

**II - S - (2 Yr.) - MBA - DDCE - 9 - (ME) - NC - (R&B)**

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

- Theory Papers will consist of 70 Marks. Time allowed is three hours.
- Assignment carries 30 marks. Time allowed is 1 hour. Test for assignment will be held in the same hall just after completion of theory test.
- The questions papers will consist of three sections. Section A & B will contains 3 questions having 12 and 8 marks each respectively. Section C contains 2 short type questions each carrying 5 marks. Students have to answer the questions in prescribed word limit.
- Word Limit.
  - 12 Marks - 700-1000 Words
  - 08 Marks - 400-500 Words
  - 05 Marks - 150-200 Words

[ Cont...

[2]

Section - A

Answer any THREE.

[12×3=36]

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 methods of demand forecasting.
4. Discuss the Law of Variable Proportion.
5. Discuss the equilibrium conditions of a perfectly competitive firm under short-run.

Section - B

Answer any THREE.

[8×3=24]

1. Define Indifference Curve (IC). Discuss the conditions of Consumers' Equilibrium under IC Analysis.

[ Cont...

[3]

2. Define Isoquant. Discuss the conditions of Producers' equilibrium with two variable inputs.
3. Long run Cost Curve is known as Envelop Curve. Justify.
4. Define Break-Even Point. State how it is useful for profit planning.
5. Discuss the role of Fiscal Policy acts as a remedial measure for business cycle.

Section - C

Answer any TWO.

[5×2=10]

1. Define Demand and State the Law of Demand.
2. What is Kinked Demand Curve ?
3. What is Returns to Scale ?
4. What is Income Elasticity of Demand.

IIS-2yr.(MBA) — DDCE  
(P-10) – CTL (NC)

**2015**

*Time : As in Programme*

*Full Marks : 70*

*The figures in the right-hand margin indicate marks.*

*Answer from all the Sections as per direction.*

**(Corporate And Tax Laws)**

**SECTION – A**

Answer any **three** questions of the following :

12×3 = 36

1. Discuss the expenditures allowed under Income Tax Act while computing taxable income of a company.
2. The net profit of XYZ Hd. for the year ended 31. 03. 2014 amounted to ₹ 7,50,000 after debiting/crediting the following items :

₹

Provision for bonus paid

on 15. 11. 2014

30,000

OV – 2/5

( Turn over )



clearly indicate the basis for treatment of each item.

3. Elucidate how tax planning relating to capital gain comes to picture in the following cases :

- (a) By converting stock in trade to capital asset.
- (b) Sale of immovable property constructed on a land acquired earlier.

(c) Transfer of capital asset of a holding company to its 100% subsidiary company.

(d) Sale of non depreciable assets.

4. How do you form a company ? Discuss the legal formalities involved in its formation.

5. State the provisions regarding appointment of Directors in a company.

### SECTION – B

Answer any **three** questions of the following :  
8×3 = 24

6. Explain the provisions of set off of the following three losses with suitable examples :

- (a) Business loss

OV – 2/5

( 2 )

Contd.

OV – 2/5

( 3 )

( Turn over )

₹

Provision for commission to employees

paid on 01. 12. 2014 76,000

Payment of annual installment under

an approved agreement to a foreign

collaborator for technical know-how 1,00,000

Legal expenses incurred for issue

of capital 30,000

Interest paid on unpaid purchase

price of business asset 15,000

Cost of goods purchased from Ram & Co

which was paid by bearer cheque 50,000

Rent received from staff for the quarter

alloted 75,000

Rent received from commercial property

rented to a foreign bank 1,50,000

Calculate taxable income of the company for the assessment year 2014-15. The answer should

OV – 2/5

( 2 )

Contd.

OV – 2/5

( 3 )

( Turn over )

(b) Speculation loss

(c) Capital loss

7. Discuss the incomes which are exempted from tax from company point of view.

8. Ramesh wants to set up a company to run a consulting business. In this context, explore the following different situations :

(a) Can he form a company alone ? How many more people would be needed to form a private company ?

(b) What is the minimum amount of money the founding members would need to raise to form a private company ?

(c) Ramesh did not want to register it as a company and rather decide to carry on business, what would be the consequence ?

(d) Ramesh was finally joined by all his 57 batchmates to form a private company. Can he do so ? All wanted to make the minimum possible contribution. What is the minimum total which would be needed to form the company ?

OV - 2/5

( 4 )

Contd.

