

Sem - II(2Yr.) - MBA(DDCE) -  
9 (BRFW) - NC

**2011**

*Time : As in Programme*

*Full Marks : 100*

*The questions are of equal value.*

*Answer any five questions.*

1. Explain and illustrate the distinction between a contract of indemnity and a contract of guarantee. What is the nature of an insurance contract ?
2. Explain the meaning of contingent contract. Describe the rules relating to contingent contracts.
3. Define the term 'goods'. What are the different types of goods ? Explain how is price fixed in contract of sale.
4. What is the effect of provisions of Sec. 31-32 of the Reserve Bank of India Act, 1934 on different negotiable instrument ?

QS - 51/2

(Turn over)

5. Describe the different modes of discharge of liability of parties to a negotiable instrument.
6. Discuss the main features of the Consumer Protection Act, 1986. What are the objects which the Consumer Protection Act, 1986 seeks to achieve?
7. Explain the objectives of FEMA, 1999. What are the obligations of an exporter of goods and services out of India?
8. Describe the provisions as regards appointment of the Controller of Certifying Authorities.



Sem - II(2Yr.) - MBA(DDCE) -  
10 (ME) - NC

**2011**

*Time : As in Programme*

*Full Marks : 100*

*The questions are of equal value.*

*Answer all questions.*

1. "Managerial economics is an integration of economic theory, decision science and business management." Comment.

**OR**

What are the basic functions of a business manager? How does economics help business managers in performing their functions?

2. Explain the concept of price elasticity of demand and discuss different types of price elasticity. How can we measure price elasticity?

**OR**

QS - 52/3

(Turn over)

What is a demand curve and how is it different from a demand schedule ? Discuss the process of derivation of market demand curve and the basic characteristics of a typical demand curve.

3. Explain the laws of return to scale. Describe them using the Iso-quants.

**OR**

Write short notes on the following :

- (a) Cobb-Douglas Production Function
  - (b) Law of Variable Proportions
4. What is opportunity cost ? How is it different from real cost ? Explain the economic significance of opportunity cost.

**OR**

Explain the kinked demand hypothesis of oligopoly market. What is its impact on oligopoly pricing ?

5. Discuss the different theories of profit. Explain why profit maximisation is not the sole aim of a business firm.

OR

Explain and illustrate the mechanism of break even analysis. Discuss the different applications of break-even analysis in business decision making.



Sem - II(2Yr.) - MBA(DDCE) -  
12(POM) - NC

**2011**

*Time : As in Programme*

*Full Marks : 100*

*The questions are of equal value.*

*Answer all questions.*

1. Production / Operations forms the core activity of any organization. Explain. Also explain the duties, roles and responsibilities of any Production / Operations Manager.

**OR**

Answer the following :

- (a) Explain the different forms of automation and their applications.
- (b) Discuss the importance of standardization and simplification in product design and development.

QS - 53/2

(Turn over)

2. (a) Using the data in the table given below, calculate the centre of gravity to determine a central location for a new centre for which location decision needs to be taken :

Location	Coordinates	Monthly Shipments
A	(4,2)	35
B	(5,4)	25
C	(9,3)	55
D	(8,12)	45
E	(4,16)	20

- (b) What is the line balancing ? Explain its importance in product layout planning.

OR

Answer the following :

- (a) Explain the use of break even analysis for facility location planning.
- (b) Discuss the factors which influence effective capacity.

3. For the following CPM Project Network, answer the following questions :

Activity	Prior Activities	Duration(days)
A	-	1
B	A	2
C	A	3
D	A	4
E	B, C	5
F	E, D	6

- (a) Draw the network diagram.  
(b) Determine the critical path(s) and the project duration.  
(c) Calculate the event slacks and activity floats.

**OR**

Answer the following :

- (a) Explain how in a PERT network the probability of completing the project by a certain time period may be estimated.  
(b) Explain the organizational innovation process and the forms in which it is manifested.



4. Discuss the emerging importance of supply chain management for achieving organizational effectiveness and efficiency.

**OR**

Answer the following :

- (a) Discuss the broad strategies used in aggregate production planning.
- (b) Explain the role of Kanban in JIT production system.
5. (a) Explain how inventories facilitate operations.
- (b) For a given item of constant demand rate, the monthly demand is 3,000 units. The price of the item per unit is Rs. 10. The ordering cost is Rs. 200 per order and the inventory carrying cost is 10 percent of the average inventory. What is the optimal ordering policy? The vendor offers 4 percent discount if the annual requirement of units are purchased at one time. Do you accept the discount offer?

**OR**

Answer the following :

- (a) What is the necessity of selective inventory control ? Explain how ABC classification is carried out.
- (b) Explain how a fixed order quantity inventory system operates.



Sem-II(2Yr.) – MBA  
(DDCE) — 13 (IB) - NC

**2011**

*Time : As in programme*

*Full Marks : 100*

*The figures in the right-hand margin indicate marks.*

*Answer all questions.*

1. Explain the 'Product Life Cycle Theory' of international business. Write down its criticisms. 15+5 = 20

**OR**

Differentiate between International Business, International Market and International Trade. 20

2. What is 'Flexible Exchange Rate System'? What are the advantages of this system? 10+10 = 20

**OR**

What is 'GDR'? How is it issued? What is the impact of GDR on international business?

