CBCS SCHEME

USN | 4 | V | Z | 2 | 3 | M | D | M | 4 | 1 | 22MDM11

First Semester MBA Degree Examination, Dec.2023/Jan.2024
Management Concepts and Organizational Behavior

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

				M	L	CO
Q.1	a.	What is Management?		03	L1	CO1
	b.	Briefly explain the important functions of management.		07	L3	CO1
	c.	Discuss Fayol's fourteen principles of management.		10	L3	CO1
Q.2	a.	What is meant by span of control?		03	L1	CO2
	b.	Enumerate the steps involved in controlling process.		07	L3	CO2
	c.	Discuss the types of organization structure.		10	L3	CO2
Q.3	a.	Define Organizational Behavior.		03	L1	CO3
	b.	Explain the challenges and opportunities of organizational behavior.		07	L3	CO3
	c.	Briefly explain about factors influencing the personality.		10	L3	CO3
Q.4	a.	Define Group.		03	L1	CO4
	b.	Give reasons for team failure. How an effective team can be created.		07	L2	CO4
	c.	Explain the five stage model of group formation and development.		10	L3	CO4
Q.5	a.	What is meant by organizational culture?		03	L1	CO5
	b.	Describe the types of organizational culture.		07	L3	CO5
	c.	Explain the sources of power for individual.		10	L3	CO5
Q.6	a.	What is Scientific Management?		03	L1	CO1
	b.	Explain the steps involved in planning.		07	L3	CO3
	c.	Illustrate the various theories of motivation.		10	L4	CO4
Q.7	a.	Define Personality.		03	L1	CO3
	b.	Explain the impact of external factors on group behavior.		07	L3	CO4
	c.	Explain the levels of organizational culture.		10	L3	CO5

Q.8		CASE STUDY : Ranjith Madan has been hired as vice president of sales and marketing for DD laboratories a medium size manufacture of barometric gauges and weather instruments. DD manufactures distributes and sells products designed for both land and marine use. Land instruments are adapted to marine use on boats, docks and light house. Their corrosion is prevented by special heavy galvanizing process, market survey show that the market for such measurements devices is growing rapidly throughout the country. DD laboratories is attempting to break into the military market for both land R marine models. This market has the potential to become larger than the civilian market, but it can be very uncertain because of political influences on expenditure manufacturing plants are in Mangalore, which services and distributes to the states of Karnataka, Kerala, Goa and Maharashtra and at Vijayawada which meet the need of eastern states. Madam has been given complete authority by the president of DD laboratories to reorganize the marketing department into any structure that will maximize profitability. Questions :			
	a.	What organizational structure do you think will be best to organize DD laboratories and marketing department? Draw an organization chart and justify your answer.	**10**	**L2**	**CO3**
	b.	Design an alternate organizational structure and discuss its advantages and disadvantages.	**10**	**L2**	**CO3**

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CBCS SCHEME

USN | 4 | V | Z | 2 | 3 | M | D | M | 4 | 1 |

22MDM12

First Semester MBA Degree Examination, Dec.2023/Jan.2024
Economics for Decision Making

Time: 3 hrs. Max. Marks:100

Note: *1. Answer any FOUR full questions from Q1 to Q7.*
2. Question No.8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
1	a.	What is Micro-economics?	3	L1	CO2
	b.	Explain the reason why the motive of an organization is profit maximization.	7	L4	CO3
	c.	Explain Marris Hypothesis of Growth maximization with the help of a suitable graph.	10	L4	CO4
2	a.	What is Law of Demand?	3	L1	CO2
	b.	Explain the determinants of price elasticity of demand.	7	L4	CO3
	c.	Explain the survey method used in demand forecasting.	10	L4	CO3
3	a.	What Law of Supply?	3	L1	CO2
	b.	Explain the Market Equilibrium with a neat diagram.	7	L4	CO4
	c.	Explain the laws of diminishing returns to one variable input using the 3 stages in production.	10	L4	CO4
4	a.	What is Monopoly?	3	L1	CO2
	b.	Describe the characteristics of Perfect competition market.	7	L2	CO2
	c.	Explain the price and output determination under Monopolistic competition.	10	L4	CO4
5	a.	What do you mean by consumption function?	3	L1	CO2
	b.	Explain Marginal Efficiency of capital with along with the formula.	7	L2	CO4
	c.	Describe Business cycle. Explain its features.	10	L2	CO4
6	a.	What is Monopolistic competition?	3	L1	CO2
	b.	Explain the exceptions of Law of Demand.	7	L4	CO3
	c.	ABC Ltd. provides you the following information for the year ending 31st March 2020. Normal capacity = 2000 units Selling price per unit = Rs. 10 Direct Material = Rs. 2000 Direct Wages = Rs. 2000 Factory overheads (15% Variable) = Rs. 4000 Office and administration expenses (80% fixed) = Rs. 4000 Selling and Distribution expenses (75% fixed) = Rs. 4000 Calculate : i) Profit volume ratio (PV ratio) ii) Break-even point in units iii) Beak-even point in value.	10	L5	CO5

