

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any three questions of the following :

12×3 = 36

1. Analyse critically various methods of demand forecasting.
2. Describe why long run average cost curve is called an envelope curve and planning curve.
3. Explain what are the major macro economics issues related to business decision-making.
4. Explain how price and output determination under monopolistic market condition ? illustrate your answer graphically.

YM – 29/2

(Turn over)

5. What is business cycle ? Explain different phases of business cycle.

Section – B

Answer any three questions of the following :

8×3 = 24

6. Define market. And explain the characteristics of monopolistic competition.
7. Define production function, explain graphically the law of returns to scale.
8. What is cross elasticity of demand, how it is measured, what is the importance of it ?
9. Distinguish between short-run production function and long-run production function. The law of diminishing returns is sometimes known as the law of variable proportions. How ? Explain the law with example and figure.
10. Distinguish between accounting costs and economics costs. Explain giving suitable examples.

Section – C

Answer any two questions of the following :

5×2 = 10

11. Explain the relationship between MC and AC in short run.
12. Distinguish between price elasticity and income elasticity of demand.
13. What is price discrimination under monopoly ?
14. What is break even analysis ?

(Assignment)

(To be answered in a separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any two questions with in 1000 words of the following :

15×2 = 30

1. Define Managerial economics. Discuss the significance and scope of managerial economics. Justify its utility for the managers in the decision making process.

2. Explain the law of variable proportion. Justify that the 2nd stage of the short-run production function is preferred by a rational producer.
3. What do you mean by monopolistic competition ? Discuss the long-run equilibrium condition of monopolistic completion depicting clearly the magnitude of Excess Capacity.
4. Discuss the nature and features of Business cycle. Discuss some of remedial measures to overcome the problem of business cycle.
5. Define Indifference curve. State its properties. Explain the conditions of consumer's equilibrium under Indifference Curve Analysis.



YM – 29/2 (700)

(4)

DDCE-IIS(2yr)MBA/
EMBA-9 — ME
(NC / OC)

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any three questions of the following :

12×3 = 36

1. What is Memorandum of Association of a company ? How it is different from Article of Association? What are its uses ?
2. Discuss the powers and duties of a Director of a company under the Companies Act, 2013.
3. Define Winding Up of a company. Enumerate different modes of winding up of a company with suitable examples.

YM – 28/2

(Turn over)

4. Explain the term "Tax Evasion", "Tax Avoidance" and "Tax Planning". Distinguish between "Tax Evasion" and "Tax Avoidance".
5. Explain the genesis and benefits of GST.

Section – B

Answer any **three** questions of the following :

8×3 = 24

6. Discuss briefly the civil and criminal liability for misstatement in a prospectus.
7. What types of functions are performed in Annual General Meeting ?
8. Describe different types of share capital.
9. Explain how you can minimise the tax liability of an assessee arising from capital gain.
10. Write a short note on Tax Deducted at Source.

Section – C

Answer any **two** questions of the following :

5×2 = 10

11. Explain different types of Promoter.

12. Outline the reasons for disqualification of appointment of director.
13. State the arguments in favour of Corporate Social Responsibility.
14. What are the limitations of Tax Planning ?

(Assignment)

(To be answered in a separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any two questions within 1000 words each : 15×2 = 30

1. Explain briefly the formation of company and discuss the various features of Company Act 2013.
2. Discuss different types of 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.
5. What do you mean by GST ? Discuss the advantages and disadvantages of GST for the Govt. as well as the general public.



YM - 28/2 (500)

(4) DDCE-IIS(2yr)MBA/
EMBA-10 — CL &
TC (NC) R & B

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Define Business Policy and discuss the various stages of strategic management process.
2. What is BCG analysis ? Discuss the four different stages and also explain its advantages.
3. Define Industry Analysis and explain the Porter's five force model to justify the Industry Analysis.
4. Briefly explain the functions and challenges of MNC's in the international market.

YM – 26/2

(Turn over)

5. Outline the process of strategic implementation with considering a recent case study.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

6. Discuss the role of strategic manager in the strategic management process.
7. Define SWOT and discuss the SWOT Matrix in details.
8. Briefly explain about Strategic Analysis and Choice (SAC).
9. Describe the essentialities of Strategic Decision Making Process.
10. What are the characteristics and scope of stability strategy ?

Section – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

11. Differentiate between Goals and Objectives.

12. Write a note on Controlling Strategy.
13. Discuss the importance of Mission and Vision.
14. What is Retrenchment Strategy ?

