

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. "Management is the process by which manager create, maintain and operate purposive organization through coordinated and cooperative human efforts". Elaborate and explain this statement.
2. Write key elements of classical theories. Who were the major contributors of classical theories? Describe the contribution by Taylor.
3. "Planning is a bridge between the present and the future". Comment and explain the importance and types of planning.
4. "To decide is to adopt a course of action out of the available alternatives."—Explain in the light of decision making types and process.

[Turn over]

[2]

5. What is departmentation? How the bases of departmentation is essential for the management of a business enterprises?

SECTION-B

Answer any three:

8×3=24

6. "A matrix organization is a hybrid organization structure which is a combination of functions and project structure." Comment.
7. What is the need for coordination? What are the technique of effective coordination?
8. Discuss the contribution of Hawthorne Experiments to the understanding and managing human behaviour in organization.
9. Explain the features and advantages of line and staff organization.
10. What is delegation? To what extent should authority be delegated?

[3]

SECTION-C

Answer any two: 5×2=10

11. Define span of management. As a manager do you prefer wide or narrow span? Give reason.
12. Distinguish between PERT and CPM.
13. How is coordination differ from cooperation?
14. Distinguish between line and staff organization.

GROUP-D Assignment

Paper: 1330302101

(Management Concepts and Practices)

Answer any two: Word limit : 1000

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

[4]

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. Define the term 'contract'. "All contracts are agreement but all agreements are not contract". Explain with illustrations.
2. Describe the law relating to right of resale available to an unpaid seller in the sales Goods Act.
3. Who are parties to the Negotiable instrument? What are their capacities to make draw indorse or negotiable such instruments.
4. Explain the objectives and establishment of the central consumer protection council and state consumer protection council.

[Turn over]

[2]

5. Define the following terms as provided under FEMA:
- Current Account Transaction
 - Foreign Security

SECTION-B

Answer any **three**:

8×3=24

6. Explain the Fraud and its essentialities. Distinguish between Fraud and Misrepresentation.
7. Distinguish between a Promissory note and a bill of exchange.
8. What do you mean by 'delivery'? Discuss the rules relating to delivery in the Sale of goods Act.
9. Write a note on FEMA and FERA.
10. Write a note on Directorate of Enforcement.

SECTION-C

11. Write a note on any **two** of the following:

5×2=10

- Duties of Exporter of Goods
- A bill of exchange
- Dishonour of Negotiable Instrument

[3]

GROUP-D Assignment

Paper: 1330302102

Paper Name: BRFW

Word limit: 1000

Answer any two:

1. Define Contract. Discuss the essential elements of a valid contract.
2. What is contract of indemnity? Discuss the rights of the indemnified i.e. the indemnity holder.
3. Explain the implied conditions under the Sales of Goods Act.
4. Who are the parties to the Negotiable Instrument? Explain briefly the liabilities of its various parties to the Negotiable Instruments.
5. What is FEMA? Discuss briefly its objectives.

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. Calculate important ratios of M/s OMP Ltd. from the following information and interpret these ratios:

Particulars	31.03.2016	31.03.2017
	(₹ in lakhs)	(₹ in lakhs)
Total Assets	508	523
Fixed Assets	395	408
Current liabilities	125	128
Sales	894	934
Cost of goods sold	544	568
Operating Expenses	190	202
Closing Inventory	60	75

[Turn over]

2. R. R. Baliarsingh Enterprises purchased machinery on 01.04.2012 for ₹3,70,000 and installed at a cost of ₹30,000. On 01.10.2013, it purchased another machine for ₹1,00,000 and 01.10.2014, it sold off the first machine purchased in 2012 for ₹2,80,000. On the same date it purchased a machinery for ₹2,50,000. On 01.10.2015, the second machinery for ₹1,00,000 was sold off for ₹20,000. In the beginning depreciation was provided on machinery at the rate of 10% p.a. on the original cost each year on 31st March. From the year 2013-14, however, the trader changed the method of providing depreciation and adopted the written down value method, the rate of depreciation being 15% p.a.

Give the Machinery Account for the period 2012 to 2016.

3. The following information is supplied to you:

Provision for doubtful debt 01.01.2016	— ₹ 1,200
Prvision for discount on debtors on 01.01.2016	— ₹ 500
Bad debts written off during 2016	— ₹ 900
Discount allowed during 2016	— ₹ 1,400
Sundry debtors on 31.12.2016	— ₹ 20,000

[3]

The provision for doubtful debts is maintained at 4% of debtors and the provision for discount is maintained @ 2% of debtors. Give the accounts relating to two provisions.

