Enrol. No. S R H U

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Financial Accounting & Reporting **Course Code: MBA103**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 Attempt all questions (CO1,2) **(2x10=20 Marks)**

a. Briefly explain the term prepaid expenses.
b. Explain the term receivables.
c. Discuss the term outstanding expenses.
d. Write down a short note on trade payables.
e. Write down a short note on efficiency ratios.
f. Explain the concept of advance incomes.
g. Discuss the term accrued incomes.
h. Give suitable illustrations of non-cash items.
i. Explain the term working capital.
j. Write down a brief note on cost of sales.

Q.2 Attempt any *five* questions (CO3,4) **(4x5=20 Marks)**

a. Discuss the type of transactions responsible for working capital changes.
b. Distinguish between turnover and profitability with suitable illustrations.
c. Discuss the need of preparing trial balance.
d. Distinguish between cash and trade discounts with suitable illustrations.
e. Distinguish among expenses, outstanding expenses and prepaid expenses with suitable illustrations.
f. Draw the performa of corporate balance sheet.
g. Explain the term funds from operations with imaginary figures.

Q.3 Attempt any *three* questions (CO 4,5) **(3x10=30Marks)**

a. Put the following transactions into accounting equation.
   i. Mr. X starts business with cash 100, goods 150 and building 250.
   ii. Purchased good worth 80 at 10% discount from Y.
   iii. Returned goods worth 20 to Y.
   iv. Paid 10 to Y
   v. Constructed a cycle stand worth 30.
b. Explain the nature, scope and importance of financial accounting.
c. Pass the necessary journal entries for the following transactions in the books of Mr. A
   i. Purchased goods worth Rs. 80000 from Mr. ABC at 20% discount. 50% of the amount due was paid off instantly for which an additional discount of 10% was allowed by Mr. ABC. A bill of Rs. 5000 was also issued to Mr. ABC against the goods purchased.
   ii. Goods worth list price Rs. 2000 were returned to Mr. ABC
   iii. Mr. A financed Rs. 22000 from Punjab National Bank and utilized 18000 to purchase Machinery and the remaining amount was used to purchase goods.
   iv. All the dues against Mr. ABC were settled at 25% discount by Mr. A
d. Explain the significance of Du Pont Control Chart with the help of illustrations.

Q.4 Attempt any *two* questions(CO5,6) **(2x15=30Marks)**

a. Explain the impact of the following transactions over *net working capital* in detail. You may use imagina figures in the support of your answer (all figures are in Rs. 000):

i) A business was purchased against the equity shares worth 1000. It included the following assets Plant & Machinery 250, Land & Building 500 and Stock 250.

ii) Purchased furniture amounting to 200. Vendor agreed to receive 150 after 2 months. 50 were paid instantly.

iii) Building worth 700 was exchanged against plant & machinery worth 500 and stock 200.

b. *Examine the comparative statement of financial ratios derived below from the financial statements of Godrej Ltd. and Vibrant Ltd. for the year ending 31/03/2023.*

Financial Ratios	***Godrej Ltd.***	**Vibrant Ltd.**
Gross Profit Margin (%)	2.75	16.66
Net Profit Margin (%)	1.54	10.1
Return On Capital Employed (%)	16.28	36.23
Return On Net Worth (%)	10.95	20.79
Return on Assets	56.77	159.39
Current Ratio	1	0.41
Quick Ratio	0.78	0.33
Debt Equity Ratio	0.34	--
Inventory Turnover Ratio	7.1	27.58
Debtors Turnover Ratio	28.63	193.92
Fixed Assets Turnover Ratio	9.78	1.25
Total Assets Turnover Ratio	5.3	2.11

You are required to:

a) *Compare the performance of both the companies on the basis of assets management.*

b) *Compare the liquidity position of both the companies and comment upon its impact over operations.*

c) *Write down a brief summary from the perspective of profit maximization after a detailed evaluation relative performances of both the companies.*

c. You are required to compute the *Net Cash Flow from Operating Activities* for X Ltd. on the basis of the balance sheet and additional information given below:

Particulars	31.03.2018	31.03.2019
I. EQUITY & LIABILITIES	**Rs.**	**Rs.**
1. Shareholder's Funds:		
Equity Share Capital @10 each	200000	250000
2. Reserves & Surplus:		
a) General Reserve	150000	225000
d) P&L A/c	50000	80000
3. Non-Current Liabilities:		
12% Debentures	100000	135000
4. Current Liabilities:		
Trade Creditors	80000	95000
	580000	**785000**
II .ASSETS	**Rs.**	**Rs.**
1.Non-Current Assets:		
a) Fixed Assets:		
i) Tangible Assets:		
Plant & Machinery	140000	225000
Furniture	120000	160000
2. Current Assets:		
Inventories	90000	120000
Trade Receivables	130000	115000
Cash	100000	165000
	580000	**785000**

Additional Information:

a) A piece of machinery costing 70000 was sold for 56000.

b) Depreciate plant and machinery by 25%.

c) Furniture worth 20000 was sold for 26000. *Half* of the amount was received in the form of stock.

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Economics for Business Decisions **Course Code: MBA104**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1		**VERY SHORT ANSWER QUESTIONS** – ***Attempt All.***	**(2x10 = 20 Marks)**
	a.	Discuss Explicit cost.	(CO1)
	b.	What do you understand by Long run Total cost?	(CO1)
	c.	What do you understand by Rate of return pricing?	(CO1)
	d.	Define Dual Pricing.	(CO1)
	e.	Define Penetration pricing.	(CO1)
	f.	Define Managerial Economics.	(CO1)
	g.	How Managerial economics is a theory of Decision Making?	(CO1)
	h.	How Managerial Economics and Psychology are associated?	(CO1)
	i.	Explain Individual and Market Demand.	(CO1)
	j.	Explain Marginal Rate of Substitution.	(CO1)

Q.2		**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***	**(4x5 = 20 Marks)**
	a.	Describe the principle of risk and uncertainty in detail.	(CO2)
	b.	Explain the law of returns to scale.	(CO2)
	c.	What do you mean by Utility analysis?	(CO2)
	d.	What do you mean by Isoquants? Explain.	(CO2)
	e.	What do you understand by National Income? Discuss the conceptual framework of its measures.	(CO2)
	f.	What are the Properties of Indifference Curves?	(CO2)
	g.	What are the various objectives of pricing policy?	(CO2)

Q.3		**STRUCTURED QUESTIONS** – ***Attempt any Three.***	**(3x10 = 30 Marks)**
	a.	Examine the concepts of price effect, income effect, substitution effect, and the decomposition of price effect into income and substitution effects in the context of consumer behavior.	(CO3)
	b.	"Managerial economics is the integration of Economic theory with Managerial practice for the purpose of facilitating decision making." Explain.	(CO3)
	c.	What do you understand by National Income? Discuss the conceptual framework of its measures.	(CO4)
	d.	Write an essay on Principle of Equi-marginal.	(CO4)

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*		(2x15 = 30 Marks)
	a.	Imagine a regional airline facing a sudden increase in the price of aviation fuel due to geopolitical tensions in the oil-producing regions. Examine the impact of this cost escalation on the demand for airline tickets. You must consider how factors such as consumers' income levels, the availability of substitutes like train or bus travel, and individual preferences for air travel are affected.	(CO5)
	b.	Imagine you are a consultant working with a manufacturing company that is experiencing rapid growth. As the company expands its production capacity by investing in more machinery and increasing the size of its workforce, analyze how the Law of Returns to Scale might come into play. Discuss the potential scenarios of increasing, decreasing, and constant returns to scale as the company scales up its operations. Consider the implications of these scenarios on the company's efficiency, cost structure, and overall competitiveness in the market. Additionally, explore how the company can strategically navigate the Law of Returns to Scale to optimize its production processes and maximize output.	(CO5)
	c.	Jindal Pvt. Ltd. was established in 1995. The company started manufacturing of Water Geyser with a brand name of 'Ganga'. During initial 10 years, the company made good profits. But, its profits gradually declined due to competition from national brands. The promoters of the company had a committed team of workers who were constantly working on Research and Development. Finally, they came out in the year 2006, with an innovative product, named Maha Ganga which runs even at very low voltage and consumes less electricity. Thus, the company is monopoly manufacturer of 'Maha Ganga'. The company is currently supplying its products in geographically separated markets of Punjab and Haryana. The company is currently charging the same price in Himachal Pradesh and Uttarakhand. The Chief Economist of the company has informed the top management that price elasticity of demand at currently-charged price is 3 in Himachal Pradesh and 5 in Uttarakhand. The top management is planning to charge two different prices in Punjab and Haryana in order to make more profits. Questions: **1.** Will it be possible for the company to charge two different prices in Himachal Pradesh and Uttarakhand? If yes, under what conditions? Explain. **2.** Will it be profitable for the company to charge two different prices in Himachal Pradesh and Uttarakhand? - Explain.	(CO5)

