

UNIT-II

11. Explain the Nature and purpose of Strategies and Policies. Explain the Strategic Planning Process.
12. Explain the concept of Rationality in Decision Making. Narrate the Decision Making Process.

UNIT-III

13. How do you differentiate between a Formal and Informal Organization? Explain the organizational levels and the Span of Management.
14. What can be the challenges in effective coordination? What techniques can be adopted to ensure effective coordination?

UNIT-IV

15. Explain the relationship between Planning and Control. Narrate the process of Controlling.
16. What do you mean by strategic and operational control? How do they differ?

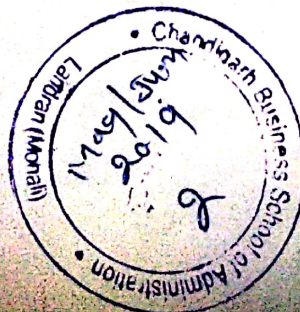
SECTION-C

17. Case Study :

Shivneet is selected for the post of software developer in an IT Company. On the first day of his joining Sunil, his project manager tells Shivneet that during the course of his work he will come across many such opportunities which may tempt him to misuse his powers for individual or family's benefit at the cost of larger general interest of the company. In such situations, he should rather exhibit exemplary behaviour as it will raise his stature in the eyes of the company. Also, for interacting with anyone in the company on official matters, he should adopt the formal chain of authority and communication. In context of the above case:

1. Identify and explain the various principles of management that Sunil is advising Shivneet to follow while doing his job.
2. List any two values that Sunil wants to communicate to Shivneet.

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Roll No. _____

Total No. of Questions : 17

Total No. of Pages : 02

MBA/MBA(IB) (2018 & Onwards) (Sem.-1)
FOUNDATIONS OF MANAGEMENT

Subject Code : MBA-101-18

M.Code : 75402

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on the following :

1. Interpersonal skills.
2. Espirit-de-corps
3. Strategic Management.
4. Intuitive decision making
5. Formal organisation
6. Line and staff conflict
7. Control
8. E-Business Management

SECTION-B

UNIT-I

9. Discuss in detail the importance of managerial ethics in the workplace.
10. How does the deficit and progression principles operate in Maslow's hierarchy of need theory?

UNIT-II

11. What types of plans do managers use? Explain it in detail.

1 | Page

12. Define the concept of MBO. Also discuss various benefits of MBO in today's competitive market scenario.

UNIT-III

13. "Organisational design should always be addressed in contingency fashion". Explain the practical significance of this statement.
14. "Delegation is individualistic and decentralization is totalistic in nature". Explain this statement by giving an example.

UNIT-IV

15. What are the pre-requisites of an effective control? Also discuss various steps required in controlling process.
16. What is business process re-engineering? Also discuss various pros and cons of this technique in detail.

SECTION-C

17. CASE STUDY

Read the following case, and answer the questions given at the end :

Mr. Ajit Mukerjee's father was in the business of book store at Nai Sarak, Delhi. Mr. Ajit after completing his education started to expand the business by publishing text books at school level under the name Ajit Publishing House. He found that there is handsome profit in publication business and business has grown substantially.

He decided to diversify the business in College text books. Since the colleges are spread all over India, he decided to open shops at Kolkata and Chennai. Behind the success was Mr. Ajit's business acumen, organising and managerial skills, and enterprising spirit. As the business expanded, new problems emerged like great rush of publishing, frequent pricing and sales plans, hiring new staff, labour union, etc.

The senior marketing officers and branch managers started feeling frustration due to Mr. Ajit's unwillingness to delegate authority or to listen to their opinions regarding marketing policies. As a result, it was found that Kolkata branch turned it into non-profitable division.

Questions :

Carefully examine the above case and answer the following questions :

- a) What are the possible causes of Mr. Ajit Mukerjee's reluctance to delegate authority?
- b) Should Kolkata branch be closed?
- c) How would you convince Mr. Ajit Mukerjee?

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Test : 2 Mrs.
Max. Marks : 60

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 3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

- Answer briefly :
- 1) What are the functions of statistics?
 - 2) Define standard deviation.
 - 3) What is rank correlation?
 - 4) What is regression coefficient?
 - 5) Define Poisson distribution.
 - 6) What is quality?
 - 7) Define transportation problem.
 - 8) Define critical path.

