

2014

Full Marks - 70

Time : As in the Programme

The figure in the right hand margin indicate marks

Answer the questions as directed in each section.

Section-A

(Answer any THREE) [12×3

1. Define Managerial economics. Discuss the significance and scope of Managerial Economics. Justify its utility for the managers in the decision making process.
2. Explain the law of variable proportion. Justify that the 2nd stage of the short-run production function is preferred by a rational producer.
3. What do you mean by Monopolistic Competition ? Discuss the Long-run equilibrium condition of Monopolistic completion depicting clearly the magnitude of Excess Capacity.

[Cont.

[2]

4. Discuss the nature and features of Business Cycle. Discuss some of remedial measures to overcome the problem of business cycle.
5. Define Indifference curve. State its properties. Explain the conditions of consumer's equilibrium under Indifference Curve Analysis.

Section-B

(Answer any THREE) [8×3]

1. State the nature and importance of Kinked Demand Curve in the context of Oligopoly Market.
2. Define Iso-quant and Iso-cost Line. Explain the conditions of producer's equilibrium with the help of Iso-quant and Iso-cost Line.
3. Define Monopoly Market. Discuss the short-run equilibrium condition of Monopoly Market.

[3]

4. State the Law of Demand. Explain the determinants of demand.
5. Long run cost curve is known as Envelop curve. Justify.

Section-C

(Answer any TWO) [5×2]

1. Economies and Diseconomies of Scale
2. Price Elasticity of Demand
3. Equilibrium conditions of a perfectly competitive firm in short-run.
4. Meaning and importance of Break-even Analysis.

IIs(2Yr.)MBA(DDCE)9(ME)NC

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Section-A

(Answer any THREE) [12×3

1. Discuss the classification of companies bringing out the essential features and examples.
2. Discuss the expenditures allowed under Income Tax Act while computing taxable Income of a company.
3. How is taxable income and tax liability computed for a domestic company ?
4. Discuss the income which are exempt from Tax from company point of view.
5. State the provisions regarding appointment of ~~Directions~~ *Director* in a company.

Section-B

(Answer any THREE) [8×3

1. Explain the concept of Demerger & its compact.

Impact
[Cont.

[2]

2. Write short notes on meetings of share holders.
3. Explain the provisions of set off the following three types of losses with suitable examples :
 - (a) Business loss
 - (b) Capital loss
4. What is holding company ? State the tax benefits available to the holding company as per IT Act.
5. Define foreign collaboration ? What are the tax benefits available to the Indian Collaboration for Collaboration as per IT Act ?

Section-C

(Answer any TWO) [5×2

1. Write short notes on :
 - (a) Fringe Benefit Tax
 - (b) Set off provisions for speculation loss
 - (c) Doctrine of caveat emption
 - (d) Types of share capital

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Section-A

(Answer any THREE) [12×3

1. Define strategic management ? Discuss the different dimensions and the levels of strategic management ?
2. What is controlling strategies ? Write-down the different controlling strategies adopted in strategic management ?
3. What is corporate planning ? Discuss the stages of implementation of corporate Planning in an organization.
4. How the different environment factors affect the company's vision and mission ?

[Cont.

[2]

5. How the MNC's contributes towards the economic growth of a country. Briefly discuss the different challenges faced by the MNC's ?
6. Discuss the importance of business forecast in strategic management ? Discuss the different techniques of business forecasting ?

Section-B

(Answer any THREE) [8×3]

1. Discuss the guideline for formulating the organizational objectives ?
8. Discuss the diversified role played by a strategic manager in the changing environment ?
9. What is SWOT analysis ? Discuss its importance of SWOT in the business management ?

[3]

10. What is long term objectives and how it is set ? What are the steps to be remembered during the setting up of long term objectives ?
11. Define policies ? Write down the characteristics of Business policies in the strategic management ?

Section-C

(Answer any TWO) [5×2]

1. Define Vision ? Discuss its importance ?
2. Differentiate between objectives with purpose ?
3. Economic environment with strategic management ?
4. Define a model of process of management ?

IIs(2Yr.)MBA(DDCE)11(BPSM)NC

[Cont.

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Section-A

(Answer any THREE) [12×3

1. Define change. Discuss the different nature and types of change. Outline the most frequent causes of change in an organisation.
2. Though it is said that change is the only permanent thing existing today but still majority of Us have a tendency to resist it. Why? What can organisations do to overcome this resistance?

[Cont.

