

M.B.A
(SEM-I) THEORY EXAMINATION 2019-20
MANAGEMENT CONCEPTS AND INDIAN ETHOS

Total Marks: 100

Time: 3 Hours

Time: 3 Hours
Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

$$2 \times 10 = 20$$

1. Attempt *all* questions in brief.

1. Attempt all questions in brief.		Marks	CO
Qno.	Question		
a.	Write the importance of meditation.	2	1
b.	Explain the core concept of Bhagwat Gita in relations to ethics.	2	1
c.	Mention the roles of a manager.	2	2
d.	Distinguish between Management and administration.	2	2
e.	What is the role of decision making in management?	2	3
f.	Determine the purpose of planning.	2	3
g.	Distinguish between Line and staff relationship.	2	4
h.	What are various types of organization?	2	4
i.	"Planning is looking ahead and controlling is looking back." Justify	2	5
j.	Why co-ordination is required in an organization.	2	5

SECTION B

$$3 \times 10 = 30$$

2. Attempt any *three* of the following:

Qno.	Question	Marks	CO
a.	Elaborate the difference between ethics and ethos.	10	1
b.	Critically examine the various levels of management in an organization.	10	2
c.	Enumerate the factors influencing the decision making process in organization.	10	3
d.	"External sources of recruitment are better than internal sources of recruitment". Describe the statement by giving advantages and disadvantages of both.	10	4
e.	"Control is the fundamental function that ensure work accomplishment according to plan." Analyze this statement and outline the various steps involve in control process.	10	5

SECTION C

$$1 \times 10 = 10$$

3. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	What are the management lessons learned from Vedas	10	1
b.	Elaborate some management lessons that can be learned from Kautilya's Arthashastra.	10	1

4. Attempt any *one* part of the following:

$$1 \times 10 = 10$$

Qno.	Question	Marks	CO
a.	Explain the general principles laid down by Henry Fayol for effective management.	10	2

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b.	<p>Pawan is working as a Production Manager in CFL Ltd. which manufactures CFL bulbs. There is no class-conflict between the management and workers. The working conditions are very good. The company is earning huge profits. As a policy, the management shares the profits earned among the workers because they believe in the prosperity of the employees.</p> <p>State the principle of management described in the above paragraph. Identify any two values which the company wants to communicate to society</p>	10	2		

$$1 \times 10 = 10$$

5. Attempt any *one* part of the following:

5. Attempt any <i>one</i> part of the following.		Marks	CO
Qno.	Question		
a.	MBO is a joint goal setting process. In the light of this statement, explain how goals are formulated under MBO process.	10	3
b.	Critically evaluate the utilities of SWOT Analysis in planning and decision making	10	3

$$1 \times 10 = 10$$

6. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	"Organizational structure is an essential pre requisite of effective management." Discuss	10	4
b.	What do you mean by Span of management? Mention various factors affecting span of management.	10	4

$$1 \times 10 = 10$$

7. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	"Directing is said to be the heart of management process." Explain this statement. State the principles how to make it more effective.	10	5
b.	Explain the concept of MBE. Briefly explain the process of MBE and its significance.	10	5

MBA
(SEM-I) THEORY EXAMINATION 2019-20
MANAGERIAL ECONOMICS

Total Marks: 100

Time: 3 Hours

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

$$2 \times 10 = 20$$

Qno.	Question	Marks	CO
a.	Managerial economics is a subset of pure economics. Justify.	2	1
b.	What is equi-marginal Principle?	2	1
c.	Demand curve and demand schedule both are complementary to each other. How?	2	2
d.	Briefly explain the kinds of elasticity of demand.	2	2
e.	What are the attributes of production function?	2	3
f.	What are the major features of isoquants?	2	3
g.	What is the shape of demand curve faced by a firm under perfect competition?	2	4
h.	Differentiate between perfect completion and monopoly.	2	4
i.	Define national income.	2	5
j.	Briefly discuss the phases of Business Cycle.	2	5

SECTION B

2. Attempt any *three* of the following:

$$3 \times 10 = 30$$

Qno.	Question	Marks	CO
a.	What is meant by managerial economics? How is it helpful to a business firm in decision making?	10	1
b.	What is demand forecasting? Explain its usefulness for a business firm.	10	2
c.	Write an explanatory note on cost concepts and analysis from the point of view of business firm.	10	3
d.	Explain the meaning and features of monopolistic competition; state the difference between monopoly and monopolistic competition.	10	4
e.	Explain the types of inflation on the basis of rapidity of price rise.	10	5

SECTION C

3. Attempt any *one* part of the following:

$$1 \times 10 = 10$$

Qno.	Question	Marks	CO
a.	Managerial economics works on some fundamental principles. Elucidate.	10	1
b.	Ordinal Utility Analysis has been done with the help of ICs. Define ICs and their characteristics with proper diagrams.	10	1

