

Aug. 2022  
Sem - I

Roll No. 

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Total No. of Questions : 17

Total No. of Pages : 03

MBA/MBA (IB) (Sem.-1)  
**FOUNDATIONS OF MANAGEMENT**

Subject Code : MBA-101-18

M.Code : 75402

Date of Examination : 08-08-22

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.
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. Give the characteristics of management as a science.
2. Systems theory of Management.
3. McKinsey's 7-S approach
4. Management by Objectives
5. Departmentalization and its bases.
6. Span of Management.
7. Business process re-engineering
8. Techniques of effective coordination.

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## SECTION-B

### UNIT-I

9. "*Management is the art of getting things done through others*". Comment on the statement and explain important functions of management with the help of suitable illustrations.
10. What do you mean by Scientific Management? Discuss the principles and elements of scientific management. Is the theory of scientific management relevant in today's business context? Comment.

### UNIT-II

11. What is planning? Discuss the steps of planning process with the help of suitable illustrations? How will you apply these steps in a Mall construction project?
12. What is decision making? Explain various types of decisions. Also discuss different techniques of decision making with their merits and demerits.

### UNIT-III

13. Differentiate between formal and informal organization? Explain different types of organizational structures with their pros and cons?
14. Define delegation? Explain various factors affecting delegation? What are the prerequisites of effective delegation?

### UNIT-IV

15. What do you understand by controlling? How it is related to planning? Explain the process of controlling with examples.
16. What do you mean by Japanese Management and Chinese style of Management? Critically analyse the similarities and dissimilarities of both styles of management.

## SECTION-C

### 17. Case study:

Marco Hernandez is president of Hernandez & Associates Inc., a full-service advertising agency with clients across North America. The company provides a variety of marketing services to support its diverse group of clients. Whether called on to generate a strategic plan, create interactive Websites, or put together a full blown media campaign, the team at Hernandez & Associates prides itself on creative solutions to its clients, marketing challenges. The firm was founded in 1990 with an emphasis in the real estate industry. It quickly expanded its client base to include health care, as well as food and consumer

products. Like many small firms, the company grew quickly in the “highflying” 1990s, but its administrative costs to obtain and serve businesses also skyrocketed. And, as with many businesses, the agency’s business was greatly affected by the terrorist attacks of September 11, 2001, and the economic downturn that followed. Clients’ shrinking budgets forced them to scale back their business with Hernandez & Associates, and staff cutbacks meant that clients needed more marketing support services as opposed to full-scale campaigns.

Hernandez & Associates now faced a challenge—to adapt its business to focus on what the clients were asking for. Specifically, clients, with their reduced staffs, were looking for help responding to their customers’ requests and looking for ways to make the most of their limited marketing budgets. Its small, cohesive staff of 20 employees needed to make some fast changes. As president of Hernandez & Associates, Marco Hernandez knew his team was up for the challenge. He had worked hard to create an environment to support a successful team—he recruited people who had solid agency experience, and he consistently communicated the firm’s mission to his team. He made sure the team had all the resources it needed to succeed and continually took stock of these resources. He had built his team as he built his business and knew the group would respond to his leadership. But where to start? Getting the team to understand that growth depended on a shift in how it served its clients was not difficult—each of the employees of the small firm had enough contact with the clients that they knew client needs were changing. But making significant changes to the status quo at Hernandez & Associates would be difficult. Group roles had to change—creative folks had to think about how to increase a client’s phone inquiries and Web site visits; account people needed a better understanding of the client’s desire for more agency leadership. And everyone needed a better sense of the costs involved. The company as a whole required a more integrated approach to serving clients if they hoped to survive. Marco needed a plan.

**Questions :**

- a. Like many leaders, Marco already has a team in place and cannot build a new team to adapt to the changing business environment his firm. Diagnose the problems faced by the firm and also, discuss what can be strategies that can be implemented to solve the problems?
- b. Identify potential resources for Marco and his team. Also, analyse strategy of the company in implementing change.

