

SECTION-B

UNIT-I

2. Why are managers important for the success of an organization? Briefly elaborate on various managerial roles and skills.
3. Critically analyze the systems approach to management. Discuss the implications of this approach for manufacturing industries.

UNIT-II

4. What is planning? Discuss in detail various types of plans with examples. Also, explain the prerequisites of an effective plan.
5. Define strategic management. Describe the steps of the strategic management process in detail.

UNIT-III

6. Define organizing. State the factors that affect organizational design. Also, discuss various types of organizational structures.
7. What do you understand by the term staffing? Explain the process of employee selection in detail.

UNIT-IV

8. Define control. Discuss various controlling techniques used to monitor organizational performance.
9.
 - a) Contrast the Japanese management and z-culture of American companies.
 - b) Write a note on Business process outsourcing. Discuss in detail the factors that affect the success of Business process outsourcing.

SECTION-C

10. Case study :

Things weren't turning out so good for JCPenney Co. and its CEO, Ron Johnson (now the former CEO, as he was let go in April 2013). Johnson arrived with much acclaim from being the head of Apple's successful retail operations. At Penney's, he immediately began one of retailing's most ambitious overhauls, trying to position the company for success in a very challenging and difficult industry. His plans included a "stores-within-a-store"

concept, no sales or promotions, and a three-tiered pricing plan. He suggested that "Penney needed a little bit of Apple's magic." From the start, analysts and experts questioned whether Penney's "customers, who were used to sales and coupons, would accept this new approach. Long story short....customers didn't. For the full fiscal year of 2012, Penney had a loss of \$985 million (compared to a loss of \$152 million in 2011).

When a company is struggling financially, it is going to impact its people. For JCPenney employees, that impact came in the form of a "traffic light" color-coded performance appraisal system. In a company-wide broadcast, supervisors were told that they should categorize their employees by one of three colors: Green-their performance is okay; yellow-they need some coaching to improve performance and Red-their performance is not up to par and they need to leave. Many employees weren't even aware of the system and supervisors were given no guidance one way or the other regarding whether to tell them about it, although company headquarters chose not to disclose the light system to employees. Although the uncertainties over how to inform or even whether to inform employees about this HR initiative is troubling, "communication and HR experts say there are other problems with this green/yellow/red approach. One is that it's insensitive to "approach the livelihoods of human beings" this way. The easy-to-understand simplistic nature of green, yellow, and red colors doesn't translate well to what will be a tremendously personal and difficult situation for many employees, especially those with a "red" appraisal. Another problem is that labeling employees can create difficult interpersonal situations. The labels can become a source of humor and teasing, which can deteriorate into hurt feelings and even feelings of being discriminated against. "No matter how benign a color-coding system may seem, it's never going to work." This doesn't mean that employers don't evaluate employees. But companies should be open about it. Employees should know that they're being rated, what the criteria are, and if they have a poor rating, what options they have for improving. There should also be a fair process of appeal or protest if an employee feels the rating was unfair.

DISCUSSION QUESTIONS

- a. Many managers say that evaluating performance is one of their most difficult tasks. Why so? What can organizations (and managers) do to make it an effective process?
- b. What's your impression of the color-coded system suggested by the former CEO? As a store department supervisor, how would you have approached that?
- c. What could JCPenney executives have done to make this process more effective?

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Total No. of Questions : 10

Total No. of Pages : 02

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

Subject Code : MBA-101-18

M.Code : 75402

Date of Examination: 20-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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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

1. Write short notes on the following :

- (a) Managerial skills
- (b) X and Y theory
- (c) Types of strategic management
- (d) Decision tree
- (e) Line-staff conflict
- (f) Steps in staffing process
- (g) Z-Culture of American companies
- (h) Knowledge management

SECTION-B

UNIT-I

2. Discuss the nature and scope of management.
3. Write a detailed note on the contributions given by F.W. Taylor.

UNIT-II

4. What are the types of plans? Discuss various steps involved in the process of planning.
5. (a) Steps in the process of strategic management.
(b) Types of decision making.

UNIT-III

6. What is organization structure? Discuss various types of organizational structure with suitable examples.
7. Discuss the importance of delegation. Explain the factors affecting delegation in detail.

UNIT-IV

8. Explain the types and techniques of control with suitable examples.
9. Differentiate between Japanese and Z-culture management with example.

