1|13|2016

III-S (5yr.) - IMBA-DDCE - 11 (OB) 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. What is organizational behaviour ? Discuss the model and similarities and dissimilarities among the model of OB.

2. Define perception. Explain the perceptual process.

3. What is attitude ? Explain the different components and functions of attitude.

4. What is motivation ? Compare Maslow's need hierarchy theory with Alderfer's ERG theory of motivation.

5. What is leadership ? Examine the different styles to the study of leader behavior.

Section - B

(Answer any Three) [8×3=24

1. Define personality. Discuss the 'Big Five' personality factor.

2. What are the major dimensions of social learning and classical learning theory.

3. Explain different types of transactional analysis.

4. What is communication ? Discuss the nature and process of communication.

5. How do you match different styles of leaders with those of followers ?

Section - C

(Answer any Two) [5×2=10

1. Briefly discuss the contribution of various disciplines to organizational behavior.

2. Explain various models of man.

3. What are the major barriers to attitudinal change ?

4. What is "Leadership" and who is a "leader" ?

●

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. Why is Cost Accounting regarded as an improvement over Financial Accounting ? Explain clearly bringing out the destruction between the two.

2. From the following information, prepare a Cost Sheet :

    Material consumed ₹ 3,00,000, Direct Wages ₹ 1,00,000, Works overhead returned ₹ 60,000 (60% fixed), Selling and Distribution Expenses ₹ 11,400 (₹ 5,400 variable), Sales 90,000 units

(Turn over)

at a profit of 7.5% on selling price, Closing stock of finished goods 10,000 units, Normal output of the factory 1,50,000 units.

3. A company incurs the following expenses to produce 1,000 units of an product X :

	₹
Direct Materials	50,000
Direct Labour	30,000
Power(20% fixed)	10,000
Repairs and Maintenance(15% fixed)	8,000
Depreciation(40% variable)	6,000
Administrative Expenses(100% fixed)	12,000

Prepare a flexible budget showing individual expeneses of production at 1,500 units and 2,000 units.

4. From the following figures, prepare Process Accounts indicating the cost of process and the total cost. The production was 480 articles per week :

Particulars	Process – A ₹	Process – B ₹	Process – C ₹
Materials	3,000	1,000	44
Labour	1,600	4,000	1,200
Factory Overhead	520	1,450	510

5. Define Management Accounting. Discuss the scope and functions of Management Accounting.

Section – B

Answer any three questions of the following : 8×3 = 24

1. M/S ABC Limited produces and sells 5,000 LED bulbs in a month. The cost data are as follows :

	₹
Sales Price per unit	750
Variable Cost per unit	550
Fixed Cost per month	6,00,000

Find BEP, P/V ratio and sales units to achieve a profit of ₹ 5,00,000.

2. M/S Finolex and Co. uses standard cost system and manufactures product "PQR". Standard cost per 1,000 kg of output is as under :

Materials	Quantity(in kg)	Price(in kg)
A	800	2.50
B	200	4.00
C	200	1.00

In March 2016, the company produced 2,00,000 kg of output. Actual consumption was :

Materials :

A – 1,57,000 kg @ ₹ 2.40

B – 38,000 kg @ ₹ 4.20

C – 36,000 kg @ ₹ 1.10

Calculate Material Variances.

3. What do you mean by the term cost reduction ? Compare and contrast cost control and cost reduction.

4. Distinguish between Job Costing and Contract Costing.

PR – 17/5   (4)   Contd.

5. What are the prerequisites for installing a costing system in a manufacturing company ?

Section – C

1. Write short notes on any **two** of the following :   5×2 = 10

  (i)   Normal Gain vrs Abnormal Gain

  (ii)   Limitations of Marginal Costing

  (iii)   Functions of Cost Accounting

  (iv)   Break-even Point

✳

———

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. Explain how price effect is split into income effect and substituion effect.

2. Define managerial economics and explain the role of managers in business decision making.

3. What is demand forecasting ? Explain different methods of demand forecasting ?

PR – 18/1   (Turn over)

2. What do you mean by economies of scale?

3. What is price discrimination under monopoly ?

4. What is break even analysis ?

——————————

❖

4. Explain how price and output determination is made under monopolistic market condition? Illustrate your answer graphically ?

5. What is Business Cycle ? Explain different phases of business cycle.

Section – B

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

$8 \times 3 = 24$

1. Define market. Explain the characteristics of monopolistic competition.

2. Define production function. Explain graphically the law of returns to scale.

3. What is cross elasticity of demand ? How it is measured ? What is the importance of it ?

4. What is planning curve ? Explain with the help of figure.

5. Write short note on theories of profit.

Section – C

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

$5 \times 2 = 10$

1. Explain the relationship between MC and AC in short run.

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 : 12×3 = 36

1. How is an official meeting conducted ? What is the role of a chairperson ?

2. Assume that you are the Secretary for the meeting to discuss about a conference to be held in your college. Prepare and inaugural speech.

3. Make an Agenda to discuss the latest trends in mobile and computers marketing.

4. How would you introduce a Chief Guest in your College Athletic Meet ?

5. What is intonation ? Discuss the rising and falling intonation along with five examples from each.

Section – B

Answer any **three** questions : 8×3 = 24

1. Correct the given sentences :

(a) I met the concerned officer.

(b) Dedication and not riches win us success.

(c) We took our leave from the host.

(d) One must take care of his health.

(e) Rani is good in English.

(f) We are going to Puri for a picnic.

(g) I am going to my tutor's house every day.

(h) All my family members are vegetarians.

2. Fill in the appropriate prepositions :

(a) She was eloquent _____ her expressions.

(b) We should adjust ourselves _____ the future.

(c) "Get out _____ here." he screamed.

(d) We were glad _____ a rest after the long journey.

(e) I have no demands _____ time.

(f) Krupabai was born _____ 1862.

(g) We congratulated him _____ his success.

(h) Oil floats _____ water.

3. Explain the various methods of Group Discussion. Define the role of the moderator with an example.

4. An Chinse Student has just joined your college. Introduce him to your classmates.

5. Transcribe the following words :

(a) Sweet

(b) Treasure

(c) Pool

(d) Compassion

(e) Swim

(f) Greater

(g) Garage

(h) sure

Section – C

Answer any **two** questions :   5×2 = 10

1. What is an Circular ?

2. Prepare a formal vote of thanks for the conclusion of a meeting.

3. What do you understand by time, tense and aspect ? Explain with examples.

4. How do moods and emotions colour our attitude ?

——— ❖ ———

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 :   12×2 = 24

1. Explain the different components of HTTP.

2. Designed a web page for Hospital Management System with all DHTML features and display the Hospital name in all pages using cooking in Asp.

3. Write short notes of the following :

    (a) Formating Web Pages

    (b) Automating Sites

4. Classify Web pages and explain advantages and disadvantages for each kind with an example.

Section – B

Answer any **one** question :   6

1. State the advantages of using Active X control.

2. Write brief note on Debugging with VID.

Section – C

Answer any **two** questions :   5×2 = 10

1. Define HTML Tables.

2. How to implement the HTML Links.

3. What is the benefit of Run time dynamic linking ?

4. How ASP differs from HTML ?

———— ❖ ————