

Roll No.

Total No. of Pages: 02

Total No. of Questions: 10

MBA, Semester 1st
FOUNDATIONS OF MANAGEMENT
Subject Code: 25C1BAP-101/25C2BAP-101

M.Code:

Date of Examination:15-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each question carrying **EIGHT** marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	What do you mean by open system?	CO-1	L1
b.	Explain managerial skills required at different levels.	CO-1	L2
c.	Who is the father of general management and state his contribution?	CO-2	L1
d.	Differentiate between a policy and a procedure.	CO-3	L2
e.	List any three bases for departmentalization.	CO-4	L1
f.	Explain the advantages of decentralization.	CO-4	L2
g.	List the three steps in the control process.	CO-5	L1
h.	Describe the advantages of e-business management.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Discuss how management functions (planning, organizing, staffing, directing, and controlling) are interdependent and cyclical.	CO-1	L3
3.	Critically examine the F.W. Taylor Principles of scientific Management for the service industry.	CO-2	L4
UNIT-II			
4.	Construct the concept and process of Management by Objectives (MBO).	CO-3	L3
5.	Judge the role of decision-making under certainty and risk.	CO-3	L5

UNIT-III			
6.	Explain the concepts of span of management, centralization, and decentralization with practical examples.	CO-4	L3
7.	Discuss the various forms of Organization Structure with suitable diagram.	CO-4	L4
UNIT-IV			
8.	Compare and contrast Japanese management with Chinese style management.	CO-5	L4
9.	Evaluate the roles and steps of control in management process.	CO-5	L5
SECTION-C			
10.	<p>Adopting Knowledge Management at EduTech Ltd. EduTech, an online learning platform, is expanding rapidly but struggles to capture and share knowledge across its dispersed teams. Employees often reinvent solutions, wasting time and resources. The CEO proposes a knowledge management system (KMS) to improve collaboration. However, concerns arise regarding costs, employee adoption, and data security. The challenge is to design a system that supports innovation while addressing these limitations. Success would mean fostering a culture of learning and knowledge-sharing while overcoming resistance to change.</p> <p>Question:</p> <ol style="list-style-type: none"> Estimate the challenges and benefits of adopting KMS in fast-growing companies like EduTech. Design an innovative knowledge-sharing framework to support collaboration and organizational learning 	CO-5	L6

Note: Disclosure of identity by writing mobile number or making of passing request on any paper of Answer Sheet will lead to UMC against the student.

5.	In a contest, two judges ranked eight candidates A, B, C, D, E, F, G and H in order of their preference, as shown in the following table. Make use of Spearman's Rank correlation method to estimate the rank correlation coefficient.	CO-3	L3																											
<table border="1"> <tr> <th>Candidates</th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> <th>G</th> <th>H</th> </tr> <tr> <th>First Judge</th> <td>5</td> <td>2</td> <td>8</td> <td>1</td> <td>4</td> <td>6</td> <td>3</td> <td>7</td> </tr> <tr> <th>Second Judge</th> <td>4</td> <td>5</td> <td>7</td> <td>3</td> <td>2</td> <td>8</td> <td>1</td> <td>6</td> </tr> </table>				Candidates	A	B	C	D	E	F	G	H	First Judge	5	2	8	1	4	6	3	7	Second Judge	4	5	7	3	2	8	1	6
Candidates	A	B	C	D	E	F	G	H																						
First Judge	5	2	8	1	4	6	3	7																						
Second Judge	4	5	7	3	2	8	1	6																						

UNIT-III

6.	Compare Binomial and Poisson distribution with examples.	CO-4	L4
7.	Examine game theory giving examples.	CO-5	L4

UNIT-IV

8.	There is a factory located at each of the two places P and Q. From these locations, a certain commodity is derived to each of the three depots situated at A, B and C. The weekly requirements of the depots are respectively 5, 5 and 4 units of the commodity while the production capacity of the factories at P and Q are 8 and 6 units respectively. The cost of transportation per unit is given. Divide the units to be transported from each factory to each depot using LPP in order that the transportation cost is minimum.	CO-5	L4																	
<table border="1"> <tr> <th colspan="2" rowspan="2">Costs (In Rs.)</th> <th colspan="3">Depots</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> </tr> <tr> <th rowspan="2">Factory</th> <th>P</th> <td>16</td> <td>10</td> <td>18</td> </tr> <tr> <th>Q</th> <td>10</td> <td>12</td> <td>10</td> </tr> </table>				Costs (In Rs.)		Depots			A	B	C	Factory	P	16	10	18	Q	10	12	10
Costs (In Rs.)		Depots																		
		A	B	C																
Factory	P	16	10	18																
	Q	10	12	10																

