

This makes it possible for Aboriginal people to compete for jobs in the oil sands industry on an equal footing with non-Aboriginal people. Nora Flett, Syncrude's Aboriginal development program coordinator, explains that companies cannot just hire Aboriginal people directly without training. "because you don't just take someone from a small community, put them in a big corporation environment and expect that people will survive there, because that's quite a bit of a culture shock."

In addition to being sensitive to the employment needs of the Aboriginal community, Syncrude is committed to being a good neighbour in the community. The company gives preference to local suppliers to help the local population benefit economically from Syncrude's presence. Syncrude supports literacy programs, for schools. As well, employment counsellors offer advice about the company, helping Aboriginal families learn about the company and what is expected of its employees.

Questions :

- a) What benefits do you think Syncrude might derive from being a good neighbour in Fort McMurray?
- b) Should the company engage in practices that help the Aboriginal community, even if it means that the return to shareholders is not as large?
- c) How does social responsibility explain what Syncrude does?

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Roll No.

Total No. of Questions : 17

SECTION-B

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

QUANTITATIVE TECHNIQUES

Subject Code : MBA-103-18

M.Code : 75404

Date of Examination : 20-05-2023

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 carrying TWELVE marks.

SECTION-A

Write Short notes on :

1. Statistics in Plural sense
2. Geometric Mean
3. Range
4. Regression Coefficient
5. Poission Distribution
6. Vogel's Approximation Method or Transportation
7. CPM
8. Duality.

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(S32)-090

UNIT-I

9. Define statistics. Distinguish between descriptive and inferential statistics.
10. The sales report of a company selling power generators, reveals the following:
"The average number of generators sold in the past 20 weeks is 24. The best five weeks averaged sale of 35 generators while the worst five weeks had sales of 7, 8, 10, 12 and 14 generators." You are required to :

- a) Find the average sales of remaining five weeks.
- b) Determine the number of generators needed to be sold in the 21st Week so that the overall average becomes 25 sets.

UNIT-II

11. a) A husband and wife appear in an interview for two vacancies for the same post. The probability of the husband's selection is $\frac{1}{7}$ and that of wife's selection is $\frac{1}{5}$. What is the probability that? Both of them will be selected, only one of them will be selected and none of them will be selected.
b) An unbiased die and a biased die are tossed together. Find the probability that the sum of the digits obtained on them is even, given that on the biased die, it is thrice as likely to show an even number as an odd one when tossed once.

12. Explain different types of correlation. Elaborate different methods of calculation of correlation coefficient by giving suitable examples.

UNIT-III

13. Anita Electric Company produces two products P1 and P2. Products are produced and sold on a weekly basis. The weekly production cannot exceed 25 for product P1 and 35 for product P2 because of limited available facilities. The company employs total of 60 workers. Product P1 requires 2 man-weeks of labour, while P2 requires one man-week of labour. Profit margin on P1 is Rs. 60 and on P2 is Rs 40. Formulate this problem as an LP problem and solve that using graphical method.
14. Which competitive situation is called a game? What is the maximin criterion of optimality? What are the assumptions made in the theory of games?

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UNIT-IV

18. The following table gives the cost of transporting material from supply points A, B, C and D to demand points E, F, G, H and I.

FROM	TO				
	E	F	G	H	I
A	8	10	12	17	15
B	15	13	18	11	9
C	14	20	6	10	13
D	13	19	7	5	12

The present allocation is as follows :

A to E 90, A to F 10, B to F 150, C to F 10, C to G 50, C to I 20, D to H 210, D to I 70.

- a) Check if this allocation is optimum. If not, find an optimum schedule.
 b) If in the above problem, the transportation cost from A to G is reduced to 10, what will be the new optimum schedule?
 16. How does the PERT technique help a business manager in decision-making? Critically comment on the assumptions that are made for PERT/CPM analysis of projects.

SECTION-C

17. Case Study 1

Sloeya Advertisers – a marketing company dealing with laminated sheets ‘Gloss’ in the western zone covering Maharashtra, Gujarat and Madhya Pradesh, is considering to launch an advertisement campaign within a budget of Rs. 2.5 lakh. On the basis of advertisement testing of the previous year, the company’s research department has found that magazines and films are the ideal media for advertising laminated sheets. The company is not in a position to use the audiovisual medium due to limitation of funds. The magazine’s enjoying good recall in last year’s campaign are *Stardust*, *Filmfare*, *Reader’s Digest* and *Madhuri*. This is attributed to the effective visual impact made by the good reproduction of the advertisements both in colour and black & white.

