2011

Full Marks –70

Time – As in the programme

The figures in the right hand margin indicate marks.

Answer ALL questions.

1. "Wealth maximisation concept is superior than profit maxmisation concepet". Discuss

OR

Discuss the relationship of financial management with other areas of management. [14

2. Define the term capital Budgeting. Discuss the process, features and significance of capital budgeting.

OR

[Cont.

M/S PKN limited company share is quoted in the market at Rs. 20 currently. The company pays a dividend of Rs. 1 per share and the investor expects a growth rate of 5% per year. Compute.

(a) The company's cost of equity capital

(b) It the anticipated growth rate Rs 6%.p.a. Calculate the indicated market price per share

(c) If the company's cost of capital Rs. 8% and the interpated growth rate is 5% p.a, calculate the indcated market price if the dividend of Rs. 1 per share is to be maintained

3. Calculate the degree of operating leverage, degree of financial leverage and the degree of confined leverage for the following firm's and interprete the results:

	A	B	C
Out put	3,00,000	75, 000	5,00,000
Fixed cost Rs.	3,50,000	7.00,000	75,000

[Cont.

Unit variable Cost (Rs.)	1.00	7.50	0.10
Interest. Exps. Rs.	25,000	40000	NIL
Unit selling price Rs.	3.60	25.00	0.50

OR

M/s ABC and M/S XYZ ltd. are identical in all respect except the degree of leverage. Firm M/S ABC Ltd. has 6% debt of Rs. 2,00,000. But firm M/s XYZ ltd. has no debt. Both the firm are earning an EBIT of Rs. 1,00,000 each. The corporate tax is 60% and equity captalisation rate is 10%. Calculate the market value of the two firms. [14

4. What do you understand by Dividend policy? What are the main determinants of dividend policy in a corporate enterprise ?

OR

[Cont.

What is working capital ? What are the determinants of working capital needs of an enterprise ? [14

5. Explain briefly the various techniques of inventory management.

OR

Define the term credit policy. What is an optimum credit policy ? [14

Sem-II(2Yr.) – MBA
(DDCE) — 10
(MM) – OC

2011

Time : As in Programme

Full Marks : 70

The questions are of equal value.

*Answer **all** questions.*

1. Describe the role of marketing in achieving the objectives of a business organisation. Outline its scope and limitations.

OR

What is the importance of external marketing environment in marketing planning ?

2. Describe the marketing planning process and describe the factors taken into consideration in the identification of market.

OR

What is consumer decision making process and how do cultural environmental forces influence consumer buying decision ?

3. What is the importance of Product Life Cycle in marketing and what should be the strategies of marketing-mix in the different stages of PLC ?

OR

What are the objectives of pricing and what are the factors taken into consideration in formulating a suitable pricing policy to achieve these objectives ?

4. What is the recent trend of advertising and how far the present advertising has been able to achieve the objectives of promotion ? Explain different types of advertisements.

OR

Who is a refailer and what are the functions perfomed by him ? Briefly explain the significance of the following types of Metailers :

(a) Chain store

(b) Departmental store

(c) Discount store

(d) General store

5. What are the problems of rural marketing and how far the modern philosophy of marketing has been successful in approaching these problems ?

OR

What is the importance of international marketing ? Briefly describe the procedure adopted in exporting a product.

Sem-II(2Yr.) – MBA
(DDCE) — 9
(HRM)-OC

2011

Time : As in programme

Full Marks : 100

The questions are of equal value.

*Answer **all** questions.*

1. Write the concept of Human Resource Management along with its features. Explain the scope of HRM.

OR

Narrate the roles and functions of HR Managers in an organisation.

2. Why HR planning is important in an organisation ? Describe the techniques of HR planning.

OR

What is selection ? Describe a rational selection process followed for an organisation.

3. What is transfer ? Why is it necessary in an organisation ? Describe different types of promotion practised in organisation.

OR

Differentiate between performance appraisal and potential appraisal. Highlight on the use of potential appraisal.

4. Define compensation. Why it is important for employed as well as the organisation ?

OR

Write about the types of wages. Write the method of fixation of minimum wage.

5. What is training ? How training need is assessed ? Why such assessment is needed ?

OR

Write the types of training given to non-executives with their advantages and disadvantages.