9.	A manufacturer has distribution centres at Agra, Allahabad and Kolkata. These centres have availability of 40, 20 and 40 units of his product, respectively. His retail outlets at A, B, C, D and E require 25, 10, 20, 30 and 15 units of the products, respectively. The transport cost (in rupees) per unit between each centre outlet is given. Determine the optimal distribution so as to minimize the cost of transportation.	CO-5	L5																													
<table border="1"> <tr> <th rowspan="2">Centre</th> <th colspan="5">Distribution Retail Outlets</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> </tr> <tr> <th>Agra</th> <td>55</td> <td>30</td> <td>40</td> <td>90</td> <td>40</td> </tr> <tr> <th>Allahabad</th> <td>35</td> <td>30</td> <td>100</td> <td>45</td> <td>80</td> </tr> <tr> <th>Kolkata</th> <td>40</td> <td>60</td> <td>95</td> <td>35</td> <td>30</td> </tr> </table>				Centre	Distribution Retail Outlets					A	B	C	D	E	Agra	55	30	40	90	40	Allahabad	35	30	100	45	80	Kolkata	40	60	95	35	30
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SECTION-C

10.	A company collected the following data. Total Frequency (N) is 360 and mode is 1376. (a) Estimate the problem to find missing frequency. (b) Evaluate whether it's a case of unimodal or not.	CO-5	L6																		
<table border="1"> <tr> <th>Class</th> <th>Frequency</th> </tr> <tr> <td>0 - 400</td> <td>14</td> </tr> <tr> <td>400 - 800</td> <td>22</td> </tr> <tr> <td>800 - 1200</td> <td>?</td> </tr> <tr> <td>1200 - 1600</td> <td>124</td> </tr> <tr> <td>1600 - 2000</td> <td>?</td> </tr> <tr> <td>2000 - 2400</td> <td>32</td> </tr> <tr> <td>2400 - 2800</td> <td>15</td> </tr> <tr> <td>2800 - 3200</td> <td>5</td> </tr> </table>				Class	Frequency	0 - 400	14	400 - 800	22	800 - 1200	?	1200 - 1600	124	1600 - 2000	?	2000 - 2400	32	2400 - 2800	15	2800 - 3200	5
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Roll No.

Total No. of Pages: 02

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MBA, Semester-1st
ACCOUNTING FOR MANAGEMENT AND REPORTING
Subject Code: 25C1BAP-104 / 25C2BAP-104

M.Code:

Date of Examination: 19-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** subsections: **Units-I, II, III & IV**. Each subsection contains **TWO** questions, each question carrying **EIGHT** marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List any two basic Accounting Principles.	CO-1	L1
b.	Explain the importance of Accounting Principles in preparing financial statements.	CO-1	L2
c.	What is Break-Even Point?	CO-2	L1
d.	Differentiate between Fixed Budget and Flexible Budget.	CO-3	L2
e.	Define Common Size Statement.	CO-4	L1
f.	Interpret how Trend Analysis helps in performance evaluation.	CO-4	L2
g.	State the meaning of Transfer Pricing.	CO-5	L1
h.	Describe the factors influencing the environment of Financial Reporting.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Illustrate the steps involved in the Accounting Process with a suitable example.	CO-1	L3
3.	Analyze the interrelationship between Financial, Cost and Management Accounting.	CO-1	L4
UNIT-II			
4.	Construct a cost sheet and explain the purpose of each component for decision-making.	CO-2	L3
5.	Assess the effectiveness of participative and performance budgets in enhancing accountability.	CO-3	L5
UNIT-III			
6.	Demonstrate the computation of turnover ratios and interpret their managerial implications.	CO-4	L3
7.	Examine the interrelationship among liquidity, solvency and profitability ratios.	CO-4	L4