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Management Theory & Organizational Behaviour **Course Code: MBA101**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	VERY SHORT ANSWER QUESTIONS – *Attempt All.* (2x10 = 20 Marks		CO
	a.	What do you mean by reinforcements in learning?	1
	b.	What are planning premises?	1
	c.	What is external locus of control?	1
	d.	What is perception?	1
	e.	Enlist the 3 skills required by a manager.	1
	f.	What do you mean by unity of command principle of management?	1
	g.	What are single use plans?	1
	h.	Define management?	1
	i.	What is matrix structure?	1
	j.	What is trait theory of leadership?	1

Q.2	SHORT ANSWER QUESTIONS – *Attempt any Five.* (5 x 4=20)		
	a.	What do you understand by a network organization structure? What are advantages of such structure over other organizational structure?	2
	b.	There is an announcement by your company saying "All employees giving sales of 50% more than the target will be given an incentive of Rs 10 Lacs. No employee is motivated with this announcement as they feel this target cannot be achieved". Analyze this with reference to Vroom's Expectancy theory of motivation and explain the theory.	3,4
	c.	Aditi who is heading the campus recruitment program of the firm that she is working in, gets an immediate order from the marketing head of the organisation. Mr. Rupesh asks her to hire only those candidates who have two years experience in the field of marketing and offer them a higher package. Moments later when she is about to enter the campus she gets another call from the HR head who asks her to hire candidates with zero experience. He gives her the logic that such candidates would be expecting lower packages in comparison to the candidates having experience in the industry. Which principle of management stands violated here?	1, 2
	d.	Differentiate between type A and type B personality.	2

	e.	CIPLA is a diversified company and has branches all over the world. Each branch is concerned with the production and sales of medicines. What type or organizational structure would you suggest for the company and why? Give any two advantages and disadvantages of such structure.	2
	f.	Differentiate between single-use and standing plans.	2
	g.	“”Managers need to perform varied roles in an organization’’. Critically analyze the statement and highlight the roles a manager performs in an organization.	2
Q.3	**STRUCTURED QUESTIONS** – ***Attempt any Three.***	**(3x10 = 30 Marks)**	
	a.	Which model of leadership elaborates leadership style in terms of people and task? Explain the model in detail.	3
	b.	Explain Herzberg’s theory of motivation.	3
	c.	Explain the various needs laid down by Maslow’s need hierarchy theory of motivation. Analyze the theory and highlight the limitations of this theory.	3,4
	d.	Explain how the various errors and biases in perception of human targets distort our genuine and rational perception of others.	2,3
Q.4	**Case Analysis/ Situation Based QUESTIONS – Attempt any Two.**	**(2x15 = 30 Marks)**	
	a.	What are different windows under Johari Window model? How can this model be helpful in improving self awareness and awareness of others?	4,6
	b.	Your office timings are 9:00 AM to 5PM. Inspite of biometric attendance, you are observing that most of your employees are coming late and leaving early from office. Apply OB mod to modify the behaviour of employees.	3,5
	c.	Assume any start-up business idea and draw a detailed business plan of the same.	6

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Statistics for Managers **Course Code: MBA102**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – *Attempt All.* **(2x10 = 20 Marks)**

- **a.** What's the formula for calculating the range? **[CO-1]**
- **b.** What's a 'cumulative frequency' in statistics? **[CO-1]**
- **c.** What's the 'central limit theorem'? **[CO-1]**
- **d.** What is a 'pie chart' commonly used for? **[CO-1]**
- **e.** What is a 'random sample' in statistics? **[CO-1]**
- **f.** What's the formula for calculating the 'standard error'? **[CO-2]**
- **g.** What is 'skewness' in statistics? **[CO-2]**
- **h.** Define 'confidence level' in statistics. **[CO-2]**
- **i.** What does a 'probability density function' describe? **[CO-2]**
- **j.** What characterizes 'discrete data'? **[CO-2]**

