# IMBA Assignment Test 3rd Semester (R & B)
# Examination Dec. 2018 CBCS DDCE

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

**PAPER- 11 (OB)**

1. What is organization behavior? Discuss the model and similarities and dissimilarities among the model of OB.
2. Define perception. Explain the perceptual process.
3. What is attitude? Explain the different components and function of attitude.
4. What is motivation? Compare Maslow's need hierarchy theory with Alderfer's ERG theory of motivation.
5. What is leadership? Examine the different styles to the study of leader behavior.

**PAPER- 12 (CA)**

1. Why is Cost Accounting regarded as an improvement over financial accounting? Explain clearly bringing out the destruction between the two.
2. From the following information, prepare a cost sheet:
   Material consumed Rs. 300000, Direct wages Rs. 100000, Works overhead returned Rs. 60000 (60% fixed), Selling and distribution Expenses Rs. 11400 (Rs. 5400 Variable), Sales 90000 units at a profit of 7.5% on selling price, closing stock of finish goods 10000 units, Normal output of the factory 150000 units.
3. A company incurs the following expenses to procedure 1000 units of an product X:

| | |
|---|---|
| Direct Materials | Rs. 50000 |
| Direct Labor | Rs. 30000 |
| Power (20% fixed) | Rs. 10000 |
| Repairs and Maintenance (15% fixed) | Rs. 8000 |
| Depreciation (40% variable) | Rs. 6000 |
| Administrative Expenses (100% fixed) | Rs. 120000 |

   Prepare a flexible budget showing individual expenses of production at 1500 unit and 2000 units.
4. From the following figures, prepare Process Accounts indicating the cost of process and the total cost. The production was 480 articles per week:

| Particulars | process A | process B | Process C |
|---|---|---|---|
| Material | 3000 | 1000 | 44 |
| Labor | 1600 | 4000 | 1200 |
| Factory Overhead | 520 | 1450 | 510 |

5. Define Management Accounting. Discuss the scope and function of Management Accounting

**PAPER- 13 (ME)**

1. Explain how price effect is split into income effect and substitution effect.
2. Define managerial economies and explain the role of managers in business decision making.
3. What is demand forecasting? Explain different methods of demand forecasting?
4. Explain how price and output determination is made under monopolistic market condition? Illustrate your answer graphically?
5. What is the Business Cycle? Explain different phases of business cycle.

**PAPER- 14 (ENG-II)**

1. How is an official meeting conducted? What is the role of a chairperson?
2. Assume that you are the Secretary for the meeting to discuss about a conference to be4 held in your college. Prepare and inaugural speech.
3. Maker an Agenda to discuss the latest trends in mobile and computer marketing.
4. How would you introduce a Chief Guest in your College Athletic Meet?
5. What is intonation? Discuss the rising and failing intonation along with five examples from each.

**PAPER- 15 (WF)**

1. Explain the different components of HTTP.
2. Designed a web page for Hospital Management System with all DHTML feature and display the Hospital name in all pages using cooking in Asp.
3. Writes short notes of the following:
   (a) Formatting Web Pages
   (b) Automating Sites
4. Classify the web pages and explain advantages and disadvantages for each kind with an example.
5. State the advantage of using Active X Control.