UNIT-IV			
8.	Examine the challenges and advantages of Human Resource Accounting in organizational reporting.	CO-5	L4
9.	Judge the usefulness of activity-based costing for strategic cost management and decision-making.	CO-5	L5
SECTION-C			
10.	<p>Preparation of Cost Sheet and Classification of Costs</p> <p>Sunshine Textiles manufactures garments. The management wants to prepare a cost sheet to analyze the cost structure for a new product line. The following cost data for the month is available:</p> <p>Raw Materials: \$150,000 Direct Labour: \$80,000 Factory Overheads: \$60,000 Administrative Expenses: \$40,000 Selling and Distribution Expenses: \$30,000 Production Units: 10,000</p> <p>Questions:</p> <p>a) Formulate a cost sheet using the given data, clearly classifying the different costs.</p> <p>b) Discussing the classification of costs into fixed and variable, how these can help Sunshine Textiles in cost control.</p> <p>c) Elaborate the importance of accurate cost classification for decision-making in Sunshine Textiles.</p>	CO-2	L6

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MBA, Semester-1st

BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Subject Code:25C1BAP-105/ 25C2BAP-105

M.Code:

Date of Examination: 17-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each question carrying EIGHT marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List two key objectives of Monetary Policy.	CO-1	L1
b.	Extend the importance of Public Sector in India.	CO-2	L2
c.	Identify the two key provisions of the Consumer Protection Act.	CO-2	L1
d.	Infer the meaning of Technology.	CO-3	L2
e.	List the two major functions of WTO.	CO-4	L1
f.	Explain Disguised Unemployment.	CO-4	L2
g.	Recall the two objectives of Jan-Dhan Yojana.	CO-5	L1
h.	Illustrate the significance of Foreign Trade in India's economic growth.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply the concept of internal and external environment to show how both affect business performance.	CO-1	L3
3.	Examine the effects of the New Industrial Policy on Indian businesses.	CO-1	L4
UNIT-II			
4.	Apply the provisions of FEMA and EXIM Policy to Understand the regulatory framework governing international trade in India.	CO-2	L3
5.	Evaluate the role of the Environment Protection Act, 1986 in promoting sustainable business operations in India.	CO-2	L5

UNIT-III			
6.	Identify the main issues related to rural-urban migration.	CO-3	L3
7.	Analyse the role of EOU and SEZ in boosting economic growth in India.	CO-3	L4
UNIT-IV			
8.	Examine the importance of social infrastructure sectors for economic development in India.	CO-4	L4
9.	Evaluate the government employment schemes that have helped to reduce unemployment in India.	CO-5	L5
SECTION-C			
10.	<p>Case Study</p> <p>GreenTech Solutions Pvt. Ltd., founded in 2015, is an Indian company specializing in renewable energy products like solar panels and wind turbines. Its vision is to provide sustainable energy solutions while promoting environmental conservation. The company operates in a dynamic business environment influenced by political policies, economic fluctuations, technological advancements, socio-cultural trends, and legal regulations.</p> <p>GreenTech faces rising raw material costs, rapid technological changes, and the need to retain skilled employees. Growing public awareness of sustainability boosts demand, while compliance with environmental and labour laws is essential. Opportunities include expansion into rural markets, collaborations with international firms, and CSR initiatives promoting clean energy awareness.</p> <p>By investing in R&D, employee development, and strategic partnerships, GreenTech navigates challenges while leveraging opportunities. Its proactive approach strengthens its reputation as an innovative and socially responsible renewable energy company.</p> <p>Questions:</p> <p>a) Assess the long-term benefits of GreenTech's investments in R&D.</p> <p>b) Recommend actions that GreenTech can take to improve employee retention in the renewable energy sector.</p>	CO1	L5

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MBA, Semester 1st
BUSINESS ETHICS AND CSR
Subject Code: 25C1BAP-106 / 25C2BAP-106
M. Code:
Date of Examination: 22-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each question carrying EIGHT marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define code of Ethics	CO-1	L1
b.	Contrast between teleological and deontological approaches.	CO-1	L2
c.	Label one example of ethical implications at the top management level.	CO-2	L1
d.	Explain the need for CSR in developing countries.	CO-3	L2
e.	List two features of Global Reporting Initiative (GRI).	CO-4	L1
f.	Explain the need for sustainability reporting.	CO-4	L2
g.	Define corporate governance.	CO-5	L1
h.	Demonstrate the significance of corporate governance for investors?	CO-5	L2
SECTION-B			
UNIT-I			
2.	Identify the impact of globalization on business ethics with examples from Indian and Western practices.	CO-1	L3
3.	Examine principles of business ethics to address unethical marketing practices in a competitive industry.	CO-1	L4
UNIT-II			
4.	Apply ethical reasoning to resolve a conflict between profit and employee welfare.	CO-2	L3
5.	Determine the process of resolving ethical dilemmas in organizational contexts.	CO-2	L5

