

**DDCE-IIS(2yr)**  
**MBA-09 — ME**  
**(R & B)**

**2017**

*Time : As in Programme*

*Full Marks : 70*

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

*Answer from all the Sections as directed.*

**Section – A**

Answer any **three** questions : •  $12 \times 3 = 36$

1. Discuss the Scope and Significance of Managerial Economics.
2. Define Demand. What are the determinants of demand ? State the Law of demand with assumptions and exceptions.
3. Define Indifference Curve (IC). State its Properties. Discuss the conditions of Consumer's Equilibrium under IC Analysis.

AZ – 14/2

( Turn over )

4. Define Isoquant and Iso-cost. Discuss the conditions of producer's equilibrium with two variable inputs.
5. Discuss the equilibrium conditions of a perfectly competitive firm under short-run.

#### **Section – B**

Answer any **three** questions :  $8 \times 3 = 24$

6. Define Price Elasticity of Demand. Discuss its types and Relationship with Total Revenue and Marginal Revenue.
7. Discuss the Law of Variable Proportion.
8. Discuss the methods of demand forecasting.
9. Discuss the equilibrium conditions of a group under monopolistic competition in long run.
10. Discuss the role of fiscal policy to overcome the problems of business cycle.

**Section – C**

Answer any two of the following :  $5 \times 2 = 10$

11. Long run Cost Curve is known as Envelop Curve. Justify.
12. What is Kinked Demand Curve ?
13. Define Break-Even Point. State its usefulness in profit planning.
14. Define Income and Cross Elasticity of Demand.



AZ – 14/2 (600) (3)

DDCE-IIS(2yr)  
MBA-09 — ME  
(R & B)

DDCE-IIS(2yr)  
MBA-10 — CTL  
(R & B)

2017

Time : As in Programme

Full Marks : 70

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*Answer from all the Sections as directed.*

**Section – A**

Answer any three questions :  $12 \times 3 = 36$

1. What are the essential features of a company ?  
Why the court should disregard the corporate veil ? Discuss with decided cases.
2. What are the main distinguishing features of a Public and Private invested companies ?
3. Explain the power and duties of Directors.
4. M/s ABC company limited is a domestic company. The following incomes are furnished by the company :

AZ – 15/2

(Turn over)

	<b>Rs.</b>
(a) Income from export business	1,25,00,000
(b) Dividend from Foreign Company	1,00,000
(c) Dividend from Domestic Company (Net)	50,000
(d) Long-term Capital Gain	2,00,000
(e) Short-term Capital Gain	1,25,000
(f) Income from Listed Securities (Gross)	75,000
(g) Income from Post Office Saving Bank Account	1,00,000
(h) Book Profit under Section 115JB	90,00,000
(i) The Company donated Rs. 1,00,000 towards Prime Ministers Flood Relief Fund.	

Compute the total taxable income and tax liability for the A. Y 17-18.

5. Mr. Ram Charan, an employee of M/s. Gopalkrishan and Co. of Bhubaneswar receives during the previous year ended March 31, 2017 the following payments :

	<b>Rs.</b>
Basic Salary	40,000
Dearness allowance	3,000

	<b>Rs.</b>
Leave Salary	5,400
Professional tax paid by employer	1,000
Fair rent of the flat provided by employer	6,000
Rent paid for furniture	1,000
Rent recovered by employer	3,000
Contribution to Statutory Provident Fund	4,000
Employer's contribution to Statutory Provident Fund	4,000

Compute his taxable income for the Assessment year 2017-18.

#### **Section – B**

Answer any three questions : . . . 8×3 = 24

6. What do you mean by VAT ? How VAT is determining in India ?
7. Discuss the concept of Agricultural Income and its corporation.
8. Explain the procedure to compute tax on Income and tax on Profits.
9. Write short notes on Annual General Meeting and Statutory meeting.



10. Compute the invoice value to be charged and amount of tax payable under VAT by a dealer who had purchased goods for 2,20,000 and after adding for expenses of 20,000 and of profit 25,000 had sold out the same. The rate of VAT on purchases and sales is 12.5%.