Q.2 SHORT ANSWER QUESTIONS – *Attempt any Five.* **(4x5 = 20 Marks)**

- **a.** Explain at least three differences between a bar chart and a histogram. **[CO-3]**
- **b.** If P(X) = 0.54, P(Y) = 0.36 and P(X and Y) = 0.27, what is the value of P(X|Y)? Is it the same as P(Y|X)? **[CO-3]**
- **c.** What information is required to determine the critical limits for the region of acceptance of a null hypothesis? **[CO-3]**
- **d.** When conducting a two-tailed test for equality of means, what is the *t-critical* value: **[CO-3]**
  - i. when $n_1 = 14$, $n_2 = 26$ and $\alpha = 0.05$?
  - ii. when $n_1 = 54$, $n_2 = 38$ and $\alpha = 0.05$?
- **e.** What does the null hypothesis say in a test for independence of association? **[CO-4]**
- **f.** Give an example of a business problem where one-factor ANOVA can apply. **[CO-4]**
- **g.** The number of bicycles sold monthly by a bicycle dealer for past eight months was:

  30 18 20 19 30 16 36 24

  Find the range, variance and standard deviation of the number of bicycles sold monthly. Interpret the range and standard deviation measures. **[CO-4]**

Q.3 STRUCTURED QUESTIONS – *Attempt any Three.* **(3x10 = 30 Marks)**

- **a.** A sports psychologist conducted a study into the sporting habits of married couples. In a survey amongst 300 married couples under 30 years of age, the psychologist established the following facts: 60% of the married men participated in sport. Of these married couples, 40% of the wives also participated in sport. Of the married couples where the husband did not participate in sport, 30% of the wives participated in sport. The sports psychologist wished to determine the probability that the husband participates in sport when it is known that the wife participates in sport? **[CO-4]**
- **b.** A short-term insurance company receives seven motor vehicle claims, on average, per day. Assume that the daily claims rate follows a Poisson process. **[CO-4]**
  - i. What is the probability that on a given day no more than five motor vehicle claims will be received?
  - ii. How likely is it that either six or nine motor vehicle claims will be received on a given day?

c. The manager of a large shopping mall in Kashipur believes that visitors to the mall spend, on average, 85 minutes in the mall on any one occasion. To test this belief, the manager commissioned a study, which found that, from a random sample of 132 visitors to the mall, the average visiting time was 80.5 minutes. Assume a population standard deviation of 25 minutes and that visiting time is approximately normally distributed. **[CO-5]**
Conduct a hypothesis test for a single mean at the 5% significance level to support or refute the manager's belief. What management conclusion would be drawn from the findings?

d. Name and explain the components of a time series. Which component shows the most regularity? **[CO-5]**

Q.4 CASE ANALYSIS/ SITUATION BASED – ***Attempt any Two.*** **(2x15 = 30 Marks)**

a. A large supermarket offers an internet shopping service to its customers. It recently conducted a survey amongst its customers to find out if *full-time employed* customers are more likely to *use the internet shopping facility* than *at-home* customers. The survey findings are summarized in the following cross-tabulation table:

Employment Status	**Use Internet Shopping**	
	Yes	*No*
Full-time	35	109
At-home	40	176

[CO-5]

i. Show the joint frequency counts in the cross-tabulation table as row percentages. Interpret these percentages.

ii. At the 5% significance level, is there sufficient statistical evidence to conclude that full-time employed customers are *more likely* to use the internet shopping service than at-home customers? (i.e. is employment status and the use of internet shopping statistically dependent?) What conclusion can be drawn?

b. The Mansa Devi Cable Car Company recorded the following data on the number of tourists (in thousands) who visited Mansa Devi, Haridwar, in each quarter of 2022 and 2023:

Season	**Seasonal Index**	**2022**	**2023**
Summer	62	18.1	22.4
Autumn	89	26.4	33.2
Winter	162	41.2	44.8
Spring	87	31.6	32.5

[CO-6]

i. Plot the quarterly number of tourists to Mansa Devi for 2022 and 2023.

ii. Calculate the de-seasonalised values for each quarter and plot on the same axis. Comment on the trend in the number of tourists visiting Mansa Devi.

c. A bank wanted to find out whether the number of loan applications received is influenced by the current loan interest rate. The manager selected 11 monthly periods for which different *interest rates* applied and recorded the *number of loan applications received.*

Loan Applications Received											
Interest Rate (%)	7.0	6.5	5.5	6.0	8.0	8.5	6.0	5.7	7.5	8.0	6.0
Loan Applications	18	22	30	24	16	18	28	27	20	17	21

i. Identify the independent variable and the dependent variable.

ii. Show the data graphically in a scatter plot. What relationship is observed? **[CO-6]**

iii. Calculate the correlation coefficient between the rate of interest and the number of loan applications received. Comment on the strength of the association.

iv. Test the association between the rate of interest and number of loan applications received for statistical significance. Use $\alpha = 0.05$. Show the null and alternative hypotheses and interpret the findings of the hypothesis test.

v. Derive the least squares regression line between the rate of interest and the number of loan applications received.

