

2015

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. Explain the marketing challenges in present millennium.
2. Elaborate selling process with suitable examples.
3. What is Segmentation, targeting and positioning ? Elaborate different type of segmentation.
4. Why channel of distribution important in marketing ? Explain different types of channel partner.

VU – 44/2

(Turn over)

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5. Elaborate different types of brand ? Briefly give idea about umbrella brand with examples.

Section – B

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

6. What is AIDA Concept ? How it uses in marketing.
7. Successful sales people are achieves, self-motivated, risk taker. Justified.
8. What are the different factor affect consumer behaviors ?
9. Explain new product development strategy with suitable example.
10. Service growth in India and its challenges in present scenario.

Section – C

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

11. What is brand Equity ? Write with suitable example.

12. What is marketing strategy ? Explain the criteria for strategy.

13. Write note on international marketing issues.

14. Briefly write on Appeals.



Section - A

1. Identify the marketing challenges in present scenario.

2. Elaborate selling process with suitable examples.

3. What is segmentation, targeting and positioning? Give a brief note on type of segmentation.

4. What is distribution? Explain its importance in marketing? Explain about different types of channels.

VU - 44/2 (500)

(3) IS-MBA — DDCE - 6
(MM) NC

2015

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Answer from all the Sections as directed.

Section – A

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

12×3 = 36

1. Briefly discuss the four models of organizational behavior followed by managers at different times.
2. How perception is different from sensation ? Discuss the various factors influencing perception.
3. Briefly examine the various theories of learning.

VU – 46/2

(Turn over)

4. Explain Herzberg's two factor theory and differentiate it from Maslow's Need Hierarchy theory.
5. Effective performance depends upon the proper matching between the leadership style and the situation. Discuss it in the context of Feidler's contingency model.

Section – B

Answer any three questions of the following :

8×3 = 24

6. Discuss the major personality traits influencing behaviour of people in organisations.
7. Discuss the components of attitude. How attitude can be formed ?
8. Explain the common barriers to effective communication in the organisations.
9. How do McGregor's Theory X and Theory Y of human behaviour help motivation of employees ? Do you think these theories may be more effective in our country ?

10. Discuss the various styles of leadership with their merits and demerits.

Section – C

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

5×2 = 10

11. Need and importance of organizational behaviour.
12. Psychoanalytic theory of Personality.
13. ERG theory of motivation.
14. Communication process.



2015

Full Marks - 40 -70

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The figures in the right hand margin indicate marks.

Answer each section as per direction.

Section - A

Answer any THREE: [12×3=36

1. a) Define statistics and discuss its uses and limitations. [6+6

b) Define data and discuss different methods to collect primary data

2. a) Define correlation Analysis and discuss different types of correlation [6+6

b) Evaluate Karl Pearson's correlation coefficient of the given data

x : 10 6 9 10 12 13 11 9

y : 9 4 6 9 11 13 8 4

96 (4) 26
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3. a) Define Regression analysis and write all its properties. [6+6

b) Obtain two lines of Regression of the given data.

x : 25 28 35 32 31 36 29 38 34 32

y : 43 46 49 41 36 32 31 30 33 39

18 -

25-43

[Cont...

[2]

4. a) Define time series analysis. Discuss all the components of time series analysis with example.
b) Fit a linear trend to the following data by the least square method. Estimate production for the year 2016. [6+6]

Year (t)	2006	2008	2010	2012	2014
Production (000units) (y)	18	21	23	27	16

5. a) Obtain the optimal solution of the transportation problem using VAM and MODI method. [12

	<u>Destination</u>				
	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	21	16	25	13	11
O ₂	17	18	14	23	13
O ₃	32	17	18	41	19
Demand	6	10	12	15	

Section - B

Answer any THREE : [8×4=24]

6. Define Matrix. Discuss different types of Matrix with example.
7. Define probability with axioms. Discuss different types of events with examples.

[Cont...

8. Obtain the inverse of the matrix A.

$$A = \begin{pmatrix} 1 & 2 & 3 \\ 4 & 1 & 5 \\ 2 & 0 & 2 \end{pmatrix}_{3 \times 3}$$

9. Evaluate standard deviation and coefficient of standard deviation of the given data.

x:	0-10	10-20	20-30	30-40	40-50	50-60	60-70
f:	6	5	8	15	7	6	3

10. Solve the linear programming problems by using graphical method

$$\text{Minimum } Z = x_1 + x_2$$

$$\text{Subject to } 5x_1 + 10x_2 \leq 50$$

$$x_1 + x_2 \geq 1$$

$$x_1 \leq 4$$

$$\text{for all } x_1, x_2 \geq 0$$

Section - C

Answer any TWO: [5×2=10]

11. Solve the system of equation by using Cramer's rule

$$3x - y = 2$$

$$x + 4y = 5$$

/ Cont...

