriate examples. **(16)**

Q4 Explain the barriers to communication. How can the barriers be reduced? **(16)**

Q5 As a fresh MBA graduate, apply for a suitable position with your Resumé to HDFC Bank. The letter should be addressed to: **(16)**
The Head HR (Talent Acquisition)
HDFC Bank, Corporate Office, Mumbai - 37

Q6 Managers should be skilled to make effective presentations. Do you agree? Substantiate. Give an illustration of PPT that you may use for presenting the topic, "Organisational Communication". **(16)**

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Total Number of Pages: 03

Course: MBA
Sub_Code: 18MBA107

1st Semester Regular/Back Examination: 2023-24
SUBJECT: Financial Accounting and Analysis
BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM
Time: 3 Hour
Max Marks: 100
Q.Code : N615

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) Who are the inside users of accounting information? Why do they need this?
b) Explain cyclical nature of Business.
c) What basic documents and records the accounting system should maintain and why?
d) What are accounting standards? What are its advantages?
e) What financial statements should be mandatorily prepared and presented to the shareholders?
f) Explain three types of accounts as per traditional approach of accounting.
g) Discuss the five parts of modern approach of accounting.
h) Do you think the word 'debit and credit' signifies any meaning? How it is to be interpreted?
i) Explain the concepts of materiality and consistency in preparation of financial statements.
j) Explain the treatment of capital receipts and revenue receipts in financial accounts.

Part-II

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

a) From the following information calculate the stock at the end of the year:
Opening stock: Rs. 62,000
Purchases: Rs. 4,20,000
Sales: Rs. 6,00,000
Rate of gross profit on cost: 33.33%

b) Write short notes on
I. Price-earnings Ratio and
II. Debt-equity ratio

c) Give examples of cash inflows and outflows with respect to
(i) Operating activities
(ii) Investing activities
(iii) Financing activities

d) Prepare Vertical Balance sheet from the financial information of Shreyas Ltd as at 31 March 2023 are as follows:

Particulars	Amount Rs	Particulars	Amount Rs
Share Capital	6,50,000	Goodwill	25,000
Capital Reserve	2,500	Land	1,29,000
General reserve	1,20.410	Lease hold premises	1,50,000
Contingency reserve	42,500	Plant	2,34,395
Profit and Loss account	18,777	Furniture	8,575
5% Debentures	1,57,500	MF liquid Scheme	71,400
Sundry creditors	73,900	units	1,96,770
Proposed dividend	75,000	Stock	2,03,942
Provision for taxation	25,000	Debtors	1,21,280
Preliminary Expenses	1,550	Cash and Bank	23,675
		Advance Tax	

e) Discuss the limitations of Ratio analysis.

f) Discuss the ratios the following managers make use of in discharging their duties

i. Production Manager
ii. Sales Manager
iii. Financial Manager

g) Transactions of Omnis Cab company for the year ended 31.12.2023 include the following. Calculate the company's net cash flow used in investing and financing activities.

1	Borrowed from Bank and purchased Land	Rs. 4,00,000
2	Sold investment securities	Rs. 7,00,000
3	Paid dividends	Rs. 3,00,000
4	Issued 500 equity shares	Rs. 3,50,000
5	Purchased Machinery and Equipment	Rs 1,75,000
6	Bank Loan Paid	Rs. 6,50,000
7	Paid accounts receivables outstanding	Rs. 1,00,000
8	Accounts payable increased	Rs.1,90,000

h) Explain the types of adjusting entries to be made in accounts in respect of the following:

a. Outstanding expenses
b. Outstanding income
c. Expenses paid in advance.

i) Determine the nature of accounts from the following transactions. State which account should be debited and which account should be credited in the following format:

Transactions	Accounts involved	Types of Accounts (Modern approach)	Rules of Debit and credit
1. Salary Paid 2. Interest received 3. Machines purchased for cash 4. Building sold 5. Commission paid 6. Owner brought capital			

j) How do you prepare a balance sheet of a company according to

i. Order of Permanency?
ii. Order of Liquidity?

k) Write a short note on Buy back of shares.

l) The building account of R S High School is Rs. 7,50,000 in the financial records. The following expenses were incurred on the building during the year. You are required to state how these items are to be treated in the books

a. Construction of a common room for students amounting to Rs. 20,000
b. Repairing cost of school benches and the tables amounting to Rs. 1,500
c. Whitewashing cost amounted to Rs. 15,000
d. Demolition cost of an old structure amounted to Rs. 7,500 and rebuilding cost amounted to Rs. 1,05,000.

Part-III

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

Q3 Two sisters formed a company on 1st January, 2018, each of them investing Rs. 1,00,000 and receiving 1000 shares of the company's capital stock in exchange. The company issued no more shares during next 3 years. On 1st January, 2021, the company has total assets of Rs. 12,00,000 and total liabilities of Rs. 6, 40,000. During 2021, the company issued 100 additional shares of its capital stock to a friend of the two sisters, receiving in exchange Rs. 60,000 in cash. Cash dividends amounting to Rs 2,40,000 were declared and paid during the year. On 31.12.2021, the company had assets amounting to Rs. 14,00,000 and liabilities of Rs. 6,80,000. **(16)**

a. Calculate the net income for the year 2021
b. Present the owner's equity section of the company's balance sheet on 31.12.2021
c. Suggest what types of books of accounts the company should maintain for proper disclosure.

Q4 The following information are available from the accounts of Global systems Ltd: **(16)**

Current Ratio = 2.5:1
Fixed Assets Turnover Ratio = 2 times
Liquidity ratio = 1.5:1
Average Debt collection Period = 2 months
Net working Capital = Rs. 3,00,000
Stock Turnover Ratio = 6 times
Gross Profit ratio = 20%
Fixed assets to shareholders net worth = 1:1
Reserves: Share Capital = 0.5:1
Draw up the Balance sheet from the above information.

Q5 What are the different methods used for the analysis and interpretation of financial statements? Explain each of it in detail. **(16)**

Q6 What do you mean by GAAP? Discuss the following **(8x2)**

a. Fundamental accounting assumptions
b. Fundamental accounting policies

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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA108

1st Semester Regular/Back Examination: 2023-24
SUBJECT: Business Law
BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MM, MBA, MBA (A & M), MBA (M & F), RM
Time: 3 Hour
Max Marks: 100
Q.Code: N635

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) Intention to create legal relations
b) Counter offer
c) Undue influence
d) Bilateral Mistake
e) Quantum meruit
f) Rights in rem and Rights in personam
g) Statutory corporation
h) Future goods and contingent goods
i) Agency by holding out
j) Legal bodies for redressal of consumer grievances

Part-II

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

a) A made a proposal to B by post. B died before the letter reached him. B's son accepted the proposal as he knew about the positive intent of his father. Is A bound by the acceptance by B's son?
b) X saves Y's property from fire intending to do so gratuitously. Subsequently, he claims compensation from Y on the ground that Y enjoyed the benefits of X's act. Can X succeed under quasi contract?
c) M a merchant of Odisha, agreed to sell 100 bags of Sugar to B, a merchant of West Bengal, and received Rs 2,00,000/- as an advance payment. When the performance was due for delivery, the Government of Odisha issued a ban order of any transfer of sugar from Odisha to any other state except on government account. B is aggrieved because of breach of contract by M. What are the rights of B?
d) Describe the agreements which are declared void under the law of contract.

e) What is corporate personality? On what grounds corporate personality is disregarded by Court of Law? Explain.

f) Discuss the legality of contracts entered by minor citing famous cases.

g) What are the different forms of damages an aggrieved party in a contract can claim against a defaulting party in the contract? Explain.

h) Can an unemployed youth file a consumer case if he uses his car for taxi purpose after taking loan from bank and the car proves to be defective after a few months? Will your answer be different if he himself drives the vehicle?

i) Give examples of gratuitous and non-gratuitous bailment. Explain the rights and responsibilities of a bailor.

j) Y selects certain furniture in a shop. The price is settled. He arranges to take delivery of the furniture the next day and agrees to pay on the first of the next month. The furniture was destroyed by fire the same night. Is Y still liable to pay the price? Give reasons.

k) X handed over 100 quintals of butter to a road transport company Z Ltd. to be delivered to B who stays at Bangalore. In transit the trucks were held up due to landslide at a spot and no movement was anticipated within one week. Z Ltd sold away the butter to the local businessmen. Discuss the roles, and liabilities of

   i. Z Ltd
   ii. B
   iii. X

l) Narrate the differences between public company and private company.