4. Attempt any *one* part of the following:

$$1 \times 10 = 10$$

Qno.	Question	Marks	CO
a.	Explain various Statistical methods of demand forecasting.	10	2
b.	What is the impact of changes in demand and supply on the price of a product?	10	2

1 x 10 = 10

5. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	Explain the law of variable proportions. Explain various stages with suitable example. At what stage will a rational producer prefer to operate?	10	3
b.	Summarize the relationship between Average Cost & Marginal cost with the help of suitable example.	10	3

6. Attempt any one part of the following:

1 x 10 = 10

Qno.	Question	Marks	CO
a.	How is seller under perfect competition a price taker? What is the relevance of the characteristic that there are large numbers of sellers in this context?	10	4
b.	What is meant by price discrimination? Why do monopoly firms adopt discriminatory pricing policy?	10	4

7. Attempt any one part of the following:

1 x 10 = 10

Qno.	Question	Marks	CO
a.	Briefly discuss the income method of national income estimation. What precautions should be taken while using this method?	10	5
b.	Discuss demand pull and cost-push inflation with the help of suitable examples.	10	5

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MBA
(SEM-I) THEORY EXAMINATION 2019-20
FINANCIAL ACCOUNTING FOR MANAGERS

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	CO
a.	To make accounts comparable we need one convention to be followed name the convention and also explain the same.	2	1
b.	Goodwill created by Reliance Co. cannot be shown in the balance sheet of Reliance Co. Why?	2	1
c.	Define IFRS.	2	2
d.	Describe Human Recourse Accounting.	2	2
e.	Illustrate the treatment of Goods sold on Approval Basis in Final Accounts?	2	3
f.	Define Capital expenditures and Revenue expenditures with example.	2	3
g.	List any four tools available for the analysis of financial statement.	2	4
h.	What is the significance of activity ratios?	2	4
i.	Define the term negative working capital.	2	5
j.	Differentiate Gross working capital and Net working capital.	2	5

SECTION B

2. Attempt any three of the following:

Qno.	Question	Marks	CO																																												
a.	Define accounting its objectives and Limitation.	10	1																																												
b.	Describe Accounting Standards and their utility.	10	2																																												
c.	From the following ledger balances prepare a Trial Balance:	10	3																																												
	<table border="1"> <tr> <td>Purchase</td><td>1,04,000</td><td>Drawings</td><td>7,950</td></tr> <tr> <td>Sundry Debtors</td><td>18,550</td><td>Sundry Creditors</td><td>8,300</td></tr> <tr> <td>Premises</td><td>62,000</td><td>Return Inwards</td><td>5,360</td></tr> <tr> <td>Sales</td><td>1,49,000</td><td>Furniture</td><td>15,600</td></tr> <tr> <td>Return Outward</td><td>8,900</td><td>Cash in Hand</td><td>390</td></tr> <tr> <td>Rates and Taxes</td><td>780</td><td>Capital</td><td>85,000</td></tr> <tr> <td>Cash at Bank</td><td>1,560</td><td>Factory Wages</td><td>5,830</td></tr> <tr> <td>Carriage Inwards</td><td>650</td><td>Carriage Outward</td><td>260</td></tr> <tr> <td>Salaries</td><td>25,000</td><td>Rent Received</td><td>2,990</td></tr> <tr> <td>Opening Stock</td><td>25,000</td><td>Insurance</td><td>2,100</td></tr> <tr> <td>Bad Debts</td><td>260</td><td></td><td></td></tr> </table>	Purchase	1,04,000	Drawings	7,950	Sundry Debtors	18,550	Sundry Creditors	8,300	Premises	62,000	Return Inwards	5,360	Sales	1,49,000	Furniture	15,600	Return Outward	8,900	Cash in Hand	390	Rates and Taxes	780	Capital	85,000	Cash at Bank	1,560	Factory Wages	5,830	Carriage Inwards	650	Carriage Outward	260	Salaries	25,000	Rent Received	2,990	Opening Stock	25,000	Insurance	2,100	Bad Debts	260				
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d.	Prepare the format of Common size Income statement with imaginary figures.	10	4																																												
e.	Define Working Capital and factors determining the need for working capital.	10	5																																												

SECTION C

3. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	“Accounting is based on the Concepts” do you agree with the above statement? Kindly explain any five Accounting concepts in detail with examples.	10	1
b.	On 1st January, 2014, machinery was purchased by X for Rs.50,000. On 1st July, 2015, additions were made to the extent of Rs.10,000. On 1st April, 2016, further additions were made to the extent of Rs.6,400. On 30th June, 2017 machinery, the original value of which was Rs.8,000 on 1st January, 2014, was sold for Rs.6,000. Depreciation is charged at 10% per annum on original cost. Show the Machinery Account for the years from 2014 to 2017 in the books of X. X closes the books on 31st December.	10	1

4. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	Describe the various methods of valuation of human assets.	10	2
b.	"Forensic accounting has risen to prominence because of increased financial frauds" Explain the above statement and mention the functions of Forensic Accountant.	10	2

5. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	Illustrate double entry system and explain the merits and demerits of the same.	10	3
b.	The following is the Trial Balance of Mr. A on 31st December, 2018:	10	3

6.

