

Code No: G-501/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Management and Organizational Behaviour
Paper No. MB – 101

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the roles of a Manager?
2. Define Perception
3. Define Situational Analysis
4. Write Alderfer's classes of needs
5. Define Group Cohesiveness

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the functions of Management.
(OR)
(b) Illustrate management as a process and discuss its implications.
7. (a) Define personality and explain various types of personalities.
(OR)
(b) Explain the characteristics of the perceiver, target and situation with examples.
8. (a) What are the determinants of organizational structure?
(OR)
(b) Discuss the levels of corporate culture through Ice-berg analogy.
9. (a) What are the pre-requisites for effective change in an organization? Explain how a planned change could be managed.
(OR)
(b) Discuss the successful traits of leaders.
10. (a) Explain the types of organizational conflicts and discuss the reactions to conflict.
(OR)
(b) Describe the classification of organizational communication and explain the types of organizational communication network.

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 20
Subject: Accounting for Management
Paper No. : MB-102

Time: 3 Hours

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PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 1)

1. Define Accounting? Discuss.
2. What is Depreciation? Explain the causes of depreciation?
3. What do you mean by Liquidity Ratio and Turnover Ratio?
4. What is Tax Planning?
5. Discuss about Material Variance

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 1)

6. (a) Briefly explain different accounting concepts and conventions?
(OR)
 (b) Prepare Trial Balance from the following balances

	Rs.		Rs.
Sales	1,07,000	Capital	1,00,000
Sales Returns	12,800	Discount received	1,800
Purchases	62,400	Plant and Machinery	35,000
Purchase Return	12,400	Bank Overdraft	20,000
Opening Stock	15,000	Trade Expenses	1,500
Wages	10,600	Furniture	5,000
Sundry Creditors	32,500	Loose tools	3,200
Wages Outstanding	1,400	Insurance	500
Carriage Outward	1,400	Drawings	3,000
Coal and Gas	2,500	Bank Charges	500
Commission	1,000	Salaries	4,500
Factory Building	1,00,000	Plant Depreciation	2,000
Sundry Debtors	15,000		

7. (a) What is Capital and Revenue Expenditure? Distinguish between Capital and Revenue Expenditure?

(OR)

- (b) ABC & Co. Purchased a Machinery on 1st July 2017 at cost of Rs.53,000 and Rs.2,000 on its installation. The Firm Writes off Depreciation at 20% of the original cost every year, The Books are closed on 31st December every year. Prepare the Machinery Depreciation Account for the year 2017 and 2018.
8. (a) Define Ratio Analysis. Explain the Managerial uses, advantages and disadvantages.

- (b) Using the following information, compute the balance sheet items for a firm having a sales of Rs.36 Lakhs.

Sales / Total Assets 3, Sales / Debtors 15
 Sales / Fixed Assets 5, Current ratio 2:1
 Sales / Current Assets 7.5, Total Assets / Net worth 2.5
 Sales / Inventories 20, Debt / Equity 1

9. (a) Define Cost. Discuss various Cost Concepts?

(OR)

- (b) The summarized balance sheet of Bhadresh Ltd. as on 31.12.2019 and 31.12.2020 as follows:

Liabilities	2019	2020	Assets	2019	2020
Share Capital	4,50,000	4,50,000	Fixed Asset	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Investment	50,000	60,000
P & I A/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtor	2,10,000	4,55,000
Tax Provision	75,000	10,000	Bank	1,49,000	1,97,000
Mortgage Loan	--	2,70,000			
	10,49,000	12,42,000		10,49,000	12,42,000

Additional details:

- (i) Investment costing Rs.8,000 were sold for Rs.8,500
 (ii) Tax provision made during the year was Rs.9,000
 (iii) During the year part of fixed assets costing Rs.10,000 was sold for Rs.12,000 and profit was included in P & L A/c. You are required to prepare cash flow statement for 2020.

10. (a) You are given the following data:

Year	Sales	Profit
2019	12,00,000	80,000
2020	14,00,000	1,30,000

Calculate:

- (i) P/V Ratio
 (ii) Break Even Point
 (iii) Profit when sales are Rs.18,00,000
 (iv) Sales required to earn a profit of Rs.1,20,000
 (v) Margin of Safety in 2020?

(OR)

- (b) Draw the Break Even Chart? State the assumptions and Managerial uses of Break Even

en concept

Code No: G-402/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Accounting for Management
Paper No. : MB-102

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write about Static & Dynamic view
2. Discuss the features of Trading Account
3. Discuss the objectives of Financial Statement Analysis
4. What is Common Size Statement Analysis?
5. Write about Make or Buy Decision

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Prepare a Trial Balance from the following Balances

Particulars	Amount (Rs.)
Capital	60,000
General Expenses	5,400
Provision for doubtful debts	1,500
Office Rent	2,000
Machinery	28,000
Furniture	10,000
Bills Payable	4,200
Carriage Inward	1,500
Purchases	68,000
Sales	94,500
Carriage Outwards	1,700
Debtors	23,500
Creditors	14,300
Opening Stock	20,500
Drawings	7,200
Cash at Bank	4,700

(OR)

- (b) Explain in detail about Accounting Concepts.

a) On 31st March, 2003, the following trial balance was extracted from the books of ABC Ltd.

Particulars	Debit (Rs.)	Credit (Rs.)
Capital	-	50,000
Plant & Machinery	80,000	-
Sales	-	1,77,000
Purchases	60,000	-
Returns	1,000	750
Opening Stock	30,000	-
Discount	350	-
Bank Charges	75	-
Sundry Debtors & Creditors	45,000	25,000
Salaries	6,000	-
Manufacturing Wages	10,000	-
Carriage Inwards	750	-
Carriage Outwards	1,200	-
Bad debts Provisions	-	525
Rent, Rates & Taxes	10,000	-
Advertisement	2,000	-
Cash in Hand	900	-
Cash at Bank	6,000	-
	2,53,275	2,53,275

You are required to prepare Trading, Profit & Loss Account of the year ended 31st March 2003 and the balance sheet as on that date

The following adjustments are required:

- (i) Closing Stock Rs.35,000
- (ii) Depreciation Plant & Machinery @6%
- (iii) Bad debts provision to be adjusted to Rs.500
- (iv) Interest on capital to be allowed @ 5% per annum.

(OR)

b) Distinguish between Capital & Revenue Expenditure.

a) Explain the meaning, need and importance of financial statement analysis.

(OR)

b) Define Profitability Ratios and discuss its types.

a) Prepare Cash Flow Statement from the following as on 31st December 2020

Liabilities	2019 (Rs.)	2020 (Rs.)	Assets	2019 (Rs.)	2020 (Rs.)
Equity Share Capital	20,000	25,000	Plant	40,000	43,000
Debenture	20,000	12,000	Stock	6,000	10,000
Creditors	12,000	15,000	Debtors	12,000	8,000
P&L Account	12,000	16,000	Cash	6,000	7,000
	64,000	68,000		64,000	68,000

Code No: G-402/BL

-3-

10. (a) What is CVP Analysis? What are the objectives and assumptions of CVP Analysis? Explain.
(OR)

(b) From the following details. Find out

- (i) Contribution per Unit (ii) BEP (iii) Margin of Safety (iv) Profit
(v) Volume of Sales to earn a profit of Rs.24,000

Units sold 20,000, Total Sales Rs.60,000, Total Variable cost Rs.30,000,
Total Fixed Cost Rs.18,000

Code No: G-503/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Marketing Management
Paper No. MB – 103

Time:3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What is Market and Marketing?
2. What do you understand by Market Segmentation?
3. Define the term Channel of distribution.
4. What do you mean by Industrial Marketing?
5. Define Consumerism?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss in detail the various marketing management philosophies and tasks.
(OR)
(b) What are the major components of micro and macro marketing environment?
7. (a) What do you mean by sales forecasting? Discuss its objectives and importance.
(OR)
(b) What do you understand by target market? Explain the various strategies for reaching the target markets.
8. (a) Examine the concept of product life cycle and discuss how it is related to the different stages of market development.
(OR)
(b) What do you understand by sales promotion? Discuss the various techniques which are being used for consumer promotion.
9. (a) Discuss about the various steps involved in consumer decision making process in both high involvement product.
(OR)
(b) Elaborate the difference between industrial buyer behaviour and consumer product buying behaviour. Explain the stages in adoption process.
10. (a) What do you understand by sales organization? Describe the factors that determine the structure of a sales organization.
(OR)
(b) Write briefly about the following:
 - (i) Annual Plan Control
 - (ii) Efficiency Control.

Code No: G-043/BL

FACULTY OF MANAGEMENT
MBA (CBCS) / MBA (Technology Management) I – Semester (Backlog) Examination,
June / July 2025
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Marketing Management
Paper : 103

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. What is Product/Market Opportunity Matrix?
2. Define Mass Market and Niche Market.
3. Define Marketing Audit.
4. What is AIDA model?
5. Define Brand.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Investigate the impact of the micro and macro environment on a company's marketing activities.
(OR)
(b) Discuss the importance of coordination and integration between marketing and other functional areas.
7. (a) Explain in detail about different bases for segmentation. How does the choice of segmentation bases impact marketing strategies?
(OR)
(b) Explain the different techniques and models employed for sales forecasting in business.
8. (a) Explain the concept of Product Mix and discuss the considerations involved in managing a product line and product mix.
(OR)
(b) Explore the concept of the product life cycle and its implications for marketing decisions.
9. (a) Discuss the Model of Buyer Behavior and its relevance in predicting and analyzing consumer choices.
(OR)
(b) Investigate the unique characteristics of services markets and strategies employed in service marketing.
10. (a) Examine various types of marketing organization structures and evaluate their impact on the efficiency and effectiveness of marketing activities.
(OR)
(b) Analyze the role of digital marketing in contemporary business.