Part-III

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

Q3 An agreement is not a contract per se. It has to pass through certain tests. What are they? Explain the same with case examples. **(16)**

Q4 What are the different modes of terminating a contract? Describe the same. **(16)**

Q5 What are the essential features of a company? **(16)**

Q6 Who is an unpaid seller? Write his rights against the person and against the goods. **(16)**

Registration No.: | | | | | | | | | | |

Total Number of Pages: 02 **Course: MBA**

Sub Code: 18MBA109

1st Semester Regular/Back Examination: 2023-24

Business Environment & Ethics

BRANCH(S): BA, BM, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q. Code: N637

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) Write a short note on biodegradable waste.
b) What do you mean by SWOT analysis?
c) What do you mean by liberalisation?
d) Macro environment is so dynamic. Comment.
e) Who are the market intermediaries?
f) What is a technological disruption?
g) What is the role of technological forecasting?
h) What do you mean by ethical leadership?
i) Write a short note on social system.
j) How man-made disasters can be best described?

Part-II

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

a) How business leaders can ensure ethical practices in entire organization?
b) Discuss the importance of industrial waste management?
c) Ethics boost the reputation of any business as well as financial yield. Analyze.
d) What are best possible steps to manage municipal wastage?
e) How global environment impact all business enterprises?
f) What are the internal and external determinants of business ethics?
g) Distinguish ETOP analysis from PESTLE analysis with example.
h) How the trends and patterns in the society influence business decision?
i) What are the government regulations that impact different industries?
j) Environmental scanning is the foremost step of undertaking any business. Comment.
k) How different culture and ethnicity affect the HR decisions in a multinational firm.
l) Personnel department should endure ethics in policies and practice. Comment.

Part-III

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

Q3 How corporate culture manifested in ethical behaviour of employees at workplace? **(16)**

Q4 Discuss how the dimensions of business environment determine the very success of an organization. **(16)**

Q5 Elucidate the central and state level policies for industrial growth in India. **(16)**

Q6 Critically examine the measures to minimize the effect of pollution due to growth of industries. **(16)**

274-02/02/2024-20

Registration No : | | | | | | | | | | |

Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA101

1ST Semester Regular/Back Examination: 2022-23
SUBJECT: Managerial Economics
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time : 3 Hour
Max Marks: 100
Q.Code: L596

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) State the meaning of economies of scale.
b) Give example to explain Giffen paradox.
c) Differentiate between a normal good and an inferior good?
d) What is opportunity cost?
e) Write two cases where of demand curve slopes upward.
f) Define law of diminishing returns.
g) What is cross elasticity of demand?
h) What is monopolistic competition?
i) What do you mean by the term Price discrimination?
j) What do you mean by the term „recession"?

Part-II

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

a) Define managerial economics with the help of an example. Discuss how it is different from traditional economics?
b) Discuss the factors that determine demand of ice-cream in Indian market.
c) How demand of consumer durable goods can be forecasted?
d) Discuss about Income elasticity of demand with the help of examples.
e) Ravi buys 10 smart phones at a price of Rs. 6500 per unit. The price elasticity of demand is 2. At what price will he be willing to buy 150 units of smart phones?
f) Discuss the law of variable proportions.
g) Discuss the law of returns to scale.
h) Define duopoly market and discuss its features.
i) Distinguish between balance of trade and of balance of payment
j) Differentiate between Gross Domestic Product and Net National Product?
k) Discuss the phases of business / trade cycle.
l) What is production function? Discuss the law of production in short-run.

Part-III

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

Q3 What is cost function? What are different types of cost function? **(16)**

Q4 Show how a monopoly firm reaches its equilibrium in the short run with the help of MR and MC curves. **(16)**

Q5 What are the factors that influence the pricing policy? Discuss the major pricing strategies adopted by firms in India. **(16)**

Q6 Mention the major advantages of Monetary Policy (MP) over Fiscal Policy (FP). What are the instruments of Fiscal Policy. **(16)**

274-13/04/2023—20

Registration No : | | | | | | | | | | |

Total Number of Pages : 02

Course: MBA
Sub Code: 18MBA102

1st Semester Regular/Back Examination: 2022-23
SUBJECT Marketing Management
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L612

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) What are the 4 Ps of marketing?
b) Define Consumerism.
c) What do you mean by product length and product width?
d) Define societal marketing.
e) What is marketing myopia?
f) What do you mean by franchising?
g) Define Guerrilla marketing.
h) Differentiate between a consumer and a customer.
i) What are the elements of promotional mix?
j) What do you mean by digital marketing?

Part-II

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

a) What is the labelling of a product? What are the purposes of labelling a product?
b) Explain the importance of pricing in marketing mix. What are the determinants in pricing a product?
c) "The present day market is consumer oriented" Explain with the help of an Indian example.
d) What are the different stages of consumer buying behaviour?
e) Describe five macro-environmental elements and how they affect a marketing manager's decisions.
f) How does packaging play a role in marketing?
g) Define Market Segmentation. What are the different bases of Segmenting a Market?
h) Discuss the Consumer Adoption Process.
i) What is positioning? Explain various product differentiation strategies that can be used for positioning.
j) Compare between organizational buying behaviour and consumer buying behaviour

k) Define marketing concept. How it is different from selling concept and product concept?

l) What are the factors that are taken into consideration by a company before selection its distribution channel?

Part-III

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

Q3 **a)** Explain the PLC concept with self explanatory diagram by taking example of any consumer product. **(8x2)**

b) Discuss how the marketing mix strategy would vary between different stages of PLC.

Q4 **a)** What are the steps involved in a new product launch? Discuss with the help of a suitable example. **(8x2)**

b) How do you select the right target market for your new product?

Q5 **a)** Why do conflicts occur in a distribution system? Is it possible to eliminate all types of conflicts in a channel relationship? **(8x2)**

b) Explain different types of channel conflict, their causes and resolution mechanism.

Q6 **a)** What factor effects price sensitivity and influence the pricing strategy of a firm? **(8x2)**

b) Explain various pricing strategies adopted by a firm.

Registration No: | | | | | | | | | | |

Total Number of Pages : 02

Course: MBA
Sub Code: 18MBA103

1st Semester Regular/Back Examination: 2022-23
Organizational Behaviour
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time: 3 Hours
Max Marks: 100
Q. Code: L623

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) What are the characteristics of a group?
b) How drives and motives are different?
c) What is custodial model of organization behaviour?
d) OB too has certain constraints. Discuss.
e) How social cognition link to individual behaviour?
f) What are the intrinsic and extrinsic rewards of motivation?
g) Outline Myers Briggs personality classifications.
h) Why trust is important for team effectiveness?
i) What do you mean by selective perception?
j) How a personality trait is to be recognized?

Part-II

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

a) How OB evolved with changes in human resource approach?
b) Discuss the barriers to the change of attitude.
c) Social perception is a complex process. Comment.
d) Discuss the cognitive and behavioristic framework of organizational behaviour.
e) How attribution theory works?
f) What are the viewpoints of process theories of motivation?
g) Distinguish equity theory from two factor model.
h) How OB affect the harmony and development?
i) What is the significance of individual attitude for the progress of organisation?
j) Organization behaviour is a sum of individual behaviour. Comment.
k) How Personality and Job-fit theory works?
l) Elucidate the norms and principles of group dynamics.

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

Q3 What are the components of emotional intelligence? Discuss the significance of emotional intelligence at workplace. **(16)**

Q4 Discuss the personality types and useful tests. How personality affects the performance? **(16)**

Q5 What is perception? What are the factors affecting perceptual process and perceptional errors? **(16)**

Q6 Discuss the contemporary leadership approaches. Elucidate how different leadership styles work? **(16)**

Registration No : | | | | | | | | | | |

Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA104

1st Semester Regular/Back Examination: 2022-23
SUBJECT Management Principles
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L631

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) What is a decision tree?
b) What is upward communication? Give two examples.
c) What is contingency planning? Give one example.
d) Mention two reasons for incorporating change management in an organisation.
e) Distinguish between centralization and decentralization.
f) What is cross-cultural communication?
g) Define organizational structure.
h) What constitutes the external business environment?
i) What is differentiation? Give examples.
j) What is MBE? Give an example.