4. How does Cash Flow statement help decision making? How will you find out cash flow from operating, investing and financing activities? Discuss with suitable examples.
5. What do you mean by GAAPS? How are they developed? Discuss five accounting principles followed at the recording stage.

SECTION-B

Answer any three:

8×3=24

6. Explain ROI. How does it show the relationship between two ratios?
7. Take ten examples of various transactions. Show their effects on Accounting Equation. Prepare a Balance Sheet at the end.
8. Prepare the Trial Balance-Balance Method and Total Method by considering the imaginary accounts.

[4]

9. What is Marshalling of Assets and liabilities? Draft the Balance Sheet format and explain each item of Balance Sheet.
10. Explain the two important methods of Depreciation with suitable examples.

SECTION-C

Answer any two:

5×2=10

11. "Accounting is an Information System". Explain.
12. Differentiate between Revenue Expenditure and Capital Expenditure.
13. Who are the users of accounting information? What are their information needs?
14. What is Bank Reconciliation Statement? Explain the causes and importance of Bank Reconciliation Statement.

[5]

GROUP-D Assignment

Paper: 1330302103

(Financial Accounting)

Word limit : 1000

Answer any two:

1. Explain the various accounting Concepts and Conventions. State the qualitative characteristics of Financial Statement.
2. Draw the specimen format of Balance Sheet and P/L. a/c of a Company by taking imaginary figure as per Revised Schedule VI.
3. Define Fund Flow Statement. Explain the procedure for preparation of Fund Flow Statement and their uses in detail.
4. The following are the summarized Balance Sheets of Alfa Ltd. as on 31st March, 2013 and 31st March, 2014:

Balance Sheet

Liabilities	31.03.2013	31.03.2014	Assets	31.03.2013	31.03.2014
Share Capital	6,50,000	6,50,000	Plant and Machinery	5,10,000	4,05,000
General reserve	2,80,000	3,40,000	Investments	95,000	1,65,000
Profit and loss account	32,000	98,000	Inventory	3,50,000	3,20,000
Creditors	1,96,000	1,62,000	Debtors	2,15,000	4,60,000
Provision for taxation	84,000	20,000	Cash at bank	72,000	3,00,000
Mortgage loan	—	3,80,000			
	12,42,000	16,50,000		12,42,000	16,50,000

Additional Information:

- i) During the year, a part of plant and machinery costing Rs.25,000 was sold for Rs.23,500 the loss was included in profit and loss account.
- ii) Dividend paid during the year amounted to Rs.38,175.
- iii) Investments costing Rs.15,000 were sold during the year for Rs.16,500.
- iv) Provision for taxation made during the year was Rs.14,000.

You are required to prepare cash flow statement of Alfa Ltd. as per indirect method.

5. From the following information of Zolta Ltd., You are required to prepare a Balance Sheet as on 31st March 2014.

Sales for the Year	Rs.30,00,000	Liquidity ratio	1.4
Stock Turnover ratio	8	Reserve & Surplus to Capital ratio	0.2
Debt Collection Period	2 months	Turnover to Fixed Asset ratio	2.0
Gross profit ratio	0.2	Capital gearing ratio	0.5
Current ratio	2.0	Fixed asset to Net worth ratio	1.0

DDCE-I-S-(2yr)MBA-104-BE(R&B) (3)

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. Define ethics. Explain importance of ethics on business.
2. Explain ethical lessons from Mahabharat and how these lessons applied on business.
3. What are ethical issues on leader? Explain importance of leader in an organization.
4. What are the different unethical practices followed in advertising? Give a brief outline of ethical principles to prevent unethical advertising.
5. What are ethical problems related to all medical industries?

[Turn over]

[2]

SECTION-B

Answer any **three**:

8×3=24

6. Discuss about environmental ethical.
7. What are the Gandhian principles of ethics?
8. Explain the differences between ethics and morality.
9. What do you mean by video piracy? Explain various computer crimes.
10. What are the unethical practices on medical industries?

SECTION-C

Answer any **two**:

5×2=10

11. What are the four goals in life?
12. What is business ethics?
13. What is patient relationship management?
14. What are unethical practices on advertisement?

[3]

GROUP-D Assignment

Paper: 1330302104

Paper Name: BE

Word limit: 1000

Answer any two:

1. What is business ethics? In two area of Globalization discuss the importance of business ethics in a MNC.
2. How the ethics discussed in Bhagabat Gita and Vedas?
3. Ethics is a core issue for a leader? Discuss.
4. How ethics is applicable in the field of Marketing and HR?
5. How ethics is applicable in the field of IT and Engineering?