market demand

7	a.	What is Macro-economics?	3	L1	CO2
	b.	Explain the characteristics of Monopolistic competition.	7	L4	CO3
	c.	Output | Variable Cost | First Cost | Total Cost | Marginal Cost 0 | 0 | 10 | 10 | – 1 | 10 | 10 | 20 | 10 2 | 17 | 10 | 27 | 7 3 | 25 | 10 | 35 | 8 4 | 40 | 10 | 50 | 15 5 | 60 | 10 | 70 | 20 6 | 110 | 10 | 120 | 50 Calculate the following : i) Average total cost of 6 units ii) Average fixed cost of 2 units iii) Average variable cost of 4 units iv) Average total cost of 1 unit v) Average variable cost of 5 units.	10	L 5	CO5
8	a.	Explain the below terms : i) Cross Elasticity ii) Income Elasticity.	10	L5	CO5
	b.	With a neat diagram, explain the various phases of Business cycles.	10	L5	CO5

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CBCS SCHEME

USN 4 V 2 2 3 M D M 4 1

22MDM13

First Semester MBA Degree Examination, Dec.2023/Jan.2024

Financial Accounting and Analysis

Time: 3 hrs. Max. Marks: 100

Note: 1. *Answer any FIVE full questions, choosing ONE full question from each module.*
2. *Question No. 8 is compulsory.*
3. *M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	What is double entry system?	3	L1	CO2
	b.	Briefly discuss accounting concepts with their importance.	7	L2	CO2
	c.	Journalize the following transactions in the books of Mr. Nandu for the month of Dec. 2020. 1) 1-12-2020 Commenced business with Cash 3,50,000 2) 3-12-2020 Purchased goods for Cash 80,000. 3) 4-12-2020 Purchased furniture for business 1,00,000. 4) 10-12-2020 Sold goods to Ms. Chandrika 70,000. 5) 14-12-2020 Sold goods to Ms. Aruna for cash 1,20,000. 6) 19-12-2020 Cash withdraw for personal use 10,000 7) 22-12-2020 Withdraw from Bank for office use 25,000 8) 31-12-2020 Salary paid 80,000, rent paid 24,000.	10	L4	CO2
Q.2	a.	What is contra entry? Give example.	3	L1	CO1
	b.	Following is the trail balance as on 31-12-2020 prepared by an incompetent accountant. You are request to rewrite in its correct form.	7	L5	CO2

Particulars	Debits (Rs.)	Credit (Rs.)
Capital	24,000	-
Stock 1-1-2020	8,500	-
Furniture	2,600	-
Purchases	-	8,950
Cash at bank	7,300	-
Carriages	300	-
Sales	-	22,500
Buildings	12,000	-
Returns inwards	-	1,900
Trade expenses	1,000	-
Return outwards	350	-
Discount received	970	-
Salary	3,000	-
Office rent	-	2,270

	c.	Enter the following in a three column Cash Book – 2020 :	10	L5	CO2

3-12-2020	Balance of cash in hand Rs. 12,000 ; Cash at bank Rs. 10,000
5-12-2020	Bought goods for cash Rs. 8,000
6-12-2020	Received cash from Mohit Rs. 13,000 and allowed discount Rs. 50
8-12-2020	Paid to Sajan & Co. Rs. 15,000 and received discount Rs. 100
10-12-2020	Withdraw from bank for personal use Rs. 3,000
10-12-2020	Sold goods for cash. 4,000
12-12-2020	Paid in to Bank Rs. 6,000
16-12-2020	Received a cheque from Navin Rs. 16,000
19-12-2020	Withdraw from Bank for office use Rs. 2,500
24-12-2020	Paid salaries by cheque Rs. 7,500
30-12-2020	Received cheque for commission Rs. 2,000 from Nisha and paid the same in the bank
31-12-2020	Interest on deposit Rs. 120.