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Communication for Managers   **Course Code: MBA107**

Time allotted: 03 Hours   **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS** – ***Attempt All.***		**(2x10 = 20)**	**CO**
	a.	Name two mobile communication etiquette practices.		CO-1
	b.	What are the advantages of using collaboration tools in the workplace?		
	c.	Explain how cultural differences can influence communication styles.		
	d.	Explain the importance of clarity in writing a message.		
	e.	How does document formatting contribute to readability?		
	f.	In what ways can social media be used for professional networking?		
	g.	Provide an example of how feedback can enhance team communication.		
	h.	How can you address unconscious bias in communication?		
	i.	Explain the significance of a strong opening in a message.		
	j.	In what situations might a memo be more appropriate than an email?		
Q.2	**SHORT ANSWER QUESTIONS** – ***Attempt any Five.***		**(4x5 = 20)**	
	a.	What do we understand by E-mail etiquette? Why is it important?		CO-3
	b.	Define Ethnocentrism? How can we overcome it?		CO-4
	c.	Draw & explain the Communication Cycle.		CO-2
	d.	"Workplace is Changing", How?		CO-6
	e.	Mention the constituents to "Effective Listening".		CO-4
	f.	"Audience centered Communication is the need of the hour". Comment		CO-5
	g.	Define TEAM? Explain the nuances?		CO-5
Q.3	**STRUCTURED QUESTIONS** – ***Attempt any Three.***		**(3x10 = 30)**	
	a.	"Oral Intercultural Skills" helps create an aura. Comment.		CO-6
	b.	How can we maximize the impact of Non-Verbal Communication?		CO-3
	c.	What are the pre-requisites to making telephone call? Explain		CO-1
	d.	Explain the Paragraph Development Techniques.		O-4
Q.4	**QUESTIONS** – ***Attempt any Two.***		**(2x15 = 30)**	
	a.	"Organizing the message has both writer benefits & audience benefits". How?		CO-6
	b.	How should we prepare for Meetings? What are the ingredients to Effective meeting?		CO-5
	c.	Why do we need to commit to Ethical Communication? Explain		CO-3

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Management Science **Course Code: MBA108**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1		**VERY SHORT ANSWER QUESTIONS – *Attempt All.***	**(2x10 = 20 Marks)**
	a.	Critical path	CO1
	b.	Constraint	CO1
	c.	Formula for activity variance	CO1
	d.	Forward Pass Schedule	CO1
	e.	Activity Slack	CO1
	f.	Examples of maximizing the objective function	CO1
	g.	Assignee Constraint	CO1
	h.	Alternatives	CO1
	i.	Surplus variable	CO1
	j.	Objective Function	CO1

Q.2		**SHORT ANSWER QUESTIONS – *Attempt any Five.***	**(4x5 = 20 Marks)**
	a.	For the following LPP develop Standard form of LPP formulation Max Z = 4X + 6Y 3X + 2Y < = 15 X + 2Y < = 10 X1, X2 >= 0	CO2
	b.	For the following LPP develop Initial table of LPP formulation Max Z = 4X + 6Y 3X + 2Y < = 15 X + 2Y < = 10 X1, X2 >= 0 Also determine outgoing and incoming variables.	CO2
	c.	For following project develop simple network diagram and list various path from start to end. If the project completion time is 90 days, what will be the latest start time for activity F and G. The duration of F and G are 10 and 15 respectively.	CO4

Activity	A	B	C	D	E	F	G
Preceding activity	-	-	A	B	C, D	D	E

	d.	Explain special cases of the LPP with graphical representation.	CO3
	e.	In project management techniques explain the importance of slack of activity?	CO4
	f.	For given activities determine activities expected time and variance. Also determine the standard deviation of the project completion time.	CO2

Activity	Preceding activity	Optimistic time	Most Likely time	Pessimistic time
		o	m	p
A	-	9	15	21
B	A	13	21	23
D	A	23	35	47
C	B	8	11	16

	g.	Explain steps in formulating the Linear programming problem.	CO4

Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3x10 = 30 Marks)

a. For Given project details determine:

I. Network Diagram (3M)

II. ES, EF, LS, and LF for each activities (6M)

III. Critical path and project duration (1M)

Activity	Prede-cessor	Time (days)	Activity	Prede-cessor	Time (days)
A	-	2	G	C	9
B	-	5	H	D	3
C	-	3	I	H, E, F	4
D	A	10	J	F, G	5
E	A	7	K	I, J	2
F	B	15			

CO4

b. Fun-pick Ltd. planning to produce product A and B at its facility to maximize its profit. The available labor hours at various department and time required by each product in department are provided in following table. The company has to produce at least 20 units of product A. As a management trainee, formulate the problem as LPP and obtain optimal solution by graphical method. List decision variables, objective function, constraints, graph, feasible area, units of A & B to be produced and total profit of optimal solution. CO3

Department	Product A (mins/unit)	Product B (mins/unit)	Labor-hours available
Cutting	10	20	10
Welding	20	10	12
Packing	2	3	5
Profit/unit	Rs. 25	Rs. 30	

c. The supervisor of the production shop is dilemma of assigning jobs to the workstation. The manager has asked supervisor to assign the jobs such that total completion time of all for jobs is minimized, so that next order can be planned accordingly. The table provides the time required by job to be completed on particular workstation. CO3

	Workstation			
Job	W1	W2	W3	W4
A	1	4	6	3
B	9	7	10	9
C	4	5	11	7
D	8	7	8	5

Develop formulation of Linear programming problem for the given assignment problem.

d. Explain the project crashing concept in detail. (include Time-cost Tradeoff diagram) CO4

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any Two.*	(2x15 = 30 Marks)

a For following project determine lowest project duration and total cost of project at the lowest completion time.

Activity	Predecessor	Normal Time (days)	Crash Time (days)	Normal Cost (Rs.)	Crashing Cost (Rs.)
A	--	4	4	50	50
B	A	5	2	70	190
C	A	5	4	80	120
D	C	4	2	40	120
E	C	5	3	60	140
F	B	5	4	50	90
G	F, D	4	3	70	100
H	E, D	4	3	80	110
I	G, H	3	3	50	50

b The excel model and its optimal solution is provided is provided as follows: CO4

	A	B	C	D	E	F	G
1	Energy Bar flavors	Almond-lovers	Walnut-lovers	Thrifty			
2	Decision Variable	A	W	T			
3	Profit per can (rs.)	3.20	4.30	1.05	Total Profit		
4	No. of Cans	333.33	0.00	833.33	1941.67		
5							
6					Required		Available
7	Subject To:				LHS		RHS
8	Almond avail.	0.8	0.2	0.1	350	<=	350
9	Walnuts avail.	0.2	0.8	0.1	150	<=	150
10	Peanuts avail.	0	0	0.8	666.67	<=	1000
11							

	A	B	C	D	E	F	G
1							
2	Variable Cells						
3			Final	Reduced	Objective	Allowable	Allowable
4	Cell	Name	Value	Cost	Coefficient	Increase	Decrease
5	B4	No. of Cans A	333.33	0	3.2	3	1.1
6	C4	No. of Cans W	0	-3	4.3	3	4.3
7	D4	No. of Cans T	833.33	0	1.05	0.55	0.3
8							
9	Constraints						
10			Final	Shadow	Constraint	Allowable	Allowable
11	Cell	Name	Value	Price	R.H. Side	Increase	Decrease
12	E7	Almond avail. LHS	350	1.83	350	250	125
13	E8	Walnuts avail. LHS	150	8.67	150	31.25	62.5
14	E9	Peanuts avail. LHS	666.67	0	1000	infinite	333.33
15							

a. How many decision variables are modelled?
b. What is the optimal mix and optimal objective function value?
c. Which of the constraints are binding and non-binding? Why?
d. What happens to objective function value if additional 100 units of almond is made available?
e. What is allowable range of profit per can of Thrifty? Do the optimal mix will change if the profit per can of Thrifty is increased to Rs. 4.2?

c Explain the steps of Decision making modelling process. CO3

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Enrol. No. | S | R | H | U | | | | | | | | | Regn. No. | D | D | | | | | | | | | | |