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## UNIT-II

11. Explain the assumptions and importance of isoquants. How least cost combination of inputs is determined?
12. Explain different types of revenues. Explain the relationship between elasticity of demand and revenue.

## UNIT-III

13. What is oligopoly market structure? How price and output is determined in collusive oligopoly and non-collusive oligopoly?
14. What is interest rate? Explain different theories of determination of interest rate along with their pros and cons.

## UNIT-IV

15. What is multiplier? How it works in the economy? Explain different types of multiplier.
16. Explain different methods of determination of national income. Why it is important to measure the national income?

## SECTION-C

17. Case study :

Suppose that the price of basketball tickets at your college is determined by market forces. Currently, the demand and supply schedules are as follows :

Price	Quantity Demanded	Quantity Supplied
\$4	10,000 tickets	8,000 tickets
\$8	8,000 tickets	8,000 tickets
\$12	6,000 tickets	8,000 tickets
\$16	4,000 tickets	8,000 tickets
\$20	2,000 tickets	8,000 tickets

- a) Draw the demand and supply curves.
- b) What is unusual about this supply curve? Why might this be true?
- c) What is equilibrium price and quantity of tickets?

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10. The average number of deposits in a certain bank for the years 2007, 2008, 2009 and 2010 was 25060. The number of deposits in the year 2012 was 11 percent higher than those in the year 2011, while the average for the six years 2007 to 2012 was 30,070. Find the number of deposits in each of the year 2011 and 2012.

### UNIT-II

11. Determine the probability that :
- Both engines on a small airplane fail given that each engine fails with probability 0.05 and that an engine is twice as likely to fail when it is the only engine working.
  - An automobile is recalled for brake failure and has steering problems, given that 15 percent of the model was recalled for brake failure and 2 percent had steering problem.
  - A citizen files his or her return and cheats on it, given that 70 percent of all citizens who file returns and 25 percent of those who file cheat.
12. Explain relationship between correlation coefficient and regression coefficient by giving suitable examples. Explain the properties of correlation coefficient.

### UNIT-III

13. G.J. Breweries Ltd. Have two bottling plants, one located at 'G' and the other at 'J'. Each plant produces three drinks, whisky, beer and brandy named A, B and C respectively. The number of the bottles produced per day are shown in the table.

Drink	Plant at	
	G	J
Whisky		
Beer	1,500	1,500
Brandy	3,000	1,000
	2,000	5,000

A market survey indicates that during the month of July, there will be a demand of 20,000 bottles of whisky, 40,000 bottles of beer and 44,000 bottles of brandy. The operating cost per day for plants at G and J are 600 and 400 monetary units. For how many days each plant be run in July so as to minimize the production cost, while still meeting the market demand? Formulate this problem as an LP Problem and solve that using graphical method.

14. What is a game in game theory? What are the properties of a game? Explain the 'best strategy' on the basis of minimax criterion optimality.



### UNIT-IV

15. A company has four warehouses, a,b,c and d. It is required to deliver a product from these warehouses to three customers A, B and C. The warehouses have the following amounts in stock :

<b>Warehouse :</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
<b>No. of Units :</b>	15	16	12	13

And the customers' requirements are

<b>Customer</b>	<b>A</b>	<b>B</b>	<b>C</b>
<b>No. of units</b>	18	20	18

The table below shows the costs of transporting one unit from warehouse to the customer.

		Warehouse			
Customer	A	a	b	c	d
	B	6	11	5	10
	C	3	8	7	9

Find the optimal transportation routes.

16. Compare and contrast CPM and PERT. Under what conditions would you recommend the scheduling by PERT? Justify your answer with reasons.

