

II - S - MBA - P - 09 -
(Management Economics) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section - A

(Word Limit - 700-1000)

Answer any THREE : **[12 x 3 = 36]**

1. 'Economic is a dismal science'. Do you agree ?
Give reasons for your answers.
2. Explain the law of demand. Discuss some practical applications of law of demand.
3. What is Empirical Production Function ? Explain the combination of inputs with diagrams.

[P.T.O....]

4. What do you mean by Monopoly ? How price and output is determined in short and long run in Monopoly Competition ?
5. State the factors that affect demand and supply of a commodity. Show the effect diagrammatically.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24

1. What is Kink demand curve ? Explain how price is determining with the help of it.
2. What are the conditions for the price discrimination, briefly explain ?
3. Explain the Risk theory of profit.
4. Discuss the derivation of long run marginal cost with the help of graph ?
5. Explain different phases of business cycle.

[Cont....

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What are the features of perfect Competition ?
2. What is cross elasticity of demand ?
3. What are the exceptions of law of Supply ?
4. Write short notes on break even analysis ?



II - S - MBA - P - 09 -

(Management Economics) - (R&B)

Dt - 29.07.2024

2024

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Section - A

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1. Discuss the constituents of company law administration in India.
2. What are the contents of memorandum of Association ? How can name clause and object clause be altered ?
3. Discuss the provisions under the Companies act relating to qualification and disqualifications in respect of appointment of Director and also removal of Directors.

[P.T.O....]

4. Explain the meaning, need and limitations of Tax Planning.
5. What is the e-filing ? Explain briefly the e-filing process.

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. What is a company ? What kind of companies can have formed under Indian Companies Act ?
2. What is annual general meeting ? State the legal provisions regarding calling of such meeting ?
3. What is share capital ? Explain the different forms of Capital.
4. Explain Capital gains exempted under Section 54 and other subsection.
5. Give an overview of Central Goods and Services Tax (GST) Act.

[Cont....

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What are the documents to be filed with the Register for floatation of Company ?
2. What do you understand by winding up of a company ? Discuss the circumstances in which a company may be wound by NCLT.
3. The total income of 'A' Ltd. Company computed under normal provision of IT Act 1961 is Rs. 12,00,000/- which includes long term capital gain of Rs. 2,00,000/-. However, the book profits of the company (calculated as per Sec-115JB) amount to Rs. 25,00,000/-. Calculate the tax liability of company for assessment year 2021-22 and tax credit available to the company.
4. Discuss the provisions of MAT under section 115JB.



II - S - MBA - P - 10 -

(Cor. Law & Tax. Compliances) - (R&B)

Dt - 30.07.2024

II - S - MBA - P - 12 - (E-Business) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

- 1. List down the steps in e-commerce procedure.**
- 2. State the various advantages of e-commerce over traditional commerce.**
- 3. Describe the role of IT in business.**
- 4. Explain about different modern payment system.**
- 5. How digital signature works ?**

[P.T.O....

Section – B**(Word Limit - 500)****Answer any THREE :****[8 x 3 = 24]**

1. Explain the different levels of e-commerce.
2. How does internet work ?
3. State the benefits and disadvantages of B2B.
4. Differentiate between traditional payment system and modern payment system.
5. What is the necessity of having a firewall ?

Section – C**(Word Limit - 300)****Answer any TWO :****[5 x 2 = 10]**

1. Define e-commerce. What are its types ?
2. What is segmentation ? What are the different categories of segmentation ?

[Cont....

[3]

3. Write a short note on Electronic Data Interchange.
4. Differentiate between encryption and authentication.



II - S - MBA - P - 12 - (E-Business) - (R&B)
Dt - 01.08.2024

II - S - MBA - P - 13 -
(Cost Management Accounting) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Compare & Contrast between Financial Accounting Vs Cost & Management Accounting ?
Explicate the role of management accountant in a modern business ?
2. Explain Cost-Volume-Point (C-V-P) analysis ?
What are its assumptions ? Explain managerial application of C-V-P analysis ?
3. Define Activity-Based Costing (ABC) ? How does ABC help in improving cost accuracy and transparency compared to traditional costing methods ?
4. A factory produces a standard product named XYZ. The following information is given to you for the month of January 2024.