UNIT-III			
6.	Make the use of CSR models in designing a community development project.	CO-3	L3
7.	Examine how sustainability reporting enhances transparency and accountability in corporate governance.	CO-3	L4
UNIT-IV			
8.	Examine the concept of Corporate Governance. Highlight the need of Corporate Governance in the current business scenario.	CO-5	L4
9.	Explain the provisions of CSR under the Companies Act, 2013 and evaluate their impact on Indian businesses.	CO-5	L5
SECTION-C			
10.	<p>Ranbir is the Chief executive officer of a company. The Company has been growing and has recruited quite a few specialists recently. The functional heads in the company have to meet their staff in an open meeting every two months. Ranbir detested these meetings. It was open to everyone in the office. The staff came up with a long list of trivial and tiresome complaints and grievances. They repeated the same things and spoke at length. Even when the staff knew of the constraints, they went on with their complaints. They wanted more space for lounge, for bathrooms and crèche. Ranbir pointed to lack of space, and yet the staff continued to complain. Ranbir cultivated a habit of sitting through the meeting with a cheerful face, but with his mind switched off from the proceedings. The meeting became a tiresome ritual he had to get through.</p> <p>Questions:</p> <p>a). Elaborate the actions to resolve these issues as many employees had left the company and its further hampering the Business of the company.</p> <p>b) In Ranbir's situation what action would you have taken? Justify.</p>	CO-2	L5

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Total No. of Questions: 10

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MBA, Semester-1st
MANAGERIAL ECONOMICS
Subject Code: 25C1BAP-102 /25C2BAP-102
M.Code:

Date of Examination: 13-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each question carrying EIGHT marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define the meaning of incremental concept.	CO-1	L1
b.	Compare scarcity concept and opportunity cost.	CO-1	L2
c.	Define price elasticity of demand.	CO-2	L1
d.	Explain the relationship between cost and production.	CO-3	L2
e.	How price is defined in monopoly?	CO-4	L1
f.	Outline the assumptions of oligopoly.	CO-4	L2
g.	List the types of unemployment.	CO-5	L1
h.	Outline the methods of national income measurement.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Make use of elasticity of demand by explaining how firms adjust prices when demand becomes elastic or inelastic, and describe how this helps managers in increasing revenue and maintaining competitiveness.	CO-1	L3
3.	Analyze the nature and scope of managerial economics and explain how it helps managers make decisions related to pricing, production, marketing, investment, and resource allocation within an organization.	CO-1	L4

UNIT-II			
4.	Identify the major determinants of short-run and long-run cost, and explain how these factors influence managerial decisions related to production planning and investment.	CO-2	L3
5.	Determine whether the traditional theory of production is sufficient to explain modern production practices, and justify your view with logical reasoning.	CO-3	L5
UNIT-III			
6.	Solve a price leadership situation by explaining how one dominant firm sets the price and how all other small firms in the industry follow the same price to avoid competition.	CO-4	L3
7.	Distinguish between various types of pricing practices such as penetration pricing, cost-plus pricing, and skimming, and explain when each practice is suitable for firms.	CO-4	L4
UNIT-IV			
8.	Examine the major causes of inflation in developing economies and explain how demand-pull and cost-push factors contribute to rising price levels.	CO-5	L4
9.	Evaluate different methods of measuring national income and discuss which method is most appropriate for countries facing large informal economic activity.	CO-5	L5
SECTION-C			
10.	<p>Case Study A smartphone company, TechNova, noticed a sudden decline in demand despite launching advanced models. Competitors offered heavy discounts and bundled services, influencing consumer choices. Rising inflation also reduced disposable income, further decreasing demand. TechNova's supply contracts with component manufacturers remained fixed, making supply relatively inflexible in the short run. The management must decide whether to revise pricing, modify production, or redesign promotional strategies. At the same time, the company is analyzing the elasticity of demand to understand how sensitive customers are to price changes. The leadership team must assess how both demand and supply conditions are shaping the firm's current market position and long-term strategy.</p> <p>Questions (a) Evaluate how the determinants of demand influenced TechNova's competitive position. (b) Judge whether adjusting supply or price would be the more effective strategy for TechNova</p>	CO-1	L5