### SECTION-C

17. **Case Study :**

Mr. Vipin Jain, owner of Clothing Stores is planning annual sale of shirts and pants. Mr. Jain is planning to use two different forms of advertising, viz., radio and newspaper ads, in order to promote the sale, Based on past experience, Mr. Jain feels confident that each newspaper advertisement will reach 40,000 shirt customers and 80,000 pant customers. Each radio advertisement, he believes, will reach 30,000 shirt customers and 20,000 pant customers. The cost of each newspaper advertisement is Rs. 30,000 and the cost of each radio spot is Rs. 45,000. The advertising agency will prepare the advertisements and it will require 5 man-hours of preparation for each newspaper advertisement and 15 man-hours of preparation for each radio spot Mr. Jain's sales manager says that a minimum of 75 man-hours should be spent on preparation of advertising in order to fully utilize the services of advertising agency. Mr. Jain feels that in order to have a successful sale, the advertising must reach at least 3,60,000 shirt customers and at least 4,00,000 pant customers.

You as newly appointed management trainee are expected to suggest the media planning for advertisement at a minimum cost and still attain the objective of Mr. Jain.

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Aug 2022

Roll No. 

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Total No. of Questions : 17

Total No. of Pages : 04

MBA / MBA (IB) (Sem.-1)  
**ACCOUNTING FOR MANAGEMENT AND REPORTING**

Subject Code : MBA-104-18

M.Code : 75405

Date of Examination : 11-08-22

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.
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 carries TWELVE marks.

**SECTION-A**

Write short notes on the following :

1. Accounting Equation
2. Debtors
3. Cost Unit
4. Rolling Budget
5. Inventory Turnover Ratio
6. Common Size Statements
7. Life Cycle Costing
8. IFRS

**SECTION-B**

**UNIT-I**

9. What is financial accounting? Discuss in detail the various concepts and conventions followed in book keeping and accounting.
10. "Accounting is the language of Business". Elucidate with suitable examples. Also briefly discuss the various limitations of financial accounting.

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## UNIT-II

11. What do you mean by cost sheet? Draw the tentative format of a cost sheet with imaginary figures. Also briefly discuss the situations where cost sheet can be used effectively.
12. XYZ Ltd. a multi-product company furnishes you the following data relating to the year 2022 :

	First Half of the YEAR (Rs.)	Second Half of the YEAR (Rs.)
Sales	45,000	50,000
Total Cost	40,000	43,000

Assuming that there is no change in prices and variable cost and that the fixed expenses are incurred equally in the two half year periods, you are required to calculate :

- a) P / V Ratio
- b) Fixed Expenses
- c) Break-even Sales
- d) Percentage of Margin of Safety.

## UNIT-III

13. "Financial statement analysis extracts useful information from the accounting data presented by financial and cost accounting". Explain. Also discuss the merits and limitations of financial statement analysis.
14. Rupal Products Ltd. presents to you the following Balance Sheet and Profit and Loss Account :

Liabilities	As on	As on	Assets	As on	As on
	31-03-2021 (Rs.)	31-03-2022 (Rs.)		31-03-2021 (Rs.)	31-03-2020 (Rs.)
Equity share capital	25,00,000	25,00,000	Fixed Assets	60,00,000	65,00,000
Profit and loss account	20,75,000	23,65,000	Investments	6,25,000	2,50,000
14% Debentures	15,00,000	12,50,000	Stock	10,33,250	12,67,750
Sundry creditors	2,56,250	3,04,250	Sundry debtors	4,00,000	4,50,000
Expenses outstanding	54,500	68,500	Cash at bank	3,35,500	4,83,500
Provision for bad debts	20,000	22,500	Preliminary expenses	12,000	9,000
Provision for depreciation	20,00,000	24,50,000			
<b>Total</b>	<b>84,05,750</b>	<b>89,60,250</b>	<b>Total</b>	<b>84,05,750</b>	<b>89,60,250</b>

