

Dt: 11/2/2016

I-S (5yr.) - IMBA-DDCE - 101 (MCP) R&B

2016

Full Marks- 70

Time -As in the Programme

The figure in the right hand margin indicate marks.

Answer from All sections as directed therein.

Section-A

(Answer any Three) [12×3=36

1. "Management is the art of managing people".
In the light of this above statement discuss the objective and function of management.
2. "Fayol suggested fourteen principles of management which he found most frequently to be applied for the management work".
Discuss.
3. What is the importance of decision making and what are the different decisions made by managers at different levels in the organizations ?

[Cont...

[2]

4. Outline the essential steps in control process.
What are the features of an effective system ?
5. In the view of the rapidly changing environment highlight in the challenges faced by a manager.

Section - B

(Answer any Three)

[8×3=24

1. Briefly explain the Human Relation Theory of management developed by Elton Mayo.
2. What are different Inter-personal, informational and Decisional roles to be played by a smart manager.
3. What do you understand by planning ? Discuss the different features and types of planning.
4. What is organization ? Discuss the different types of organization.
5. Define coordination. Explain the important and process of coordination.

[Cont...

[3]

Section - C

(Answer any Two)

[5×2=10

1. What are the principles of delegation of authority ?
2. Make a distinction between untralisation and delegation of Authority.
3. Distinguish between administration and management.
4. Compare and contrast between cooperation and coordination.

I-S (5yr.) - IMBA-DDCE - 101 (MCP) R&B

IS(5yr)-IMBA —
DDCE – 102
(Eng – I) R & B

2016

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **three** questions of the following :

$12 \times 3 = 36$

1. State the basic differences between verbal and non-verbal communications.
2. Read the passage and answer the questions that follow :

Every man is rich or poor according to the degree in which he can afford to enjoy the necessaries, conveniences, and amusements of human life. But after the division of labour has once thoroughly taken place, it is but a very small

PR – 13/1

(Turn over)

part of those with which a man's own labour can supply him. The far greater part of them he must derive from the labour of other people, and he must be rich or poor according to the quantity of that labour which he can command, or which he can afford to purchase. The value of any commodity, therefore, to the person who possesses it, and who means not to use or consume it himself, but to exchange it for other commodities, is equal to the quantity of labour which is enables him to purchase or command. Labour, therefore, is the real measure of the exchangeable value of all commodities.

The real price of everything, what everything really costs to the man who wants to acquire it, is the toil and trouble of acquiring it. What everything is really worth to the man who has acquired it and who wants to dispose of it, or exchange it for something else, is the toil and trouble which it can save to himself, and which it can impose upto other people. What is bought with money, or with goods, is purchase by labour, as much as what we acquired by the toil of our own body. That money, or those goods, indeed, save us this toil.

They contain the value of a certain quantity of labour, which we exchange for what is supposed at the time to contain the value of an equal quantity. Labour was the first price, the original purchase money that was paid for all things. It was not by gold or by silver, but by labour, that all the wealth of the world was originally purchased ; and its value, to those who possess it, and who want to exchange it for some new productions, is precisely equal to the quantity of labour which it can enable them to purchase or command.

- (a) How does the author decline a rich man ?
- (b) What do you understand by the value of any commodity ?
- (c) What are the author's views regarding "labour" ?
- (d) Give a title to the passage.

3. Write a paragraph in 150 words on any one of the following :

- (a) Education as a money laundering business
- (b) Shopping malls and their effect on youth
- (c) Environmental pollution

4. What are the elements of good public speaking ?
5. What is a topic sentence in a paragraph ? What are the different methods in which a paragraph can be developed ? Give examples.

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Define body language. Explain with examples.
2. Reading comprehension includes more understanding of the subject. Discuss.
3. Imagine that you are introducing your friend to the members of your college sports team. Draft an introducing.
4. Describe the process of booking a railway ticket to a new student. Make use of polite expressions.
5. State the importance of linkers in a paragraph. Give examples to show how linkers help in achieving coherence in a paragraph.

PR – 13/1

(4)

Contd.

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Imagine that you are new to the city and have lost your way to your new apartment. How would you ask for help to a passerby ?
2. Write a note on instructions to your assistant, while you will be on leave for a week from your office.
3. What is the difference between commands, instruct, request and persuade ? Give examples.
4. How does body language affect cross-cultural communication ? Give example.



PR – 13/1(100)

(5)

IS(5yr)-IMBA —
DDCE – 102
(Eng – I) R & B

2016

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions : $12 \times 3 = 36$

1. A and B enter into partnership. A supplies whole of the capital amounting to Rs. 45,000 with the condition that profit are to be equally divided and B pays an interest on half the capital at 10% per annum, but receives Rs. 120 per month for carrying on the concern. Find their total yearly profit when B's income is one half of A's income.
2. A sum was lent at compound interest for 2 years at 20% p. a. If the interest is added half yearly then Rs. 482 are received more, find the sum.