PART – C

Case Study – (10 Marks)

Maximizing Market Penetration for ABC Electronics:

ABC Electronics, a leading player in the consumer electronics industry, is facing challenges in maximizing its market penetration for its latest flagship smartphone. Despite having cutting-edge features, the product is not achieving the desired market share. The marketing team needs to reassess its strategies to ensure a wider reach and increased sales.

The current marketing mix includes online and offline channels, but customer feedback indicates a lack of awareness about the product's unique features. Additionally, competitor products with similar specifications are gaining more attention. The pricing strategy, while competitive, may need adjustment to appeal to a broader customer base.

The promotional efforts have been primarily digital, but traditional channels might be underutilized. The team must evaluate the effectiveness of the current promotional mix and explore opportunities for partnerships or collaborations to enhance visibility.

- (i) How can ABC Electronics enhance awareness about the unique features of its flagship smartphone among the target audience?
 - (ii) What strategies can be employed to optimize the promotional mix, considering both digital
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Code No: G-504/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Statistics for Management
Paper: MB-04

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Discuss Addition Theorem
2. Write about Random variable
3. Write about Random Sampling
4. Elaborate about ANOVA
5. Discuss about Addition model of Time series

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain in detail managerial applications of statistics?
(OR)
(b) A problem in statistics is given to two students A and B. The odds in favour of A solving the problem are 6 to 9 and against B solving the problem are 12 to 10. If both A and B attempt, find the probability of the problem being solved?
7. (a) What is Binomial Distribution? What are its features? Three unbiased coins are tossed together, what is the probability of getting at least one head?
(OR)
(b) The life time in hours of a certain electrical equipment has the normal distribution with mean = 80 and standard deviation=16. (i) What is the probability that the equipment lasts atleast 100 hours? (ii) If the equipment has already lasted 88 hours, what is the conditional probability that it will last at least another 12 hours?
8. (a) What is Hypothesis? Explain the process of testing a hypothesis in detail using business examples?
(OR)
(b) A stock broker claims that he can predict with 80% accuracy whether in NSE stock values will rise or fall during the coming week. As a test he predicts the outcome of 40 stocks and is correct in 28 of the predictions. Does this evidence support the stock broker's claim at 5% level of significance?
9. (a) A certain diet newly introduced to each of the 12 pigs resulted in the following increasing in body weight:
6,3,8,-2,3,0,-1,1,6,0,5 and 4
Can you conclude that the diet is effective in increasing the weight of pigs?
(OR)
(b) A sample analysis of examination results of 200 students was made. It was found that 46 students had failed, 68 secured a third division,62 secured a second division and the rest were placed in first division. Are these figures commensurate with general examination result which is in the ratio of 2:3:3:2 for various categories respectively?

Code No: G-504/BL

-2-

From the following results, obtain the two regression equations and estimate yield of crops when the rainfall is 29 cm. and the rainfall when the yield is 600 kg:

	Yield (in Kg.)	Rainfall (in cm.)
Mean	508.4	26.7
S.D.	36.8	4.6

Coefficient of correlation between Yield and rainfall is 0.52

(OR)

Using the equation of the form $Y=a+bx$, fit a straight line trend for the data given below relating to production ('000 tonnes).

Year	1996	1997	1998	1999	2000	2001	2002
Production('000 tonnes)	60	72	75	65	80	85	95

FACULTY OF MANAGEMENT
MBA (CBCS) / MBA (Technology Management) I - Semester (Backlog) Examination
June / July 2025
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Statistics for Management
Paper No. : MB-104

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Explain Dispersion
2. List the applications of discrete probability distributions.
3. Explain the properties of a good estimator.
4. Discuss applications of t-distribution.
5. Explain Least Square Methods.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) What is meant by measures of central tendency? How are they helpful in managerial decision making?

(OR)

- (b) Comment on the performance of students of the three colleges given below using simple weighted average.

Course	College A		College B		College C	
	Pass %	No. of Students	Pass %	No. of Students	Pass %	No. of Students
M.A	71	3000	80	2000	81	2
M.Com	83	4000	76	3000	76	3.5
B.A	73	5000	73	6000	74	4.5
B.Com	74	2000	76	7000	58	2
B.Sc	65	3000	65	3000	70	7
M.Sc	66	3000	60	7000	73	2

7. (a) Calculate the expected value, variance and standard deviation of the variable for the given data.

X	1	2	3
P(X)	¼	2/4	¼

(OR)

- (b) What is normal distribution? Write its properties and characteristics.

8. (a) Define Sampling. Explain various random and non random methods of sampling using suitable examples.

(OR)

(b) Intelligence test given to two groups of boys and girls gave the following information

	Mean Score	S.D	Number
Girls	75	10	50
Boys	70	12	100

Using appropriate test at 5% level of significance check whether there is a significant difference in the mean scores of boys and girls.

9. (a) Explain Chi-square distribution. What are the characteristics and assumptions of chi-square test.

(OR)

(b) The blood pressure of 5 women before and after intake of a certain drug are given below.

Before	110	120	125	132	36	125
After	120	118	125	136	41	121

Test whether there is significant change in blood pressure at 1% level of significance.

10. (a) What is Time Series Analysis? Explain components and models of time series.

(OR)

(b) Find the two regression equations from the given data. Find the value of Y when X=25 and 45 and the value of X when Y = 22 and 43.

X	24	27	28	32	36	38	46	49
Y	31	34	37	39	41	43	48	55

PART - C
Case Study – 10 Marks

11. A Test Anxiety test was given to three groups of students of X class, classified as high achievers, average achievers and low achievers. The scores obtained on the test are shown below. Does the three groups differ in their test anxiety?

High Achievers	Average Achievers	Low Achievers
15	19	12
14	20	14
11	16	12
12	19	12

Code No: G-404/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Statistics for Management
Paper No. : MB-104

3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Answer all the questions.

(5 x 4 = 20 Marks)

- Define Mean? Explain the advantages of mean.
Define Skewness. What are the types of skewness?
Discuss the assumptions of binomial distribution.
Explain the limitations of small sample tests.
Explain the concept of rank correlation coefficient.

PART – B
(Essay Answer Type)

Answer all the questions.

(5 x 10 = 50 Marks)

- Compute the standard deviation of the ages of participants.

Age Group	20-29	30-39	40-49	50-59	60-69
Frequency	25	40	60	35	20

(OR)

- Kurtosis is often referred to as a measure of the "tailedness" of a distribution. Elaborate on this statement.
- What is Poisson distribution? Explain its assumptions and applications.
- (OR)
- Define normal distribution? Explain its relevancy in inferential statistics.
- A fast-food chain claims that the average sodium content in their fries is 400 mg. A random sample of 36 servings of fries has an average sodium content of 420 mg with a standard deviation of 30 mg. Investigate the claim's validity at a 1% significance level.
- (OR)
- A company wants to compare the average daily sales of two different stores, Store A and Store B. Store A has an average daily sale of 800 with a known population standard deviation of 100. Store B has an average daily sale of 750 with a known population standard deviation of 120. The company wants to determine if there is a significant difference in the average daily sales between the two stores. Use a significance level of 0.05.
- A researcher wants to test whether the average IQ score of a population is significantly different from 100. A random sample of 25 individuals is selected from the population, and their IQ scores are recorded. The sample mean is 105 and the sample standard deviation is 12. Conduct a t-test at a significance level of 0.05.
- (OR)
- What is ANOVA two-way classification? Explain its computational procedure.
- What is correlation coefficient? Explain the procedure to get Karl Pearson's correlation coefficient.
- (OR)
- Discuss the concept and applications of moving averages in time series analysis.

Code No: G-505/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Economics for Managers
Paper: MB-105

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write the decision making under uncertainty.
2. What do you mean by Unitary elasticity?
3. Elaborate Diminishing returns to scale
4. Distinguish Perfect competition vs. Imperfect competition
5. Define Fiscal Budget

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain in detail the role of an Economist in Modern Business Management?
(OR)
(b) " Managerial Economics does not operate in isolation. It is related to other subject too". Deliberate upon the relationship of Managerial Economics with other subjects?
7. (a) Do you agree that there are some exceptions to the law of Demand? If yes, explain them in detail.
(OR)
(b) When the price of commodity X was Rs.10 per unit, people consumed 3000 units. With a fall in price to Rs.9, they consumed 3150 units. State the formula and measure the elasticity of demand for X?
8. (a) Explain the laws of returns to scale. Describe them using Iso- Quants.
(OR)
(b) Mention the salient features of the long run average cost curve. What is its significance in managerial decision making?
9. (a) Is Monopoly and monopolistic market structure same? Compare and Contrast.
(OR)
(b) Discuss in detail price determination in Oligopoly market?
10. (a) What do you understand by inflation? Give its causes and effects on different sections of society.
(OR)
(b) Explain in detail Keynesian theory of Employment and investment.