Q.3	a.	What is Tax Evasion?	3	L1	CO5
	b.	What do you mean by final accounts? What are the objectives of preparation of final accounts?	7	L1	CO3
	c.	From the following transaction show the effects on Assets, liabilities and capital based on accounting equations : 1) Commenced business with a capital of Rs. 2,80,000 2) Purchased goods on credit Rs. 80,000 3) Purchased goods for cash Rs. 50,000 4) Paid salary Rs. 60,000 5) Sold goods to Ramesh Rs. 70,000 6) Sold goods for cash Rs. 50,000 7) Bought furniture for Rs. 35,000 8) Loan taken from Bank Rs. 1,00,000	10	L5	CO2
Q.4	a.	What is a Bad debt?	3	L1	CO3
	b.	Given : Sales – 10,50,000 Working capital – 1,50,000 Fixed assets – 2,10,000 Total Assets – 5,25,000 Capital employed – 3,50,000 Calculate : i) Capital turnover ratio ii) Fixed assets turnover ratio iii) Working capital turnover ratio iv) Total assets turnover ratio.	7	L5	CO4
	c.	From the following balances of Kumar Company Ltd., prepare Income Statement (vertical format only) for the year ending 31/12/2020 ; consider the tax rate @ 35%	10	L5	CO3
Q.5	a.	What is Debtors turnover ratio? How it is calculated?	3	L1	CO4
	b.	From the following calculate trend percentages (considering 2018 as base year)	7	L5	CO4

Interest on debenture	32,400	Freight charges	8,000
Travelling expenses	15,000	Depreciation	25,000
Delivery van expenses	5,000	Insurance	5,000
Bad debts	6,000	Commission received	7,500
Discount	7,000	Sales	6,50,000
Purchases	3,15,000	Share transfer fees	5,000
Opening stock	75,000		

Particulars	2018(Rs)	2019(Rs)	2020(Rs)
Cash	2,000	2,400	1,600
Debtors	4,000	5,000	6,500
Stock	6,000	8,000	7,000
Other current assets	4,500	6,000	7,500
Land	8,000	10,000	10,000
Buildings	16,000	20,000	24,000
Plant	20,000	20,000	24,000

	c.	From the following information, prepare Cash Flow Statement by indirect method.	10	L6	CO4

Liabilities	31-3-2019	31-3-2018	Assets	31-3-2019	31-3-2018
Share capital	50,00,000	40,00,000	Fixed Assets	31,00,000	30,00,000
Reserve fund	15,00,000	5,00,000	Investment	1,50,000	-
Secured loan	35,00,000	40,00,000	Stock & stores	75,00,000	78,75,000
Current liabilities	50,00,000	60,00,000	Debtors	40,00,000	35,00,000
			Cash & bank	2,50,000	1,25,000
Total	1,50,00,000	1,45,00,000	Total	1,50,00,000	1,45,00,000

Additional information :

i) The net profit for the year after adjustment in respect of provision for dividends and tax was Rs. 10,00,000

ii) There was additions to fixed assets during the year amounting to Rs. 4,00,000 and depreciation for the year was Rs. 3,00,000.

Q.6	a.	What is Cash Flow Statement?	3	L1	CO4
	b.	Prepare common size statement for the following information :	7	L5	CO4

Particulars	2019	2020
Sales	1,00,000	1,20,000
Cost of goods sold	80,000	82,000
Operating expenses	10,000	14,000
Interest on loan	5,000	3,000
Advertisement expenses	2,000	1,500
Tax rate	5%	50%

	c.	Following is the Balance Sheet of Neon Ltd as on 31st March 2020 :	10	L5	CO4

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	5,00,000	Land and Building	9,00,000
8% preference share capital	4,00,000	Plant and Machinery	8,00,000
Reserves and Surplus	4,00,000	Closing Stock	3,00,000
9% debentures	6,00,00	Debtors	2,00,000
Current liabilities	4,00,000	Bank & Cash	90,000
		Prepaid expenses	10,000

Additional information :

1) Sales during the year Rs. 8,00,000
2) Cost of goods sold Rs. 6,00,000
3) Office & administrative expenses Rs. 1,12,000
4) Commission & discount earned Rs. 12,000.
5) Loss on sale of machinery Rs. 34,000
6) Profit on sales of building Rs. 54,000

You are required to calculate :

i) Current Ratio ii) Liquid Ratio iii) Stock Turnover Ratio
iv) Gross profit ratio v) Operating cost ratio vi) Net profit ratio
vii) Debt-Equity Ratio viii) Proprietary Ratio.