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MBA, Semester 1st

BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS

Subject Code: 25C1BAP-107/25C2BAP-107

M.Code:

Date of Examination: 24-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each question carrying EIGHT marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	List the characteristics of effective business communication.	CO-1	L1.
b.	What is the difference between CV and resume?	CO-5	L2
c.	Define active listening.	CO-2	L1
d.	What are key advantages of using social networking tools for internal communication in organizations?	CO-3	L1
e.	Identify various social networking technologies.	CO-3	L2
f.	Define online presentation.	CO-5	L1
g.	What are proposals in business communication?	CO-4	L1
h.	Explain the importance of report writing in business.	CO-4	L2
SECTION-B			
UNIT-I			
2.	Make use of Shannon and Weaver's Model of Communication and discuss its relevance in business communication.	CO-1	L3
3.	Explain the meaning of business etiquettes and the key elements.	CO-2	L5
UNIT-II			
4.	Classify the structure and format of a written business proposal.	CO-4	L4
5.	Explain the importance of subject line, salutation, body, and closing in an email.	CO-4	L5

UNIT-III			
6.	Organize the guidelines to be kept in mind for Just-A-Minute (JAM) session.	CO-5	L3
7.	Assess the effectiveness of visual aids in enhancing understanding during business presentations.	CO-5	L5
UNIT-IV			
8.	Analyze the strategies to initiate and conclude a group discussion effectively.	CO-5	L4
9.	Organize the essential components of a resume. Explain each section with suitable examples.	CO-5	L3
SECTION-C			
10.	<p>ConnectPlus Pvt. Ltd., a growing marketing firm, wanted to enhance its brand visibility and improve communication with clients. The company initially used LinkedIn, Twitter, and Instagram to share updates and industry news. However, posts were irregular, inconsistent, and lacked clear messaging, resulting in minimal client engagement. Recognizing the problem, management developed a structured social media plan. They began posting regular updates, creating professional content, and encouraging interaction with clients through polls, comments, and messages. Within a few months, client engagement increased, brand recognition improved, and communication with clients became more effective.</p> <p>Questions:</p> <p>a) Explain how social networking techniques can enhance business communication and client engagement in the context of ConnectPlus Pvt. Ltd.</p> <p>b) Assess the mistakes made by ConnectPlus initially and suggest strategies to use social networking platforms more effectively for business communication.</p>	CO-3	L5

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Total No. of Pages:02

Total No. of Questions: 10

MBA, Semester 1st**BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS**

Subject Code: MBA 107-18

M.Code: 75408

Date of Examination:03-01-2026

Time: 3 Hrs.

Max.Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTION-B consists of FOUR subsections: Units-I, II, III & IV. Each subsection contains TWO questions, each question carrying EIGHT marks 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.

Q.No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define 'Business Communication'.	CO-1	L1
b.	Classify any two common barriers present in business communication.	CO-1	L2
c.	Why are good listening skills crucial in Business Communication?	CO-2	L1
d.	Outline two social networking technologies used in business communication.	CO-3	L2
e.	What are positive messages?	CO-4	L1
f.	Interpret two principles of effective writing.	CO-4	L2
g.	Recall the importance of Visual aids in presentation.	CO-5	L1
h.	Summarize the qualities of good speaker.	CO-5	L2
SECTION-B			
UNIT-I			
2.	Organize all the steps in Business Communication process.	CO-1	L3
3.	Examine the steps to improve listening skills in business meetings.	CO-2	L4
UNIT-II			
4.	Identify and explain in detail the Three-Step Writing Process used in business communication.	CO-2	L3
5.	Evaluate all the essential components of good proposal.	CO-3	L5
UNIT-III			
6.	Identify the ways in which group discussion contributes to successful business communication? Explain the Do's and Don'ts of group discussion.	CO-3	L3
7.	Analyze the ways in which presentation slides can be enhanced. Inspect the strategies for team/group presentations.	CO-4	L4

