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Total Number of Pages: 02

MBA
MB-T-PC-101

1st Semester End Semester Examination: 2023-24

MANAGERIAL ECONOMICS

BRANCH(S) : MBA

Max Marks: 100

Time: 3 Hour

Q. Code: M24109

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.

(2 x 10)

Part -I

Q1. Answer the following questions:

- a) Write two features of Oligopoly.
- b) What is the relation between Monopoly power and Elasticity of demand?.
- c) What do you mean by Opportunity Cost?
- d) If the price of milk increases, what do you think will happen to the demand for cornflakes?
- e) For the Following pair of equations, determine algebraically the equilibrium price and output:
$$Q_d = 15 - 8P, Q_s = 2P$$
- f) Why does the marginal product of an input decline as more units of the variable inputs are used?
- g) Why marginal cost eventually increases as output increases?
- h) Why do supply curves generally slope upwards?
- i) If the total cost function of a company is $TC = 162 + 3Q + 2Q^2$, find the average cost at an output level of 6 units.
- j) What do you mean by First degree Price Discrimination?

10
12

Part -II

(6 x 8)

Q2. Short Answer Type Questions – (Answer Any Eight out of twelve)

- a) Describe fully the concept of Cross price Elasticity of demand.
- b) What is Cost function? Explain the cost concepts TC, AC, and MC.
- c) The demand for apples in a small town was 200kg when the price was Rs.20 per kg. It expanded to 250 kg when the price was reduced to Rs.18 per kg. What is the elasticity of demand for apples in the town?
- d) Distinguish between substitutes and complements with examples. How does this distinction of goods help in business decision making?
- e) ‘Consumption, Savings and Investment are related to each other.’ Justify
- f) Explain the following pricing strategies
 - (i) Skimming pricing
 - (ii) Penetration pricing
- g) Which of the following commodities has the most inelastic demand and why?
 - i. Soap ii. Salt iii. Cigarettes iv. Ice-cream
- h) ‘The demand curve under Oligopoly is kinked shaped’. Explain
- i) Suppose a cost function is given as $TC = 100 + 5Q + Q^2$, Find equation for AC and MC, AC and MC for 10 units of output.
- j) What does the shape of an Iso-quant show? Explain its importance in Managerial economics?

Q1

51

51

$TC = A + mC$
AVC



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- k) Under what condition should a firm continue to produce in the short run if it incurs losses at the best level of output?
- l) In Perfectly Competitive Market, $P = AR = MR$. Justify with a hypothetical example.

Part -III

Long Answer Type Questions – (Answer any Two out of Four)

Q3. a) Distinguish between individual and market demand for a product. Market demand is the main concern of business managers. Why should business managers then study individual demand curve? (8)

b) "Managerial economics helps in decision making in the framework of uncertainty and scarcity of resources". Discuss the statement. (8)

Q4. Explain different Pricing Strategy adopted in Business. Describe each strategy with suitable examples. (16)

Q5. a) Why does the normal demand curve slope downwards? Can there be an upward rising demand curve? Explain with examples. (8)

b) How is demand curve for a monopoly firm different from that of a firm under Perfect Competition? Can a monopoly firm charge any price for its product? If not, why? (8)

Q6. To produce tap water, water companies had to invest in a huge network of water pipes stretching throughout the country. The fixed cost of this investment is very high. However, since they distribute water to over 25 million households, it brings the average cost down. However, would it be worth another water company building another network of water pipes to compete with the existing company? No, because if they only got a small share of the market, the average cost would be very high and they would go out of business. This is an example of a natural Monopoly – where the most efficient number of firms is one. (16)

- a) What is meant by Economies of scope? How do they differ from Economies of scale? Explain with a suitable example.
- b) How is Economies of Scale connected with this case?



