

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: Management & Organizational Behavior

Paper – MB – 101

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What is Goal Conflict?
- 2 What is Group cohesiveness?
- 3 What is Matrix structure?
- 4 What is Attribution Theory of perception?
- 5 What is Centralization?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 What are the major functions of management? Explain the functions of planning in detail and state its limitations.
- 7 What is Span of Management? Explain the factors affecting the Span of Management. Also explain what is Line and Staff Organization Structure with their advantages.
- 8 Explain the system of bureaucracy and discuss its advantages and disadvantages.
- 9 Explain in detail, with diagram the 'Rational model of decision making' with examples.
- 10 Define the term 'perception' and explain 'perception process'.
- 11 What do you mean by personality? What are the determinants of personality? How is the study of personality helpful to managers?
- 12 Define leadership. Explain atleast three styles of leadership with examples.
- 13 Explain in brief, the conflicts in a group and their reactions.
- 14 Discuss any two forms of organization structure with their merits and demerits.
- 15 What do you mean by change? What are the challenges of change? What are the parameters determining scope of change in an organization?

FACULTY OF MANAGEMENT**M.B.A. I – Semester (CBCS) Examination, October / November 2021****Subject: Accounting for Management****Paper – MB – 102****Time: 2 Hours****Max. Marks: 80****PART – A****Note: Answer any four questions.****(4 x 5 = 20 Marks)**

- 1 What is IFRS?
- 2 Explain the basic factors affecting depreciation.
- 3 What are profitability ratios?
- 4 Differentiate between tax evasion and tax avoidance.
- 5 What are the basic elements of cost? Explain the components of cost sheet.

PART – B**Note: Answer any four questions.****(4 x 15 = 60 Marks)**

- 6 Explain the rationale and growing importance of accounting standards in global accounting environment.
- 7 Enter the following transactions in Journal, Post them into Ledger and prepare the Trial Balance on 31st March 2015.

		Rs.
March 1	Karthik started business with cash	30,000
2	Purchased goods from Ramesh	50,000
3	Sold goods for cash	45,000
5	Paid Ramesh	20,000
10	Returned goods to Ramesh	1,000
12	Sold goods to Krishnan	3,000
14	Bought goods from Shukla	20,000
16	Krishnan returned goods	500
19	Paid Shukla	15,000
25	Paid rent	200
28	Paid Wages	500
30	Bought stationary	800

- 8 Define depreciation. Explain the various methods of depreciation.

- 9 Following are the balances extracted from the books of Sharma on 31.12.2016. Prepare Trading, P and L A/c and Balance Sheet after considering the adjustments given below:

Particulars	Debit Rs.	Credit Rs.
Furniture	640	
Motor Vehicle	6,250	
Buildings	7,500	
Capital		12,500
Bad Debts	125	
Interest received		200
Sundry debtors	3,800	
Sundry creditors		2,500
Opening Stock	3,460	
Purchases / Sales	5,475	15,450
Bank O/D		2,850
Advertising	450	
Cash	650	
Insurance	750	
Salaries	3,500	
Machinery	900	
	33,500	33,500

Adjustments:

- Closing stock Rs. 5,000
- Insurance prepaid Rs. 150
- Write off further bad debts Rs. 1,000
- Depreciate machinery by 10%
- Salaries outstanding Rs. 1,500

- 10 Explain the classification of Ratios.

- 11 Prepare Balance Sheet with as many details as possible from the following information:

Gross Profit Ratio	20%
Debtors Turnover	6 Times
Fixed Assets to net worth	0.80
Reserves to Capital	0.50
Current Ratio	2.50
Liquid Ratio	1.50
Networking Capital	Rs. 3,00,000
Stock Turnover Ratio	6 Times

12 Describe the methodology of BSC and its importance.

13 The summarized Balance Sheets of Kunal Ltd as on 31.12.2015 and 31.12.2016 are as follows:

Liabilities	2015 Rs.	2016 Rs.	Assets	2015 Rs.	2016 Rs.
Share Capital	4,50,000	4,50,000	Fixed Assets	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Investments	50,000	60,000
P&L A/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtors	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:

- 1) Investment costing Rs. 8,000 was sold for Rs. 8,500
- 2) Tax provision made during the year was Rs. 9,000
- 3) During the year part of the fixed assets costing Rs. 10,000 was sold for Rs.12,000 and the profit was included in P&L A/c. You are required to prepare cash flow statement for 2016.