SECTION-B

UNIT-I

9) An incomplete distribution is given below

Variable	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	10	20	x	40	y	25	15

- 10) You are given that the median value is 25. Find out missing frequency (given that total frequency = 170).
- 11) Calculate the arithmetic mean of the completed table

12) From the prices of shares of A and B below find out which is more stable in value

A	34	31	27	26	28	27	26	21	20
B	105	107	103	106	107	104	105	106	101

UNIT-II

11) The ranking of 10 students in two subjects A and B are as follow :

A	3	6	3	2	10	4	9	7	1
B	5	6	4	9	1	6	10	7	2

Calculate rank correlation coefficient.

12) Write short notes on theory of probability

UNIT-III

13) Twelve dice were thrown 1,000 times. Each 4, 5 or 6 spot appearing was considered to be a success while 1, 2 or 3 spot was a failure. Calculate the theoretical frequencies for 0, 1, 2, ..., 12 successes.

- 14) Solve the following game after reducing it to a 2×2 matrix.

Player A	Player B		
	B1	B2	B3
A1	1	7	2
A2	6	2	7
A3	5	1	6

UNIT-IV

- 15) Solve the following transportation problem using Vogel's Approximation Method :

Warehouse		Market				Supply
		P	Q	R	S	
A		6	3	5	4	22
B		5	9	2	7	15
C		5	7	8	6	8
Demand		7	12	17	9	

- 16) A travelling salesman has to visit five cities. He wishes to start from a particular city, visit each city once and then return to his starting point. The travelling cost (in '000 Rs.) of each city from a particular city is given below :

From City		To City				
		A	B	C	D	E
A		∞	2	5	7	1
B		6	∞	3	8	2
C		8	7	∞	4	7
D		12	4	6	∞	5
E		1	3	2	8	∞

SECTION-C

- 17) Solve the following case study :

Milwaukee Paper Manufacturing had long delayed the expense of installing advanced computerized air pollution control equipment in its facility. But when the board of directors adopted a new proactive policy on sustainability, it did not just authorize the budget for the state of art equipment. It directed the plant manager, Julie Ann Williams, to complete the installation in time for the major announcement of the policy, on the Earth Day, exactly 16 weeks away ! Under strict deadline from her bosses, William needs to be sure that installation of the filtering system progresses smoothly on time. Given the following information, develop a table showing activity precedence relationships and find length of critical path.

Activity	Description	Immediate Predecessor	Duration (Days)
A	Build internal component	--	3
B	Modify roof and floor	--	5
C	Construct collection stack	A	3
D	Pour concrete and install frame	A, B	4
E	Build high-temperature burner	C	6
F	Install pollution control system	C	4
G	Install air pollution device	D, E	6
H	Inspect and test	F, G	7

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Roll No. _____ Total No. of Pages : 02

MBA, MBA (IS) (2016 & Onwards) (Sem.-1)

ACCOUNTING FOR MANAGEMENT AND REPORTING

Subject Code : MBA-164-18

M. Code : 75405

Time : 3 Hrs. Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections (Units-I, II, III & IV). Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and carries TWELVE marks.

SECTION-A

Write short notes on the following :

- Fixed Budget
- Marginal Costing
- Investment Activity
- Target Costing
- Avernal Concept
- Convent Ratio
- Legal Asset
- Direct Material

SECTION-B

UNIT-I

- What are basic accounting concepts and conventions? Explain these concepts and conventions in detail.
- "While Financial Accounting is universal, Cost Accounting is inborn to the business". Give various objectives of Cost Accounting.

UNIT-III

- Assuming that the cost structure and selling price remains the same in period I and II, find out

- Profit Volume Ratio
- Fixed Cost
- Break Even Point for Sales

Period	Sales (Rs.)	Profits (Rs.)
I	2,00,000	5,000
II	2,20,000	15,000

- Explain the concept and important features of zero base budgeting. How it is different from conventional budgeting?

UNIT-III

- What are important Profitability Ratios? How are they worked out? Explain and illustrate.
- How does the Cash Flow Statement differ from a Fund Flow Statement? What are their uses?

UNIT-IV

- Explain the following terms in relation to Activity Based Costing
- Cost object
 - Cost driver
 - Cost pool
- What is Life Cycle Costing? Explain the stages in product life cycle.