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MBA
MB-T-PC-107

1st Semester End Semester Examination: 2023-24

Subject Name: Financial Accounting and Analysis

BRANCH(S): MBA

Max Marks: 100

Time: 3 Hour

Q. Code: M24113

*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				
01	Answer the following questions:	(02 x 10)	CO	BTL
a)	What is accounting? How it is different from book keeping	1	1	
b)	Give two examples of nominal account	1	1	
c)	Define ledger	2	1	
d)	Narrate the essence of accrual concept in accounting	3	1	
e)	Give the format of triple column cash book	5	1	
f)	What is forfeiture of share?	3	2	
g)	What is net worth?	5	2	
h)	What is surrender of share?	5	2	
i)	What are the main objectives of preparing trial balance	6	3	
j)	Why trading account is prepared	5	3	
02	Answer any 8 questions	(06 x 8)	CO	BTL
a)	Discuss the limitations of accounting	1	2	
b)	"All the transactions are event but all the events are not transactions", explain?	2	2	
c)	Explain Convention of Conservatism with suitable example?	2	2	
d)	Pass necessary journal entries for following transactions <ul style="list-style-type: none"> • Business started with cash Rs. 5,00,000 • Goods Purchased for cash Rs. 2,00,000 • Computer purchased for Rs. 50,000 • Goods sold for cash Rs.1,50,000 • Rent paid Rs.50,000 • Rs.30,000 taken by owner for personal use 	4	2	
e)	Why is it important to distinguish between current liabilities and long term liabilities? Give suitable examples to explain this.	3	3	
f)	Discuss similarity and differentiation between bond and debenture	6	3	
g)	Differentiate between Trial Balance and Balance Sheet	5	2	
h)	Differentiate between expense and expenditure with suitable examples	6	3	
i)	Explain the concept of trend analysis with an example	5	2	
j)	Why cash flow statement is included in financial statement of company? Outline the importance of cash flow statement	6	3	
k)	Why rule of thumb is important in certain financial ratios? Explain with example.	3	4	
l)	Explain the concept of common size statement with example	3	3	



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Answer any Two questions from the Q-3 to Q-6			CO																																																																			
03	a)	Equity shareholders are real owner of the company, Justify? Explain the characteristics of equity share	1	2																																																																		
	b)	What is right issue? Discuss the guidelines of right issue	1	3																																																																		
04		<p>Following Trial Balance is extracted from books of Ramesh on March 31,2020</p> <p style="text-align: center;">Trial Balance of Ramesh on March 31,2020</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Debit Balance (Rs.)</th> <th>Credit Balance (Rs.)</th> </tr> </thead> <tbody> <tr> <td>Buildings</td><td>50,000</td><td></td></tr> <tr> <td>Capital</td><td></td><td>96,000</td></tr> <tr> <td>Purchases</td><td>15,000</td><td></td></tr> <tr> <td>Sales</td><td></td><td>40,450</td></tr> <tr> <td>Opening Stock</td><td>8,000</td><td></td></tr> <tr> <td>Sundry Debtors</td><td>10,000</td><td></td></tr> <tr> <td>Sundry Creditors</td><td></td><td></td></tr> <tr> <td>Drawings</td><td>3,500</td><td>5,000</td></tr> <tr> <td>Sales Return</td><td>1,000</td><td></td></tr> <tr> <td>Purchase Return</td><td></td><td></td></tr> <tr> <td>Freight</td><td>3,250</td><td>5,00</td></tr> <tr> <td>Salaries</td><td>10,000</td><td></td></tr> <tr> <td>Wages</td><td>1,200</td><td></td></tr> <tr> <td>Postage & Telegram</td><td>1,000</td><td></td></tr> <tr> <td>Machinery</td><td>20,000</td><td></td></tr> <tr> <td>Bills Receivable</td><td>9,000</td><td></td></tr> <tr> <td>Bills Payable</td><td></td><td></td></tr> <tr> <td>Advertisement</td><td>4,000</td><td></td></tr> <tr> <td>Cash in Hand</td><td>5,000</td><td>3,000</td></tr> <tr> <td>Loose Tools</td><td>4,000</td><td></td></tr> <tr> <td>Total</td><td>1,44,950</td><td>1,44,950.</td></tr> </tbody> </table>	Particulars	Debit Balance (Rs.)	Credit Balance (Rs.)	Buildings	50,000		Capital		96,000	Purchases	15,000		Sales		40,450	Opening Stock	8,000		Sundry Debtors	10,000		Sundry Creditors			Drawings	3,500	5,000	Sales Return	1,000		Purchase Return			Freight	3,250	5,00	Salaries	10,000		Wages	1,200		Postage & Telegram	1,000		Machinery	20,000		Bills Receivable	9,000		Bills Payable			Advertisement	4,000		Cash in Hand	5,000	3,000	Loose Tools	4,000		Total	1,44,950	1,44,950.	2	2
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		<ol style="list-style-type: none"> 1. Closing stock Rs. 10,000 2. Depreciation on Building Rs. 2,500 and Loose Tools Rs.500 3. Interest on Capital at 5% and on Drawings is at 10% <p>You are required to prepare trading and Profit & Loss Account , Balance sheet as on that date</p>																																																																				
05	a)	What is Buyback of share? Explain the reasons of Buyback?	3	4																																																																		
	b)	PQR Ltd issued 20,000 equity shares @ Rs.100 each at discount of 10%.The amount payable Rs. 20 on application, Rs 30 on allotment (Excluding discount), Rs.20 on first call and Rs.20 on second and final call. All shares are duly subscribed and paid up. Pass necessary journal entries.	4	5																																																																		
06	a)	What are the activities under cash flow statement analysis? Outline cash inflows and outflows under different activities.	5	4																																																																		
	b)	What is ratio analysis? Explain Long term solvency ratios with suitable example.	6	2																																																																		



