

DDCE - I - S - (5Yr.) -
IMBA - 101 - (MCP) - R & B

2018

Full Marks - 70

Time - As in the Programme

*The figure in the right hand margin indicate marks.
Answer questions from all Section as directed therein.*

Section - A

Answer any THREE : **[12×3=36**

1. Define Management and explain principles and also explain the nature and function of management.
2. What are the various principles of management evolved by Fayol ? How are these principles relevant to modern management ?
3. What is the importance of decision making and what are the different decisions made by managers at different levels in the organizations ?

[Cont...

4. Discuss the importance of control process and explain the effective system of it.
5. Briefly discuss what is departmentation and suggest a scheme of departmentation for a large marketing company with a field network all over the country.

Section – B

Answer any THREE :

[8×3=24

1. Define the importance of management skills. How do skills requirements differ at various level of management ?
2. Discuss the essential characteristics of good decision. Discuss the process of effective decision making by manager.
3. What is a matrix organization ? Examine its merits and limitations.
4. Briefly explain the traditional and modern technique of control.

[Cont...

5. "Decentralization is nothing but an extension of delegation." Discuss.

Section – C

Answer any TWO :

[5×2=10]

1. Write a note on Matrix Structure.
2. Compare & detail the long term planning differ from short term planning.
3. Discuss Span of Management ? Explain the features which affect on effective span of management.
4. What is committee organization ? State the various type of committee.

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. Describe the principles of management under Modern Approach of Management.

[Cont...

[4]

2. Decision - making, if not proper, brings lot of problems for the organization, explain with remedial measures need to be followed.
3. What is a matrix organization ? Describe its advantages and disadvantage.
4. Compare and contrast between cooperation and coordination. Discuss the importance of both the organization.
5. In the view of the rapidly changing socio-technical social environment, highlight on the challenges faced by a manager in the 21st Century.



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Section – A

Answer any THREE: [12×3=36

1. What is the difference between verbal and non verbal communication. Give examples to support your answer.
2. Read the passage and answer the questions that follow :

Every man is rich or poor according to the degree in which he can afford to enjoy the necessaries, conveniences, and amusements of human life. But after the division of labour has once thoroughly taken place, it is but a very small part of these with which a man's own labour can supply him. The far greater part of them he must derive from the labour of other people; and he must be rich or poor according to the

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quantity of that labour which he can command, or which he can afford to purchase. The value of any commodity, therefore, to the person who possesses it, and who means not to use or consume it himself, but to exchange it for other commodities, is equal to the quantity of labour which it enables him to purchase or command. Labour therefore, is the real measure of the exchangeable value of all commodities.

The real price of everything, what everything really costs to the man who wants to acquire it, is the toil and trouble of acquiring it. What everything is really worth to the man who has acquired it and who wants to dispose of it, or exchange it for something else, is the toil and trouble which it can save to himself, and which it can impose upon other people. What is bought with money, or with goods, is purchased by labour, as much as what we acquire by the toil of our own body. That money, or those goods, indeed, save us this toil. They contain the value of a certain quantity of labour, which we exchange for what is supposed at the time to contain the value of an equal quantity. Labour was the first price, the original purchase money that was paid for all things. It was not by gold or

[Cont...

by silver, but by labour, that all the wealth of the world was originally purchased; and its value, to those who possess it, and who want to exchange it for some new productions, is precisely equal to the quantity of labour which it can enable them to purchase or command.

- (i) How does the author define a rich man ?
 - (ii) What do you understand by the value of any commodity ?
 - (iii) What are the author's views regarding "Labour" ?
 - (iv) Give a title to the passage.
3. Write a paragraph in 150 words on any ONE of the following :
- (a) Education is the gateway to success.
 - (b) The effect of internet on youth.
 - (c) A rainy day.
4. How can a person be a good public speaker ? Give examples.
5. Define topic sentence. State the various methods of developing a paragraph.

Section – B

Answer any THREE : **[8×3=24]**

1. What do you understand by body language. Explain with examples.
2. Discuss the effects of Reading comprehension.
3. Draft an introduction for your friend while introducing him to the members of your college cultural team.

[Cont...

[4]

4. Describe the process of booking a railway ticket to a new student. Make use of polite expressions.
5. Define Linkers. Why are they important in a paragraph ? Give examples.

Section – C

Answer any TWO : [5×2=10]

1. Imagine that you have just arrived at a station in a new city. How would you ask for help to a hotel ?
2. Write a note of instructions to your assistant, while you will be on leave for a week from your office.
3. What is the difference between commands, instruct, request and persuade. Give examples.
4. Define cross-cultural communication. Give examples.

Section – D (Assignment)

Answer Any TWO : (Word Limit : 300)

1. State the basic differences between verbal and non-verbal communications.
2. What are the elements of good public speaking ?
3. What is the topic sentence in paragraph ? What are the different methods in which a paragraph can be developed ? Give example.
4. Define body language. Explain with examples.
5. Reading comprehension includes more understanding of the subject. Discuss.



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IMBA - 102 - (Eng. - I) - R & B

2018

Full Marks : 70

Time : As in the programme

*The figures in the right-hand margin indicate marks.**Answer questions from all section as directed therein.***SECTION-A**

Answer any three:

12×3=36

1. Mr. X receives Rs. 2,444 as C.I. by depositing a certain sum in a 10% fixed deposit account for 5 years. Determine the sum deposited by him.
2. Determine whether the following function is continuous or not at $x=2$
 $f(x) = x^2 - 4x + 3$
3. Explain the following terms:
Cost price, Marked price, Trade discount, Successive discount.
4. A man sells two tables at the same price. On one he makes a profit of 10% and on the other he suffers a loss of 10%. Find his loss or gain % on the whole transaction.

