

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**M.B.A. Sem-I : WINTER : 2023**  
**SUBJECT : MANAGEMENT CONCEPTS & APPLICATIONS**

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 20-11-2023

**W-25906-2023**

Max. Marks : 100

**N.B:**

- 1) Attempt **ANY FOUR** questions from Section – I and Attempt **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Define management. Explain the principles of administrative management. (15)
- Q.2** What is Feed Forward Control? Write the benefits of controlling. (15)
- Q.3** Discuss in detail the objectives of planning? (15)
- Q.4** Define organizing? What is organization structure? (15)
- Q.5** Write the short note on the following (**Any Two**) (15)
- a) Communication
  - b) Scientific principles
  - c) Job enlargement

**SECTION -II**

- Q.6** You have been appointed as management consultant for the proposed start- up company going to launch a variety of new- generation laptops. Present a detailed SWOT analysis report. (20)
- Q.7** “Majority business failures can be attributed to wrong decision-making”. Write a detailed report on this statement while citing business cases from the recent past. (20)
- Q.8** You, as HR Manager recruit somebody as a manager in your organization. What are the basic qualities you would expect him to possess? Give important reasons. (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-I : WINTER : 2023

SUBJECT : MANAGERIAL ECONOMICS

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 22-11-2023

W-25907-2023

Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer book.

SECTION - I

- Q.1** What is Managerial Economics? Broadly discuss its nature and scope? (15)
- Q.2** Define price elasticity of demand. Explain with suitable diagrams the various types of price elasticities of demand? (15)
- Q.3** Explain the three stages of production. What is the importance of Law of Diminishing Marginal Returns? (15)
- Q.4** What is short run cost? Explain with figures the various ways of classifying short run costs? (15)
- Q.5** What is perfect competition? Explain with a figure the price output determination under perfect competition. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)
- a) Monopoly
  - b) Fiscal policy
  - c) Business cycle

SECTION - II

- Q.7** Elaborate with reasons the type of elasticity of demand for the following goods: (20)
- i) Matchbox      ii) Edible oil      iii) Branded shoes
- Q.8** Discuss the shift in supply curve with suitable example and diagram. (20)
- Q.9** What is monetary policy? Elaborate its role in uplifting the economy. (20)

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**M.B.A. Sem-I : WINTER : 2023**  
**SUBJECT : FINANCIAL & MANAGEMENT ACCOUNTING**

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 24-11-2023

**W-25908-2023**

Max. Marks : 100

**N.B.:**

- 1) Solve any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) Use of **Simple Calculator** is allowed.

**SECTION-I**

- Q.1** Explain the following Accounting concepts with example. (15)  
i) Business Entity Concept ii) Matching of Costs and Revenue Concept
- Q.2** 'International Accounting Standards plays important role in Financial Accounting.' Justify the statement. (15)
- Q.3** Evaluate the Technique of Budgetary Control with special focus on cost control. (15)
- Q.4** Elaborate the application of Cost Sheet for ascertainment of cost. Give the format of 'Cost Sheet'. (15)
- Q.5** Distinguish between Financial Accounting and Management Accounting. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)  
a) End Users of Financial Statements  
b) Balance Sheet  
c) Advantages of Marginal Costing

**SECTION-II**

- Q.7** Journalize the following transactions in the Books of Medha (20)

<b>2023</b>	Purchased goods on cash basis worth Rs. 80,000 at 2% trade discount and 3% cash discount.
<b>March 1.</b>	
<b>2.</b>	Paid for carriage inward Rs. 48,000.
<b>3.</b>	Purchased Furniture worth Rs. 4,50,000 from Rachana Ltd.
<b>5.</b>	Paid Rs. 68,000 to Amey in full settlement of Rs.70,000.
<b>6.</b>	Received Rent Rs. 75,000 by cheque.
<b>7.</b>	Sold goods worth Rs. 12,00,000 to Rasika ltd. at 5% trade discount.
<b>9.</b>	Sold equipment worth Rs.10,00,000 Book value at Rs. 9,00,000 to Ajay Ltd.
<b>12.</b>	Withdrawn goods for Personal Use worth Rs. 25,000

P. T. O.

**Q.8** Prepare a Flexible Budget from the following data. Given figures are for 50% capacity of production. Prepare Budget for 6,000 (60%) and 7,000 (70%) capacity. **(20)**

Particulars	Amount (Rs-50% Capacity (5,000 units))
<b><u>Variable Costs:</u></b>	
Direct Material	1,20,000
Direct Labour	2,00,000
<b><u>Fixed Costs:</u></b>	
Depreciation	80,000
Administration Expenses	2,00,000
<b><u>Semi-Variable Costs:</u></b>	
Selling Expenses (40% Fixed)	2,00,000
Repairs and Maintenance (20% Variable)	60,000

**Q.9** Akash Ltd. has applied the technique of standard Costing. The following information is available. **(20)**  
 You are required to calculate following variances for Material P and Q:

- a) Material Cost Variance
- b) Material Price Variance
- c) Material Usage Variance

Material	Standard Quantity	Standard Price	Actual Quantity	Actual Price
P	500 Kg	Rs. 250/ Kg	520 Kg	Rs. 255/ kg
Q	300 Kg	Rs. 300/ Kg	290 Kg	Rs. 295 / kg

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Day : Tuesday

Time : 10:00 AM-01:00 PM

Date : 28-11-2023

W-25909-2023

Max. Marks : 100

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**N.B.**

- 1) Attempt **ANY FOUR** questions from Section – I.
  - 2) Attempt **ANY TWO** questions from Section – II.
  - 3) Figures to the **RIGHT** indicate **FULL** marks.
  - 4) Answers to both the sections should be written in the **SAME** answer book.
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**SECTION – I**

