

13701

Roll No. _____

Total No of Pages: 3

13701

MBA I - Sem. (Main) Exam., Dec. - 2018
M – 101 Fundamental of Management

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION – A

- Q.1 (a) Behavioral science approach is more refined and extended version of human relation approach. Comment. [7]
- (b) Evaluate the contribution of Henry Fayol to the development of management thoughts. [7]
- Q.2 (a) What is planning? Explain the various elements of planning process. [7]
- (b) Explain the various types of plan. [7]

[13701]

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[740]

Q.3 Write short notes on the following -

[3.5×4=14]

- (a) Authority and its delegation
- (b) Decentralisation
- (c) Span of management
- (d) Departmentation

Q.4 Explain the following terms -

[3.5×4=14]

- (a) Staffing
- (b) Performance Appraisal
- (c) Group Decision Making
- (d) Total Quality Management

Q.5 Define controlling. Explain the process and various techniques of controlling. [14]

Q.6 Compare and contrast the management practices of Dhirubhai Ambani and Ratan Tata. [14]

SECTION – B

Q.7 Case Study-

Read the case and answer the following questions:

Ritesh is a vice-president finance in a company having more than 5000 employees in its roll. He had been working as financial manager in some multinational company. He is highly ambitious, bold, energetic in his approach. He is result-oriented and practical in approach. He does not have respect for rules and formalities rather he moves in direct

manner adopting short cut methods. He seeks high degree of compliance to order and instructions given by him.

Use of rationality and intellect is on lower side and his decisions are based on intuition. But in this new company most of the middle level managers are equipped with knowledge of modern management. They are unhappy with the working style of vice president finance.

Q.1 What managerial style is being used by Ritesh and how it is different from other styles of management? [5]

Q.2 Why young professionally qualified middle level manager are not happy with him? [4]

Q.3 Give your suggestions for improving the existing style being followed by Ritesh. [5]

13702

Roll No. _____

Total No of Pages: 4

13702

MBA I - Sem. (Main) Exam., Dec. - 2018

M – 102 Organizational Behavior

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section B contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal marks**.

1. NIL

2. NIL

SECTION – A

Q.1 What are some of the major challenges facing today's and tomorrow's organizations and management? Briefly describe these developments. [14]

Q.2 (a) Describe importance of diversity management programme for multinational organizations. [5]

(b) Elaborate –

(i) Halo effect [3]

(ii) Stereotyping [3]

(iii) Selective perception [3]

- Q.3 (a) Critically examine psychoanalytical theory of personality. [5]
- (b) Write short note on –
- (i) Locus of control [3]
- (ii) Type A and type B personality [3]
- (iii) Theory of dissonance [3]
- Q.4 (a) What is Valence? Write down main outcomes of expectancy theory. [7]
- (b) “Behavior is function of consequences”, explain. [7]
- Q.5 (a) Define group cohesiveness. Explain factors affecting group cohesiveness. [7]
- (b) “Calm and Cool group is not good for organization”, explain. Describe functional and dysfunctional conflict. Write techniques to manage conflict. [7]
- Q.6 (a) Write short note on –
- (i) Stress management techniques [4]
- (ii) Importance of organization culture [4]
- (b) What is Power? How is leadership different from power? What is the role of dependence in power relationships? [6]

SECTION – B

- Q.7 Case Study- [14]

Mrs. Kaushik has been working in the administration department of a hospital in Jaipur for the last 20 years. She is highly dedicated to her job and has a very good rapport with her superiors and co – workers. About eight months ago, she was promoted into the upper ranks of management and was assigned to the supply department of the hospital

as a manager. Everybody was happy for her and congratulated her on her promotion. The employees in this new department welcomed her and promised her all the cooperation. Mrs. Kaushik finds the job very challenging and psychologically rewarding.

She is a very good manager and an interesting person. Everyone in her department likes to come to work because Mrs. Kaushik makes the day interesting. Since she became the manager, absenteeism is down by over 20 percent. She has very pleasant personality and is always available to help her subordinates. She is efficient, responsible and responds to all communication in timely manner. She attends all meetings fully prepared to discuss all issues under consideration. This is, she was, at least until last month.