SECTION-C

10. Case study :

As the head boy and head girl of Trakashay Public School', Deepak Chugh and Deepika Chawla have been given the responsibility of hosting the Teacher's Day programme in the school. In order to conduct the programme in a systematic way, Deepak and Deepika first called a meeting of the student council. In the meeting they decided about the content of the programme after taking into consideration the different available alternatives and choosing the best alternative among them. Then the various tasks required to be performed were identified and divided in accordance with predetermined schedule made by them. After that they grouped the similar activities into main groups as skit group, choir group, instrumental music group and contemporary dance group. Then each group was placed under the charge of a council member in accordance with his/her skills and competencies. These council members were in turn informed that they have to take orders and will be accountable only to Deepak and Deepika so as to facilitate coordination amongst various groups. In context of the above case:

- (a) Identify and explain the functions of management being discussed.
- (b) Describe briefly any two points highlighting the importance of each of the functions of management as identified in part (1) of the question.
- (c) State any two values that 'Trakashay Public School' wants to communicate to society.

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Max. Marks : 60

Time : 3 Hrs.

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

1. Answer briefly:

- a) Demand function
- b) Consumer Equilibrium
- c) Isoquants
- d) Returns to scales
- e) Nominal interest rate
- f) Foreign trade
- g) Non-collusive oligopoly
- h) Psychological Law of consumption

UNIT-I

2. What do you understand by elasticity of demand? Discuss the factors determining the elasticity of demand.

3. What is demand forecasting? Explain the various techniques used for demand forecasting.

UNIT-II

4. Explain the law of variable proportion. What are the reasons for the three phases of law of variable proportions?
5. What do you understand by economics and diseconomies of scales? Also explain reasons for economics of scale.

UNIT-III

6. What do you mean by monopolistic competition? How equilibrium is determine in monopolistic competition?
7. *"Firms are price taker not price maker"* in perfect competition market. Comment.

UNIT-IV

8. What is consumption function? Illustrate its behavior using a suitable diagram.
9. What precaution are necessary while estimating national income by value added or product methods?

SECTION-C

- 10 Attempt following case study:

Economists believe that very high rates of inflation and hyperinflation are harmful and are caused by an excessive growth of the money supply. Views on which factors determine low to moderate rates of inflation are more varied. Low or moderate inflation may be attributed to fluctuations in real demand for goods and services, or changes in available supplies such as during scarcities. However, the consensus view is that a long-sustained period of inflation is caused by money supply growing faster than the rate of economic growth.

- a) *"Inflation is positive for the economic growth"*. Comment.
- b) How government deals with the situation of inflation?
- c) *"Inflation has a direct relation with the aggregate demand"*. Comment.

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Total No. of Questions : 10

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

Subject Code : MBA-103-18

M.Code : 75404

Date of Examination : 07-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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 3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write short notes on the following :

- (a) Mode
- (b) Quartile Deviation
- (c) Scatter Diagram
- (d) Mutually Exclusive Events
- (e) Poisson Distribution
- (f) Big-M Method
- (g) Two Person Zero Sum Game
- (h) PERT.

SECTION-B

UNIT-I

2. Differentiate between measures of central tendency and measures of variation. Briefly describe the practical application areas of measures of central tendency and measures of variation.

3. Following information is given regarding the overall miles per gallon (MPG) of 2024 small SUVs :

26, 22, 23, 21, 25, 24, 22, 26, 25, 22, 21, 21, 22, 22, 23, 24, 23, 22, 21 and 22 You are required to compute :

- Compute the mean, median, and mode.
- Compute the variance, standard deviation and range

UNIT-II

- Differentiate between correlation and regression. Briefly describe the practical application areas of correlation and regression.
- Consider the 80 households that purchased televisions that had a faster refresh rate. In the following table you see that 64 households are satisfied with their purchase and 16 households are dissatisfied.

Television Refresh Rate	Satisfied with Purchase		
	Yes	No	Total
Faster	64	16	80
Standard	176	44	220
Total	240	60	330

Suppose 2 households are randomly selected from the 80 households, you are required to find probability that both households are satisfied with their purchase.