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. Describe the major dimensions of Human Resources Management which you consider are important in the context of contemporary Indian corporate sector.
2. What is Human Resources Planning? How would you plan the manpower requirements for a medium scale construction firm operating in several locations at same time?
3. You are the human resources manager of a multinational enterprise that is about to send its first executive overseas to staff a new subsidiary. What special training would you undertake for these employees?

[Turn over]

[2]

4. "Performance appraisal can be effective only when its goals are well define."—Explain.
5. As a recruitment manager of a large consumer durable manufacturing company in India, how will you recruit for entry level positions in various departments?

SECTION-B

Answer any three:

8×3=24

6. Explain the different approaches to managing human resources in multinational corporations.
7. Describe how assessment centre's can be effective means of potential appraisal.
8. Write an essay on competency mapping of employees.
9. What is transfers? Explain the different types and reasons for transfers.
10. Explain with example the common errors that take place in the performance appraisal.

[3]

SECTION-C

Answer any two: 5×2=10

11. How does culture affect HRM in multinational corporations?
12. Discuss the consequences of employees dissatisfaction with pay.
13. Distinguish between wage and salary.
14. What are the objective and nature of HRM.

GROUP-D Assignment

Paper: 1330302105

(Human Resource Management)

Answer any two: Word limit : 1000

1. Briefly discuss the role of 'HRM' in India. Discuss the nature and scope of HRM.
2. Define 'HRM'. Explain the techniques of employee demand and supply forecasting used in industry.
3. What is recruitment? Discuss the various sources of recruitment of employees.
4. What is training? Explain the various methods of training.

[4]

5. Discuss the concept of compensation. Explain base compensation and supplementary compensation. What is the difference between the two?

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. What is the importance of Marketing? Describe Marketing Planning Process.
2. What is the need of Market Segmentation and how does it help in marketing strategy formulation? Briefly discuss the bases adopted in segmenting market.
3. What is "Product Life Cycle" and how does it help in formulating marketing-mix strategy?
4. What is the importance of Promotion and what are its objectives? Discuss briefly the importance of each tools of promotion.

[Turn over]

[2]

5. Compare and contrast between Marketing of Products and Services. Illustrate your answer with suitable examples.

SECTION-B

Answer any three:

8×3=24

6. How do different marketing environmental components help in marketing planning?
7. What is consumer decision making process in buying? Discuss the influence of Psychological behavioral forces in this.
8. What is importance of pricing and its objectives? Introduce different pricing strategies.
9. What are the functions performed by the retailers? Introduce any three types of retailers.
10. What are the problems and prospects of rural marketing?

[3]

SECTION-C

Answer any two:

5×2=10

11. Outline the importance of internal marketing environmental factors.
12. What are the consumers sales promotion techniques?
13. What is 'Process' and 'People' in services marketing?
14. What is the importance of 'Departmental Stores'? Outline its limitations.

GROUP-D Assignment

Paper: 1330302106

(Marketing Management)

Answer any two:

Word limit : 1000

1. What is NPD? Explain different stages of NPD?
2. What do you mean by STP? How STP works?
3. Explain different pricing method with suitable examples.

[4]

4. What is promotion mix? Elaborate different elements of promotion mix.
5. Elaborate marketing environment with suitable examples. Write down the role of competitor's role with contributes towards marketing environment.

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.

Answer any three questions from Section-A

(12×3=36), Word limit-700-1000

Answer any three questions from Section-B

(8×3=24), Word limit-500

Answer any two questions from Section-C

(5×2=10), Word limit-300

Answer any two questions from Group-D

Word limit-1000

SECTION-A

Answer any three: 12×3=36

1. In what ways is the wealth maximisation objective superior to the profit maximisation objective? Explain.

[Turn over]

[2]

2. A company is considering four projects, each with an initial cash flow of Rs. 10,000. The cash inflows estimated are as follows:

Project Year	Cash in Flows (Rs.)			
	1	2	3	4
A	10,000			
B	8,000	4,000		
C	6,000	6,000	8,000	
D	5,000	5,000	5,000	5,000

Rank the projects according to the following methods:

- i) Payback
 - ii) ARR
 - iii) NPV. [Assume discount rate 10%].
3. What is Net Income Approach of Valuing the firm?
What are its assumptions?