Part-II

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

a) What is delegation? Why is it important to delegate? What are the merits and demerits of delegation?
b) What is contribution of Peter Drucker in the field of management? How is C.K Prahalad's model different?
c) Give an account of management thoughts of Michael Porter, and Rensis Likert.
d) What is meant by leadership style? What are different styles? Explain with examples.
e) Compare and contrast formal planning and informal planning.
f) What steps should a manager take to manage a cross-functional team that is also a multi-ethnic workforce?

g) Explain the 14 principles of management.
h) What is the applicability of McKinsey's management thought? Discuss.
i) Elaborate the steps in decision making with examples.
j) Distinguish between managerial functions and operative functions.
k) People can be motivated only through financial rewards. Do you agree? Justify.
l) Explain how power, authority and responsibility are linked.

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

Q3 Discuss the role, responsibilities and skills of a manager in a manufacturing company. Will it be different in case of a service providing organisation? Explain. **(16)**

Q4 Explain the process of Controlling. What are different ways of controlling? What are its merits and demerits? **(16)**

Q5 What is MBO? How is it implemented? Discuss its advantages and disadvantages. **(16)**

Q6 Planning is the most important of all the functions in management. Justify your answer by giving suitable examples. **(16)**

Registration No : | | | | | | | | | | |

Total Number of Pages : 03

Course: MBA
Sub_Code: 18MBA105

1st Semester Regular/Back Examination: 2022-23
SUBJECT: DECISION SCIENCE
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L642

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) If N=10, $\sum X=120$ and $\sum X^2=1530$.Find the Coefficient of Variation.
b) Calculate Mean deviation and quartile deviation if Standard deviation is 60.
c) If the observations3, 9, 27 and 81 occur with frequencies 4, 3, 2 and 1 respectively, Find their geometric mean.
d) What do you mean by unbalanced transportation problem? How to balanced it?
e) Write mathematical model of assignment problem.
f) The coefficient of correlation of 5 pairs of observations is found to be 0.8.Is it significant?
g) Write any two properties of regression coefficient?
h) What are the basic components of Queuing system?
i) A tax filling counter takes 4 minutes to process a file. Customers arrive at a rate of 12 per hour. Determine the average length of the waiting line.
j) Write Kendall's notation in Queuing Model.

Part-II

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

a) From the following data calculate Mean and Median

Marks	Less than 5	Less tha10	5-15	15 and Above	20-25	25 and above	30 and above
No. of Students	7	20	38	55	20	5	1

b) Calculate missing figures from following data:

	Group-I	Group-II	Group-III	Combined
No of Observations	50	?	90	200
Mean	113	?	115	116
Standard Deviation	6	7	?	7.746

c) On an average, 5 customers reach a barber shop every hour. Determine the probability that exactly 2 customers will reach in 30- minutes period, assuming that the arrivals follow poison distribution.

d) The mean of 5 observations is 6 and variance is 8. If three numbers are 2,6,10..Find the other two.

e) The coefficient of rank correlation between two subjects X and Y of 10 students was found to be 0.5.Later on it was found that the difference between the ranks in the two subjects was wrongly taken as 3 in place of 7.Find the correct rank correlation.

f) In a restricted market, two manufacturers A and B are competing with each other .Over the year, 80% of the A's customers have shown their loyalty by using its product. Also B's customers switched back to A's product 60% of the time.(I) Estimate retention and loss/gain of the each of the manufacturers and (II) calculate the probability of a customer purchasing A's product at the end of the second period.

g) A company has five machines that are used for four jobs. Each job can be assigned to one and only one machine. The cost of each job on each machine is given in the following table. Find out total assignment cost.

Machine→ Job↓	A	B	C	D	E
1	7	9	13	8	9
2	10	7	7	8	7
3	8	9	12	9	5
4	12	6	10	4	6

h) What is LPP? Explain its assumptions and advantages?

i) A bakery keeps stock of popular brand of coke. Previous experience shows that the daily demand pattern for the item with associated probabilities ,is given below:

Daily Demands(Nos)	0	10	20	30	40	50
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Use the following sequence of random numbers to stimulate the demand for next 10 days. Also find out the average demand per day. Random Numbers are 30, 39, 65, 76, 12, 05, 73, 89, 19 and 52.

j) A contractor has a choice between two courses of action: (a) A risky contract promising of Rs. 10 lakhs with a probability of 0.6 and Rs 6 lakhs with a probability of 0.4.(b) a diversified portfolio consisting of two contracts with independent outcomes each paying 5 lakhs with probability of 0.6 and Rs.3 lakhs with a probability of 0.4. Construct the decision tree for using EMV criteria. What is the optimal decision by using EMV criteria?

k) Consider the following payoff matrix for two firms. Find the best strategy for both the firms:

Firm-B→ Firm-A ↓	No advertising	Medium Advertising	Large Advertising
No advertising	62	52	42
Medium Advertising	72	72	52
Large Advertising	82	62	77

l) Explain the concept of regression analysis and also differentiate between correlation and regression..

Part-III

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

Q3 XYZ Limited has three production shops that supply a product to five warehouses .The cost of production varies from shop to shop and cost of production from one shop to a warehouse also varies.Each shop has a specific production capacity and each warehouse has certain amount of requirement..The cost of transportation are given below: **(16)**

Shop↓	Warehouses					
	I	II	III	IV	V	Supply
A	8	6	6	9	7	100
B	7	8	9	6	10	125
C	5	6	8	5	6	175
Demand	60	80	85	105	70	400

The cost of manufacturing the product at different production shop is

Shop	A	B	C
Variable cost	14	16	15
Fixed Cost	9,000	6,000	7,000

Find the optimum quantity to be supplied from each shop to different warehouses at the minimum total cost

Q4 Solve the following LPP using Big –M Method **(16)**

Maximize $Z= 4X_1+X_2 +3X_3 - X_4$

Subject to Constraint: $X_1+2X_2 +3X_3=15$

$2X_1+X_2 +5X_3=20$

$X_1+2X_2 +X_3+ X_4=10$

$X_1 ,X_2 ,X_3 \geq 0$

Q5 **(a)** Find karl Pearson coefficient of correlation from the following data: **(8x2)**

Age	16	17	18	19	20	21
No of students appeared	250	200	150	120	100	80
No.of student passed	200	150	90	48	30	16

(b) The two regression equations are : 7X +5Y=12 and 3X+2Y =6.The variance of X=9 ,Identify regression lines and calculate

(I) regression Coefficients (II) Coefficient of determination (III) Variance of Y.

Q6 **(a)** What is simulation? Describe the simulation Process. State the major two reasons for using simulation to solve a problem **(8x2)**

(b) What is decision making? Explain various steps involved in decision making process.

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Registration No : | | | | | | | | | | |

Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA106

1st Semester Regular/ Back Examination: 2022-23
SUBJECT: Business Communication
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L650

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) Define two-way communication process.
b) What is grapevine communication? Give examples.
c) Correct the sentences:
   1) She is working in an university in the London.
   2) The manager has joined the office yesterday on 10 AM.
d) Write any two email etiquette to be followed by a manager.
e) Distinguish between skimming reading and scanning reading.
f) What is an oral report? Give one merit and a demerit of oral reporting.
g) What is Oculesics? Why is it important in retail management?
h) Use appropriate modal in the following sentences:
   1) _____ I borrow your bike please? (permission)
   2) You _____ not consume alcohol. (Advice)
i) Differentiate between GD and a Debate.
j) What is active listening? Give an example.

Part-II

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

a) What are the essentials of a presentation? Explain.
b) Give an account of the types of non-verbal communication you consider to be important for a manger.
c) What are the formal channels of communication? Elaborate with examples.
d) You are the owner of a furniture company. Write a sales letter to a potential customer about your products.
e) Your organisation wants to contribute to the CM's relief fund. Write a memo to all the employees persuading them to contribute their one-day salary for this good cause.
f) Why are speaking skills important? Explain with examples.
g) Communication Technology (like email, video conferencing etc.) helps communicating faster. Explain.
h) What are the features of a good report? Elaborate.

i) You are the factory manager of ARS Ltd. You have witnessed improper use of mobile phones in the factory by employees. Write a notice informing all your employees about mobile etiquette.

j) What is Resume? What are its types? Give examples.

k) What is the importance of feedback in communication? Explain.

l) What is paralanguage? What is its importance in public speaking?

