

No. of Printed Pages : 03

Roll No.

AA-901

M.B.A. EXAMINATION, Dec. 2017

(First Semester)

(B. Scheme) (Main Only)

MANAGEMENT CONCEPTS AND
APPLICATIONS

MBA-101-B

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. How will you classify the levels of management ? Describe the managerial functions at different levels of management.
2. Outline F.W. Taylor's Scientific Management and examine its relevance to the present day industry.

Unit II

3. Why do people fail in Planning ? How will you establish a proper environment for effective planning ? What are the steps involved in the process of planning ?
4. Critically analyse the feasibility and usefulness of 'Management by Objectives' (MBO) in the current business environment.

Unit III

5. What is the significance of organizational structure ? Briefly discuss the ways and means of dividing and coordinating labour in a functional organization. Explain with examples.

6. If you were a manager, would you decentralize authority ? State several reasons for your answer. How would you make sure that you did not decentralize too much ?

Unit IV

7. Elucidate the different leadership styles. What kind of leadership style is best suited for a service-oriented organization ? Give reasons for your answer.
8. Define and describe 'control' in the context of an organization. Discuss various characteristics and pre-requisites for instituting an effective control mechanism in an organization.

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Roll No.

AA-902

M.B.A. EXAMINATION, Dec. 2017

(First Semester)

(B. Scheme) (Main Only)

MANAGERIAL ECONOMICS

MBA-103-B

Time : 3 Hours]

[Maximum Marks : 80

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Explain the meaning of managerial economics.
What is the scope of managerial economics ?
2. Define marginal analysis. Why is marginal analysis important for a business firm ?

Unit II

3. What is elasticity of demand ? How does it work under monopolistic market structure ?
4. Write in depth the techniques of demand forecasting. In your opinion, which technique is superior and why ?

Unit III

5. Compare and contrast between the two laws of production.
6. Explain in detail the various pricing strategies under oligopoly.

Unit IV

7. Write a detailed note on types, sources and control measurements of inflation.
8. Throw light on the fiscal policy. Also explain the objectives, implications and reforms in fiscal policy.

Unit IV

7. What do you understand by balance scorecard of a company ? Identify and explain the components of balance scorecard with examples. **15**
8. RBS Ltd. receives a special order from SS Ltd. for supply of 70,000 units of a product that usually sells for Rs. 10 per unit. SS Ltd. offers Rs. 8.25 per unit for this product. RBS Ltd. incurs Rs. 6 per unit in variable costs to manufacturer each item, plus Rs. 1.50 per unit for variable administrative cost. Total fixed cost for manufacturing is Rs. 3,10,000. Other fixed cost amounts to Rs. 1,40,000 per year. Productivity Capacity is 4,00,000 units annually and sales volume through normal sales outlets will be about 32,00,000 units of this year. Write a decision on the advisability or otherwise of accepting the offer.

AA-903

M.B.A. EXAMINATION, Dec. 2017

(First Semester)

(B. Scheme) (Main Only)

ACCOUNTING FOR MANAGER'S

MBA-105-B

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Differentiate Profit and Loss Account and Balance Sheet with their objectives. Also
(2-60/3) M-AA-903 **P.T.O.**

discuss the use of accounting information for stakeholders. **15**

2. Explain the following with their relevance in accounting : **5 each**
- (a) Provisions on doubtful debts and its accounting treatment
 - (b) Matching concept
 - (c) Dual aspect concept.

Unit II

3. What is the need for providing depreciation ? Describe the factors affecting the depreciation amount. Explain the written down method of depreciation with example and its accounting treatment in P/L Account and Balance Sheet. **15**
4. Compare the financial ratios of two companies ABC Ltd. and XYZ Ltd. belonging to the same industry and comment on their financial performance. **15**

| Ratios | ABC Ltd. | XYZ Ltd. |
|-----------------------------|-----------------|-----------------|
| Current Ratio | 2.50 | 2.90 |
| Liquid Ratio | 2.10 | 1.50 |
| ROI | 15% | 19% |
| P/E Ratio | 9 times | 12 times |
| Fixed Assets Turnover Ratio | 15 times | 12 times |
| Inventory turnover Ratio | 12 times | 8 times |
| Debt : Equity Ratio | 2.70 | 2.20 |
| Interest Coverage Ratio | 7 times | 8 times |

Unit III

5. Explain the term “Corporate Financial Reporting” and discuss the various contents in corporate financial report. **15**
6. Differentiate Budget, Budgeting and Budgetary control. Explain the prerequisite for an effective budgetary control system in business organisation with its limitations. **15**

Unit IV

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7. What are the advantages and disadvantages of sampling ? Compare and Contrast lottery method and systematic sampling method.
8. Marks obtained, out of 50, by students of two groups A and B are as given below :

| Group A | Group B |
|---------|---------|
| 18 | 29 |
| 20 | 28 |
| 36 | 26 |
| 50 | 35 |
| 49 | 30 |
| 36 | 44 |
| 34 | 46 |
| 49 | |
| 41 | |

Is there significant difference between the mean marks of the two groups ?