[P.T.O....

Particulars	Amount (Rs.)
Raw material Consumed	3,60,000
Direct Wages	2,00,000
Other Direct expenses	80,000
Factory Overhead	1,600,000
Office Overhead	80,000
Selling & Distribution Expenses	Rs. 5 per unit sold
Units produced and sold during Januray 2024	40,000 units
Profit	20% on Total Sales

You are required to :

- (a) Prepare a cost sheet for January 2024.
 - (b) The company forecast to produce 50,000 units in the month February, 2024. Prepare an estimated cost sheet for the month of February.
5. The following information is related to MTN limited :

Particulars	2023	2024
Sales	Rs. 8,00,000	Rs. 10,00,000
Profit/Loss (Loss)	Rs. 20,000 (Profit)	Rs. 20,000

Calculate the following :

- (a) P/V Ratio
- (b) Fixed Expenses
- (c) Break Even Point
- (d) The number of units to be sold to earn a profit of Rs. 60,000
- (e) Margin of safety when sales is 9,50,000
- (f) Profit when sales is 9,50,000

[Cont....

Section – B
(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. What is cost ? What are its elements ? Discuss different types of cost with example ?
2. Define Budgetary control system ? Enumerate different Operating and Functional Budgets prepared by a large corporation ?
3. Decipher the managerial use of the following concepts in modern business :
 - (a) Zero Based Budgeting ZBB
 - (b) Balanced Score Card
4. The following budgets is available for production of a product called BCD :

Particulars	60% level of Activity	80% level of Activity
Output	48,000 units	64,000 units
Direct Material	Rs. 48,000	Rs. 64,000
Direct Labour	Rs. 36,000	Rs. 48,000
Direct Expenses	Rs. 12,000	Rs. 16,000
Factory overhead	Rs. 60,000	Rs. 76,000
Administrative Overhead	Rs. 16,000	Rs. 16,000
Selling & Distribution Overhead	Rs. 80,000	Rs. 1,04,000

You are required to prepare a flexible budget for 40% and 90% level of activity.

5. Product STP is obtained after it passes through three distinct processes. The following information is obtained from accounts for the month ending 31st December 2023.

[Cont....

Item	Process A (Rs.)	Process B (Rs.)	Process C (Rs.)
Material	5200	3960	5924
Labour	4000	6000	8000
Overheads	4000	6000	8000

2,000 units at Rs. 10 per unit were introduced in Process A. The output of each process passes direct to the next process and finally to finished stock. The following additional data are obtained :

Process	Output during the month	% of Normal loss in unit	Value of Scrap per unit
Process A	1900	5%	Rs. 4
Process B	1680	10%	Rs. 8
Process C	1500	15%	Rs. 10

Prepare process accounts for the month ending 31st December 2023.

Section – C
(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What is Variance Analysis ? Name various types of cost variances ?
2. Explain different types of Responsibility centre used for cost control ?
3. How master budget is prepared ? What are its uses ?
4. How Joint Product and By Products are treated in Process accounting ?



II - S - MBA - P - 14 -
(Quantitative Methods for Management) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section - A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What is Statistics ? How is it used in business and Management ?
2. What are the methods involved in collection of Primary data with giving advantages and disadvantages.
3. What is Time series ? Explain its components with giving advantages and disadvantages.

[P.T.O....

4. Which series is more consistent and why ?

X	10	12	15	25	27	32	25	26	20	22
Y	11	15	14	18	25	26	23	24	28	32

5. Solve the following LPP using graphical Method:

$$\text{Max } Z = 3X + 2Y + 5Z$$

$$\text{S.C } X + 2Y + Z \leq 430$$

$$3X + 2Y \leq 460$$

$$X + 4Y \leq 420$$

$$X, Y, Z \geq 0$$

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. What is matrix ? Explain different types of matrix with giving example.
2. Explain different types of classification data.