Part-III

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

Q3 What are the barriers to communication? How can the barriers be removed? Explain with suitable examples. **(16)**

Q4 JSPL is looking for young and competent management students for internship. Apply for the position of Management Intern to: Manager (HR), JSPL, Angul, Odisha. **(16)**

Q5 You are working as a Sales Head, Odisha for the Stationery Division of ITC. There has been a steep fall in sales in the last quarter. However, you competitors have done well. Prepare a survey report citing reasons for the decline in sales. Also suggest ways to improve. **(16)**

Q6 a) Reading is not a passive skill. Justify this statement with appropriate examples. **(16)**

b) What are reading faults? How can it be corrected? Give examples.

274-24/04/2023-20

Registration No : | | | | | | | | | | |

Total Number of Pages : 02

MBA
18MBA107

1ST Semester Regular/Back Examination: 2022-23
FINANCIAL ACCOUNTING AND ANALYSIS
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L653

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) What does the term GAAP mean? Identify 5 institutions that influence Indian GAAP.
b) In the event of insolvency of a company, what is the liability of a shareholder for the company's debts?
c) Give 5 examples of economic decisions that are based on accounting information.
d) During January, RRR Co ltd sells goods for Rs13,000 to a customer and receives immediately a cheque for Rs4000 as part payment from the customer. How will this transaction affect the company's profit and loss account, balance sheet, and statement of cash flows?
e) What is the meaning of a debit balance or a credit balance? Is a debit balance favourable and credit balance unfavourable?
f) What is the normal balance of debtor's account? When can it have an abnormal balance?
g) Western Tours provide conducted tours to Jaipur, Agra, and Delhi. It receives full payments from its customers in advance. Can the amounts be treated as revenue immediately?
h) In India, purchase discounts are deducted from purchase price, whereas sales discounts are not deducted from sales price. Why?
i) JK Ltd had a gross profit margin of 40% on sales. Calculate the company's net sales if the cost of goods sold was Rs180,000.
j) Cash forms a small part of the assets of most organizations. Why then is control over cash regarded as highly important?

Part-II

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

a) Explain how consistency principle improves the usefulness of financial statements.
b) Interest costs on debt incurred for financing an asset can be charged to the asset account. Do you agree? Explain
c) When can the use of accelerated methods of depreciation be justified?
d) Why is it important to distinguish between current liabilities and long term liabilities? Give examples to explain this.
e) Samir co Ltd has 10,000 shares of Rs10 each and balance of Rs50,000 in the share premium account. The company decides to buy back 200 shares at Rs25. Pass the journal entries to pay the shareholders.
f) How is financial statement analysis useful to investors and creditors?

g) Do you think comparisons with industry standards are better than comparisons with a company's past? Why?

h) Identify three financial ratios on which the management of a retail store should focus? Why?

i) From the statement of cash flows, how can it be ascertained whether short term funds have been used for long term purposes?

j) Why is the statement of cash flows considered necessary in addition to the profit and loss account and balance sheet?

k) How are cash flows classified in the statement of cash flows? Give some examples for each category.

l) What are subsidiary books? Why should a business house maintain subsidiary books?

Part-III

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

Q3 Why is accounting called the language of business? Briefly discuss the usefulness of accounting information for different stakeholders? **(16)**

Q4 Why should accounting standards be followed? Explain five accounting standards. **(16)**

Q5 **From the Trial Balance given below and additional information prepare a Trading, Profit and Loss Account and Balance Sheet of SKS Ltd for the year ended 2021-22** **(16)**

Sl. No.	Accounts	Debit (Rs.)	Credit (Rs.)
1.	Capital		1,00,000
2.	Sundry Debtors	22,000	
3.	Sundry Creditors		17,000
4.	Purchases	55,000	
5.	Sales		97,000
6.	Plant and Machinery	20,000	
7.	Furniture and Fixtures	22,000	
8.	Land and Building	50,000	
9.	Sales Return	500	
10.	Purchase Return		1,000
11.	Carriage Inward	1,000	
12.	Carriage Outward	1,500	
13.	Wages	1,800	
14.	Rent	1,500	
15.	Salary	15,000	
16.	Advertisement Expenses	4,200	
17.	Interest received		2,000
18	Sale of Old newspaper		500
19.	Opening Stock	18,000	
20.	Cash in hand and Bank	5,000	
	TOTAL	**2,17,500**	**2,17,500**

Additional Information:

a. Closing Stock Rs 4,000
b. Wages unpaid Rs 200
c. Charge depreciation at 10% on Land and Building.

Q6 a. Explain the advantages and limitations of cash flow statement **(16)**

b. Explain why should the firms prepare short term and long term solvency ratios?

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Total Number of Pages : 02

Course: MBA
Sub_Code: 18MBA108

1st Semester Regular/Back Examination: 2022-23
BUSINESS LAW
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M), MBA (M & F),MM,RM
Time : 3 Hour
Max Marks : 100
Q.Code : L671

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) A sends a parcel of mangoes to his friend B, the parcel is misdelivered to C who takes it as a birthday gift and consumes it. Discuss the rights and obligations of A, B and C.

b) A shop keeper displays goods for sale in a shop with a price list attached to each of them. What kind of offer is it? What are the rights and obligations of the shopkeeper and the prospective buyer?

c) X says during conversation with Y that he will give Rs10,00,000 to a person who marries his daughter. Z marries X's daughter and files a case against X claiming the payment of the sum to him. Will he succeed?

d) A offers to pay such remuneration as may be deemed right. Examine the validity of this offer X, a minor obtains loan from Y by falsely representing his age. Can Y recover the loan from X?.

e) X saves Y's property from the fire intending to do so gratuitously. Subsequently, he claims compensation from Y on the ground that Y enjoyed the benefit of X's act. Can X succeed?

f) A hired B's convention hall for a series of lectures. B discovered that the lectures would be of seditious nature and refused to allow A to use the hall. A sued B. Advise B.

g) A ship mate was engaged for a lump sum of Rs1.00 lakh to be paid after the voyage. The mate dies before the journey could be completed. His son claimed damages on quantum meruit. Is the owner of ship liable to pay?

h) A lends his bike to B for Rs500 per day for 3 days. He did not know the defect in the bike. B has a fall and is injured. B sues A for damages. Is A liable to pay?

i) A asks B to sell his cycle in the market. A directs B not to sell it below Rs1000 and in any case not to C. But B disregards the instructions and sells at Rs800 and to C. What are the rights of A against B and C?

j) A promises to obtain for B an employment as Accountant in a government company and B promises to pay Rs1.00 lakhs. B paid Rs 50,000 in first installment. In an open interview, he got selected. A demands for balance payment. But B refuses to pay, rather wants his cash back. Discuss the rights and obligations of A and B.

Part-II

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

a) What do you mean by 'supervening impossibility'? What are the grounds to reject the claim for benefit under this principle? Explain.

b) In which context we use the term 'quid-pro-quo' and the absence of which renders the agreement invalid? Discuss the rules concerning this and write 3 exceptions.

c) What is the context of using the phrase 'nemo-dat-quo non-habet? Explain its exceptions.

d) What do you mean by quasi contract? What are the basic principles behind quasi contract? Write down its rules for claiming enforcement of the right.

e) Distinguish between private limited company and public limited company.

f) Define a bailment contract. Write the rights of bailor and bailee against each other.

g) Discuss the rights of an aggrieved party in case of breach of contract.

h) Describe the rules regarding offer and acceptance.

i) Explain the different kinds of damages one can claim from the other party.

j) 'Risk follows the owner'. Explain this statement. Discuss the provisions regarding this quote.

k) Discuss the meaning of 'deficiency in service' and 'defects in goods'. Explain the terms citing any case law you know about both.

l) Discuss the provisions regarding the implied conditions under sale.