14 Explain managerial uses of break even concept.

15 Manali Corporation Ltd has prepared the budget estimates for the year 2017-18:

- o Sales units – 15,000
- o Fixed expenses – 34,000
- o Sales value – 1,50,000
- o Variable costs – Rs. 6 per unit

You are required to:

- i) Find P/V ratio, BEP and MOS
- ii) Calculate the revised P/V ratio, BEP and MOS in each cases
 - a) Decrease of 10% in selling price
 - b) Increase of 10% in variable costs.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: Marketing Management

Paper – MB – 1.3

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What are the Marketing tasks?
- 2 Explain Cost Leader.
- 3 What is Cannibalization?
- 4 Explain Services Mix.
- 5 What is Matrix organization?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Trace the evolution of marketing through its various philosophies.
- 7 Define marketing concepts and discuss in detail the various philosophies of marketing.
- 8 What are the various differentiation strategies available to marketer? Discuss.
- 9 What are the bases for segmenting consumer markets? Explain with suitable examples.
- 10 Illustrate the importance of packaging and labeling strategies in marketing?
- 11 What are the different new product pricing strategies available to a marketer?
- 12 What are the characteristics of industrial markets? How are they different from consumer markets?
- 13 Explain the role of Maslow's hierarchy of needs in understanding the motives of consumer behaviour.
- 14 What is marketing audit? How is it carried out?
- 15 What are the factors affecting global marketing? Illustrate with suitable examples.

Code No. 4055

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, October / November 2021

Subject: Business Law and Ethics
Paper: MB -104
Open Elective - I

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 × 5 = 20 Marks)

- 1 Explain legality of object.
- 2 Distinctions between promissory note and bills of exchange.
- 3 Classification of companies.
- 4 Write about consumer councils.
- 5 Indian value system and its role in Business.

PART – B

Note: Answer any four questions.

(4 × 15 = 60 Marks)

- 6 Explain how a contract is performed.
- 7 Write about offer, acceptance, consideration and free consent.
- 8 Explain the characteristics of a negotiable instrument and the main provisions of the Negotiable Instruments Act.
- 9 Explain the distinctions between sale and agreement to sell.
- 10 Describe the appointment, powers and legal position of directors.
- 11 Explain different types of shareholders meetings.
- 12 Discuss the legislation and practices of environment pollution control in India.
- 13 Discuss the law relating to Intellectual Property Rights in India.
- 14 Discuss the need and importance of integrity and ethical based considerations in business operations.
- 15 Discuss the social responsibility of business in Indian context.

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, October / November 2021
Subject: Fundamentals of Technology Management

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What is the Role of Technology?
- 2 Explain Technology change
- 3 What is Technology Strategy?
- 4 Explain Models of Technology Transfer
- 5 What are the benefits of Technology Absorption?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Describe the Effects of Technological Changes on an organization and on society at large.
- 7 Technology Change involves – Economic Planning, Policy Planning and Strategies – Explain.
- 8 What is Acquisition? Explain the Methodologies.
- 9 Define Technology. Explain the Forecasting Approaches.
- 10 Explain Technology Transfer. What are the features and routes for Transfer?
- 11 Explain the methods of Technology Transfer and Focus on Code of Conduct to be followed when Government is involved.
- 12 Define Technology Absorption and Diffusion in detail, along with benefits of Technology Absorption.
- 13 Explain the following Terms:
(a) Absorption (b) Diffusion (c) Technical Assessment (d) Technical Evaluation.
- 14 “Technological R&D and its awareness is essential for framing Organisational Policies”. Discuss.
- 15 Elaborate on (a) Venture Capital (b) Technical Gap (c) R&D (d) Resource Management.

