

[This question paper contains 4 printed pages.] *JRS*

Your Roll No.....*23346993419*

Sr. No. of Question Paper : 8024

G

Unique Paper Code : 429801101.

Name of the Paper : MBAFT 6101 –
ORGANISATIONAL
BEHAVIOUR

Name of the Course : Masters of Business
Administration (MBA)

Student : SOL

Semester : I Examination 2024

Duration : 3 Hours Maximum Marks : 70

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper consists of **two** Parts- **A** and **B**.
3. **Part A** is mandatory, **Part B** consist of **6** questions, out of which student need to Attempt any **4** questions.

PART – A (Case study)

(20)

1. Ms. A, an employee with XYZ Ltd. For last 6 years is a dedicated, hardworking, disciplined, idea contributor employee in the organization. She expected a good appraisal and a promotion from her management in the coming appraisal cycle. However, Mr. B got promoted who is a good friend of her boss. Ms. A feels that his promotion is not on the basis of skills or performance of Mr. B as she believes his skills and performance were not as high as her. Ms. A has a perception that her boss is being discriminating and preferred Mr. B on the basis of gender biasness. This episode changed the positive attitude of Ms. A towards negative as she has developed a negative perception toward Mr. B and her boss.

(a) Explain the perception process.

(b) With reference to the case Ms. A might have made a wrong perception of her boss's decision. What steps should Ms. A take in order to make more accurate perception.

PART - B

2. (a) Explain what does introvert and extrovert behavior mean, in context to organization? (4.5)

(b) How is primacy effect different from recency effect? Explain with example. (8)

3. (a) Explain the difference between learning and development. (4.5)

(b) Explain Johari window in context to managing interpersonal relationships. (8)

4. (a) Define motivation and its process. (4.5)

(b) A few rich and socially successful people still keep working in their later years of life. What is the driving force behind this behavior. Explain with a suitable example. (8)

5. (a) Explain the concept of Leadership grip. (4.5)

(b) "Leaders are born, not made". Do you agree with the statement? Explain in detail. (8)

6. (a) Explain different types of teams. (4.5)
- (b) Explain different techniques to eliminate groupthink and group shift. (8)
7. (a) Differentiate between programmed and non-programmed decisions. (4.5)
- (b) Explain various strategies to deal with stress at the organization level. (8)

(4000)

Venn's, Heyne 2nd, Blends, Adams, Equus;

[This question paper contains 4 printed pages.] *JRS*

Your Roll No. *23346993419*

Sr. No. of Question Paper : 8029

G

Unique Paper Code : 429801106 →

Name of the Paper : MBAFT-6106 : Human
Resource Management

Name of the Course : **MBA**

Student : SOL

Semester : I

Duration : 3 Hours Maximum Marks : 70

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper consists of **two** Parts- **A** and **B**.
3. **Part A** is mandatory, **Part B** consist of **6** questions, out of which student need to Attempt any **4**.

PART - A

1. CASE STUDY

The Reliance Communications was established in 2005. It had its plants in six areas in the country. The

company provided both in-company and out-companies executive development programmes. In Company programmes included orientation programmes for apprentice Assistant Executive Engineers. It had a staff college at Bangalore Programmes were conducted at staff college for all types of personnel. In-company programmes included quality management, participative management, time management, etc. The best faculty was drawn from Indian Institute of Management, Universities, Professional Bodies etc. Apart from the four permanent and internal faculty. At present all the four permanent faculty positions are vacant. Evaluation of management development programmes is done as a ritual rather than to make it a part of development process. Evaluation of in-company programme is done at staff college with the objectives of knowing the participants learning and to know how far the participants have found the programme useful. The staff college sends no formal feedback to the functional heads of the departments and also to the corporate personnel and administrative department. It appears to be no formal system that provides the feedback from the participants and out company programmes to their respective functional heads. There exists no evaluation model with pre-training and post-training evaluation and no efforts are made to develop evaluation techniques.