UNIT-III

- Define normal distribution. Discuss the various properties of normal distribution.
- You are required to solve the following linear programming problem :

$$\text{Maximize } Z = 5X + 2Y$$

Subject to :

$$2X + 3Y \leq 420$$

$$4X + 6Y \leq 610$$

$$10X + 8Y \leq 125$$

$$X \text{ and } Y \geq 0$$

UNIT-IV

8. What do you mean by balancing an assignment problem? What steps you take to solve maximization case in assignment problem? Explain with suitable example.
9. The demand pattern for a product at for consumer centres, A, B, C and D are 5000 units, 7000 units, 4000 units and 2000 units respectively. The supply for these centres is from three factories X, Y and Z. The capacities for the factories are 3000 units, 6000 units and 9000 units respectively. The unit transportation cost in rupees from a factory to consumer centre is given below in the matrix. Develop an optimal transportation schedule and find the optimal cost.

From	To			
	A	B	C	D
X	8	9	12	8
Y	3	4	3	2
Z	5	3	7	4

SECTION-C

10. Case-Study :

At a local University, the Student Commission on Programming and Entertainment (SCOPE) is preparing to host its first rock concert of the school year. To successfully produce this rock concert, SCOPE has listed the requisite activities and related information in the following table (duration estimates measured in days) :

Activity	Immediate Predecessor	Optimistic	Most Probable	Pessimistic
A	-----	8	10	15
B	-----	7	8	9
C	A	5	6	10
D	B	3	3	3
E	B, C	1	5	9
F	D	4	7	10
G	E	3	8	10

You are required to:

- Draw the project network.
- Compute the expected duration and variance of each activity.
- Determine the critical path in the project network.

- (d) What is the expected duration and variance of the critical path?
- (e) What is the likelihood that the project will be completed within 30 days?
- (f) If activity B is delayed by six days beyond its early start time, how does this affect the expected project duration?

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Total No. of Questions : 10

ACCOUNTING FOR MANAGEMENT AND REPORTING

M.Code : 75405

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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.

1. Write short notes on the following:

- a) Debtors
- b) Liabilities
- c) Opportunity Cost
- d) Break Even Point
- e) Inventory Turnover Ratio
- f) Common Size Statements
- g) Accounting Standards
- h) Price Level Accounting.

SECTION B

UNIT-I

2. Using the following information regarding ABC Co. Ltd. as on March 31, 2024 you are required to prepare the Trading and Profit and Loss Account and Balance Sheet of the Company.

Particulars	Amount(Rs.)	Particulars	Amount(Rs.)
Cartage	250	Equity Share Capital	7,50,000
Office Equipment	18,000	Sales	18,00,000
Buildings	5,00,000	Purchase Returns	2,000
Furniture	20,000	Creditors	2,00,000
Opening Stock	2,25,000	Loan	25,000
Purchases	13,37,000	Outstanding wages	250
Sales Returns	3,000	Commission received	3,000
Debtors	5,03,000	Insurance Paid	1,000
Office expenses	21,000	Carriage Outwards	750
Salaries	18,000	Interest on loan for 6 months @10%	1,250
Rent	6,000	Bad Debts	4,000
Conveyance	1,000	Cash	61,000
Wages	3,000	Car	55,000
Carriage Inwards	2,000		

Additional Information:

- Closing stock is valued at ₹ 1,28,960.
 - Depreciate buildings by 5% and furniture by 10%.
 - Further bad debts of Rs 3,000 are incurred during the year.
 - The provision for doubtful debts is to be maintained at 5% on debtors.
 - Interest on loan is outstanding for 6 months.
3. 'Financial accounting is a process of recording, classifying, summarising and analysing business transactions in the books of accounts'. Explain. Also briefly differentiate between financial and cost accounting.

UNIT-II

4. From the following data, calculate the following variances:

- a) Material Cost Variance;
- b) Material Price Variance;
- c) Material Usage Variance;
- d) Material Mix Variance and
- e) Material Yield Variance

Material	Standard		Actual	
	Quantity	Unit Price	Quantity	Unit Price
A	60%	Rs. 20	88	Rs. 30
B	40%	Rs. 10	132	Rs. 10

Standard Loss is 10% and Actual Output is 180 units.

5. What do you mean by budgetary control? Discuss various types of budgets prepared by a business organisation.

UNIT-III

6. The following Balance Sheet is given to you for Deep Ltd for the year ending 31st March 2024.

Liabilities	Amount (₹)	Assets	Amount (₹)
Equity Share Capital	3,50,000	Goodwill	90,000
9% Preference Share Capital	1,50,000	Land and Building	3,50,000
Reserve Fund	70,000	Equipments	1,40,000
Security Premium	10,000	Debtors	90,000
8% Debentures	1,50,000	Bills Receivables	1,00,000
6% Mortgage Loan	60,000	Inventory	1,20,000
S. Creditors	1,50,000	Cash	46,000
		Prepaid Expenses	4,000
Total	9,40,000	Total	9,40,000

Net sales of the company during the year is ₹ 10,00,000.

