

2017

Full Marks : 70

Time : As in the programme

The figures in the right hand margin indicate marks.

Answer questions in each Section as directed therein.

Answer any three questions from Section-A

(12×3=36), Word Limit-700-1000

Answer any three questions from Section-B

(8×3=24), Word Limit-500

Answer any two questions from Section-B (5×2=10),

Word Limit-300

SECTION-A

(Answer any **three**) 12×3=36

1. Discuss the role of accounting standard in preparation and presentation of financial statements.
2. "Without accounting concepts and conventions, objective, reliable, consistent and comparable accounts cannot be maintained."— Comment.
3. Enumerate the statutory books, which are maintained by a company.

[Turn over]

[2]

4. Digital Magnifier Enterprises is a professionally managed company. You have applied for the post of a finance executive. During the process of your interview you are asked the following:
- Prepare a balance sheet using the following information
 - Comment on the company while interpreting the balance sheet.

Current ratio	-	2.5
Liquid ratio	-	1.5
Net working capital	-	₹60,000
Stock turnover ratio		
Ckt of sales/closing stock	-	6 times
Gross profit ratio	-	20
Fixed assets turnover ratio (on cost of sales)	-	2 times
Average collection period	-	2 months
Fixed assets to shareholders net worth	-	0.8
Reserve and surplus to capital	-	0.5
Long term loans	-	₹30,000

[3]

5. Portable Products Limited present the following information and you are required to compute funds from operation:

Profit and Loss Account

Dr.		Cr.	
Particulars	Amount (₹)	Particulars	Amount (₹)
To Operating expenses	1,00,000	By Gross Profit	2,00,000
To Depreciation	40,000	By Gain on sale of plant	80,000
To Loss on sale of building	1,00,000		
To Advertisement suspense	5,000		
To Discount	500		
To Discount on issue of shares written off	500		
To Goodwill	10,000		
To Net Profit	24,000		
	2,80,000		2,80,000

SECTION-B

(Answer any three) 8×3=24

6. Explain the treatment of provision for taxation and proposed dividend in funds flow statement.
7. What do you mean by Value Added Statement? Discuss the importance, preparation of Value Added Statement.

[4]

8. Explain two important long term solvency ratio with examples.
9. What do you mean by Financial Statement Analysis? What is its significance, importance? Note down merits and demerits of financial statement analysis.
10. Explain the concept of Social Reporting with merits and demerits.

SECTION-C

(Answer any two) $5 \times 2 = 10$

11. What are the benefits of accounting standards?
12. Explain money measurement concept and what is the importance of accounting period in accounting?
13. Explain the principles of matching the cost with the revenue in determining the business profit.
14. Discuss the accounting ratios to judge the liquidity position of a business.

2017

Full Marks : 70

Time : As in the programme

The figures in the right hand margin indicate marks.
Answer questions in each Section as directed therein.

SECTION-A

(Answer any three)

12×3=36

(Word limit – 700-1000 words)

1. Define Organisational Behaviour. Discuss the objective and model of organizational behavior.
2. What is personality? Discuss the big five trait of personalities and the Myers-Briggs type indicator.
3. What do you mean by motivation? Critically examine the Maslow's need Hierarchy theory of motivation.
4. Explain in detail the Managerial Grid and Trait theory of leadership.
5. Define communication. Discuss the types and process of communication.

[Turn over]

SECTION-B(Answer any **three**)

8×3=24

(Word limit – 500 words)

6. What is perception? Discuss the perceptual process.
7. What is learning? Discuss the various learning theories.
8. How do you interrelate the personality and organisational behaviour?
9. How attitudes affect the behavior of individual? Explain the various component of attitude.
10. Briefly discuss the complementary, crossed and ulterior transaction.

SECTION-C(Answer any **two**)

5×2=10

(Word limit – 300 words)

11. What are the contributing discipline to OB?
12. What are the different characters of type A and type B personalities?
13. Briefly explain the different perceptual errors.
14. What is ERG theory of motivation?

2017

Full Marks : 70

Time : As in the programme

The figures in the right hand margin indicate marks.

Answer questions in each Section as directed therein.