[Turn over]

[2]

5. Given the sets:

$A = \{1,2,3\}$, $B = \{1,3,5,6\}$, $C = \{0,3,6\}$ verify distributive laws.

SECTION-B

Answer any three:

$8 \times 3 = 24$

6. Explain the following terms:

- a) Agreement
- b) Principal agent relationship
- c) Partnership deed

7. P, Q and R are partners sharing profits in the ratio 5:3:2; R retired from the firm and P and Q decided to share profit in the ratio 31:19. Calculate gaining the ratio.

8. Explain the following terms:

Order note, Debit note, Credit note, F.O.R.

9. If $f(x) = 4^x$, show that

$$f(x+2) - f(x-1) = \frac{63}{4} f(x)$$

10. If $f(x) = x^2+1$, $g(x) = \frac{1}{x+1}$, show that $f \circ g \neq g \circ f$.

SECTION-C

Answer any two:

$5 \times 2 = 10$

11. $\lim_{x \rightarrow \infty} \frac{4x^2 + 5x + 6}{3x^2 + 4x + 6}$
12. If $f(x) = 6x^4 - 3x^2 - 3 + \frac{2}{x^2}$ show that $f(x) = f(-x)$.
13. If $A = \{1, 2, 3\}$, $B = \{2, 3, 4\}$ show that $A \cup (A \cap B) = A$.
14. Calculate C.I. on Rs. 7,500 for 1.5 years at 8% p.a.

GROUP-D Assignment

Paper: 103(BM)

Word limit: 300

Answer any two:

1. A and B enter into partnership. A supplies whole of capital amounting to Rs.45,000 with the condition that profit are to be equally divided and B pays an interest on half the capital at 10% per annum, but receives Rs.120 per month for carrying on the

[4]

concern. Find their total yearly profit when B's income is one half of A's income.

2. A sum was lent at compound interest for 2 years at 20% p.a. If the interest is added half yearly then Rs.482 are received more, find the sum.
3. Prove De Morgan's law with giving suitable example.
4. If $f(x) = 5x-4$, when $0 < x < -1$ and $g(x) = 4x^2-3x$, when $1 < x < 2$.
Examine its continuity at $x=1$.
5. Cost price of a cycle is Rs.4,500. It was marked 50% above the cost price but a discount of 20% was given. Calculate selling price and profit %.

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2018

Full Marks - 70

Time - As in the Programme

The questions are equal value.

Answer questions from all Section as directed therein.

Section – A

Answer any THREE :

[12×3=36

1. Define Psychology. Discuss various methods used in psychology citing the advantages and limitations.
2. Distinguish between Sensation and Perception. Discuss various organizing principles of perception.
3. Define Memory. Describe human processing approach to memory.
4. Distinguish between Motivation and Emotion. How Emotion can be expressed.

[Cont...

[2]

5. Human intelligence is the product of interplay between heredity and environment. Explain the above statement.

Section – B

Answer any THREE : [8×3=24]

1. Discuss the various methods of Psychology.
2. Describe the structure of brain and discuss its function.
3. Discuss the essential conditions of Observational learning. How it can be used in practical life ?
4. What is attitude ? How attitudes are formed ?
5. Explain the different elements of thought.

Section – C

Answer any TWO : [5×2=10]

1. Write short notes on any TWO :
 - (i) Short term memory
 - (ii) Interpersonal Attraction
 - (iii) Forgetting

[Cont...

[3]

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. What is Psychology ? Discuss its nature and scope.
2. What is Operant Conditioning ? Discuss the schedules of reinforcement.
3. What are the theories of forgetting from long term memory ?
4. Discuss any two theories of Motivation in brief.
5. What are the tactics of compliance ?



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DDCE - I - S - (5Yr.) -
IMBA - 105 - (CF) - R & B

2018

Full Marks - 40

Time - As in the Programme

*The figure in the right hand margin indicate marks.
Answer questions from all Section as directed therein.*

Section - A

Answer any TWO : [12×2

- 1.(a) Explain the features of different generations of computer. [12
- (b) Write a short note on application of computer in different fields. [12
- (c) List the characteristics of a computer system. [12
- (d) What are storage devices ? Explain with examples. [12
- (e) Write short notes on : [4×3
 - (i) GIGO (ii) Antivirus (iii) Internet

[Cont...

Section – B

Answer any THREE :

[8×3=24

- 2.(a) What are the basic elements of a communication system ? Briefly explain the various modes of transmitting data from one point to another ? [8
- (b) Carry out the following conversions : [8
- (i) $(1010)_2 = ()_{10}$
- (ii) $(101)_2 = ()_5$
- (iii) $(AB0)_{16} = ()_8$
- (iv) $(EF)_{16} = ()_7$
- (c) Write down DOS commands for creating a directory, creating a file, adding content into file, appending content into a file, removing content of a file, deleting a file, deleting a directory, displaying date. [8
- (d) Explain how computers can be classified. [8
- (e) Differentiate between : [2×4
- (i) Hardware and Software.
- (ii) Octal number system and hexadecimal number system

[Cont...

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. List out the key hardware and software technologies used in building the computers of each of the five generations.
2. Difference between impact and non impact printers. Give their relative advantages and disadvantages. Name few printers of both types.
3. What are the different ways of acquiring a software ? List out their relative advantages and limitations.
4. What is Optical Disk ? How are data recorded read from an Optical Disk ?
5. Draw a block diagram to illustrate the basic organization of a computer.



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IMBA - 105 - (CF) - R & B