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PTU Q/P / Dec/Jan

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Total No. of Pages : 02

Total No. of Questions : 17

MBA/MBA (IB) (Sem.–1)

FOUNDATIONS OF MANAGEMENT

Subject Code : MBA-101-18

M.Code : 75402

Date of Examination : 12-12-2023

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 and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

Write short notes on the following :

1. Managerial roles
2. Systems approach
3. Types of plans
4. McKinsey's 7-S approach
5. Bases of departmentation
6. Decentralization and Centralization
7. Feedforward and feedback control
8. Japanese Management

SECTION-B

UNIT-I

9. What is the importance of management? Discuss the functions of management with suitable examples.

10. Discuss the two-factor theory by Herzberg and X & Y theory by McGregor in detail.

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UNIT -II

11. What are the benefits of MBO? Discuss various steps involved in the process of MBO.
12. Discuss various approaches in decision-making. Explain the steps in the process of decision-making.

UNIT -III

13. What is organizing? Discuss various steps in the process of organizing with examples.
14. Discuss the importance of coordination. Explain various techniques to ensure effective coordination in the organization.

UNIT -IV

15. What are the characteristics of control? Explain the step-by-step process of control in detail.
16. Write a detailed note on various modern management techniques with examples.

SECTION-C

17. **Case study :**

Aman Chadha started 'Bulls Eye', a company for providing cyber security solutions to businesses. Its objective is to prevent, detect and respond to cyber attacks and protect critical data. He was a hardworking software engineer and an expert in cyber security. His reputation grew by leaps and bounds as he was not only a person of integrity but also did his work with utmost honesty and sincerity. The business started growing day by day. He was delighted when he was offered a big project by the Ministry of Defence. While working on the project, he found that the volume of work made it impractical for him to handle all the work by himself. He decided to expand the team. The company maintained a close liaison with a local engineering college. During a campus placement, Ishan and Vrinda were appointed to work for the new project.

He found the new employees capable, enthusiastic and trustworthy. Aman Chadha was thus, able to focus on objectives and with the help of Ishan and Vrinda, the project was completed on time. Not only with this Aman Chadha was also able to extend his area of operations. On the other hand, Ishan and Vrinda also got opportunities to develop and exercise initiative.

Question :

a. Identify and briefly explain the concept used by Aman Chadha in the above case which helped him in focusing on objectives.

b. Also state any four points of importance of the concept identified in (a) above.

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MBA/MBA(IB) (Sem.–1)

MANAGERIAL ECONOMICS

Subject Code : MBA-102-18

M.Code : 75403

Date of Examination : 18-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Answer briefly :

1. Consumer equilibrium
2. Short run and long run
3. Marginal revenue
4. Advertisement cost
5. Collusive oligopoly
6. Trade cycle
7. Inflation
8. Investment Multiplier.

SECTION-B

UNIT-I

9. Discuss the various methods of measuring price elasticity of demand.

10. State the law of demand and illustrate it with the help of a demand curve. What are the exceptions to the law of demand?

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UNIT-II

11. What do you mean by production function? Explain the economies and diseconomies of scale.

12. What is total cost, average cost and marginal cost? Explain the mutual relationship between average cost and marginal cost.

UNIT-III

13. Discuss the various pricing strategies used by manufactures to determine the price of the product.

14. Define Oligopoly. Also explain the features of oligopoly.

UNIT-IV

15. Unemployment is a critical feature of the Indian economy. Can we really explain it in terms of the deficiency of demand?

16. Define the problem of double counting in the estimation of national income. Discuss two approaches to correct the problem of double counting.

SECTION-C

17. **Attempt following case study:**

National Income means that all the goods and services provided in our world are an Indicator of our economic Wealth, whatever the economic performance of the whole world we can only evaluate with the help of national income. It will show the performance of our economy and the growth of our nation. National Income means that whatever goods and services we have camped for the whole annual year that we produced in a year we can Identify with the help of National Income is that part of object Income of the community, including of course Income derived from abroad, which can be measured in money.

Questions:

a) What are the benefits for measuring national income?

b) The national income represents the growth of the country. Comment.

c) Per capita income gives significant information than national income. Comment

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MBA/MBA IB (Sem.–1)

QUANTITATIVE TECHNIQUES

Subject Code : MBA-103-18

M.Code : 75404

Date of Examination : 02-01-2024

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 carrying TWELVE marks.

SECTION-A

Answer briefly :

1. What is a decile?
2. What is Skewness?
3. What is linear correlation?
4. What is the regression coefficient?
5. What is Conditional Probability?
6. What is Big-M Method?
7. What is CPM?
8. What are the limitations of the least cost method in Transportation problems?

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16. a) Discuss the procedure of applying the MODI Method in Transportation problems.

    b) Discuss in detail the Hungarian method for solving assignment problems.

SECTION-C

17. a) Using Big-M Method

    Maximize $Z = x_1 + 2x_2 + 3x_3 - x_4$

    Subject to the constraints

    $x_1 + 2x_2 + 3x_3 = 15$

    $2x_1 + x_2 + 5x_3 = 20$

    $x_1 + 2x_2 + x_3 + x_4 = 10;$

    $x_1, x_2, x_3, x_4 \geq 0$

    b) Height of the fathers and sons is given below. Find the height of the son when the height of the father is 70 inches

Father (Inches)	71	68	66	67	70	71	70	73	72	65	66
Son (Inches)	69	64	65	63	65	62	65	64	66	59	62

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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 : 29-12-2023

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 and carries TWELVE marks.

SECTION-A

1. **Write short notes on the following :**

a. US GAAPs

b. Kaizen costing

c. Inventory turnover ratio

d. Cash flow from operating activities

e. Zero based Budget

f. Absorption costing

g. Branches of Accounting

h. Historical cost principle.