10+5+5 = 20

QS – 54/2

(Turn over)

3. What is cross cultural training? Explain the steps to be taken for an effective cross cultural training. 10+10 = 20

What is 'Globalization'? What are its essential conditions? 10+10 = 20

4. Discuss the role of IMF in solving international liquidity problems. 20

OR

What is disequilibrium in the balance of payments? Explain the causes of such disequilibrium. 10+10 = 20

5. Discuss the role of bilateral and multilateral agreements in resolving and preventing conflict in International Trade. 20

OR

What is 'Subsidy'? Why do advanced countries resist on elimination of subsidies? 10+10 = 20

— \* —

Sem-II(2Yr.) - MBA  
(DDCE) — 14 (EB)-NC

**2011**

*Time : As in programme*

*Full Marks : 100*

*The questions are of equal value.*

*Answer any five questions.*

1. What do you mean by e-Commerce ? Discuss its advantages and disadvantages.
2. Explain the concept of EDI and explain its benefits.
3. Discuss the required features of a desirable B2B EC platform.
4. (a) Discuss the essential security requirements for safe electronic payments.  
(b) Discuss the components of electronic payment system.
5. (a) Discuss the design principles of Internet.

QS -55/2

( Turn over )

- (b) What do you mean by cryptography ? Explain its applications.
6. What is IP address ? Explain different classes of IP address.
7. Discuss the components of a web-based e-commerce system.
8. Write short notes on the following :
- (a) TCP/IP
- (b) URL



Sem-II(2Yr.) - MBA  
(DDCE) — 15  
(BPSM)-NC

**2011**

*Time : As in programme*

*Full Marks : 100*

*The questions are of equal value.*

*Answer all questions.*

1. Define strategic management and highlight its features. What made the today's organisations to go for strategic planning ?

**OR**

Explain the concept of strategy. Explain with examples. How do strategic decisions differ from operating decisions and administrative decisions ?

2. Define vision and mission. What are the essential characteristics of a mission statement ? What are the different ways in which a mission statement can be formulated ? Elaborate with examples.

**OR**

QS – 56/3

(Turn over)

What do you mean by SWOT analysis ? Why is it so important for strategic planning ? Give a clean picture of SWOT analysis for an Indian MNC wants to operate in Africa.

3. What do you mean by business environment ? What are its elements ? Discuss the nature of environmental analysis for strategy formulation.

OR

What is an Environmental Threat and Opportunity Profile (ETOP) ? What purpose does it serve ? How is it going to reduce the risk of operating in a foreign country ? Elaborate with examples.

4. When the strategy is properly implemented with the right organisation structure, the firm is more effective. Why or why not ? Explain for each form of organisation structure, which type of strategy is the best fit ?

OR

In the implementation stage, on what basis should the types of tasks and decisions be assigned to different levels of managers ? Explain with suitable examples.



5. Why evaluation and control of a strategy is important along with its implementation ? Suggest the control and evaluation process that help the monitor of progress of a plan.

OR

Differentiate between qualitative and quantitative evaluation of a strategy. At what stage both of them are done and what are their purposes ? Illustrate with examples.



Sem-II(2Yr.) – MBA  
(DDCE) – 16  
(BECG)-NC

**2011**

*Time : As in programme*

*Full Marks : 100*

*The questions are of equal value.*

*Answer **all** questions.*

1. Explain in detail different objectives of business.

**OR**

What is ethical decision making ? Discuss three different frameworks for ethical decision making.

2. What is social responsibility of business ? Ilucidate the arguments in support as well as against the social responsibility of business.

**OR**

Analyse in detail the role and responsibility of Board of Directors in corporate governance.

3. A manager must possess certain skills in order to translate knowledge into performance. What

QS – 57/2

( Turn over )

are the required managerial skill in corp  
governance.

**OR**

There are two different models used to govern a  
corporation. Discuss the outsider and insider  
model of corporate governance.

4. Explain the areas in HRM which are more prone  
to unethical practices.

**OR**

Discuss different types of managerial roles in  
corporate governance.

5. Ambiguity, concealed facts, exaggeration and  
psychological appeal are certain methods by  
which organisations do unethical practices while  
advertising – Explain.

**OR**

Explain sexual harassment of women at work  
place and provide constitutional guidelines and  
norms to solve the problem.



QS – 57/2 (600)

( 2 )

Sem-II(2Yr.) – MBA  
(DDCE) — 16  
(BECG)- NC

**2011**

**Full Marks -100**

**Time - As in the programme**

The questions are equal value.

Answer ALL questions.

1. Differentiate between Financial Accounting and Cost Accounting

OR

- (a) "Accounting is known as the language of business". Discuss.
  - (b) "Accounting is an Information system". Discuss.
2. M/s Chandan Traders started business on 1.4.2009 with cash Rs. 80,000. The following transactions have taken place during the month of April 2009. Journalise them in the books of accounts of M/s Chandan Traders:

*[Cont.*