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Total Number of Pages: 02

MBA
MB-T-PC-104

1st Semester End Semester Examination: 2023-24
Subject Name: Principles of Management & Practices
BRANCH(S): MBA

Time: 3 Hour

Max Marks: 100

Q. Code: M24111

*Answer Question No. I (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			
01	Answer the following questions:	(02 x 10)	CO BTL
a)	What do you understand by 'Scalar Chain?	1	1
b)	Explain the following' Esprit de Corps' principles of management given by Fayol with examples?	1	1
c)	What do you mean by Planning Premise? Describe briefly?	2	1
d)	Describe " Cultural diversity " by giving an example?	3	1
e)	Mention Two Major functions of Top Management in any organization?	5	1
f)	Mention in sequence all the function of management?	3	2
g)	What is time & motion study?	5	2
h)	Define the function controlling?	5	2
i)	State one important finding of Hawthorne Experiment?	6	3
j)	What is span of Control?	5	3

Part-II

02	Answer any 8 questions	(06 x 8)	CO	BTL
a)	What is contingency plan and why do all most all organizations have a contingent plan in-place?	1	2	
b)	Explain with one example each why 'Time' and' Motion' Study is undertaken in organizations?	2	2	
c)	Distinguish between leaders and a manager gives at least two examples/reasoning for each?	2	2	
d)	Mention the different disadvantages of group decision making?	4	2	
e)	Distinguish between Short range, medium and long range planning?	3	3	
f)	How is the Principle of Unity of Command' useful to management? Explain briefly?	6	3	
g)	What is contingency plan and why do all most all organizations have a contingent plan in-place?	5	2	
h)	Explain briefly about the different factors affecting the organizational Environment?	6	3	
i)	Explain the relationship between Line & Staff Authority?	5	2	
j)	An effort to control everything may end up in controlling nothing'. Explain	6	3	
k)	Mention Four distinguishes benefit of 'Cultural Diversity 'in	3	4	



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		organizations?		
	1)	What is the difference between Benchmarks and KPI? Explain with example.	3	5
Part-III				
Answer any Two questions from the Q-3 to Q-6				
03	a)	How would you argue that the success of a business enterprise is significantly influenced by its environment?	1	2
	b)	Planning is looking ahead and controlling is looking back comment?	1	3
04	a)	Define the process of planning? What are different types of plans?	2	2
	b)	Decentralisation is extending delegation to the lowest level. Comment?	3	3
05	a)	Write a short note on budgetary control as a technique of managerial control?	4	2
	b)	Distinguish between 'Strategy and Tactics'?	4	3
06	a)	Go through the case mentioned below and answer the question at the end of the case With changes in the consumption habits of people, Neelesh, who was running a sweet shop, has shifted to the chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got a lot of orders and earned huge profits by selling the chocolate. Q: Identify and explain dimensions of business environment discussed in the above case. ?	5	4
	b)	How would you argue that the success of a business enterprise is significantly influenced by its environment?	5	3

