

**MBA Assignment Test 2nd Semester (OC) (Back) Examination June 2018
(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 methods 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. "The fundamental attribute of corporate personality is that the corporation is a legal entity distinct from its members." Discuss.
2. Who are promoters? State the duties and liabilities of promoters.
3. What is quorum? What is the quorum for board and general meeting of a company? Are there any circumstances when one person may constitute meeting?
4. Define holding company and subsidiary company. State the benefits available to a subsidiary company as per Income tax Act.
5. What do you mean by VAT? How is VAT determined in India?

Paper-11 BPSM

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

Paper-12 MCSI

1. "Change does not occur in a 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 change in a business organization? Identify and discuss different methods of minimizing resistance in an organization.
3. Does organizational development really matter in designing and implementing organizational development interventions in an organizational context? Discuss.
4. What is total quality management? How can human resource managers contribute to total quality management?
5. What is the social responsibility of business? Discuss the social responsibility of business towards the stakeholders.

Paper-13 CMA

1. "The two aspects of cost management are cost control and cost reduction." Elaborate this statement.
2. Explain the essential ingredients of a system of Responsibility Accounting. Explain why a decision centre should be treated as a profit centre rather than as a cost centre.

- 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

- “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.

Paper- 14 RM

- What is Research? Explain different types of research. How research is used in management.
- Briefly explain stages of research process.
- 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.

Paper-15 Retail Management

- Write the reason behind retail growth in India? Why big multinational are interested for retail FDI.
- Explain different types of retailing in India? Differentiate organized retailing.
- Explain Relillys Law with suitable examples.
- What is store outlet? Explain different types of layout.
- Elaborate different types of promotional tools use in retailing.

Paper-16 POM

- What is production process? What are the roles and responsibilities of a production Manager?
- How a product is designed? Explain the different concepts used in produce design
- Explain the different types of production processes with a suitable example for each.
- Explain the factors rating method for facility location with the help of a suitable example.
- The Annual requirement for a product is 3000 units. The ordering cost 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.