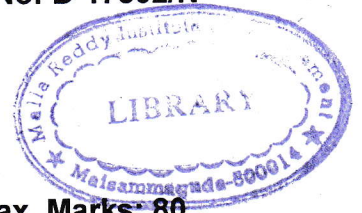# FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April 2022
Subject: Accounting for Management

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Double Entry Accounting system
2. Outstanding Expenses
3. Leverage
4. Tax Avoidance
5. Labour Variance

PART – B

Note: Answer Any Five questions.

(5 x 12 = 60 Marks)

6. What are Accounting Concepts? Explain briefly.

7. Prepare Trial Balance for the following Balances as on 31st March 2021

Balances	Rs.
Cost of Goods Sold	5,20,000
Opening Stock	50,000
Closing Stock	50,000
Salary Wages	50,000
Sales	8,00,000
Plant & Machinery	2,00,000
Drawings	50,000
Investment	4,00,000
Creditors	1,00,000
Capital	4,00,000

8. Explain Depreciation Concepts and Methods?

9. From the following Balances of M/s Rajun Sales on 31.03.2020, prepare Trading and Profit & Loss Account and a Balance Sheet as on that date

Particulars	Amount	Particulars	Amount
Drawings	8,000	Sales	2,58,000
Capital	48,000	Return Inwards	2,000
Sundry Creditors	80,000	Return Outwards	2,200
Sundry Debtors	1,26,000	Office Salaries	18,000
Bills Receivable	10,000	Manufacturing Wages	8,000
Opening Stock	90,000	Commission	9,000
Fixtures and Fittings	13,000	Trade Expenses	5,000
Cash in Hand	2,000	Rent	4,400
Machinery	24,800	Discount received	8,000
Bank Overdraft	10,000	Bills Payable	14,000
Purchases	1,00,000		

The Closing Stock on 31.03.2020 was Rs.1,04,000

10. What are advantages and disadvantages of Ratio Analysis?

11. The working capital of ABC Ltd. has deteriorated in recent years and now stands as under:

Current Assets	Amount	Current Liabilities	Amount
Land and Buildings	1,40,000	Share Capital	2,00,000
Plant and Machinery	3,50,000	Profit & Loss A/c	30,000
Stock	2,00,000	General Reserve	40,000
Sundry Debtors	1,00,000	12% Debenture	4,20,000
Bills Receivable	10,000	Sundry Creditors	1,00,000
Cash at Bank	40,000	Bills Payable	50,000
Total	8,40,000	Total	8,40,000

Calculate:
   (i) Current Ratio   (ii) Quick Ratio   (iii) Inventory to Working Capital
   (iv) Debit to Equity Ratio   (v) Proprietary Ratio (vi) Current Assets to Fixed Assets.

12. How do you prepare Cost Sheet? Explain?

13. What are Cost Concepts? Explain the classification of Costs?

14. Sales Rs.2,00,000, Profit Rs.20,000, Variable Costs 60%, you are required to Calculate: (i) P/V Ratio (ii) Fixed Cost
   (iii) Sales volume to earn a profit of Rs.50,000.

15. From the following particulars calculate Labour Variances:
   Standard Hours = 200, Standard rate for actual production = Rs.1 per hour,
   Actual Hour = 190, Actual Rate = Rs. 1.25 per hour.
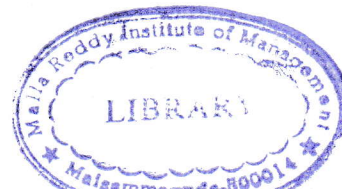
* * *

FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April/May 2022

Subject: Economics for Managers
Paper No. MB - 105

Time: 3 Hours   Max. Marks: 80

PART – A

Note: Answer all questions.   (5 x 4 = 20 Marks)

1. Distinguish between Risk and Uncertainty
2. What is Arc Elasticity of Demand?
3. Define Learning curve
4. What is Virtual Market?
5. Define Fiscal Policy

PART – B

Note: Answer any five questions.   (5 x 12 = 60 Marks)

6. How is Managerial Economics different from Traditional Economics? Explain.

7. Explain the Role and Functions of Managerial economist.

8. Indicate the importance of the study of Consumer Behaviour for Businessmen. How is Utility analysis helpful in studying Consumer Behaviour? Discuss.