SECTION-C

Case Study :

Seacorp Corp. has forecast sales as follows: July, 50,000 units; August, 75,000 units; and September, 40,000 units. Finished goods inventory as of July 1 is forecast to be 10,000 units. Finished goods inventory of 20% of the following month's sales is desired. Each finished unit requires 3 pounds of raw material. The raw materials inventory level on July 1 was 200,000 pounds and the expected raw materials inventory level on July 31 will be 230,000 pounds.

Question :

How many pounds of raw material should be purchased in July?

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When IOC started talking to the Iranian company for the acquisition in October, 1998, oil prices were at rock bottom (\$ 11 per barrel) and most refining companies were closing shop due to falling margins. Indeed, a number of good oil properties in the Middle East were up for sale. Using this opportunity, several developing countries "made a killing by acquiring oil equities abroad."

IOC needed Government's permission to invest abroad. Application by Indian company for investing abroad is to be scrutinised by a special committee represented by the Reserve Bank of India and the finance and commerce ministries. By the time the government gave the clearance for the acquisition in December 1999 (i.e., more than a year after the application was made), the prices had bounced back to \$24 per barrel. And the Elf of France had virtually taken away the deal from under IOC's nose by acquiring the Premier Oil.

The RBI, which gave IOC the approval for \$15 million investment, took more than a year for clearing the deal because the structure for such investments were not in place, it was reported.

Questions :

- a) Discuss internal, domestic and global environments of business revealed by this case.
- b) Discuss whether it is the domestic or global environment that hinders the globalisation of Indian business.
- c) Even if Elf had not acquired Premier Oil, what would have been the impact of the delay in the clearance on IOC?
- d) What would have been the significance of the foreign acquisition to IOC?
- e) What are the lessons of this case?

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Roll No.
Total No. of Questions : 17

Total No. of Pages : 02

MBA/MBA(IB) (2018 & Onwards) (Sem.-1)
BUSINESS ETHICS AND CSR
Subject Code : MBA-106-18
M.Code : 75407

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. Ethics vs. morals
2. Firms ethics towards customers
3. Ethical reasoning
4. Ethical considerations in accounting
5. Arguments in favour of CSR
6. Social responsibility of accounting
7. Japanese model of corporate governance
8. Code of ethics

SECTION-B

UNIT-I

9. Explain in detail the Kohlberg's six stages of moral development.
10. What do you mean by the term Business ethics? Why is it important for the business to follow ethical code of conduct?

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UNIT-II

11. Discuss the various techniques to resolve ethical dilemma in a business.
12. What are the ethical considerations while managing the human resources in the organisation?
13. What are the international guidelines regarding reporting of CSR?
14. Discuss in detail any two models of CSR.

UNIT-III

UNIT-IV

15. CSR vs. corporate governance vs. Business ethics
16. What are the provisions of reporting CSR in accordance to Companies Act 2013?

SECTION-C

17. Case Study :

Asma, one of the junior female staff members of an organization returned back and joined after taking special leaves to take care of her mother who is ill, dependent and needs special care. She has to work full time for financial reasons. She has been facing difficulties in managing her mother's home care arrangement. Due to this she usually misses team meetings which usually take place early every day. With late comings, she has to leave work place early. She is hard working and competent in her work but her absences cause pressure and over workload on her colleagues. You are the manager and you are aware of the practice causing different disturbances around. A few male colleagues have started making comments such as "a woman's place is in the home", and is disappointing and discouraging her at every opportunity, putting her under greater stress.

Question :

How would you handle the situation to protect Asma without discrediting yourself, your profession or the practice for which you work?

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Roll No.

Total No. of Questions : 17

Total No. of Pages : 02

**MBA / MBA (IB) (2013 & Onwards) (Sem.-1)
BUSINESS COMMUNICATION FOR MANAGERIAL
EFFECTIVENESS**

Subject Code : MBA-107-18
M.Code : 75408

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer the following :

- What is a press release?
- Define Verbal and non-verbal cues in multicultural communication.
- What are the different elements of communication?
- Discuss different types of resumes.
- What do you understand by business etiquette?
- What are the various factors affecting communication in social media?
- Memorandum of understanding
- Blind carbon copy

SECTION-B

UNIT-I

- Discuss cross cultural communication. Discuss use of social networking in business communication.
- Discuss in detail the seven C'S of business Communication.