Qnd

a.

b.

Marks	CO
	1
	1

CO
2
2

CO
3
3

Particulars	Debit Balance	Credit Balance
	Rs.	Rs.
Cash in Hand	1,080	
Cash at Bank	5,260	
Purchases	81,350	
Sales		1,97,560
Returns Inward	1,360	
Returns Outward		1,000
Wages	20,960	
Fuel and Power	9,460	
Carriage on Sales	6,400	
Carriage on Purchases	4,080	
Stock (1st January, 2018)	11,520	
Building	60,000	
Freehold Land	20,000	
Machinery	40,000	
Salaries	30,000	
Patents	15,000	
General Expenses	6,000	
Insurance	1,200	
Capital		1,42,000
Drawings	10,490	
Sundry Debtors	29,000	
Sundry Creditors		12,600
	3,53,160	3,53,160

Taking into account the following adjustments prepare Trading and Profit and Loss Account and the Balance Sheet:

- 1) Stock on hand on 31st December, 2018 is Rs.13,600.
- 2) Machinery is to be depreciated at the rate of 10% and patents at the rate of 20%.
- 3) Salaries for the month of December, 2004 amount Rs.3,000 were unpaid.
- 4) Insurance include a premium of Rs.170 for 2019.
- 5) Wages include a sum of Rs.4,000 spent on the erection of a scooter shed for employees.
- 6) A provision for Bad and Doubtful Debts is to be created to the extent of 5% on Sundry Debtors.

6. Attempt any one part of the following:

Qno.	Question	Marks	CO								
a.	You are an investor and you want to invest the money into A Ltd. What the things you would like to take care and which ratios you will calculate and why?	10	4								
b.	From the following information, prepare a summarized Balance Sheet as on March 31, 2012. <table><tr><td>Working Capital</td><td>1,20,000</td></tr><tr><td>Reserves & Surplus</td><td>80,000</td></tr><tr><td>Bank overdraft</td><td>20,000</td></tr><tr><td>Proprietary ratio (Fixed assets: Proprietors' fund)</td><td>0.75</td></tr></table>	Working Capital	1,20,000	Reserves & Surplus	80,000	Bank overdraft	20,000	Proprietary ratio (Fixed assets: Proprietors' fund)	0.75	10	4
Working Capital	1,20,000										
Reserves & Surplus	80,000										
Bank overdraft	20,000										
Proprietary ratio (Fixed assets: Proprietors' fund)	0.75										

Current ratio	2.5
Liquid (or Quick) ratio	1.5

There is no long-term loan.

There is no long-term loan.

7. Attempt any *one* part of the following:

7. Attempt any one part of the following.					
Qno.	Question				Marks
a.	Explain the factors determining the working capital requirement in any organization.				10
b.	From the following Balance Sheets, prepare the Cash Flow Statement for the year ended March 31, 2015:				10
	Liabilities	31-3-14	31-3-15	Assets	31-3-14
		Rs.	Rs.		Rs.
	Share Capital	2,00,000	2,50,000	Land and Buildings	1,90,000
	General Reserve	50,000	60,000	Plant and Machinery	1,69,000
	Profit and Loss A/c	30,500	30,600	Stock	74,000
	Bank Loan	70,000	Sundry Debtors	64,200
	Sundry Creditors	1,50,000	1,35,200	Cash	600
	Provision for Tax	30,000	35,000	Bank	8,000
				Goodwill	5,000
		5,30,500	5,10,800		5,30,500
					5,10,800
Additional Information:					
a)	The Dividend of Rs.23,000 was paid.				
b)	Machinery was purchased during the year Rs.33,000.				
c)	Depreciation written off on machinery Rs.14,000; buildings Rs.10,000.				

MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
BUSINESS STATISTICS AND ANALYTICS

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	CO
a.	Discuss coefficient of variation and why it is calculated.	2	1
b.	The arithmetic mean of 150 observations was found out to be 80.5. At the time of calculation, one observation was wrongly recorded as 850 instead of 85. Calculate the correct mean.	2	1
c.	Explain factor reversal test of index number.	2	2
d.	Write a note on secular trend.	2	2
e.	Write down the formulae for regression coefficients.	2	3
f.	Name the types of correlation.	2	3
g.	Find the probability that a card selected at random from a deck is an ace or a queen.	2	4
h.	If n is 10 and p and q are 60% and 40% respectively. Find the mean and standard deviation of Poisson distribution.	2	4
i.	Explain Minimax and Maximin principle of decision making.	2	5
j.	Explain the expected opportunity loss principle in decision making.	2	5