** BTL: Bloom's Taxonomy Level

** CO: Course Outcomes



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Total Number of Pages: 02

MBA
MB-T-HS-103

1st Semester End Semester Examination: 2023-24

Subject Name: Organisation Behaviour

BRANCH(S): MBA

Max Marks: 100

Time: 3 Hour

Q. Code: M24108

Answer Question No. I (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				
01	Answer the following questions: a) What is scalar chain b) Define organisational behaviour c) What do you mean by values d) define stress and how its impact at the workplace. e) What do you mean by emotional intelligence f) Explain in brief about group cohesiveness g) Differentiate between team and group h) What is equity theory i) Differentiate between interpersonal and intra personal relationship j) What do you mean by intra individual conflict	(02 x 10) 1 1 2 3 5 3 5 5 6 5	CO 1 1 1 1 2 1 2 3 3	BTL 1 1 1 1 2 1 2 2 3 3
02	Answer any 8 questions a) Explain in brief Cognitive Dissonance? b) Diagrammatically explain Maslow's Need Hierarchy Theory c) What do you mean by transactional analysis? And how it is helpful in resolving conflict d) What are the different types of cultures that exists in an organisation e) Differentiate between type theory and trait theory f) Explain in brief the classical conditioning theory of learning	(06 x 8) 1 2 2 4 3 6	CO 1 2 2 2 3 3	BTL 2 2 2 2 3 3



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g)	Explain in brief the impact of Hawthorn Studies on the evolution of management thoughts.	5	2
h)	Write a short notes on how personal factors influences personality.	6	3
i)	Explain in brief the sources of attitude	5	2
j)	Elaborate Lockes value theory	6	3
k)	Explain in brief the various types of values that influences individual behaviour	3	4
l)	Describe the OB model	3	5

		Answer any Two questions from the Q-3 to Q-6	CO
03	a)	Explain Operant conditioning theory in detail.	2
	b)	Explain Classical conditioning theory in detail.	3
04	a)	Understanding of Johari window plays an important role in the conflict resolution process, justify the statement	2
	b)	Explain in brief the stages of group formation	3
05	a)	What do you mean by change and why organisational change is vital in today's context	4
	b)	Explain in brief the impact of emotional intelligence on adaptability	5
06	a)	Describe Myer briggs type indicator	4
	b)	Differentiate between Maslows need hierarchy theory and Alderfers ERG theory	5

** BTL: Bloom's Taxonomy Level

** CO: Course Outcomes



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**MBA
MB-T-PC-**

1st Semester End Semester Examination: 2023-24

Subject Name: Quantitative Analysis for Business Decision

BRANCH(S): MBA

Time: 3 Hour

Max Marks: 100

Q. Code: XXXX

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		CO	BTL										
01	Answer the following questions:												
a)	Write the condition of optimality in the simplex method?	1	1										
b)	Define artificial variable? What method used to solve an LPP involving artificial variables?	1	1										
c)	What is the purpose of VAM and MODI method	2	1										
d)	What is correlation? Write the types of correlation?	3	1										
e)	For the given line of regression, $3x-2y=5$ and $x-4y=7$, find the correlation coefficient between x & y.	5	1										
f)	Explain Kendall's notation.	3	2										
g)	Define saddle point. When the game is fair?	5	2										
h)	What is transition probability matrix? Draw the transition diagram.	5	2										
i)	What is the objective of the travelling salesman problem?	6	3										
j)	Find the median of the given data: 5, 10, 3, 6, 4, 8, 9, 3, 15, 2, 9, 4, 19, 11, 4?	5	3										
02	Answer any 8 questions	(06 x 8)											
a)	a) A company manufactures two products of X and Y, which require, the following resources. The resources are the capacities machine M ₁ , M ₂ and M ₃ . The available capacities are 50, 25 and 15 hours respectively in the planning period. Product X requires 1 hours of machine M ₂ and 1 hours of machine M ₃ . Product Y requires 2 hours of machine M ₁ and 2 hours of machine M ₂ and 1 hour of machine M ₃ . The profits contribution of products X and Y are Rs. 5/- and Rs. 4/- respectively.	1	2										
b)	Solve the following LPP graphically: Minimize $Z = 20x + 10y$, subject to $x + 2y \leq 40$, $3x + y \geq 30$, $4x + 3y \geq 60$, $x \geq 0$, $y \geq 0$.	2	2										
c)	Four different jobs can be done on four different machines and take down time costs are prohibitively high for change overs. The matrix below gives the cost in rupees of producing job i on machine j:	2	2										
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th style="text-align: center;">JOB/Machine</th><th style="text-align: center;">A</th><th style="text-align: center;">B</th><th style="text-align: center;">C</th><th style="text-align: center;">D</th></tr> <tr> <td style="text-align: center;">I</td><td style="text-align: center;">5</td><td style="text-align: center;">7</td><td style="text-align: center;">11</td><td style="text-align: center;">6</td></tr> </table>	JOB/Machine	A	B	C	D	I	5	7	11	6		
JOB/Machine	A	B	C	D									
I	5	7	11	6									



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			II	8	5	9	6		
			III	4	7	10	7		
			IV	10	4	8	3		

- d) a) Find basic feasible solution by VAM method.

