

2018

Full Marks - 70

Time -As in the Programme

*The figure in the right hand margin indicates marks.
Answer question from each section as directed therein.*

Section - A

(Answer any THREE) [12×3=36]

1. Discuss the significance and scope of Managerial Economics.
2. Define Price Elasticity of Demand ? Discuss its types, methods of measurement and relationship with Total Revenue and Marginal Revenue.
3. What is Demand Forecasting ? Discuss the methods of demand forecasting.
4. Discuss the conditions of Producers' equilibrium with two inputs.
5. Define Business Cycle. Discuss the remedial measures of business cycle.

[Cont...

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Section - B

(Answer any THREE) [8×3=24

1. Define Indifference Curve (IC). Discuss the conditions of consumers' Equilibrium under IC Analysis.
2. Discuss the Law of Variable Proportion.
3. Discuss the equilibrium conditions of a perfectly competitive firm under short run.
4. Long run Cost Curve is known as Envelop Curve. Justify.
5. Define Monopoly. Discuss the conditions of equilibrium of a Monopolist.

Section - C

(Answer any TWO) [5×2=10

1. Define Demand and State the Law of Demand.
2. What is Kinked Demand Curve ?
3. What is Returns to Scale ?
4. What is Break-Even Point Analysis ?



DDCE - II - S - (2yr.) - MBA - P - 09 - (ME) NC/OC

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Section - A

(Answer any THREE) [12×3=36

1. Explain briefly the formation of company & discuss the various features of company Act 2013.
2. Discuss different types company under company's Act 2013. Examine why in new competitive environment Private Company and Promoter plays vital role.
3. State and explain the qualification and disqualification of the appointment of the Director of a company under company's act 2013.
4. Define Corporate Social Responsibility of Business, discuss how it helps in creating health and wealth in business.

[Cont...

[2]

5. What do you mean by GST ? Discuss the advantages and disadvantages of GST for the Govt. as well as the general Public.

Section - B

(Answer any THREE) [8×3=24

1. Define Share Capital, discuss the Voting Rights of it.
2. Briefly examine the subject matter of Articles of Association under Company's Act. 2013.
3. Explain the difference between Private Company and Public Company.
4. What is Tax Planning ? Discuss the process of Tax planning for the Employees.
5. Write a note on Subsidiary Company you Unlimited Company.

Section - C

(Answer any TWO) [5×2=10

1. Write a note on TDS.
2. Discuss the Tax planning relating to income from house property.
3. What is Prospectus, Explain ?
4. What is Minutes of Meeting ?



DDCE - II-S - (2yr.) - MBA - P-10 - (CL&TC) NC

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Section - A

(Answer any THREE) [12×3=36

1. Trace out the growth of e-business in India over the recent years.
2. List and describe the various B2B tools.
3. Discuss how Internet and World Wide Web features and services support e-business.
4. Give a brief description about the various legal and ethical issues that may arise in e-business.
5. Briefly describe some of the popular protocols used over the internet to ensure secured online transactions.

[Cont...

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Section - B

(Answer any THREE) [8×3=24

1. List the advantages and limitations of doing commerce online.
2. Explain briefly the components of e-business.
3. Explain the role of virtual communities in e-business organization.
4. Describe in brief the payment process using credit cards.
5. List the essential requirements for safe e-business.

Section - C

(Answer any TWO) [5×2=10

1. Differentiate between e-commerce and e-business.
2. What are the various modes of electronic payment ?
3. Give examples of B2B commerce.
4. Write short notes on Electronic Data Interchange.



DDCE - II - S (2yr) - MBA - P - 12 - (E-B) NC

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Section - A

(Answer any THREE) [12×3=36

1. What do you mean by cost volume Profit analysis ? Discuss its main features and useful contribution to the management for devision making.
2. Define a master budget ? Discuss the advantages and limitations of budgetory control system.
3. From the following data. Calculate natural varcers:

[Cont...

<u>Material</u>	<u>Standard Quantity</u>	<u>Rate Rs.</u>	<u>Actual</u>	<u>Rate Rs.</u>
A	50	12	45	14
B	40	11	35	12
C	30	10	40	11

Due to shortage of A, it was decided to reduce its consumption by 10 and recharge the consumption of B and C by 6 and 4 respectively.

