

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700 - 1000)

Answer any THREE : [12 x 3 = 36]

1. What do you understand by organizational behavior ? Explain the different models of Organizational behavior.
2. What is Learning ? What is Operant Conditioning ? How is differ from classical conditioning theories of learning ?
3. What do you mean by personality traits ? Discuss the various theories of personality.
4. Write the difference between leadership and management. Discuss the various theories of leadership.
5. Compare and contrast Maslow's need hierarchy theory with Herzberg's two factor theory of motivation.

[Cont...

[2]

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Explain the concept of perception. What do you understand perceptual process ?
2. Discuss the process of making communication effective.
3. What is attitude ? How is an attitude formed ?
What are the components of attitude ?
4. What are the different barriers in communication ? What steps can be taken to overcome these barriers ?
5. What is leadership ? Discuss the various style of leadership.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. What are the relations between attitude and behavior ?
2. Discuss Alderfer's ERG theory.
3. Discuss the different models of man noticed in organizations.
4. Explain the assumptions of McGregor's theory X and theory Y.



(5 Yr.) - III - S - IMBA / BBA - P - 11 -

(OB) - (R & B)

Dt. 01.02.2024

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700 - 1000)

Answer any THREE : [12 x 3 = 36

1. Define Cost Accounting. Explain its relationship with Financial Accounting and Management Accounting.
2. Explain the objectives and functions of Management Accounting. Highlight its limitations.
3. The expenses to produce 5000 units in a factory are given as follows :

<u>Particulars</u>	<u>Rs. (per unit)</u>
Material	55
Labour	22
Variable Overheads	18
Fixed Overhead (Rs.50,000)	10
Administrative Expenses (10% Variable)	10
Selling Expenses (20% Fixed)	6
Distribution Expenses (20% fixed)	5

[Cont...

You are required to prepare a Budget to produce 6,000 units & 8,000 units.

4. From the following data :

<u>Year</u>	<u>Sales (Rs.)</u>	<u>Profit (Rs.)</u>
2021	1,20,000	8,000
2022	1,40,000	13,000

Find out :

- P/V Ratio
 - BEP
 - Profit when sales are Rs. 1,80,000
 - Sales required to earn a profit of Rs. 12,000.
5. Calculate and interpret Liquidity Ratios, Leverage Ratios, Turn-Over Ratios, and Profitability Ratios using hypothetical financial data.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Prepare a Cost Sheet showing cost per unit, total cost & profit from the following information.

<u>Items</u>	<u>(Rs.)</u>	<u>Items</u>	<u>(Rs.)</u>
Direct Material	1,25,000	Office Salaries	32,500
Direct Labor	67,000	Manager Salary	18,500
Direct Expenses	28,000	Selling Expenses	19,700
Factory Wages	15,000	Advertisement Expenses	11,300
Factory Expenses	17,000		
Factory Supervision	18,000		
Output - 1,000 units		Selling Price per unit is Rs.420/-	

[Cont...

2. Differentiate between Job Costing and Process Costing. Provide examples of industries where each is applicable.

3. Define standard costing. Briefly discuss the relationship between standard costing and budgetary control.

4. From the following information :

Variable overheads Rs. 50,000

Fixed Overheads Rs. 10,000

Sales Rs. 75,000

Calculate :

a. BEP

b. Present position of profit

c. Sales for a profit of Rs. 40,000.

5. A firm has a current ratio of 3 : 1. Its net working capital is Rs. 2,00,000. Assuming inventory of Rs. 2,20,000, you are required to determine :

a. Current assets

b. Current liabilities

c. Liquid assets

[Cont...

[4]

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. Differentiate between 'Cost Centre and Cost Unit'.
Provide examples of each.
2. Write a short note on managerial application of
'Marginal Costing'.
3. Distinguish between 'Cost Control and Cost
Reduction'.
4. Write a note on 'role of management accounting
in decision-making'.



(5 Yr.) - III - S - IMBA / BBA - P - 12 -

(CA) - (R & B)

Dt. 02.02.2024

(5 Yr.) - III - S - IMBA / BBA - P - 13 -

(ME) - (R & B)

2023

Full Marks - 70

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any THREE : [12 x 3 = 36]

1. Define managerial economics. Discuss the scope of managerial economics.
2. Explain consumer's equilibrium with the help of indifference curve technique.
3. Analyse the three stages of the law of variable proportion.
4. Explain how price and output are determined under perfect competition in the short-run.
5. What is business cycle ? Explain the phases and causes of business cycle.

[Cont...

[2]

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24

1. Explain the role of managerial economists in business decision making.
2. Analyse the determinants of demand.
3. Explain the laws of return to scale.
4. Briefly analyse the short-run cost function.
5. 'Profit is a dynamic surplus'. Examine.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10

1. Price effect is a combination of income and substitution effect. Explain.
2. Distinguish between short-run and long-run production function.
3. Distinguish between perfect competition and monopoly.
4. Explain the importance of break-even analysis.



(5 Yr.) - III - S - IMBA / BBA - P - 13 -

(ME) - (R & B)

Dt. 03.02.2024

(5 Yr.) - III - S - IMBA / BBA - P - 15 -

(WF) - (R & B)

2023

Full Marks - 40

Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer ALL questions.

Section – A

(Word Limit - 700-1000)

Answer any TWO : [12 x 2 = 24

1. Define Form tag. Design a Registration page by using all Form controls.
2. Differentiate between DHTML and HTML.
3. Define Frameset, Frame Tag. Divide the web page into four equal parts each individual part displays different web page.
4. How to integrate database into HTML ?

[Cont...

[2]

Section – A

(Word Limit - 500)

Answer any TWO :

[8 x 2 = 16]

1. Define HTML. Explain the structure of a basic HTML page.
2. List the types of stylesheets. Give the respective command for each.
3. Define Table tag and their attributes with an example.
4. Describe briefly about the various Active X controls.



(5 Yr.) - III - S - IMBA / BBA - P - 15 -

(WF) - (R & B)

Dt. 06.02.2024