(Assignment)

(To be answer separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any two questions within 1000 words each : 15×2 = 30

1. Define Strategic Management. Discuss the different dimensions and the levels of strategic management.
2. What is SWOT Analysis ? Write down the different stages of it and also explain who it is adopted in strategic management.
3. What is corporate planning ? Discuss the stages of implementation of corporate planning in an organization.

YM – 26/2

(3)

(Turn over)

4. How the different environment factors affect the company's vision and mission ?
5. How the MNC's contributes towards the economic growth of a country. Briefly discuss the different challenges faced by the MNC's.



YM - 26/2 (700)

(4)

DDCE-IIS(2yr)MBA/

EMBA-11 — BPSM

(NC / OC)

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Describe the various e-commerce models.
2. What are the advantages offered by e-commerce ?
3. State the advantages and disadvantages of B2B model.
4. Give a comparison between traditional payment system and e-payment system.

YM – 25/2

(Turn over)

5. Write short notes on the following :

- (a) Design marketing
- (b) Role of IT in Business
- (c) Downsides of EDI

Section – B

Answer any **three** questions of the following :

8×3 = 24

- 6. Describe the evolution of internet.
- 7. Differentiate between e-commerce and e-business.
- 8. State the features of various network topologies.
- 9. List the essential requirements for safe e-payment.
- 10. How a digital signature works ? Explain with an example.

Section – C

Answer any **two** questions of the following :

5×2 = 10

- 11. State the salient features of e-commerce strategy.
- 12. Differentiate between LAN, MAN, WAN.

YM – 25/2

(2)

Contd.

What are the features of EDI ?

14. State the properties of e-cash.

(Assignment)

(To be answered in a separate sheet provide)

Time : As in Programme

Full Marks : 30

Section – D

Answer any **two** questions within **1000** words
each : $15 \times 2 = 30$

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.

YM – 25/2 (500)

❖
(3)

DDCE-IIS(2yr)
MBA/EMBA-12 —
E. Bus. (NC) R & B

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Compute material cost variances from the following data in a product prepared from a chemical mix :

| Chemicals | Standard | | Actual | |
|-----------|---------------------|----------------|---------------------|----------------|
| | Quantity (Units) | Price (Rs.) | Quantity (Units) | Price (Rs.) |
| A | 30 | 6 per unit | 40 | 7 per unit |
| B | 40 | 8 per unit | 20 | 9 per unit |
| C | 30 | 11 per unit | 40 | 13 per unit |
| Total | 100 units | | 100 units | |

YM – 23/2

(Turn over)

2. What are the major applications of Break Even Analysis ?
3. What are the features of Zero Base Budgeting ? How is it different from Traditional Budgeting ?
4. The cost sheet of 400 units of a product is as follows :

Material Cost Rs. 2,000

Labour Cost Rs. 4,000

Variable Cost Rs. 3,200

Fixed Cost Rs. 5,800

Total Cost Rs. 15,000

The company has a capacity to produce 200 more products, current selling price per product is Rs. 50. A foreign buyer wants to purchase 200 units of the same product at Rs. 40 per unit. Should the offer be accepted ?

5. What do you mean by Management Accounting ? How it differs from Cost Accounting ?

Section – B

Answer any three questions of the following :

8×3 = 24

6. How is profit on incomplete contract charged to Contract Account ?

YM – 23/2

(2)

Contd.

7. Give the specimen formate of a statement of Cost.
8. What are the basic features of standard costing ?
9. What is LIFO ? Normally under what conditions LIFO method of costing is used ?
10. What are the difference between Fixed Budget and Flexible Budget ?

Section – C

Answer any two questions of the following :

5×2 = 10

11. What is Break Even Point ? How is it determined in units and values ?
12. What do you mean by Costing, Cost Accounting and Cost Accountancy ? Discuss the objectives and importance of Cost Accounting.
13. What do you mean by Process Costing ? Explain the treatment of Normal Loss, Abnormal Loss and Abnormal Gain while preparing Process Account.

YM – 23/2

(3)

(Turn over)

14. Explain the factors which a cost accountant should consider before installation of cost accounting system in a manufacturing company.