The characteristics of target audience for ‘Gloss’ and weightage of each characteristics are as follows :

Characteristics	Weightage
Age 15 – 34 years	20
Monthly Income Over Rs. 5,000	70
Education Above 9 % C	10

The audience characteristics for the four magazines selected are given below :

Characteristics	Stardust (%)	Filmfare (%)	Reader’s Digest (%)	Madhuri (%)
Age 15 – 34 years	75	45	56	80
Monthly Income (Over Rs. 5,000)	52	41	47	25
Education (Above 9 % C)	81	51	72	34

The efficiency index for a black and white advertisement may be taken as 0.15 and that for a colour advertisement as 0.20. The cost per insertion of a black and white colour advertisement and the readership for the four magazines are as follows :

Magazines	Cost (per Insertion)		Readership (in ‘000 Rs.)
	Black & White	Colour	
Stardust (Monthly)	4,500	8,400	189
Filmfare (Fortnightly)	4,200	8,400	256
Reader’s Digest (Monthly)	6,400	9,600	136
Madhuri (Fortnightly)	3,300	6,600	205

It has also been found that for creating atleast 03 insertions are necessary in Stardust and Reader’s Digest, While a minimum of 04 insertions will be required in case of Filmfare.

Question 2

Suggest an advertising strategy for the company to maximize the expected effective exposure.

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Roll No.

Total No. of Pages : 04

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

Subject Code : MBA-104-18

M.Code : 75405

Date of Examination : 13-06-2023

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.
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- SECTION-C is COMPULSORY and carries TWELVE marks.

SECTION-A

1. Write short notes on the following :

- Double Entry System
- Creditors
- Cost Centre
- Zero Base Budgeting
- Current Ratio
- Comparative Statements
- Transfer Pricing
- Activity Based Costing.

SECTION-B

UNIT-I

- Differentiate between financial, cost and management accounting. Briefly discuss the principles of financial accounting.
- 'Financial accounting is a systematic process of recording, classifying, summarizing the business transactions and presenting financial data in such a manner so that desired information may be extracted for managerial decision making'. Elucidate with suitable examples.

UNIT-II

- Finolex Co. uses a standard cost system and manufactures product Z. Standard cost per 1000 kg of output is as under:

Material	Standard Quantity	Standard Price	Actual Quantity	Actual Price
A	1,60,000	2.50	1,57,000	2.40
B	40,000	4.00	38,000	4.20
C	40,000	1.00	36,000	1.10
Total Cost	2,40,000		2,31,000	

Using the above information you are required to,

compute

- Material Cost Variance
 - Material Price Variance
 - Material Usage Variance
 - Material Mix Variance
 - Material Yield Variance.
- Differentiate between cost and financial accounting. Briefly discuss the classification of cost that is used while managerial decision making.

UNIT-III

6. From the following particulars, you are required to prepare the Trading and Profit and Loss Account and Balance Sheet of ABC Co. Ltd.

Gross Profit Ratio	25%
Net Profit Ratio	20%
Stock Turnover Ratio	10
Net Profit/Capital	1/5
Capital to Total Liabilities	1/2
Fixed Assets / Capital	5/4
Fixed Assets / Total Current Assets	5/7
Fixed Assets	Rs. 10 Lakh
Closing Stock	Rs. 1 Lakh

7. What do you mean by cash flow statement? Draw the format of cash flow statement as per Accounting Standard - 3 of ICAI with imaginary figures.

UNIT-IV

8. Define Human Resource Accounting. Discuss various methods of Human Resource Accounting.

9. What do you mean by accounting standards? Discuss in detail the process of harmonization of accounting practices. Briefly discuss the major challenges in the process of harmonization.