During the last month, she seems to have changed considerably for the worse. Both her superiors and her subordinates find her behavior strange. She is not as polite and amicable as she used to be. Last week she missed a very important meeting of the top administrators. She was requested to research an issue and prepare the material to present at the weekly meeting. She did not do so. She is often late to work and does not take much interest in the communication she receives from superiors and other departments and does not respond to these memorandums in a timely manner. She has become aloof and seems tired most of the time.

The Director of the hospital, Mr. Verma, noticed this change in her behavior early and has been covertly monitoring her behavior for the last three weeks. Early today, Mr. Verma had a talk with one of the in – house psychiatrists explaining Mrs. Kaushik's

changing work behavior patterns. The psychiatrist, Dr. Rekhi suggested that perhaps she has been over – working herself and takes the job too seriously. Mr. Verma suggested to Dr. Rekhi that he should talk to Mrs. Kaushik and find out if there were any difficult situations at home that might be affecting her behavior. Mrs. Kaushik has been married for over 20 years and has no children. Mr. Verma is concerned that Mrs. Kaushik ought to get help before she suffers a total collapse. Dr. Rekhi promised to do so.

Questions –

- (1) What are some of the symptoms of overload? Does, Mrs. Kaushik seem to suffer from over – working conditions? Explain your reasons.
 - (2) Given this information, do you think that there may be marital problems at her home that are affecting her work? Could it also be that her work is affecting her family life that is further affecting her work? Justify your speculations.
-

13703

Roll No. _____

Total No of Pages: **4****13703****MBA I - Sem. (Main) Exam., Dec. - 2018**
M – 103 Business Mathematics & Statistics**Time: 3 Hours****Maximum Marks: 70**
Min. Passing Marks: 28*Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION – A**

Q.1 (a) Using the Cramer's rule, Find the values of variables involved in the following simultaneous equations: [7]

$$x + y - z = -2$$

$$3x + 2y + 3z = 13$$

$$2x + 7y + 4z = 31$$

(b) The matrix of technical coefficient of Input in coal and iron industries is as follows:

	Coal	Iron
Coal	0.3	0.3
Iron	0.4	0.6

If final demand of coal and Iron ore of ₹ 200 and ₹ 800 crores. Find the figures for total production. [7]

Q.2 (a) What do you mean by-

[3+3+3=9]

- (i) Positive Correlation and Negative Correlation.
- (ii) Linear and Non-Linear Correlation.
- (iii) Scatter diagram in Correlation.

(b) Compute the correlation coefficient between corresponding value of X and Y in the following table - [5]

X:	2	4	5	6	8	11
Y:	18	12	10	8	7	5

Q.3 (a) For some bivariate data, the following results were obtained. The mean value of X is 53.2 and mean value of Y is 27.9. The regression coefficient of Y on X is -1.5 and the regression coefficient of X on Y is -0.2 . Find the probable value of Y when X is 60. Also find out the value of coefficient of correlation between X and Y. [7]

(b) A student obtained two regression lines X on Y as $2x = 5y + 7$ and Y on X as $3x + 2y = 8$. Do you agree with him? [7]

Q.4 (a) Write Short notes on:

[4+4=8]

- (i) Addition and Multiplication theorem of Probability.
- (ii) Theoretical Probability Distribution.

(b) Two events A and B are statistically dependent.

If $P(A) = 0.39$, $P(B) = 0.21$, $P(A \text{ or } B) = 0.47$

Find the probability that:

[6]

- (i) Neither A nor B will occur
- (ii) Both A and B, will occur
- (iii) B will occur, given A has occurred

(iv) A will occur, given that B has occurred.