Code No: G-045/BL

FACULTY OF MANAGEMENT
MBA (CBCS) / MBA (Technology Management) I - Semester (Backlog) Examination,
June / July 2025
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Economics for Managers
Paper No. MB – 105

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Opportunity Cost Concept
2. Write a note on Elasticity of Demand.
3. Law of Return to Scale
4. Oligopoly
5. What is inflation?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Bring out the fundamental concepts of Managerial Economics highlighting Decision Making process.
(OR)
(b) Elaborate on the role and functions of Managerial Economist.
7. (a) Explain the Law of Demand. State its assumptions & exceptions.
(OR)
(b) Discuss the demand forecasting methods.
8. (a) Explain Benham Theory in detail.
(OR)
(b) What is 'BEP'? Discuss the important elements of Break Even Analysis with examples.
9. (a) Compare and contrast Perfect Competition and Imperfect Competition among markets.
(OR)
(b) Give an Overview of Agriculture Market laws and Committees.
10. (a) Elaborate on Keynesian Theory of Employment.
(OR)
(b) Discuss the salient features of Current Budget.

PART – C
Case Study (10 Marks)

11. Read the Case and Answer the questions given.:

According to H&R Block, Inc., the vision of CEO and President Bill Cob for the company is to “proudly positioned H&R Block as the only tax preparation firm that can serve clients with income tax preparation and related services anywhere, anyway and anytime,” (2016).

However why unveiling the company's new vision, values, and purpose the business mindset has taken a complete shift that has to define nothing of the sort in the coming years.

While the company continues to be the leader in the tax preparation industry, it continues to struggle in excelling in financial products and services (H&R Block, Inc. 2016). The company has created a stronger footprint in the international market creating additional markets in India and Brazil, but as far as the United States the company continues to lose market share (H&R Block, Inc. 2016). Creating a year-round presence is nothing new for the company while building a relationship with clients is why founder Henry Bloch established the tax portion of the business.*show more content...*

However, unlike McDonald's over the past three years, H&R Block has been in the market of “land grabbing” and buying back franchised owned offices sadly this is not for better control but to pad numbers for wall street. “Delivering consistent service quality to clients anywhere, anyway and anytime they want to be served” (Coate, 2014). One would think now that the company has almost 70% business ownership that ensures employees understood the vision would be effortless (H&R Block, Inc. 2016). Still, this new vision by Cobb led to a few challenges for H&R Block employees. While the revised vision statement expressed “what” the company was planning to achieve, however, the company did not identify the connection for employees with “how” (Coate, 2014). The biggest issues lay in the fact that, the current vision statement is not known throughout the organization.

Questions:

- (i) What according to you are the reasons for H & R's struggle in excelling in Financial Products and services?
- (ii) Give some comparisons between H&R and Mc.Donald's.
- (iii) Examine how the knowledge of vision statement helps the organization to excel.

Code No: G-405/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Economics for Managers
Paper No: MB-105

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What are the responsibilities of managerial economist in business?
2. Comment on Marginal utility with example
3. What are the Managerial Uses of Production Function
4. What are the strategies of Oligopolists
5. Briefly explain about Expenditure method in calculating National Income

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Discuss the relation of Managerial Economics with traditional economics, operations research, Mathematics, Statistics, Accounting
(OR)
(b) Explain the role and responsibilities of a Managerial Economist
7. (a) State the law of demand. What are the determinants, assumptions and exceptions?
(OR)
(b) Explain about Price, Income and Cross Elasticity of demand
8. (a) Define Production Functions and discuss the determinants of Production.
(OR)
(b) A ship can carry 10000 passengers per month at a fare of 850/- variable cost per passenger is 100/- while fixed cost is 7500000 per month. Find breakeven quantity and sales volume for the ship.
9. (a) What are the main features of perfect competition? How does a firm adjust its policies to a purely competitive situation?
(OR)
(b) Briefly explain about agriculture market and market laws.
10. (a) What are the importance and limitations of Keynesian Theory. Explain.
(OR)
(b) What is Inflation? What are various types? Present causes and consequences of

Code No: G-505/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Economics for Managers
Paper: MB-105

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write the decision making under uncertainty.
2. What do you mean by Unitary elasticity?
3. Elaborate Diminishing returns to scale
4. Distinguish Perfect competition vs. Imperfect competition
5. Define Fiscal Budget

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain in detail the role of an Economist in Modern Business Management?
(OR)
(b) " Managerial Economics does not operate in isolation. It is related to other subject too". Deliberate upon the relationship of Managerial Economics with other subjects?
7. (a) Do you agree that there are some exceptions to the law of Demand? If yes, explain them in detail.
(OR)
(b) When the price of commodity X was Rs.10 per unit, people consumed 3000 units. With a fall in price to Rs.9, they consumed 3150 units. State the formula and measure the elasticity of demand for X?
8. (a) Explain the laws of returns to scale. Describe them using Iso- Quants.
(OR)
(b) Mention the salient features of the long run average cost curve. What is its significance in managerial decision making?
9. (a) Is Monopoly and monopolistic market structure same? Compare and Contrast.
(OR)
(b) Discuss in detail price determination in Oligopoly market?
10. (a) What do you understand by inflation? Give its causes and effects on different sections of society.
(OR)
(b) Explain in detail Keynesian theory of Employment and investment.

Code No: G-506/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: IT Application for Management
Paper No. : MB-106

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write about importance of IT in business.
2. Write about Cloud Computing.
3. Discuss the different types of Browsers.
4. Write about ERP.
5. List out the salient features of IT Act.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What is System Software? Explain various Programs in System Software.
(OR)
(b) Explain about different Input and Output Devices.
7. (a) What is Management Information System? Discuss its types.
(OR)
(b) Explain the Information Systems Concepts in today's Business Environment.
8. (a) Define Topologies. Discuss its types.
(OR)
(b) Explain the Architecture and Functioning of Internet.
9. (a) Briefly discuss the management levels and functional systems.
(OR)
(b) Describe about the electronic fund transfer and its process.
10. (a) Explain different security Threats and Attacks.
(OR)
(b) Discuss the different types of information security Mechanisms in detail.

Code No: G-406/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: I.T. Applications for Management
Paper No. : MB-106

Time: 3 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Programming Languages
2. Cloud Computing
3. Gopher
4. EFT
5. Firewall

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Information Technology. Why Information Technology is required in business and various fields all over the world?
(OR)
(b) Discuss the opportunities and challenges in IT.
7. (a) What is Artificial Intelligence? List the application of AI in real life.
(OR)
(b) What is Big Data? Explain the elements of big data?
8. (a) What is Web Conferencing? Discuss the key features of web conferencing?
(OR)
(b) Differentiate between Search Engine and Web Browser?
9. (a) Define HRIS. Discuss the structural design of an HRIS?
(OR)
(b) What is SDLC? What are the different phases involved in the SDLC process?
10. (a) What is Cyber Security? Mention the types of Cyber Security?
(OR)
(b) Define Cryptography? What are the major applications of cryptography in the modern world?

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Code No: G-507/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Financial Markets and Services
Paper No. : MB-107 (Open Elective I)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Instruction: Answer all the questions.

(5 x 4 = 20 Marks)

1. Money Market
2. Underwriter
3. Financial Lease
4. IRDA
5. International Factoring

PART – B
(Essay Answer Type)

Instruction: Answer all the questions.

(5 x 12 = 60 Marks)

- (a) Who are the main participants in the secondary market? Briefly explain the role of buyers and sellers in secondary market transactions.
(OR)
- (b) What are the challenges faced by Financial services sector in India?
- (a) Define Merchant Banking. What are the main functions of Merchant Banking?
(OR)
- (b) Classify the activities undertaken by Merchant Bankers in Pre and Post issue Management.
- (a) Write short notes on (i) Break Even Lease Rental (ii) Gross Yield based Pricing.
(OR)
- (b) Briefly explain Financial evaluation of hire purchase deals.
- (a) Explain the fundamental legal principle of insurance contract.
(OR)
- (b) Briefly explain the features and different types of Life Insurance policies.
- (a) What is Factoring? Explain different types of factoring and their significance.
(OR)
- (b) Explain the working of various credit rating agencies in India.

Code No: G-508/BL

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Backlog) Examination, June / July 2025
Subject: Managerial Communication
Paper No. MB – 107

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. Write a note on importance of 'Feedback' in communication
2. Discuss Non-Verbal Communication
3. Write any two strategies for making effective presentations
4. Enlist the types of Reports
5. What do you mean by 'Crisis Communication'?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Elaborate on barriers to communication.
(OR)
(b) Demonstrate Listening process highlighting the elements of Good Listening.
7. (a) What are the characteristics of Non-Verbal Communication. Bring out the ways to interpret Non-Verbal Communication.
(OR)
(b) Discuss the process of preparing for and conducting Negotiations.
8. (a) Elaborate on the Non-Verbal dimensions of Presentations.
(OR)
(b) Discuss the effective presentations strategies.
9. (a) Elaborate on structure and types of reports.
(OR)
(b) What are business letters? Discuss on drafting letters relating to orders and replies.
10. (a) What are Investor Relations? Explain the framework for managing investor relations.
(OR)
(b) Why are Government relations important? What are the ways and means of

Code No: F-19101/N

FACULTY OF MANAGEMENT
M.B.A (CBCS) I-Semester Examination, June/July 2024
Subject – Management and Organizational Behaviour
Paper – 101

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Management Process
2. Quality Circle
3. Personality traits
4. Team Building
5. Stress

PART – B

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Elucidate various management thoughts.
(OR)
(b) Discuss the Hawthorne's experiment in the area of organization behaviour.
7. (a) Explain the main approaches to organization structure.
(OR)
(b) What is conflict? Explain the strategies to resolve conflict.
8. (a) Explain the content theories of motivation.
(OR)
(b) Explain Cognitive dissonance and its various conditioning.
9. (a) What is group dynamics? How does group contribute towards the success of an Organization?
(OR)
(b) Discuss the measures taken by employees to maintain work life balance in organization.
10. (a) Discuss the effectiveness of planned change in the organization with an example.
(OR)
(b) Explain Communication process and its impact on organizational development.