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SECTION-B

UNIT-I

2. Explain Accounting as an information system. Discuss qualitative characteristics of accounting information.

3. What do you mean by accounting concepts? Explain various concepts in detail.

UNIT-II

4. Define cost-volume profit analysis and explain its main features and useful contributions to the management in decision making.

5. *"Flexibility in a budget is an aid to co-ordination, while the budgetary control is an instrument of co-ordination."* Explain.

UNIT-III

6. What do you mean by financial statement analysis? Explains its objectives.

7. Name the different tools, used for analysis and interpretation of Financial Statements.

UNIT-IV

8. Define financial reporting. What is the role of corporate social reporting?

9. Discuss the accounting treatment and accounting standards of holding company.

SECTION-C

10. **Attempt following case study :**

Budgeting is very important and it determines the way in which the organization can attain its financial and other goals. It is an estimate about the future actions of the management in the form of financial Statements. Once the budget is set in quantitative or qualitative terms the management try their best for not exceeding the target set. But on account of dynamic nature of the environment both internal and external the estimated figure will vary. As a control measure they traise the variations between the actual and the budgeted one and identify the causes of such variations and take corrective measures for not occurring such variations in future. One of the components which is significant for internal control system is budgetary control system.

Questions :

a) What are the reasons for preparing budget?

b) What factors must be followed while preparing budgets?

c) What is the role of budgeting control in the organization?

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MBA/MBA (IB) (Sem.–1)

BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Subject Code : MBA-105-18

M.Code : 75406

Date of Examination : 09-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Answer the following :

1. State the role of Monetary policy in India.
2. What do you mean by executive institutions?
3. State the objective of cooperative sector.
4. What is green management?
5. Write short note on Intellectual Property Rights.
6. State the anti-dumping measures.
7. What do you mean by organized sector?
8. Explain social inclusion.

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Questions:

a. What are the main reasons behind the decision to privatize the state-owned telecommunication company XYZ?

b. How did privatization lead to positive changes in the company's performance and competitiveness?

c. What were the potential social and economic consequences of privatization, particularly in terms of employment and service accessibility?.

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MBA/MBA (IB) (Sem.–1)

BUSINESS ETHICS AND CSR

Subject Code : MBA-106-18

M.Code : 75407

Date of Examination : 20-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Write briefly :

1. Principles of Ethics.
2. Role of ethical considerations in Human Resource Management.
3. Drivers of Corporate Social Responsibility.
4. Ethical Reasoning
5. Ethics *vs* Ethos
6. Importance of Sustainability
7. Globalization and Business Ethics
8. Corporate Social Responsibility within the organization.

SECTION-B

UNIT-I

9. How business ethics are important? Explain with the help of theories of ethics.
10. State the comparison between Absolutism and Relativism. Discuss some emerging issues in Business ethics.

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UNIT-II

11. What do you mean by ethical dilemma? Explain the process of resolving the ethical dilemma.

12. Why is ethical decision making important? What are the various ethical implications at top level of management in business?

UNIT-III

13. Explain the concept of Corporate Social Responsibility. Give some arguments in favor of Corporate Social Responsibility by using real industrial examples.

14. Discuss the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business in detail.

UNIT-IV

15. What is the relevance of various CSR practices in India? What are the various CSR initiatives taken by Indian businesses?

16. What do you mean by Corporate Governance? Explain in detail.

SECTION-C

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

The Sterlite Copper industries is a famous industry in Madhya Pradesh. From its inception the company was opposed to its hazardous operations. People of the nearby area struggled for 23 years for the closure of the polluting industry. However, the company obtained clearances at all the stages with the false information and misrepresentation of the information of facts. Sterlite is one among several companies that are categorized as large, red, and hazardous. On the other hand, the company's copper exports account for a significant sale in India. The closure gave a strategic advantage to China and Pakistan. Yet, people are more concerned than profits is realized from this case.

Questions **:**

a. Analyze the case and identify the problem.

b. How does the case impact the ethical sustainability?

c. Was the method of clearing all the licenses by Sterlite Copper Industry subject to ethical practice?

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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 : 22-12-2023

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 short notes on the following :**

a) What is the primary objective of business communication?

b) Compare Interactive and Transactional Models of Communication.

c) Explain the significance of audience adaptation in business communication.

d) What are the various information gathering options available to managers?

e) Explain the term "Glossophobia".

f) "*Just A Minute (JAM) Sessions are one-minute impromptu speeches*". Comment.

g) Discuss the importance of transparency in employment messages.

h) Why role play is important in communication?

SECTION-B

UNIT-I

2. Effective communication is crucial for managerial effectiveness in business organizations. Discuss the communication process, highlighting its key elements and explaining how a well-structured communication process contributes to better managerial outcomes.

3. Discuss in detail, the impact of social networking technologies on business communication and its role in enhancing managerial effectiveness.

UNIT- II

4. "*Effective communication is contingent upon situational awareness and adapting messages accordingly*". Do you concur with this statement? Provide insights into how analyzing the situation influences communication outcomes.

5. Discuss the challenges managers face in ensuring clarity and precision in email communication. How can managers avoid miscommunication and foster effective email exchanges within the organization?

UNIT- III

6. How does group discussion contribute to successful business communication? Explain Do's and Don'ts of Process of Group Discussion.

7. "*Appropriate vocal cues enhance the impact of your business presentation*". Discuss this statement with suitable examples.

UNIT- IV

8. "*A well-designed employment strategy is the foundation for building a skilled and motivated workforce*". Elucidate this statement.

9. **Write detailed notes on :**

a) Interviewer-Interviewee relationship

b) Simulation games.

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