

MBA Assignment Test 2nd Semester (NC) (R &B) Examination June 2017
(Admission Batch- 2013/2014/2015/2016) CBCS DDCE

Word limit – 1000 Time – 1 hrs.

(Answer any Two) 15 X 2 = 30

Paper-9 (ME)

1. Discuss the significance and scope of Managerial Economics.
2. What is Price Elasticity of Demand? Discuss its types and methods of measurement. What are the determinants of price elasticity of demand?
3. What is Demand Forecasting? Discuss the method of demand forecasting.
4. Discuss the Law of Variable Proportion.
5. Discuss the equilibrium conditions of a perfectly competitive firm under short-run.

Paper- 10 (CTL)

1. Discuss the expenditure allowed under Income Tax Act. while computing taxable income of a company.
2. Elucidate tax planning relating to capital gain comes to picture in the following cases:
 - By converting stock in trade to capital asset.
 - Sale of immovable property constructed on a land acquired earlier.
 - Transfer of capital asset of a holding company to its 100% subsidiary company.
 - Sale of non depreciable assets.
3. How do you form a company? Discuss the legal formalities involved in its information.
4. State the provisions regarding appointment of Directors in a company.
5. Discuss the incomes which are exempted from tax from company point of view.

Paper- 11 (BPSM)

1. Explain the strategic decision making process in detail.
2. Define leadership and its importance in managing the corporate culture and strategy compatibility assessed? How an organization does manage diverse cultures after acquisition?
3. Describe the SWOT analysis technique for environmental scanning. What is the importance of this analysis in strategic management of an organization?
4. Explain the Porter's model of competitive advantage? Is it helpful to a company in identifying its strengths and weaknesses?
5. Explain the various growth strategies pursued by organization? Is stability really a strategy or just a term for no strategy?

Paper- 12 (MCSI)

1. "Change does not occur in vacuum. There are a number of factors operating both within and outside the organization which cause the change to take place". In light of the above statement briefly discuss the different types and forces imparting the change.
2. What are the different ways in which people resist to change in a business organization? Identify and discuss different methods of minimizing resistance in organization.
3. Does organization development consultancy really matter in designing and implementing organizational development interventions in an organizational context? Discuss.
4. What is the total quality management? How can human resource managers contribute to total quality management?
5. Discuss social responsibility business towards the stakeholders.

Paper- 13 (CMA)

1. "The two aspects of cost management are cost control and reduction". Elaborate this statement ?
2. "Cost may be classified in a variety of ways according to their nature and the information needs of management". Explain and discuss this statement.

- State the importance of budgetary control system. Discuss the pre requisites for the introduction of budgetary control system.
- From the following information, calculate important labour variances.

Standard for one unit of output

	Hours	Rate per Hours (Rs)
Skilled	10	3.00
Semi- Skilled	08	1.50
Unskilled	16	1.00

Actual for 1500 units of output

	Hours	Rate per Hours (Rs)
Skilled	13500	3.50
Semi- Skilled	12600	1.80
Unskilled	30000	1.20

- Product DDL passes through three processes for completion. The cost of production were as follows

Particulars	Total	P(A)	P(B)	P(C)
Direct Material	8482	2000	3020	3462
Direct Labour	12000	3000	4000	5000
Direct Expenses	726	500	226	---
Production Overhead	6000	---	---	---

100 units at Rs. 5 each were issued to process A. Output process was:-

- Process- A 920 units
- Process- B 870 units
- Process- C 800 units

Normal loss for process was estimated as:-

Process- A 10%, Process- B 5%, and Process- C 10% the loss in each process represented scrap which could be sold to a merchant at a value as follows:-

Process- A Rs. 3 per unit, Process- B Rs. 5 per unit and Process- C Rs. 6 per unit.

There was no stock of materials or work in progress in any department at the beginning or end of the period.

The output of each process passes through to the next process and finally to finished stock. Production overhead is absorbed by each process at 50% of direct labour cost. Prepare necessary Process Account.

Paper- 14 (RM)

- What is Research ? Explain different types of research is used in Management.
- What is Research design ? Explain different types of research design ? Explain the significance of research design.
- What is research report ? Explain types of research report. Briefly explain structure of research report.
- Test at 10% level of significance, the hypothesis that the two brands are equal against alternative that they are unequal.

Brand A :	10	12	18	16	15	9	7	12	18	-	-	
Brand B :	9	18	20	22	25	10	12	7	9	15	20	25

[z value= 1.64] using 'U' test.

5. Use H test, at the 5% level of significance to test the null hypothesis that the three methods are equally effective.

1 st Method	:	95	98	99	78	75		
2 nd Method	:	80	85	87	89	92	93	94
3 rd Method	:	89	75	76	79	80		

$[\chi^2_{2df, 0.05} = 5.991]$

Paper- 15 (RETAIL MGT.)

1. Write the reason behind retail growth in India? Why big multinational are interested for retail FDI.
2. Explain different type of retailing in India? Differentiate organized and on organized retailing.
3. Explain Relillys Law with suitable examples.
4. What is store layout? Explain different types of layout.
5. Elaborate different types of promotional tools use in retailing.

Paper- 16 (POM)

1. What is production process ? What are the roles and responsibilities of a Production Manager?
2. Explain the different types of production processes with a suitable example for each.
3. Explain the Factors rating method for facility location with the help of a suitable example.
4. A project consists of activities from A to I with immediate predecessor and duration (months) as per the detail given below.
Construct the network; determine the critical path and the time of completion of the project.

Activity	Preceding Activity	Optimistic Time	Most Likely Time	Pessimistic Time
A	Nil	4	5	6
B	Nil	4	6	8
C	A	3	5	7
D	B	1	3	5
E	C,D	2	5	8
F	C,D	3	4	11
G	E	4	5	12
H	G	4	4	10
I	F,H	5	6	13

5. The Annual requirement for a product is 3000 units. The ordering cost is Rs. 100/- per order. The cost per unit is Rs. 10/-. The carrying cost per unit per year is 30% of the unit cost. Find the EOQ value. If the ordering cost reduces to Rs. 80/- per order what will be the EOQ. Compare the total cost for both the cases.