Code No: F-19201/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Management Organisation Behaviour
Paper No. : MB-101

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What were the goals of Hawthorne's experiments?
2. Describe the Quality Circle.
3. How many of the Big 5 personality traits are there?
4. Outline the Hersey and Blanchard Model.
5. What are the components of organizational citizenship behaviour?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Evaluate and contrast the traditional and human relations management philosophies.
(OR)
(b) What contributions to the management field did Henry Fayol, F.W.Taylor and Peter Drucker make?
7. (a) What are the advantages and disadvantages of open versus closed decision-making models?
(OR)
(b) What are the key differences between the traditional and modern models of organizational design?
8. (a) Explain how classical, operant and reinforcement conditioning are different.
(OR)
(b) What are the motivational content and process theories?
9. (a) Explain the Managerial Grid Model.
(OR)
(b) Describe the differences between Trait and Behavioral Approaches to Leadership.
10. (a) What methods are suggested for a company managing change?
(OR)
(b) How does behavioural entropy affect learning in organizations?

Code No: F-19026

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, June / July 2024
Subject: I.T. Applications for Management
Paper No. MB – 106

Time: 3 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Role of IT in Business
2. Internet of Things (IoT)
3. FTP
4. CPFR
5. Cryptography

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Computer Software. Explain about various types of Computer Software's with suitable examples.
(OR)
(b) What is Computer Programming? Explain the classification of programming languages?
7. (a) What is Mobile Computing? What are the two different types of mobility in Mobile computing?
(OR)
(b) What is Artificial Intelligence? What are the examples of AI in real life?
8. (a) What is network topology and types of network topology?
(OR)
(b) What is FTP? What are the three components of FTP?
9. (a) What is SDLC? Explain the process of SDLC?
(OR)
(b) Define KMS. What are the knowledge management processes and its importance in business?
10. (a) What is a firewall? What are types of firewalls?
(OR)
(b) Briefly the silent features of IT Act in India?

Code No: F-19021

FACULTY OF MANAGEMENT
M.B.A. (CBCS) I– Semester Examination, June/July-2024

Subject: Management and Organizational Behaviour
Paper – I

Time: 3 Hours

Max. Marks: 70

PART – A

Note: Answer all the questions.

(5x4 = 20 Marks)

1. Describe Systems approach to management.
2. Define Quality circle.
3. How are Perception and attribution related?
4. Explain Managerial grid.
5. What is meant by Organizational climate?

PART – B

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Appraise the systems approach to management.
(OR)
(b) Discuss the important functions of management.
7. (a) Explain the suitability of matrix structure for the global business.
(OR)
(b) How do you design quality of worklife programme to motivate employees in general.
8. (a) Explain the big 5 personality traits.
(OR)
(b) What is transactional analysis? Explain various kinds of transactions.
9. (a) Discuss the trait theory of leadership.
(OR)
(b) What is the purpose and interventions of team building?
10. (a) Differentiate between distress and eustress.
(OR)
(b) Explain the various characteristics of OD.

Code No: F-19106/N

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (New) Examination, June / July 2024
Subject – IT Applications for Management
Paper : MB-106

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Hardware
2. Robotics
3. WWW
4. Electronics fund transfer
5. Cryptography

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss role of IT in business with its Opportunities and challenges.
(OR)
(b) Differentiate between Hardware and Software with their advantages and disadvantages.
7. (a) Explain IoT of things. How is it different from its earlier system?
(OR)
(b) Differentiate between Artificial intelligence and robotics.
8. (a) Explain the various web conferencing platforms.
(OR)
(b) Discuss various browsers and search engines with their advantages and disadvantages.
9. (a) What is Knowledge Management system. Discuss its important elements which contributes towards the success of the organization.
(OR)
(b) Explain the usefulness of information system in Marketing in Detail.
10. (a) Explain need for cyber laws with its benefits and issues.
(OR)
(b) Explain in detail the IT Act.

Code No: F-19025

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, June / July 2024
Subject: Economics for Managers
Paper: MB 105

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define cross elasticity of demand and state its importance.
2. Write notes on laws of returns to scale.
3. What are the main features of monopoly?
4. What is opportunity cost? Give example.
5. Briefly present various types of Inflation.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Discuss the nature and scope of Managerial Economics.
(OR)
(b) Explain the role and responsibilities of a Managerial Economist.
7. (a) State the law of demand. What are the determinants of demand?
(OR)
(b) What is the significance of demand forecasting? What are the steps involved in forecasting demand?
8. (a) Discuss various economies of scale. Do they result in monopolies? Comment.
(OR)
(b) Explain Laws of return to scale?
9. (a) What are the main features of perfect competition? How does a firm adjust its policies to a purely competitive situation?
(OR)
(b) Briefly explain price determination under monopolistic competition market structure.
10. (a) Briefly present about Gross Domestic Product, Gross National Product, Personal Income, Disposable Personal income, Per Capita income.
(OR)
(b) What are the importance and limitations of Keynesian Theory?

Code No: F-19105/N

FACULTY OF MANAGEMENT
MBA (CBCS) I – Semester (New) Examination, June / July 2024
Subject: Economics for Managers
Paper: MB105

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Uncertainty and Risk
2. Cross elasticity
3. Iso- cost curve
4. Monopoly vs Oligopoly
5. Cost push inflation

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the scope of Managerial Economics in decision making?
(OR)
(b) Explain in detail the objectives accomplished by Managerial Economics in business?
7. (a) What is the significance of Demand analysis to a manager? Explain with the help of concept of Elasticity?
(OR)
(b) Explain law of diminishing marginal utility? Mention assumptions & exceptions distinctly?
8. (a) What is production function? How does a long run production function differ from a short run production function?
(OR)
(b) Bombay petrol pump buys petrol at Rs.89 per litre and sells at Rs.97 per litre. Its weekly fixed costs are measured to be Rs.1000. How many litres of petrol the firm has to sell to break –even point?
9. (a) Distinguish between perfect competition and Monopoly.
(OR)
(b) Discuss in detail about Agriculture Market Committees?
10. (a) “ Recently the prices of tomatoes have touched Rs.200 a kg.” Explain the control technique adopted by Government?
(OR)
(b) Discuss in detail the different methods of measuring National Income?

Code No: F-19207/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: IT Application for Management
Paper No. : MB-105 (Open Elective-II)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Business in Information age
2. Network Topologies
3. Artificial Intelligence
4. E-Governance
5. Digital Signature

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Computer Based Information Systems. Explain in detail.
(OR)
(b) List the various categories of Information Systems with examples.
7. (a) Define Computer Network. Explain different types of networks.
(OR)
(b) Discuss the elements, characteristics and applications of multimedia.
8. (a) What are Intelligent Systems? List different types of Intelligent Systems?
(OR)
(b) Define Database? Discuss advantages and disadvantages of databases.
9. (a) Explain the emerging trends in e-commerce applications.
(OR)
(b) Identify and classify different Mobile Applications? Explain its advantages and disadvantages.
10. (a) What do you mean by biometric authentication? List its types.
(OR)
(b) Explain Cyber Security issues in India.

Code No: F-19208/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Business Communication
Paper No. : MB-105-2
Open Elective - II

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Listening
2. What is Negotiation?
3. What are Business Reports?
4. List the uses of presentation.
5. Who is a Investor?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) List the barriers to communication? And how to overcome the barriers to Communication.
(OR)
(b) Explain the importance and principles of feedback in communication process.
7. (a) Write the functions of non verbal communication.
(OR)
(b) Distinguish verbal and non-verbal communication.
8. (a) Explain the methods of Speaking? And how to make effective public speaking?
(OR)
(b) Explain the guidelines involved in making effective presentation.
9. (a) Write a letter stating the complaint to the education officer regarding mass copying in exam.
(OR)
(b) Write a detailed note on the Structure of the Report.
10. (a) Elucidate role of press and media in social awareness programmes.
(OR)
(b) How to manage the relations with Government? Explain way and means.

Code No: F-19209/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Customer Relationship Management
Paper No. : MB – 105
Open Elective - II

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is Relationship Marketing?
2. Why Customer Retention is important?
3. What are CRM Outputs?
4. What is Sales Force Automation?
5. What are CRM Metrics?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the types of CRM and also list the benefits of implementing CRM.
(OR)
(b) Explain the need for factors responsible for the growth of CRM.
7. (a) Define the following terms: (i) Customer Expectations and (ii) Customer Loyalty.
(OR)
(b) With an increase in the number of products sold on online platforms, Web based customer support has gained immense prominence. Discuss in brief the web based customer support services offered in the banking sector.
8. (a) Discuss in brief the various ways in which customer centricity can built in organizations.
(OR)
(b) Briefly explain the CRM strategy development process.
9. (a) Explain at length the role of Call Centres in proving Customer Support.
(OR)
(b) Discuss the role of CRM in the manufacturing sector.
10. (a) "The role of Information Technology is critical to the implementation of CRM". Justify the statement.
(OR)
(b) Explain the various ways in which CRM performance can be measured.