9. How is taxable income and tax liability computed for a domestic company ?

10. Discuss the classification of companies bringing out clearly the essential legal features and examples.

### SECTION - C

Answer any **two** questions of the following :

5×2 = 10

11. What is memorandum of Association ? State how is it different from Articles of Association ?

12. Discuss the provisions relating to the Annual General Meeting of share holders.

13. State the objectives of introducing VAT and its shortcomings.

14. Describe how tax planning differs from tax avoidance and tax evasion.



OV - 2/5 (400)

( 5 ) IIS-2yr.(MBA) — DDCE  
(P-10) — CTL (NC)

**II - S - (2 Yr.) - MBA - DDCE-11 - (BPSM) - NC - (R&B)**

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

**Section – A**

**Answer any THREE. [12×3=36**

**Answer the following questions :**

1. Explain the strategic decision making process in detail.
2. Define leadership and its importance in managing the corporate culture ? How is the corporate culture and strategy compatibility assessed ? How an organization does manage diverse cultures after acquisition ?

*[ Cont...*



[2]

3. Describe the SWOT analysis technique for environmental scanning. What is the importance of this analysis in strategic manangement 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 organizations ? Is stability really a strategy or just a term for no strategy ?

**Section – B**

Answer any THREE.

[8×3=24]

Answer the following questions :

1. How can an understanding of business policy help in a career choice ?

[ Cont...

[3]

2. "Corporate planning is not synonymous with long range planning." Why ? Discuss.
3. How do political, social and technological factors in the environment affect strategic planning ?
4. Under what circumstances can the turnaround strategy prove to be successful ? When does divestment prove to be better than turnaround strategy ?
5. Discuss the most appropriate methodology for evaluation of strategy.

**Section – C**

Answer any TWO.

[5×2=10]

Answer the following questions :

1. Define strategic management. How does it differ from business policy ?

[ Cont...

[ 4 ]

2. What do you understand by business goals and objectives of an organization ?
3. Define core competencies of an organization.
4. Define key success factors and their importance in industry analysis ? How are they different from strategic factors ?

II - S - (2 Yr.) - MBA - DDCE - 11 - (BPSM) - NC - (R&B)



**II-S - (2Yr) DDCE - MBA- 12 - (MCSI) - NC - (R & B)**

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

**Section – A**

Answer any THREE.

[12×3=36

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.

[ Cont...

[ 2 ]

3. Do organization development consultant really matter in designing and implementing organisational development interventions in an organisational context ? Discuss.

4. What is total quality management ? How can human resource managers contribute to total quality management ?

5. What is social responsibility of business ? Discuss social responsibility business towards the stakeholders.

### Section – B

Answer any THREE. [8×3=24]

1. Compare and contrast the two stems of OD. Laboratory training and survey feedback.

2. Explain change process theory as processed by Kurt Lewin. State its relevance in the context of OD.

[ Cont...

[ 3 ]

3. Briefly discuss the McKinseys change model.

4. Define and discuss the concept, importance and the process of transformation planning ?

5. Briefly discuss the organization vision and strategic planning.

### Section – C

Answer any TWO. [5×2=10]

1. Define merger and accusations from HR context.

2. Highlight the impacts of change in management.

3. Briefly discuss the EPRG Model.

4. What do you mean by 5'S in quality management programme ?

II - S - (2 Yr) DDCE - MBA - DDCE - 13 (CMA) - NC - (R & B)

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

**Section - A**

Answer any THREE.

[12×3=36]

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.
3. From the following information, calculate important labour variances.

**Standard for one unit of output**

	Hours	Rate per Hours (Rs.)
Skilled	10	3.00

[ Cont...



[ 2 ]

Semi-skilled	08	1.50
Unskilled	16	1.00

Actual for 1500 units of output

Hours	Rate per Hours (Rs.)
13,500	3.50
12,600	1.80
30,000	1.20

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

Particulars	Total	Process-A	Process-B	Process-C
Direct Materials	8,482	2,000	3,020	3,462
Direct Labours	12,000	3,000	4,000	5,000
Direct Expenses	726	500	226	--
Production overhead	6,000	--	--	--

100 units at Rs. 5 each were issued to process A.

Output of each process was :-

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

Normal loss per process was estimated as :-

[ Cont...

[ 3 ]

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 Accounts.

5. "Cost may be classified in a variety of ways according to their nature and the information needs of management." Explain and discuss this statement.

Section – B

Answer any THREE.

[8×3=24

1. State the importance of budgetary control system. Discuss the pre requisites for the introduction of budgetary control system.

[ Cont...

