

2017

Full Marks- 70

Time - As in the Programme

*Answer questions from all section as directed
therein*

Answer All. questions.

Section - A

Answer any THREE : [12×3=36

1. What are the different functions of management ? Discuss the use of the different functions of management in the process of management adopted by an organization.
2. Differentiate between planning and decision making ? How the process of planning differs from the process of decision making ?
3. How an organization can become effective ? Write down the nature scope of an organization in the 21th century.

[Cont...

[2]

4. What are the different techniques adopted to control the manpower and the other non human resource in an organization.
5. How the contemporary organizational structure is applicable to the present scenario ? Discuss the recent trends of management.

Section - B

Answer any THREE : [8×3=24

1. Discuss the 14 principles of management ?
2. What is MBO and discuss its process ? Why it fails.
3. Define and discuss the purpose of span of management ? What are the factors influence the span ?
4. What is formal group ? How it is different from informal group. Discuss the advantages and disadvantages of formal and informal groups ?
5. Distinguish between line structure and line and staff structure. Write down the advantages and the disadvantages of both.

[Cont...

[3]

Section - C

Answer any TWO : [5×2=10]

1. What is matrix structure ?
2. Differentiate between coordination with cooperation ?
3. How decisions can become more effective.
4. What are the skills of a manager ?

DDCE - I-S $\frac{2\text{Yr.MBA} - 101}{\text{P.G.DIP.} - \text{P} - 1}$ **(MCP)** $\frac{\text{NC}}{\text{R \& B}}$

IS(2yr)MBA-DDCE —

102 – BRFW (NC)

R & B

2017

Time: As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Groups as directed.

Group – A

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

12×3 = 36

1. "All contracts are agreements but all agreements are not contracts." Discuss the above statement explaining the essential elements of a valid contract.
2. Discuss the essentials of a Contract of Bailment. Explain the various rights and duties of a bailee.

MS – 5/2

(Turn over)

3. Distinguish between a 'holder' and a holder-in-
due course. Explain the various privileges granted to a holder-in-due course under Negotiable Instrument Act.
4. Define an unpaid seller. What are his rights under the Sale of Goods of Act ?
5. What are the objects of the Consumer Protection Act, 1986 ? Explain in brief 'The Consumer Disputes Redressal Agencies'.

Group – B

Answer any three questions of the following :

8×3 = 24

6. Explain, in brief, the various rules relating to delivery of goods.
7. How is Cyber Appellate Tribunal appointed ?
What are its functions ?
8. Explain the various exceptions to the rule — "No consideration no contract".

9. State and explain, in brief, the circumstances under which a surety is discharged from his liability.
10. Discuss, in brief, the various ways in which one or more parties to a negotiable instrument is/are discharged from liability.

Group – C

Write short notes on any two of the following :

5×2 = 10

11. (a) Directorate of Enforcement
(b) Digital Signature Certificate
(c) Dishonour of Negotiable Instrument
(d) Consumer Protection Council



MS – 5/2 (600)

(3) IS(2yr)MBA-DDCE —
102 – BRFW (NC)
R & B

IS(2yr)MBA-DDCE —
103 – FA (NC) R & B

2017

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. What is double entry system of accounting ?
State its objectives and features.
2. State the different methods of charging depreciation and their relative significance in the books of account.
3. Prepare a triple column cash book from the following information collected from the books of

MS – 4/7

(Turn over)

**M/S Amrita Traders for the month of October,
2016 :**

		₹
1 October, 2016	Cash in Hand	1,00,000
2 October, 2016	Cash at Bank	1,50,000
3 October, 2016	Cash Purchases	20,000
4 October, 2016	Cash Sales	75,000
5 October, 2016	Paid Smita by Cheque	25,000
6 October, 2016	Paid Wages	60,000
10 October, 2016	Paid Office Salary by Cheque	80,000
12 October, 2016	Paid into Bank	10,000
15 October, 2016	Received from Madhu by Cheque	30,000
20 October, 2016	Paid Insurance	5,000
25 October, 2016	Sold Goods on Credit	15,000
MS - 4/7	(2)	Contd.