Questions :

- (a) Finding out the reasons for the unsatisfactory conditions of evaluation of management development programmes? (10)
- (b) How do you improve the conditions of evaluation of management development programme? (10)

PART - B

2. There are significant changes taking place in the field of human resource management with the passage of time. Justify the given statement by highlighting the various issues and challenges related to human resource management. (12.5)
3. What do you understand by the term Human Resource Management? Explain its various functions. (2.5+10)
4. (a) Differentiate between recruitment and selection. (6)
- (b) Differentiate between training and development. (6.5)

5. Job analysis process is very crucial for any organization. Justify the statement by highlighting the components of job analysis. (12.5)

6. What measures can be taken for the prevention of the industrial dispute? What are the consequences of industrial disputes? (7.5+5)

7. Explain the process of collective bargaining in India. What can be the contributing factors for the success of collective bargaining in India? (5+7.5)

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JRG

Your Roll No 2324599349

Sr. No. of Question Paper : 8027

G

Unique Paper Code : 429801104

Name of the Paper : MBAFT-6104 : Accounting for Managers

Name of the Course : MBA

Student : SOL

Semester : I

Duration : 3 Hour Maximum Marks : 70

Instructions for Candidates

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2. This paper consists of two Parts- **A** and **B**.
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PART A

1. From the following particulars of Rajender Ltd., prepare a Cash Flow Statement : (20)

Liabilities	2022 Rs.	2021 Rs.	Assets	2022 Rs.	2021 Rs.
Equity Share Capital	7,00,000	5,00,000	Fixed Assets	12,40,000	10,20,000
18% Pref. Share Capital	2,00,000	4,00,000	10% Investments (Long-term)	1,60,000	60,000
Profit and Loss A/c	4,00,000	1,00,000	Debtors (all goods)	1,50,000	80,000
Reserves	1,40,000	1,20,000	Stock	2,70,000	2,80,000
14% Debentures	3,00,000	2,00,000	Cash	3,10,000	60,000
Creditors	1,50,000	40,000	Underwriting Comm.	4,000	15,000
Proposed Dividend	1,50,000	1,20,000	Discount on issue of	6,000	5,000
Provision for Tax	40,000	20,000	Debentures		
Provision for Doubtful	30,000	20,000			
Debts					
Unpaid Dividend	20,000	-			
Unpaid Interest on					
Debentures	10,000				
	21,90,000	15,80,000		21,90,000	15,80,000

Additional Information :

- (a) The provision for depreciation stood at Rs. 3,00,000 on 31.03.2021, and at Rs. 3,80,000 on 31.03.2022. A machine costing Rs. 1,40,000 (book value Rs. 80,000) was disposed off at a loss of 37.5%.
- (b) An Interim Dividend @ 15% was paid on equity shares. New shares and Debentures were issued on 31.03.2022.
- (c) Tax provided during the year was Rs. 30,000
- (d) On 31.03.2022, some investments have been purchased and some Investments were sold for Rs. 1,00,000 at a profit of 20% on Sale value.
- (e) Preference shares were redeemed on 31.03.2022 at a premium of 5%.

PART B

2. Receipts and issue of certain units of goods in Apar Industries for the month of March 2023 are given below :

Date	Particular
1st March, 2023	Opening balance 350 units @ Rs. 30 each.
4th March, 2023	Purchase 115 units @ 35 each.
6th March, 2023	Issue 250 units
9th March, 2023	Issue 125 units
15th March, 2023	Purchase 575 units @ 20 each.
<u>19th March, 2023</u>	Issue 400 units
26th March, 2023	Purchase 180 units @ 50 each.
29th March, 2023	Issue 65 units

You are required to find out the value of closing stock and cost of goods sold (COGS) for the month of March 2023, by using perpetual system of recording of inventory and following methods of valuation of inventory; (a) FIFO Method
 (b) Weighted Average Price Method.