**Profit and loss Account For the year ended March 31-2022**

	Rs.		Rs.
To Opening Stock	10,33,250	By Sales	91,00,500
To Purchases	48,84,500	By closing stock	12,67,750
To Gross Profit	44,50,500		
	<b>1,03,68,250</b>		<b>1,03,68,250</b>
Provision for bad debts	2,500	Gross Profit	44,50,500
Operating Expenses	19,58,750	By Law suit compensation	1,25,000
To Provision for depreciation	4,50,000	By Interest on investments	65,000
Preliminary expenses written off	3,000	Profit on sale of investments	18,750
To Interest on debentures	1,92,500		
To Income tax paid	8,21,000		
To Net Profit	12,31,500		
	<b>46,59,250</b>		<b>46,59,250</b>

You are required to prepare the cash flow statement for the year ended March 31-2022.

**UNIT-IV**

15. What do you mean by price level accounting? Discuss in detail the various methods used in price level accounting. Also briefly discuss the merits and limitations of price level accounting.
16. What do you mean by US GAAPs? Discuss in detail the process of harmonization.

## SECTION-C

### 17. Case Study :

From the following information and ratios, prepare Profit and Loss Account for the year ended March 31, 2009 and Balance Sheet as on that date.

Current assets to stock	3:2
Current ratio	3.00
Acid test ratio	1.00
Financial leverage ,	2.20
Earning per share	Rs. 10.00 (each of Rs. 10)
Book value per share	Rs. 40.00
Average collection period	30 days (assume 360 days in the year)
Stock turnover ratio	5.00
Fixed assets turnover ratio	1.20
Total liabilities to net worth ratio	2.75
Net working capital	Rs. 10 Lakhs
Net profit to sides	10%
Variable cost	60%
Long term loan interest	12%
Taxation	Nil

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Aug 2022

Roll No. 

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Total No. of Questions : 17

Total No. of Pages : 03

MBA (Sem.-1)

**BUSINESS ENVIRONMENT AND INDIAN ECONOMY**

Subject Code : MBA-105-18

M.Code : 75406

Date of Examination : 12-08-22

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.
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**

Answer the following :

1. Fundamental Rights.
2. Impact of Recession on Business.
3. Consumerism.
4. Carbon Foot Printing.
5. Special Economic Zones (SEZs).
6. Any three features of Indian Economy.
7. Social Inclusion.
8. Discuss any two factors affecting Infrastructure Development.

## SECTION-B

### UNIT-I

9. What do you understand by scanning the Business Environment? Describe in detail any TWO techniques of scanning the Business Environment.
10. Critically evaluate the achievements of Fiscal Policy in India. What suggestions will you give for necessary reforms in Fiscal Policy?

### UNIT-II

11. Describe in detail various objectives of Public Sector Undertakings (PSUs) in India. How far, in your view, have Public Sector Undertaking? (PSUs) in India contributed to the growth and development of the country.
12. Discuss in brief the main features of FEMA 1999. Also, discuss the major implications of FEMA 1999 for the Indian business.

### UNIT-III

13. Discuss in detail the functions of WTO. Also, state in brief the implications of WTO for India.
14. What is the impact of technology on business? Discuss various problems related to technology transfer.

### UNIT-IV

15. Discuss in brief the status of unemployment in India. Also, state the Central and State Govt. policies to tackle the issue of unemployment in India.
16. Discuss in detail the drivers of demand for Social Infrastructure. What is the role of Social Infrastructure in economic growth of a country?