UNIT-IV			
8.	Classify the interview-taking techniques that you would use to make correct recruitment.	CO-4	L4
9.	Interpret the importance of a good resume. Recommend the important elements and layout of a good resume.	CO-5	L5
SECTION-C			
10.	<p>Case Study</p> <p>Global Solutions Pvt. Ltd., an Indian IT consultancy firm, was invited to present a new project proposal to a team of Japanese executives. The lead presenter, Rahul, prepared an informative and visually engaging presentation using graphs, data points, and creative visuals. However, during the meeting, he noticed that the audience remained silent, occasionally nodding but not engaging with his questions. After the presentation, Rahul learned that the Japanese executives found his presentation too fast-paced and informal. They also perceived his direct questioning style as somewhat confrontational, which made them uncomfortable. The company later advised Rahul to adapt his communication style to be more aligned with their cultural expectations, including a slower delivery, a more formal tone, and indirect questioning methods. This highlighted the importance of combining strong presentation skills with awareness of cross-cultural communication norms.</p> <p>Questions:</p> <p>(a) Interpret that how could Rahul modify his presentation style to be more effective in a cross-cultural context.</p> <p>(b) Justify the importance of understanding cultural differences when preparing for a business presentation.</p>	CO-1	L5

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Roll No.

Total No. of Questions: 10

Total No. of Pages: 2

MBA, SEMESTER- 1st
BUSINESS ETHICS AND CSR
SUBJECT CODE: MBA-106-18

M.CODE: 75407

DATE OF EXAMINATION: 24-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define ethics and ethos.	CO-1	L1
b.	Infer two contemporary issues in business ethics.	CO-1	L2
c.	List two ethical considerations in marketing.	CO-2	L1
d.	Compare CSR and corporate sustainability.	CO-3	L2
e.	What are National Voluntary Guidelines on CSR?	CO-4	L1
f.	Differentiate sustainability and CSR.	CO-4	L2
g.	Recall two needs of corporate governance.	CO-5	L1
h.	Relate how can governance models improve business practices?	CO-5	L2
SECTION-B			
UNIT-I			
2.	Apply Kohlberg's six stages of moral development with suitable business examples.	CO1	L3
3.	Examine the importance of business ethics in today's globalized business environment.	CO1	L4
UNIT-II			
4.	Make use of the ethical decision-making model to resolve a dilemma in financial reporting.	CO2	L3
5.	Determine the process of resolving ethical dilemmas in organizational contexts.	CO2	L5

UNIT-III			
6.	Make the use of CSR models in designing a community development project.	CO3	L3
7.	Examine the impact of different CSR drivers (legal, ethical, and economic) on firm reputation and performance.	CO3	L4
UNIT-IV			
8.	Compare the Global Reporting Initiative (GRI) and National Voluntary Guidelines frameworks in terms of sustainability reporting.	CO4	L4
9.	Explain the effectiveness of corporate governance mechanisms in preventing fraud and unethical behavior.	CO5	L5
SECTION-C			
10.	<p>You are the Managing Director of Metro Rail Corporation (MRC) of a metropolitan city and you have received orders and funding for construction of the metro track and a parking space in a densely forested area of the city with houses of few underprivileged families as well in it. For the construction, the forest has to be cleared and the families have to be moved to some other place. The locals have started a protest after knowing about the order. They are highly raged about cutting down thousands of trees and the affected families have also joined them because the forest holds emotional value for them. On the other hand, the minister who directly controls the MRC is pressuring you to start the felling process as soon as possible. You know that going against his orders will have serious repercussions.</p> <p>Questions:</p> <p>a) Discuss the unethical issues involved in this case.</p> <p>b) Design some strategies to resolve this issue.</p>	CO5	L6