13000, 22005, 25584, 224666
 (12.5)

3. The book value of plant and machinery on 1-1-2021 was Rs. ~~20,000~~ ^{2,00,000} (2 lacs). New machinery for 10,000 as purchased on 1-10-2021 and for & 20,000 on 1-7-2022. On 1-4-2023, a machine whose book value had been Rs. 30,000 on 1-1-2021 was sold for Rs. 16,000. Depreciation had been charged at 10% per annum since 2021 on straight line method. It was decided in 2023 that depreciation

@ 20% p.a. on diminishing balance method should be charged with retrospective effect since 1-1-2021. Show Plant and Machinery Account upto 31-12-2023. Give detailed workings. Also show change of method prospectively. (12.5)

4. The following is the Trial Balance of Modi Ltd. as on 31st March, 2023 :

(12.5)

	(Dr.) Rs.	(Cr.) Rs.
Stock	1,20,000	—
Purchases	41,00,000	—
Sales	—	58,40,000
Returns	24,000	30,000
Manufacturing expenses	2,30,000	—
12% bank loan A	—	2,00,000
Office salaries and expenses	4,49,000	—
Directors' remuneration	3,50,000	—
Building (cost)	5,00,000	—
Plant and machinery (cost)	15,00,000	—
Provision for depreciation :		
On building	—	80,000
On plant and machinery	—	2,90,000
Sundry debtors	5,00,000	
Sundry Creditors	—	1,60,000
Advance tax	35,000	—
Auditor's fees	60,000	—
Interim dividend paid -	50,000	—
Profit and Loss Statement (Surplus)	—	3,60,000
Preliminary expenses	12,000	—
Cash at bank	49,000	—
Bad debts	21,000	—
Provision for bad debts	—	40,000
Share capital	—	10,00,000
	80,00,000	80,00,000

Additional Information :

- (i) Stock on 31-3-2023 was Rs. 2,00,000.
- (ii) Depreciate building 5% on cost and plant and machinery 10% on cost.
- (iii) Make provision for tax at 40%.
- (iv) Provision for bad debts is to be created at 2% on debtors.

- (v) A machine purchased for Rs. 50,000 was wrongly debited to purchases account.
- (vi) Bank loan was raised on 1 October, 2012.
- (vii) Write off preliminary expenses by one-third.
- (viii) The Board of Directors recommended a dividend @ 15% on paid up capital (excluding interim dividend).
- (ix) Corporate dividend tax is 17%
- (x) Transfer to General reserve Rs. 27,000

Prepare final accounts of the company for the year ended 31 March, 2023.

5. Attempt Any **three** Question from the below :— (12.5)

- (a) Make or Buy decisions and outsourcing
- (b) Transfer Pricing
- (c) Capital Budgeting Decisions
- (d) Cost Driver Analysis
- (e) Performance Analysis

6. Write short note on following : (12.5)

- (a) Investment Centre
- (b) Solvency ratio
- (c) Money Measurement Concept

7. With the help of the following ratios regarding Indu Films, draw the balance sheet of the company for the year March 2023 : (12.5)

Current ratio	2.5
Liquidity ratio	1.5
Net working capital	Rs. 3,00,000
Stock turnover ratio (Cost of goods sold/ closing stock)	6 times
Gross profit ratio	20%
Debt collection period	2 months
Fixed assets turnover ratio (on cost of sales)	2 times
Fixed assets to shareholders net worth	.8
Reserves and surpluses to capital	.5

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JRS

Your Roll No. 23346993419

Sr. No. of Question Paper : 8031 G

Unique Paper Code : 429801108

Name of the Paper : Information Technology Management (MBAFT 6108)

Name of the Course : **Master of Business Administration**

Student : SOL

Semester : I

Duration : 3 Hours Maximum Marks : 70

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

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1. WMS-DSS covers many predefined business workflows and what-if cases. Based on scenario rules and collected data, DSS optimizes the business process, adjusts scheduling, etc. Personnel staffing (headcount)

P.T.O.