Q.5 (a) Discuss the various measures of Central Tendency. [4]

(b) Calculate Arithmetic mean, Median and Mode for the following data: [10]

Class	f	Class	f
0 – 2	8	25 – 30	45
2 – 4	12	30 – 40	60
4 – 10	20	40 – 50	20
10 – 15	10	50 – 60	13
15 – 20	16	60 – 80	15
20 – 25	25	80 – 100	4

Q.6 (a) What do you mean by Consumer Price Index number? Discuss the methods of constructing consumer price Index number. [4]

(b) Construct the consumer price index number for 1996 on the basis of 1993 from the following data using Aggregate expenditure method. [10]

Commodity	Quantity consumed	Price	
		1993	1996
A	100	8	12
B	25	6	7
C	10	5	8
D	20	15	18

SECTION – B

Q.7 Case Study-

The daily cost C of operating a hospital, is a linear function of number of in – patients (x) and out-patients (y) plus a fixed cost (d) [14]

i.e. $C = d + ax + by$

Given the following data for three days, find the value of a , b and d by setting up a linear system of equations and using matrix inverse.

Days	Total Cost	No. of in-patients (x)	No. of out – patients (y)
1	6950	40	10
2	6725	35	9
3	7100	40	12

13704

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Total No of Pages: 2

13704

MBA I - Sem. (Main) Exam., Dec. - 2018

M – 104 Managerial Economics

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal marks**.*

1. NIL

2. NIL

SECTION – A

- Q.1 “Managerial economics is a branch of managerial ability”. Explain this statement and discuss the relationship of managerial economics with statistics. [7+7=14]
- Q.2 What is elasticity of demand? What is its usefulness for managerial decision making? Distinguish between price elasticity, income elasticity and cross elasticity. [3+5+6=14]
- Q.3 What do you mean by Law of return to scale? What are assumptions, characteristics and various forms of returns to scale? [3+3+3+5=14]
- Q.4 What do you know about pricing strategies? Explain the different types of pricing strategies. [4+10=14]

Q.5 Define National Income. Explain the various methods of measuring national income, pointing out the problems involved in such measurement. [3+7+4=14]

Q.6 What do you understand by perfect competition? What are its characteristics? How prices are determined under Perfect Competition? [3+4+7=14]

SECTION – B

Q.7 Case Study- [2+3+3+3+3=14]

A company produces a single product and sells it at ₹ 200 each. The variable cost of the product is ₹ 120 per unit and fixed costs for the year is ₹ 96,000. You are required to compute the following for the company:

- (i) P/V Ratio;
 - (ii) Sales at Break-even point;
 - (iii) Sales units required to earn a target net profit of ₹ 1,20,000;
 - (iv) Sales units required to earn a target net profit of ₹ 1,00,000 after income tax, assuming income tax rate to be 50%;
 - (v) Profit at sales of ₹ 7,00,000.
-

13705

Roll No. _____

Total No of Pages: **4****13705****MBA I - Sem. (Main) Exam., Dec. - 2018****M – 105 Accounting for Management****Time: 3 Hours****Maximum Marks: 70****Min. Passing Marks: 28***Instructions to Candidates:*

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL2. NIL**SECTION – A**

Q.1 From the following balance sheet of Mahaganpati Limited make out the cash flow statement as per AS-3 (Revised). [14]

Liabilities	2017	2018	Assets	2017	2018
Equity share	3,00,000	4,00,000	Goodwill	1,15,000	90,000
12% Red. Pref. Share	1,50,000	1,00,000	Lands & Buildings	2,00,000	1,70,000
General Reserve	40,000	70,000	Plant	80,000	2,00,000
P & L A/c	30,000	48,000	Debtor	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	25,000	18,000
Provision for taxation	40,000	50,000			
	6,77,000	8,17,000		6,77,000	8,17,000

Additional Information –

- (i) Depreciation of ₹ 10,000 and ₹ 20,000 have been charged on Plant and Land & Building respectively in the year 2018.
- (ii) An interim dividend of ₹ 20,000 has been paid in the year 2018.
- (iii) Income Tax ₹ 35,000 was paid during the year 2018.