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UNIT-II

- What are different strategies to improve writing process? Discuss information gathering skills.
- Discuss the role of listening in communication. Discuss components of making effective proposal via electronic media.

UNIT-III

- Compare and contrast online oral presentation and written communication. Discuss the situations needing them.
- Discuss in detail feedback systems and how they can be used to improve communications.

UNIT-IV

- What is the basic structure of resume? What are broad guidelines for preparing for an interview?
- What is difference between bio data, resume and a CV? Discuss the situations warranting them.

SECTION-C

17. CASE STUDY :

In business a variety of interactions take place between sales staff and potential customers.

Questions :

- Draw a simple diagram to illustrate this communication process - referring to the actors when illustrating this diagram. (6)
- The senior member of the staff conducting the interview is an HOD. He is conducting a promotional interview with three staff members of his Department. He feels that you as a member of his department are performing poorly. What should be your attitude be towards the interviewee? (6)

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SECTION-C

17. Read the case study about communication and briefly answer the questions at the end.

Ramakrishnan works as the Concierge at the Sheraton Hotel. Each day he greets guests, answers their queries, and arranges tours, transport and other activities for the guests while they are staying at the hotel.

Today Ramakrishnan has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries. As he was resting his head on the front desk while sitting down, Lalita, a guest at the hotel came to his desk. She had heard all about the famous Flower Show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Ramakrishnan for his assistance. Ramakrishnan was not very attentive to Lalita's enquiry for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Flower show and a map of the city, without offering a single word. When Lalita asked him what tram to catch, he pointed to a Metro timetable.

Lita was very annoyed by Ramakrishnan's lack of assistance and told him so, as she moved behind the desk to confront him. During Lalita's outburst Ramakrishnan picked up ringing telephone and turned his back on her, blocking her entry by placing his chair in front of her. Lalita couldn't believe Ramakrishnan's attitude and told him that she would take this matter up further with management.

Answer the following questions:

- a. Identify Ramakrishnan's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space). 5
- b. What parts of the Case Study give examples of poor communication? How? 4
- c. Suggest ways in which this situation be rectified? 3

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May/June 2019

Roll No.

Total No. of Questions : 17

Total No. of Pages : 03

**MBA (2018 Batch) (Sem.-1)
BUSINESS COMMUNICATION FOR MANAGERIAL
EFFECTIVENESS**

Subject Code : MBA-107-18

M.Code : 75408

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

Answer the following :

(2x8=16)

- Define effective communication.
- What are semantic barriers?
- Give two features of cross cultural communication.
- What are the characteristics of grapevine?
- What the significance of electronic communication?
- What are the different types of Business Reports?
- "Listening is a significant part of any communication process". Comment.
- What is informal communication?

SECTION-B

UNIT-I

- Highlight importance of effective communication in organisations 4
 - Explain the role of beliefs, customs and attitude in communication. 4
- What are the 7 C's of effective communication? Describe the physical and linguistic barriers to communication. 8

UNIT-II

- Describe ways for developing effective writing skills. Discuss the importance of analysing the situation and the audience before a written business communication. 8
- Enumerate the structure of a good project proposal with its headings, contents, objective, coherence and presentation. While drafting a proposal, what technicalities should be kept in mind? 8

UNIT-III

- Discuss the essential features of an online presentation to a larger audience. How can the presentation be enhanced using visual aids? 8
- How does group discussion contribute to successful business communication? Explain Do's and Don'ts of Process of Group Discussion. 8

UNIT-IV

- What is the importance of a good resume? Discuss the important elements and layout of a good resume. 8
- Outline the steps for the preparation for a job interview as Area Sales Manager in a multinational manufacturing organisation. 4
 - Highlight the importance of simulation games as a tool of experiential learning. 4



SECTION-C

17. Read the case study about communication and briefly answer the questions at the end.

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Answer the following questions:

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May/June 2019

Roll No.

Total No. of Questions : 17

Total No. of Pages : 02

MBA (2018 Batch) (Sem.-1)
BUSINESS ETHICS AND CSR

Subject Code : MBA-106-18

M. Code : 75407

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

- Ethics
- Normative ethics
- Ethical dilemma
- Code of ethics
- Triple bottom line
- Corporate social responsibility
- Internal stakeholders
- Myths

SECTION-B

UNIT-I

- What do you mean by Business ethics? What are the roles and responsibilities of various stakeholders in it?