for each day is advised by DSS based on collected data such as expected inbound shipment, items needed to process in the warehouse, service level agreement (SLA) promised to clients, and other factors like time of the year (Holiday season, Black Friday, Cyber Monday, etc.). A well-designed WMS-DSS standardizes the data quality by setting up business rules about data collection, data generation, and data store procedures. Without a WMS-DSS all decisions need to be made by human decision-makers based on human experience and beliefs, but this increases the complexity of the warehouse operations. On a busy season like Black Friday or Christmas, multiple teams work in parallel while sharing resources. There could be bias based on human emotions. Therefore, it is essential to use automation as much as possible to reduce manual effort and a WMS-DSS can eliminate many manual challenging tasks like scheduling and other decision required efforts. (5×4=20)

- (a) How does a decision support system differ from a transaction processing system?
- (b) List the steps involved in data processing.
- (c) How does a data warehouse support in decision making process?

(d) "Data needs to be collected from multiple sources". What are these multiple sources? How can data be collected from diverse sources?

(e) Give any two examples of report generator software. Also mention any four advantages of making business reports.

2. Write a short note on the following emerging technologies. (12.5)

(a) Blockchain

(b) Cloud Computing

(c) Artificial Intelligence

3. (a) What do you understand by the term e-commerce? List its advantages and limitations. Also explain the e-commerce business models. (1+3+3.5)

(b) Discuss the growth of IT and ITES in India.

(5)

4. (a) Explain the steps involved in Software Development Life Cycle. (3.5)

(b) Discuss the Waterfall mode, Incremental Model and Spiral Model. (9)

5. (a) What are the three different levels in data design? (3)
- (b) Highlight any three striking features of object-oriented programming. (3)
- (c) What is an operating system? Give any two examples. Is it an application software or a system software? Justify your answer. (1+2+3.5)
6. (a) Differentiate between internet, intranet and extranet. (5)
- (b) How is LAN different from MAN and WAN? (4.5)
- (c) Write a short note on Application Service Provider. (3)
7. (a) What kind of services are provided by ISPs? Give examples of any two ISPs. (2+1)
- (b) Write a short note on e-governance. (5.5)
- (c) Draw a flowchart to print the multiplication table of 10. (4)

[This question paper contains 4 printed pages.]

JRS

Your Roll No.....23346993419

Sr. No. of Question Paper : 8028

G

Unique Paper Code : 429801105

Name of the Paper : Marketing Management

Name of the Course : MBA

Student : SOL

Semester : I

Duration : 3 Hours Maximum Marks : 70.

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper consists of **two** Parts- **A** and **B**.
3. **Part A** is mandatory, **Part B** consist of **6** questions, out of which student need to Attempt any **4**.

Part A

1. It was five years ago Mr. Kishan, CEO of Arundhati Enterprise, established the firm for the manufacturing and marketing of garments made from Bamboo fabric. This fabric is environmentally sustainable. Bamboo

fabric is highly breathable, and it is also stretchier than cotton. These garments are generally bought by elite class of metro cities in India. The firm earned a reputation for its bamboo fabric within two years of its inception and enjoyed a monopoly position in the market. Last year, it had a turnover of Rs. 150 crores. The technology used by Arundhati Enterprise is now no longer secret. In fact, a couple of new firms have entered the market offering the same fabric at lower prices. All the firms are spending heavily on their promotional activities and claiming use of the latest technology. MrKishan is worried because of a fall of about 40% in sales of his firm this year. He has been looking after both production and marketing functions though finance is being looked after by a finance manager. Mr. Kishan has recently lowered the price of his product to fight competition, but this has not helped much.

What environmental factors have caused a worry to MrKishan and Why is it necessary to scan the marketing environment? Explain. (20)

Part B

2. Identify at what stages of their respective Product Life Cycle are the following products in the Indian

market and accordingly suggest suitable strategies for these products.