SECTION-C

10. Case Study:

The January 1 cash balance of the Jay Company is Rs. 5,000. Sales for the first four months of the year are expected to be as follows: January Rs. 65,000 February Rs. 54,000 March Rs. 64,000 and April Rs. 63,000. On January 1, uncollected amount for November and December of the previous years are Rs. 13,500 and Rs. 39,150 respectively. Collections from customers follow this pattern: 55% in the month of sale, 30% in the

15/21/25/5

month following the sale, 13% in the second month following the sale and 2% uncollectable.

Material purchases for December were Rs. 10,000. Forecast purchases for the coming year are January Rs. 12,500; February Rs. 16,500; March Rs. 13,000 and April Rs. 14,000. Purchases are usually paid by the 10th of the month following the month of purchase. Other cash expenditures of Rs. 41,000 are forecasted for each month. You are required to calculate:

- Expected cash collections during February
- Expected Cash Balance on February 1
- Expected Cash Balance on February 28

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MBA

Roll No.

Total No. of Pages : 03

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**MBA (IB) (Sem.-1)
BUSINESS ENVIRONMENT AND INDIAN ECONOMY**

Subject Code : MBA-105-18

M. Code : 75406

Date of Examination : 16-05-2023

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 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

Write in brief:

- Directive Principles of State Policy.
- NTI Aayog.
- EXIM Policy.
- Green Management
- Trading Blocks.
- Framework of Indian Economy.
- Social Infrastructure.
- Difference between Domestic Trade and Foreign Trade.

SECTION-B

UNIT-I

- What are the various components of Business Environment? Explain in detail with the help of suitable examples.
- What do you understand by Monetary Policy? What are the various instruments of credit control as envisaged by Monetary Policy?

UNIT-II

- Attempt a brief review of the Consumer Protection Act. How far, in your view, has Consumer Protection Act in India contributed to the growth and development of consumerism in India?
- What do you mean by Joint Sector? What is the need for joint sector when there are private and public sector to promote industries?

UNIT-III

- Explain the main benefits of MNCs, which are there to Home country and Host country?
- "Companies which systematically analyze and diagnose the technological environment are more effective than those which don't". Do you agree? In the light of the above statement, discuss how the technological developments affect the future of the business.

UNIT-IV

- What are the major causes of unemployment in our nation? Discuss the measures taken by the Govt. to deal with the problem of unemployment in India.
- What are the main features of Foreign Trade? Also discuss in brief the changing structure of India's, Foreign Trade.

SECTION-C

17. Solve the following Case Study :

Falguni Nayar, a former Managing Director at Kotak Mahindra Capital Company, founded Nykaa in 2012. The website was first launched around Diwali 2012 and was available commercially in 2013. It was launched as an E-Commerce portal curating a range of beauty and wellness products. The brand name Nykaa is derived from the Sanskrit word Nayaka, which means "one in the spotlight". In 2015, the company expanded from online-only to an omni-channel model and began selling fashion products.

In October 2020, the company launched Nykaa Man, India's first multi-brand ecommerce store for men's grooming. The company expanded into fashion by launching Nykaa Design Studio, which was renamed to Nykaa Fashion. In 2020, Nykaa launched Nykaa PRO, a premium membership program that provides users special access to professional beauty products and offers via the Nykaa App. In Dec 2020, Nykaa Fashion launched its first store in Delhi, making the fashion business omni-channel.

Nykaa one of the rare companies which follow an Inventory based E-commerce model. It stores the stock of goods purchased directly from manufacturers. It has warehouses in Mumbai, New Delhi, Pune, Kolkata and Bangalore. Now, in addition to its primary E-commerce business, it has an offline presence via 76 brick-and-mortar stores across the country. It claims to have over 2,00,000 products across 2,000 brands. As far as the Marketing Strategy of the Nykaa is concerned, it uses online advertising to promote their products. Nykaa collaborated with Femina to host the Nykaa.com Femina Beauty Awards' in 2015 and 2016. Nykaa also hosts beauty and fashion content via Nykaa TV, its YouTube channel. It contains informational videos about beauty, cosmetics, and styling. Some of its notable campaigns include Break The Hashtag (with Tapsee Pannu), What Makes You Beautiful (with acid attack survivor and activist Laxmi Aggarwal), Beauty in Her Story (in collaboration with Netflix), web series Cinderella, Khoj (a Mother's Day film), and Rakshak (a Raksha Bandhan special film).