SECTION B

2. Attempt any three of the following:

3X10=30

Qno.	Question	Marks	CO												
a.	Define statistics. Explain the importance of statistics with reference to business and industry.	10	1												
b.	What is index number? Discuss its utility.	10	2												
c.	<p>The information about sales turnover and advertising expenses given below:</p> <table border="1" style="margin-left: 40px;"> <thead> <tr> <th></th> <th>Mean</th> <th>S.D</th> </tr> </thead> <tbody> <tr> <td>Advertisement Expenditure (Rs lacs)</td> <td>10</td> <td>3</td> </tr> <tr> <td>Sales turnover (Rs crores)</td> <td>90</td> <td>12</td> </tr> <tr> <td>Coefficient of correlation</td> <td>0.8</td> <td></td> </tr> </tbody> </table> <p>Find:</p> <p>i) Two regression equations.</p> <p>ii) Estimate likely sales turnover when the advertisement budget is Rs 15 lacs.</p>		Mean	S.D	Advertisement Expenditure (Rs lacs)	10	3	Sales turnover (Rs crores)	90	12	Coefficient of correlation	0.8		10	3
	Mean	S.D													
Advertisement Expenditure (Rs lacs)	10	3													
Sales turnover (Rs crores)	90	12													
Coefficient of correlation	0.8														
d.	According to study by a management consultant relating to new businesses facing difficulties, 60% of them have difficulties chiefly because they are undercapitalized and 40% have difficulties mainly due to poor management. It is also observed that in the first case chances of failure is 60% and in second case chances of failure 70%. Calculate the probability that a new business with difficulties that failed had its problems mainly due to under-capitalization.	10	4												
e.	Describe the steps involved in the process of decision making.	10	5												

SECTION C

1X10=10

3. Attempt any one part of the following:

3. Attempt any one part of the following:		Marks	CO																
Qno.	Question	10	1																
a.	<p>In a hotel a total of 500 bulbs were installed simultaneously and their failure over time was observed as detailed below. You are required to calculate the mean life of bulbs.</p> <table><tr><td>End of week</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>No of failures</td><td>12</td><td>40</td><td>108</td><td>242</td><td>346</td><td>428</td><td>500</td></tr></table>	End of week	1	2	3	4	5	6	7	No of failures	12	40	108	242	346	428	500		
End of week	1	2	3	4	5	6	7												
No of failures	12	40	108	242	346	428	500												
b.	What do you mean by central tendency? Describe the methods of measuring the central tendency	10	1																

4. Attempt any one part of the following:

1X10=10

4. Attempt any <i>one</i> part of the following:						Marks	CO
Qno.	Question						
a.	Calculate the Fishers Ideal Index number from the following data:					10	2
Commodities		Base Year (2015)		Current Year(2016)			
		Price	Quantity	Price	Quantity		
A		12	10	15	12		
B		15	7	20	5		
C		24	5	20	9		
D		5	16	5	14		
b.	What is time series? Explain the various components of time series. Also give the importance of time series						

5. Attempt any one part of the following:

1X10=10

Qno.	Question										Marks	CO
a.	Calculate Karl Pearson coefficient of correlation from the following data.										10	3
	X	18	20	21	22	27	27	28	29	29	29	
	Y	23	37	29	28	28	31	35	30	36	33	
b.	What do you understand by regression? What role does it play in business and economic analysis?										10	3

6. Attempt any one part of the following:

1X10=10

Qno.	Question	Marks	CO
a.	A machine fills coffee powder in pouches, with an average of 200 gm and a standard deviation of 4 gm. Assuming that the coffee weight is normally distributed. Find the probability that a coffee pouch selected at random will contain the following quantity of a coffee: I) At least 200 gm. II) Between 200 to 206 gm.	10	4
b.	What is probability? Explain the calculation of probability under the classical approach.	10	4

7. Attempt any *one* part of the following:

1X10=10

Q no.	Question	Marks	CO										
a.	<p>The number of crates of mangoes demanded and frequency of each level of demand in a period of 100 day are given below:</p> <table><tr><td>No. of crates demanded</td><td>700</td><td>1060</td><td>1400</td><td>1750</td></tr><tr><td>No of days.</td><td>20</td><td>25</td><td>40</td><td>15</td></tr></table> <p>It costs Rs 250 to buy a crate. The selling price of each crate, if it is sold the same day is Rs 400, but if it is not, the crate with the tale fruits has a salvage value of Rs 150. How many crates should a dealer order every day so that his profits may be maximized?</p>	No. of crates demanded	700	1060	1400	1750	No of days.	20	25	40	15	10	5
No. of crates demanded	700	1060	1400	1750									
No of days.	20	25	40	15									
b.	<p>What are decision tree? Explain the decision tress with the help of any example.</p>	10	5										

B.B.S. PARIHAR

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MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
ORGANIZATIONAL BEHAVIOUR