### SECTION-C

#### 17. Solve the following Case Study :

Byju's Raveendran's passion for teaching was ignited after tutoring a few friends for prep exams way back in 2003. The Azhikode-born teacher-entrepreneur's equation with teaching began in 2007 when he quit his IT job in the UK and set up shop in Bangalore. Raveendran is an extremely humble and grounded personality. He has never forgotten his roots or allowed fame and money to change him. At present his game-changing education app Byju's has over 10 million downloads just on the Android platform. At present, Byju's is valued at \$22 billion. Byju's believes in, "If you know how to learn, then you can learn anything". For many students in our education system, learning is more or less an activity which involves rote learning and then reproducing the information on Final exams. Realising the rot in the system, Byju's set out to make learning a more fun and gratifying experience. Not limiting himself to just teaching subjects, Byju's revamped the whole experience behind learning. As an entrepreneur, one need to be curious and willing to explore options, as this inquisitive nature will help one in finding solutions and work to improve the status quo. The core of Byju's vision and mission has been to revolutionise the education system, something which struck a chord with students, parents, and even investors. When the underlying motive behind your venture itself is disruptive, support will flow in from all quarters. With a constant focus on making learning and educating a holistic pursuit, Byju's has always tried to satisfy the students. At present, Byju's also offers personalised solutions to each individual user based on their needs. With reports, data and insights, and customization tools given to all students, they have the power of learning exponentially. With an 89% subscription renewal rate, Byju's has created a long-term partner for learning for lakhs of students. What Byju's has done really, really well and why it is getting all this love from the market is because it cracked the commerce part of the question in an effective way. What started with low-key online courses, education start-up Byju's is now eyeing overseas global expansion and acquisitions. Among the global regions, Raveendran may look at markets such as the US and the Middle East. He has been meeting investors and potential acquisition target companies there. There is a lot of work ahead for Byju's in the coming year to sustain the momentum it has built up so far. It made its first acquisition by buying Vidyarthi, a career guidance and academic profile-builder.

#### Questions :

- (a) Describe the reasons of Byju's success.
- (b) Can it sustain the momentum it has built so far?

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Aug 2022

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Total No. of Pages : 03

Total No. of Questions : 17

**MBA / MBA (IB) (Sem.-1)**  
**BUSINESS ETHICS AND CSR**

Subject Code : MBA-106-18

M.Code : 75407

Date of Examination : 13-08-22

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. Difference between Code of Ethics and Code of Conduct
2. Globalisation and Business Ethics.
3. Ethical Reasoning.
4. Ethical implications at Top Level.
5. Any two arguments in favour of Corporate Social Responsibility.
6. Triple Bottom Line.
7. Strategic Planning and Corporate Social Responsibility.
8. Japanese model of Corporate Governance.



## SECTION-B

### UNIT-I

9. Explain in detail Kohlberg's six stages of moral development. Also, narrate the relevance of his contributions in the present business scenario.
10. Explain any five myths about Business Ethics. Also, describe any three emerging issues in Business Ethics.

### UNIT-II

11. What is an Ethical Dilemma? How to resolve an Ethical Dilemma?
12. Discuss in detail various ethical issues in Accounting and Finance.

### UNIT-III

13. How many principles are there under National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business? Briefly explain those principles.
14. Why is CSR important? Briefly explain various models of CSR also.

### UNIT-IV

15. Describe in detail the main provisions of Corporate Social Responsibility as per Companies Act 2013. Please state in brief which modification, in your view, is still needed.
16. Discuss in brief the need of Corporate Governance. Also, discuss briefly the Corporate Governance developments in India.

## SECTION-C

17. Solve the following Case Study :

"Some bosses just like you to be there, whether you need be there or not. So I have come up with ways to look like workaholic," Raja Ramayya said. "I can be off shopping or on a two - hour lunch, and everyone back at the office thinks I'm still there," he noted, smiling.

**Raja Ramayya then listed his strategies :**

- a. Before leaving, place a fresh, steaming cup of coffee on your desk; people will assume you'll be right back ;
- b. Always leave the lights on and the computer running;
- c. Hang around the office until the last supervisor leaves- then go...
- d. Arrive early and let them see you, your car, and your office up and running, and then leave for the morning;
- e. Go in on Saturday and stay for a few hours - you don't need to work, just make sure someone sees you;
- f. If you leave early, call back in and ask someone to look something up in your office - they will assume you're at an out -of- office meeting;
- g. If you must make personal calls, always have a pad in front of you, write on it frequently and speak firmly (the rest of the office will think you're negotiating);
- h. Leave personal belongings (coat, jacket) in your office to give the impression that you are returning.