Q.7	a.	What is forensic accounting?	3	L1	CO5
	b.	What is window dressing? Mention the techniques of window dressing.	7	L2	CO5

	c.	Discuss the various methods of Human resource accounting.	10	L3	CO5
Q.8		Following are the Trial Balances of V K Ltd as 2022	20	L5	CO3

Debit	Rs.	Credit	Rs.
Premises	30,72,000	Share capital	40,00,000
Plant	33,00,000	6% debenture	30,00,000
Stock	7,50,000	P and L A/c	2,62,500
Debtors	8,70,000	Bills payable	3,70,000
Good will	2,50,000	Creditors	4,00,000
Cash @ bank	4,81,000	Sales	4,15,000
Interim dividend paid	3,92,500	General Reserve	2,50,000
Purchase	18,50,000	Bad debts provision	35,000
Preliminary expenses	50,000		
Wages	9,79,800		
General expenses	68,350		
Salary	2,02,250		
Bad debts	21,110		
Debenture interest paid	1,80,000		
	1,24,67,500		1,24,67,500

Additional Information :

i) Depreciate plant by 15%
ii) Write off Rs. 5000 from preliminary expenses
iii) Create 5% provision for doubtful debts
iv) Provide for income tax @ 30%
v) Closing stock was Rs. 9,50,000

Prepare final Account as per the Company's Act 2013.

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CBCS SCHEME

USN 4 V 2 2 3 M D M 4 1

22MDM14

First Semester MBA Degree Examination, Dec.2023/Jan.2024
Statistics for Managers

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.
4. Use of statistical table (Normal distribution table and t-table) is permitted.

			M	L	C
Q.1	a.	Define Statistics.	3	L1	CO1
	b.	Measure the 2nd Quartile, 4th Decile and 90th percentile for the following data. Marks: 10-19 | 20-29 | 30-39 | 40-49 | 50-59 | 60-69 Frequency: 12 | 27 | 34 | 41 | 23 | 3	7	L3	CO3
		Two automatic filling machines A and B are used to fill tea in 500 gram cartons. A random sample of 100 cartons on each machine showed the following data: Tea content: 485-490 | 490-495 | 495-500 | 500-505 | 505-510 | 510-515 M/c A: 12 | 18 | 20 | 22 | 24 | 4 M/c B: 10 | 15 | 24 | 20 | 18 | 13 Comment on the performance of the two machines on the basis of the average filling and dispersion.	10	L4	CO3
Q.2	a.	Determine the two regression coefficients when r = 0.8, σx = 5 and σy = 7?	3	L2	CO1
	b.	For a certain frequency table, which has only been partly reproduced, here the mean was found to be 1.46. Calculate the missing frequency N = 200. Accidents: 0 | 1 | 2 | 3 | 4 | 5 Days: 46 | ? | ? | 25 | 10 | 5	7	L3	CO2
	c.	You are given the following information about advertising expenditure and sales. The coefficient of correlation is 0.8. Mean: Advt. Expenditure (Lakhs) 10, Sales (Lakhs) 90 Standard deviation: 3, 12 i) Obtain the two regression equations. ii) Find the likely sales when advertisement budget is Rs.2000000. iii) What should be the advertisement budget if the company wants to attain a sales target of 15000000?	10	L4	CO3

Q.3	a.	What is probability distribution?	3	L2	CO.
	b.	A company is introducing a job evaluation scheme in which all jobs are graded by points for skill, responsibility etc, monthly pay scales are then drawn up accordingly to the number of points allocated and the other factors such as experience and local conditions. Till date the company has employed this method for 9 kinds of jobs.	7	L3	CO3

Job	A	B	C	D	E	F	G	H	I
Points	5	25	7	19	10	12	15	28	16
Pay (Rs.) (1000's)	3	5	3.25	6.5	5.5	5.6	6	7.2	6.1

i) Find how pay scales are linked to points and fit in a mathematical equation for the same?
ii) Estimate the monthly pay for the job with points 25.

	c.	A brokerage survey reports that 30% of individual investors have used a discount broker in a random sample of 9 people. Find out the probability that, i) Exactly two of the sampled individuals have used discount brokers. ii) Not more than 3 investors have used discount brokers. iii) At least 3 of them have used the discount broker.	10	L4	CO3
Q.4	a.	What are the uses of time series analysis?	3	L1	CO1
	b.	Explain the components of time series.	7	L2	CO1
	c.	Fit a linear trend to the following data by least squares method. Verify that $\Sigma(y-y_c) = 0$, where y_c is the corresponding trend value of y.	10	L3	CO3