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- "Business is related to making profit, where as ethics deal with right or wrong. Therefore Business and ethics are not related to each other". Discuss

UNIT-II

- What are the types of ethical dilemmas?
- What causes an ethical dilemma in business?

UNIT-III

- What is the relationship between CSR and Corporate Governance?
- What is the need for CSR?

UNIT-IV

- Describe different strategies of Corporate Social Responsibility.
- Discuss the role and responsibilities of society in Corporate Social Responsibility.

SECTION-C

Case Study :

Mr. Vir Sinha, M.D. Natural Beverages Ltd., was looking at the "AD Punch line" created by his product manager Jain Shah. He was taken a back by the claim that their new product "NATU-RAS" energy drink is "The best fitness plan for your health -real fruit and no sugar".

Jain Shah, the product manager, was little uneasy when asked by his M.D. as to how we can claim "Best health plan drink" when they know that they are preservatives and permissive food colours. Jain defended by saying that all shampoo and hair oil advertisements also make similar hyper claims as a mode of communicating superiority of their respective brands.

- Discuss, how in this case the question of ethics in advertising has been linked to persuasive product communication for "NATU-RAS".
- What ethical advice you will give to Mr. Vir Sinha to develop a persuasive advertisement, without compromising on the ethical aspects of advertising.

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May/June 2019

Roll No.
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Total No. of Pages : 03

MBA (2018 Batch) (Sem.-1)
BUSINESS ENVIRONMENT AND INDIAN ECONOMY
Subject Code : MBA-105-18
M.Code : 75406

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Answer the following :

- Q1. What is Liberalisation?
- Q2. What is Privatisation?
- Q3. What is Monetary Policy?
- Q4. What is Annual Budget?
- Q5. What is MNC?
- Q6. What do you understand by the term 'Disinvestment'?
- Q7. What is WTO?
- Q8. What is EOU?



SECTION-B

UNIT-I

- Q9. Explain the purpose of Fiscal Policy in detail.
- Q10. Discuss the Key Aspects of the Economic Planning in India After Independence.

UNIT-II

- Q11. Discuss the uses and abuses of Right of Information Act, 2005 in detail
- Q12. Discuss the major features of Green Management in detail

UNIT-III

- Q13. What are the problems in technology transfer? Discuss.
- Q14. Discuss the nature and scope of trading blocks in detail.

UNIT-IV

- Q15. Discuss the reasons for Unemployment in India.
- Q16. Explain the different methods of primary sector financing.

SECTION-C

Q17. Read the following case study and answer the below mentioned questions :

In our opinion, it does not make much difference if the resources raised from disinvestment of public enterprises are used as receipts to be spent on education, health and employment generation schemes or used for retiring a part of the past public debt. In the case of disinvestment receipts being used for making worthwhile expenditure will result in a lower borrowing by the Government, that is, less increment in public debt. Disinvestment, especially privatisation of public sector enterprises, will ensure that the working of these enterprises will be governed by professional managers guided by market mechanism instead of being administered by bureaucrats. Functioning of these enterprises in the competitive environment of free markets will lead to higher efficiency and productivity. Privatisation will also lead to the closing down of unviable and sick public sector enterprises. A private company which buys such sick public sector units

will benefit only those the real estate and assets of the such public sector entities. Privatization of public enterprises through public sector disinvestment is also beneficial to the joint venture. It may be noted that exports will be through private direct foreign investment in terms than the proceeds through foreign aid to commercial borrowing from state institutions in various industries. State enterprise is said to be as bad and unproductive as private monopolies. The privatization of some monopolistic public enterprises would reduce competition which will lead to increase in efficiency and productivity. As a result of privatization underutilized capacity will be fully utilized. Privatization, especially privatization of public sector enterprises, will ensure that the production instead of being administered by bureaucrats.

Questions:

- Q1. Summarize the case in your own words.
- Q2. Discuss the advantages of Disinvestment.
- Q3. Give your views against the Disinvestment.
- Q4. Do you think that State Privatization is beneficial?