Sem – II(2Yr.) – MBA(DDCE) —
12 (POM) – OC

2011

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer **all** questions.*

1. Explain duties and responsibility of Production Manager. 14

OR

(a) Differentiate between manufacturing and service.

(b) Advantages of Job Production System.

(c) Objectives of Operations Management.

$5+4\frac{1}{2}+4\frac{1}{2} = 14$

2. What are the factors affecting plant location ? Explain any two locational models. 14

OR

(a) Differentiate between process and product layout.

(b) ABC company needs to produce 4,000 boxes per 40 hours to meet the demand. The process can be broken down into six work elements. The precedence and five require-ments for each element are as follows :

Work element	Precedence	Performance time (minutes)
A	–	0.10
B	A	0.40
C	A	0.50
D	–	0.20
E	C, D	0.60
F	B, E	0.40

(i) Draw the precedence diagram.

(ii) Calculate cycle time.

(iii) Calculate balanced efficiency and balanced delay. 7+7 = 14

3. (a) Differentiate between CPM and PERT.

(b) The following table lists the jobs of a network with their estimates :

Job	t_o	t_m	t_p
1 – 2	3	6	15
1 – 6	2	5	14
2 – 3	6	12	30
2 – 4	2	5	8
3 – 5	5	11	17
4 – 5	3	6	15
6 – 7	3	9	27
5 – 8	1	4	7
7 – 8	4	19	28

(i) Draw the network.

(ii) Calculate project length

(iii) What is the probability that the job on the critical path will be completed 41 days

4+10 = 14

OR

(a) Explain Innovations in Management. Write down its properties.

(b) What is the role of Project Management in functional areas of management ? 7+7 = 14

4. What is aggregate planning ? What are the costs associated in aggregate planning ? Which type of strategy is preferred in organisation ? 14

OR

Write short notes on the following : 7+7 = 14

(a) Supply chain management

(b) MRP-I and MRP-II

5. What is inventory management ? What are the costs associated in inventory management ? Why inventory is maintained ? 14

OR

(a) Explain ABC analysis.

(b) A contractor has to supply 1,000 bearings per day to an automobile manufacturer. He finds that, when he starts production run, he can produce 25,000 bearings per day. The carring cost is Rs. 2 per year and set up cost is Rs. 1,800. How frequently should production run be made ? 7+7 = 14

53

Sem – II(2Yr.) – MBA(DDCE) —
13 (CMA) – OC

2011

Time : As in Programme

Full Marks : 70

The questions are of equal value.

*Answer **all** questions.*

1. Define Management Accounting and explain the major differences between Financial Accounting and Management Accounting. Discuss the limitations of Management Accounting.

OR

Prepare a statement of cost from the following information submitted by Alpha Tools Ltd :

	Rs.
Sales for the year	2,75,000
Inventory at the beginning of the year :	
Inventory	7,000
Work in Progress	4,000

	Rs.
Purchase of materials for the year	1,10,000
Materials inventory beginning of the year	3,000
Material inventory at the end of the year	4,000
Direct Labour	65,000
Factory overheads (60% of Direct Labour Cost)	
Inventory at the end of the year :	
Work in Progress	6,000
Finished goods	8,000
Other expenses for the year :	
Selling expenses — 10% of Sales.	
Administrative Expenses — 5% of Sales.	

2. Distinguish between Marginal Costing and Absorption Costing. Explain briefly three specific decision making areas where principle of Marginal Costing could be applied.

OR

You are given the following data of a firm for the year 2009 :

	Rs.	Percentage
Variable cost	6,00,000	60
Fixed cost	3,00,000	30
Net Profit	1,00,000	10
	10,00,000	100

Find out break even point, P/V ratio and margin of safety.

3. What do you understand by Activity Based Costing (ABC) ? Explain main characterisitcs of this system. What are the different stages related to designing of ABC system ?

OR

An article passes through three successive operations from raw materials to the finished product stage. The following data are available from the production records of a particular month.

Operation No.	No. of pieces input	No. of pieces rejected	No. of pieces out put
1	60,000	20,000	40,000
2	66,000	6,000	60,000
3	48,000	8,000	40,000

(a) Calculate the input required to be introduced in the first operation in number of pieces in order to obtain finished output of 100 pieces at last operation.