Year	1990	1992	1994	1996	1998
Production (1000's)	18	21	23	27	16

Q.5	a.	Explain the errors in hypothesis testing.	3	L2	CO1
	b.	Explain the steps involved in hypothesis testing.	7	L2	CO2
	c.	A restaurant has a average sales of 500 tea cups per day, because of the start of a new bus stand nearby, it expects to increase its sales. During the first 12 days after the start of the bus stand the daily sales were 550, 570, 590, 615, 505, 580, 570, 460, 600, 580, 530, 526 respectively. On the basis of this sample information can you conclude that the restaurant sales has increased, Use 5% level of significance, Use critical value at 5% as 1.79.	10	L4	CO3
Q.6	a.	What are the uses of statistics in Business?	3	L1	CO1
	b.	In a survey of buying habits, 400 women shoppers are chosen at random in a supermarket A. Their average weekly food expenditure is Rs.250 with a standard deviation of Rs.40. For 400 women shoppers chosen at random in some other supermarket B, the average weekly food expenditure is Rs.220 with a standard deviation of Rs.55. Do these two populations have similar shopping habits? Is the average weekly food expenditure of two populations of shoppers equal? Test at 5% level of significance.	7	L3	CO3

	c.	$1/5^{th}$ percentage of the blade produced by a blade manufacturing company turn out to be defective. The blades are supplied in packets of 10. Use Poisson's distribution to calculate the approximate number of packets containing i) No defectives ii) 1 Defective iii) 2 Defective blades respectively in a consignment of 100000 packets.	10	L4	CO3
Q.7	a.	Write the differences between regression and correlation.	3	L1	CO1
	b.	A systematic sample of 100 pages was taken from the concise Oxford dictionary and the observed frequency distribution of foreign words per page was found to be as follows: No. of foreign words: 0, 1, 2, 3, 4, 5, 6 Frequency: 48, 27, 12, 7, 4, 1, 1 Fit a Poisson's Distribution for the above data.	7	L3	CO3
	c.	The following are some of the particulars of the distribution of weight of boys and girls in a class: Number: Boys 100, Girls 50 Mean Weight: Boys 60, Girls 45 Variance: Boys 9, Girls 4 i) Find the standard deviation of the combined data. ii) Which of the two distribution is more variable?	10	L4	CO3
		(Compulsory)			
Q.8	a.	In a lifetime of a LED TV having mean of 300 hours and standard deviation of 25 hours. The life time follows normal distribution. Find out, i) The probability of the TV's having life of more than 310 hours. ii) What percentage of TV's will have life not more than 300 hours. iii) What percentage of TV's will have life between 230 hours and 280 hours?	10	L4	CO4
	b.	The sales of a company in millions of rupees for the years 2015 to 2022 are given below, Year: 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022 Sales: 550, 560, 555, 585, 540, 525, 545, 585 i) Find the linear trend equation. ii) Estimate the sales for the year 2023. iii) Find the slope of the straight line trend. iv) Do the figures show a rising trend or a falling trend?	10	L4	CO4

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CBCS SCHEME

USN | 4 | V | Z | 2 | 3 | M | D | M | 4 | 1 | 22MDM15

First Semester MBA Degree Examination, Dec.2023/Jan.2024
Marketing Management

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Define Marketing Management.	3	L1	CO1
	b.	Discuss the characteristics of services marketing, zomato as example.	7	L3	CO2
	c.	Explain the Micro and Macro environmental factors and its impacts on business.	10	L4	CO1
Q.2	a.	Define niche market, with example.	3	L1	CO1
	b.	Briefly explain Nicosia model, with relevant example.	7	L3	CO2
	c.	Explain the factors influencing consumer behavior.	10	L4	CO3
Q.3	a.	Define Green marketing, explain with example.	3	L1	CO1
	b.	Briefly explain New Product Development Process.	7	L2	CO3
	c.	Explain in detail the market segmentation methods.	10	L2	CO3
Q.4	a.	What are the bases for Target marketing? Explain with example.	3	L1	CO2
	b.	List down the difference between B2B and B2C marketing.	7	L1	CO2
	c.	Explain the components of Digital marketing.	10	L2	CO3
Q.5	a.	What is Sensory marketing? Explain with example.	3	L1	CO1
	b.	Briefly explain the stages in channel conflict.	7	L2	CO3
	c.	Discuss in detail, AIDA model.	10	L2	CO3
Q.6	a.	What is push and pull strategy? Explain with examples.	3	L1	CO1
	b.	Briefly explain product levels, with relevant example.	7	L1	CO2

