MB-101

Principles & Practices of Management

MBA 1st Sem.(2019-21)

Time : 3 Hrs   *Full Marks : 70*

Candidates are required to give their answers in
their own words as far as practicable.
The questions are of equal value.
Answer any five questions.

1. Define Management. Also discuss the concept and goals of management.

2. Discuss the Neo-classical theory of Management in detail.

3. What is Decision-Making? Explain the different steps involved in Decision-making.

4. Define Organizing. What is the difference between formal and Informal organization?

5. What do you mean by Management process? Discuss in detail the types of communication.

6. What do you mean by Controlling? Discuss in brief the steps involved in controlling.

P.T.O.

7. What are the sources of controlling? How the controlling process is designed?

8. What are the structural and systematic dimensions of Organizing? What do you mean by accountability?

9. What are the managerial skills required for a manager? Discuss in detail.

10. Write short notes on any two :

(a) Discipline & Activity

(b) Risk & Uncertainty

(c) Planning

(d) Selection

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MB-102

Managerial Economics

MBA 1st Sem.(2019-21)

Time : 3 Hrs Full Marks : 70

Candidates are required to give their answers in

their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. Define Managerial Economics and differentiate Managerial Economics from traditional Economics.

2. Explain the law of demand.

3. What is price elasticity of demand? Discuss its types.

4. Discuss the concept of Diminishing Marginal Utility with diagram.

5. Define Breakeven point. What will be the effect on BEP when there is

   a. Change in fixed cost

   b. Change in variable cost?

6. What do you mean by profit in economics? Differentiate between accounting profit and economic profit.

P.T.O.

7. Explain the relationship among the Average cost(AC), Average variable cost (AVC) and Average fixed cost (AFC) with examples and diagrams.

8. What is Perfect Competition? Discuss the features of perfect competition market.

9. What are the measures to control the business cycle? Explain.

10. Write short notes on any two of the following:

 (a) Diminishing Return to Factor

 (b) Demand Forecasting

 (c) Income Elasticity

 (d) Long-run cost

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MB-103

Statistical Methods For decision Making

MBA 1st Sem.(2019-21)

Time : 3 Hrs   Full Marks : 70

Candidates are required to give their answers in

their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. What role does Business statistics play in the management of a Business enterprise?

2. What is meant by Dispersion? What are the uses of co-efficient of variation in Statistical Analysis?

3. Find out mean deviation and co-efficient of mean deviation form the following data?

Profit (Rs.)	0-10	10-20	20-30	30-40	40-50
Shops (No)	5	10	15	20	25

4. Calculate Mean, standard deviation and Co-efficient of skewness from the following Data:-

No. of rejects per operator	21-25	26-30	31-35	36-40	41-45
No. of operators	5	15	28	42	15

46-50	51-55
12	3

P.T.O.

5. What do you understand by the term skewness and kurtosis? Point out their role in analysing a frequency distribution.

6 Eight coins are thrown simultaneously. Using Binomial distribution, Show that the probability of obtaining at least 6 heads is 0.1445.

7. What is statistics? What is the importance for learning statistics for managers.

8. Explain what do you understand by term Probability. Discuss its importance in Business decision making.

9. What do you understand by Null Hypothesis and level of significance? Explain with the help of an example.

10. Write short notes on any two of the following:

(a) ANOVA

(b) Significance of measuring variance

(c) Probability distribution function

(d) Random Variable

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MB-104

Accounting Financial Analysis

MBA 1st Sem.(2019-21)

Time : 3 Hrs

Full Marks : 70

Candidates are required to give their answers in

their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. Define accounting and explain its nature and scope.

2. What is accounting principles? Define and distinguish between accounting concepts and conventions.

3. What is Double Entry System? Explain its features.

4. Define the capital and Revenue concepts of accounting. Illustrate them.

5. What is financial statements? Why is it necessary to prepare for all types of business enterprises?

6. What is Cost flow statement? How is it prepared under AS-3?

7. Write an explanatory notes on "Money Laundering".

8. From the following facts calculate
   (a) Return on capital Employed
   (b) Return on Equity fund

P.T.O.

Net Sales = Rs. 30,00,000

EBIT = 12% on sales

Equity Capital = Rs. 10,00,000

13% Pref. Capital = Rs. 200,000

15% Debentures = Rs. 6,00,000

Tax Rate = 50%

9. From the following Balance Sheets of J & K Co., Prepare Fund Flow Statement:

Balance Sheet as on 31st March

Particulars	2018 Rs.	2019 Rs.
I. Equity & Liabilities:		
1. Shareholders Fund		
(a) Share Capital	35,000	43,000
(b) Reserve & Surplus	15,000	19,000
2. Non Current Liabilities,		
Bonds Payable	22,000	25,000
3. Current Liabilities,		
Trade Payables	30,000	29,000
Total =	102,000	117,000

II. Assets:

1. Fixed Assets

Tangible Fixed Assets	36,000	36,000
Patent Right	1,000	900

2. Current Assets:

(a) Inventories	15,000	15,000
(b) Other current Assets	50,000	65,100
	102000	117000

10. Write Short notes any two of the following:

   (a) Trial Balance

   (b) Adjustment Entries

   (c) Forensic Accounting

   (d) Financial Intelligence

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MB-105

Marketing Management

MBA 1st Sem.(2019-21)

Time : 3 Hrs   *Full Marks : 70*

Candidates are required to give their answers in

their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. Explain about company orientation towards Market Place.

2. Define the term "Marketing". Explain about its nature and scope.

3. What do you mean by 'Sales-Promotion". Explain the various Tools and techniques used by a firm to promote sales of its products.

4. Define the term "Consumer Behaviour'. Explain the five steps Buying decision Process used by a consumer along with the help of an example.

5. Explain the various factors affecting the pricing policy of any firm.

6. What do you mean by PLC? Discuss about various characteristics of each stage of PLC.

P.T.O.

7. Explain the various criterion for effective Market Segmentation. What are the benefits of Market Segmentation?

8. What do you mean by Advertisement? Discuss the various methods of determining Advertisement Budget by a Company.

9. What do you mean by Product Mix? Discuss the various Product Mix strategies adopted by a Firm.

10. Write short notes on any two of the followings:-

    (a) MIS

    (b) Outdoor Advertising

    (c) Brand

    (d) Distribution Channel

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MB-105   2

MB-106

Human Resource Management

MBA 1st Sem.(2019-21)

Time : 3 Hrs   *Full Marks : 70*

Candidates are required to give their answers in

their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. What do you mean by Human Resource Management? Discuss its scope and objectives.

2. Discuss the relevance of Human Resource Management and also differentiate HRM and HRD.

3. Discuss the challenges of Human Resource Management in present scenario in India.

4. What do you understand by Human Resource planning and discuss its factors?

5. What do you mean by Job Analysis? Discuss its process.

6. Differentiate between Job analysis and job design.

7. What do you mean by Recruitment? Discuss its sources.

8. What is selection? Discuss methods of selection.

9. What do you mean by training? Discuss various methods of training.

P.T.O.

10. What do you mean by Ethics? Discuss relevance of ethics in Human Resource Management.

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