**Questions :**

- a) Evaluate Raja Ramayya's strategies from an ethical perspective.
- b) Should Raja Ramayya consider flexible hours? Why? Explain in detail.
- c) Does Raja Ramayya have enough to keep him busy at his job? Is it dishonest for him to continue his facade?
- d) Are Raja Ramayya's actions just a response to management's basis of evaluation that time spent in the office equals performance?

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Aug. 2022

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Total No. of Pages : 03

Total No. of Questions : 17

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

Subject Code : MBA-107-18

M.Code : 75408

Date of Examination : 16-08-22

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.
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**

Answer the following :

1. When is oral communication better than written communication?
2. What do you mean by cross-cultural etiquette?
3. Explain external vs. internal communication.
4. Define the communication process.
5. What is a semantic barrier?
6. Difference between memo and notice.
7. What do you mean by 7C in the communication process?
8. What is the difference between listening and hearing?

## SECTION-B

### UNIT-I

9. What is the role of effective business communication? Explain the 7Cs model of effective communication.
10. Discuss the process of communication. Explain the various barriers come in the way of effective communication.

### UNIT-II

11. Explain the various inter-office communications. Which one is the most important? Why?
12. Discuss the principles of oral presentation. What are the desirable presentation skills while making a presentation?

### UNIT-III

13. What are the rules for writing an effective e-mail? How is it different from the regular mail method of communication?
14. What do you mean by the structure and the layout of the business report? Explain in detail the various parts shown in the agenda of a formal report.

### UNIT-IV

15. Prepare a final appointment order for the general sales manager of the firm.
16. What is the difference between bio-data, a resume, and a CV? Discuss the situations warranting them.

## SECTION-C

### 17. CASE STUDY :

The section head of customer relations office at XYZ Company has decided to send inspirational quotes to his employees repeatedly throughout the day to keep them motivated. He was inspired by a workshop he had attended earlier on the same theme.

To maintain good customer relations, the employees are expected to promptly respond to customers queries and address their complaints through emails, phones, and social media feeds. This could be very stressful, given that currently the number of complaints has exponentially increased due to Covid-19 situation and the closure and restrictions imposed by the government. Muna, having a great record in meeting deadlines, has also been greatly affected by this situation because even she is not able to keep up with increase in inquiries and complaints made by the customers. The inbox is constantly full, the phone keeps ringing and social media notifications keep on popping.

Muna, along with her colleagues and after consulting the section head, has decided earlier to follow a more organized and strategic approach in finishing her work. Each hour, they will respond to the 5 earliest emails, 5 phone calls and 10 social media feeds. The employees were relieved by this decision because they usually receive only customers' emails in their inboxes and no filtration is required.

However, the manager's new approach to motivate the employees has led them to be more stressed than relieved. They started receiving countless inspirational emails from him throughout the day that they had to filter through their inbox to find customers' emails; this affected their working pace. Added to that, the company couldn't pay its internet bills as frequently leading to slow connection with non-stop customers' complaints for delayed responses. Muna couldn't bear this anymore and she blow at the weekly staff meeting threatening to resign unless the situation is alleviated.

**Answer the following questions :**

- a. What led to communication failure in this case? Explain in details.
- b. How could the section head have achieved his goal without disrupting the employees? Give examples.
- c. Are Muna and the section head emotionally intelligent people? Explain your viewpoint.

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Jan - 2022

Roll No. 