9. What are different methods of Demand Forecasting Techniques? Explain.

10. Explain Law of Variable Proportion and give a note on the decision making analysis.

11. Discuss in detail about Break Even Analysis.

12. What do you mean by Monopoly? What are its causes?

13. Explain with diagrams Price determination under Perfect Competition.

14. Explain the concept of National Income and discuss its relevance to business.

15. What are the types and causes of Inflation?

* * *
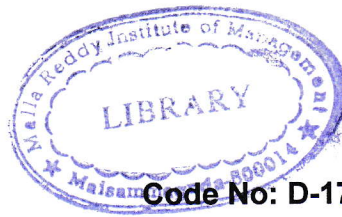
Code No: D-17807/N

FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April / May 2022

Subject: Financial Markets and Services
Paper No. MB – 107 (Elective – I)

Time: 3 Hours

Max. Marks: 80

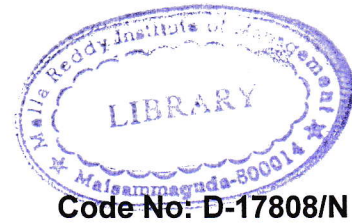## PART – A

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What is Derivative Market?
2. Who is Debenture Trustee?
3. What is Hire Purchase?
4. What are the Functions of Insurer?
5. What is Factoring?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Explain Primary Market and Secondary Markets in detail.

7. What are the types of financial services? Explain in detail.

8. Explain the concept and evolution of Merchant Baking in India.

9. What are the steps in New Issue Management?

10. Explain the Concepts and Classification of Leasing.

11. Explain the Concepts and Characteristics of Hire Purchase.

12. Explain the definition and basic characteristics of Insurance.

13. Explain the recent trends in insurance sector in India.

14. Explain the process of Bill Discounting. What are the problems of Bills Discounting?

15. Explain briefly about Credit Rating agencies in India.

* * *

FACULTY OF MANAGEMENT

MBA I - Semester (CBCS) Examination, April / May 2022

Subject: Managerial Communication
Paper No. MB – 107 (Elective - I)

Time: 3 Hours   Max. Marks: 80

PART – A

Note: Answer any five questions.   (5 x 4 = 20 Marks)

1. What are the Differences between listening and hearing?
2. What are the Types of reports?
3. What is Kinesics?
4. Define Curriculum Vitae.
5. What are Investor Relations?

PART – B

Note: Answer any five questions.   (5 x 12 = 60 Marks)

6. Discuss in detail the process of Communication.

7. Describe in brief the Barriers to Communication. How can we overcome them?

8. Explain the essentials of an effective Business Letter.

9. Write a proposal to the Principal of your college asking for permission and sanction of funds to go on an educational tour.

10. Explain the features of a good presentation.

11. What elements of non-verbal communication need attention while presenting?

12. If you were to attend for a Job Interview being conducted through a video call, how would you prepare for it? Explain in brief.

13. Explain in brief the Do's and Don'ts of Social Media Communication.

14. Give an overview of media relations in corporate sector.

15. What are the different ways of Managing Govt. Relations? Explain.

* * *
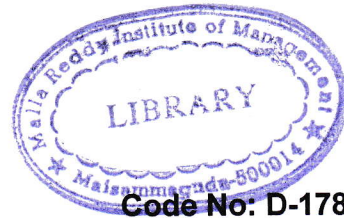
Code No: D-17806/N

FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April/May 2022

Subject: I.T. Applications for Management
Paper No. MB - 106

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer any five questions.

(5 x 4 = 20 Marks)

1. What is the importance of IT in business?
2. What is Big data?
3. Explain the architecture of Internet.
4. Write a note on Electronic fund transfer.
5. What is a Digital Signature?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Discuss about the Components of a Computer.

7. Explain the classification of the Programming Languages.

8. What is Decision Support System? Explain its architecture.

9. Write a note on: (i) Cloud Computing (ii) Virtual Reality.

10. Discuss about the various types of Computer Networks.

11. Explain about the different types of network topologies.

12. Discuss in detail about the importance of Human Resource Information Systems.

13. Explain the various stages of System Development Life Cycle.

14. Write about Security threats and attacks.

15. Explain the need for cyber laws in India.

* * *
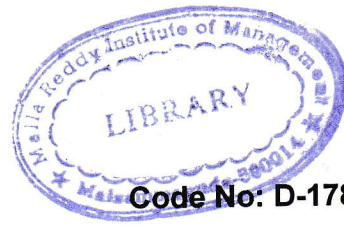
FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April/May 2022

Subject: Marketing Management
Paper No. MB - II

Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. Explain Marketing Mix
2. Explain Trend Analysis
3. Define Brand
4. Explain AIDA Model
5. Explain Marketing Audit

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. Define Marketing? Explain the importance and scope of Marketing in business?