Since 2018, it has been hosting an online community of beauty and fashion enthusiasts via its Nykaa Network. In 2020, it launched a web miniseries called The Beauty Bar. Nykaa also hosts Beauty Book, a beauty and fashion magazine.

It has three offline store formats called Nykaa Luxe, Nykaa On Trend and Nykaa beauty Kiosks. The Luxe format features international luxury beauty brands such as Huda Beauty, MAC, Dior, and Givenchy along with Nykaa Beauty, the in-house collection of beauty products. The Nykaa on Trend format has products curated by category basis their popularity. In India, Nykaa is the only retailer that sells international brands like e.l.f, Charlotte Tilbury, Tonymoly, Becca, Sigma, Limecrime, Dermalogica, and Murad. Very recently, it even came out with its IPO.

Questions:

- Which component of Business Environment contributed towards the success of Nykaa?
- What type of business model is being used by Nykaa?
- What type of marketing Strategy is being used by Nykaa?

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Roll No.

Page No. of Program: 10

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MBA / (B) (Sem. - I)
FOUNDATIONS OF MANAGEMENT

Subject Code: MBA-101-18

M Code: 75402

Date of Examination: 14-11-23

Time: 3 Hrs.

Total Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR sub-sections: (Units-I, II, III & IV). Students have to attempt any ONE question from each sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY, consists of a Case Study carrying FORTY marks.

SECTION-A

1. Write Briefly.
 - a) Discuss the various managerial skills.
 - b) What is meant by contingency approach?
 - c) Discuss the significance of Mc Kinsey's 7s approach.
 - d) What is the concept of MBO?
 - e) Explain what is meant by line-staff conflicts?
 - f) List the difficulties faced in effective coordination.
 - g) Explain the key features of Chinese style of management.
 - h) Briefly explain the concept of business process reengineering.

SECTION-B

UNIT-I

2. Discuss and Differentiate between the classical and neo-classical approaches to management.

3. Narrate the contributions of F.W. Taylor in management.

UNIT-II

4. Discuss the process of planning. Further, explain its association with business forecasting.
5. What is meant by decision making? Discuss its different approaches, in varying conditions.

UNIT-III

6. Define organizational structure. Discuss the various types of organizational structures.
7. What is meant by Delegation? What are the factors affecting delegation and its effectiveness?

UNIT-IV

8. Discuss the process of control. Also explain the different techniques of control.
9. Compare and contrast management styles of Japanese and American companies.

SECTION-C

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

Although a marketing executive does not actually produce the product or service, he or she directly contributes to the firm's overall objectives through market forecasting and generating product or service demand. Therefore, line positions, whether they are personnel or managers, engage in activities that are functionally and directly related to the principal workflow of an organization.

Staff positions serve the organization by indirectly supporting line functions. Staff positions consist of staff personnel and staff managers. Staff personnel use their technical expertise to assist line personnel and aid top management in various business activities. Staff managers provide support, advice, and knowledge to other individuals in the chain of command.

Although staff managers are not part of the chain of command related to direct production of products or services, they do have authority over personnel. An example of a staff manager is a legal adviser. He or she does not actively engage in profit-making activities but does provide legal support to those who do. Therefore, staff positions, whether personnel or managers, engage in activities that are supportive to line personnel. Line authority flows down the chain of command. For example, line authority gives a production supervisor the right to direct an employee to operate a particular machine, and it gives the vice president of finance the right to request a certain report from a

department head. Therefore, line authority gives an individual a certain degree of power relating to the performance of an organizational task.

Two important clarifications should be considered, however, when discussing line authority: (1) line authority does not ensure effective performance, and (2) line authority is not restricted to line personnel. The head of a staff department has line authority over his or her employees by virtue of authority relationships between the department head and his or her directly-reporting employees.

Staff authority is the right to advise or counsel those with line authority. For example, human resource department employees help other departments by selecting and developing a qualified workforce. A quality control manager aids a production manager by determining the acceptable quality level of products or services at a manufacturing company, initiating quality programs, and carrying out statistical analysis to ensure compliance with quality standards. Therefore, staff authority gives staff personnel the right to offer advice in an effort to improve line operations.