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UNIT-II			
4.	Construct Short-run and Long-run Production Functions. How does a firm determine the least-cost combination of inputs?	CO-2	L3
5.	Evaluate the Modern Theory of Cost and its relevance in managerial decision-making.	CO-3	L5
UNIT-III			
6.	Identify how price and output is determined under Monopoly.	CO-3	L3
7.	Distinguish between Collusive and Non-collusive oligopoly with suitable diagrams.	CO-4	L4
UNIT-IV			
8.	Analyze the Keynesian Consumption Function and its implications for economic activity.	CO-4	L4
9.	Interpret the IS-LM model and explain macroeconomic equilibrium.	CO-5	L5
SECTION-C			
10	<p>A firm UrbanTech Electronics is planning to expand production due to rising market demand. However, it faces challenges such as increasing production costs, fluctuating revenue patterns, and uncertainty in the macroeconomic environment. The management wants to analyze demand conditions, evaluate cost structure, decide on pricing, and study national income trends to forecast future sales.</p> <p>Questions</p> <p>(a) Judge how UrbanTech can use concepts of demand elasticity, cost analysis and market structure to make better managerial decisions.</p> <p>(b). Design a comprehensive managerial economics framework including production decisions, pricing strategy, demand forecasting and macroeconomic indicators for the firm's expansion.</p>	CO-1	L5

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Total No. of Pages: 02

Total No. of Questions: 10

MBA, Semester-Ist
ACCOUNTING FOR MANAGEMENT AND REPORTING

Subject Code: MBA 104-18

M.Code: 75405

Date of Examination: 22-12-2025

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. SECTION-B consists of **FOUR** subsections: Units-I, II, III & IV. Each subsection contains **TWO** questions, each question carrying **EIGHT** marks 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.

Q. No.	Question	Course Outcome	Bloom's Level
SECTION-A			
1.	Answer briefly:		
a.	Define the concept of Break-Even Point with Example.		
b.	Summarise a note on Contribution.	CO1	L1
c.	Who are external users of accounting information?	CO2	L2
d.	Explain the term Performance Budget.	CO2	L1
e.	Define Operating Profit Ratio.	CO3	L2
f.	Explain the term common size statement.	CO4	L1
g.	What do you mean by IFRS?	CO5	L2
h.	Interpret the term Life Cycle Costing.	CO5	L1
		CO6	L2
SECTION-B			
UNIT-I			
2.	Apply your understanding of Financial Accounting, Cost Accounting, and Management Accounting, illustrating their interrelationship with suitable business examples.	CO1	L3
3.	Compare the differences between the formats of Banking and Insurance Company accounts.	CO1	L4

UNIT-II			
4.	<p>Sale Required to Earn a profit of Rs. 3,00,000</p> <p>Fixed Expenses=Rs.75,000</p> <p>Variable Cost per unit:</p> <p>Direct Material =Rs. 4</p> <p>Direct Labour =Rs. 2</p> <p>Direct overheads =100% of Direct Labour</p> <p>Selling Price per unit= Rs. 10</p> <p>Calculate the following:</p> <p>a) P/V Ratio</p> <p>b) Break -Even Sales with the help of P/V Ratio.</p>	CO2	L3
5.	Evaluate various advantages and essentials for the success of budgetary control.	CO3	L5
UNIT-III			
6.	Identify how ratio analysis supports decision-making for creditors and investors.	CO4	L3
7.	Compare cash flow and fund flow statements and highlight their distinct purposes.	CO4	L4
UNIT-IV			
8.	Examine the global applicability of IFRS compared to Indian Accounting Standards and US GAAP.	CO5	L4
9.	Judge the usefulness of activity-based costing for strategic cost management and decision-making.	CO6	L5
SECTION-C			
10.	<p>The following information has been obtained from the records of ABC ltd. For the period from May 1 to May 31, 2000:</p> <ul style="list-style-type: none"> • Cost of Raw Material on May 1, 2000 Rs.30,000 • Purchase of Raw Material during the month Rs.4,50,000 • Wages Rs.2,30,000 • Factory overheads Rs.92,000 • Cost of Work-in-Progress on May 1, 2000 Rs.12,000 • Cost of Raw Material on May 31,2000 Rs.15,000 • Cost of Finished Stock on May 1, 2000 60,000 • Cost of Finished Stock on May 31, 2000 55,000 • Selling and distribution Overheads 20,000 • Sales 9,00,000 • Administrative Overhead 30,000 <p>Questions:</p> <p>(a) Prepare statement of cost of Production of Goods Manufactured.</p> <p>(b) Prepare statement of Cost of Goods Sold.</p>	CO3	L6

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