PLANT/PROJE CT	A	B	C	D	Supply
X	2	3	11	7	6
Y	1	0	6	1	1
Z	5	8	15	9	10
Demand	7	5	3	2	

- e) a) Find mean, variance and standard deviation of the following data

Interval	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	9	13	6	4	6	2

- f) Akash bats according to the following traits. If he makes a hit (S), there is a 25% chance that he will make a hit his next time at bat. If he fails to hit (F), there is a 35% chance that he will make a hit his next time at bat. Find the transition probability matrix for the data and construct transition probability tree diagrams.

- a) Solve the game whose pay-off matrix is given below.

		Player B				
		-2	0	0	5	3
Player A		3	2	1	2	2
		-4	-3	0	-2	6
		5	3	-4	2	-6

- b) a) Define correlation and regression analysis? What is the basic difference between spearman's Rank correlation and Karl Pearson correlation?

- a) The following data represents the survey regarding the heights (in cm) of 51 girls of Class MBA. Find the median height.

- a) From the following data show the waiting time (to the nearest 100th of a minute) of telephone call to be matured. Calculate the range and coefficient of range.

Waiting time	0.10-0.35	0.36-0.61	0.62-0.87	0.88-1.13	1.14-1.39
Frequency	6	10	8	8	4

- a) People arrive at a theatre ticket center in a Poisson distributed



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		arrival rate of 25 per hour. Service time is constant at 2 minute. Calculate the mean number in waiting line and the mean waiting time.																																
03	i)	a) What is the measure of dispersion? What is the basic difference between Absolute measure of dispersion and Relative measure of dispersion?	3	5																														
03	a)	Answer any Two questions from the Q-3 to Q-6 Solve by BIG-M method Maximize $z = 3X + 2Y$, Subject to $2X + Y \leq 2$, $X + 4Y \geq 12$, $X, Y \geq 0$	CO	2																														
03	b)	Solve the following Assignment problem <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>JOB/Person</th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>2</td> <td>10</td> <td>9</td> <td>7</td> </tr> <tr> <td>II</td> <td>15</td> <td>4</td> <td>14</td> <td>8</td> </tr> <tr> <td>III</td> <td>13</td> <td>14</td> <td>16</td> <td>11</td> </tr> <tr> <td>IV</td> <td>4</td> <td>15</td> <td>13</td> <td>9</td> </tr> </tbody> </table>	JOB/Person	A	B	C	D	I	2	10	9	7	II	15	4	14	8	III	13	14	16	11	IV	4	15	13	9	3						
JOB/Person	A	B	C	D																														
I	2	10	9	7																														
II	15	4	14	8																														
III	13	14	16	11																														
IV	4	15	13	9																														
04	a)	The school of international studies for population found out by its survey that the mobility of a population of a state to the village, town and city is in the following percentages <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Village</th> <th>Town</th> <th>City</th> </tr> </thead> <tbody> <tr> <td>Village</td> <td>50%</td> <td>30%</td> <td>20%</td> </tr> <tr> <td>Town</td> <td>10%</td> <td>70%</td> <td>20%</td> </tr> <tr> <td>City</td> <td>10%</td> <td>40%</td> <td>50%</td> </tr> </tbody> </table> i) Find retention and loss and retention gain. ii) Draw the transition diagram.	Village	Town	City	Village	50%	30%	20%	Town	10%	70%	20%	City	10%	40%	50%	2																
Village	Town	City																																
Village	50%	30%	20%																															
Town	10%	70%	20%																															
City	10%	40%	50%																															
04	b)	Calculate Spearman's rank correlation coefficient from the following data. <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>X</td> <td>12</td> <td>17</td> <td>22</td> <td>27</td> <td>31</td> </tr> <tr> <td>Y</td> <td>113</td> <td>119</td> <td>117</td> <td>115</td> <td>121</td> </tr> </table>	X	12	17	22	27	31	Y	113	119	117	115	121	3																			
X	12	17	22	27	31																													
Y	113	119	117	115	121																													
05		Solve the following Transportation problem (16) <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Destination/S ource</th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>Supply</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>2</td> <td>2</td> <td>2</td> <td>1</td> <td>3</td> </tr> <tr> <td>II</td> <td>10</td> <td>8</td> <td>5</td> <td>4</td> <td>7</td> </tr> <tr> <td>III</td> <td>7</td> <td>6</td> <td>6</td> <td>8</td> <td>5</td> </tr> <tr> <td>Demand</td> <td>4</td> <td>3</td> <td>4</td> <td>4</td> <td></td> </tr> </tbody> </table>	Destination/S ource	A	B	C	D	Supply	I	2	2	2	1	3	II	10	8	5	4	7	III	7	6	6	8	5	Demand	4	3	4	4		4	
Destination/S ource	A	B	C	D	Supply																													
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II	10	8	5	4	7																													
III	7	6	6	8	5																													
Demand	4	3	4	4																														
06	a)	The arrival rate of customers at a banking counter follows Poisson distribution with a mean of 30 per hour. The service rate of the counter clerk also follows Poisson distribution with a mean of 45 per hour.	4																															