(Assignment)

(To be answered in a separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any **two** questions within **1000** words each : $15 \times 2 = 30$

1. From the following particulars, prepare a cost statement showing the component of total cost and profit for the year ended 31st March, 2014 :

| | 01.03.2014 | 31.03.2014 |
|----------------------------|--------------------|--------------------|
| | (Amount in Rs.) | (Amount in Rs.) |
| Stock of finished goods | 6,000 | 15,000 |
| Stock of raw materials | 40,000 | 50,000 |
| Stock of work-in-progress | 15,000 | 10,000 |
| Purchases of raw materials | 4,75,000 | |

YM – 23/2

(4)

Contd.

| | 01.03.2014 | 31.03.2014 |
|---------------------------------------|----------------------------|--------------------|
| | (Amount in Rs.) | (Amount in Rs.) |
| Carriage inward | 12,500 | |
| Wages | 1,75,000 | |
| Works manager salary | 30,000 | |
| Factory employees salaries | 60,000 | |
| Factory rent, taxes and insurances | 7,250 | |
| Power expenses | 9,500 | |
| Other production expenses | 43,000 | |
| General expenses | 10 % of work cost | |
| Income tax | 15,000 | |
| Dividend | 10,000 | |
| Debenture interest | 5,000 | |
| Administrative expenses | 10 % of work cost | |
| Selling expenses | 15 % of cost production | |
| Profit | 25% on sales price | |

YM - 23/2

(5)

(Turn over)

2. A certain product passes through three processes before its completion. They are known as A, B and C. From the past experience it is ascertained that loss is incurred in each Process A-2%, Process B-5%, Process C-10%. The loss of each processes A & B is sold at Rs. 50 for 100 units and that of Process C at Rs. 200 per 100 units. 20,000 units have been issued to process A at a cost of Rs. 1,00,000. The outputs of each process are : Process A-19,500; Process B-18,800; Process C-16,000.

The following are the cost of each process :

| Particulars | Process A (Amount in Rs.) | Process B (Amount in Rs.) | Process C (Amount in Rs.) |
|---------------------------|---------------------------------|---------------------------------|---------------------------------|
| Material Consumed | 60,000 | 40,000 | 20,000 |
| Direct Labour | 80,000 | 60,000 | 30,000 |
| Variable Overhead | 10,000 | 10,000 | 15,000 |
| Manufacturing Overhead | 5,000 | 5,000 | 7,500 |

Prepare process account including Abnormal Loss and Abnormal Gain Account.

YM - 23/2

(6)

Contd.

*Distinguish between Absorption Costing and Marginal Costing. Discuss the Break Even analysis and CVP analysis with suitable example.

4. Define budgetary control system. Discuss the essential and objectives of budgetary control system.

5. The standard mix of a product is as under out of which 10 units of output can be obtained :

A 60 units Rs. 15 per units, B 80 unit Rs. 20 per units, C 100 units Rs. 25 per unit. During the month of January, 2013 ten mixes were completed and the consumption was as follows :

A 640 units Rs. 20 per unit, B 960 unit Rs. 15 per unit, C 840 units Rs. 30 per unit. The actual output was 90 units. Calculate various meterial variances.



YM – 23/2 (700)

(7)

DDCE-IIS(2yr)MBA/
EMBA-13 — CMA
(NC / OC)

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What are basic stapes in research process ?
Explain.
2. Discuss the methods for collecting primary data.
3. In an industry, 200 workers, employed for a specific job, were classified according to their performance and training received / not received to test independence of a specific training and performance. The data is summerized as given :

YM – 21/2

(Turn over)

| | Performance | | Total |
|-----------|-------------|----------|-------|
| | Good | Not good | |
| Trained | 100 | 50 | 150 |
| Untrained | 20 | 30 | 50 |
| Total | 120 | 80 | 200 |

Use Chi-square test of independence at 5% level of significance and write your conclusion. (data from Chi-square-table at 5% level of singificance is 3.84).

4. What do you mean by multivariate techniques ? Explain their singnificance in context of research studies.
5. Discuss the different types of Research Report.

Section – B

Answer any **three** questions of the following :

$$8 \times 3 = 24$$

6. What do you mean by Research ? Explain objectives of Research.
7. What is Research Problem ? Describe the necessity of defining a Research Problem.
8. What is a questionnaire ? How is it different from an interviewing schedule ?
9. The means of the two random samples of 1000 and 2000 are 67.5 and 68.0 inches respectively

YM – 21/2

(2)

Contd.

Can the samples be regarded to have been drawn from the same population of standard deviation 9.5 inches ? Test at 5% level of significance.

10. What is Report Writing ? Explain briefly the different steps in Report Writing.

Section – C

Answer any two questions of the following :

5×2 = 10

11. Distinguish between research method and research methodology.
12. Differentiate between stratified random sampling and quota sampling.
13. Distinguish between parametric test and non-parametric test.
14. Describe briefly the techniques of one-way classification.