(b) Calculate the cost of raw material required to produce one piece of finished product given the following :

Weight of the finished piece is 0.10 kg and the price of raw material is Rs. 2 per kg.

4. State the major objectives of responsible accounting. Explain the basis of classification of different responsible centres. What are the steps a company should take prior to installation of the responsible accounling system in the unit ?

OR

A gang of workers usually consist of 10 men, 5 women and 5 boys in a factory. They are paid at standard hourly rates of Rs. 1.25 and Re. 0.85 and Re. 0.70 respectively. In a normal week of 40 hours, the gang is expected to produce 1,000 units of output.

In a certain week, the gang consisted of 13 men, 4 women and 3 boys. Actual wages were paid at the rates of Rs. 1.20, Re. 0.85 and Re. 0.65 respectively. Two hours were lost due to abnormal idle time and 960 units of output were produced. Calculate the various labour variance.

5. XYZ Ltd. has prepared a budget for the production of a lakh units of the only commodity manufactured by them for a costing period as under :

	Rs.	
Raw materials	2.52	per unit
Direct Labour	0.75	"
Direct Expenses	0.10	"
Works Overhead (60% fixed)	2.50	"
Administrative overhead (80% fixed)	0.40	"
Selling overheads (50% fixed)	0.20	"

The actual production during the period was only 60,000 units. Calculate the revised budgeted cost per unit.

OR

Write short notes on the following :

(a) Zero Based Budgeting

(b) Balanced Scorecard

2011

Time : As in Programme

Full Marks : 70

The questions are of equal value.

*Answer any **five** questions.*

1. What is "Debitisation of Bank" ? Describe the various steps involved in creation of money in banks.

2. Describe the various types of deposits and advances utilised in "Indian Banking System".

3. What is banking investment ? Describe different investment schemes of any nationalised bank in India.

4. What is meant by "Management of Finance" ? Explain the various types of bank accounts.

5. Define insurance. Explain the features and classification of life insurance in India.

6. What is "General Insurance"? Explain the function of "Personal General Insurance Products".

7. Explain the evolution of life insurance in India till IRDA Act, 1999.

8. Write short notes on any **two** of the following :

   (a) Commercial Banking System

   (b) Principles of Banking

   (c) Health Insurance

   (d) Principle General Insurance

2011

Time :-As in Programme

Full Marks : 70

The questions are of equal value.

*Answer **all** questions.*

1. What is Change ? What are the most frequent causes of change ?

OR

Organisational Change is process through which an organisation moves from the present state to an improved state. Discuss.

2. From Lewin's Force Field Theory explain how change occurs in organisation ?

OR

Who can be a change agent ? What are the roles and skills required for a change agent ?

3. Write short notes on the following :

   (a) TQM – Evolutionary Change

   (b) BPR – Revolutionary Change

OR

Why OD undertaken by organisation ? What are its techniques ?

4. Discuss the importance of Cross-Cultural issues while implementing change in the globalised business environment ?

OR

"Business is an economic institution operating in an socio-political environment." Discuss.

5. Write short notes on any **two** of the following :

   (a) LPG Model

   (b) Importance of Merger and Acquisition in change management

   (c) EPRG Model

2011

Time : As in Programme

Full Marks : 70

The questions are of equal value.

*Answer any **five** questions.*

1. What is E-Commerce ? How E-Commerce different from E-Business ? Give some examples. Write the advantages and disadvantages of E-Commerce.

2. What is Internet ? How Internet, Intranet and Extranet different from each other ? Write the advantages and disadvantages of Internet.

3. What is Web ? Explain the components of a website in detail. Explain the role of a website in an organisation.

4. What is business tool ? How the business tools helps in business organisation ? Explain some

of the business tools and it's advantages and disadvantages.

5. What is payment system ? What are the basic requirements of payment system ? Explain the advantages of electronic payment system over traditional payment system.

6. Define E-Security and explain different types of Legal and Ethical issues associated with E-Commerce. Write and explain some of the E-Commerce Security Tools.

7. Explain the different types of Legal and Ethical issues associated with E-Commerce. Write different types of security mechanism for E-Commerce.