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Total No. of Pages : 01

Total No. of Questions : 08

**MBA/MBA (IB) (Sem.-1)**  
**FOUNDATIONS OF MANAGEMENT**

Subject Code : MBA-101-18

M.Code : 75402

Date of Examination : 25-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

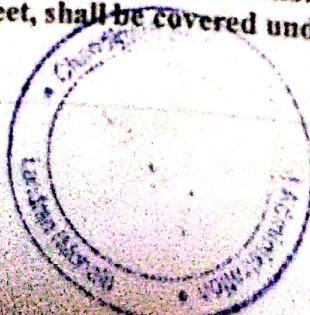
1. Attempt any FIVE question(s), each question carries 12 marks.
  
1. Why is Frederick Taylor called the father of scientific management and Henry Fayol the father of modern management theory?
2. "Planning is looking ahead, and control is looking back." Explain this statement.
3. Define the concept of MBO. Also discuss the process and various benefits of MBO in today's competitive market scenario.
4. What are the various types of organization structures? Discuss various bases for departmentalization.
5. What is span of management? What are the factors affecting span of management?
6. How do Japanese management practices differ from American management practices? Which is better the American or the Japanese management culture?
7. Define staffing. How does staffing improve job satisfaction and morale of employees? Explain the process of Staffing.
8. What is coordinating? Discuss its importance and characteristics. Explain the techniques that ensure effective coordination.

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Jan-2022

Roll No. 

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Total No. of Pages : 01

Total No. of Questions : 08

MBA/MBA(IB) (Sem.-1)  
**MANAGERIAL ECONOMICS**

Subject Code : MBA-102-18

M.Code : 75403

Date of Examination : 27-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.

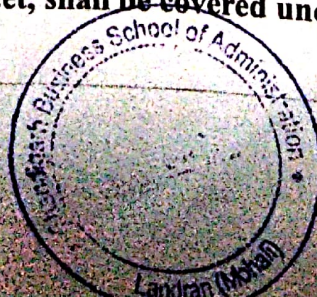
1. "Managerial Economics is interdisciplinary in nature." Discuss the statement in detail keeping in view the various disciplines and their usage in economics.
2. "There is inverse relationship between the change in the quantity demanded of the commodity as well as the change in the price of the commodity respectively." Discuss the statement and also discuss why it slopes downwards and also the various situations when it is sloped upwards.
3. Discuss Indifference Curve in detail along with its assumptions. What role it play in consumer analysis?
4. What is Production function? Discuss the production function with one variable input in detail.
5. What is Revenue? Discuss the revenue curves under all market situations.
6. Discuss the equilibrium of firm and industry under monopoly market situation in detail.
7. What is Pricing? Discuss in detail the various pricing practices in detail.
8. Define Interest. Discuss the basic capital theory of interest.

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Total No. of Pages : 01

Total No. of Questions : 08

**MBA/MBA (IB) (Sem.-1)**  
**QUANTITATIVE TECHNIQUES**

Subject Code : MBA-103-18

M.Code : 75404

Date of Examination : 28-01-22

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

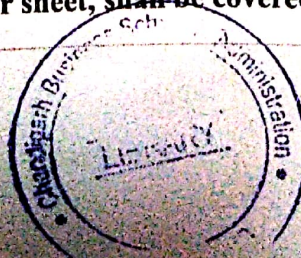
1. Attempt any FIVE question(s), each question carries 12 marks.

1. What is regression? Explain the relationship between correlation and regression.
2. Discuss the properties of Normal Distribution.
3. What are the activity durations in PERT? What is the distribution of the activity duration? Discuss how to find its mean and variance with example.
4. Describe with example simplex method of solving linear programming problems.
5. Among 1000 applicants for admission to M.A. Economics course in a university, 600 were economics graduates and 400 were non-economics graduates. 30% of economics graduates and 5% of non-economics graduate applicants got admission. If an applicant selected at random is found to have been given admission, what is the probability that he /she is an economics graduate?
6. What is the difference between a assignment problem and a traveling salesman problem? Explain with example.
7. "*Statistics may be defined as the Science of collection, presentation, analysis and interpretation of numerical data*". Comment
8. Explain briefly with example North – West corner rule for transportation problem.

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