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	CO
a.	What are the fundamentals of Organization Behaviour?	2	1
b.	What is ABC model of attitude?	2	1
c.	Differentiate between Team and Group?	2	2
d.	Explain the term "MBTI"	2	2
e.	What do you mean by the term "Motivation"	2	3
f.	Define Perception?	2	3
g.	Differentiate between Manager and Leader?	2	4
h.	Do you agree with the statement that "Leaders are born not made"	2	4
i.	"Change is the only thing which is constant" Explain?	2	5
j.	What do you mean by organizational culture?	2	5

SECTION B

2. Attempt any three of the following:

Qno.	Question	Marks	CO
a.	How does the study of personality help in understanding OB? Explain with Big five Personality Model?	10	1
b.	Apply Johari window to improve team work among employees and helps organization to achieve its goals?	10	2
c.	"Perception has different connotations for different people" Explain.	10	3
d.	Explain all the stages of Tuckman Model of Team Development.	10	4
e.	Explain Kurt Lewin's Three-Step Change Model in detail.	10	5

SECTION C

3. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	What do you mean by term "Personality"? Explain Social learning theory in detail?	10	1
b.	What do mean by term Organization Behaviour? Why there is a need to study Organization Behaviour in this rapid changing environment?	10	1

4. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	What do you mean by the term "Group"? Why people form Group? Explain different types of Group.	10	2
b.	What is group decision making techniques? Explain the process of making decisions in Group in detail.	10	2

5. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	Discuss Contemporary theories of Motivation in detail	10	3
b.	Explain in detail the judgmental and perceptual errors with examples.	10	3

6. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	What do you mean by the term Leadership? Explain Path goal theory of Leadership.	10	4
b.	"Leaders can be made as per the situation". Elaborate and exemplify your opinion with special reference to Leader situation Model.	10	4

7. Attempt any one part of the following:

Qno.	Question	Marks	CO
a.	Kotter has suggested eight step model to implement change. Outline these steps and highlight their importance with reference to any change effort you are aware of in any Indian Organization.	10	5
b.	Is it Difficult to bring about changes in the culture of the organization? Why or Why not?	10	5

B.B.S. PARIHAR

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MBA
(SEM-I) THEORY EXAMINATION 2019-20
MARKETING MANAGEMENT -I

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

$$2 \times 10 = 20$$

Qno.	Question	Marks	CO
a.	Differentiate between sales and marketing concept.	2	1
b.	Outline 7Ps of services.	2	1
c.	Define Consumer Behavior.	2	2
d.	Explain various Buying Motives	2	2
e.	Write the characteristics of business Market.	2	3
f.	Explain Buying Centre in business market.	2	3
g.	Define "Value Proposition".	2	4
h.	Discuss the criteria for the effective market segmentation.	2	4
i.	Explain the Functions of Marketing Research.	2	5
j.	Discuss the characteristics of marketing information system.	2	5

SECTION B

2. Attempt any *three* of the following:

2. Attempt any <i>three</i> of the following:			
Qno.	Question	Marks	CO
a.	"Marketing Begins and Ends with the Consumer "- Discuss	10	1
b.	What are the factors which influence the Consumer Behavior in the purchase of a product?	10	2
c.	Differentiate between consumer and Business Buyer Behavior.	10	3
d.	List and Explain the bases for segmenting a consumer market.	10	4
e.	As a marketing manager how you implement Marketing Information system in Rural Market.	10	5

SECTION C

3. Attempt any *one* part of the following:

3. Attempt any <i>one</i> part of the following:			Marks	CO
Qno.	Question			
a.	Discuss in detail the evolution of marketing concept. What were the factors which brought about this evolution? Give examples	10	1	
b.	What are components of micro and macro environment? How do these influence marketing management?	10	1	

4. Attempt any *one* part of the following:

4. Attempt any <i>one</i> part of the following:		Marks	CO
Qno.	Question		
a.	Explain the steps of consumer decision making process for purchase of laptop.	10	2
b.	Explain the types of consumer buying behavior.	10	2

5. Attempt any *one* part of the following:

5. Attempt any <i>one</i> part of the following:		Marks	CO
Qno.	Question		
a.	Explain the steps of Business Buying process for any organization.	10	3
b.	Explain various factors that influence business buyer behavior.	10	3

6. Attempt any *one* part of the following:

6. Attempt any <i>one</i> part of the following:		Marks	CO
Qno.	Question		
a.	Explain what is targeting and the various targeting strategies.	10	4
b.	Briefly discuss the concept of positioning. What is the positioning of New Santro car in India?	10	4

7. Attempt any *one* part of the following:

Qno.	Question	Marks	CO
a.	Differentiate between marketing research and marketing information system.	10	5
b.	Explain the scope and importance of marketing research in India scenario.	10	5

Paper Id: 270107

Roll No:

MBA/MBA-TM
(SEM-I) THEORY EXAMINATION 2019-20
BUSINESS COMMUNICATION

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	CO
a.	Discuss elements of communication.	2	1
b.	Discuss Mass Communication and its importance.	2	1
c.	Elaborate two sides of Oral Communication.	2	2
d.	State the importance of Coherence in writing.	2	2
e.	What is Electronic Writing Process?	2	3
f.	What do you mean by Clarity in Writing? Why is it important? Discuss.	2	3
g.	Discuss Intranet and its utility in an organization.	2	4
h.	Define Teleconferencing and its objective?	2	4
i.	Define Press release and its purpose.	2	5
j.	Discuss Media management with suitable example.	2	5

SECTION B

2. Attempt any three of the following:

3 x 10 = 30

Qno.	Question	Marks	CO
a.	Define Communication. Discuss various characteristics of successful communication.	10	1
b.	Explain Kinesics. Discuss its significance in oral communication.	10	2
c.	Explain presentation and its various elements with example.	10	3
d.	Discuss different skills which are essentially required for effective Group Discussion.	10	4
e.	Define the terms 'conference' and 'seminar'. Discuss their significance in the present business set-up.	10	5

SECTION C

3. Attempt any one part of the following:

1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss Communication Structure in an organization with suitable examples.	10	1
b.	Define Noise. Discuss different types of Barriers to communication.	10	1

4. Attempt any one part of the following:

1 x 10 = 10

Qno.	Question	Marks	CO
a.	Discuss different principles of successful oral communication	10	2
b.	What is 3X3 Writing Process? Discuss its requirement in effective writing.	10	2

$$1 \times 10 = 10$$

5. Attempt any one part of the following:		Marks	CO
Qno.	Question		
a.	Define Report. Discuss its types and steps to make it more effective.	10	3
b.	You are a sales manager of a furniture manufacturing firm. Write a letter of apology to the retailer for being late in delivery of some furniture items.	10	3

$$1 \times 10 = 10$$

6. Attempt any <i>one</i> part of the following:			Marks	CO
Qno.	Question			
a.	Define Interview. Suggest the guidelines to be followed before, during and after the interview.	10	4	
b.	What is Group Discussion? Discuss Do's and Don'ts of effective Group Discussion.	10	4	

$$1 \times 10 = 10$$

Qno.	Question	Marks	CO
a.	Define Business Etiquettes. Discuss different types and importance of these etiquettes in present scenario.	10	5
b.	Differentiate between Press release and Press report. State the essentials of a good Press release.	10	5

quettes. Discuss different types and importance of present scenario.	10	5
Press release and Press report. State the essentials of each.	10	5

Printed Page 1 of 2

Paper Id: 270108

Roll No:

MBA/MBA-TM
(SEM I) THEORY EXAMINATION 2019-20
COMPUTER APPLICATIONS IN MANAGEMENT

Total Marks: 100

Time: 3 Hours

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	C O
a.	Write the name of five Input and Output devices used in Computer.	2	1
b.	Write any two ethical challenges faced by IT.	2	5
c.	What is the difference between internet and intranet?	2	2
d.	What is the role an Assembler performs?	2	1
e.	What is the importance of Sorting And Filtering the data?	2	3
f.	What is transaction processing system?	2	4
g.	What is the role of web browser?	2	2
h.	What is the role of Animation in Power Point Presentation?	2	3
i.	Write a note on Neural Network?	2	4
j.	Write a brief note on CRM.	2	5

SECTION B

2. Attempt any three of the following:

3 x 10 = 30

Qno.	Question	Marks	C O
a.	What is operating system and what are its characteristics?	10	1
b.	Write a short note on: (i) Search Engine, (ii) TELNET	10	2
c.	Explain in detail about MS POWERPOINT and its uses.	10	3
d.	Discuss Fuzzy logic and virtual reality in detail.	10	4
e.	Write a note on: (i) Cyber Crime, (ii) Cyber Laws.	10	5

SECTION C

3. Attempt any one part of the following:

1 x 10 = 10

Qno.	Question	Marks	C O
a.	Define Computer with the help of block diagram. Also discuss the generations of computer in detail.	10	1
b.	What is the difference between Compiler and Interpreter? Explain the working with the help of suitable Diagram.	10	1

4. Attempt any one part of the following:

1 x 10 = 10

Qno.	Question	Marks	C O
a.	What are the various steps involved in E-mail writing. Define "CC" and "Bcc" field of address part of your E-mail.	10	2
b.	What is EDI? Explain the working mechanism of EDI.	10	2

Time: 3 Hours

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

Qno.	Question	Marks	C O
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h.	What is the role of Animation in Power Point Presentation?	2	3
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SECTION B

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3 x 10 = 30

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b.	What is EDI? Explain the working mechanism of EDI.	10	2

$$1 \times 10 = 10$$

6. Attempt any *one* part of the following:

$$1 \times 10 = 10$$

7. Attempt any *one* part of the following:

$$1 \times 10 = 10$$

Qno.	Question	Marks	C O
a.	Explain Enterprise Resource Planning with example.	10	5
b.	Explain Business Ethics and technology Ethics in detail.	10	5