**Section – C**

Write notes on any two of the following :

5×2 = 10

11. Resolution
12. Income
13. Issues of Shares
14. Computer agricultural income from cultivation of land :

Particulars	Rs.
Sale proceeds of agricultural produce	1,60,000
Depreciation of equipments	6,000
Labour charges	24,000
Cost of seeds	6,000
Cost of fertilizers	3,000
Electricity Charges	12,000



AZ – 15/2 (600) (4) DDCE-IIS(2yr)  
MBA-10 — CTL  
(R & B)

**DDCE-IIS(2yr)**  
**MBA-11 — BPSM**  
**(R & B)**

**2017**

*Time : As in Programme*

*Full Marks : 70*

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

*Answer from all the Sections as directed.*

**Section – A**

Answer any **three** questions :  $12 \times 3 = 36$

1. Define Business Policy and discuss the difference between the Business Policy and Strategic Management. Explain the Strategic Management Process.
2. What is SWOT Analysis ? Outline the SWOT Analysis process with suitable examples.
3. Why Industry Analysis is essential, discuss the Porter's five force model to justify the Industry Analysis.

AZ – 16/2

(Turn over)



4. What is Environmental Analysis ? Discuss the components of Internal and external environment.
5. Explain the opportunities and challenges of MNC's in recent business scenario.

#### **Section – B**

Answer any **three** questions :  $8 \times 3 = 24$

6. What do you understand by vision ? Describe the process for formulating a vision.
7. What do you understand by crafting a strategy ? What factors influence in shaping company's strategy ?
8. What do you understand by Strategic Analysis and Choice (SAC) ?
9. What is Environmental Scanning or Environmental Analysis ?
10. What are the characteristics and scope of stability strategy ?

**Section – C**

Answer any two of the following : 5×2 = 10

11. Differentiate between Goals and Objectives.
12. Write a note on the role of Strategic Manager.
13. What is Growth and Expansion Strategy ?
14. What is Retrenchment Strategy ?



AZ – 16/2 (600) (3)

DDCE-IIS(2yr)  
MBA-11 — BPSM  
(R & B)

**DDCE - II - S - (2Yr.) - MBA -**

**12 - (MCSI) - R & B**

**2017**

**Full Marks - 70**

**Time : As in the Programme**

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

*Answer questions in each section as directed there in.*

**Section - A**

Answer any THREE : [12×3=36

1. "Change is highly important to the success of an organization but many people have the tendency overtly or covertly to resist it." Explain this statement and also explain how to overcome the resistance to change.
2. Discuss Lewin's model, ADKAR Model and Kotter's Model for implementing change.
3. 'Business is an economic institution operating in a social-political environment.' Discuss.

[ Cont...

[ 2 ]

3. Explain social responsibility of business towards different sections of the society.
4. Organizational Development is all about change. Explain how OD practices help in bringing about change in the Organization.
5. "The top management has the sole responsibility of creating and sustaining the culture". Explain your views about the statement and also discuss the relevance of strategy and culture

**Section – B**

Answer any THREE : [8×3=24

1. What does merger of firms involve in matters of their existences ? In which situations are mergers specially suited ?
2. What is OD Intervention ? Discuss any two types of Intervention and their significance to the organization.

[ Cont...

[ 3 ]

3. Distinguish between mission, vision and objectives. Explain the importance of these components in an organization.
4. Discuss the EPRG model applicable in MNC's.
5. Explain in detail about evolutionary and revolutionary change. Discuss its merits and demerits.

Section – C

Answer any TWO : [5×2=10

1. Types of change agent.
2. What is vertical integration ? Outline the advantages and disadvantages of vertical integration.
3. Why an employee resists to change ?
4. Discuss the role of expatriate leaders.



DDCE - II - S - (2Yr.) - MBA -

12 - (MCSI) - R & B

DDCE-IIS(2yr)  
MBA-13 — CMA  
(R & B)

**2017**

*Time : As in Programme*

*Full Marks : 70*

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

*Answer from all the Sections as directed.*

**Section – A**

Answer any **three** questions :  $12 \times 3 = 36$

1. The standard cost of a chemical firm is as follows :

40% of material X @ ₹ 400 per kg

60% of material Y @ ₹ 600 per kg

Standard loss is 10%.

The following particulars are available for the month of May, 2017 :

180 kgs of material X used @ ₹ 360 per kg

AZ – 17/2

(Turn over)



220 kgs of material Y used @ ₹ 680 per kg

Actual production was 369 kg.

