

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 organisational behavior. Explain the different approaches to the study of organisational behavior.
2. Define personality, discuss the prominent personality traits of Indian manager.
3. Briefly explain Maslow's Need Hierarchy theory or Herzberg Two Factor Theory.
4. Explain the function and styles of leadership.
5. What are the different barriers in communication ? What steps can be taken to overcome these barriers ?

[Cont...

Section – B

Answer any THREE :

[8×3=24

1. Discuss the models of OB. What are the situations under which each of these can be effective ?
2. Discuss the major contribution disciplines to OB.
3. What is organisation ? Describe the role of manager in Organisation.
4. What is the role of positive attitudes ? Describe the methods for developing positive attitudes by individuals.
5. What is Operant Conditioning ? How is differ from classical conditioning ?

Section – C

Answer any TWO :

[5×2=10

1. Define motivation. What are the benefits of motivation.
2. Define communication. What are the elements of communication process ?
3. Discuss Alderfer's ERG theory.
4. State the various states of ego in transactional analysis.

[Cont...

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. What is organization behavior ? Discuss the model and similarities and dissimilarities among the model of OB.
2. Define perception. Explain the perceptual process.
3. What is attitude ? Explain the different components and function of attitude.
4. What is motivation ? Compare Maslow's need hierarchy theory with Alderfer's ERG theory of motivation.
5. What is Leadership ? Examine the different styles to the study of leader behavior.



DDCE - III - S - (5Yr.) -

IMBA - 11 - (OB) - R & B

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Answer questions from all Section as directed therein.

SECTION-A

Answer any three:

12×3=36

1. What do you mean by Cost and Cost Accounting. Discuss the various classification of Cost in details.
2. Material charged to site ₹43,000; Labour charges paid ₹1,00,220; Overheads incurred ₹12,620. A machine costing ₹30,000 has been on the site for 73 days. Its working life is estimated at 5 years and its final scrap value at ₹2,000. A supervisor who is paid ₹10,000 per annum has spent approximately one-half of his time on this contract. All other administrative expenses till December 31st, 2016 amounted to ₹25,220 and materials on site at the date cost ₹4,960. The contract price is ₹4,00,000. At December 31st, 2/3rd of the contract was completed, architect certificate had been issued for ₹2,00,000 and ₹1,60,000 has been paid on account.

[Turn over]

[2]

Prepare a contract amount and state how much profit on loss would you include in respect of the above contract in the Cost accounts to December 31st, 2016.

3. From the following information, calculate important labour variances:

Standard for one unit of output

	Hours	Rate per Hour(₹)
Skilled	20	3.00
Semi-skilled	18	1.50
Unskilled	26	1.00

Actual for 1500 units of output

	Hours	Rate per Hour(₹)
Skilled	13,500	3.50
Semi-skilled	12,600	1.80
Unskilled	30,000	1.20

4. What is Management Accounting? How it differs from Cost Accounting? Elaborate.

5. Calculate important ratios and interpret item:

Particulars	31.03.2016 (₹)	31.03.2017 (₹)
Sales Revenue	18,00,000	21,00,000
Cost of goods sold	9,20,000	10,31,000
Operating Expenses	5,60,000	6,20,000
Non-operating Expenses	80,000	90,000
Provision for taxation	70,000	1,10,000
Total Assets	9,00,000	10,00,000
Current Assets	4,00,000	5,40,000
Current liabilities	1,50,000	2,20,000
Non-current liabilities	4,00,000	4,00,000

SECTION-B

Answer any **three**:

8×3=24

6. A marketing company receives 8% commission on all sells effected by it. Its office cost is ₹25,000 p.a, and other fixed expenses amount to ₹15,000 p.a. The cost of after sales service is 2% of sale which is borne by the marketing company. Casual labour is employed at ₹100 per day for handling the forwarding work. This works out to one man day labour for every ₹10,000 sales. You are required to calculate:

- a) Break-even point
b) Sales to earn a profit of ₹25,000.
7. Explain the treatment of normal loss, abnormal loss and abnormal gain. While preparing process account.
8. What is meant by flexible budgeting? How is it prepared? Give any two applications.
9. Consider the following two companies:

Particulars	ABC	XYZ
	Limited	Limited
PAT (₹lakhs)	85	05
Interest on long term loans (₹lakhs)	40	25
Cash flow from operating activities after tax-before deducting interest (₹lakhs)	65	45
Long term loans at the end of the year (₹lakhs)	200	125
Installments paid during the year	40	20
Equity (₹lakhs)	225	100

Calculate long-term solvency ratios and interpret its results.

10. State the objectives of variance analysis. How would you find out overhead variances? Who would be held accountable for these variances?

SECTION-C

Answer any two:

5×2=10

11. Differentiate between Job costing and Contract costing.
12. How will you achieve cost control and cost reduction in a manufacturing company? Explain.
13. State the advantages and disadvantages of budgetary control in an organisation.
14. Explain the various tools and techniques of Management Accounting.

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Answer questions from all Section as directed therein.*

Section – A

Answer any THREE : [12×3=36]

1. What is monopoly ? Explain and illustrate diagrammatically the short run and long run equilibrium of the monopoly firm.
2. Discuss the nature and scope of managerial economics. What are the other related disciplines ?
3. Explain the various economies and diseconomies of scales of operation ?
4. Explain price and out put determination under the conditions of perfectly competitive market ? Illustrate your answer graphically.