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MBA

(SEM I) THEORY EXAMINATION 2019-20
FINANCIAL ACCOUNTING FOR MANAGERS

Time: 3 Hours

Total Marks: 70

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

2 x 7 = 14

1. Attempt all questions in brief.

- State four advantages of accounting standards.
- Give two basic purposes of accounting equation.
- Classify the following accounts into personal, real or nominal:
 - Machinery
 - Drawing
 - Bad debts written off
 - Rent outstanding
- Define compound entry with an example.
- Write short notes on Accounting convention.
- Does all transaction create flow of funds? Give two examples.
- While launching a new product, massive advertisement campaign was undertaken. It is revenue expenditure?

SECTION B

2. Attempt any three of the following:

7 x 3 = 21

- "Without accounting concept and conventions objective, reliable, consistent and comparable accounts cannot be maintained."
- Why is depreciation charged while preparing the profit and loss account? Distinguish between any two methods of charging depreciation and show their effect on the net profit. Which method is more logical and why?
- What are the ratios in which shareholders and potential investors of a company are interested? Explain them.
- From the following Trial Balance of Gopinath prepare Trading and Profit and Loss Account for the year ended December 31, 1986 and Balance Sheet as on that date.

Particulars	Dr. Balance	Cr. Balance
Capital		2700
Drawings	4260	
Furniture	5700	
Stock on January 1, 1986	8,760	
Purchases and Sales	62,172	71,436
Returns	1,260	1,746
Salaries		
Rent		
Carriage	1,500	
Rates and Taxes	1,200	
Apprentice Premium		750
Bank Overdraft.		1,200
Bad Debts	1,032	
Sundry Debtors	19,200	

Cash in hand	288	6,000
Sundry Creditors	1,440	600
Provision for Bad Debts		
Bills Receivable		1,080
Bills Payable		360
Discount	1,10,172	1,10,172

You are required to consider the following adjustments:

- Stock on December 31, 1986 was valued at 10,200.
 - Provide for doubtful debts at 5% on Sundry Debtors and for Discount on Creditors at 2%.
 - Rent due was 160.
 - Taxes of 320 were paid in advance.
 - Depreciate Furniture at 10% per annum.
 - Apprentice Premium of 120 was to be carried forward.
 - Calculate interest on capital at 5% per annum.
- e. From the following Balance Sheets of X Ltd. make out:
- Statement of Changes in Working Capital
 - Fund Flow Statement:

BALANCES SHEET

Liabilities	2003	2004	Assets	2003	2004
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Redeemable Preference			Land & Buildings	2,00,000	1,70,000
Share Capital	1,50,000	1,00,000	Plant	80,000	2,00,000
General	40,000	70,000	Debtors	1,60,000	2,00,000
Reserve	30,000	48,000	Stock	77,000	1,09,000
Profit & Loss			Bills Payable	20,000	30,000
Proposed Dividend	42,000	50,000	Cash in hand	15,000	10,000
Creditors	20,000	16,000	Cash at bank	10,000	8,000
Bills Payable					
Provision for Taxation	40,000	50,000			

Additional Information:

- Depreciation of 10,000 and 20,000 has been charged on Plant and Land & Building respectively in 2004.
- A dividend of 20,000 has been paid in 2004.
- Income Tax of 35,000 has been paid during the 2004

SECTION C

3. Attempt any *one* part of the following:

- What do you mean by trend analysis? Explain its utility or objects.
- Explain the qualitative characteristics of accounting information.

7 x 1 = 7

Paper Id: 270128

Roll No:

4. Attempt any one part of the following:

7 x 1 = 7

- (a) Discuss Trail Balance with its types? Explain the objects and methods of Trail Balance.
- (b) What do you mean by comparative Balance sheet? Also prepare the specimen of comparative Balance sheet.

5. Attempt any one part of the following:

7 x 1 = 7

- (a) Explain International accounting standard.
- (b) What do you mean by cash flow statement? Highlight its objectives and importance of cash flow statement? Explain the limitation of cash flow statement?

6. Attempt any one part of the following:

7 x 1 = 7

- (a) What do you mean by book keeping? Differentiate between book keeping, accounting & accountancy.
- (b) Describe the different techniques of financial analysis and explain the limitations of financial analysis.

7. Attempt any one part of the following:

7 x 1 = 7

- (a) Discuss the internal and external sources of working capital requirements of a firm.
- (b) Define petty cash book with its types. How the recording is made in Petty Cash Book.