Gross profit during the year is ₹ 1,70,000 and Net Profit is ₹ 80,000.

You are required to compute:

- a) Current Ratio
 - b) Quick Ratio
 - c) Gross Profit Ratio
 - d) Net Profit Ratio
 - e) Debtors Turnover Ratio
 - f) Inventory Turnover Ratio
 - g) Debt-Equity Ratio
 - h) Return on Capital Employed
7. What do you mean by cash flow statement? Discuss the use of information extracted by preparing cash flow statement. Also explain the format of cash flow statement.

UNIT-IV

8. What do you mean by financial reporting? Describe the objectives and principles of financial reporting in India.
9. Define accounting standards. Briefly explain the role of accounting standards in bringing consistency and comparability of financial accounting of companies operating across various industries as well as economies.

SECTION-C

10. **Case Study**

The WalkRite Shoe Company operates a chain of shoe stores that sell 10 different styles of inexpensive men's shoes with identical unit costs and selling prices. A unit is defined as a pair of shoes. Each store has a store manager who is paid a fixed salary. Individual sales person receive a fixed salary and a sales commission. WalkRite is considering opening another store that is expected to have the revenue and cost relationships shown here:

Selling Price and Variable Cost		Amount (₹)	Annual Fixed Cost		Amount (₹)
Selling Price per unit			Rent		50,000
Variable Cost Per Unit		100	Salaries		100,000
Cost of Sales			Advertisement		80,000
Sales Commission		25	Other Fixed Cost		20,000

Consider each question independently and calculate:

- What is the annual breakeven point in (a) units sold and (b) revenues?
- If 35,000 units are sold, what will be the store's operating income?
- If sales commissions are discontinued and fixed salaries are raised by a total of Rs. 81,000, what would be the annual breakeven point in (a) units sold and (b) revenues?

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Selling Price and Variable Cost		Annual Fixed Cost	
	Amount (₹)		Amount (₹)
Selling Price per unit	300	Rent	60,000
Variable Cost Per Unit		Salaries	200,000
Cost of Shoes	195	Advertisement	80,000
Sales Commission	15	Other Fixed Cost	20,000

Consider each question independently and calculate:

- What is the annual breakeven point in (a) units sold and (b) revenues?
- If 35,000 units are sold, what will be the store's operating income?
- If sales commissions are discontinued and fixed salaries are raised by a total of Rs. 81,000, what would be the annual breakeven point in (a) units sold and (b) revenues?

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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 : S75406

Date of Examination : 16-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Answer the following :

1. Impact of Recession on Business.
2. Directive Principles of State Policy.
3. Any three objectives of FEMA.
4. Deficit Financing.
5. Globalization.
6. EOU(Export Oriented Units).
7. Disguised unemployment.
8. Social Inclusion.

SECTION-B

UNIT-I

9. What do you understand by political environment? Explain the three political institutions in our democratic set up.
10. Discuss in detail the major objectives of Fiscal Policy. What is the role of Fiscal Policy in economic growth?

UNIT-II

11. What is the role of public sector enterprises in the economic development of India? Examine briefly the changing trends in the performance of Indian Public Sector Enterprises during post - reform period.
12. Discuss the powers and functions of Competition Commission of India.

UNIT-III

13. What is the difference between a TNC(Trans National Corporation) and a MNC(Multi National Corporation)? Discuss in detail the reasons for growth of MNCs.
14. What is the role of Technology in Business? Discuss the challenges of transfer of technology.

UNIT-IV

15. Discuss in detail the major components of Social Infrastructure. Discuss in detail various issues and policies in financing infrastructure development.
16. Discuss in brief the role of Foreign Trade in economic growth. Also examine the changing structure of India's Foreign Trade.

SECTION-C

17. Solve the following Case Study:

India is now world's most populous nation having a diverse workforce. A number of issues are there which our country is facing and unemployment is one such critical issue that continues to challenge the economic landscape of India. The Indian economy is impacted by the unemployment rate in terms of growth, employment and spending.