[Cont....

3. Find two two regression equation from the following data :

X	2	5	6	8	9	12	14	22
Y	6	8	10	15	12	14	10	11

4. Find Assignment cost from the following data :

Machine → Joby ↓	A	B	C	D
1	5	10	12	4
2	2	4	2	6
3	7	8	9	10
4	5	10	12	4

5. What do you mean by LPP ? Explain role of linear programming in solving management problem.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. What are the steps involved in VAM ? Explain.
2. Explain bays Rule with giving example.
3. Explain the uses of regression analysis.
4. Explain different types of Quantitative Techniques.



II - S - MBA - P - 16 -
(Corporate Governance) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Explain the historical perspective of Corporate Governance. How have the concepts of competition and good governance evolved over time ?
2. Discuss the major theories of Corporate Governance, namely Agency Theory and Stewardship Theory. Compare and contrast the Shareholder vs. Stakeholder approaches.
3. Analyze the current scenario of Corporate Governance in India. Discuss the obligations of corporations towards investors, employees, customers, and managers.

[P.T.O....

4. Examine the roles and responsibilities of the Board of Directors and Auditors in Corporate Governance. How do they contribute to the overall governance framework ?
5. Discuss the concept of Corporate Social Responsibility (CSR) in India. Analyze the impact of CSR laws on Indian Corporations and their operations.

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. What are the key issues in Corporate Governance ? Provide examples to illustrate how these issues affect corporate performance and governance practices.
2. Discuss the significance of landmark Corporate Governance cases in the USA and UK. How have these cases influenced global Corporate Governance standards ?
3. Explain the rights and privileges of shareholders. How does Corporate Governance ensure the protection of investors interests ?

[Cont....]

4. Discuss the role of SEBI in regulating Corporate Governance in India. How does SEBI's framework compare to Corporate Governance regulations in other countries ?
5. Analyze the concept of Corporate Governance in a global society. How do public policies influence Corporate Governance practices in multinational corporations ?

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Define Corporate Social Responsibility (CSR) and discuss its importance in today's business environment.
2. Explain the role of banks in Corporate Governance. How do they influence corporate behavior and decision-making ?
3. What are the major reports on Corporate Governance in India ? Discuss their key recommendations.
4. Describe the problems faced by investors in the context of Corporate Governance. How can these problems be addressed through effective governance practices ?



II - S - MBA - P - 16 - (Corporate Governance) - (R&B)

Dt - 06.08.2024

II - S - MBA - P - 09 -
(Management Economics) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

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Section – A

(Word Limit - 700-1000)

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2. Explain the law of demand. Discuss some practical applications of law of demand.
3. What is Empirical Production Function ? Explain the combination of inputs with diagrams.

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4. What do you mean by Monopoly ? How price and output is determined in short and long run in Monopoly Competition ?
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4. Discuss the derivation of long run marginal cost with the help of graph ?
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[Cont....

[3]

Section – C

(Word Limit - 300)

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2. What is cross elasticity of demand ?
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II - S - MBA - P - 09 -

(Management Economics) - (R&B)

Dt - 29.07.2024

2024

Full Marks - 70

Time - As in the Programme

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Section – A

(Word Limit - 700-1000)

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[P.T.O....

[2]

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Section – B

(Word Limit - 500)

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[Cont....

Section – C

(Word Limit - 300)

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II - S - MBA - P - 10 -

(Cor. Law & Tax. Compliances) - (R&B)

Dt - 30.07.2024

**II - S - MBA - P - 11 - (Business
Policy Strategic Management) - (R&B)**

2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What is strategy ? Discuss the nature and significance of strategic management. Explain strategic management process.
2. Differentiate mission and objectives of an organization. How do you formulate the goals of a manufacturing organization ?
3. What are the environmental forces that the management of an enterprise should appraise for formulating the strategy ?

[P.T.O....