4. Define Management Accounting. Discuss the scope and function of Management Accounting.
5. In a manufacturing concern the product uses through two processes A and B before passing to finished stock. It is estimated in each process normal loss is 5% of total weight. The following information relating to both the processes are obtained.

<u>Particulars</u>	<u>Processes-A</u>	<u>Process-B</u>
Raw materials (units)	4,000	1,040
Cost of materials for unit Rs.	125	200

[Cont...

[3]

Wages Rs.	2,80,000	2,00,000
Manufacturing expenses Rs.	80,000	50,250
Office overload	1,00,000	1,20,000
Output in units	960	1000

Prepare process cost Accounts. There was no stock or work-in-progress in any process.

Section - B

(Answer any THREE) [8×3=24]

1. BS limited furnishes the following information relating to the half year ending 30th June 2016.

Fixed expenses - Rs. 50,000

Sales - Rs. 2,00,000

Profit - Rs. 50,000

During the second half of the same year, the company has projected a loss of Rs.10,000
Calculate:-

- (a) The P/V ratio, break-even profit and margin of safety for six months ending 30th June 2016
- (b) Assuming that the selling price and fixed express remain unchanged in the second half year, find expected sales volume for seond half of the year.

[Cont...

[4]

- (c) Calculate the break even point and margin of safety for the whole year.
2. Explain budgeting process. What benefits are derived from Budgeting ?
 3. Explain the treatment of Normal loss. Abnormal loss and Abnormal gain while preparing process Account.
 4. What is management Accounting ? How it differs from Cost Accounting ?
 5. Prepare a cost sheet by giving imaginary with effect of Raw material purchased, opening W-I-P, closing W-I-P and opening F-Goods and closing stock of F-Goods.

Section - C

(Answer any TWO)

[5×2=10

1. Write short notes on joint product and by product.
2. What is flexible budget ?
3. Write short notes on Balanced Scorecard.
4. Note down various types of break even point.



DDCE - II - S (2yr) - MBA - P - 13 - (CMA) NC/OC

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Section - A

(Answer any THREE) [12×3=36]

1. (a) Solve the following equation using matrix.

$$X + Y + Z = 6$$

$$2X + Y + Z = 7$$

$$X + 2Y + 3Z = 14$$

(b) If $A^{-1} = \begin{pmatrix} 1/2 & 3/2 & 3/2 \\ 3/2 & 7/2 & 9/2 \\ 3/4 & 2/9 & 3/2 \end{pmatrix}$

Find 'A'

2. (a) Calculate the mean median and mode from the following data:

Marks: 0-10 10-20 20-30 30-40 40-50 50-60

Frequency: 9 15 23 18 10 5

[Cont...

[2]

(b) An analysis of monthly wages paid to the workers in two firms A and B belonging to the same industry gave the following results:

	Firm-A	Firm-B
No. of workers	160	150
Average wages	560	575
Variance	400	625

Calculate:

- * Which firm pays larger amount as monthly wages ?
 - * In which firm is there greater variability in individual wages.
3. Define primary data and secondary data. Describe the various methods of collecting primary data.
 4. (a) What do you mean by regression ? Point out the usefulness of regression analysis in business problem.

[Cont...

- (b) Distinguish between correlation and regression.
How to calculate regression coefficient with the help of correlation coefficient.
5. Define Time Series with suitable example. What are the components of time series. Explain briefly each component.

Section - B

(Answer any THREE) [8×3=24]

1. (a) Solve the following equation using determinant.

$$X + Y + Z = 6$$

$$2X + Y + Z = 8$$

$$X + 2Y + 2Z = 10$$

2. Define a Linear programming Problem ? State the different types of liner programming problems and briefly point out the limitations thereof.
3. Define the term "Statistics" and discuss its use in business and trade. Also point out its limitation.
4. In DDCE, UU examination a question has 4 alternatives answers. A students either knows the

[Cont...

[4]

answer or guess both with equal probability. The probability the student guess the answer and it is correct is $\frac{1}{4}$. Find the probability that a student knows the answer given that the answer correct.