MBA

(SEM-I) THEORY EXAMINATION 2019-20
MARKETING MANAGEMENT

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 7 = 14

a.	Define Marketing Management
b.	Explain Marketing myopia.
c.	Differentiate Industrial market and Consumer Market.
d.	What is value based pricing?
e.	What is branding?
f.	Discuss push and pull strategy.
g.	What is channel conflict?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a.	Draw a neat diagram of Product Life cycle stages. Explain each of its stages with example and its importance to marketers.
b.	Explain the various factors influencing consumer buying behavior.
c.	Illustrate with examples the basis of market segmentation.
d.	Elaborate the various factors to be considered while selecting channels of marketing
e.	Discuss the Global P's of Marketing with example of your choice.

SECTION C

3. Attempt any *one* part of the following: $7 \times 1 = 7$

(a)	Discuss the evolution of marketing.
(b)	Elaborate the stages of consumer buying decision process with an example.

4. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain the target market strategies.
(b)	What is positioning? What are the tasks involved in positioning?

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Packaging has a tremendous impact on the environmental aspect of any nation. Comment.
(b)	Explain product mix strategies of any FMCG company.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a)	What are the various levels of distribution channel?
(b)	How advertising differs from public relations? Explain.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss the growth and benefits of online marketing.
(b)	Elaborate Global marketing entry strategies.

RMB106/RMT

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

$$2 \times 10 = 20$$

a.	State the nature of managerial economics.
b.	What is opportunity cost principle?
c.	Define law of demand and its exceptions.
d.	What is cross elasticity of demand?
e.	State the law of variable proportion.
f.	Define accounting and economic cost.
g.	What is product line pricing?
h.	Point out the features of oligopoly.
i.	Define deflation.
j.	What is innovation theory of profit?

SECTION B

2. Attempt any *three* of the following:

 $10 \times 3 = 30$

a.	Explain the fundamental concepts of managerial economics.
b.	Elaborate the significance of elasticity of demand for managerial decision making.
c.	Illustrate law of return to scale with its causes and examples.
d.	Explain price discrimination and the possible conditions for price discrimination.
e.	Critically examine the dynamic surplus theory & uncertainty bearing theory of profit.

SECTION C

3. Attempt any *one* part of the following:

$$10 \times 1 = 10$$

a.	Explain the role and functions of managerial economist in present competitive scenario.
b.	"Do microeconomics and macroeconomics really complement each other"? Comment on the statement.

4. Attempt any *one* part of the following:

$$10 \times 1 = 10$$

a.	Define demand and factors effecting demand of a commodity.
b.	Discuss various demand forecasting methods for a new product.

5. Attempt any *one* part of the following:

$$10 \times 1 = 10$$

a.	What is law of supply? Explain supply elasticity and how it is used for decision making.
b.	Explain relationship between short run and long run cost function.

6. Attempt any *one* part of the following:

$$10 \times 1 = 10$$

a.	What is perfect competition? How prices are determined under perfect competition?
b.	Differentiate between monopoly and monopolistic competition and also discuss the equilibrium state in both market conditions.

7. Attempt any *one* part of the following:

$$10 \times 1 = 10$$

a.	What is inflation? Describe causes and measures to control inflation.
b.	Discuss characteristics and various phases of business life cycle.

(SEM-I) THEORY EXAMINATION 2019-20
MARKETING MANAGEMENT

NMBA-016/MBTM016

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 10 = 20

- Define Marketing?
- What is meant by Market Segmentations?
- Describe the Marketing Mix.
- Who is retailer?
- Differentiate between Need, Want and Demand.
- What is Brand Equity?
- Write down the benefits of Marketing Information System.
- Differentiate between Customer & Consumer.
- What do you mean by consumer behavior?
- Define product differentiation.

SECTION B

2. Attempt any three of the following:

10 x 3 = 30

- Some of the Environmental forces are controllable whereas the others are beyond the control of a firm – Discuss
- Explain Consumer and Industrial goods. What are the differences in the marketing of both types of goods?
- Describe the types of advertising media and discuss their merits and demerits?
- Explain in brief the Fivestages in the Buying Decision process.
- What are the Various Kinds of Pricing Strategies – Discuss?

SECTION C

3. Attempt any one part of the following:

10 x 1 = 10

- Discuss the implications of new product development decision on the business enterprise.
- Describe the various concepts of marketing and explain with examples.

4. Attempt any one part of the following:

10 x 1 = 10

- Describe major strategic consideration in PLC.
- Explain the significance of product management. How branding packaging and labeling help product manager in realizing their business goals.

5. Attempt any one part of the following:

10 x 1 = 10

- Explain the Goods – Services Continuum with suitable examples.
- What do you mean by personal selling? What is the importance of personal selling?

6. Attempt any one part of the following:

10 x 1 = 10

- Discuss the factors that govern the selection of channels of distribution by a manufacturer.
- Explain the following –
 - Strategic Marketing Planning
 - Discounts and Rebates

7. Attempt any one part of the following:

10 x 1 = 10

- What is Product Positioning? What are the strategies for Product Positioning?
- “Money spent on advertisement is not wasteful.” Critically examine this statement.