END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Computer Application for Managers **Course Code: MBA105**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1	**VERY SHORT ANSWER QUESTIONS –** ***Attempt All.***		**(2x10 = 20 Marks)**
	a.	Define supercomputer	(CO1)
	b.	What is LAN ?	(CO4)
	c.	Define CPU.	(CO1)
	d.	Describe ROM.	(CO1)
	e.	What is AI?	(CO1)
	f.	Explain data analytics.	(CO1)
	g.	Describe binary numbers.	(CO1)
	h.	What is UPI.	(CO1)
	i.	Defne FinTech.	(CO1)
	j.	Explain domain network environment.	(CO4)
Q.2	**SHORT ANSWER QUESTIONS –** ***Attempt any Five.***		**(4x5 = 20 Marks)**
	a.	Define cloud computing. Determine its various types.	(CO4)
	b.	Highlight the vital functions of operating systems.	(CO3)
	c.	Differentiate between compiler and interpreter.	(CO2)
	d.	Describe network topology. Give its classification.	(CO4)
	e.	Give classification of computer systems.	(CO1)
	f.	Discuss applications of AI in manufacturing and service sectors.	(CO2)
	g.	List a few prominent computer threats. Suggest remedies to counter these threats.	(CO6)

Q.3	STRUCTURED QUESTIONS – *Attempt any Three.*	(3x10 = 30 Marks)
a.	Explain the concept of computer memory and distinguish between primary and secondary memory? Provide examples of each type and elucidate their roles in storing and retrieving data within a computer system.	(CO1)
b.	Provide examples of how businesses leverage the Internet for e-commerce, and how individuals use it for communication and information retrieval. Explain how the Internet's functions have transformed various aspects of our daily lives and work environments.	(CO4)
c.	Determine the major categories of software, distinguishing between system software and application software. Give examples within each category and explain how they contribute to the overall functionality and performance of a computer system.	(CO2)
d.	Discuss the ethical behaviors related to data and digital equipment usage in the organization.	(CO6)

Q.4	Case Analysis/ Situation Based QUESTIONS – *Attempt any two.*	(2x15 = 30 Marks)
a.	Analyze the different types of Database Management Systems, such as relational, hierarchical, and object-oriented databases. highlighting the strengths and weaknesses of each type. Additionally, discuss scenarios where one type of DBMS might be more suitable than others based on specific requirements.	(CO5)
b.	Imagine you are a small business owner exploring options for integrating a digital payment system into your operations. Apply your understanding of digital payment systems to recommend a specific type of system (e.g., mobile wallets, online banking, UPI) that aligns with the needs of your business. Discuss the potential benefits and challenges associated with implementing this digital payment solution.	(CO1)
c	Discuss the importance of security protocols on the Internet. How do encryption, firewalls, and other security measures contribute to safeguarding data and ensuring user privacy? Provide examples of potential threats and the corresponding protective measures employed in the online environment.	(CO4)

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Enrol. No. | S | R | H | U | | | | | | | | | Regn. No. | D | D | | | | | | | | | | | |

END SEMESTER EXAMINATION, JANUARY - 2024

M. B. A. Semester - III

Course Name: Security Analyses & Portfolio Management **Course Code: MBA321**

Time allotted: 03 Hours **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – ***Attempt All.*** **(2x10 = 20 Marks)**

a. Define the concept of arbitrage with example. CO1
b. What is risk? Explain with suitable example. CO1
c. Define the key components of portfolio management. CO1
d. Recall the characteristics and significance of security analysis. CO1
e. Explain the functions of rating agencies. CO1
f. Explain the term intrinsic value with example. CO2
g. Discuss the term S&P CNX Nifty. CO2
h. Explain the key components of the diffusion index. CO2
i. Explain the importance of diversification in asset allocation. CO2
j. Discuss the economic factors used for the company analysis of any securities. CO2

Q.2 SHORT ANSWER QUESTIONS – ***Attempt any Five.*** **(4x5 = 20 Marks)**

a. Apply the technique of Du-Pont analysis to measure the financial performance of any company. CO3
b. Solve a problem by constructing an efficient portfolio using the Efficient Market Hypothesis (EMH). CO3
c. Apply the concept of Industry life cycle to take the favorable investment decision. CO3
d. Solve a company analysis problem by using non-financial indicators. CO3
e. Examine the different steps taken under an investment process. CO4
f. Analyze the impact of changes in interest rates on security prices and return. CO4
g. Examine the concept of Tobin's Q by taking an example. CO4