Part-III

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

Q3 Discuss the 9 essential elements of a valid contract. Can a valid contract be declared invalid by Government? If yes, when? **(16)**

Q4 Define a company. What are the features of a company? Explain **(16)**

Q5 Discuss the powers of the consumer grievance redressal machineries. **(16)**

Q6 Define an unpaid seller. Discuss the powers of an unpaid seller against goods and against the person. **(16)**

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Total Number of Pages : 02

Course: MBA
Sub Code: 18MBA109

1st Semester Regular/Back Examination: 2022-23
Business Environment & Ethics
BRANCH(S): BA,BM,FM,FM&HRM,GM,HRM,IB,LSCM,MBA,MBA (A & M),MBA (M & F),MM,RM
Time: 3 Hours
Max Marks: 100
Q.Code: L683

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) Write a short note on biodegradable waste.
b) What do you mean by PESTLE analysis?
c) What do you mean by liberalisation?
d) Macro environment is complex and dynamic. Comment.
e) Who are the market intermediaries?
f) What is a technological disruption?
g) What is the role of social norms?
h) Why ethics is important in business?
i) What do you mean by value system?
j) How man made calamity can be best described?

Part-II

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

a) How top management can ensure ethical practices in entire organization?
b) Discuss the importance of industrial waste management.
c) Ethics helps in sustainable reputation and return for any business. Comment.
d) What are the steps for management of urban pollutants?
e) How global environment impact all business enterprises?
f) What are the credentials of ethical leadership?
g) Distinguish ETOP analysis from SWOT analysis with example.
h) How the trends and patterns in the society influence business decision?
i) What are the government regulations impact different industries?
j) Environmental scanning is the foremost step of undertaking any business. Comment.
k) How different culture and ethnicity affect the HR decisions in a multinational firm?
l) Personnel department should endure ethics in policies and practice. Comment.

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

Q3 What are the internal and external determinants of business ethics? How corporate culture manifested in ethical behaviour of employees at workplace? **(16)**

Q4 Discuss the significance of business environment. How different dimensions of business environment determine the organizational success? **(16)**

Q5 Critically examine the role of New Economic Policy on industrial growth and development in India. **(16)**

Q6 Elucidate the challenges encountered by natural and manmade disasters. Discuss the measures to minimize the effect of these disasters. **(16)**

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Registration No :

Total Number of Pages : 02

MBA / MBAP
18MBA101 / 18PTMNG101

1st Semester Regular / Back Examination: 2021-22
MANAGERIAL ECONOMICS
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A &M), MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q.Code : OF573

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 :** (2×10)

a) What is market demand?
b) Define the cross elasticity?
c) Define supply function?
d) Define increasing returns to scale?
e) What is book cost?
f) What is the shape of average variable cost and why??
g) Define price discrimination?
h) Define input pricing?
i) Explain the concept of Gross Domestic Product?
j) What is inflation?

Part-II

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

a) What is the scope of managerial economics?
b) Define Demand? Discuss the determinants of demand?
c) What is elasticity of demand? Discuss the methods of measuring elasticity of demand?
d) Define demand estimation? Define the basic methods used to estimate the demand function?
e) How producer reaches equilibrium? Explain diagrammatically.
f) Discuss about different types of short run cost curves?
g) The cost function of a firm is given as $C=Q^2-28Q+2$. Find out at what output level average cost is minimum?
h) Determine price and output in monopoly market?
i) Discuss Demand pull Inflation and its measures.
j) What is Balance of Payment? Discuss about its two accounts?
k) Describe Investment? Discuss about the determinants which affect the investment spending?
l) What are the methods of measuring elasticity of demand?

Part-III

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

Q3 What is elasticity of demand? What are the types of elasticity of demand? **(16)**

Q4 What are isoquants? Describe the characteristics of isoquants? **(16)**

Q5 Explain pricing decisions under the conditions of perfect competition. Can a firm make profit in both short run and long run? **(16)**

Q6 "Monetary policy is a mechanism to regulate the money supply in an economy". Elucidate the statement. **(16)**

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Total Number of Pages : 02

MBA / MBAP / MBAP
18MBA102 / 18PTMNG102 / PTMNG102

1st Semester Regular / Back Examination: 2021-22
MARKETING MANAGEMENT
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM / MBA(PT) / MBA(PT)
Time : 3 Hour
Max Marks :100
Q.Code : OF606

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 :** (2×10)

a) How is modern marketing concept different from traditional selling concept?
b) Explain the different levels of product?
c) Illustrate the steps of Personal Selling process.
d) What is 80:20 principle in marketing?
e) What do you mean by psychographic segmentation?
f) What is target marketing?
g) What is social marketing?
h) What is Marketing Myopia?
i) What is post purchase dissonance?
j) What is the rationale behind Green Marketing?

Part-II

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

a) Differentiate between Vertical Marketing System and Horizontal Marketing System by giving suitable example.
b) Discuss the consumer decision making process with special emphasis on consumers' post purchase behaviour.
c) How Production concept is different from Product concept? Explain with examples.
d) Write short notes on:
   i. Peer Pricing
   ii. Brand Repositioning
e) Define Market Segmentation. What are the different bases of Segmenting a Market?
f) Contract and compare between wholesaling and retailing.
g) As a marketing manager, propose and formulate STP strategy for a Fitness Health wrist Band-cum-watch.
h) Define and highlight the importance of Branding.
i) What are the differences between Viral Marketing and Guerrilla Marketing?
j) How do changes in socio-cultural forces affect businesses? Briefly discuss the regulatory framework and its affect on companies for doing business in India?
k) Discuss the salient aspects of Packaging and how it influences consumer preference?
l) Discuss the different elements of Promotion Mix.

Part-III

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

Q3 What is a 'New Product'? What are its types? Discuss the process of New Product development by giving suitable examples. Also cite the reasons of New Product failure. **(16)**

Q4 Why do conflicts occur in a distribution system? Is it possible to eliminate all types of conflicts in a channel relationship? Explain different types of channel conflict, their causes and resolution mechanism. **(16)**

Q5 Explain the objectives of 'Pricing' strategies? Elaborate the steps companies undertake to fix the final price. Briefly mention how companies react to price changes by competitors. **(16)**

Q6 Discuss the different stages of Product Life Cycle (PLC) and explain the strategies needed in each stage by giving suitable example. **(16)**

Registration No :

Total Number of Pages : 02

MBA
18MBA103

1st Semester Regular / Back Examination: 2021-22
ORGANIZATIONAL BEHAVIOUR
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q.Code : OF645

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 : (2×10)

a) What is the characteristic of an ideal leader?
b) Halo effect hinders the correct perception. Justify.
c) Write a short note on system model.
d) What do you understand by selective perception?
e) Does money motivates in long run?
f) Why leadership is not just based on principles rather situation driven?
g) Is positive attitude at workplace essential for right behaviour?
h) How leader-member exchange affects organisational performance?
i) What do you mean by hierarchy of needs?
j) Write a short note on trait approach.

Part-II

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

a) What is perceptual process and how it works?
b) Explain how the big five personality traits influence work behaviour?
c) Explain the implications of Herzberg's Two Factor model?
d) What are the barriers to attitudinal change?
e) Analyze the role of attribution determining the behaviour.
f) "Intrinsic and extrinsic rewards together leads to employee satisfaction." Justify.
g) What is the contemporary leadership approach and how it is different from the conventional style?
h) What are different types of work teams? How team building facilitates performance?
i) Compare custodial model with collegial model of organizational behaviour.
j) How equity theory stimulates the employees' performance?
k) How to develop high performing team in the organization?
l) What are the components of attitude and how they influence the behavioural process?

Part-III

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

Q3	What is emotional intelligence? How it affects the decision making and inter-personal relationships at workplace.	(16)
Q4	What is Myers-Briggs Type Indicator (MBTI) and how it is helpful to assess different personality types?	(16)
Q5	Discuss the evolution and theoretical framework of organizational behaviour.	(16)
Q6	What is group dynamics? Explain the group formation and functioning in different stages.	(16)

Registration No: | | | | | | | | | | |

Total Number of Pages: 02

MBA
18MBA104

1st Semester Regular / Back Examination: 2021-22
MANAGEMENT PRINCIPLES
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM
Time: 3 Hour
Max Marks: 100
Q.Code : OF693

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:** (2×10)

a) Define Management in your own words
b) What are the roles of a manager
c) What do you mean by span of control
d) Define Planning. State short term & long-term planning
e) Effective manager possesses certain skills, what are these skills?
f) What do you understand by MBO?
g) What is decision tree?
h) Define change management
i) What is chain of command?
j) What do you mean by multi ethnic workforce?