4. The pro-forma cost sheet of a company provides the following data:

Particulars	Cost per unit (Rs.)
Raw materials	50
Direct labour	20
Over heads	40
Total cost per unit	110
Profit	20
Selling price	130

Additional information:

Average raw material in stock 1 month; Average work in progress 1/2 month; credit by suppliers 1 month; Credit to debtors 2 months; Time lag in payment of overheads 1 month; 1/4 of sales are on cash basis; Cash balance needs Rs.1,00,000. Calculate working capital needed. (Assume 1 year = 360 days)

5. What is cash management? Explain the motives for holding cash. Also explain the major determinants of cash components of working capital.

[4]

SECTION-B

Answer any **three**:

8×3=24

6. Finance function of business is closely related to other functions of business—Discuss.
7. Under what circumstances do the Net Present Value and Internal Rate of return methods differ? Which method do you prefer and why?
8. Discuss the important factors that should be considered while constructing capital structure of a firm.
9. Explain the implications of Walter Model of dividend policies.
10. How would you monitor receivables? Explain the pros and cons of each method.

SECTION-C

Answer any **two**:

5×2=10

11. Explain the phases of capital budgeting process.
12. How do you measure the degree of operating and financial leverage? Illustrate with an example.
13. List and explain the forms of dividend.
14. What is the need for working capital management?

[5]

GROUP-D Assignment

Paper: 1330302107

(Financial Management)

Answer any two:

Word limit : 1000

1. Project A and project B cost Rs. 40,000 and Rs. 25,000 respectively with the following expected net cash inflows (i.e., after taxes and before depreciation):

Year	Net flows for project A (in Rs)	Net cash flows for project B (in Rs)	Pv Factor 10%	Pv Factor 15%
1	6000	7000	0.909	0.870
2	6000	7000	0.826	0.756
3	6000	7000	0.751	0.658
4	6000	7000	0.683	0.572
5	6000	7000	0.621	0.497
6	8000	6000	0.564	0.432
7	1,0000	5000	0.513	0.376
8	7000	5000	0.467	0.327
9	4000	7000	0.424	0.284
10	4000	4000	0.386	0.247

Determine the "Internal Rate of Return" with the help of 10% discounting factor and 15% discounting factor and decide which project is more profitable.

2. Define Financial Management. Explain how the finance function is related to other business functions.
3. From the following information, you are required to find out the cost of equity capital for Firm A, Firm B, Firm C, assuming that the cost of equity capital (K_e) is varying at different levels of debt, and the cost of overall capital is 12%, 14% and 16% for Firm A, B and C respectively.
4. Define capital structure and discuss the different approaches to the different theories of it.
5. Bring out the concept of working capital clearly. Discuss the methods of assessing working capital requirement.

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Answer questions from all section as directed therein.

SECTION-A

Answer any **three**:

12×3=36

1. Define Organizational Behavior and discuss the implication of model of OB and model of Man on organizational behavior.
2. Define the term Learning. Describe how various principles of learning might be used in training programs.
3. Compare and contrast Maslow's need hierarchy theory and Herzberg's two factor theory of motivation.
4. What is Personality? What are its determinants? Which of them, you feel, are more important in shaping personality?

[Turn over]

[2]

5. What is leadership? State the difference between a leader and a manager and discuss the different style of leadership.

SECTION-B

Answer any three:

8×3=24

6. Write a brief note on the various personality development theories.
7. Describe the ABC model of attitude. How should each component be measured.
8. Discuss the relevance of charismatic and transformational theories of leadership.
9. Define Motivation and discuss the ERG theory of Motivation.
10. What is your opinion about the merits of punishment? Discuss in detail.

SECTION-C

Answer any two:

5×2=10

11. What is perceptual process discuss with its various steps?

[3]

12. Briefly explain the components of formation of attitude.
13. Write a note classical conditioning theory.
14. Write a note on communication process.

GROUP-D Assignment

**Paper: 1330302108
(Organizational Behaviour)**

Answer any two:

Word limit : 1000

1. Discuss various models of man with their implication on organizational behaviour.
2. Define personality. Discuss various determinants and the factors affecting personality.
3. Critically evaluate Maslow's hierarchy of need theory. Bring out its implication in the field of management.
4. What are the methods of measurement of attitude? How attitude measurement helps to understand the behaviour of an individual. What down the factors which play important role in attitude formation?

5. Distinguish between leader and manager. Discuss different leadership styles. Briefly summarize the findings of modern leadership studies.