Q.2 The following data are extracted from the published accounts of two companies of an industry –

	ABC Ltd.	XYZ Ltd.
Sales	32,00,000	30,00,000
Net Profit after Tax	1,23,000	1,58,000
Equity Capital (₹ 10 per share fully paid)	10,00,000	8,00,000
General Reserve	2,32,000	6,42,000
6% Long Term Debt	8,00,000	6,60,000
Creditors	3,82,000	5,49,000
Tax Paid	50,000	60,000
Bank Credit (Short Term)	60,000	2,00,000
Fixed Assets	15,99,000	15,90,000
Inventories	3,31,000	8,09,000
Other Current Assets	5,44,000	4,52,000

You are required to prepare a statement of comparative ratios showing –

- (i) Current Ratio [1+1=2]
- (ii) Quick Ratio [1+1=2]
- (iii) Return on Capital Employed [1+1=2]
- (iv) Return on Proprietors Fund [1+1=2]
- (v) Fixed Assets Turnover Ratio [1+1=2]
- (vi) Debt Equity Ratio [1+1=2]
- (vii) Fixed Assets to Proprietors Fund [1+1=2]

- Q.3 What do you mean by accounting concepts and conventions? Explain briefly some important accounting concepts and conventions. [2+8+4=14]
- Q.4 (i) Explain the rules of journalizing various types of accounts with suitable examples. [5]
- (ii) What are the objects of making final accounts? Give an example of Trading and Profit & Loss account with imaginary figures. [3+3+3=9]
- Q.5 Write short notes on –
- (i) IFRS [4]
- (ii) Price level changes [3]
- (iii) Trend Analysis [3]
- (iv) Difference between Single Entry System and Double Entry System of Accounting. [4]
- Q.6 (i) What do you mean by valuation of Goodwill? Briefly explain the method of valuation of Goodwill. [2+5=7]
- (ii) Enter the following transacting in the Journal of Hari – [1+1+1+1+1+1+1=7]
- 2018
- | | | |
|--------|------------------------------|--------|
| Jan. 1 | Started Business with cash | 50,000 |
| Jan 5 | Purchased goods for cash | 20,000 |
| Jan 7 | Purchased furniture for cash | 5,000 |
| Jan 10 | Sales goods for Ram | 10,000 |
| Jan 15 | Sold goods for cash | 10,000 |
| Jan 20 | Purchased goods for cash | 20,000 |
| Jan 25 | Withdrew for private use | 5,000 |

SECTION – B

Q.7 Case Study-

The details of receipts and issues of a particular commodity of xyz Ltd. are as follows –

Date	Particular	Quantity	Rate
Jan 01	Opening stock	400 units	@ ₹ 7 PU
Jan 06	Issue	200 units	
Jan 08	Purchase	2,200 units	@ ₹ 8 PU
Jan 09	Issue	800 units	
Jan 23	Purchase	600 units	@ ₹ 9 PU
Jan 27	Issue	1200 units	
Jan 30	Purchase	800 units	@ ₹ 10 PU

You are required to calculate the value of the stock on 31st Jan. 2018 according to –

- (i) FIFO [4]
 - (ii) LIFO [4]
 - (iii) Weighted Average Method [6]
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13706

Roll No. _____

Total No of Pages: 2

13706

MBA I - Sem. (Main) Exam., Dec. - 2018
M – 106 IT for Managers

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION – A

Q.1 What is computer? Explain various characteristics of a computer system. Describe functional components of a computer system with the help of a suitable diagram. [4+4+6=14]

Q.2 (a) Define software. Give broad classification of software with diagram. [2+5=7]

(b) Write the steps to create a chart using MS-Excel with suitable example. [7]

Q.3 Write short notes on: - [3.5+3.5+3.5+3.5=14]

- (a) Difference between Intranet & Extranet.
- (b) Cloud computing
- (c) Decision Support System (DSS)
- (d) ER Diagram

- Q.4 (a) What is System Development Life Cycle? Explain different phases of System Development Life Cycle in detail with the help of diagram. [2+5=7]
- (b) What are the basic requirements to set up a web store? [7]
- Q.5 (a) What is E-commerce? Explain various types of e-business models in detail. [2+5=7]
- (b) Write a detailed note on Enterprise Resource Planning (ERP) as major application of IT in business. [7]
- Q.6 Write short notes on: - [3.5+3.5+3.5+3.5=14]
- (a) Neural Networks
- (b) Hyper Text Make-up Language (HTML)
- (c) Technology Ethics
- (d) M-commerce

SECTION – B

Case Study

- Q.7 “Cyber Crime: Today’s biggest threat to Internet world”. Discuss the statement in context with various types of cyber security threats & measure to be taken for prevention from it. [7+7=14]
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13707