Part-II

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

a) Define bench marking & explain its relevance in the Organization of 21st century
b) Creativity in the Organization plays important role for sustenance. Justify.
c) What are the principles of effective coordination? Explain.
d) Is decision making critical in the Organization? Explain its criticality & also describe the decision-making process.
e) Control mechanism in the Organization is inevitable. Do you agree? Explain with justification.
f) According to you what are the basic issues in the Organization? How to address such issues? Explain in your own words.
g) 'To do list' is essential for every manager. Do you agree? Explain.
h) Being the manager, which one you prefer out of centralization and decentralization? Why?
i) What are the basic principles of a good Organization? Describe.
j) Distinguish & describe between Line & Staff Organization
k) What do you mean by Goal setting of an organization? Explain.
l) What is virtual Organization? How it is important in the present Industrial scenario? Explain.

Part-III

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

Q3 Describe the levels of Management. Are they required in the manufacturing Organization? Explain with example. **(16)**

Q4 What do you understand by School of Management thoughts? What are those? Describe in your own words. **(16)**

Q5 Who are the major contributors to the field of Management? Mention their contributions which we follow even today. **(16)**

Q6 Write short notes on:

a) Chain of commands **(4)**

b) Formal & Informal Organization **(4)**

c) Cultural diversity **(4)**

d) Process control **(4)**

Registration No : | | | | | | | | | | |

Total Number of Pages : 03

MBA
18MBA105

1st Semester Regular / Back Examination: 2021-22
DECISION SCIENCE
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q.Code : OF703

Answer Question No.1 (Part-I) 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 :** (2×10)

a) What are the measures of central tendency? Illustrate.

b) If the quartiles of a normal distribution are 47.3 and 52.7 respectively, then find the mean deviation about mode and the range.

c) Given that the mean and S.D. of a normal distribution are 10 and 6 respectively. Now find the point of inflexion and coefficient of kurtosis.

d) Write any 2 applications of LPP.

e) Two variables gave the following data: $x = 20$, $y = 15$, $\sigma_x = 4$, $\sigma_y = 3$, $r = 0.7$, Obtain the regression coefficients.

f) Visitors arrive at a manual gate of a park at a rate of 50 per hour. The mean time required to give clearance to an individual visitor is 90 seconds. Find the expected waiting time of a visitor in queue.

g) What is unbalanced transportation problem? How can it be converted into a balanced one?

h) What are decision trees? Give one managerial situation where it is employed for decision making.

i) The mean of a data is 25.6 and its coefficient of variation is 18.75. Find the standard deviation.

j) A market survey is made on two brands and the customer's brand switching is noted in the transition matrix given. At present it is estimated that 60% of people buy brand A and 40% buy brand B. Determine the market shares of brand A and brand B in steady state.

From	To A	To B
A	0.8	0.2
B	0.6	0.4

Part-II

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

a) In a bivariate sample, the sum of squares of differences between the ranks of observed values of two variables is 231 and the correlation coefficient between them is -0.4. Find number of pairs.

b) Mean and S.D of 100 observations are 40 and 5.1 respectively. By mistake one observation is misprint as 50 against 40. Find corrected mean and S.D.

c) Solve the following transportation problem:

From \ To	1	2	3	4	Availability
1	8	8	5	12	7
2	6	9	11	9	7
3	10	15	6	13	10
4	6	8	7	8	6
5	11	10	11	13	5
6	8	14	5	12	6
Demand	9	10	8	14	

d) Municipal Corporation puts 10,000 light bulbs in the street. If the longevity of the bulbs follows normal distribution, with a mean of 90 days and a standard deviation of 20 days, how many bulbs will be replaced after 20 days?

e) A sample of 100 patients to an OPD in a Multi-Specialty Hospital has the following distribution is given. Estimate the average waiting time of patients by simulation, for the next 10 random arrivals: 25, 39, 65, 76, 12, 05, 73, 89, 19, 49

Time between arrival(Min)	1.0	1.5	2.0	2.5	3.0
Frequency	18	15	36	19	12

f) Reduce the following two-person zero-sum game to 2 x 2 order, and obtain optimal strategies for each player.

	Player B			
Player A	B1	B2	B3	B4
A1	3	2	4	0
A2	3	4	2	4
A3	4	2	4	0
A4	0	4	0	8

g) Describe the transportation problem and give its mathematical model.

h) What is Hungarian Method? Use the Hungarian method to solve the given assignment problem stated in the table. The entries in the matrix represent each man's processing time in hours.

	I	II	III	IV	V
1	20	15	18	20	25
2	18	20	12	14	15
3	21	23	25	27	25
4	17	18	21	23	20
5	18	18	16	19	20

i) Two regression lines are given below $3x+2y=10$ & $6x+y=15$. Find correlation coefficient between x & y.

j) Using dominance rule, find out optimal strategies for firm A & B and value of the game from the following pay-off matrix.

	B1	B2	B3	B4
A1	150	-18	78	90
A2	6	102	54	70
A3	130	-30	78	80

k) Outline the steps involved in simplex algorithm for solving a linear programming maximization problem. Also define the technical terms used therein.

I) For a certain frequency table, the mean was found to be 1.46. some of the frequencies are missing. Calculate the missing frequencies.

Number of Accidents	0	1	2	3	4	5	Total
No. of days (frequency)	46	?	?	25	10	5	200

Part-III

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

Q3 Bharat Chemicals Limited manufacture two types of chemicals, A and B, that are sold to manufacturers of moisturizers and body lotions. To fulfil the next month's demand, the management has found that the total production of the chemicals A and B should be at least 350 Kilograms. Moreover, a major customer's order for125 Kilograms of product A must also be supplied. Product A requires 2 hours of processing time per kilogram and product B requires one hour of processing time per kilogram. For the coming month, 600 hours of processing time are available. **(16)**

The company wants to meet the requirements at minimum total production cost. The production costs are Rs. 2 per kilogram for product A and Rs. 3 per kilogram for product B. Determine the optimal product mix and the total minimum cost relevant to it.

a) Formulate the above as a linear programming problem.
b) Solve the problem with the simplex method.
c) Does the problem have multiple optimal solutions? Why?

Q4 What are decision rules? Explain decisions under uncertainty and decisions under risk with appropriate examples. Why should a manager use decision rules? Justify. **(16)**

Q5 What are Markov chains? Where are they used by managers? **(16)**

The purchase patterns of two brands of toothpaste can be expressed as a Markov process with the following probabilities:

	Brand X	Brand Y
Brand X	0.90	0.10
Brand Y	0.05	0.95

1. Which brand appears to have most loyal customer's. Explain.
2. What are the projected market shares for the two brands?

Q6 Define Correlation and covariance. Write regression equations of x on y and y on x for the following data and then predict y at x=88 and x at y=68. Also find coefficient of correlation. **(16)**

x	45	48	50	55	65	70	75	72	80	85
y	25	32	35	30	42	50	45	55	60	65

Registration No :

Total Number of Pages : 02

MBA/MBAP
18MBA106/18PTMNG103

1st Semester Regular / Back Examination: 2021-22
BUSINESS COMMUNICATION
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM / MBA(PT)
Time : 3 Hours
Max Marks : 100
Q.Code : OF743

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 :** **(2×10)**

a) What qualities of speech do you miss in written communication? Write any two.
b) *Communication which takes place between peers at the same level in an organization is known as _____ communication.*
(Fill in the blank with the right word.)
c) What are the differences between a Group Discussion and a Debate?
d) *Either the employees or the manager are responsible for the strike.*
(Correct the error(s) in the sentence.)
e) How is a Functional CV different from a Chronological CV?
f) *"Dear Ms. Gupta,*
I will b l8 for trg. session today. Plz tell me later wat I missed. Thank U.
Jamini Roy"
Which rule of Netiquette is being broken in this e-mail?
g) *People believe that he is dishonest in his dealings.* (Change the voice.)
h) Mention two benefits of rehearsing before a presentation.
i) *"Listen not only with your ears, but also with your eyes".* What does this statement suggest we should do?
j) *You are under arrest said the policeman* (Use capital letter(s) and punctuation marks wherever necessary.)