[ 4 ]

2. Distinguish between Job Costing and Contract Costing.
3. What are the prerequisites for installing a costing system in a manufacturing company ?
4. Define Management Accounting. Discuss the scope and functions of management accounting.
5. Draw a graph to show BEP and explain all its parts and bring out the relevance.

**Section – C**

Answer any TWO.

[5×2=10

1. How are joint costs allocated to Joint Products ?
2. What are the main features of job order costing ?  
Give a proforma of cost sheet under this cost system.
3. C. Explain the master budgets of a business organization.
4. How is contribution related to profit ? List three benefits that management can obtain from knowing the contribution from its units.

II - S - (2 Yr.) DDCE - MBA - 14 - (Res. Meth.) - NC - (R&B)

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

**Section – A**

Answer any THREE. [12×3=36]

1. What is Research ? Explain different types of research. How research is used in management.
2. Briefly explain stages of research process.
3. What is Research Design ? Explain different types of research design ? Explain the significance of research design.
4. What is research report ? Explain types of research report. Briefly explain structure of research report.

[ Cont...



5. What are basic difference between complete enumeration and sampling. What are the procedures involved in both random and non random sampling.

### Section - B

Answer any THREE.

[8×3=24]

6. 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, 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.

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

[ Cont...

1st method : 95, 98, 99, 78, 75

2nd method : 80, 85, 87, 89, 92, 93, 94

3rd method : 89, 75, 76, 79, 80

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

8. The following data represents the number of units of a product produced by 3 different worker using 3 different types of machines.

Workers	Machines		
	A	B	C
X	8	32	20
Y	28	36	38
Z	6	28	14

- (a) Test the mean productivity is the same for the different machine types.
- (b) Whether three workers differ with respect to mean productivity.
- F (2, 4), 5% = 6.95.

[ Cont...

[4]

9. What are the guidelines for preparation of an questionnaire and also explain what are the basic difference between questionnaire and schedule.
10. "Processing of data implies editing, coding, classification and tabulation." Describe.

**Section – C**

Answer any TWO.

[5×2=10]

11. How factor analysis is used in research ?
12. What are the stages involved in identification of research problem.
13. Explain role of hypothesis in research.
14. Differrniate between parametric test and non parametric test.

II - S - (2 Yr.) DDCE - MBA - 15 - (Ret. Mgt.) - NC - (R&B)

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

**Section – A**

Answer any THREE.

[12×3=36

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 unorganized retailing.
3. Explain Reli's Law with suitable examples.

[ Cont...



[ 2 ]

4. What is store layout ? Explain different types of layout.
5. Elaborate different types of promotional tools use in retailing.

**Section – B**

Answer any THREE.

[8×3=24]

1. Write impact of market recession in retail business.
2. What are the important factor require for retail store site selection.
3. Why E-retailing is very popular in these days ? Explain with examples.
4. Channel selection in retailing is a difficult job justify.
5. Explain different types of pricing strategy adopt in retail store.

[ Cont...

[ 3 ]

**Section – C**

Answer any THREE.

[5×2=10]

1. What do you mean by retail environment ? Explain with examples.
2. Every day low price in retail store.
3. What is mannequin ?
4. Discount store.

**II - S - (2 Yr.) DDCE - MBA - 16 - (POM) - NC - (R&B)**

**2016**

**Full Marks - 70**

**Time : As in the Programme**

*The figure in the right hand margin indicates marks.*

*Answer ALL questions.*

**Section – A**

Answer any THREE. [12×3=36]

1. What is production process ? What are the roles and responsibilities of a Production Manager ?
2. How a product is designed ? Explain the different concepts used in produce design.
3. Explain the different types of production processes with a suitable example for each.
4. Explain the Factor rating method for facility location with the help of a suitable example.

[ Cont...

[ 2 ]

5. A project consists of activities from A to I with immediate predecessors and duration (months) as per the details 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	H	4	4	10
I	F, H	5	6	13

[ Cont...

[ 3 ]

### Section – B

Answer any THREE.

[8×3=24]

- Write short notes on the below mentioned.
  - Breakeven point.
  - Varying output plan
- 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.
- Why Inventory control is important in the Industry ? Explain the different costs associated with Inventory.
- Explain the different strategies in aggregate production planning.

[ Cont...



[4]

5. Explain the different factors affecting the facility location of a production organization.

**Section – C**

Answer any TWO.

[5×2=10]

1. Differentiate between Production and Manufacturing.
2. What is product Life Cycle ?
3. What is Project Crashing and why is it required ?
4. Give a brief description on JIT.