3. If $\frac{\log x}{y-z} = \frac{\log y}{z-x} = \frac{\log z}{x-y}$, then prove that $x^x \cdot y^y \cdot z^z = 1$

$$z^z = 1$$

4. Prove De Morgan's Law with giving suitable example.

5. If $f(x) = 5x - 4$, when $0 < x \leq -1$
 $= 4x^2 - 3x$, when $1 < x < 2$

Examine its continuity at $x = 1$

Section - B

Answer any three questions : $8 \times 3 = 24$

6. Cost price of a cycle is Rs. 4,500. It was marked 50% above the cost price but a discount of 20% was given. Calculate selling price and profit %.

7. If Rs. 6,000 amount to Rs. 7,500 in 4 years. What will Rs. 12,000 amount to in 5 years at the same rate percentage per annum on simple interest.

8. If $\log x^y = 10$ and $\log 6x^{(32y)} = 5$ then find x .

PR - 14/3

(2)

Contd.

9. Find the inverse function of $f(x) = 4x + 8$.

10. $\lim_{x \rightarrow \infty} \frac{3x^3 - 2x^2 + 4x}{2x^3 - 8x + 6}$

Section - C

Answer any two questions : $5 \times 2 = 10$

11. If percentages of profit on sales is 25%. Find the % profit on cost.

12. Explain the characteristics of partnership.

13. What do you mean by CIF price and Franco price.

14. If $f(x) = x^2 + 1$, $g(x) = \frac{1}{x+1}$, prove that $f \circ g \neq g \circ f$.



PR - 14/3 (100)

(3)

IS(5yr)-IMBA—DDCE-
103 (BM) R & B

IS(5yr)-IMBA —
DDCE – 104
(Psy) R & B

2016

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

*Answer from **all** the Sections as directed.*

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is Psychology ? Discuss its nature and scope.
2. What is Operant Conditioning ? Discuss the schedules of reinforcement.
3. What are the theories of forgetting from long-term memory ?
4. Discuss any two theories of Motivation in brief.
5. What are the tactics of compliance ?

PR – 15/1

(Turn over)

Section – B

Answer any **three** questions of the following :

8×3 = 24

1. Describe the structure and function of Neurons.
2. Discuss about the Organizing Principles of Perception.
3. What is episodic and semantic memory ?
4. What is intelligence ? How can it be measured ?
5. Write a short note on the Origin of Prejudices.

Section – C

Answer any **two** questions of the following :

5×2 = 10

1. Write about Observational Method.
2. What is Sensory Adaptation ?
3. What is Illusion and what are its types ?
4. Write a short note on Love.



PR – 15/1(100)

(2)

IS(5yr)-IMBA —
DDCE – 104
(Psy) R & B

IS(5yr)-IMBA —
DDCE – 105
(CF) R & B

2016

Time : As in Programme

Full Marks : 40

The figures in the right-hand margin indicate marks.

Answer from all the Sections as directed.

Section – A

Answer any **two** questions of the following :

1. List out the key hardware and software technologies used in building the computers of each of the five generations. 12
2. Differentiate between impact and Non-impact printers. Give their relative advantages and disadvantages. Name few printers of both types. 12
3. What are the different ways of acquiring a software ? List out their relative advantages and limitations. 12

PR – 16/1

(Turn over)

4. Write short notes on the following :

12

- (a) Image Scanner
- (b) Optical Character Recognizer
- (c) Magnetic Ink Character Recognizer
- (d) Electronic Card Reader

Section - B

Answer any one question of the following : 6

1. Find the decimal equivalent of the following

numbers :

(a) $(1101011)_2$

(b) $(2AC)_{16}$

(c) $(247.65)_8$

(d) $(435)_{10}$

(e) $(24)_5$

(f) $(1.2)_3$

2. What is an Optical Disk ? How are data recorded/

read from an Optical Disk ?

PR - 16/1

(2)

Contd.

Section - C

Answer any two questions of the following :

5×2 = 10

1. Give the full forms and definitions of each of the following terms used in Computer Terminology :

ENIAC, EDVAC, EDSAC, SSI, VLSI.

2. Draw a block diagram to illustrate the basic organization of a computer.

3. What is the difference between positional and non-positional number systems ? Give examples of both types of numbers systems.

4. Differentiate between input and output devices giving examples of both types. Can a device be used as both input and output device ? If yes, name such a device.



PR - 16/1(100)

(3)

IS(5yr)-IMBA --
DDCE - 105
(CF) R & B