(a) Hybrid Cars

(b) Electric Heaters

(12.5)

3. ABC Ltd. offers a wide range of packaging solutions to various industries ranging from FMCG companies to delivery companies like Amazon. Suggest a promotion mix for the firm. Explain in detail all the elements in the mix. (12.5)

4. Imagine you are a marketing consultant working with a new startup in the fitness industry. The company has developed a revolutionary smart fitness device that tracks various health metrics and provides personalised workout recommendations. Develop a comprehensive plan for segmentation, targeting, and positioning for this product. Identify the relevant market segments, explain why they are chosen, outline the targeting strategy, and propose a positioning strategy. (12.5)

5. Consider a scenario where you are a pricing strategist for a company entering a highly competitive market with a new, innovative product. The product is a

cutting-edge home automation system that integrates smart home devices seamlessly. Develop a comprehensive pricing strategy for this product, taking into account factors such as production costs, competitor pricing, value perception, and the target market. (12.5)

6. Imagine you are a supply chain manager for a company that manufactures organic skincare products. The company has decided to expand its market presence globally. Develop a detailed distribution network strategy for the international market entry. Consider factors such as logistics, channel selection, inventory management, and the role of technology in optimising the distribution process. Discuss the challenges and opportunities associated with establishing an effective distribution network in different regions. (12.5)
7. Explain by taking example how service marketing is different from product marketing. (12.5)

[This question paper contains 8 printed pages.]

JRS

Your Roll No. 233469 93419

Sr. No. of Question Paper : 8025

G

Unique Paper Code : 429801102

Name of the Paper : Data Analysis and Decision Tools (MBAFT-6102)

Name of the Course : Master of Business Administration (M.B.A)

Student : SOL

Semester : I

Duration : 3 Hours Maximum Marks : 70

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper consists of two Sections – Section I and Section II.
3. Attempt atleast two questions from each section and total five questions.

Section I

1. (a) Find mean, median, mode and variance for the following data : (8)

Yield(in quintals)	7.5	13	18.5	20.5	22	23	24	25	26	28
No. of farms	5	8	10	14	6	7	3	4	2	1

- (b) In the following data, the times taken by 40 male students to solve a problem are recorded to the nearest second. Construct a frequency distribution using suitable class interval size. Also prepare a histogram for the same. (6)

138	164	150	132	144	125	149	157
146	158	140	147	136	148	152	144
168	126	138	116	163	119	154	165
146	173	142	147	135	153	140	135
161	145	135	142	150	156	145	128.

2. (a) An automatic detergent packing machine produces packets whose weights are normally distributed with a mean of 8 oz and std. deviation of 0.01 oz.
- (i) What is the probability that a package selected at random will be between 8 oz and 8.015 oz.

(ii) What proportions are between (i) 7.985 & 8 oz (ii) above 8.017 oz. (6)

(b) In a bulb manufacturing company, three machines manufacture 20%, 30% and 50% of its total output and of these, 6%, 3% and 2% are found defective respectively. A bulb is drawn at random and is found to be defective. Find the probability that the defective bulb is manufactured by the first machine. (8)

3. (a) Calculate the coefficient of correlation for the following data :

X	48	33	40	9	18	14	67	24	19	65
Y	12	13	29	6	15	4	20	9	5	19

Interpret the result. (7)

(b) From the following the data, determine the two regression equations :

$\Sigma X = 650$, Mean = 40 and $\Sigma Y = 350$, variance of $X = 4$, Variance of $Y = 6.25$, coefficient of correlation between X & $Y = 0.4$. Also, determine the expected value of Y when $X = 30$. (7)

4. (a) The amount of time that a watch will run without having to be reset is a random variable following a normal distribution with mean 120 days and variance 9 days. Find the probability that such a watch will

(i) Have to be reset in less than 24 days.

(ii) Not have to reset in at least 180 days.

(6)

(b) Using the following data, perform Analysis of Variance (ANOVA) using level of significance as 5%.