A high percentage impedes economic development and may spark social unrest, whereas a low rate of unemployment points to a robust labour market and expanding economy. The crucial problem of unemployment still poses a threat to India's economy. India's unemployment rate has been greatly impacted by a number of major events, including the global financial crisis, the COVID-19 pandemic and inflationary pressures. The corporate sector may be forced to implement cost-cutting measures like reduction in hiring and layoffs as a result, which would raise unemployment rates. The Centre for Monitoring Indian Economy (CMIE) has released its most recent data, which shows that the unemployment rate in India stood at 6.8% in January 2024, whereas it was 8.7% in December 2023.

To promote sustained job growth and ensure the future prosperity of the country, the government must regularly implement appropriate policy measures. Recent increases in startup registrations, Mudra loan disbursements and tax filings shows that young generation is now thinking of becoming Job Providers and not Job Seekers. In order to handle the current economic issues and guarantee sustainable growth in both rural and urban areas, policymakers must take careful consideration of the patterns in labour demand and employment rates. It draws attention to how crucial it is to diversify the economy in order to increase job possibilities and strengthen the nation's financial stability. During economic downturns, unemployment tends to rise when job possibilities become limited. On the other hand, it is anticipated that the unemployment rate will decrease during times of economic expansion and prosperity when there are plenty of job options for everyone.

Questions:

- a. What are the prominent causes of rise in unemployment?
- b. How does the unemployment rate impact the Indian economy?
- c. What measures will you suggest to tackle the problem of unemployment in our country?

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Total No. of Questions : 10

Total No. of Pages : 02

MBA (IB) (Sem.-1)

BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Subject Code : MBA-105-18

M.Code : 75406

Date of Examination: 16-12-2024

Time : 3 Hrs.

Max. Marks : 60

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

SECTION-A

- 1. Answer the following :**

- i. What do you mean by macro environment?
- ii. Write a brief note on Judiciary institution.
- iii. Explain any five highlights of India budget 2023-24.
- iv. What is carbon foot printing?
- v. Briefly explain the importance of EPZ.
- vi. Write a short note on colonization.
- vii. What is unorganized sector?
- viii. Explain education related issues in India.

SECTION-B

UNIT-I

2. Discuss the concept of fiscal policy and its various measures that govt. can use to stimulate economic growth.
3. Define external environment of an organization. Explain its different component.

UNIT-II

4. What do you mean by deficit financing? Explain its implications for the Indian economy.
5. Explain Consumer Protection Act, 1986 in detail. Explain its latest amendments.

UNIT-III

6. How technological advancement impacted various industries? Explain problems in technological transfer.
7. What is Rural-Urban migration? What are the main factors that drive individuals to migrate?

UNIT-IV

8. Discuss issues and policies in financing infrastructure development.
9. Explain different types of employment trends in organized and unorganized sector.

SECTION-C

10. Study the following case and answer the question(s) that follow :

Competition law aims to prevent anticompetitive behavior and promote fair competition in the marketplace. An e-commerce platform, "Shopee" has rapidly gained dominance in the online retail market, offering a wide range of product and services. Competing online retailers have raised concern about Shoppe's practices. Competing retailers alleged that Shopee is engaged in predatory pricing, where it consistently offers products at prices significantly lower than the competitors, driving them out of market. Additionally, some competitors claim that Shopee gives preferential treatment to its own products, relegating competitors product to less visible sections of the platform. Competitors argue that the predatory pricing and preferential treatment practices of Shopee are creating an unfair competitive landscape, stifling innovation, and reducing consumer choice.

Questions:

- i. How do predatory pricing and preferential treatment potentially violate competition law and harm the competitive environment in the e-commerce market?
- ii. What is the role of competition law in addressing antitrust concerns like predatory pricing and preferential treatment to ensure a level playing field for all market participants?
- iii. What potential consequences could arise if the e-commerce platform's alleged anticompetitive practices remain unchecked?

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Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-1)

BUSINESS ETHICS AND CSR

Subject Code : MBA-106-18

M.Code : S75407

Date of Examination: 18-01-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write briefly:

- a. Absolutism vs. Relativism.
- b. Any three major ethical responsibilities of a company towards its competitors.
- c. Environmental Ethics.
- d. Give a few examples of ethical considerations in Human Resource Management.
- e. What is the relationship between CSR and Business Ethics?
- f. Give any two arguments against Corporate Social Responsibility.
- g. Any two major Corporate Social Responsibility initiatives taken by companies in India.
- h. Need for Corporate Governance.