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, June / July 2024
Subject: Statistics for Management
Paper No. : MB-104

Time: 3 Hours

Max. Marks: 70

(Missing data if any may be suitably assumed)

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain the joint probability using an example.
2. Distinguish between discrete and continuous probability distributions.
3. Explain the central limit theorem.
4. What is the paired t-test and when it is used?
5. Explain the concept of multiple and partial correlation.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain how statistical techniques aid in managerial decision making.
 (OR)
 (b) It is estimated that 50% of emails are spam emails. Some software has been applied to filter these spam emails before they reach your inbox. A certain brand of software claims that it can detect 99% of spam emails, and the probability for a false positive (a non-spam email detected as spam) is 5%. Now if an email is detected as spam, then what is the probability that it is in fact a non-spam email?
7. (a) Fit a Poisson distribution for the following data which gives the distribution of the number of items bought by the customers a departmental stores.

Number of items bought (x)	0	1	2	3	4
Number of customers (f)	122	60	15	2	1

(OR)

- (b) Explain the properties and applications of Binomial distribution?
8. (a) The scores of a cricketer in home and outside matches is given below:

Home	85	80	105	120	170	20	15	40			
Outside	20	40	75	5	0	15	30	50	70	20	50

Frame a hypothesis and test whether his performance at home and outside are similar or different. Where do you think he is performing better?

(OR)

- (b) The quality control manager of a tyre company has sample of 100 tyres and has found the mean lifetime to be 30214 km. The population standard deviation is 860 km. construct a 95% confidence interval for mean life time for this particular brand of tyres.

9. (a) What is ANOVA and explain the types of ANOVA? Explain the differences between one way ANOVA and two way ANOVA?

(OR)

(b) In an industry 200 workers, employed for a specific job, were classified according to their performance and training received / not received to test independence of specific training and performance. The data is summarized as follows:

	Performance		
	Good	Not good	Total
Trained	100	50	150
Untrained	20	30	50
Total	120	80	

Use Chi square test for independence at 5% level of significance and write your conclusion.

10. (a) Find the regression lines using the given data:

Sales in Crs	20	25	18	23	40	32
Advertisement expenditure in Lakhs	4	6	5	6	8	8

Also estimate advertising expenditure to have a sale of 50 Crs. Also what will be the sales when advertising expenditure is 10 Lakhs.

(OR)

(b) Explain the various components of a time series. How is each component estimated?

Which are the components that cannot be measured properly? How are the components

Code No: F-19104/N

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (New) Examination, June / July 2024
Subject: Statistics for Management
Paper: MB104

Time: 3 Hours

Max. Marks: 80

(Missing data if any may be suitably assumed)

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Measures of Dispersion
2. Properties of Poisson distribution
3. Properties of Good Estimator
4. Properties of t- Distribution
5. Differentiate between Multiple and Partial Correlation.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain the different measures of central tendency and its application in Business by giving apt examples?
(OR)
(b) A company has two plants to manufacture scooters. Plant I manufactures 70 % of the scooters and plant II manufactures 30%. At plant I, 80% of the scooters produced are of standard quality and at Plant II, 90% of the scooters produced are of standard quality. A scooter is picked at random and found to be of standard quality. What is the chance that it has come from (i) Plant I and (ii) Plant II?
7. (a) According to technology mortality table, the probability that a technology aged 25 years will survive one year is 0.992 and that it will be declared outdated within a year is 0.008. An insurance company offers to sell the user of such a technology a Rs. 1,00,000 one year term technology insurance policy for a premium of Rs.1000. What is the expected gain for the insurance company on a policy of this type?
(OR)
(b) What is Binomial distribution, state its properties and also explain how is it different from Poisson distribution?
8. (a) Explain the different Sampling methods in detail?
(OR)
(b) A simple sample of the heights of 6,400 Englishmen has a mean of 170 cm. and a standard deviation of 6.4 cm. while a simple sample of heights of 1,600 Austrians has a mean of 172 cm. and a standard deviation of 6.3 cm. Do the data indicate that the Austrians are on the average taller than the Englishmen.

9. (a) The demand for a particular spare part in a factory was found to vary from day to day. In a sample study the following information was obtained:

Day	Mon	Tue	Wed	Thu	Fri	Sat
No. of parts demanded	2214	2215	2110	2120	2126	2115

Test the hypothesis that the number of parts demanded does not depend on the day of the week.

(OR)

- (b) As a head of the department of a consumers research organization, you have the responsibility for testing and comparing lifetimes of four brands. The data is shown below, each entry representing the lifetime of an electric bulb, measured in hundreds of hours.

Brand A	Brand B	Brand C	Brand D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the four brands of electric bulbs are equal?

10. (a) The following table gives aptitude test scores and productivity indices of 8 randomly selected workers:

Aptitude Score	57	58	59	59	60	61	62	64
Productivity Index	67	68	65	68	72	72	69	71

Calculate the Karl Pearsons correlation coefficient between aptitude score and productivity scores and comment on the result?.

(OR)

- (b) The following table relates to the tourist arrivals (in lakhs) during 2015 to 2021 in India.

Year	2015	2016	2017	2018	2019	2020	2021
Tourist arrivals (in thousands)	18	20	23	25	24	28	30

Fit a straight line trend by the method of least squares and estimate the number of

Code No: F-19204/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Business Law & Ethics
Paper – MB 104 – I: (Open Elective – I)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is Free Consent?
2. What are Negotiable Instruments?
3. Define Prospectus
4. What do you mean by Conciliation?
5. List the features of Business Ethics

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) " All contracts are agreement, but all agreements are not contracts." Justify the statement with suitable examples.
(OR)
(b) Define Consideration? What are the legal rules for Valid Consideration?
7. (a) Explain the Conditions and Warranties is Sale of Goods Act.
(OR)
(b) Define Cheque. Explain types of crossing of cheques.
8. (a) Define Company and explain different types of Companies.
(OR)
(b) Write a lengthy note on Appointment and Powers of Directors of a Company.
9. (a) What is Consumer Protection Act? What are the Consumer rights and Responsibilities? How can a consumer file a complaint?
(OR)
(b) Define Intellectual Property Rights. Explain the significance of Patents and Trademark.
10. (a) Define Corporate Social Responsibility. Explain the need and significance of CSR in present day business world.
(OR)
(b) Explain the integrity and ethical consideration in business operation.

Code No: F-19205/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Fundamentals of Technology Management
Paper No. : MB-104-2

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Technology Policy
2. What is Technology Strategy?
3. What is Transfer Agreements?
4. What is Technology Dependence?
5. Define Technology Gaps

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Define Technology Management? List the various implications of Technology Management?
(OR)
(b) What is Technological Change? What factors influences Technological Change?
7. (a) Outline the issues involved in Technology Innovation Chain.
(OR)
(b) Elaborate on Technology Forecasting Methods.
8. (a) Explain the various dimensions of Technology Transfer?
(OR)
(b) Explain how 'Technology Transfer and Absorption process takes place at unit level'.
9. (a) Outline the process involved in Technology Assessment.
(OR)
(b) Identify the various benefits of Technology Absorption.
10. (a) "Science and Technology in India is in a developing mood in India". Do you agree or not? Give reasons.
(OR)
(b) Is Evaluation of Technology necessary? Substantiate your answer.

Code No: F-19206/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Managerial Economic
Paper No. : 104 (Open Elective-I)

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Opportunity Cost
2. What is Consumer Surplus?
3. What are Returns to Scale?
4. Define Peak load Pricing
5. Explain Philip Curve

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the nature and scope of Managerial Economics. How does it differ from traditional economics?
(OR)
(b) Explain the Use of Econometric Models in decision making.
7. (a) Critically examine the theory of Law of Demand with its limitations.
(OR)
(b) What is meant by Demand forecasting? What are the essentials of a good forecast?
8. (a) Discuss the nature and managerial uses of production function.
(OR)
(b) What is CVP Analysis? Explain the managerial uses of CVP Analysis.
9. (a) Differentiate between perfect and imperfect markets.
(OR)
(b) What do you understand by price discrimination? What are its objectives? What are the conditions necessary to make price discrimination effective?
10. (a) Explain the concept of national income and discuss its relevance to business.
(OR)
(b) Discuss the various phases of business cycles.

Code No: F-19103/N

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (New) Examination, June / July 2024
Subject: Marketing Management
Paper Code. MB - 103

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Marketing Mix?
2. Write a short note on Product Positioning.
3. Explain Network Marketing.
4. Identify the usage of ICT in Services Marketing.
5. Write a short note on (i) Consumer Rights (ii) Consumer Forums.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) What is Marketing Strategy? Briefly explain the company's orientations towards market place.
(OR)
(b) What is Marketing Environment? Discuss the company's Micro and Macro environments with suitable examples.
7. (a) Describe the STP strategies used by various organizations with examples.
(OR)
(b) Define Demand? Explain how organizations estimate the current and future demand for their products / services.
8. (a) What is Pricing? Give a brief note on various Pricing Strategies.
(OR)
(b) Explain the various elements of Promotion Mix.
9. (a) Define Consumer Behavior? Discuss the factors affecting consumer buying behavior.
(OR)
(b) What are Services Markets? Explain the emergence of online services in present market conditions,
10. (a) Define Global Markets? Give a brief note on factors affecting Global Marketing Organizations.
(OR)
(b) Conceptualize (i) Annual Plan Control (ii) Profitability control (iii) Efficiency Control.