Roll No. _____

Total No of Pages: 2

13707

MBA I - Sem. (Main) Exam., Dec. - 2018

M – 107 Business Environment

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains **6 questions** out of which the candidate is required to attempt any **4 questions**. Section B contains short case study / application based question which is **compulsory**.*
- (iii) *All questions carry **equal marks**.*

1. NIL

2. NIL

SECTION – A

- Q.1 Business is the product of Environment. Comment and discuss the relationship between Business and Environment. [7+7=14]
- Q.2 Discuss the importance of technological environment. What are the possible impacts of technology on business? [7+7=14]
- Q.3 “Liberalization is important for furthering the growth of a developing country” – Do you agree? Give reasons. [14]
- Q.4 Fiscal policy of a country determines the fate of the industries. Comment. [14]
- Q.5 Discuss the recent Mergers and Acquisitions by India industries and their impact on related Business Environment. [7+7=14]

Q.6 Write short note on (any two)

[7+7=14]

- (a) FDI in India
- (b) Role of Agriculture in Economic Development
- (c) Role of SIDBI
- (d) Role of RBI

SECTION – B

Case Study-

[7+7=14]

ABC Pvt. Ltd opened outlets for different models of their dream car in the year 2000. The consumer response was overwhelming. The booking were mainly for the AC model, X and Y. The X model accounted for more than 80% of the booking.

ABC Pvt. Ltd. planned to commence delivery of the vehicles by early 2001, meanwhile, delivery schedules of their AC models were upset due to some problems on the roll out front due to delay because of non – availability of air conditioning accessories.

The 'Z ltd'. supplies AC accessories for the X model and 'K' is the vendor for 'X' version. Incidentally, Z ltd is supplying the AC to Ford.

The ABC Pvt. Ltd. official alleged that 'Z ltd' is creating pressure through the competitors, and we will be forced to ask 'K' to supply, accessories (AC) for the X version as well, a company top official said.

Q.7 Analyze the issues involved in case and if you think the allegation about the supplier is right, justify it.

13708

Roll No. _____

Total No of Pages: 4

13708

MBA I Sem. (Main) Exam., Dec. - 2018
M – 108 Communication for Management

Time: 3 Hours

Maximum Marks: 70
Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION – A

Q.1 Write the short notes- (Any four) [3½×4=14]

- (a) Grapevine
- (b) Filtering in Communication
- (c) Horizontal Communication
- (d) Exit Interview
- (e) Electronic Communication

Q.2 Define Business Communication. Why it is called the life blood of Business? [14]

[13708]

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[740]

- Q.3 Audience analysis is an integral part of Effective Communication. Discuss. [14]
- Q.4 Assume you are going to appear in interview for job next month. What points you would keep in mind to prepare yourself for the interview? [14]
- Q.5 In spite of several reminders, a client from many years has not paid the dues, earlier he was very prompt in payment. Write a tactful reminder letter to collect the amount. [14]
- Q.6 You are the student placement coordinator and preparing for group discussion as a very renowned company is coming in your campus for a placement drive. During the discussion, one of the participants is not allowing anyone else to speak. Two of them are not speaking at all. One is talking totally out of topic. Looking at the situation, your gut feeling is saying that the whole group will be rejected by this performance. You don't want to lose this opportunity, now what would you do step by step to conduct an effective group discussion? [14]

SECTION - B

- Q.7 Case Study- [14]
- Rajesh is a 27-year old who is a foodservice manager at a casual dining restaurant. Rajesh is responsible for supervising and managing all employees in the cooking area. Employees working in the cooking area range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.
- Rajesh is certified food safety manager and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training"

about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Rajesh in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Rajesh comes to work and is rather upset even before he steps into the restaurant. When he walks into the kitchen he notices several trays of uncooked meals sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Rajesh is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Rajesh has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words; KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

- Q.1 What are the communication challenges and barriers Rajesh faces?
- Q.2 What solutions might Rajesh consider in addressing each of these challenges and barriers?
- Q.3 What are some ways Rajesh might use for effective communications as a motivator for employees to follow safe food handling practices?
-