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SECTION-C

- 17) The following particulars are taken from the records of XYZ limited engaged in the manufacturing of two products X and Y from a certain material :

	Product X (Per Unit)	Product Y(Per Unit)
Sales	Rs 2,500	Rs 5,000
Material Cost (Rs 50 per kg)	500	1,250
Direct Labour (Rs 30 per hour)	750	1,500
Variable Overhead	250	500

Comment on profitability of each product when :

- (a) When sales in Value is limited
- (b) Raw material is in short supply
- (c) Production capacity is the limiting factor
- (d) Find the product mix to yield maximum profits if total availability of raw material is 20,000 kg and maximum sales potential of each product is 1,000 units.

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May/June 2019

Roll No.
 Total No. of Questions : 17

Total No. of Pages : 04

MBA (2018 Batch) (Sem.-1)
QUANTITATIVE TECHNIQUES
 Subject Code : MBA-103-18
 M.Code : 75404

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

- Define Statistics.
- Define Mean.
- Define Pearson's Correlation Coefficient.
- What is probability?
- What is Binomial Distribution?
- Define Game Theory.
- Define PERT.
- What is Linear Programming?

SECTION-B

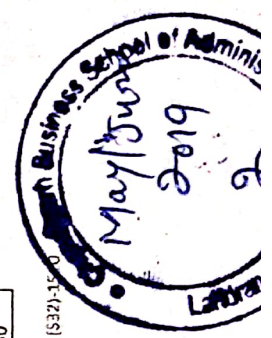
UNIT-I

9. From the following data find the value of median :

Income (Rs.)	5,000	5,500	6,800	8,000	8,500	7,800
No. of persons	24	26	16	20	6	30

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10. From the prices of shares of X and Y below, find out which is more stable in value.

X	35	54	52	53	56	58	52	50	51	49
Y	108	107	105	105	106	107	104	103	104	101

UNIT-II

11. Calculate Karl Pearson's coefficient of correlation from the following data and interpret its value :

Roll No.	1	2	3	4	5
Marks in Science	48	36	18	23	47
Marks in Mathematics	43	20	40	25	45

12. Discuss various approaches to calculate probability.

UNIT-III

13. Explain Normal Distribution and its applications.

14. Use Simplex Method to solve the following L.P.P.:

Max. $Z = 5x_1 + 8x_2$ Subject to the constraints:
 $2x_1 + x_2 \leq 48$ $2x_1 + 5x_2 \leq 100$ $2x_1 + 3x_2 \leq 80$; $x_1 \geq 0$ and $x_2 \geq 0$

UNIT-IV

15. Find the basic feasible solution by at least three different methods for the following transportation problem :

From / To	A	B	C	D	Availability
F ₁	10	7	3	6	3
F ₂	1	6	7	3	5
F ₃	7	4	5	6	7
Demand	3	2	6	4	

16. Four jobs 1,2,3 and 4 are to be processed on each of the five machines A, B, C, D and E in the ABCDE order. Find the total elapsed time if no passing jobs is permitted.

	Machines				
	A	B	C	D	E
1	7	5	2	3	9
2	6	6	4	5	10
3	5	4	5	6	8
4	8	3	3	2	6

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SECTION-C

17. Solve the case study attached :

The equivalent of a new kindergarten class is born every day at Orlando's Arnold Palmer Hospital. With more than 13,000 births in the mid-2000s in a hospital that was designed 15 years earlier for a capacity of 6,500 births a year, the newborn intensive care unit was stretched to the limit. Moreover, with continuing strong population growth in central Florida, the hospital was often full. It was clear that new facilities were needed. After much analysis, forecasting and discussion, the management team decided to build a new 273-bed building across the street from the existing hospital. But the facility had to be built in accordance with the hospital's Guiding Principles and its uniqueness as a health care center dedicated to the specialized needs of women and infants. Those Guiding Principles respected, sanctuary of caring that includes warm, serene surroundings with natural lighting, sincere and dedicated staff providing the highest quality care and patient-centered flow and function.

The vice president of business development, Karl Hodges, wanted a hospital that was designed from the inside out by the people who understood the Guiding Principles who knew most about the current system and who were going to use the new system, namely, the doctors and nurses. Hodges and his staff spent 13 months discussing expansion needs with this group, as well as with patients and the community, before developing a proposal for the new facility. An administrative team created 35 "user" groups, which held over 1,000 planning meetings (lasting from 45 minutes to a whole day). They even created a "Supreme Courts" to deal with conflicting views on the multifaceted issues facing the new hospital.