4. From the following Trial Balance of M/S Sudha Traders prepare Trading and Profit and Loss Account for the year ended 31st December, 2015 and Balance Sheet as on that date taking into account the adjustments :

Name of the Account	Debit Balance ₹	Credit Balance ₹
Purchases	20,000	—
Capital	—	50,000
Sales	—	30,500
Drawings	4,500	—
Return Inward	1,500	—
Opening Stock	8,000	—
Salary	4,200	—
Wages	1,200	—
Rent	350	—
Bad Debt	400	—
Insurance	700	—
Debtors	14,000	—

MS - 4/7

(3)

(Turn over)

Name of the Account	Debit Balance ₹	Credit Balance ₹
Creditors	—	10,000
Bills Payable	—	2,500
Cash in Hand	1,260	—
Cash at Bank	6,000	—
Furniture	2,000	—
Machinery	5,000	—
Land & Building	25,000	—
Return Outward	—	1,000
Discount	—	110
	<u>94,110</u>	<u>94,110</u>

Adjustments :

- (a) Closing Stock valued at ₹ 9,000
- (b) Outstanding salary ₹ 300 and Rent ₹ 200
- (c) Insurance prepaid ₹ 100
- (d) Depreciate machinery @ 10% and furniture @ 5% per annum

5. The Director of M/S XAVIER TRADER'S ask you to ascertain :

- (a) Proprietor's funds
- (b) Fixed assets
- (c) Closing debtors
- (d) Closing creditors
- (e) Closing stock
- (f) Share capital
- (g) Cash and Bank balances, from the following

informations :

(i) Inventory turnover ratio 6 times, and year end debtors are outstanding for 2 months.

(ii) Year end creditors are outstanding for 73 days.

(iii) Ratios of cost of goods sold to :

(a) Proprietors funds 2 : 1

(b) Fixed assets 4 : 1

(iv) Ratio of gross profit to sales is 20%.

- (v) Closing stock is greater than the Opening stock by ₹ 10,000.
- (vi) The gross profit for the year ended 31.03,2016 is ₹ 1,20,000.
- (vii) Reserves and surplus appearing in the Balance Sheet as at 31st March, 2016 total is ₹ 40,000.

Section – B

Answer any three questions of the following :

8×3 = 24

6. Discuss the important accounting ratios to Judge the liquidity and profitability position of a company.
7. What do you mean by Financial Accounting ? Discuss the advantages and limitations of Financial Accounting.
8. Show the treatment of following items which is available in additional information while

preparing Final Accounts of M/S Snehasmita

Traders :

Trial Balance of M/S Shehasmita

Traders as on 31.03.2016

Name of the Account	Debit Balance	Credit Balance
	₹	₹
Rent	10,000	—
Bad Debt	10,000	—
Debtors	1,00,000	—
Furniture	1,00,000	—
Vehicle	2,00,000	—
Capital	—	4,20,000

Additional informations :

(a) Outstanding Rent ₹ 1,000 and Prepaid Rent ₹ 1,000

(b) Further Bad Debt ₹ 1,000 and Provision for Bad and Doubtful Debt @ 10% on debtors

(c) Closing Stock ₹ 1,20,000

MS - 4/7

(7)

(Turn over)

- (d) Depreciation on furniture ₹ 10,000 and vehicle 10% p. a.
- (e) Interest on Capital ₹ 10,000
9. Who are the stakeholders of business ? Discuss their needs for accounting information.
10. From the following Balance Sheet of M/S X, prepare Cash Flow Statement :

BALANCE SHEET of M/S X
as on 2015 and 2016

Liabilities	2015	2016
	₹	₹
Equity Share		
Capital	1,00,000	1,20,000
General Reserve	14,000	18,000
Profit & Loss A/c	16,000	18,000
Creditors	8,000	5,600
Bills Payable	1,000	800
Provision for		
Bad Debts	1,000	600
Provision for Tax	16,000	18,000
	<u>1,56,000</u>	<u>1,81,000</u>

Assets	2015 ₹	2016 ₹
Goodwill	12,000	12,000
Building	40,000	60,000
Plant	37,000	40,000
Investment	10,000	11,000
Debtors	18,000	19,000
Stock	30,000	23,400
Bills Receivable	2,000	3,200
Cash	7,000	12,400
	<u>1,56,000</u>	<u>1,81,000</u>

Additional informations :

- (a) Depreciation of ₹ 1,000 is charged on Building.
- (b) An Interim Dividend of ₹ 8,000 is paid.
- (c) Income Tax of ₹ 17,000 is paid during the year.

Section – C

Answer any two questions of the following :

5×2 = 10

11. What is Balance Sheet ? Draw the format of Balance Sheet in order of liquidity by giving imaginary figures.

12. What is Trial Balance ? How it differs from Balance Sheet ?

13. Explain various long-term solvency ratios and importance.

14. What is GAAP ? Note down two important concepts.



MS - 4/7 (600)

(10) IS(2yr)MBA-DDCE —
103 - FA (NC) R & B

I-S-(2Yr)MBA-DDCE-104-BE-(NC)R&B (119)

2017

Full Marks : 70

Time : As in the programme

The figures in the right-hand margin indicate marks.

