

Section D Organizational Behavior

Write any two Marks: 15*2=30

1. What are the objectives of Organizational Behavior? Explain models of Organizational Behavior.
2. Define OB and explain the history and developments in the field of OB?
3. What is personality? Discuss briefly the various theories of personality.
4. Discuss the role and functions of a leader in an Organization.
5. What are the components of attitude? How attitudes can be measured?
6. What is communication? Discuss the different types and process of communication.

Section D Marketing Management

Write any two Marks: 15*2=30

1. Discuss various concepts under which the business enterprises conduct their marketing activity and explain the evolution process of these concepts.
2. Define Marketing Information Systems and give suggestions to develop an marketing information system.
3. What is "Promotion Mix"? Which factors you keep in mind taking promotional mix decisions? Explain.
4. Write a note on function of channels of distribution.
5. "Channels of Distribution" used are different for different products. Explain and state the reasons.
6. Write a short note on a) Green Marketing
b) Social Marketing

Section D Managerial Economics

Write any two Marks: 15*2=30

1. Define Managerial economics? Discuss the scope and significance of Managerial Economics?
2. What are the properties of indifference curve? How Consumer equilibrium is achieved under IC analysis.
3. Elaborate the law of variable proportions along with its criticisms.
4. Explicate the profit maximizing condition with the help of kinked demand curve.
5. Why LAC curve is known as Envelop Curve? Discuss causes for decreasing and increasing portion of LAC curve.
6. Write a short note on a) Elasticity of demand
b) Expansion Path

Section D Entrepreneurship Development

Write any two Marks: 15*2=30

1. Discuss important contributions of entrepreneurs for economic growth in a developing country.
2. Explain curriculum and phases of EDP in detail.
3. Discuss the process of profitability and risk analysis of a project.
4. How SSI's are classified? Discuss importance, scope and characteristics of SSI's.
5. Explain different types and process of Industrial Sickness. How to prevent Industrial Sickness?
6. Write a short note on a) Incentives and Subsidies
b) Institutions for promoting SSI's

Section D Corporate Financial Accounting

Write any two Marks: 15*2=30

1. "Accounting is the language of the business". Justify the statement with example.
2. Discuss the historical developments, objectives and process of standard setting in India.
3. Elaborate the meaning, element, importance of funds flow statement along with its uses.
4. Illustrate how insolvency can be predicted on aspects of financial ratios.
5. Discuss the treatment of following items while preparing company final accounts:-
 - a) Managerial Remuneration
 - b) Disposal of Company Profits.