7. Discuss briefly the interface of marketing with other functional areas.

8. What is Market Segmentation? What are the levels and bases of segmentation?

9. Define the strategies pertaining to product positioning?

10. Define 'New Product'? Explain the New Product Development process.

11. What is Personal Selling? How it helps to promote the sales of a firm.

12. Explain in brief how the products are classified? Discuss the levels of Product?

13. Discuss briefly various characteristics and strategies of service markets.

14. Discuss in brief various types of Marketing Organization Structures?

15. State the importance of Marketing Control? Discuss few techniques?

* * *

Code No: D-17801/N
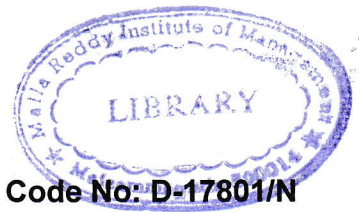
FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April/May 2022

Subject: Management and Organizational Behaviour
Paper No. MB - 1

Time: 3 Hours | Max. Marks: 80

PART – A

Note: Answer all questions.   (5 x 4 = 20 Marks)

1. Explain Hawthorne's Experiments
2. What is Quality of Work Life?
3. Elaborate MBTI
4. What are Group Dynamics?
5. Define Stress Management

PART – B

Note: Answer any five questions.   (5 x 12 = 60 Marks)

6. Discuss the contributions of F.W. Taylor to the Field of Management.

7. Explain in detail about Hawthorne's Experiments.

8. Define decision making. Differentiate between open and closed models of decision making.

9. Explain about Emerging Organizational Architectures.

10. What are Personality Traits Determinants? Explain Big 5 personality Traits Model.

11. Define Motivation. Explain the Maslow's theory of Motivation.

12. List out different models of OB and discuss in detail.

13. Explain the theory of Managerial Grid approach of leadership.

14. Explain about Stress Management and its various causes.

15. Identify the various barriers in communication and suggest the ways to overcome barriers to communication.

* * *

FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, April 2022
Subject: Statistics for Management
Paper No. MB - 104
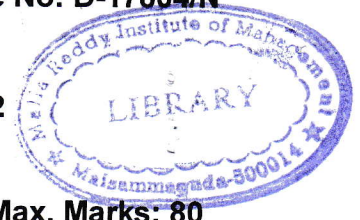
Time: 3 Hours

Max. Marks: 80

PART – A

Note: Answer all questions.

(5 x 4 = 20 Marks)

1. What are the Applications of Baye's theorem?
2. Explain Properties of the normal distribution
3. Explain Errors in hypothesis testing
4. Explain the Yate's correction for continuity
5. What is Scatter diagram?

PART – B

Note: Answer any five questions.

(5 x 12 = 60 Marks)

6. What is Statistics? How do you think the knowledge of statistics is essential in management decisions. Illustrate your answer through examples.

7. From the following data of age of employees, calculate coefficient of skewness and comment on the result.

Age below (yrs)	25	30	35	40	45	50	55
No. of Employees	8	20	40	65	80	92	100

8. What is Binomial distribution? What are its features? Three perfect coins are tossed together, what is the probability of getting at least one head?

9. A work shop produces 5,000 units per day. The average weight of the units is 140 kgs with standard deviation of 8 kgs. The variable weight follows a normal distribution. Find the number of units weighing less than 145 kgs.

10. What is Sampling? Explain the importance of sampling in solving the business problems. Critically examine the well-known methods of probability sampling and non-probability sampling?

11. What is Hypothesis? Explain the process of testing a hypothesis in detail using business examples?

12. Two hundred randomly selected adults were asked whether TV shows as a whole are primarily entertaining, educational, or a waste of time. The respondents were categorized by gender. Their responses are given in the following table:

	OPINION			
GENDER	Entertaining	Educational	Waste of time	Total
Female	52	28	30	110
Male	28	12	50	90
Total	80	40	80	200

Is this evidence convincing that there is a relationship between gender and opinion in the population interest?

..2

13. As a head of the department of a consumers research organization, you have the responsibility for testing and comparing lifetimes of four brands of electric bulbs. Suppose you test the life time of three electric bulbs of each of the four brands. The data are shown below, each entry representing the lifetime of an electric bulb, measured in hundreds of hours.

BRANDS			
A	B	C	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?

14. The following data related to age of employees and the number of days they reported sick in a month.

Employees	1	2	3	4	5	6	7	8	9	10
Age	30	32	35	40	48	50	52	55	57	61
Sick days	1	0	2	5	2	4	6	5	7	8

Calculate Karl Pearson's coefficient of correlation and interpret it?

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

Year	2015	2016	2017	2018	2019	2020	2021
Tourists arrivals	18	20	23	25	24	28	30

Fit a straight line trend by the method of least squares and estimate the number of tourists that would arrive in the year 2025?

* * *