(8)

Group I	Group II	Group III
84	131	99
87	120	96
118	143	129
130	145	153

Section II

5. (a) Solve the following LPP by Simplex method :

(10)

$$\text{Maximize } Z = 5x_1 - 4x_2$$

subject to

$$2x_1 + x_2 = 20$$

$$6x_1 + 5x_2 \leq 76$$

$$8x_1 - 3x_2 \leq 50$$

$$x_1, x_2 \geq 0$$

(b) What is an indication of unbounded solution
and alternate optimal solution in optimal simplex
table. (4)

6. (a) A small-scale manufacturing has production facilities for producing two different products. Each of the products require three different operations: grinding, assembling and testing. Product A

requires 15, 20 and 10 minutes of grinding, assembly and testing respectively, whereas product B requires 7.5, 40 and 45 minutes of grinding, assembly and testing respectively . The production run calls for at least 7.5 hours of grinding time, at least 20 hours of assembling time and at least 15 hours of testing time. If product A costs Rs. 60 and product B costs Rs. 90 to manufacture. Determine the number of units of each product the firm should produce in order to minimize the cost. Use graphical method. (7)

(b) Obtain the dual of the following primal problem :

$$\text{Maximize } Z = 2x_1 + x_2 + x_3$$

$$\text{Subject to } x_1 + x_2 + x_3 \geq 6,$$

$$3x_1 - 2x_2 + 3x_3 = 3,$$

$$-4x_1 + 3x_2 - 6x_3 = 1,$$

$$x_1, x_2 \geq 0, x_3 \text{ is unrestricted.}$$

(7)

7. (a) Solve the following transportation problem using North West Corner Rule and Vogel's Approximation Method (VAM) and find the corresponding transportation cost. 31,500, 32,500. (7)

Origin	Destinations				Supply
	A	B	C	D	
1	3	2	7	6	6000
2	7	5	2	3	3000
3	2	5	4	5	1500
demand	5000 3000	4000	2000	1500	10,500

- (b) A department of a company has five employees (I, II, III, IV and V) with five jobs (A, B, C, D and E) to be performed. The time (in hours) that each man takes to perform each job is given in the matrix.

	I	II	III	IV	V
2 A	10	5	13	15	16
1 B	3	9	18	13	6
5 C	10	7	2	2	2
3 D	7	11	9	7	12
4 E	7	9	10	4	12

How should the jobs be allocated, one per employee, so as to minimize the total man-hours?

23

(7)

8. Write short notes on following (Attempt any **five**)

(14)

- (i) Type 1 and Type 2 error
- (ii) One tail vs Two tail test
- (iii) Feasible solution vs optimal solution
- (iv) Sensitivity Analysis
- (v) Big M method
- (vi) Slack, surplus and artificial variables
- (vii) ~~Sensitivity Analysis~~ Unbounded f
Alternate Solutions.

[This question paper contains 8 printed pages.]

JRS

Your Roll No. 23346993419

Sr. No. of Question Paper : 8030

G

Unique Paper Code : 429801107

Name of the Paper : MBAFT-6107 : Business
Communication

Name of the Course : **Master of Business
Administration (MBA)**

Student : SOL

Semester : I

Duration : 3 Hours Maximum Marks : 70

Instructions for Candidates

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2. This paper consists of **two** Parts- **A** and **B**.
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Part A (Case Study)

1. **Johnson & Johnson's Tylenol Poisoning Crisis
(1982)**

Background:

In September 1982, Johnson & Johnson faced a severe crisis when seven people in the Chicago area died after ingesting Extra-Strength Tylenol capsules laced with cyanide. This incident marked the first widely publicized case of product tampering in the United States. Johnson & Johnson's Tylenol brand, a market leader, was suddenly associated with a life-threatening danger.

Impact:

The crisis had an immediate and devastating impact on Johnson & Johnson. Sales of Tylenol plummeted, and the company's stock value dropped significantly. The entire pharmaceutical industry faced heightened scrutiny, and consumers across the country were gripped by fear and mistrust. The incident raised questions about product safety and tamper-proof packaging, leading to a nationwide panic.

