

MBA Assignment Test 1st Semester (NC) (Admission Batch- 2017)
Examination Dec. 2017 CBCS DDCE

Answer any Two 15 X 2 = 30 Word limit – 1000 Time – 1 hrs.

Paper – 01 (Management Concepts and Practices)

1. "Management is the art of creating a fine climate for work in enterprises".
2. Compare and contrast the works of F.W. Taylor and Henry Fayol.
3. Why planning is considered as 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 observation, point out the types of decisions taken by manager.
5. What is Departmentation? What are the different bases of departmentation?

PAPER- 2 (BEFW)

1. Define Bailment with essential elements. Distinguish Bailment and pledge with illustrations.
2. Explain the maxim "Nemo dat quod non habet" with exception to this rule.
3. What do you mean by dishonor of instruments? When the banker is justified in refusing the payment of a cheque.
4. "The definition of 'consumer' is very wide and comprehensive covering not only the goods but also services". In this context, analyze the term 'consumer' with the meaning of the consumer Protection Act. 1986.
5. What do you mean by E-contract? Discuss the provision of law which has been legally recognized in order to facilitate e-contract.

PAPER- 3 (FA)

1. Define Accounting Equation? How do you prepare the Accounting Equation? Illustrate with five transactions.
2. On the 31st December 2013 the Cash Book showed an overdraft of Rs. 5, 670.

From the following information prepare a Bank Reconciliation Statement and ascertain the balance as per Bank Pass Book.

- (I) Cheque issued but not cashed before 31st December 2013 amounted to Rs.3, 946.
 - (II) Cheque deposited into the bank Rs. 2281/- but not collected and credited before 31st December 2013 in the Pass Book.
 - (III) A bill receivable for Rs. 520 previously discounted with the bank had been dishonored and debited in the Pass Book.
 - (IV) Debit is also made in the Pass Book for Rs. 120 on account of interest on overdraft and Rs. 55 on account of charges for collecting bills and cheques.
 - (V) The bank has collected interest on investment Rs. 760 in the Pass Book.
3. Explain the term Ledger and Trial Balance. What are the reasons for preparing a Trial balance?
 4. What do you mean by Cash Flow Statement? What are the activities recorded according to AS- 3 while preparing CFS.
 5. Explain the concept and objectives of financial statement analysis. Discuss the different techniques of financial statements analysis.

PAPER- 4 (BE)

1. What is business ethics? In two area of Globalization discuss the importance of business ethics in a MNC.
2. How the ethics discussed in Bhagabat Gita and Vedas.
3. Ethics is a core issue for a leader? Discuss.
4. How ethics is applicable in the field of Marketing and HR.
5. How ethics is applicable in the field of IT and Engineering.

PAPER- 5 (HRM)

1. Identify and discuss the managerial function and operative function of HR management.
2. What is Recruitment? What is the most important source of recruitment? Which of the sources is more important for recruiting software professionals?
3. What are the different techniques of selection followed by a personnel manager, while employing the personnel in an organization?
4. Describe, in detail, the process of the performance appraisal.
5. Define training. Briefly discuss the importance and types of training.

PAPER- 6 (MM)

1. Describe the importance of marketing for the success of a business organization and state its scope of use.
2. What is the significance of Marketing Environment in strategic marketing decision making? Introduce each environment.
3. What is the need of marketing segmentation and how would you segment the following three markets:
 - (a) Ice cream
 - (b) Edible Oil
 - (c) Cosmetics
4. What is the importance of marketing research in marketing decision making and what are its scope of adoption? Outline the marketing research procedure.
5. What is product Life Cycle and what should be marketing mix strategies in different phase of this PLC? Illustrate your answer with suitable examples.

PAPER- 7 (FM)

1. What is the role of EBIT- EPS analysis in corporate financial structure? Explain with an example.
2. Discuss the measures of degree of operating leverage and degree of financial leverage with an example. Also mention the significance of these measures.
3. Discuss the Net Income Approach and Net Operating Income Approach of capital structure with suitable example.
4. M/S ABC limited is considering two alternative proposals of purchasing machine P and Q each costing Rs. 50,000. The future cash flows are expected to be as under:

Year	Machine P	Machine Q	Discount factor
1	15000	5000	0.909
2	20000	15000	0.826
3	25000	20000	0.751
4	15000	30000	0.683
5	10000	20000	0.621

- Evaluate the two alternative proposals according to NPV method (a discount of 10% is to be used) and suggest which machine should be selected.
5. Discuss important Credit policy variables and their impact in the credit decisions.

PAPER- 8 (OB)

1. What do you understand by organizational behavior? Explain the different models of organizational behavior.
2. Discuss briefly the various theories of personality. Which one of them is convincing to you and why?
3. Bring out the major dimensions of various theories of learning.
4. Critically examine the Herzberg's theory of motivation. Make a comparison between theories of Herzberg and Maslow. Which of these theories would you prefer in India context?
5. What is the Trait theories of leadership and also discuss the Managerial Grid.