Code No: F-19203/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Marketing Management
Paper No. : MB-103

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Marketing and list its tasks.
2. List the Targeting approaches?
3. What are Product Line Decision?
4. List the stages in the adaption process.
5. Write about marketing audit objectives.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Explain various Marketing philosophies.
(OR)
(b) What is marketing mix? Elaborate with examples.
7. (a) Explain the basis for market segmentation.
(OR)
(b) Write about product positioning strategies.
8. (a) Define various pricing strategies used in business.
(OR)
(b) Describe the role of public relations and personal selling in promotion mix.
9. (a) Explain the steps in Consumer Behavior model.
(OR)
(b) What are the factors affecting Consumer Behavior.
10. (a) Classify the various types of controls used in marketing.
(OR)
(b) Discuss various types of Marketing Organization structures.

Code No: F-19023

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, June / July 2024
Subject: Marketing Management
Paper: 103

Time: 3 Hours

Max. Marks: 70

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Marketing Mix
2. Differentiation Strategy
3. Product Life Cycle
4. AIDA Model
5. Consumer Rights

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) What do you understand by the concept of Marketing? Give a brief description on origin of Marketing?
(OR)
(b) What is Global Marketing? Evaluate the need for the study of Global Marketing.
7. (a) What is meant by Market Segmentation? Outline the Levels and Bases for Market Segmentation.
(OR)
(b) Explain in detail about various methods of Sales Forecasting.
8. (a) Outline the factors which are affecting product line and product mix decisions.
(OR)
(b) Is Advertising Compulsory for New Products? Explain with the help of some examples.
9. (a) What factors are influencing Consumer Behaviour?
(OR)
(b) Define 'Service Marketing'. Critically examine the use of ICT in Service Marketing.
10. (a) What factors are affecting Global Marketing organization?
(OR)
(b) What is meant by Marketing Audit? Discuss its need and importance.

Code No: F-19202/O

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (Old) Examination, June / July 2024
Subject: Accounting for Management
Paper – MB 102

Time: 3 Hours

Max. Marks: 80

Note: Missing data, if any, may be suitably assumed.

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Accounting Standards
2. Causes of Depreciation
3. Common Size Statement Analysis
4. Tax Evasion Vs Tax Avoidance
5. Prisoner's Dilemma

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss the Significance of Accounting Standards in Global Accounting Environment.
(OR)
(b) From the following details, prepare a Trail Balance as on 31st December 2018.

Particulars	Amount (₹)
Cash in Hand	42,000
Cash at Bank	1,68,000
Bills Receivable	1,80,000
Bills Payable	1,60,000
Sundry Debtors	2,46,000
Sundry Creditors	3,20,400
Capital	5,00,000
Drawings	1,80,000
Sales	10,05,000
Purchases	7,50,000
Carriage Inward	27,000
Salaries	1,20,000
Advertisement	24,000
Insurance	16,000
Furniture	75,000
Stock	1,80,600
Office Rent	20,000

7. (a) What do you mean by Depreciation? Explain different Methods of Depreciation.

- (b) From the following Trial Balance of Sidhaant as on 31st March 2019, Prepare Trading and Profit and Loss Account and Balance Sheet:

Particulars	Amount (₹)	Particulars	Amount (₹)
Capital	1,00,000	Wages	50,000
Creditors	12,000	Bank	10,000
Return outward	5,000	Repair	500
Sales	1,64,000	Stock on 1 st April 2018	20,000
Bills Payable	5,000	Rent	4,000
Plant and Machinery	40,000	Manufacturing Expenses	8,000
Sundry Debtors	24,000	Trade Expenses	7,000
Drawings	10,000	Bad Debts	2,000
Purchases	1,05,000	Carriage	1,500
Return Inward	3,000	Fuel and Power	1,000

Adjustments:

- (i) Closing Stock Valued at ₹ 14,500
- (ii) Depreciate Plant and Machinery by ₹ 4,000
- (iii) Write off bad Debts ₹ 5,000
- (iv) ₹ 400 is due for Repairs.

- (a) What are the categories under which various ratios are grouped. Explain how Solvency And Profitability ratios are useful to different sections of the people.

(OR)

- (b) Compute Sales from the following

Current ratio is 2:1

Liquid ratio is 1.5:1

Current Liabilities are ₹ 4,00,000 and Inventory Turnover Ratio is 9 times.

- (a) What is Cash Flow Statement? Explain the advantages of Cash Flow Statement.

(OR)

- (b) What do you understand by Balance Score Card? Explain briefly the Methodology of BS

-]. (a) What is meant by CVP Analysis? Explain the managerial uses of Break Even Concept.

(OR)

- (b) An automobile manufacturing company finds that the cost of making Part No. 278 in its Own workshop is ₹ 6.00. The same part is available in the market at ₹ 5.60 with an assurance of continuous supply. The Cost data to make the part are;

Material	₹ 2.00
Direct Labour	₹ 2.50
Other Variable Cost	₹ 0.50
Fixed Cost Allocated	₹ 1.00
	₹ 6.00

- (i) Should be part be made or bought?

- (ii) Will your answer be different if the Market Price is ₹ 4.60? Show your calculations clearly.

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, June / July 2024
Subject: Accounting for Management
Paper No. : 102

Time: 3 Hours

Max. Marks: 70

Note: Missing data, if any, may be suitably assumed.

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Dual aspect concept
2. Features of Companies Act 2013
3. Long term Vs. Short term Solvency
4. Cash from operating activities
5. CVP Analysis

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Define the term "Accounting". Explain the process of Accounting with the help of constructive example.
 (OR)
 (b) Differentiate book keeping and accounting. Explain the superiority of Accounting over book keeping.
7. (a) Draw the Balance Sheet according to the Companies Act 2013 and write brief notes on every head of Balance Sheet.
 (OR)
 (a) From the following trial balance, you are required to prepare the final account for the year ending 31.03.2023 and comment on results.

Particulars	Debit	Credit
Opening Stock	3,000	
Capital		25,000
Salaries	2,000	
Sales		7,800
Reserve for bad and doubtful debts		800
Carriage	1,000	
Wages	1,700	
Creditors		1,000
Purchases	12,500	
Outstanding Insurance		600
Rates and taxes	600	
Rent received		2,000
Repairs	500	
Bills Payable		4,000
Drawings	1,000	
Debtors	10,000	
Factory Rent	600	
Bad Debts	400	
Commission	900	
Machinery	7,000	
Total	41,200	41,200

ments:

ing Stock 6,000
 ervice for bad and doubtful debts 5%
 interest on Capital 300
 epreciation on machinery 5%

o you justify the long term and short term solvency of a Firm? Prove it.

(OR)

ing is the Balance Sheet of M/S Satyaprakash

Liabilities	Amount	Assets	Amount
Eq. Shares if Rs.10 each	1,00,000	Goodwill	60,000
Reserves	20,000	Fixed assets at cost	1,40,000
P&L A/c	30,000	Stock	30,000
Secured Loans	80,000	Advances	10,000
Creditors	50,000	Cash balance	30,000
Provision for Taxation	20,000	Bank balance	30,000
	3,00,000		3,00,000

for the year is Rs.5,60,000

ie help of above information, you are required to calculate –
 (i) Debt Equity Ratio (ii) Liquidity Ratio (iii) Fixed assets to current assets ratio
 (iv) Fixed assets turnover ratio (v) Fixed assets to net worth ratio.

he Cost sheet and explain components of Cost sheet in brief.

(OR)

the process of preparing cash flow statement in detail.

oes Marginal costing help in managerial decision making? Explain.

(OR)

ory manufactures sewing machines has the capacity to produce 500 machines per
 month. The marginal cost of each machine is Rs.200 and each machine is sold for 250.
 Overheads are 12,000 per annum. Calculate the breakeven point for output and sales
 and show what profit will result if the output is 90% of capacity.

Code No: F-19102/N

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (New) Examination, June / July 2024
Subject: Accounting for Management
Paper No. : MB - 102

Time: 3 Hours

Max. Marks: 80

Note: Missing data, if any, may be suitably assumed.

PART – A
(Short Answer Type)

Q.1: Answer all the questions. (5 x 4 = 20 Marks)

1. What is Double entry book keeping? How is it different from accounting?
2. Write about Depreciation.
3. What is common size statement? How is it prepared.
4. Write about tax evasion & avoidance.
5. What is Variance Analysis?

PART – B
(Essay Answer Type)

Q.2: Answer all the questions. (5 x 12 = 60 Marks)

- (a) Describe the steps in the accounting process.
(OR)
 - (b) What are Accounting Standards? What is their rationale and growing importance in global accounting environment?
- (a) Explain the provisions of the Indian Companies Act regarding preparation and presentation of Balance Sheet.
(OR)
 - (b) The following balances were extracted from the books of Vijay Kumar on 31st March 2021:

	Rs.		Rs.
Capital	24,500	Loan	7,880
Drawings	2,000	Sales	65,360
General expenses	4,740	Purchases	47,000
Buildings	11,000	Motor car	2,000
Machinery	9,340	Bad debts reserve	900
Stock	16,200	Commission credit	1,320
Taxes and insurance	1,315	Car expenses	1,800
Wages	7,200	Bills payable	3,850
Debtors	6,280	Cash	80
Creditors	2,500	Bank Overdraft	3,300
Bad debts	550	Charity	105

Prepare the Trading and Profit & Loss Account for the year pending 31st March 2021 and Balance Sheet as on that date.

Adjustments:

- (i) Closing Stock on 31st March was valued at Rs.23,000
- (ii) Write off a further Rs.180 as bad debts and maintain the bad debts reserve at 5 percent on debtors.
- (iii) Depreciate machinery at 10 percent.

8. (a) Explain the advantages and limitations of Ratio Analysis.

