

3rd sem

III - (5yr) IMBA (DDCE) - 11 -OB

2011

Full Marks – 70

Time – As in Programme

The questions are of equal value.

Answer *all* questions.

1. Write down the nature and purpose of studying OB in management. Describe OB as a inter disciplinary study.

OR

Describe different OB models ? Which model you appreciate as best one ? Why ?

2. What are the major determinants of personality. How do personality and job can be studies together.

OR

Write the importance of perception of people in organization. How does it affect the organization Behaviour. What is cognitive dissonance theory of perception.

3. What is learning ? Write down the application of different learning theories in organization.

B- 10

[Turn over

OR

What are major factors responsible for formation of employee's attitude in the industrial organization. Why attitude is measured can it be linked with productivity of the orgn.

4. Write down any two theories get best application in Indian industrial environment.

OR

Write down the major criticisms of different motivation theories and suggest a best suitable motivation model for Indian organization.

5. Write short notes on :

- (a) Communication process
- (b) Trait theory of leadership

OR

- (a) Transactional analysis.
- (b) Managerial Grid theory of leadership.

III- (5yr) IMBA -DDCE-12 -CA

2011

Full Marks – 70

Time – As in Programme

The questions are of equal value.

Answer *all* questions.

1. (a) What are the limitations of financial accounting which gave rise to cost accounting ?
- (b) Why are cost centres formed and state different types of cost centres ?

OR

- (a) What is cost unit and what factors are taken into consideration for selecting a cost unit.
 - (b) "Cost Accounting is an aid to management". Elaborate this statement.
2. (a) Explain the objectives of management accounting.
 - (b) What are the benefits of various techniques of management for a business organization ?

OR

- (a) State the meaning and features of management Accounting.
 - (b) "Management Accounting helps in the managerial decision making". Explain.
3. (a) Differentiate between job and process costing.
 - (b) How does budgetary control system help in cost control ?

OR

ABC Ltd produces product 'Beta' and uses standard cost system. Standard cost per 1000kg of output is as under:

<u>Material</u>	<u>Quantity in kg</u>	<u>Price per kg. Rs.</u>
A	800	3.00
B	200	4.00
C	250	5.00

In March 2009, the company produced 2,00,000kg of output. Actual consumption was :

B-09

(3)

A - 1,57,000 kg @ Rs. 2.80
B - 42,000 kg @ Rs. 4.10
C - 44,000 kg @ Rs. 4.90

Calculate material variances.

4. (a) How will you find out profit in marginal costing and how is it different from traditional costing ?
- (b) How can you use C-V-P Analysis for managerial decision making ?

OR

The following data are obtained from the factory records of ABC Ltd.

Sales (4,000 units @ Rs.30)	Rs. 1,20,000
Variable cost	Rs. 80,000
Fixed costs	Rs.22,000

Calculate :

- (i) p/v ratio
- (ii) B.E.P
- (iii) Margin of safety
- (iv) Sales to earn a profit of Rs.60,000

B-09

Turn over

(4)

5. (a) Outline the benefits and limitations of financial statement analysis.
- (b) Explain the leverage ratios and bring out their significance.

OR

Write notes on :

- (a) Return on shareholders Equity
- (b) Total Assets Turnover Ratios
- (c) Average Collection period.

III- (5yr) IMBA -DDCE-13 -ME

2011

Full Marks – 70

Time – As in Programme

The figures in the right hand margin indicate marks.

Answer *all* questions.

1. Is the scope of economics limited to the study of economising behaviour of the people ? If not what are the other important areas of economic studies ? 14

OR

What is marginalism ? Explain with an example, the application of marginalism in economics analysis.

2. Define elasticity of demand. Explain how it is measured by point and total outlay method. 14

OR

(2)

What is meant by consumer's equilibrium? What is the condition of the consumer's equilibrium under cardinal utility approach?

3. State the law of diminishing marginal returns, what are the conditions for this law to apply? Does this law apply to all kinds of industries. 14

OR

State the conditions under which a firm can minimise the cost for a given level of productions.

4. What is meant by the 'envelope curve'? So graphically the derivation of the long run average cost curve. 14

OR

Show graphically the determination of profit maximising equilibrium of discriminating monopolist. Is price discrimination socially desirable?

B-08

(3)

5. Explain Bournol's theory of sales revenue maximization. In what way is this theory superior to the conventional theory based on profit maximisation hypothesis? 14

OR

Write notes on the following:

3.5×4

- (a) Skimming pricing.
- (b) Cost push pricing
- (c) Mark-up pricing
- (d) Transfer Pricing.

B-08/100

III- (5yr) IMBA -DDCE-14 (ENG-2)

2011

Full Marks – 70

Time – As in Programme

The questions are of equal value.

Answer **all** questions.

1. Correct the errors : 14
- (a) Should you lend me your pen, please ?
 - (b) The Old man died from Cholera.
 - (c) He looked every where but does not find it.
 - (d) Mr Das is a honest officer
 - (e) The pair of shoes are expensive.
 - (f) Sita is beautiful but clever
 - (g) The plane let off after repair.

(2)

- (h) Never I betray my friends
 - (i) They are confident to win the match
 - (j) Don't make a noise in the class
 - (k) We were alerted to all the crisis.
 - (l) Remesh bought a hewlett packard printer for his computer system.
 - (m) He studied mathematics for there years.
 - (n) The new car isn't for sale, isn't it ?
2. What is the difference between vowels and consonant sounds in English ? Explain different types of consonant sounds in English. Give suitable examples.

OR

What is stress ? Underline the stressed syllable in ago, professor, father, examination.

B-07

(3)

3. Write short notes on any two of the following : $7 \times 2 = 14$
- (a) Tense and Aspect
 - (b) Statements and Questions
 - (c) Verbs of states and events
4. Assuming yourself to be the convenor of a seminar on Global warming. Scemmarise the main points highlighting the significant aspects of the discussion. 14

OR

Write down

- (a) Notice
- (b) an Agenda
- (c) the minutes recorded by you as secretary of a sports club.

B-07

Turn over

(4)

5. What are the essential elements of a Group discussion. 14

OR

In a topic, 'Are we cenfet for Democracy ?' Prepare an outline of your strategy of initiating and monitoring the given topic in a be fetting manner.

OR

III - (5yr) IMBA (DDCE) - 15 -WF

2011

Full Marks – 40

Time – As in Programme

The figures in the right hand margin indicate marks.

Answer any *four* questions.

1. What is Frame ? What is tags ? Explain how tags are used to create frames in a webpage. Construct a web page having two frames. 10
2. Write short notes on : $2.5 \times 4 = 10$
 - (i) HTML
 - (ii) Hyper Link
 - (iii) Style sheet
 - (iv) Image Maps
3. Discuss about ROWSPAN and COLSPAN in a table. Design a table in a wepage in HTML. 10
5. What is an event ? Discuss about different types of events handled in a DHTML page. 10

(2)

6. What is Frontpage -98 ? Write the steps to add graphics and text to a webpage. 10
7. What is database ? Write the steps to connect a database to a form in visual interdev. Design a form in visual interdev having student or employee information. Display a message. 10
8. Write short notes on : $2.5 \times 4 = 10$
 - (i) VISUAL INTERDEV
 - (ii) Activex Control
 - (iii) Database Integration
 - (iv) DHTML.