[4]

12. Solve the assignment problem

Workers

		w_1	w_2	w_3	w_4
Jobs	f_1	8	7	9	10
	f_2	7	9	9	8
	f_3	10	8	7	11
	f_4	10	6	8	7

13. Solve the transportation problem using matrix minima method

	D_1	D_2	D_3	D_4	Supply
O_1	6	4	1	5	14
O_2	8	9	2	7	16
O_3	4	3	6	2	5
Demand	6	10	15	4	

H. 16. Obtain mean from the given data

x :	0-10	10-20	20-30	30-40	40-50
f :	5	8	15	16	6

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Answer from all the Sections as directed.

Section – A

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

12×3 = 36

1. "Wealth maximisation approach is superior than profit maximisation approach." Explain.
2. M/S Chandra Brothers Co. have been using a machine costing ₹ 15,000 for the past 5 years. The machine has 15 years of life and it has been depreciated @ 10% p.a. The current salvage value would be ₹ 2,000 be and the company has been paying 50% of its profits as taxes (Subject to 50% flat rate).

Now the management desires to replace it by new machine costing ₹ 10,000 with salvage value of ₹ 2,000. The new machine has a life of 10 years and will be depreciated @ 10% p. a. The cost of capital is 10% and the expected savings is likely to be ₹ 3,000 p. a. should the company go for a new machine ?

3. What is meant by Working Capital Management ? What are the determinants of working capital needs of a company ?
4. ABC limited issues 10% debentures for ₹ 1,00,000. Rate of tax is 50%. Calculate the cost of debt (before and after tax) if the debentures are issued at (i) par, (ii) 10% discount and (iii) 10 % premium.
5. Explain the term leverage and types of leverage with suitable examples.

Section – B

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

8×3 = 24

1. Elaborate the N 1 approach and No 1 approach with suitable examples.

VU – 45/4

(2)

Contd.

2. What do you mean by Dividend ? Note down various relevance concept of dividend and their merits and demerits.
3. M/S Digital Magnifier Limited has sales of ₹ 10,00,000, variable cost ₹ 7,00,000 and fixed cost of ₹ 2,00,000 and a debt of ₹ 5,00,000 at 10% rate of interest.
- (a) Compute the operating leverage, financial leverage and combined leverages.
- (b) If the company likes to double its earnings before interest and taxes, how much of a rise in sales would be needed on a percentage basis.
4. Define Inventory Management. Explain briefly costs and benefits of inventory.
5. What is Cash Management ? What are the motives of holding cash ?

Section – C

Answer any two questions of the following :

5×2 = 10

1. Explain the role and responsibilities of finance manager in the modern era.

VU-45/4

(3)

(Turn over)

Page 1

2. What do you mean by Dividend and Dividend Policy ? Explain the Walter's model with examples.
3. What do you mean by Capital Budgeting ? Elaborate the techniques of traditional approach under Capital Budgeting.
4. Elaborate various financing techniques of Working Capital.



VU-45/4 (500)

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2015

Full Marks- 70

Time -As in the Programme

The figures in the right hand margine indicate marks.

Answer each Section as per direction.

Section - A

(Answer any THREE) | 12 × 3

1. "Management is the art of creating a fine climate for work in an enterprises".
2. Compare and contrast the works of F.W. Taylor and Henry Fayol.
3. Why planning considered a continuous process ? Briefly discuss the major steps involved in the planning process.
4. "Decision making is common to all of us in our daily lives". In the light of this observation

[Cont...

[2]

point out the types of decision taken by manager.

5. What is departmentation ? What are the different bases of departmentation ?

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Section - B
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(Answer any THREE) [8 × 3 =24

1. ✓ What are the major levels of management found in an enterprise ? What type of skill is required at various level of management.
2. What do you understand by MBO ? Briefly discuss the objective and process of MBO.
3. Draw a chart of a matrix organization and point out its merits and limitation.
4. ✓ What is delegation of authority ? What are the important principles required for effective delegation of authority ?
5. ✓ Describe the role of managers in the changing environment.

[Cont...

Section - C

(Answer any Two)

[5 × 2 = 10

1. ✓ What is formal group ? How it is different from informal group ?
2. If you were a manager would you prefer centralization or decentralization ? Discuss .
3. State the steps involved in designing PERT and CPM.
4. ✓ What is controlling ? What are the requirements of an ideal systems of control.

2015

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Answer from all the Sections as directed.