(OR)

- (b) From the following information, prepare the Balance Sheet of ABG Ltd. showing the details of working:

Paid up capital Rs.50,000
 Plant and Machinery Rs.1,25,000
 Total Sales (p.a.) Rs.5,00,000
 Gross Profit 25%
 Annual Credit Sales 80% of net sales
 Current Ratio 2
 Inventory Turnover 4
 Fixed Assets Turnover 2
 Sales Returns 20% of sales
 Average collection period 73 days
 Total debt of current liabilities 3

9. (a) Explain the process of preparation of Cash Flow Statement.

(OR)

- (b) From the following Balance Sheets of Exe Ltd. make-out Cash Flow Statement:

Liabilities	2020 (Rs.)	2021 (Rs.)	Assets	2020 (Rs.)	2021 (Rs.)
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% Redeemable Preference Shares	1,50,000	1,00,000	Land & Buildings	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
Profit & Loss	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed Dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills payable	20,000	16,000	Cash in Hand	15,000	10,000
Provision for Taxation	40,000	50,000	Cash in Bank	10,000	8,000
	6,77,000	8,17,000		6,77,000	8,17,000

Additional Information:

- (i) Depreciation of Rs.10,000 and Rs.20,000 have been charged on Plant and Land and Buildings in 2021.
 (ii) An interim dividend of Rs.20,000 has been paid in 2021.
 (iii) Rs.35,000 Income tax was paid during 2021.

10. (a) Describe the managerial uses of Break Even Analysis.

(OR)

- (b) Write about (i) Plant shutdown decision (ii) Standard costing.

MBA (CBCS) / (TM) I - Semester Examination, February / March 2024
Subject: Management and Organizational Behaviour
[Common paper for MBA (CBCS) & MBA (Technology Management)]

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. What is Typology of Management?
2. Define QWL
3. Define Perception
4. Define Work life balance
5. Define Organisational development

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Management. Highlight the functions of management with examples.
(OR)
(b) Discuss briefly the contribution of Taylor to scientific management thought.
7. (a) Describe the main approaches to organizational structures.
(OR)
(b) What is Decision Making? Explain in detail how Bounded rationality impact the decision making.
8. (a) How does classical conditioning demonstrate learning by association? Discuss.
(OR)
(b) Explain the theory of transactional analysis in detail.
9. (a) Evaluate the application of Hersey and Blanchard leadership model in the present organisations.
(OR)
(b) Brief on the content of conflict resolution model.
10. (a) Discuss the process of communication in corporate context.
(OR)
(a) Enumerate the differences between organizational culture and climate

PART – C
Case Study - 10 Marks

Pramod and Vinod are brothers that manage two different departments for the Family business named PV Technologies. Pramod is the newly appointed head of Technology department and his brother Vinod is the manager of Product

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. What is Typology of Management?
2. Define QWL
3. Define Perception
4. Define Work life balance
5. Define Organisational development

Pramod and Vinod are asking to be transferred because they feel underutilized and are dissatisfied due to boredom and insecurity. Furthermore, there is the perception that an oversupply of workers exists which is anticipated may lead to staff cuts and not been addressed by Pramod. These employee concerns are making it easier for Pramod to grab them and have them shift departments.

The brothers have very different personalities and it shows in how they conduct day to day business at work. Vinod is very assertive and ambitious, with great interpersonal skills. He is very confident in his abilities as a manager and sees Pramod as being incompetent. Pramod on the other hand comes out as a reserved, private person who does not work well with big teams of people and finds it difficult to relate to others. The brothers confronted one day in front of their Director rather than settling the differences. They accused each other without offering any meaningful full opinion on how they might come to an agreeable solution.

Akhil, the company Director has to help resolve the conflict between the two managers after they bitterly confront each other in his presence. Apart from Pramod and Vinod's viewpoints the Director also has to consider the opinion of staff member named Kumar who was recently replaced by Pramod. Kumar's opinion about the conflict is important since he is the Lab Manager who is recently replaced by Pramod. Kumar has the same problems with Vinod that Pramod is currently experiencing, but he was able to take care of them without directly confronting Vinod.

Questions:

- (i) Explain any three issues from the case, that are considered as sources of conflict for the parties involved.
- (ii) Identify two conflict management styles that are evident in the case. Are they effective?
- (iii) Justify what would have been the best conflict management style that could have been used to deal with the problem between Pramod and Vinod.

Code No: F-19002

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February / March 2024
Subject: Accounting for Management

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Explain the rules of debit and credit
2. What is Depreciation?
3. What is common size statement?
4. What is Tax Planning?
5. What is Break Even Point? How is it calculated?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Describe the Accounting process.

(OR)

- (b) Describe the Accounting principles.

7. (a) Differentiate between Capital and Revenue Expenditure.

(OR)

- (b) The following Trial Balance has been extracted from the books of M/s Ram Prasad & Sons

Debit Balances	Rs.	Credit Balances	Rs.
Machinery	4,000	Capital	9,000
Cash at Bank	1,000	Sales	16,000
Cash in Hand	500	Sundry Creditors	4,500
Wages	1,000	Interest Received	300
Purchases	8,000		
Opening Stock	6,000		
Sundry Debtors	4,400		
Bills Receivable	2,900		
Rent	450		
Commission	250		
General Expenses	800		
Salaries	500		
	29,800		29,800

Adjustments: Provide for interest on capital @ 5% per annum. Depreciate Machinery at 10 percent. Wages outstanding amount to Rs.50. Rent prepaid is Rs.100. Closing Stock is

8. (a) Explain the classification of Ratios.

(OR)

- (b) XYZ Company reports the following figures:

- Net Sales: Rs.5,00,000
- Cost of Goods Sold: Rs.3,00,000
- Operating Expenses: Rs.1,20,000
- Net Income: Rs.80,000

Calculate the following profitability ratios: Gross Profit Margin, Operating Profit Margin and Net Profit Margin.

9. (a) Explain the method of preparation of Cash Flow Statement.

(OR)

- (b) Following is the Balance Sheet of Wilson as on 31st March 2020 & 2021:

Liabilities	2020 (Rs.)	2021 (Rs.)	Assets	2020 (Rs.)	2021 (Rs.)
Share Capital	7,00,000	6,00,000	Fixed Assets	11,00,000	8,00,000
Reserves and Surplus	2,00,000	1,10,000	Inventory	70,000	60,000
Long term Borrowings	3,00,00	2,00,000	Sundry Debtors	32,000	40,000
Current Liabilities	3,00,000	25,000	Cash	28,000	35,000
Total	12,30,000	9,35,000		12,30,000	9,35,000

During 2021, a piece of machinery of the book value of Rs.80,000 was sold for Rs.65,000. Depreciation provided on Fixed Assets during the year amounted to Rs.2,00,000. Prepare a Cash Flow Statement.

10. (a) Explain the managerial uses of Break Even Analysis.

(OR)

- (b) Assuming that the cost structure and selling prices remain the same in Periods I and II. Find out:

- (a) Profit Volume Ratio; (b) Fixed Cost (c) Break Even Point for Sales (d) Profit when Sales are Rs.1,00,000 (e) Sales required to earn a Profit of Rs.20,000 and (f) Margin of Safety at a Profit of Rs.15,000 (g) Variable Cost in Period II

PART – C
Case Study - 10 Marks

XYZ Consulting Services is a small consulting firm that provides advisory services to businesses. The company started its operations on January 1, 2023. Throughout the year, various transactions took place. Use the information below to answer the questions.

1. **January 1, 2023:** XYZ Consulting Services started the business by investing Rs.50,000 cash.
2. **January 15, 2023:** The company purchased office furniture for Rs.10,000, paying Rs.4,000 in cash and promising to pay the remaining amount in 30 days.
3. **February 10, 2023:** XYZ Consulting Services provided consulting services to a client and received Rs.8,000 in cash.
4. **March 5, 2023:** The company paid Rs.2,000 for rent for the office space for the month of March.
5. **April 1, 2023:** XYZ Consulting Services borrowed Rs.15,000 from a bank, signing a 6-month note.
6. **May 20, 2023:** The company paid the remaining Rs.6,000 for the office furniture purchased on January 15.
7. **July 1, 2023:** XYZ Consulting Services paid Rs.3,000 for insurance coverage for the next 12 months.
8. **December 31, 2023:** The company recorded consulting revenue of Rs.12,000 for services provided during the month of December. However, only Rs.9,000 was received in cash, and the rest is expected to be received in January 2024.

Questions:

1. What is the total amount of assets as of January 1, 2023?
2. How much did XYZ Consulting Services spend on office furniture in total?
3. What is the total revenue recorded by XYZ Consulting Services for the year 2023?
4. Calculate the total expenses incurred by the company in 2023.
5. Determine the total liabilities as of April 1, 2023.
6. What is the net income for the year 2023?
7. Calculate the total equity as of December 31, 2023.

Code No: F-19005

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February / March 2024
Subject: Economics for Managers

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Explain about Equi-marginal Principle?
2. Mention about Law of Demand?
3. Discuss about the Learning curve?
4. Mention about Virtual Markets?
5. Define National Income and Budget?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Managerial Economics? Discuss the Scope of Managerial Economics?
(OR)
(b) Discuss the use of econometric models in current scenario.
7. (a) Mention the types of demand? Why do demand curve slopes downwards? Discuss.
(OR)
(b) Define Elasticity of Demand and discuss its types?
8. (a) Explain the law of variable proportions with one and two variables?
(OR)
(b) Examine the Short run and Long run Cost Output relationships?
9. (a) Explain different types of Market structures.
(OR)
(b) Examine the Agriculture markets and give an overview on Agriculture Market committees (AMCs)?
10. (a) Explain the Measurements of National Income?
(OR)
(b) What is a Inflation? Explain its types?