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M.B.A. EXAMINATION, Dec. 2017

(First Semester)

(B. Scheme) (Main Only)

MBA-107-B

BUSINESS STATISTICS

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Discuss the importance of statistics. How does inferential statistics help in managerial decision making ? Explain giving suitable examples.
2. Find the values of (i) co-efficient of quartile deviation and (ii) co-efficient of variation for the following distribution :

| Overtime (hours) | Number of nurses |
|---------------------|---------------------|
| 5 | 3 |
| 6 | 4 |
| 7 | 2 |
| 9 | 4 |
| 10 | 2 |
| 12 | 5 |
| 13 | 3 |
| 15 | 2 |

Unit II

3. What are the advantages of time series analysis ? Explain the components of a time series.

4. Compute the (i) Laspeyre's (ii) Paasche's, (iii) Dorbish and Bowley's and (iv) Marshall-Edgeworth's price indices from the following data :

| Commodity | p_0 | q_0 | p_1 | q_1 |
|-----------|-------|-------|-------|-------|
| A | 12 | 10 | 15 | 12 |
| B | 15 | 7 | 20 | 5 |
| C | 24 | 5 | 20 | 9 |
| D | 5 | 16 | 5 | 14 |

Unit III

5. Explain the meaning, types and significance of correlation. Does correlation always show cause and effect relationship ?
6. Obtain the two lines of regression from the following data :
 $\Sigma X = 130$, $\Sigma Y = 220$, $\Sigma X^2 = 2288$, $\Sigma Y^2 = 5506$,
 $\Sigma XY = 3467$ and $N = 10$.

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AA-905

M.B.A. EXAMINATION, Dec. 2017

(First Semester)

(B. Scheme) (Main Only)

BUSINESS ENVIRONMENT

MBA-109-B

Time : 3 Hours]

[Maximum Marks : 75

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit.

Unit I

1. Explain the process of environmental scanning and why to scan the environment. **15**

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P.T.O.

2. How is the socialism concept of economic system is better than capitalism and why India adopted mixed economy system not socialism.

15

Unit II

3. Analyze and discuss the current global environment and why the Indian business affected due to change in global environment.

15

4. Explain the main provisions of Competition Act and SEBI Act and how these two act regulating the companies and investors.

15

Unit III

5. Why Micro Small and Medium Enterprises (MSME) important ? How MSME contributing in employment generation and GDP of India ?

15

6. Discuss the banking sector reforms and why Indian banks particularly public sector banks

are facing the challenge of Non-performing assets (NPA). Give your suggestion for remedies of NPA in public sector banks. **15**

Unit IV

7. Balance of Payment of India is negative then how India's current foreign exchange reserve is more than \$400 billion. Discuss. **15**

8. Explain the concept of exchange rate movement and their impact on export and import. **15**

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Roll No.

AA-906

M.B.A. EXAMINATION, Dec. 2017

(First Semester)

(Main Only)

MBA-111-B

BUSINESS COMMUNICATION

Time : 3 Hours]

[Maximum Marks : 50

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

Unit I

1. Define Communication. Explain the classification of communication with the help of relevant examples. **10**
2. How social networking sites might bring about a change in the social fabric of a country. Discuss the advantages and disadvantages social networking. **10**

Unit II

3. What are the various types of listening ? Describe the various techniques for improveing listening skills. **10**
4. List the qualities required in a candidiate in Group Discussion. Elaborate the strategies that can be followed for effectively participating in a Group Discussion. **10**

Unit III

5. “Colours have communicative value.” Explain chromatics with help of suitable example. **10**

6. Wrie short notes on the following :

- (a) Exchanging business cards **5**
- (b) Dressing and grooming etiquettes. **5**

Unit IV

7. What are the elements that constitute the ‘front matter’ and ‘main body’ of a formal written report ? **10**
8. Explain Curriculum Vitae and its types. What points should be kept in mind while writing a CV. **10**

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AA-907

M.B.A. (2 Year)

EXAMINATION, Dec. 2017

(First Semester)

(Main Only)

MBA-113-B

INFORMATION TECHNOLOGY FOR
MANAGERS

Time : 3 Hours]

[Maximum Marks : 50

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. Draw a structural diagram of a computer. Discuss the features and capabilities of computers.
2. Convert the following decimal numbers into binary, octal and hexadecimal :
 - (a) 24
 - (b) 47
 - (c) 675
 - (d) 89
 - (e) 34.24.

Unit II

3. Discuss various application area of internet. Also discuss the advantages and disadvantages of internet.
4. What is meant by topology ? Name some popular topologies. What are the factors that must be considered before making a choice for the topology ?

Unit III

5. Explain structure of e-mail. What are various functionalities available in e-Mail ? Specify the e-Mail protocols used for sending and receiving e-Mail.
6. Write short notes on the following :
 - (a) IP address
 - (b) Telnet
 - (c) Hypertext and hyperlinks.

Unit IV

7. Discuss the privacy and ethical issues involved in a networked economy. How health of the users has been affected ?
8. Explain various uses of computers in digital economy.