(Assignment)

(To be answered in a separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any two questions within 1000 words each :

15×2 = 30

YM – 21/2

(3)

(Turn over)

1. What is Research ? How research is used in functional areas of Management ?
2. Explain various steps involved in Research Process.
3. What is sampling ? Explain various methods involved in sampling procedure.
4. What are the methods involved in collection of Primary data ?
5. A tea company appoints four salesmen, A, B, C and D and observes their sales in three seasons summer, winter and Monsoon. The figures (in Lakhs) are given in the following table :

| Season's | Salesmen | | | |
|----------|----------|----|----|----|
| | A | B | C | D |
| Summer | 36 | 36 | 21 | 35 |
| Winter | 28 | 29 | 31 | 32 |
| Monsoon | 26 | 28 | 29 | 29 |

Test at 5% level of significance there is any significant difference between salesmen and season, so far sales are concerned, $F(3, 6) = 4.76$ and $F(2.6) = 5.14$.

YM-21/2 (200)

(4)

DDCE-IIS(2yr)MBA/
EMBA-14 — Res.
Meth. (OC) B

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. Why location decision of a retail store is so important ? Discuss different types of retail location with their advantages and disadvantages.
2. What is the relevance of pricing strategy in overall marketing mix ? Discuss the various pricing approaches available to a retailer.

YM – 20/2

(Turn over)

3. What is retail marketing mix ? Discuss, in detail, in the context of Big Bazaar.
4. What are the components of retail communication mix ? Suggest a communication mix to promote a multi-brand retail format in India.
5. What is merchandise planning ? Explain the conditions for a effective merchandise planning.

Section – B

Answer any three questions of the following :

8×3 = 24

6. Explain briefly the various elements of retail atmosphere.
7. Define and differentiate with suitable examples between food centric retailer and a general merchandise retailer.
8. What is store management ? Discuss the role of store manager in a modern retail store.
9. Differentiate between franchising and chain store format of retailing.

YM – 20/2

(2)

Contd.

10. How important is visual merchandising in retailing and why ?

Section – C

Answer any two questions of the following :

5×2 = 10

11. What is window-shopping ?
12. Differentiate between departmental store and discount store.
13. What is retail equity ?
14. What do you mean by footfall ?

(Assignment)

(To be answered in a separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any two questions within 1000 words each :

15×2 = 30

1. Briefly give Idea about the importance of retailing in India. How FDI benefited for retail business ?

YM – 20/2

(3)

(Turn over)

2. Explain the importance of store location
Elaborate different types of store location.
3. In what ways the knowledge of consumer behaviour is essential for the success of retail strategies ? Explain the factors that influence consumer behaviour to purchase products.
4. E-retailing is a new growing trend give your opinion and explain with suitable examples.
5. Explain store layout with diagram. How store layout is important for business ?



YM – 20/2 (700)

(4)

DDCE-IIS(2yr)MBA/
EMBA-15 — Rtl. Mgt.
(NC / OC)

2019

Time : As in Programme

Full Marks : 70

The figures in the right-hand margin indicate marks.

Answer from each Section as directed therein.

Section – A

Answer any **three** questions of the following :

12×3 = 36

1. What is corporate governance ? Explain the basic features for good governance.
2. What are the obligations of companies towards investors and employees relating to corporate governance ?
3. Explain the role and responsibilities of board of directors in companies.

YM – 18/2

(Turn over)

4. Explain the concepts of CSR. Is corporate governance different or same ? Justify.
5. Why investor protection is needed for corporation ? Explain various recommendations given by different committees.

Section – B

Answer any **three** questions of the following :

$8 \times 3 = 24$

6. What do you mean by separation of ownership and management ?
7. Explain the features of stakeholder and shareholder theories in corporate governance.
8. Elaborate on the role of audit and auditor in companies.
9. Is CSR necessary ? Explain.
10. What are the qualification and disqualification of directors ?

Section – C

Answer any **two** questions of the following :

$5 \times 2 = 10$

11. Explain the various recommendations given by SEBI for corporate governance.

...plain the effective governance of banks.

13. Is corporate governance important for a society ?

14. Define insider trading.

(Assignment)

(To be answered in a separate sheet provided)

Time : As in Programme

Full Marks : 30

Section – D

Answer any **two** questions within **1000** words each : $15 \times 2 = 30$

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 ?

YM – 18/2

(3)

(Turn over)

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.



YM - 18/2 (500)

(4) DDCE-IIS(2yr)MBA/
EMBA-16 — CG (NC)

R & R