Part-II

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

a) How is Critical Listening different from Content Listening?
b) "Communication is a circular process". Elucidate.
c) What do you mean by the Grapevine? How is it useful in the internal communication of an organization?
d) How can a candidate become the leader in a group discussion?
e) "Tense and time are not the same". Explain with examples from English.
f) Explain the important features of a good conversation.
g) You have recently opened a new office in Bhubaneswar, and you want to have the latest equipment and office furniture for it. Write a letter to an order supplier with a request to send their latest catalogue and price list.

h) How is Skimming different from Scanning as a reading skill?

i) "All the gestures and postures have a fixed and permanent meaning in different communication situations". Comment.

j) What is diagonal communication? Illustrate it with an example and explain its merits.

k) You have seen an advertisement for the post of Marketing Executive in M & C Company Ltd. in the Times of India of 22nd of June. The company deals in fast moving consumer goods and has its head office in Bangalore.
Write a job application for the position, highlighting your suitability.

l) Write a paragraph containing 7 sentences, starting with the sentence given below:
"A number of things have to be done to promote the growth of industries in Odisha".

Part-III

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

Q3 Discuss the important aspects to be considered when you are planning for a business presentation. **(16)**

Q4 How important is the Resume in the whole recruitment process? Elucidate the strategic points in the Resume that require special attention of job-seekers. **(16)**

Q5 A businessman from Chennai has set up a new restaurant in Bhubaneswar. After two months of operation, he finds that his restaurant does not attract adequate number of customers. He has requested you to conduct a survey and find out why his restaurant has not done good business. **(16)**
Prepare a report consisting of the following parts: Title; Terms of Reference; Procedure; Findings; Conclusions; Recommendations.

Q6 Discuss the barriers you face while listening. What strategies would you adopt to overcome those barriers? **(16)**

Registration No :

Total Number of Pages : 04

MBA
18MBA107

1st Semester Regular / Back Examination: 2021-22
FINANCIAL ACCOUNTING AND ANALYSIS
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q. Code : OF 787

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 :** (2x10)

a) *Inventory with a cost of Rs1,86,400 is reported at its market value of Rs2,35,600.* Is there any violation of any accounting principle? Name it and what is its impact on financial statements?

b) Super Nova corporation reports the following as of December 31.
Revenues Rs 1,00,000; Beginning Retained Earnings Rs.2,00,000; Expenses Rs8,00,000 and Dividends Rs 1,00,000. Calculate the net income and ending retained earnings for the year ending December 31.

c) Use accounting equation to answer the following question:
During the year the liabilities of Hudson Ltd triple. At the beginning of the year, assets were Rs4,00,000 and equity was Rs2,00,000. What is the amount of liabilities at the end of the year?

d) Name the financial statement which will answer the following question of the Shareholder?
How did the current year's sales figures compare with the last year's sales figures?

e) *A company pays Rs6000 for insurance but charges only Rs4000 during the period. Therefore, it records only Rs4000 as the insurance expense.*
Is it correctly done? Which accounting principle would you take the help of to justify your answer?

f) During the month, a retailer generates Rs1,50,000 of sales, Rs25,000 of operating expenses and Rs1,15,000 in cost of sales. At the end of the month the company had Rs70,000 of merchandise inventory on hand. Find the company's gross profit for the month.

g) *Debit means Increase and credit means Decrease.* Is it true or false? Why?

h) In what order are accounts balances presented in a conventional balance sheet?

i) Indicate on what section of the cash flow will the following appear:
Dividends received; Dividend paid; Sale proceeds from Fixed Assets; Profit from sale of fixed assets; Short term borrowing; and Interest received.

j) Differentiate between a fixed asset and an intangible asset.

Part-II

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

a) Explain the four statements used to communicate accounting information to the stakeholders.

b) Comparative Balance sheet data is available for a company as follows:

	31.3.2022 (Rs)	31.3.2021(Rs)
Total Assets	8,50,000	7,00,000
Total Liabilities	2,40,000	2,80,000
Total Equity	6,10,000	4,20,000

Perform horizontal and vertical analysis on each of the items above. If generating assets through debt is considered more risky than generating assets through equity, is the company more or less risky in 2022.

c) What (debit / credit) is used to decrease an asset account, a liability account, a revenue account and expense account? Explain with examples.

d) The following is a list of independent economic events. Indicate the accounts to be affected by each transaction and whether each transaction increases, decreases or has no effect on assets, liabilities and equity. Present your answer in a tabular format.

i. Purchased inventory
ii. Paid dividends at the end of the year
iii. Received cash in payment for services
iv. Paid rent in cash
v. Bought equipment for cash
vi. Issued share capital for cash

e) Prepare the cash flow from operation from the following data under direct method:

Sales	320,000
Cost of goods sold	180000
Salary expenses	45,000
Income tax expense	12,000
Increase in accounts receivable	2000
Decrease in inventory	4000
Increase in accounts payable	6000
Increase in salary payable	5000
Decrease in Tax payable	1000

f) Identify five ratios commonly used for analyzing a company's profitability.

g) From the following balances extracted from the books of Vinod, prepare Trading and Profit and Loss Account for the year ending 31.3.2022.

Opening stock	3000	Discount allowed	200
Purchases	21000	Interest received	100
Sales	31000	Manufacturing expenses	500
Wages	2000	Rent	2000
Salaries	2500	Insurance	1000
Carriage inwards	500	Postage and telegram	100
Carriage outwards	500	Telephone expenses	400
Trade expenses	1000	Closing stock	2000

h) Calculate the P/E ratio from the following data:

Equity Share capital (Rs 20 each)	Rs. 50,00,000
Reserves and Surplus	Rs. 5,00,000
Secured Loans (15%)	Rs. 25,00,000
Unsecured Loans (12.5%)	Rs. 10,00,000
Fixed Assets	Rs. 30,00,000
Investments	Rs. 5,00,000
Operating Profit	Rs. 25,00,000
Income tax Rate is	50%
Market Price per share is	Rs. 50

i) "Do not anticipate profits but provide for losses". What does this rule explain? Why?

j) Discuss the advantages and limitations of Ratio analysis

k) Accounting standards ensure consistency and comparability of financial statements. Enumerate the statement.

l) Distinguish between capital and revenue expenditure with examples.

Part-III

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

Q3 The accountant of a business firm wrongly prepared the following trial balance. You are required to draw up a trial balance correctly stating reasons in brief. **(16)**

	HEADS OF ACCOUNTS	Dr.	Cr.
1	Capital		60000
2	Opening stock	5000	
3	Discount Allowed		500
4	Commission Received		700
5	Fixed Assets		60000
6	Sales	85000	
7	Purchases		45000
8	Returns Outwards		1000
9	Return Inward	2000	
10	Carriage Inward		600
11	Carriage Outward		700
12	Wages and Salary	25000	
13	Bills Receivables	7000	
14	Debtors	9000	
15	Bills Payable		7000
16	Rent	3000	
17	Interest Paid		2000
18	Cash	800	
19	Creditors	6900	
20	Stock at the end	33800	
	Total	177500	177500

Q4 From the following balance sheets of a company, prepare cash flow statement **(16)**

	2020-21	2021-22		2020-21	2021-22
Liabilities	Amount	Amount	Assets	Amount	Amount
Equity share capital	450000	500000	Goodwill	110000	90000
Profit and loss account	70000	120000	Building	150000	200000
Proposed dividend	40000	50000	Plant	130000	200000
Creditors	70000	95000	Current assets	250000	307000
Tax provision	40000	50000	Cash	30000	18000
	670000	815000		670000	815000

Additional data;

a) Income tax was paid during the year ;Rs 38000
b) Depreciation provided on plant during the year Rs 30000

Q5 Who are the stakeholders of a business? Explain their informational needs from the financial statements of the firm. **(16)**

Q6 Prepare journal entries for the following transactions: **(16)**

a) Amar started an electrical items business with an initial investment of Rs 3,00,000 .
b) Amar took a loan of Rs 3,00,000 from his friend Akbar.
c) Opened a bank account in SBI and deposited Rs 4,50,000.
d) Purchased furniture and fittings for cash Rs 20,000.
e) Bought electrical items for cash Rs 50,000 from a dealer.
f) Made credit purchases from Anthony worth Rs 2,00,000.
g) Sales made for cash Rs 70,000 and on credit to Robert Rs 1,00,000.
h) Paid shop rent Rs 1,000 , salary to sales-man Rs 5,000 and electricity bill Rs 1,000.
i) Robert made a part payment of Rs 60,000.
j) Paid Anthony Rs 50,000 .
k) Withdrew cash from bank Rs 15,000 out of which Rs 5,000 was for personal use .
l) Robert has gone bankrupt.