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		i) Find the traffic intensity. ii) What is the probability that the counter clerk is idle? iii) What is the probability of having 8 customers in the systems? Find the average number of customers in the queue.																		
	b)	In singing competition, two judges rank the 7 contents as follows. Calculate co-efficient of rank correlation. <table border="1"><tr><td>Judge 1</td><td>5</td><td>4</td><td>7</td><td>3</td><td>1</td><td>2</td><td>6</td></tr><tr><td>Judge 2</td><td>6</td><td>5</td><td>2</td><td>1</td><td>3</td><td>4</td><td>7</td></tr></table>	Judge 1	5	4	7	3	1	2	6	Judge 2	6	5	2	1	3	4	7		5
Judge 1	5	4	7	3	1	2	6													
Judge 2	6	5	2	1	3	4	7													

** BTL: Bloom's Taxonomy Level

** CO: Course Outcomes



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Total Number of Pages: 02

MBA
MB-T-PC-106

1st Semester End Semester Examination: 2023-24

Subject Name: Human Resource Management

BRANCH(S): MBA

Time: 3 Hour

Max Marks: 100

Q. Code: M24112

Answer Question No. I (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				
01	Answer the following questions:	(02 x 10)	CO	BTL
a)	How Human Resource Management is different from Personnel Management?	1	1	
b)	State two important objectives of HRM?	1	1	
c)	Point out two important roles of HR Manager?	2	1	
d)	Differentiate between job evaluation and performance appraisal?	3	1	
e)	What is recruitment yield ratio?	5	2	
f)	What is HR score card?	3	2	
g)	What is vestibule training?	5	2	
h)	What do you mean by central tendency effect in performance appraisal?	5	2	
i)	What do you mean by demand forecasting?	6	2	
j)	Why induction and socialization is important in any organisation?	5	2	
02	Answer any 8 questions	(06 x 8)	CO	BTL
a)	Write a note on evolution of HRM?	1	2	
b)	Discuss the methods and techniques of Recruitment?	2	2	
c)	Discuss the process involved in Selection. How does it differ from recruitment?	2	2	
d)	Define job analysis, how it is linked with other HR functions?	4	2	
e)	What is balance scorecard? Discuss its importance in any organisation?	3	3	
f)	Discuss the different factors influence the Human Resource Planning?	6	3	
g)	What is organizational Change? Define Kurt Lewin's change management process?	5	2	
h)	What is socialization? Discuss various stages of a socialization Programme?	6	3	
i)	Explain in detail about the different strategies of talent management?	5	2	
j)	Throw a light on future of the Human Resource Management function in India.	6	3	
k)	Define HRP, state the different factors that affect the HRP process inside the organization?	3	1	



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1) What is HRIS? Write the importance of HRIS in any organisation?		3	2
Answer any Two questions from the Q-3 to Q-6			
03	a)	Define Human Resource Management. Describe the major components of HRM?	1 2
	b)	Define 'Human Resource Management' and trace its evolution. Elaborate critically the challenges associated with HRM in India.	1 3
04	a)	Discuss the process involved in Selection? Briefly explain the methods of Selection?	2 2
	b)	Discuss the methods and techniques of Recruitment?	2 3
05	a)	Define job analysis, how it is linked with other HR functions?	3 1
	b)	Explain in brief the different roles of HR manager?	3 2
06	a)	Briefly discuss the methods of performance appraisal? Point out some errors in appraisal process?	4 4
	b)	What do you understand by management development and design a management development programme for 'sales professionals' at a retail store?	5 2