[Cont...

[2]

5. Define demand. Discuss the determinants of consumer demand and market demand.

Section – B

Answer any THREE :

[8×3=24

1. Explain the relationship of managerial economics with other disciplines.
2. Explain the factors influencing elasticity of demand.
3. Discuss the various types of market structure.
4. Explain how price is fixed in perfect competition ?
5. Explain any two methods used for determine national income.

Section – C

Answer any TWO :

[5×2=10

1. State the meaning and characteristic of managerial economics.
2. Discuss the various determinants of demand.
3. What are the exceptions of law of demand ?
4. Explain the characteristics of oligopoly.

[Cont...

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. Explain how price effect is split into income effect and substitution effect.
2. Define managerial economies and explain the role of managers in business decision making.
3. What is demand forecasting ? Explain different methods of demand forecasting ?
4. Explain how price and output determination is made under monopolistic market condition ? Illustrate your answer graphically ?
5. What is the Business Cycle ? Explain different phases of business cycle.



DDCE - III - S - (5Yr.) -

IMBA - 13 - (ME) - R & B

2018

Full Marks - 70

Time - As in the Programme

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Answer questions from all Section as directed therein.*

Section - A

Answer any THREE : [12×3=36]

1. Define the role of a chairperson ? How is an official meeting conducted ?
2. Assume that you are the Secretary for the meeting to discuss about your college Annual Function. Prepare an inaugural speech.
3. Make an Agenda to discuss the latest trends in Internet Marketing.
4. How would you introduce a Chief Guest in your College Athletic Meet ?
5. What is Intonation ? Discuss the Rising and Falling Intonation along with five examples from each.

[Cont...

Section – B

Answer any THREE :

[8×3=24]

1. Correct the given sentences :
 - (a) I met the concerned officer.
 - (b) Dedication and not riches with us success.
 - (c) We took our leave from the host.
 - (d) One must take care of his health.
 - (e) Rani is good in English.
 - (f) We are going to Puri for a picnic.
 - (g) I am going to my tutor's house every day.
 - (h) All my family members are vegetarians.
2. Fill in the appropriate prepositions :
 - (a) She was eloquent _____ her expressions.
 - (b) We should adjust ourselves _____ the future.
 - (c) "Get out _____ here", he screamed.
 - (d) We were glad _____ a rest after the long journey.

[Cont...

[3]

- (e) I have no demands _____ time.
- (f) Krupabai was born _____ 1862.
- (g) We congratulated him _____ his success.
- (h) Oil floats _____ water.

3. State the different steps in the process of Group Discussion. What is the job of a moderator ?
4. A Japanese Student has just joined your college. Introduce him to your classmates.
5. Transcribe the following words : sweet, treasure, pool, compassion, swim, greater, garage, sure.

Section – C

Answer any TWO :

[5×2=10

1. What is a Circular ?
2. Prepare a formal vote of thanks for the conclusion of a meeting.
3. What do you understand by time, tense and aspect ? Explain with examples.
4. Moods and emotions affect our attitude. Explain.

[Cont...

[4]

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. How is an official meeting conducted ? What is the role of a chairperson ?
2. Assume that you are the Secretary for the meeting to discuss about a conference to be held in your college. Prepare and inaugural speech.
3. Make an Agenda to discuss the latest trends in mobile and computer marketing.
4. How would you introduce a Chief Guest in your College Athletic Meet ?
5. What is intonation ? Discuss the rising and falling intonation along with five examples from each.



DDCE - III - S - (5Yr.) - IMBA - 14 -
(Eng. - II) - R & B

DDCE - III - S - (5Yr.) -
IMBA - 15 - (WF) - 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. List the various table tags used in html along with their use. [12
2. Write an HTML code that will display a table with fields student name, roll no., and total marks. [12
3. Write HTML code for creating a form having text boxes, text area, radio button, check boxes, register and reset button. On clicking reset, the entire form is to be reset. [12

[Cont...

[2]

4. How can a web page be created using visual Interdev ? [12]
5. Write short notes on : [3x4]
- (i) Search engines
 - (ii) Style sheets
 - (iii) Front page - 98

Section – B

Answer any TWO : [8x2]

1. What are the different ways of applying CSS to HTML ? Illustrate with an example. [8]
2. What are cookies ? Explain their usage ? [8]
3. What are the uses of row span and col span attributes ? Explain with examples. [8]
4. Write HTML code for creating different types of numbered and bulleted list. [8]
5. Differentiate between : [2x4]
- (i) Ordered list and unordered list
 - (ii) Html and html5

[Cont...

[3]

Section – C (Assignment)

Answer any TWO : (Word Limit : 300)

1. Explain the different components of HTTP.
2. Designed a web page for Hospital Management System with all DHTML feature and display the Hospital name in all pages using cooking in Asp.
3. Write short notes on the following :
 - (a) Formatting Web Pages
 - (b) Automating Sites
4. Classify the web pages and explain advantages and disadvantages for each kind with an example.
5. State the advantage of using Active X Control.



DDCE - III - S - (5Yr.) -
IMBA - 15 - (WF) - R & B