Calculate the following variance :

- (a) Material Price Variance
- (b) Material Usage Variance
- (c) Material Mix Variance
- (d) Material Yield Variance

2. Following are the budget estimates of a repairs and maintenance department which are to be used to construct a flexible budget for the ensuing year:

Details of Cost	Planned at 6000 Direct Repair hours ₹	Planned at 9,000 Direct Repair hours ₹
Employees		
Salary	28,000	28,000
Indirect Repair		
Materials	42,000	63,000
Miscellaneous		
Costs	16,000	20,500

Prepare a flexible budget for the department upto activity level of 10,000 direct repair hours using increments of 1,000 hours.

3. In what essential respects Management Accounting is different from Financial Accounting ?

4. From the following particulars relating to M/S Magnifier Company, prepare Process II Account, Normal Loss Account and Abnormal Loss/Gain Account :

Transfer from Process I (900 units) ₹ 63,900

Raw material (Additional) ₹ 2,600

Labour Cost ₹ 40,000

Overheads – (40% of labour cost)

Normal loss – 10%

Scrap Value – ₹ 4 per unit

There was no opening or closing stock in the process.

5. From the following information, prepare a cost sheet :

Materials consumed ₹ 2,00,000

Direct wages ₹ 1,00,000

Works overhead incurred ₹ 60,000

(60% fixed)

Office overheads incurred ₹ 18,000

(100% fixed)

Selling and distribution expenses ₹ 11,400

(₹ 5,400 variable)

Sales 90,000 units at a profit of 7.5% on selling price

Closing Stock of finished goods 10,000 units

Normal output of the factory 1,50,000 units

#### Section – B

Answer any **three** questions : 8×3 = 24

6. Discuss the scope of Cost Accounting.
7. Explain the functional budgets most commonly used by management.
8. Explain various methods of segregation of cost into variable and fixed cost.

9. A firm produces and sells 5000 MODI fan in a month. The cost data are as follows :

	₹
Sales Price Per Unit	750
Variable Cost Per Unit	550
Fixed Cost Per Month	6,00,000

Find BEP; P/V Ratio and Sales Unit to achieve a profit of ₹ 5,00,000.

10. State the benefits of Responsibility Accounting. Explain the essential ingredients of a system of Responsibility Accounting.

### Section – C

Answer any **two** of the following.:  $5 \times 2 = 10$

11. Explain the concept of Zero Base Budgeting.
12. Write short notes on Balanced Score card.
13. What is Cost Accounting ? What are its objectives ?
14. Discuss the scope and functions of Activity Based Costing.



AZ – 17/2 (600)

( 5 )

DDCE-IIS(2yr)  
MBA-13 — CMA  
(R & B)

**DDCE-IIS(2yr)MBA-14 —  
Res. Meth. (R & B)**

**2017**

*Time : As in Programme*

*Full Marks : 70*

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

*Answer from **all** the Sections as directed.*

**Section – A**

Answer any **three** questions :  $12 \times 3 = 36$

1. What do you mean by Research ? Briefly describe the different steps involved in a Research Process.
2. What is Research Design ? Explain the features of Research Design and critically appreciate about experimental Research Design.
3. Three samples each of size 5, were drawn from three uncorrelated normal populations with equal variances. Test the hypothesis that the population means are equal at 5% level.

AZ – 18/3

( Turn over )

**Sample – I      Sample – II      Sample – III**

10                      9                      14

12                      7                      11

9                        12                     15

16                      11                     14

13                      11                     16

[Given : The table value of F at 5% level with (2, 12) d. f is 3.89] (use short cut method)

4. What do you mean by multivariate techniques ? Briefly explain, the various multivariate techniques.
5. What is Research Report ? Explain the various steps in writing a Research Report.

**Section – B**

Answer any three questions :                      8×3 = 24

1. What is Research Problem ? Describe the techniques of defining a Research Problem.
2. A die is thrown 121 times with the following results :



Number turned up	Frequency
1	20
2	18
3	27
4	15
5	30
6	11

Is the die unbiased ?

3. A sample of 900 members is found to have a mean of 3.47 cm. Can it be reasonably regarded as a simple sample from a large population with mean 3.23 cm. and standard deviation 2.31 cm. ?
4. A random sample of 26 items taken from a normal population has the mean as 145.8 and S.D as 15.62. At 1% level of significance, test the hypothesis that the population mean is 150. (w :  $|10| \geq 2.787$ .)
5. What is mailed questionnaire ? Explain the essentials of a good questionnaire.