SECTION-A

(Answer any **three**) 12×3=36

(Word limit – 700-1000 words)

1. Explain market as a process. Differentiate between market place and virtual market.
2. What factor would influence the willingness and ability to buy each of the following products?
 - a) Motorcycle
 - b) Dress
3. Briefly describe the stages of PLC. Write an example from motor segment.
4. Explain factor contributing to NPD. Briefly explain NPD process.
5. Successful salespeople are achievers, self motivational risk takers and enjoy autonomy. They are the creative problem solvers. Justify.

[Turn over]

[2]

SECTION-B

(Answer any three)

8×3=24

(Word limit – 500 words)

6. Why international marketing is important for MNC?
7. Elaborate different concept of marketing. In your view which concept is effective for insurance product?
8. How socio-economic factor is a effective criteria for environmental analysis?
9. What is brand equity? What are the necessary steps require for brand building?
10. Explain different concept of marketing. How Product concept different from Production concept?

SECTION-C

(Answer any two)

5×2=10

(Word limit – 300 words)

Write short notes on following:

11. Criteria for evaluating channel alternatives.
12. Elaborate customer relationship management process.

[3]

13. Traditional marketing vs. internet marketing.
 14. What do you mean by demonstrative advertising?
-

2017

Full Marks : 70

Time : As in the programme

The figures in the right hand margin indicate marks.

Answer questions in each Section as directed therein.

Answer any three questions from Section-A
(12×3=36), Word Limit-700-1000

Answer any three questions from Section-B
(8×3=24), Word Limit-500

Answer any two questions from Section-B
(5×2=10), Word Limit-300

SECTION-A

(Answer any three) 12×3=36

1. Managerial economics is economics applied to decision making, discuss.
2. What is price elasticity of demand, how it is measured with the help of point and total outlay methods?

[Turn over]

[3]

SECTION-C

(Answer any two) $5 \times 2 = 10$

11. Explain the relationship between Average Cost and Marginal Cost.
12. Distinguish between income elasticity and cross elasticity of demand.
13. Distinguish between Break-even point and Shut-down point.
14. Write short note on price leadership.

[2]

3. Explain how price effect is combination of substitution and income effect.
4. Explain how price and output is determined under the condition of monopolistic competition.
5. What is business cycle? Explain different phases of business cycle.

SECTION-B

(Answer any three) $8 \times 3 = 24$

6. Define Indifference curve. Explain different properties of it.
7. Explain the law of returns to scale with the help of Isoquant.
8. Long-run cost curve is called Envelop Curve—Justify.
9. State the significance of Break-even point and margin of safety in business.
10. What is third degree price discrimination under monopoly? Explain how price is determined under it.

2017

Full Marks : 70

Time : As in the programme

The figures in the right hand margin indicate marks.

Answer questions in each Section as directed therein.

SECTION-A

(Answer any **three**) $12 \times 3 = 36$

(Word limit – 700-1000 words)

1. Discuss the functions and contributions and role of an entrepreneurs in a developing country.
2. How are projects classified? Which criterion is more rational and acceptable for classifications of projects?
3. Discuss the role SISI, DIC, EDII, NIESBUD in promoting the enterprises in our country.
4. Discuss the various methods of marketing of products of small scale industries in our country. What are the steps taken by the government in this regards?

[Turn over]

[2]

5. Define Industrial Sickness. What are the RBI guideline for preventing industrial sickness?

SECTION-B

(Answer any three)

8×3=24

(Word limit – 500 words)

6. What is EDPs? Also explain its phases of EDPs. Support your answers with example.
7. What are the characteristics of successful entrepreneurs?
8. What is CSR? In which way an enterprise is responsible for this?
9. What are the legal formalities in setting up of a SSI?
10. What is the importance of analysis the risk of enterprise? What are the various methods of risk analysis?

[3]

SECTION-C

(Answer any two)

5×2=10

(Word limit – 300 words)

11. What are the problems faced by a women entrepreneur?
12. Define business ideas. How it is generated?
13. What is project appraisal? What are their importance project formulations?
14. What are the different sources of finance involved in financing the enterprise?