4. Discuss the importance of SWOT analysis ?
Write about the differences between SWOT Analysis and TOWS matrix.
5. Explain the PESTLE framework and how it helps in identifying major trends for different industries.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Discuss the dimensions of strategic management.
2. Why should a firm formulate growth strategy ?
Under what conditions will adoption of growth strategy be useful ?
3. What do you mean by strategy implementation ?
What are the important issues involved in it.
4. What is a MNCs ? Discuss its advantages & disadvantages of it.
5. What is environmental scanning ? Write about its underlying factors.

[Cont....

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. What is the role of Strategic Managers ? Discuss.
2. Explain the 5 Force model of Michel Porter.
3. What are the levels of Strategic decisions ?
4. Why is long term objective is important in strategic management ?



II - S - MBA - P - 11 - (Business
Policy Strategic Management) - (R&B)
Dt - 31.07.2024

II - S - MBA - P - 12 -
(Disaster Management) - (R&B)

2024

Full Marks - 70

Time - As in the Programme

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Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What is a Disaster ? What are the different types of natural disasters ? Explain in detail.
2. Define earthquake. Explain in detail about the types, causes, effects and preventive measures of earthquake.
3. Explain the roles and responsibilities of various agencies in disaster mitigation and management.

[P.T.O....

[2]

4. Critically examine the concept, causes and effects of 'Global Warming'.
5. Discuss the causes and effects of different types of pollution and suggest the measures to clean it.

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Describe flood. Explain the causes and effects of flood.
2. What is the importance of Disaster Management Act, 2005 in India ?
3. Draw the disaster management cycle and explain every stage in it.
4. What is draught ? Discuss the different types, causes and effects of draught.
5. Explain in detail about the application of DIS and databases in disaster management.

[Cont....

[3]

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Explain the causes and effects of forest fire.
2. Justify how climate changes affect the environment.
3. What are the typical effects of deforestation ?
4. Examine the need and necessity of Disaster Medicine.



II - S - MBA - P - 12 -

(Disaster Management) - (R&B)

Dt - 01.08.2024

II - S - MBA - P - 13 -
(Cost Management Accounting) - (R&B)

2024

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Section – B
(Word Limit - 500)

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Process C	1500	15%	Rs. 10

Prepare process accounts for the month ending 31st December 2023.

Section – C
(Word Limit - 300)

Answer any TWO :

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1. What is Variance Analysis ? Name various types of cost variances ?
2. Explain different types of Responsibility centre used for cost control ?
3. How master budget is prepared ? What are its uses ?
4. How Joint Product and By Products are treated in Process accounting ?



2024

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. What is retailing, and why is it important in the economy ? Discuss the evolution of the Indian retail industry over the past decade.
2. Compare and contrast the characteristics of department stores, supermarkets, and chain stores as prominent types of retail formats. How do these formats cater to different consumer needs and preferences, and what strategies can retailers employ to differentiate themselves within each format ?

[P.T.O....

3. Define trade area analysis in the context of retail management. What factors are typically considered when defining a trade area for a retail establishment ?
4. What are the elements of retail price ? Describe the process of developing a pricing strategy for a retail product. Compare and contrast cost-based Demand-based approaches to pricing.
5. Define the term "retail promotion mix". What are the key elements of advertising in retail promotion ? Outline the objectives of advertising in retail marketing.

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Define merchandise management and its significance in retail strategy. Classify merchandise types based on categories such as convenience goods, specialty products, and seasonal items.
2. What is visual merchandising ? Explain the key factors for designing a visual merchandising plan.
3. What do you mean by 'atmospheric and retail space management' ? Elaborate.

[Cont....

4. Define and differentiate with suitable examples between a food centric retailer and a general merchandise retailer.
5. What is different 'Retail Promotion Strategy' ? Why media selection is very important issue in retailing management.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. Discuss the various functions of retailing.
2. Explain Bulk breaking with an example.
3. Differentiate between Retail Chain and independence outlets.
4. Distinguish between Fad Merchandise and Fashion Merchandise.
5. Explain the relationship between Retail Promotion and Retail Brand Equity.



II - S - MBA - P - 15 -
(Retail Management) - (R&B)
Dt - 05.08.2024