Questions

- a) Why is it said that line positions engage in activities that are functionally and directly related to the principal workflow of an organization?
- b) Why do staff managers have more authority over personnel in an organization?
- c) Why does line authority not ensure effective performance?
- d) 'Line authority flows down the chain of command'. Is it the same with Staff authority as well? Why?

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Dec 2022-23

Roll No.

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MBA / IB (Sem.-1)
MANAGERIAL ECONOMICS

Subject Code : MBA-102-18

M.Code : 75403

Date of Examination : 16-01-23

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. Answer briefly :

- a) Production Possibility Curve
- b) Income Elasticity
- c) IS-LM
- d) Cost Function
- e) Average Cost
- f) Monopolistic Competition
- g) Factor Pricing
- h) Liquidity Preference

SECTION-B

UNIT-I

2. How the demand is determined in an economy? Explain the factors that influence the price elasticity of demand.
3. How consumer equilibrium is determined in indifference analysis? Explain the importance of indifference theory.

UNIT -II

4. What is the difference between Short term and Long term production function? Explain Long run production function.
5. Explain different determinants of cost. Explain short run and long run cost theory and its application.

UNIT -III

6. How price of a commodity is determined? Explain different types of pricing strategies.
7. What is perfect competition? Explain its different assumptions. How price and output is determined in perfect competition?

UNIT -IV

8. What is money market? Explain different motives of holding money. How money market equilibrium is determined?
9. Explain different types of Inflation. Elaborate theories of inflation and explain different measures which can be adopted by government to curb the inflation.

SECTION-C

10. Case Study :

The market of hamburgers has the following supply and demand schedule :

Price (\$)	Quantity Demanded	Quantity Supplied
1	200 hamburgers	110 hamburgers
1.25	170	130
1.50	145	145
1.75	125	155
2.00	110	160
2.25	100	165

Answer the following questions:

- a) Graph the supply and demand curve.
- b) What is the equilibrium price and quantity in this market?
- c) If the actual price in this market were above the equilibrium price, what would drive the market toward equilibrium?
- d) If the actual price in this market were below the equilibrium price, what would drive the market toward equilibrium?

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Dec 2022

Total No. of Pages: 04

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MBA (IB) (Sem. = 1)
QUANTITATIVE TECHNIQUES
Subject Code: MBA-103-18
M Code: 75404
Date of Examination : 18-01-23

Max. Marks: 60

Time: 3 Hrs.

INSTRUCTIONS TO CANDIDATES:

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- SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
- SECTION-C is COMPULSORY, consists of a Case Study. Analyse the case and answer the questions carrying TWELVE marks.
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SECTION-A

1. Write briefly:

- What is Linear Programming?
- Define Normal Distribution.
- Define Game Theory?
- What is probability?
- What is Poisson Distribution?
- Define Pearson's Correlation Coefficient
- Define PERT?
- Define statistics.

SECTION-B

UNIT-I

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

Income (Rs.)	6,000	5,500	6,800	8,000	8,500	7,900
No. of Persons	24	26	16	20	6	30

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

X	36	55	52	53	56	58	52	50	51	48
Y	106	107	105	105	106	107	104	103	104	100

UNIT-II

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

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

5. Explain Regression Analysis with the help of a suitable example.

UNIT-III

6. Compare Binomial, Poisson and Normal distributions.
 7. Use Simplex Method to solve the following L.P.P.:

Max. $Z = 5X_1 + 8X_2$ Subject to the constraints:

$$2X_1 + X_2 \leq 48.$$

$$2X_1 + 5X_2 \leq 100.$$

$$2X_1 + 3X_2 \leq 90;$$

$$X_1 \geq 0 \text{ and } X_2 \geq 0$$

UNIT-IV

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

From/To	A	B	C	Availability
F ₁	4	8	8	56
F ₂	16	24	16	82
F ₃	8	16	24	77
Demand	72	102	41	

9. 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
Jobs	1	7	5	2	3	9
	2	6	6	4	5	10
	3	5	4	5	6	8
	4	8	3	3	2	6

SECTION-C

10. 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 center dedicated to the specialized needs of women and infants. Those Guiding Principles are: Family-centered focus, a healing environment. Where privacy and dignity are 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 Court" 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 multiyear project for the new building at Arnold Palmer are shown in Table 3.7

Discussion Questions:

- a) Develop the network for planning and construction of the new hospital at Arnold, Palmer.
- b) What is the critical path and how long is the project expected to take?
- c) Why is the construction of this 11 story building any more complex than construction of an equivalent office building?
- d) 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?