	c.	Explain in detail input process output model.	10	L2	CO3
Q.7	a.	Explain market leaders and challengers, with example.	3	L1	CO1
	b.	Briefly explain product life cycle, with example.	7	L2	CO2
	c.	Explain in detail the factors influencing pricing.	10	L2	CO2
Q.8		**CASE STUDY: (Compulsory)** Lay's is a potato chips initiative from the parent company PepsiCo that initiated the 'Smile Deke Dekho campaign' in October 2019. The unique selling proposal was that the brand promoted the message of how a simple smile can connect different individuals universally and simultaneously convey the emotions and the mood effortlessly through each flavor and packet of chips. The uniqueness of the initiative was engaging the influences on various social platforms in advertising the brand for them. Not only that Lay's customized more than 350 curated packs for the influencers. Resulting reverberation – A feeling of personalized and customized product that is uniquely curated just for the customers. It is a way to connect with the consumers individually and vice versa. The campaign reinstated the power of a single smile and the power of positivity it brings. The campaign accelerated the use of social media platforms like Snapchat and Instagram by asking the consumers to pose a smile with their packets of Lays.			
		Questions:			
	a.	Explain the promotional strategies involved in this case.	10	L5	CO3
	b.	If you were the marketing manager of Lay's, what will be your alternate course of action in promotion?	10	L5	CO3

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CBCS SCHEME

USN 4VZ23MDM41 | 22MDM16

First Semester MBA Degree Examination, Dec.2023/Jan.2024

Business Communication and Management Information System

Time: 3 hrs. | Max. Marks: 100

Note: 1. *Answer any FOUR full questions from Q.No.1 to Q.No.7.*
2. *Question No. 8 is compulsory.*
3. *M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Oral Communication.	3	L1	CO1
	b.	Summarize the Barriers to communication.	7	L2	CO3
	c.	Discuss the Ethical issues in Information systems	10	L3	CO4
Q.2	a.	Define Etiquette.	3	L1	CO3
	b.	Illustrate the Principle of Effective Writing.	7	L2	CO2
	c.	Explain the 3 × 3 writing process for Business communication.	10	L4	CO2
Q.3	a.	Define Negotiation.	3	L1	CO1
	b.	Explain the process of Negotiation.	7	L4	CO3
	c.	What is AI? Explain the application of AI in Business.	10	L5	CO4
Q.4	a.	What is Transaction Processing System (TPS)?	3	L1	CO4
	b.	Outline the Advantages of Etiquette.	7	L2	CO3
	c.	Describe the importance of Communication in Management.	10	L2	CO3
Q.5	a.	Define IOT.	3	L1	CO4
	b.	Explain Grapevine Communication in detail.	7	L4	CO3
	c.	List the characteristics of Successful Communication.	10	L4	CO3
Q.6	a.	What are the elements of Presentation?	3	L1	CO3
	b.	Discuss the impact of Information Technology on society.	7	L2	CO6

	c.	Explain the application of IOT at Smart city.	10	L4	CO6
Q.7	a.	Define AR, VR and MR.	3	L1	CO5
	b.	Management as Control Systems. Explain.	7	L5	CO4
	c.	What are Business Letters? Explain any 4 types of Business Letters.	10	L4	CO3
Q.8		**Case Study (Compulsory)** Stellar Apparel Manufacturing is a mid-sized company that produces a wide range of clothing items, Recently the company has been facing issues due to poor communication among its departments, leading to delays in production quality control issues, and increased customer complaints. A major issue arose when a large order forma high-profile client was delayed due to miscommunication between the design, production, and logistics teams. The design team did not inform the production team about a last-minutes change in the fabric specification, resulting in the wrong fabric being used. This led to the entire batch being rejected by quality control, causing significant delays and financial losses. **Questions :**			
	a.	What were the main communication issues observed in this case study?	5	L4	CO3
	b.	How did poor communication affect the production process at Stellar Apparel Manufacturing?	5	L4	CO3
	c.	How can Stellar Apparel manufacturing improve the communication in their organization?	5	L4	CO3
	d.	How can improved communication benefit Stellar Apparel Manufacturing the long run?	5	L4	CO3

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