Funding and regulatory issues added substantial complexity to this major expansion and Hodges was very concerned that the project stay on time and within budget. Tom Hyatt, director of facility development, was given the task of onsite manager of the \$100 million project, in addition to overseeing ongoing renovations, expansions, and other projects. The activities in the multi-year project for the new building at Arnold Palmer are shown in Table 3.7.

Discussion Questions

1. Develop the network for planning and construction of the new hospital at Arnold Palmer.
2. What is the critical path and how long is the project expected to take?
3. Why is the contraction of this 11-story building any more complex than construction of an equivalent office building?
4. What percent of the whole project duration was spent in planning that occurred prior to the proposal and reviews? "Prior to the actual building construction." Why?



Table 3.7 Expansion Planning and Arnold Palmer Hospital Construction Activities and Times*

Activity	Scheduled Time	Precedence Activity
1. Proposal and review	1 month	-
2. Establish master schedule	2 weeks	1
3. Architect Selection Process	5 weeks	1
4. Survey whole campus and its needs	1 month	1
5. Conceptual architect's plans	6 weeks	3
6. Cost estimating	2 months	2,4,5
7. Deliver plans to board for consideration/decision	1 month	6
8. Surveys/regulatory review	6 weeks	6
9. Construction manager selection	9 weeks	6
10. State review of need for more hospital beds ("Certificate of Need")	3.5 months	7,8
11. Design drawings	4 months	10
12. Construction documents	5 months	9,11
13. Site preparations/demolish existing building	9 weeks	11
14. Construction start/building pad	2 months	12,13
15. Relocate utilities	6 weeks	12
16. Deep foundations	2 months	14
17. Building structure in place	9 months	16
18. Exterior skin/roofing	4 months	17
19. Interior buildout	12 months	17
20. Building inspections	5 weeks	15,19
21. Occupancy	1 month	20

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May/June 2019

Roll No.

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MBA (2018 Batch) (Sem.-1)
MANAGERIAL ECONOMICS
Subject Code : MBA-102-18
M.Code : 75403

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

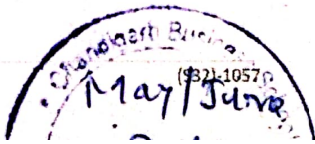
Answer briefly :

1. What is Managerial Economics?
2. What is Opportunity Cost?
3. What is Average Revenue?
4. What is Budget Multiplier?
5. What is Cross Elasticity?
6. GDP
7. Profit
8. Unemployment

SECTION-B

UNIT -I

9. What do you mean by demand? What are the determinants of demand?
10. Define Indifference Curve. What are the properties of Indifference Curve?



UNIT-II

11. Explain the Law of Variable Proportion.
12. Explain the relationship between Cost and Production Function.

UNIT-III

13. Explain Price Leadership model of Oligopoly.
14. Explain different pricing practices in India.

UNIT-IV

15. What are various motives for holding money?
16. Explain different methods of measuring National Income.

SECTION-C

17. Case Study :

Jindal Pvt. Ltd. was established in 1995. The company started manufacturing of Water Geyser with a brand name of 'Ganga'. During initial 10 years, the company made good profits. But, its profits gradually declined due to competition from national brands. The promoters of the company had a committed team of workers who were constantly working on Research and Development. Finally, they came out in the year 2006, with an innovative product, named Maha Ganga which runs even at very low voltage and consumes less electricity. Thus, the company is monopoly manufacturer of 'Maha Ganga'. The company is currently supplying its products in geographically separated markets of Punjab and Haryana. The company is currently charging the same price in Himachal Pradesh and Uttarakhand. The Chief Economist of the company has informed the top management that price elasticity of demand at currently-charged price is 3 in Himachal Pradesh and 5 in Uttarakhand. The top management is planning to charge two different prices in Punjab and Haryana in order to make more profits.

Questions :

- (1) Will it be possible for the company to charge two different prices in Himachal Pradesh and Uttarakhand ? If yes, under what conditions? Explain.
- (2) Will it be profitable for the company to charge two different prices in Himachal Pradesh and Uttarakhand ? - Explain.
- (3) Given the volume of total production, supply will be transferred from Himachal to Uttarakhand or from Uttarakhand to Himachal. Why? (Assume that transport cost for supplying the product in both the states is the same for the company.)

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