### Section – C

Answer any **two** questions :  $5 \times 2 = 10$

1. What is Stratified Random Sampling ?
2. Differentiate between paramatic and Non-Parametric Tests.
3. Distinguish between type-I of type-II error.
4. A test given to two groups of boys and girls having the following information :

**Gender Means core S.D Sample Size**

Girls	75	10	50
Boys	70	12	100

Is the difference in the mean scores of boys and girls statistically significant ?

Test at 1% level. [Value of Z@ 1% = 2.58]



**DDCE-IIS(2yr)MBA-15**

**— Retl. Mgt. (R & B)**

**2017**

**Time : As in Programme**

**Full Marks : 70**

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

**Answer from all the Sections as directed.**

**Section – A**

**Answer any three questions : 12×3 = 36**

- 1. Is there any difference between retail location and site ? Discuss the importance of the location decision to the retailer.**
- 2. What is e-retailing ? Why e-retailing is very popular in present time. Explain the demerits of e-retailing.**
- 3. What is environment of retail mix ? Explain with examples.**

**AZ – 19/2**

**( Turn over )**

4. Elaborate the role of Advertisement in retail mall brand building.
5. Why customer relationship management necessary to increase foot fall in retail mall ? Justify.

#### **Section – B**

Answer any three questions :  $8 \times 3 = 24$

1. Explain the important feature of exterior designs decisions, lighting and ambience.
2. What are the factors determine the selling price of a retail store product, give your opinion.
3. Store retailing v/s non-storing retailing.
4. Explain Reilly's Law.
5. Elaborate the importance of layout in business.

#### **Section – C**

Answer any two questions :  $5 \times 2 = 10$

1. What do you mean Discount Store ?

2. Explain the role of floor manager in retail mall.
3. What is customer satisfaction ? Why it is important ?
4. Write Four reasons for services growth.



AZ – 19/2 (600)

( 3 ) DDCE-IIS(2yr)MBA-15  
—Retl. Mgt. (R & B)

**DDCE-IIS(2yr)MBA-16 —  
POM (R & B)**

**2017**

*Time : As in Programme*

*Full Marks : 70*

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

*Answer from all the Sections as directed.*

**Section – A**

**Answer any three questions :  $12 \times 3 = 36$**

- 1. What is an assembly line ? Define the “assembly line balancing problem” and explain what information is needed to solve it.**
- 2. Define in bound and out bound logistics and explain their role in supply chain. Take an example to explain it whole.**
- 3. Define facility location. Explain the different factors that influence it.**

**AZ – 20/2**

**(Turn over)**



4. What do you mean by plant layout ? Explain the different types of layout system.
5. What is the EOQ model ? What assumptions are necessary to apply it ? How do these assumptions change the nature of the cycle inventory pattern graphically ?

#### **Section – B**

Answer any three questions :  $8 \times 3 = 24$

1. What is known as 'Lean Production' ? What are the pre-requisite for Lean Production.
2. A competitor of Kozar International, Inc. has begun marketing a new instant-developing film project. Kozar has had a similar product under study in its R and D department but has not yet been able to begin production. Because of the competitor's action, top managers have asked for a speedup of R and D activities so that Kozar can produce and market instant film at the earliest possible date. The predecessor information and activity time estimates in months are shown below :

Activity	Immediate Predecessors	Optimistic Time	Probable Time	Pessimistic Time
A	—	1	1.5	5
B	A	3	4	5
C	A	1	2	3
D	B, C	3.5	5	6.5
E	B	4	5	12
F	C, D, E	6.5	7.5	11.5
G	F	5	9	13

- (a) Draw the project network.
  - (b) Develop an activity schedule for this project using early and late start and finish times, compute activity slack time, and define the critical activities.
  - (c) What is the probability the project will be completed in time for Kozar to begin marketing the new product within 24 months ?
3. What is the purpose of aggregate planning ?  
Explain level production and chess strategy.

4. A company orders 40,000 reams of papers annually. The ordering cost is Rs, 200.00 per order. Price of one ream is Rs. 85.00 and it costs 20% to hold in inventory. What should be the order quantity on its vendor ?
5. Distinguish between Push and Pull process of production.

#### **Section – C**

Answer any **two** questions :                      5×2 = 10

1. What is fixed-position layout ? Explain.
2. What do we mean when we say that a process is "in control or" out of control" ?
3. What are the main differences between PERT and CPM ?
4. What is assembly line work ?