** BTL: Bloom's Taxonomy Level

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Total Number of Pages: 02

MBA
MB-T-MM-102

1st Semester End Semester Examination: 2023-24

Subject Name: Marketing Management

BRANCH(S): MBA

Time: 3 Hour

Max Marks: 100

Q. Code: M24110

*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				
01	Answer the following questions:	(02 x 10)	CO	BTL
a)	Differentiate 'marketing' from 'selling'?	1	1	
b)	80: 20 principle is otherwise known as _____.	1	1	
c)	What do mean by a distribution Channel?	2	1	
d)	What is Customer Delight ?	3	1	
e)	What is a USP?	5	1	
f)	What is a Unsought Goods?	3	2	
g)	What do you mean by Guerrilla warfare in the marketing management context?	5	2	
h)	Out of three main components(Communication Message ,Environment & Messenger) of Viral marketing , which one is most critically influence viral marketing and why ?	5	2	
i)	What does Value Addition mean?	6	3	
j)	Amul adopted a type of strategy when it launched Amul Kool and Amul Masti Dahi at a low price with the same level of the quality as that of other competitors in the market and provided the convinces to customers for increasing it market share? Which Marketing strategy did Amul adopted ? Mention one of the characteristics feature of this strategy ?	5	3	
02	Answer any 8 questions	(06 x 8)	CO	BTL
a)	What do you mean by Direct Marketing? Explain the rational for it?	1	2	
b)	Whether green marketing is the need of the hour or is a compulsion for most of the marketers today? Justify your answer by making the 'green marketing' as a foundation stone for the 'social marketing'	2	2	
c)	Can the 80 : 20 principle be applicable in every marketing functions? Prove your answer by any management cases.	2	2	
d)	The Pepsi and Coca-Cola follow this strategy aggressively with the intention to harass each other. When the Coca-cola was the official partner of the world cup, the Pepsi counter-attacked it by using the punch line "Nothing official about it". Thus, These are the major market challenger strategies that a firm may follow depending on its market position and the amount of resources held with the firm. Mention the Strategy adopted by both Pepsi and Coca -cola in the situation mentioned above? Discussed most important feature of this market challenger strategy?.	4	2	
e)	Purchasing a personal computer for an educational institution and purchasing a PC for an individual's home, if will be explained buying roles, then how the	3	3	



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		buying roles will be differing from each other? Justify?		
✓	f)	Explain the bases of segmentation of the consumer market with appropriate examples?	6	3
✓	g)	What is mass Marketing? Explain with Example?	5	2
	h)	"Customer loyalty is simply a theoretical understanding, which can not be practically realized". Explain your arguments for the above said statement keeping in view todays westernized Indian markets.	6	3
	i)	What do you understand by Physical evidence, People and Process of the Service mix (7 Ps)	5	2
	j)	Industrial Goods can be divided into 'three' classes such as : Materials & Parts; Capital Item; and Supplies & services ? Mention TWO features each of these classes/categories ?	6	3
✓	k)	What is the role of Branding in Marketing? Use the Brand Prism to elaborate your answer.	3	4
✓	l)	Consumer Goods can be sub-divided into: Convenience, Shopping and Speciality Goods. Explain with suitable example for each types as mentioned.	3	5
		Answer any Two questions from the Q-3 to Q-6	CO	
03	a)	'Relationship marketing' takes more competitive advantages over the 'transactional marketing'. Do you agree? Justify your answer.	1	2
	b)	An important part of the marketing of product is through product differentiation? Explain this with at least FOUR methods of product differentiation.	2	3
04	a)	Explain the approaches of setting the price of a product in general. Which approach is appropriate for the electric car in Indian scenario?	3	2
	b)	What you understand by Marketing Myopia and why it is so important to a marketer? Gives examples one each of Products / services which out of the market and one product survived because on time aware of the Marketing Myopia ?	2	3
05	a)	Do you think that 'positioning' should necessarily flow logically from 'segmentation' and targeting'? Justify your answer by focusing on various types of positioning.	2	4
	b)	What do you mean by social marketing? Explain the applicability of social marketing for the marketers of tobacco products in Indian scenario.	3	5
06	a)	Why product life cycle is so important and what strategies are used by marketer in different stages of the PLC ?	4	4
	b)	"Brand equity is the sum total of all assets and liabilities of the concerned brand". Expand this statement.	3	5

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