SECTION-B

UNIT-I

2. What are the basic principles of Business Ethics? Also, describe in brief major myths about Business Ethics.
3. Discuss in brief the ethical and social responsibilities of a company towards its customers and shareholders.

UNIT-II

4. Discuss in brief the ethical considerations at Top Level management.
5. What do you mean by Ethical Dilemma? What Causes an Ethical Dilemma in conducting business? Also, discuss in brief how to handle such Ethical Dilemmas in conducting business.

UNIT-III

6. What are the objectives of Corporate Social Responsibility? Also, discuss its models in brief.
7. **Write short notes on:**
 - a) Global Reporting Initiative Guidelines.
 - b) Relationship of Corporate Social Responsibility and Corporate Sustainability.

UNIT-IV

8. What are the various provisions of the Companies Act 2013 relating to Corporate Social Responsibility?
9. Discuss in brief the main features of any two global Corporate Governance models. Also discuss their implications for the Indian Corporate Sector.

SECTION-C

10. Solve the following Case Study:

Cool Cool is a world famous soft drink company operating in over 100 nations and territories. The company sells more than 50 brands worldwide. The company recently entered Uganda. There, it has been facing many issues concerning severe racial discrimination. The workers complained of low payment, harassment and poor working conditions as compared to their white counterparts working there. Workers want the Company to work ethnically. Again, the activities undertaken by Cool Cool in Uganda have severe adverse impacts on local communities and farmers, particularly their act of establishing the bottling plant. In Uganda, the version of the soft drink the company is selling complies with Ugandan food and health regulations, but is less healthy than the drink sold in the US/Europe/and other markets where the law is stricter. The soft drink company is obeying the law in Uganda, but It has also been found that soft drinks manufactured in Uganda by indicated high levels of pesticides, in other words, it is selling an inferior, less healthy product in that country, which might create health issues amongst the users of the soft drink in that country.

QUESTIONS :

- a) What are the issues of integrity, ethics and law posed in the case study?
- b) What options does the Cool Cool (the soft drink company) and the government of Uganda have, and what should they do and why?

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Total No. of Questions : 10

Total No. of Pages : 02

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

Subject Code : MBA-106-18

M.Code : 75407

Date of Examination: 18-12-2024

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

1. Write briefly:

- i. Types of Ethics
- ii. Code of Ethics
- iii. Corporate Governance
- iv. Ethical Dilemma
- v. Indian vs Western Ethical Management
- vi. Need of Sustainability
- vii. Environmental aspect of CSR
- viii. Corporate Social Responsibility perspectives

SECTION-B

UNIT-I

2. What are the factors highlighting the importance of ethics? What are the various theories governing business ethics.

3. Explain the Kohlberg's six stages of moral development in detail.

UNIT-II

4. How can ethical dilemma be characterized? What are the various ethical implications at the top level of management in a business?
5. What is the importance of is ethical reasoning? How can ethical considerations in marketing influence Human Resource Management?

UNIT-III

6. Explain the concept of Business Ethics and CSR. What are the major drivers of CSR?
7. What is the economic responsibility of the business? Explain the models of CSR.

UNIT-IV

8. Explain the Corporate Social Responsibility within the organization and society in detail.
9. What is Corporate Governance Strategic Planning? What is the need of corporate governance?

SECTION-C

10. Study the following case and answer the question(s) that follow:

Raghav is an experienced Program Director, recently recruited to work for MidCo, a defense contractor in India and subsidiary of EuroCorp, a large European defense company. He is expected to oversee a \$3.25 billion military telecommunications modernization programme being managed for India. On taking up the role, he notices several anomalies, from the behavior of his fellow directors, to company processes and relationships with subcontractors. He finally comes to the realization that MidCo has been paying bribes to Indian public officials. He believes that he is expected 'turn a blind eye' or at least not ask awkward questions when he signs off on project authorization. Without his sign off, the project cannot progress and the whole program seems doomed to fail. Raghav feels something should be done. He has the option to quietly leave the country or take actions what should he do?

- i. Does Raghav have the situation correctly analyzed?
- ii. Who are the key stakeholders and what are their interests?
- iii. What should you do as Raghav?