Section – A

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

1. Define Accounting. Discuss the various users of accounting information for different purposes.
2. What is Bank Reconciliation Statement ? Discuss the various reasons for the disagreement profit as per financial accounting with the profits as per cost accounting.
3. From the following balances extracted from the books of Vardhman Steels, you are required to prepare Trading, Profit and Loss Account for the year ended 31st march, 2012 and a Balance Sheet on that date :

Debit Balances	Amount (Rs.)	Credit Balances	Amount (Rs.)
Stock as on 1st April, 2011	6,000	Capital	40,000
Salaries	6,000	Returns Outwards	500
Drawings	6,000	Loan from Y	5,000
Carriage Inward	1,000	Rent Outstanding	100
Carriage Outward	500	Creditors	13,000
Return Inwards	800	Liabilities for other Expenses	1,900
Loan to X	3,000	Bad Debts Recovered	1,000
Rent	1,200	Discount	300
Purchases	60,000	Sales	73,700
Debtors	30,000	Rent by sub-letting	500
Advertisement	3,000		
Bad Debts	500		
Discount	600		
Cash	200		
Furniture	3,000		
Goodwill	5,000		
Wages	100		
Insurance Premium	600		
Bank	8,500		

Adjustments :

- (a) Stock as on 31st March, 2012 was Rs. 9,500.
- (b) Salary outstanding is Rs. 1,500.
- (c) Prepaid insurance premium is Rs. 150.
- (d) Depreciation on furniture to be charged is 10% p. a.
- (e) Provision for bad debt to be created is @ 10%.

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- 4. What is Cash Flow Statement ? Discuss the procedure preparing a Cash Flow Statement giving the format with imaginary figures.
- 5. The Balance Sheet and Profit and Loss account of GNL Limited for year 2012 are given below :

Balance Sheet of GNL Limited		
Rupees in Millions		
	2011	2012
Liabilities and Equity		
Share Capital	6.5	6.5
Reserves and Surplus	7.4	9.3
Long-term Debt	5.2	8.8
Short-term Bank borrowings	8.3	6.7
Current Liabilities	6.6	6.7

Rupees in Millions		
	2011	2012
Assets		
Net Fixed Assets	19.6	23.2
Cash and Bank	0.6	1.1
Accounts Receivables	2.9	2.0
Inventories	8.2	9.3
Other Assets	2.7	2.4

Income Statement of GNL Limited		
Rupees in Millions		
	2011	2012
✓ Net Sales	39.0	57.4
✓ Cost of goods sold	30.5	45.8
Gross profit	8.5	11.6
Operating expenses	4.9	7.0
Operating profit	3.6	4.6
Non-operating surplus/deficit	0.5	0.4
Profit before interest and tax	4.1	5.0
Interest	1.5	2.0
Profit before tax	2.6	3.0
Tax	—	—
Profit after tax	2.6	3.0
Dividends	0.9	1.1
Retained earnings	1.7	1.9

Required :

- (a) Prepare common size financial statements with appropriate interpretations.
- (b) Identify the financial strengths and weaknesses of GNL Limited.

Section – B

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

1. Using the following data, complete the Balance Sheet given below :

Gross Profit (20% of sales)	Rs. 60,000
Shareholders' Equity	Rs. 50,000
Credit Sales to Total Sales	80%
Total Assets Turnover	
(Sales/Total Assets)	3 times
Inventory Turnover (to cost of sales)	8 times
Average Collection Period	
(360 days a year)	18 days
Current Ratio	1.6
Long-term debt to Equity	40%

Balance Sheet

Rs.		Rs.	
Creditor	Cash
Long-term Debt	Debtors
Shareholders'		Inventory
Equity	Fixed Asset
	_____		_____
	_____		_____

2. Distinguish between the following :
 - (a) Capital Expenditure and Revenue Expenditure
 - (b) Capital reserve and Revenue reserve
3. Discuss the various methods of valuing the inventories with their relative merits and demerits.
4. What is GAAP ? Describe any five concepts of and their practical implications on preparing the books of accounts of a business.
5. Discuss the various uses of ratio by different parties having interest in the business, as a tool of financial statement analysis.

Section – C

IS-MBA — DDCE - 3

Answer any two questions :

5×2 = 10

(FA) NC

1. What is Asset ? Discuss the types of assets.
2. Discuss the objectives and limitations of financial accounting.
3. Distinguish between Trial Balance and Balance Sheet.
4. What is ABC analysis ? Discuss how ABC analysis is useful in inventory control.



VU – 43/5 (500)

(7) IS-MBA — DDCE – 3

(FA) NC

VU – 43/5

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Full Marks : 70

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Answer from all the Sections as directed.

Section – A

Answer any three questions : 12×3 = 36

1. Explain the rights and duties of bailee in the course of bailment.
2. Discuss the doctrine 'Caveat Emptor' and state the exceptions to it.
3. Who is a holder in due course of Negotiable Instruments ? How it is differ from the holder ?
4. Enumerate the scope, objectives and application of Environment Protection Act, 1986.
5. Discuss the provisions for capital account transaction under the FEMA 1999.

Section – B

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

6. "Without consideration contract is void."
Discuss.
7. Distinguish between Sale and Agreement to Sale.
8. Explain the conditions to be fulfilled for payment in due course.
9. Explain briefly the composition, power and functions of National Commission under Consumer Protection Act.
10. Discuss the duties of the subscribers under the IT Act, 2000.

Section – C

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

11. Distinction between Offer and Acceptance.
12. Write short notes on 'Condition and Warranties'.
13. Consumer Protection Council.
14. Digital Signature.