[2]

3. Do organisation development consultants really matter in designing and implementing Organisation development interventions in an organisation context? Discuss.
4. What is social responsibility of business? Discuss social responsibility of business towards The stakeholders.
5. Explain the various steps and mechanism needed to manage cultural change with in Organisation.

Section-B

(Answer any THREE) [8×3]

1. Discuss the different approaches of CSR.
2. Identify and discuss the skills required by the change agent to bring about effective changes in the organisation.
3. Discuss the Kurt Lewin and McKinseys change model.

[Cont.

[3]

4. Highlight the impacts of change in management.
5. Briefly discuss the organisation vision and strategic planning.

Section-C

(Answer any TWO) [5×2]

1. Discuss the internal and external forces of change.
2. Briefly discuss the EPRG model.
3. Explain the PDCA cycle
4. Briefly explain the LPG model.

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Answer the questions as directed in each section.

Section-A

(Answer any THREE) [12×3]

1. From the following particulars, prepare a cost statement showing the component of total cost and profit for the year ended 31st March 2014.

	01.03.14	31.03.14
	(Amount in Rs.)	(Amount in Rs.)
Stock of finished goods	6,000	15,000
Stock of raw materials	40,000	50,000
Work-in-progress	15,000	10,000
Purchases of raw materials	4,75,000	
Carriage inward	12,500	
Wages	1,75,000	
Works manager salary	30,000	
Factory employees salaries	60,000	
factory rent, taxes & insurances	7,250	
power expenses	9,500	
Other production expenses	43,000	
General expenses	10% of work cost	
Income tax	15,000	

[Cont.]

Dividend	10,000	
Debenture interest		5,000
Administrative expenses	10% of work cost	
Selling expenses	15% of cost production	
<u>Profit</u>		<u>25 on sales price</u>

2. A certain product passes through three processes before its completion. They are known as A, B and C. From the past experience it is ascertained that loss is incurred in each process as : Process A-2%, Process B-5%, Process C-10%. The loss of each process possesses a scrap value. The loss of processes A & B is sold at Rs.50 for 100 units and that of process C at Rs.200 per 100 units.

20,000 units have been issued to process A at a cost of Rs.1,00,000. The outputs of each process are: Process A-19,500; Process B-18,800; Process C-16,000.

The following are the cost of each process.

Particulars	Process A (Amount in Rs.)	Process B (Amount in Rs.)	Process C (Amount in Rs.)
Material consumed	60,000	40,000	20,000
Direct Labour	80,000	60,000	3,000
Variable overhead	10,000	10,000	15,000
Manufa overhead	5,000	5,000	7,500

[Cont.

Prepare process account including Abnormal Loss and Abnormal Gain Account.

3. Distinguish between absorption Costing and marginal costing. Discuss the Break Even analysis and CVP analysis with suitable example.

4. Define budgetary control system. Discuss the essential and objectives of budgetary control system.

5. The standard mix of a product is as under out of which 10 units of output can be obtained :

A 60 units Rs.15 per unit, B 80 unit Rs.20 per unit. C 100 unit Rs.25 per unit. During the month of January 2013 ten mixes were completed and the consumption was as follows :

A 640 units Rs. 20 per unit, B 960 units Rs.15 per unit, C 840 units Rs.30 per unit. The actual output was 90 units. Calculate various material variances.

Section-B

(Answer any THREE) [8×3

1. Distinguish between Cost Accounting and Financial Accounting.

2. Define Zero Base Budgeting. Discuss the advantage and disadvantages of ZBB.

[Cont.

[4]

3. Discuss the TWO managerial application of CVP analysis with example.
4. Discuss the financial Budgets with suitable example.
5. Write short notes on the following :
 - (a) Responsibility accounting
 - (b) Job order costing system

Section-C

(Answer any TWO)

[5×2

1. Role of Management Accountant.
2. Master budget
3. From the following data you are required to calculate :
 - (i) PV ratio
 - (ii) Break even sales
 - (iii) Sales required to earn a profit of Rs.4,50,000Fixed expenses = Rs. 90,000
Variable cost per unit.
Direct Material = Rs.5
Direct Labour = Rs.2
Direct Overhead = 100% of Direct Labour
Selling price per unit = Rs.12.

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IIs(2Yr.)MBA(DDCE)13(CMA)NC

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Answer the questions as directed in each questions.