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Total No. of Pages : 03

Total No. of Questions : 10

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

Subject Code : MBA-107-18

M.Code : 75408

Date of Examination: 23-12-2024

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

1) Write briefly:

- a) Discuss the characteristics of effective business communication.
- b) Explain the importance of non-verbal communication.
- c) Discuss the benefits of using brief messages in business communication for managers.
- d) *"Balancing honesty and diplomacy is key in communicating negative messages"*. Comment.
- e) Differentiate between oral and online presentation.
- f) What is individual presentation in business communication.
- g) *"Follow-up communication plays a vital role in managerial effectiveness"*. Comment.
- h) How are simulations used in business?

SECTION-B

UNIT-I

- 2) *"Communication models play a significant role in enhancing managerial effectiveness in business".* Comment and discuss various communication models and explain how they aid in facilitating effective communication within organizations.
- 3) Identify and elaborate the major barriers in the communication environment within business organizations. Discuss how these barriers hinder effective managerial communication and decision making processes.

UNIT-II

- 4) *"Positive messages play a pivotal role in creating a motivating work environment".* Do you agree with this statement? Elaborate on how positive messages can improve employee morale and job satisfaction.
- 5) *"Effective communication through electronic media demands careful attention to language and tone".* Elaborate this statement.

UNIT-III

- 6) Discuss in detail feedback systems and how they can be used to improve communications.
- 7) Discuss the essential features of an online presentation to a larger audience. How can the presentation be enhanced using visual aids?

UNIT-IV

- 8) Do you agree with the statement that *"strong business communication skills can significantly impact a candidate's chances of success during the application and interview process for managerial roles"*? Discuss with relevant examples.
- 9) Discuss in the detail the planning, writing and completing one's resume.

SECTION-C

- 10) **Case Study: Read the case and answer the following questions :**

The vice-president of a company was being given a farewell by the employees with whom he had worked for more than 25 years. Camaraderie, reflections, sharing of thoughts and memories, lots of wine, and plenty of food could sum up the mood of the

party. The CEO walked in to join the party and he was soon requested to deliver a short speech looking at the mood and the spirit of the occasion. The CEO, an eloquent speaker, stood up and delivered a great speech, marked with touches of gentle humor, about life after retirement, what the vice-president meant to the company and to him personally, how he had reached such heights and yet never compromised his values, and that his exist would be difficult space to fill in. As the CEO spoke, all eyes were fixed on him. Most employees were serious, watchful and paying full attention. Some were clearly indifferent. A few proactive listeners, however, enjoyed every bit of what the CEO said which was quite evident from their body language. Their smiling faces, twinkling eyes, and occasional head nods, in agreement with what the speaker said, were indicative of their level of involvement and enjoyment. In other words, they had turned themselves to whatever the CEO was saying.

However, midway through his speech, the CEO sense that his speech was becoming a little too stretched, he cut short his speech and wished the vice-president all the good health and peace.

Answer the following questions :

- a) Did everybody receive the message the same way? Why?
- b) How should a CEO approach his speech preparation for such an occasion?
- c) How do listening skills differ according to place, person and time? Explain in the context of the above situation.

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Total No. of Pages : 03

Total No. of Questions : 10

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

Subject Code : MBA-107-18

M.Code : S75408

Date of Examination: 24-01-2025

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

1. Write briefly:

- a) What are the different elements of communication?
- b) What do you understand by business etiquette?
- c) Group Discussion
- d) Crafting messages for electronic media.
- e) Non-verbal Communication
- f) Interviewer - interviewee relationship.
- g) What is Feedback? Explain.
- h) State the mechanics of Proposal Writing.

SECTION-B

UNIT-I

2. Discuss in detail the seven C's of effective business Communication along with barriers in the communication environment.
3. What is the importance and purpose of listening? How can you improve your listening skills?

UNIT-II

4. What are different strategies to improve the writing process? Discuss Information-gathering and organization skills.
5. 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?

UNIT-III

6. Describe the principles of oral presentations. What are the desirable presentation skills required while making the presentations?
7. Discuss in detail the feedback systems and how they can be used to improve communications.

UNIT-IV

8. What is the basic structure of a resume? What are the broad guidelines for preparing for an interview.
9. Highlight the importance of Role playing and simulation games as a tool of experiential learning.

SECTION-C

10. 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 request 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 uttering a single word. When Lalita asked him what tram to catch, he pointed to a Metro timetable.

Lisa 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:

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

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