Crisis Communication Strategy:**Initial Response and Fallout:**

Johnson & Johnson acted swiftly, recalling 31 million bottles of Tylenol, ceasing production, and issuing a

nationwide warning not to consume any Tylenol products. The company worked closely with law enforcement and the FDA to investigate the tampering. Despite Johnson & Johnson's prompt and transparent response, the financial impact was substantial. The company faced immediate losses of over \$100 million due to the product recall.

Change in Approach:

Johnson & Johnson introduced tamper-resistant packaging, setting an industry standard to prevent future tampering incidents. The company collaborated with the pharmaceutical industry, the FDA, and law enforcement to advocate for regulatory changes requiring tamper-evident packaging. The company also shifted its communication focus from crisis management to rebuilding trust. The company even launched a massive advertising campaign to reassure the public of Tylenol's safety, emphasizing the new tamper-resistant packaging.

Engagement with Stakeholders through Social Media:

The company established clear communication channels with the media, regularly updating them on the progress of the investigation, the scope of the recall, and the steps being taken to address the crisis. CEO James

Burke took a visible leadership role, expressing empathy, concern, and commitment to consumer safety in media appearances. Regular press conferences and releases were held to provide updates on the investigation and the company's actions. The company openly accepted responsibility for the crisis, even though it was later determined that the tampering occurred after the product had left the factory. This immediate acceptance of responsibility helped build trust and conveyed a commitment to consumer safety. In the aftermath of the crisis, Johnson & Johnson launched extensive advertising campaigns as well to rebuild trust.

- (a) What is Crisis Communication? Critically analyse the above case and discuss the issues faced by the company and the Crisis Management Strategies employed to save its reputation and regain the confidence of customers. (6)
- (b) What are the pivotal lessons that can be drawn from the Johnson & Johnson Tylenol Poisoning Crisis regarding crisis management, ethical considerations, and reputation rebuilding? Support your response with specific examples from the case study to illustrate these lessons. (4)

- (c) Write a new case study on crisis communication. Take cues from the above case study. Also, mention the outcomes and learnings/take aways from the case study at the end. (10)

Part B

2. "In today's dynamic business environment, effective communication within teams is imperative for achieving organizational goals."

Discuss the above statement, highlighting the role of leadership in fostering a communicative and collaborative team environment. Explore how leaders can leverage communication strategies to enhance team cohesion, decision-making, and innovation. Support your discussion with relevant examples.

(12.5)

3.  Read the following case study and answer the questions.

Background:

A multinational technology company, headquartered in Silicon Valley, expanded its operations to a new market in the Middle East. The company embraced

diversity in its workforce but encountered challenges when establishing a cross-cultural team consisting of employees from both the headquarters and the new Middle Eastern branch. Cultural differences and ethnocentrism bias became a significant impediment to effective collaboration and team synergy.

The Issue:

Despite the company's commitment to diversity, it became evident that the global team faced difficulties in communication, decision-making, and project execution due to ethnocentrism bias. The Western team members brought a fast-paced and individualistic work culture, while the Middle Eastern team members valued a more collective approach, emphasizing consensus and relationship-building. These cultural disparities led to misunderstandings, delayed project timelines, and a decline in team morale.

Scenario:

The clash in work styles and communication norms resulted in frequent misinterpretations of intentions and goals. The Middle Eastern team felt overshadowed by the assertiveness of their Western counterparts, and the lack of a shared understanding hampered the efficient exchange of ideas. Project deadlines were

compromised as the team struggled to find a common ground for decision-making processes.