**Answer questions from all Sections
as directed therein.**

Section - A

(Answer any **three**) 12×3=36

1. "Ethics are desirable for every business." Comment
2. Outline the ethical guidelines given by Bhagabat Gita and explain how Gita is implemented on management.
3. "Ethical decisions differ with the value system and the moral standard of others. Hence ethical decisions do not have universal acceptance," Do you agree? Comment.
4. Give in brief various HRM functions and unethical issues related to them.
5. Explain various ethical issues involved in IT and ITES activities.

[Turn over]

[2]

Section - B

(Answer any **three**)

8×3=24

6. Does good business makes good ethics.
7. What are four goals of life?
8. Discuss the differences between ethics and moral.
9. What are ethical issues in insider trading?
10. Explain various unethical practices on engineering sector.

Section - C

(Answer any **two**)

5×2=10

11. Explain the term Mokshya.
12. Why feminist ethics is essential in India?
13. Is Halo effect always unfair type?
14. Define computer virus. Discuss the ethical imbalances created by it.

IS(2yr)MBA-DDCE —
105 – HRM (NC) R & B

2017

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. "Ideally HR professional's role is to facilitate heads of departments and team leaders to function as HR managers". In the line of this statement, discuss briefly the nature and scope of human resource management in organization.
2. Examine the concept of Human resource planning and explain the various steps and techniques involved in the process of human resource planning.

MS – 2/2

(Turn over)

3. "Selection is a negative function but no organization can live without it". Critically evaluate the statement. Also explain the steps involved in the selection process.
4. "Training will be more effective if it is set in consonance with the goals of the total organisational system." Explain the method of training in the light of the above statement.
5. "Compensation refers to both extrinsic reward and intrinsic reward". Explain this statement and state briefly the objective that guide the design of compensation system in organization.
6. What is the difference between domestic and International manager ? Discuss the different issues in IHRM.

Section – B

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

7. What do you understand by "Human Resources" ? Describe the objective and importance of human resource management.

8. What do you understand by recruitment ?
Explain the different sources of recruitment.
9. What do you understand by 360-degree appraisal technique ? Explain its advantages and limitations.
10. What are the different errors that affect the objectivity and reliability of performance appraisal ?
11. What are the purposes of promotion ? Compare the merits and demerits of promotion from within and direct recruitment.
12. Discuss how HCN, PCN and TCN are applicable for IHRM prospects.

Section – C

Answer any two questions : 5×2 = 10

13. What are the qualities required of a successful human resource manager ?
14. What is the difference between recruitment and selection ?

MS – 2/2

(3)

(Turn over)

15. What do you understand by placement ?
Discuss its objectives.

16. Distinguish between role playing and
management games.

17. Discuss the different types of cross cultural
Training.

♦ objectivity and reliability of performance

MS - 2/2 (600)

(4) IS(2yr)MBA-DDCE —
105 - HRM (NC) R & B

2017

Full Marks : 70

Time : As in the programme

The figures in the right-hand margin indicate marks.

**Answer questions from all Sections
as directed therein.**

SECTION - A

Answer any **three**:

12×3=36

1. Define Marketing Management and discuss essentialities of marketing mix in the modern market scenario.
2. Discuss the various stages in new product development by suggesting a flow chart diagram for the same.
3. Explain product life cycle (PLC) as a marketing tool. Briefly describe each of the four main stages of the PLC with the 4P's strategy adopted at each stage.
4. Why Consumer is accepted as King? Discuss the various stages involved in the consumer buying behavior process for buying a high involved product.

[Turn over]

[2]

5. Describe the significance of pricing in marketing. Identify the factor, which influences the price setting strategy of a firm and briefly discuss the various pricing strategies.

SECTION - B

Answer any three: 8×3=24

6. Briefly explain the STP approach and state why it is important in Indian market.
7. What is labelling and packaging? Briefly discuss the various functions of packaging.
8. In context of portfolio planning briefly discuss BCG matrix.
9. What is social class? Briefly explain the different classes of the society with their characteristics.
10. Define advertisement. How advertisement is different from other promotional tools?

SECTION - C

Answer any two: 5×2=10

11. Discuss the production concept of marketing.
12. Explain the psychological pricing strategy.
13. Explain the importance of Distribution System.
14. Discuss the Rural & Cyber Marketing.