- Q.1** Introduce the concept of Organisational Behaviour and its historic evolution. (15)
- Q.2** Define learning. Explain the learning with any of the theory that you studied. (15)
- Q.3** Compare and contrast theory X and theory Y. What are their managerial implications? (15)
- Q.4** What is a group? Describe various group properties in detail. (15)
- Q.5** Explain conflict and its types in detail with suitable example. (15)
- Q.6** Write short notes on **ANY THREE** of the following: (15)
- a) Organisational culture
  - b) Creating effective teams
  - c) Job involvement
  - d) Job characteristics model

**SECTION – II**

- Q.7** Changing customer expectations and technology are impacting the way we do our business. Explain how you will manage such business changes. (20)
- Q.8** You have found that your friend is not able to fulfill his business targets and often misses the social gatherings. Explain him the consequences of stress also provide some tips to manage the stress. (20)
- Q.9** “Leader is born not made” – is it true? Provide any theory that supports your views. (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-I : WINTER : 2023

SUBJECT : STATISTICAL TECHNIQUES

Day : Thursday

Time : 10:00 AM-01:00 PM

Date : 30-11-2023

W-25910-2023

Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the section should be written in **SAME** answer book.
- 3) Use of non-programmable **CALCULATOR** is allowed.
- 4) Figures to the right indicate **FULL** marks.

SECTION – I

**Q.1** What is meaning of Statistics. Point out the importance of Statistics in the modern business environment. [15]

**Q.2** Construct a Histogram and frequency polygon from the following data: [15]

Weight (Kgs)	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70	70 – 80
No. of students	7	12	26	30	24	18	3

**Q.3** Calculate mean, median and mode for the following data: [15]

Marks	10 -19	20 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70 - 79	80 - 89
No. of students	8	15	27	51	75	54	36	14

**Q.4** The following are the scores of Manoj and Rajeev for 8 innings: [15]

Manoj	12	115	76	42	07	19	49	80
Rajeev	47	12	76	73	24	51	63	54

Calculate coefficient of variation and decide who is more consistent batsman?

**Q.5** The following data about the sales and advertisement expenditure of a firm is given below: [15]

	Advertisement Expenditure (₹ lakh) (X)	Sales (₹ lakh) (Y)
Mean	10	90
Standard Deviation	3	12
Correlation coefficient (r) = 0.8		

- a) Compute the two regression equations.
- b) Find the likely sales when advertisement budget is ₹ 25 lakh.
- c) What should be the advertisement expenditure if the company wants to attain sales target of ₹ 120 lakh?

**Q.6** Write short notes on **ANY THREE** of the following: [15]

- a) Ogive curves
- b) Types of correlation
- c) Applications of Statistics
- d) Random experiments

P.T.O.

## SECTION – II

- Q.7** The following table gives indices of industrial production (X) and registered unemployed (Y) (in lakhs). [20]

Year	2008	2009	2010	2011	2012	2013	2014	2015
Index of production (X)	100	102	104	107	105	112	103	99
Number of unemployed (Y)	15	12	13	11	12	12	19	26

- a) Calculate the value of the coefficient of correlation.
- b) Find regression line X on Y.

- Q.8** Eight coins are thrown simultaneously. Find the chance of obtaining. [20]

- a) At least 6 heads
- b) No heads

- Q.9** a) Calculate mean deviation from median for the following data: [10]

Classes	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60
Frequency	8	10	15	32	24	5

- b) Represent the following data by Pie-Diagram. [10]

Expenditure on	Amount spent (₹)
Food	400
Clothing	200
House rent	500
Fuel and Lighting	700
Education	400
Others	200

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**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)**  
**M.B.A. Sem-I : WINTER : 2023**  
**SUBJECT : BUSINESS ENVIRONMENT**

Day : Saturday  
Date : 2/12/2023

**W-25911-2023**

Time : 10:00 AM-01:00 PM  
Max. Marks : 100

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section-I and Attempt **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Explain the scope and importance of business environment. (15)
- Q.2** Discuss in detail macro environmental factors affecting business decisions. (15)
- Q.3** Explain social environment with its importance. (15)
- Q.4** Discuss the major provisions of The Consumer Protection Act. (15)
- Q.5** Explain the concept of business ethics and corporate governance. (15)
- Q.6** Write short notes on **ANY TWO** of the following: (15)
- a) Globalization
  - b) EXIM Policy
  - c) State intervention in business

**SECTION-II**

- Q.7** "Politics of a country shapes the business environment of a country". Comment. (20)
- Q.8** Discuss the FDI policy of India and explain its role in development of the country. (20)
- Q.9** Write a detailed note on technological environment and its relationship with business innovation with suitable examples. (20)

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-I : WINTER : 2023

SUBJECT : BUSINESS COMMUNICATION

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 04-12-2023

W-25912-2023

Max. Marks : 50

N.B.:

- 1) Answer any **FOUR** questions from Section –I and any **TWO** from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** Structure a context to write a Memo and a Notice. (15)
- Q.2** What are the different types of reading? Why is reading important for a business manager? (15)
- Q.3** The process of communication includes the knowledge of behavioral science and psychology. Justify the statement. (15)
- Q.4** Write about any five communication strategies for Managers. (15)
- Q.5** A tall organizational structure creates chaos in organizational communication. Give reasons. (15)
- Q.6** Write short notes on any **TWO** of the following: (15)
- a) Listening skills
  - b) Circle network
  - c) Importance of role play

SECTION-II

- Q.7** The rapidly changing business scenario has led to change in the communication styles. Justify the statement with reasons. (20)
- Q.8** What are the features of writing a business report? Write a brief business report in approx. 200 words. (20)
- Q.9** Explain the process of communication. What is the significance of feedback? Draw flow charts. (20)

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