(a) Define the concept of ethnocentrism and illustrate how it can impede the effectiveness of a global team. Provide a brief example from the case study to highlight the specific challenges faced by the multinational technology company. (4.5)

(b) Examine the consequences of ethnocentrism on the global team dynamics in the case study. Propose three strategies that the company can implement to address and overcome these cultural challenges, fostering a more inclusive and collaborative work environment across its diverse team. Justify each strategy with specific considerations based on the presented scenario. (8)

4. (a) What should be kept in mind while responding to a request for proposal? Elaborate. (4.5)
- (b) Imagine you are the Training Manager in the Department of Business Management, University of Delhi. Your department has received a Request for Proposal (RFP) from a multinational company seeking a three-day training program on 'Soft Skills.' Develop a comprehensive response that

utilizes text, infographics, and other necessary tools to highlight the institute's capacity in delivering an impactful training program. Detail the essential components you would incorporate in your response to address the company's requirements and expectations effectively. (8)

5. Examine the significance of negotiation skills within the realms of both business transactions and interpersonal connections. Provide instances of successful negotiation strategies that play a pivotal role in achieving favorable results. (12.5)

6. Examine the importance of non-verbal communication skills in the context of business communication. Identify and provide detailed explanations of various types of non-verbal skills that play a crucial role in influencing business interactions and relationships. Furthermore, explore and elaborate on effective strategies for mitigating communication barriers that may arise in the workplace due to misunderstandings. (12.5)

7. Elaborate on the functions of a Corporate Communications Department. Provide an example to illustrate the significance of corporate communication. (12.5)

[This question paper contains 4 printed pages.]

JRS

Your Roll No. 23346993419

Sr. No. of Question Paper : 8026

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Unique Paper Code : 429801103

Name of the Paper : MBA FT-6103: Managerial Economics

Name of the Course : MBA

Student : SOL

Semester : I

Duration : 3 Hours Maximum Marks : 70

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This paper consists of **two** Parts- A and B.
3. **Part A** is mandatory, **Part B** consist of 6 questions, out of which student need to Attempt any 4 questions.

PART A (Case study)

1. Zenith Manufacturing operates in a competitive market, producing a specialized product. The company's fixed costs amount to \$500, reflecting

P.T.O.

expenses that don't change regardless of production levels. However, the total variable costs vary with different output levels, as shown in the table below:

Total Output	Total Variable Costs
0	\$0
1	\$50
2	\$120
3	\$210
4	\$330
5	\$480

- (a) Calculate the Total costs, Average variable cost, Marginal and Average Total cost at each level of output.
- (b) Plot the Total cost curve, Average variable cost curve, Average total cost curve, Fixed Cost curve and Marginal Cost curve of the Zenith Manufacturing.
- (c) Discuss the relationship between the marginal cost curve and the average variable cost curve. Analyze how these curves relate to the total cost curve and their implications for decision-making.

(d) Identify the point at which the firm begins experiencing diminishing marginal returns. Explain how this impacts the company's costs and production decisions.

PART B

2. (a) "A retail manager notices that when they increase the price of a certain product by 15%, the quantity sold drops by 20%." Explain how this observation aligns with the Law of Demand. Give reason behind the inverse relationship between price and demand. Give real-world scenarios where the Law of Demand might not hold as expected.

(b) "If the price of Product X increases by 8% and the quantity demanded for Product Y decreases by 12%, what is the cross elasticity of demand between Product X and Product Y? Interpret the value obtained."
3. In an oligopolistic market with total demand for a product at 1000 units, Firm A and Firm B, the primary competitors, influence each other's profits based on their production levels. Explain using Cournot's model and considering the Nash equilibrium, how do these firms strategize their production quantities to maximize their profits?

4. Discuss the concept of returns to scale and its implications for production in the long-run.
5. Explain how an increase in income affects the consumption pattern of normal goods versus inferior goods, highlighting the interplay between the income effect and the substitution effect in shaping consumer behavior.
6. How do externalities contribute to market failures, and can you provide an example demonstrating how externalities disrupt market equilibrium and lead to inefficient resource allocation? What mechanisms or strategies can governments employ to address these market inefficiencies?
7. Compare and contrast the short-run equilibrium conditions for firms operating under perfect competition, monopolistic competition, and monopoly. Discuss the price and output decisions, as well as the economic profits or losses, in each of these market structures at the short-run equilibrium.