ACTIVITY	SCHEDULED TIME	PRECEDENCE ACTIVITY (IES)
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 preparation/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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Roll No.

Total No. of Questions: 10

Total No. of Pages: 02

MBA (IB) (Sem. - 1)

ACCOUNTING FOR MANAGEMENT AND REPORTING

Subject Code: MBA-104-18

M Code: 75405

Date of Examination : 20-01-23

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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- SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on the following:

- Accrual Concept
- Who are external users of accounting information?
- Performance Budget
- CVP Analysis
- Time series analysis
- Operating Profit Ratio
- Life Cycle Costing
- What do you mean by IFRS?

SECTION-B

UNIT I

2. Discuss in detail with the help of example how to prepare final account for Banking Company.

3. What is meant by Accounting Principles? What is their necessity? What are the various concept of Accounting?

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UNIT II

- The Techniques of Marginal Costing is valuable aid to management. Discuss.
- What is budgetary control? Discuss various advantages and essentials for the success of budgetary control.

UNIT III

- Name the different tools, used for analysis and interpretation of Financial Statement.
- Give the format of Cash Flow Statement along with the methods of calculating Cash operating Profit.

UNIT IV

- Define Activity Based Costing. What are the important characteristics of ABC & how will you implement this?
- Describe the different Accounting Standard issued by ICAI and its applicability

SECTION C

10. Case Study

Rs. 2,00,000 is Cost of Revenue from Operations (Costs of Goods Sold). Inventory Turnover Ratio is 8 Times, inventory in the beginning is 1.5 times more than the inventory in the end. Calculate values of Opening and Closing Inventory.

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UNIT-II

4. Discuss role and functions of ethical managers.
5. What do you mean by Ethical dilemma? What causes an ethical dilemma in business?

UNIT-III

6. Discuss theoretical perspective of Corporate Social responsibility?
7. What is the relationship between CSR and Corporate Governance?

UNIT-IV

8. Describe different strategies of Corporate Social Responsibility.
9. What do you mean by Corporate Governance? What is the need of Corporate Governance?

SECTION-C

10. Case Study:

A large size pharma company encourages target based performance culture. A new recruit joins the company and becomes the whistle-blower. He found that the marketing team including seniors was adopting unethical and illegal means to meet the high salestarget.

- a) Discuss the issue of business ethics with reference to above case.
- b) How can you justify profit as ethical in any business?

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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 : 27-01-23

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write briefly:

- a) Give two features of effective communication.
- b) Enumerate various modes of communication.
- c) What is grapevine?
- d) What is meant by non-verbal communication?
- e) What is meant by cross-cultural communication?
- f) What are the characteristics of Just a Minute presentation?
- g) Define feedback.
- h) What are the features of an email?

SECTION-B

UNIT-I

2. What is the significance of communication in business? Explain the communication process giving importance of each element.

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3. What are the barriers of communication? Suggest ways to reduce such barriers in communication.

UNIT-II

4. Explain the three step writing process of business communication. What makes the business writing effective? Explain.
5. a) Report writing is an art. Comment.
- b) Discuss in detail essential components of a good project proposal.

UNIT-III

6. How is an oral presentation different from Group Discussion? What are the important qualities needed for effective participation in group discussion?
7. Highlight the importance of various types of visual aids in making the presentation effective. Give illustrations in support of your answer

UNIT-IV

8. Highlight the essential elements of a good resume. A leading mobile company has the vacancy for the position of Sales Manager. Prepare a resume which you would send to the company.
9. How will you prepare for an effective interview? What factors you will keep in mind while appearing in the interviewing process.

SECTION-C

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

David is 35 -year old who is a foodservice manager at a casual dining restaurant. David is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. One day David comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time.

David is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

David has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently

Questions

1. What are the communication challenges and barriers David faces? (3)
2. David should be a role model for his staff? Are there any areas he should improve on himself? (4)
3. What are some ways David might use effective communication as a motivator for employees to follow safe food handling practices? (5)

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