Q.3 STRUCTURED QUESTIONS – ***Attempt any Three.*** **(3x10 = 30 Marks)**

a. Analyze the risk-return tradeoff in investing and assess the impact of risk on investment strategies. CO4
b. Examine the differences between systematic and unsystematic risk. CO4
c. Evaluate the importance of technical analysis for trading of securities. CO5
d. Critique the concept of market efficiency, examining whether financial markets are truly efficient o if there are opportunities for abnormal returns. CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – ***Attempt any Two.*** **(2x15 = 30 Marks)**

a. Evaluate the basic assumptions of modern portfolio theory and APT. Why APT is preferred from other? CO5
b. Develop a financial plan for a young professional looking to achieve long-term financial independence, including savings, investment, and retirement strategies. CO6
c. Design systematic and unsystematic risk with the different methods of measuring risks in connection with portfolio management. CO6

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END SEMESTER EXAMINATION, JANUARY- 2024

M. B. A. Semester - I

Course Name: Marketing Management — **Course Code: MBA106**

Time allotted: 03 Hours — **Max. Marks: 100**

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – *Attempt All.* **(2x10 = 20 Marks)**

a.	Evolution of marketing?	CO1
b.	Test marketing.	CO1
c.	Monopoly Vs monopolistic competition	CO1
d.	Digital marketing	CO1
e.	Goods Vs services (difference).	CO1
f.	Consumer, customer, buyer	CO2
g.	Labeling on the product	CO2
h.	Niche marketing	CO2
i.	Consumer attitude.	CO2
j.	Objectives of pricing.	CO2

Q.2 SHORT ANSWER QUESTIONS – *Attempt any Five.* **(4x5 = 20 Marks)**

a.	Explain the concept of consumer perception .Tell the roles of various sense organs in creating the perception with suitable examples .	CO3
b.	What are various types of consumers ? Tell in detail with suitable examples .	CO3
c.	How many types of packaging you are aware with ? What are various types of packaging ,also tell the roles and objectives of various packaging? How technology is contributing in packaging ?	CO3
d.	Tell the process of marketing research .What are various steps involved in this process .Also tell various types of research known to you .	CO3
e.	Marketing mix for service marketing includes 7ps , what are those Ps ?Illustrate with examples of service industry .	CO4
f.	Product mix of HUL is quite diverse .In view of this tell various terms of product mix like	CO4
g.	What do you understand by segmentation of market ? Tell various basis/types of market segmentation .Also tell how do companies position the products ?	CO4

Q.3 STRUCTURED QUESTIONS – ***Attempt any Three.*** **(3x10 = 30 Marks)**

a. Explain how you would integrate publicity, propaganda, and sales promotion efforts to ensure a consistent and cohesive brand message. How can these elements work together to reinforce the key attributes of the vitamin-enriched drinks? CO4

b. Explain the role of SWOT analysis in the marketing planning process. How can a thorough SWOT analysis inform decision-making and strategy development? CO4

c. What is pricing ? What are various objectives of pricing ? Tell various strategies and types of pricing ? CO5

d. What is PLC ? What are various characteristics of each stage of PLC ? Tell various examples of each of the stages ? CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – ***Attempt any Two.*** **(2x15 = 30 Marks)**

a. As the Product Manager for an established electronics company, you are overseeing the launch of a new Smartphone model aimed at tech-savvy consumers. Develop a situation-specific product life cycle strategy considering the competitive landscape, consumer preferences, and technological advancements. CO5
Question: In your role as the Product Manager for the new smartphone model, craft a comprehensive product life cycle strategy that navigates the stages from introduction to potential decline.

b. Imagine you are the Chief Marketing Officer for a leading sportswear brand facing increased competition in the athletic apparel market. Develop a comprehensive question that explores strategies to navigate and thrive in a competitive environment. CO6
Question: In your role as the Chief Marketing Officer, formulate a strategic plan to address the intensifying competition in the athletic apparel market under given heads as-competitive analysis, positioning ,pricing strategies and customer loyalty .

c. If you are the Purchasing Manager for a medium-sized manufacturing company that specializes in electronic components. Your company is looking to upgrade its production line by implementing cutting-edge machinery. Develop a scenario-based question that explores the B2B buying process in this context. CO6
Question: As the Purchasing Manager responsible for procuring advanced machinery for the production line upgrade, outline the steps and considerations involved in the B2B buying process.