IS(2yr)MBA-DDCE —
107 – FM (NC) R & B

2017

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. In Walter's approach, the dividend policy of a firm depends on availability of investment opportunity and the relationship between the firm's internal rate of return and its cost of capital. Discuss the statement with a suitable example.
2. The following informations are available for project P and Q. Each project has a cost of Rs. 10 lakhs and the cost of capital for each

MS – 1/2

(Turn over)

project is 12%. The project's expected net cash flows are as follows.

Expected Net Cash Flows

Year	Project 'P' (Rs.)	Project 'Q' (Rs.)
0	(10,00,000)	(10,00,000)
1	6,50,000	3,50,000
2	3,00,000	3,50,000
3	3,00,000	3,50,000
4	1,00,000	3,50,000

The discounting factor @12% for Rs. 1 is given below :

Year	DF@12%
1	0.893
2	0.797
3	0.712
4	0.636
5	0.567

Calculate each project's Payback period, NPV and IRR.

3. Discuss the procedure of calculating the overall cost of capital of a company with a suitable example.
4. What is Finance function ? Discuss the role of a finance manager of a company in the competitive environment.
5. ABC Ltd. sells its products on a gross profit 20% on sales. The following information is extracted from its annual accounts for the year ended 31st March, 2017 :

Particulars	Rs.
Sales (3 months credit)	40,00,000
Raw materials	12,00,000
Wages (15 days in arrear)	9,60,000
Manufacturing Expenses (One month in arrear)	12,00,000
Administrative Expenses (One month in arrear)	4,80,000
Sales Promotional Expenses payable (half yearly in advance)	2,00,000

The company enjoys one month's credit from suppliers of raw material and maintain 2 months stock of raw materials and one month finished goods. Cash balance is maintained at Rs. 1,00,000 /- as a precautionary balance. Assuming a 10% margin, find out the working capital requirements of ABC Ltd.

Section – B

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

6. Distinguish between Profit Maximization and Wealth Maximisation objective of a firm.
7. A machine is available for Rs. 1,00,000 which is likely to yield the following earnings in the next five years :

Year	EBIT
1	40,000
2	38,000
3	35,000
4	32,000
5	30,000

The machine will be depreciated on SLM basis and the salvage value of Rs. 10,000. The company is subject to tax rate of 50%. Should the machine be purchased if the cost of capital is 12% :

Year	DF@12%
1	0.893
2	0.797
3	0.712
4	0.636
5	0.567

8. What are the principal methods employed for ascertaining the profitability of a capital expenditure project ? Write short notes on any two methods.
9. What is receivable management ? Discuss the factors to be considered for a suitable receivable management.

10. Find out the weighted average cost of capital of a firm using Book value weights method and Market value weights method from the following data :

Type of Capital	Book Value (Rs.)	Market Value (Rs.)	Cost(%)
Debt	4,00,000	3,80,000	5
Preference Share	1,00,000	1,10,000	8
Equity Share	6,00,000	1,10,000	15
Retained Earnings	2,00,000	4,00,000	13
Total	13,00,000	8,00,000	

Section - C

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

11. Write short notes on Baumol Model.
12. Discuss assumptions of Modigliani Miller Approach for dividend policy of a firm.

13. Distinguish between Net Present Value and Internal Rate of Return.
14. Discuss the determinants of capital budgeting decision of a firm.



MS - 1/2 (600)

(7) IS(2yr)MBA-DDCE—
107 - FM (NC) R & B

IS(2yr)MBA-DDCE —
108 – OB (NC)
R & B

2017

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from all the Groups as directed.

Group – A

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

12×3 = 36

1. Define organization behaviour and discuss the nature and scope of Organizational behaviour.
2. Define perception and explain the perceptual process.
3. What is OB models and discuss the relevance of OB models ?

MS – 6/2

(Turn over)

4. What is Motivation and briefly discuss about the two factor theory of motivation ?
5. What is ERG model and discuss it's relevance with Maslow's need hierarchy theory ?

Group – B

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

8×3 = 24

6. What are the different models of man and explain the characteristics of each model ?
7. Explain the role of ID, ego and super ego dealt in psychoanalytic theory of personality.
8. Differentiate between theory X and theory Y.
9. What is ABC model of attitude ?
10. Define Communication and discuss the barriers of communication.

Group – C

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

5×2 = 10

11. Discuss the significance of custodial model.

12. Explain the importance of need priority theory.
13. Explain about the hygiene factors of two factor theory.
14. Differentiate between the transformational leaders and Charismatic Leaders.



MS - 6/2 (600)

(3) IS(2yr)MBA-DDCE —
108 - OB (NC)
R & B