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, October / November 2021

Subject: Managerial Economics

Paper: MB – 104

Open Elective - II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What are the Profit maximization objectives?
- 2 What is Cross elasticity of demand?
- 3 Explain ISO quant curves.
- 4 What is Kinked demand curve?
- 5 What is Trade cycle?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain how managerial economics helps in decision making.
- 7 Discuss the importance and relevance of any modern theories of firm.
- 8 Explain in detail the law of diminishing marginal utility.
- 9 Discuss different methods of forecasting demand for a new product.
- 10 Explain the law of diminishing returns to scale.
- 11 Describe the role of time in cost analysis.
- 12 Explain the price determination mechanism in oligopoly market.
- 13 What is transfer pricing? Explain its uses in global era.
- 14 Explain the nature and significance of national income measurement.
- 15 Briefly explain the policies for counter the trade cycle.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: A. IT Application for Management

Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What is Computer Based Information Systems?
- 2 What are the Multimedia Applications?
- 3 What is Artificial Intelligence?
- 4 Explain Cloud Computing.
- 5 What is Digital Signature?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 “Information is the key resource for success of business”. Comment, giving the role of information in business today’s information age.
- 7 “Information Systems have been revolutionized with the use of Computers and Information Technology”. Comment, giving varied types of Information Systems.
- 8 “Information Technology Infrastructure is an investment made by Businesses which results in returns in future”. Comment, giving the key components of building the Information Technology Infrastructure.
- 9 “Internet and Communication revolution has made a tremendous impact on the functioning of a business”. Comment, giving the applications of Internet and Communication Technologies in Business.
- 10 “Traditional Databases are things of past, varied new types of Databases have emerged paving way for effective data storage and retrieval”. Comment, giving the types of databases and their relative merits and demerits.
- 11 “The industry is witnessing the new revolution with the advent of Artificial Intelligence based technologies”. Comment, discussing the concept, importance and types of Artificial Intelligence Systems.
- 12 “Inter Organizational and Global Information Systems have evolved to help managers to strategically plan their managerial tasks”. Comment, giving the concept, role and utility of Inter Organizational and Global Information Systems.

- 13 "Mobile Computing and Mobile Applications have impacted the Businesses and Services". Comment, giving the concept, role and utility of Mobile Computing and Mobile Applications in Business. Also, discuss their advantages and disadvantages.
- 14 "Computers are not risk free, one has to always be prepared for the risks and threats associated with their security". Comment, explaining the risks.
- 15 "Computer Security and Risks can be handled effectively, if one uses the appropriate security mechanisms". Comment, giving the security measures.

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FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, October / November 2021

Subject: Business Communication
Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What are Barriers to communication?
- 2 What are Approaches to negotiation?
- 3 What is Speaking for commemorative occasions?
- 4 What is Effective Business Correspondence?
- 5 What are Investor Relations?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the role and process of communication. What are the different types of communication?
- 7 What are the elements of good listening? How do you improve listening competence?
- 8 Define non-verbal communication. Explain the various types and functions of non-verbal communication.
- 9 What are the approaches to negotiations? How do you prepare and conduct negotiations?
- 10 Define persuasive speaking. Explain various effective presentation strategies.
- 11 Explain the process of choosing a method of speaking. How do you analyse the audience?
- 12 Define report writing. Explain the various types of reports.
- 13 Write a complain letter to the Sales Manager of M/s Innovate Electronic Ltd., Mumbai, from M/s Nethra Electronics, MG Road, Pune about received damaged refrigerators.
- 14 Explain the following (1) Media Relations (2) Frame work for managing investor relations.
- 15 Define crisis communication. Explain the Dos and Don'ts in the wake of a crisis.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: Customer Relationship Management

Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Explain the Process of CRM.
- 2 What is Customer Centricity?
- 3 What are the CRM Objectives?
- 4 What is Campaign Management?
- 5 Discuss Road Map.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain Relationship Marketing and elaborate the evolution of Relationship Marketing.
- 7 Describe the importance of CRM, and explain the factors responsible for CRM growth.
- 8 Define Customer Retention Management? Explain the importance of Customer Retention Management?
- 9 Discuss the Lifetime Value of Customers. How this concept useful to the CRM Managers?
- 10 Discuss the steps and elements of CRM plan.
- 11 Define the Strategic CRM. Discuss the different strategies involved in Strategic CRM.
- 12 How the CRM useful to the Consumer Marketing?
- 13 Define the Call Centre and explain the functionalities of a call centers.
- 14 Explain the importance of the Information Technology in CRM.
- 15 Discuss the processes involved in CRM implementation.