PART – C
(Case Study - 10 Marks)

Analyze the case presented in the section and answer all the questions given below.

Maruti Udyog Ltd (MUL) enjoys monopoly in spare parts. Along with dealers, MUL is exploiting Maruti vehicle users.

Often the vehicle user has to change the clutch plate twice in six months and has to pay Rs.3,567/-. MUL charges the price of clutch at imported cost while clutch plate is actually made by clutch auto private Ltd at Faridabad. The replacement of a silencer costs Rs.800/-. The cost of spare parts and repairs by any reckoning is three to four times compared to Ambassador or Fiat.

A random sample indicates that every eighth car has faulty clutch. In the context of defective parts and exorbitant cost of repairs, saving in fuel in Maruti as compared to other auto makers is of little consequence.

Maruti vehicle users in dilemma they cannot get spare parts or get their cars repaired except through Maruti Udyog or its authorized dealers. But both charge huge amounts, not giving guarantee for a single day. MUL is thus, indifferent to the genuine grievances of its customers.

Questions:

- (a) Define a monopoly and state its main features.
- (b) Why MUL is called a monopoly? Does it enjoy monopoly in car manufacture?
- (c) In what way do customers suffer from monopoly practices of MUL.
- (d) What do you suggest to remedy the situation?

Code No: F-19004

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February / March 2024
Subject: Statistics for Management

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Dispersion
2. Standard Normal Variate
3. Probability sampling
4. Paired t-test
5. Moving averages

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. a) State and explain the application of Bayes' theorem.

(OR)

b) Calculate mean, median and mode for the following data pertaining to marks in Statistics out of 140 for 80 students in a class:

Marks more than:	0	20	40	60	80	100	120
No. of students:	80	76	50	28	18	9	3

7. a) What is Normal Distribution? Explain the properties of Normal distribution.

(OR)

b) A manufacturer who buys medicine bottles finds that 0.1% of the bottles are defective. The bottles are packed in boxes containing 500 bottles. A drug manufacturer buys 100 boxes from the producer. Using Poisson distribution, find how many boxes will contain (i) no defectives (ii) at least two defectives

8. a) Discuss the various methods of non-random sampling with examples.

(OR)

b) The following data relates to two manufacturers of electric bulbs. Test if the two brands differ

9. a) Performance of ten officers was recorded by giving a test out of 100. They were given training for four months and their performance was tested again and marks were recorded out of 100. The test scores are given below:

Employee:	A	B	C	D	E	F	G	H	I	J
Before:	80	76	92	60	70	56	74	56	70	56
After:	84	70	96	80	70	52	84	72	72	50

Can it be concluded that the officers benefitted from the training?

(OR)

- b) The following table gives the yields on 15 sample plots under three varieties of seeds.

A:	20	21	23	16	20
B:	18	20	17	15	25
C:	25	28	22	18	32

Find if the average yield of land under different varieties of seeds shows significant differences.

10. a) From the following data estimate the sales corresponding to an advertising expenditure of Rs.30 lakhs.

Advertising expenditure:	10	12	15	23	20
Sales:	14	17	23	25	21

(OR)

- b) Below are figures of production in million tonnes of a cement factory. Fit a straight line trend to the following data:

Year:	2015	2016	2017	2018	2019	2020	2021
Production:	77	88	94	85	91	98	90

PART - C
Case Study - 10 Marks

11. In a certain town, males and females each form 50% of the population. It is known that 20% of the males and 5% of the females are unemployed. Research studying the employment situation selects an unemployed person at random. What is the probability that the person so selected is

Code No: F-19003

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester, Examination, February / March 2024
Subject: Marketing Management

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Define BCG Matrix.
2. What is Consumerism?
3. What are Generic Strategies?
4. Define Service Triangle.
5. Write about Product Life Cycle.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Evaluate how a well-balanced marketing mix contributes to a company's overall success.
(OR)
(b) Analyse the impact of various orientations that companies adopt towards the marketplace.
7. (a) Analyze the challenges and opportunities associated with segmenting consumer markets.
(OR)
(b) Discuss various positioning strategies that companies can employ to create a distinctive brand image.
8. (a) Discuss the challenges and opportunities businesses face in bringing innovative products to market.
(OR)
(b) Evaluate the different components of the promotion mix.
9. (a) Assess the emergence of online services and the role of ICT (Information and Communication Technology) in reshaping service marketing approaches.
(OR)
(b) Explore the complexities of industrial buyer behaviour and discuss the factors that influence decision-making in the industrial context.
10. (a) Discuss about Consumer rights and Consumer Forums.
(OR)
(b) What factors significantly influence global marketing organizations, and how do they navigate challenges in the international market? Discuss.

PART – C
Case Study – (10 Marks)

(Students are required to analyse the case presented in the section)

Revitalizing Brand Loyalty at ABC Apparel:

ABC Apparel, a well-established fashion brand, is witnessing a decline in brand loyalty among its customer base. Despite a legacy of quality and style, recent customer surveys indicate a diminishing connection with the brand. The marketing team is tasked with reinvigorating brand loyalty to sustain and grow market share. The root cause analysis reveals several challenges. Online reviews point to perceived gaps in product quality and dissatisfaction with customer service. Competitors are gaining ground by emphasizing sustainability and ethical sourcing, areas where ABC Apparel has been relatively silent. The loyalty program, once a strong asset, has lost its appeal and fails to engage customers effectively.

To address these issues, ABC Apparel needs a multifaceted strategy. First, a comprehensive quality assurance program must be implemented to address any perceived or real issues with product quality. Transparent communication about improvements can rebuild trust. Second, a renewed commitment to sustainability and ethical practices should be integrated into the brand narrative. ABC Apparel can differentiate itself by championing eco-friendly initiatives, fair labor practices, and transparent supply chains, aligning with the values of a socially conscious consumer base. Third, the loyalty program needs a makeover. A data-driven approach can identify customer preferences and tailor rewards accordingly. Personalized offers, exclusive events, and early access to new collections can reignite customer enthusiasm for the brand. Fourth, a customer-centric approach is crucial. Enhancing customer service with efficient complaint resolution processes, responsive communication, and a seamless shopping experience can significantly impact customer satisfaction and loyalty.

1. How can ABC Apparel effectively communicate and demonstrate improvements in product quality to regain customer trust?
2. How can the loyalty program be revamped to provide more personalized and enticing rewards, ensuring a deeper connection with customers?

Code No: F-19006

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February / March 2024
Subject: IT Applications For Management
Paper Code: MB 106

Time: 2 ½ Hours

Max. Marks: 40

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Define Hardware.
2. Define IoT.
3. Explain WWW.
4. What is ERP?
5. What is Firewall?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 6 = 30 Marks)

6. (a) "Although the computer possesses various advantages, it also has certain limitations" – Explain.
(OR)
(b) Draw a block diagram to illustrate the basic organization of a computer system and explain the various components of the computer.
7. (a) Distinguish between various types of Information Systems.
(OR)
(b) Explain the importance of building an Enterprise Data Warehouse.
8. (a) Discuss the architecture and functioning of the Internet.
(OR)
(b) Describe different search engines available to locate information on the web.
9. (a) Analyze the challenges of implementing IS in the Accounting and Finance system.
(OR)
(b) Explain various phases of SDLC.
10. (a) Identify different types of computer viruses.
(OR)
(b) Analyze various issues related to the Cyber security.

Code No: F-19026

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, June / July 2024
Subject: I.T. Applications for Management
Paper No. MB – 106

Time: 3 Hours

Max. Marks: 50

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Role of IT in Business
2. Internet of Things (IoT)
3. FTP
4. CPFR
5. Cryptography

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Computer Software. Explain about various types of Computer Software's with suitable examples.
(OR)
(b) What is Computer Programming? Explain the classification of programming languages?
 7. (a) What is Mobile Computing? What are the two different types of mobility in Mobile computing?
(OR)
(b) What is Artificial Intelligence? What are the examples of AI in real life?
 8. (a) What is network topology and types of network topology?
(OR)
(b) What is FTP? What are the three components of FTP?
 9. (a) What is SDLC? Explain the process of SDLC?
(OR)
(b) Define KMS. What are the knowledge management processes and its importance in business?
 10. (a) What is a firewall? What are types of firewalls?
(OR)
(b) Briefly the silent features of IT Act in India?
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Code No: F-19106/N

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester (New) Examination, June / July 2024
Subject – IT Applications for Management
Paper : MB-106

Time: 3 Hours

Max. Marks: 80

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Hardware
2. Robotics
3. WWW
4. Electronics fund transfer
5. Cryptography

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 12 = 60 Marks)

6. (a) Discuss role of IT in business with its Opportunities and challenges.
(OR)
(b) Differentiate between Hardware and Software with their advantages and disadvantages.
7. (a) Explain IoT of things. How is it different from its earlier system?
(OR)
(b) Differentiate between Artificial intelligence and robotics.
8. (a) Explain the various web conferencing platforms.
(OR)
(b) Discuss various browsers and search engines with their advantages and disadvantages.
9. (a) What is Knowledge Management system. Discuss its important elements which contributes towards the success of the organization.
(OR)
(b) Explain the usefulness of information system in Marketing in Detail.
10. (a) Explain need for cyber laws with its benefits and issues.