

IMBA Assignment Test 3rd Semester (R & B)

Examination Dec. 2016 CBCS DDCE

Answer any Two 10 X 2 = 20 Word limit – 300 Time – 30 mins.

Paper – 16 (Organizational Behaviour)

1. Write down the nature and purpose of studying OB in management. Describe OB as interdisciplinary study?
2. What are the major determinants of personality? How do personality and job can be studies together?
3. What is learning? Write down the application of different learning theories in organization?

Paper – 17 (Cost Accounting)

1. Why the cost centers formed and state different types of cost centers ?
2. "Cost accounting is aid to management". Elaborate this statement ?
3. Differentiate between job costing and process costing. How does budgetary control system help in cost control ?

Paper – 18 (Managerial Economics)

1. What is marginalism ? Explain with an example, the application of marginalism in economics analysis ?
2. Define elasticity of demand. Explain how it is measured by point and total outlay method ?
3. States the conditions under which a firm can minimizes the cost for the given levels of productions ?

Paper – 19 (English-II)

1. What is the difference between vowel and consonant sounds in English ? Explain different types of consonants sound in English give suitable Examples ?
2. Assuming yourself to be the convenor of a seminar on Global warming scemmaruse the main points highlighting the significant aspects of the discussion ?
3. What are essential elements of group discussion ?

Paper – 20 (Web Fundamental)

1. What if frame ? What is Tags ? Explain how Tags are used to create frame in a web page. Construct a web page having two frames ?
2. Discuss about ROWSPAN and COLSPAN in a table. Design a table in a web page in HTML ?
3. What is fontpage-98 ? Write the steps to add graphics and text to a web page ?