Section-A

(Answer any THREE) [12×3

1. ✓ What is Research ? How research is used in functional areas of Management ?
2. ✗ Explain various steps involved in Research Process ?
3. ✓ What is sampling ? Explain various methods involved in sampling procedure.
4. What are the methods involved in collection of Primary data ?
5. A tea company appoints four salesmen, A, B, C and D and observes their sales in three seasons Summer, Winter and Monsoon. The Figures (in Lakhs) are given in the following table :

[Cont.

[2]

Seasons	Salesmen			
	A	B	C	D
Summer	36	36	21	35
Winter	28	29	31	32
Monsoon	26	28	29	29

Test at 5% level of significance there is any significant difference between salesmen and season, so far as sales are concerned, $F(3,6)=4.76$ and $F(2,6)=5.14$

Section-B

(Answer any THREE) [8×3]

1. What is questionnaire ? What are the guidelines for preparation of questionnaire ?
2. Explain the necessity of hypothesis in research.
3. Explain the significance of report writing.
4. Use chi square test and state whether there is any significant difference between consumption of tea among Hindu and non Hindu families from the following information :

[3]

Number of Families	Hindu	Non Hindu	Total
consuming tea	1236	164	1400
Families not consuming tea	564	36	600
Total	1800	200	2000

(tab value of $X^2 = 3.841, 5\% 1df$)

5. Explain the layout of research Report.

Section-C

(Answer any TWO) [5×2]

1. Explain the objectives of Research
2. Differentiate between questionnaire and schedule.
3. What is factor analysis ? Explain its utility.
4. Write short notes on Discriminate analysis.

IIs(2Yr.)MBA(DDCE)14(RM)NC

[Cont.]

2014

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Answer the questions as directed in each questions

Section-A

(Answer any THREE) [12×3

1. Briefly give Idea about the importance of retailing in India. How FDI benefited for retail Business.
2. Explain the importance of store location. Elaborate different types of Store location.
3. In what ways the knowledge of consumer behaviour is essential for the success of retail strategies ? Explain the factors that influence consumer behaviour to porous products.
4. E-retailing is a new growing trend gives your opinion and explain with suitable examples.
5. Explain the draw the diagram of store layout. How store layout is important for business.

[Cont.]

[2]

Section-B

(Answer any THREE) [8×3

1. Briefly explain the role of store manager.
2. Write different types of unorganized retail format.
3. Elaborate Reillys law.
4. What is retail promotion mix ? Explain with examples
5. Explain factor affecting store location.

Section-C

(Answer any TWO) [5×2

1. Different emerging sectors in retailing.
2. Distinguish between Non store retailing and store based retailing.
3. Explain the Role of relation marketing in Retail banking.

IIIs(2Yr.)MBA(DDCE)15(Rtl.Mgt.)NC

retail marketing
in india
interior design
& freetail

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Answer the questions as directed in each questions

Section-A

(Answer any THREE) [12×3

1. ✓ Explain in details the roles and responsibilities of a Production Manager.
2. ✓ What are the different factors affecting the location of a production facility. Explain the median method with a suitable example.
3. In a project the different activities, estimated time for the completion of the activities in no of days & the required predecessor are as per the table given below. Draw a Network diagram for the Project and given an estimate for completion of the project using the CPM.

[Cont.

Task	Time in days	Required predecessor
A	2	Nil
B	2	Nil
C	3	Nil
D	2	A
E	1	B
F	5	B
G	7	C
H	2	D,E
I	3	F,G
J	1	H,I

4. What is inventory? Why inventory is required and what are the costs associated with inventory?
5. What is Aggregate production planning? Explain the different strategies in APP.

[Cont.]

Section-B

(Answer any THREE)

[8×3]

1. Differentiate between PERT and CPM
2. The ordering cost is Rs.150 per order and the carrying cost per year is 20% of the purchase price per unit. The purchase price per unit is Rs.75/- Find.
- (a) Economics order quantity (EOQ)
- (b) No. of orders per year *Demand 10,000 unit per year*
- (c) Time between successive order.
3. Explain the Centre of Gravity Method for facility location with the help of a suitable example.
4. Explain the concepts used for designing a product.
5. What is the difference Production and Manufacturing? Briefly explain the process of service Process Design.

[Cont.]

[4]

Section-C

(Answer any TWO) [5×2

1. Explain the production process as a transformation Process.
2. Explain MRP 1 with a suitable example.
3. What is dummy activity and what is its role in a network.
4. Write short notes on any TWO :
 - (i) Reorder level
 - (ii) Lead time
 - (iii) Safety stock