Registration No :

Total Number of Pages : 03

MBA
18MBA108

1ST Semester Regular / Back Examination: 2021-22
BUSINESS LAW
Branch(s) : BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q. Code : OF803

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) A offers to sell his house to B for a sum of Rs1,00,000. B replies that he would like to buy the house at Rs90,000. Is it acceptance of the offer? What will be the position if A were to reply back that he would like to sell the house for Rs95,000?

b) A, a minor lends Rs20,000 on the strength of a mortgage executed in his favour. Is the borrower liable to repay the money?

c) A agrees to buy a motor bike from B for Rs35,000 and pays half the purchase price as advance. Unknown to both the parties, the bike was destroyed in an accident because of wrong drive by the son of B. A asks for the money from B plus 10% interest rate. Advise A if he shall get back his money. If so, how much would he get back?

d) A agrees to sell to B "100 tons of oil". Is this a valid agreement? Will it make any difference if A who is the dealer in coconut oil only, agrees to sell "100 tons of oil"?

e) A pays Rs25,000 to B in consideration of B's promise to marry C, A's daughter. C dies of cancer but this fact of cancer was not told by A to B. Now A claims refund of the money from B. B refuses to pay. If A files a suit, will he succeed?

f) A entered into a contract with B to buy carpets and stated that he intended to resell them in Australia. Imports of carpet to Australia were thereafter prohibited. Thereupon A repudiated the contract. B files a suit against him for breach of contract. What are his chances of success?

g) A finds a man B lying unconscious on the road. He immediately calls a doctor by phone. The doctor treats him to gain consciousness. Now the doctor asks money from A for he has called him to treat B. A declines to pay. What is the right of the doctor in this case?

h) A leaves a Cow in the custody of B before he set out on a pilgrimage. When A returns after a year, he finds the cow has a calf too. B delivers the cow but retains the calf. Can A recover the calf too?

i) R bought a motor bike from D and used for four months. The police caught the bike as it was a theft one and handed over the bike to the real owner. R asked for payment of his money from D. D refuses to pay any money. What shall R do now? What would be his ground for success in the suit?

j) A buys from a variety shop a hot water bottle for his wife, who is ill. The bottle breaks while the wife was using it and hot water inside injured her severely. A

wants to hold the shop keeper liable for the injury and wants to file a case to recover compensation from the shopkeeper. Will he succeed?

Part-II

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

a) Do you agree that a quasi-contract is not a contract at all? State the rights and obligation of a finder of lost goods to the rightful owner.

b) All contracts must have consideration in exchange. What are the occasions when in the absence of such exchange in value, the promises are regarded as contracts.

c) Mr. Radheshyam had taken a loan of Rs2,00,000 under PMRY scheme and purchased a car and used it taxi. He employed himself as driver. Soon the car developed manufacturing defect. He approached the dealer for change of his car or giving him back the cost of Car Rs3,00,000. The Manufacturer refused to do either on the ground that he used the car for business purpose and as per Consumer protection Act, he is not a consumer. Radheshyam seeks your legal advice. Advise him if he has any chance of getting any refund or change of the car.

d) A bailee has rights of lien. Discuss different types of lien available. Explain how he can use the rights available to him.

e) Can anyone sell goods even if he does not own the goods? Explain such situations with examples.

f) Rahul bought a flat from Capital Metro Ltd for Rs. 45, 00,000 in October 2021. Due to serious defective sewerage system, Rahul wants to file a complaint for refund of money and surrender the flat. What is the appropriate forum to file the complaint and why?

g) Ram Chandra and his wife were the two promoters of Sobhra Private Limited who died of COVID 19 in the recent past. Does the company also die with them? Justify your answer with relevant provision(s) of the Indian Companies Act?

h) You examined a newly colored bike and after test drive you thought the price should be Rs45,000. You asked the owner to accept this much amount and hand over the possession of the bike. The owner also transferred the bike to you. Within a week, you got the information from your friend that the owner was ready to sell it to your friend at Rs20,000 only 7 days ago. Now you want to cancel the contract and get back your Rs45,000. You met a legal consultant. What shall be the advice of the Consultant?

i) Under what situations the supervening impossibility principle may not be available?

j) "Risk follows ownership". Explain this statement. Decide the following problem:

Mr XYZ went to a bookshop and handed over the owner a list of books he wanted to purchase from the shop. The shop owner handed the same to his assistant who made a calculation and told the cost to be Rs5000.00 and started packing the required books. Mr XYZ tendered the money and told him to arrange the books and after 1 hour he would come and take the books. Mr.XYZ came back within 1 hr and saw the bookshop had been destroyed due to fire. Since he could not receive the books, he wanted back his money from the shop owner. The Shop-owner refused to pay any money to him. Mr XYZ has approached you to give him

legal advice. What will be your advice?

k) Bipin Bihari wants to form an association not for profit to carry out its charitable business. Who is the authority to whom Bipin Bihari will approach for grant of permission/license/registration? What are the essential conditions he has to fulfil?

l) Discuss the provisions of law regarding various damages claimed under law of contract.

Part-III

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

Q3 Why Memorandum of Association is required. Explain its clauses. Is it possible to alter any of its clauses? If so, when? **(16)**

Q4 As a consumer, what fundamental rights do you enjoy according to Indian Consumer Protection Act? State the importance of Hallmark in gold and AGMARK in honey for a consumer. Briefly explain the three tier grievance redress mechanism. **(16)**

Q5 Explain different modes through which a contract can come to an end. **(16)**

Q6 What is a bailment? Discuss the rights and obligations of a bailor. **(16)**

Registration No :

Total Number of Pages : 02

MBA / MBAP
18MBA109 / 18PTMNG105

1st Semester Regular / Back Examination: 2021-22
BUSINESS ENVIRONMENT & ETHICS
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM / MBA(PT)
Time : 3 Hour
Max Marks : 100
Q.Code : OF812

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 :** **(2×10)**

a) What is recycling?
b) Global economic order has an impact on your business. Justify.
c) Write a short note on ETOP analysis.
d) What do you understand by non-biodegradable waste?
e) Is ethics are compliances?
f) Why business environment is becoming more dynamic?
g) Is pollution unavoidable with industrial development?
h) Every manager has to face moral dilemma in profession. What is your view on this front?
i) What do you mean by liberalisation?
j) Write a short note on noise pollution.

Part-II

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

a) What is socio-cultural dynamics and how it affects business operation?
b) Compare natural calamities with manmade disasters.
c) "Fair competition and inclusive development should be the goal of industrial policy." Justify.
d) What are consequences of urban air pollution?
e) Analyse the impact of legal enforcement on the eco-friendly business practices.
f) "Financial management comprises many ethical decisions." Comment.
g) What are the reformative measures taken under the New Economic Policy of 1991?
h) Explain different phases of disaster management?
i) Why diagnosis of environment is prerequisite for any business?
j) What are the key objectives of industrial policies in India over the years?
k) "All wastes are not hazardous but needs appropriate treatment." Elaborate.
l) What are different ethical aspects of contemporary marketing practices?

Part-III

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

Q3	What is business environment? How micro and macro environment affect the growth of an organisation?	**(16)**
Q4	SWOT analysis shows a vibrant picture of an organisation. Justify with suitable example?	**(16)**
Q5	Why ethics is imperative in business? Discuss the characteristics and prominent objectives of business ethics.	**(16)**
Q6	Elucidate the causes of industrial pollution and feasible measures to curb the pollution by industries.	**(16)**