5. What do you mean by central tendency? Explain what are the various measures of central tendency.

Section - C

(Answer any TWO)

[5×2=10

1. Find Sales forecast for the year 2010

Year: 2000 2001 2002 2003 2004 2005 2006 2007

Sales: 15 12 18 20 25 40 45 42

2. Explain the application of LLP.
3. Briefly explain the MODI method.
4. Write short notes on Least Cost method.



DDCE - II - S (2yr) - MBA - P - 14 - (QMM) NC

2018

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Time -As in the Programme

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Section - A

(Answer any THREE) [12×3=36

1. What do you mean by retailing ? Outline the features of franchising and chains store format of retailing.
2. Why location decision is important in retailing ? Give your opinion.
3. What is the relevance of pricing strategy in the overall retail marketing mix ?
4. Elaborate the reason behind growth of retail sector in India.
5. Retail environment and retail experience why this two wards are important in retail malls, explain with examples.

[Cont...

[2]

Section - B

(Answer any THREE) [8×3=24

1. What is store layout explain with diagram.
2. Critically analyze in what way the knowledge of consumer behavior is essential for the success of retailing strategies.
3. Why the role of promotion is important in retailing ?
4. What do you mean by supply chain management ? Explain the importance of it.
5. Differentiate between organized and unorganized retailing.

Section - C

(Answer any TWO) [5×2=10

1. Why store image management is important ?
2. Write short note on visual merchandising.
3. Why Face to face retailing is important ?
4. Explain three importance of store atmosphere.



DDCE - II - S - (2yr.) - MBA - P - 15 -
Rtl. Mgt (NC/OC) OC

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Time -As in the Programme

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Section - A

(Answer any THREE) [12×3=36]

1. Explain the need for Corporate Governance ?
Discuss its role and importance in improving the performance of corporate sector ?
2. Explain the features of Indian model of corporate governance.
3. What are the obligations of companies towards investors and employees relating to corporate governance ?
4. Evaluate the role of board of directors in committing the practices of corporate governance.
5. What is CSR ? Explain the importance of corporate social responsibility in a business ?

[Cont...

[2]

Section - B

(Answer any THREE) [8×3=24

1. What do you mean by separation of ownership from management in modern corporations ?
2. Define types of audit and auditor.
3. Explain the right and privileges given to shareholders by the companies.
4. What are the recommendations given by SEBI to maintain good corporate governance ?
5. Is CSR the same as business ethics / Comment.

Section - C

(Answer any TWO) [5×2=10

1. Explain agency theory in corporate governance.
2. What are the different issues in corporate governance ?
3. Describe the role of non-executive director in enhancing good corporate governance practices.
4. Explain need for CSR in India.



DDCE - II - S - (2yr.) - MBA -
P - 16 - (C.G.) NC

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Section - A

(Answer any THREE) [12×3=36]

1. Briefly discuss the process of strategy. Also explain the importance of evaluation and control in strategy making process.
2. Explain the role of Mckinsey's 7s framework in analyzing the external environment of an organization.
3. ✓ "The five force framework developed by Michael Porter is the most widely known tool for

[Cont...

market growth
good amount
part of production [2]

analyzing the competitive environment". Explain this framework in brief and discuss its relevance in the present Context.

4. ✓ Consider Pharmaceutical industry and discuss how the internal & external factors influence the said industry. Use SWOT analysis to explain the concept.
5. ✓ What are the different steps involved in the implementation of strategy ? Discuss each of them in brief with giving examples.

Section - B

(Answer any THREE) [8×3=24]

1. ✓ Define Vision & Mission: discuss the essentiality of Vision & Mission in the business environment.
2. Discuss the importance of Environment Analysis with special reference to the External Environment.
3. ✓ Briefly explain the Strategic Decision making process.

[Cont...]

[3.]

4. ✓ Discuss the various challenges of MNC's.
5. Briefly discuss the role Long term Objectives of a Company with suitable examples.

Section - C

(Answer any TWO)

[5×2=10

1. ✓ Briefly Discuss Mintzberg Managerial roles in Strategic Management.
2. State the difference between the 'Goal & Objective.
3. What do you understand by Business Policy ?
4. ✓ Write a note on BCG Matrix.



DDCE - II - S - (2yr.) - MBA - P - 11 -
(BPSM) NC/OC