

(5 Yr.) - V - S - IMBA / BBA - P - 21 -

(IEME) - (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. Write is national income. Explain how the national income is estimated by income method. What are its difficulties ?
2. Briefly explain Keynes psychological law of consumption function, what are its determinant's ?
3. What is effective demand ? Explain how the equilibrium level of income and employment is determining by Keynes with the help of effective demand.

[Cont...

4. What is fiscal policy ? Explain the role of fiscal policy in economic development.
5. 'According to speculative demand for money, when interest rates are low, investors wish to hold bonds and therefore, the demand for money will be low.' Do you agree with the statement ? Justify your answer.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Explain the concept of marginal efficiency of capital, in brief. How does it affect investment decisions ?
2. Discuss the Circular Flow of Income. And explain how the flow takes place between 4 sector economies.
3. Describe the Consumption Function and saving function. Explain by using graph. What are its components ?
4. Differentiate between autonomous and induced investment, explain with the help of graph.

[Cont...

5. Distinguish between balance of trade and balance of payments. What information would you get about the economic position of a country from its BOP ?

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Explain the Say's law of market.
2. What MEC ?
3. Write short notes on : Business Cycle.
4. Distinguish between GDP and NDP.



(5 Yr.) - V - S - IMBA / BBA - P - 21 -

(IEME) - (R & B)

Dt. 24.01.2024

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. What do you mean by LPP ? Explain its scope and role of linear programming in solving management problem.
2. Solve the LPP using simplex method :

Maximize $Z = 5x + 3y$

Subject to constraint

$$x + y \leq 2, \quad 5x + 2y \leq 10,$$

$$3x + 8y \leq 12, \quad x, y \geq 0$$

[Cont...

3. What do you mean by Assignment Problem ?
Write mathematical model of assignment problem.
What are steps involved in assignment problem.
Explain.

4. Find assignment cost from the following data.

Machine →	A	B	C	D
Joby ↓				
1	12	15	18	22
2	16	17	12	11
3	14	18	12	16
4	16	17	12	11

5. Company has to choose an appropriate strategy for launching its new product. The marketing department has estimated the possible yearly net profit for each of the strategies of three events (expected sales) which is given in the following table.

Strategy	State of nature		
	A	B	C
S1	900	500	200
S2	700	600	100
S3	300	500	300

Apply (a) Maximin (b) Minimax (c) Maximax (d) Laplace criteria to suggest suitable strategy.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. A firm manufactures two products A and B with a profit ₹ 4 and ₹ 5 respectively. The products are made by the machines X and Y. The available machine time in minutes for the machines X and Y are 2000 and 1500 respectively. The time taken to make the product A by machines X and Y are 5 and 4 minutes and for the product B are 3 and 4 minutes respectively. Formulate the LP model for maximization of the profit.
2. State the major limitations of the game theory. What are the assumptions made in the theory of game ?
3. Using sequencing method find out cycle time and idle time from the following information :

Task	A	B	C	D	E
Machine 1 (minutes)	11	12	18	14	10
Machine 2 (minutes)	9	8	5	7	6
Machine 3 (minutes)	5	4	2	10	6

[Cont...

4. Explain the producers of graphical solution in LPP.
5. What are the steps involved Vogels approximation method with giving example.

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Explain assumption of LPP.
2. Explain the producers of dominance rule.
3. What is decision tree ? How and in what type of situation are they employed for decision making.
4. Explain the uses of integer programming.



(5 Yr.) - V - S - IMBA / BBA - P - '22 -

(OR) - (R & B)

Dt. 25.01.2024

(5 Yr.) - V - S - IMBA / BBA - P - 23 -

(WOC) - (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. Draft a CV for the post of a Manager in a reputed Multi National Corporation (MNC).
2. Write a note on the high order writing skills ?
3. State the difference between oral and written communication.
4. Define Report and explain its parts.
5. Discuss the various types of letters giving an example of each.

[Cont...

Section – B

(Word Limit - 500)

Answer any TWO :

[8 x 2 = 16

1. What are the factors that could affect your speaking skills ?
2. What are the various processes of organizational communication.
3. Describe the language of academic writing ?
4. What are the barriers to verbal communication ?
5. Write a paragraph on any one of the topics.



(5 Yr.) - V - S - IMBA / BBA - P - 23 -

(WOC) - (R & B)

Dt. 27.01.2024

(5 Yr.) - V - S - IMBA / BBA - P - 24 -

(CISC) - (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. Write an essay on major religious tradition in ancient India.
2. Briefly discuss the impact of western culture in India.
3. Discuss the characteristic of Indian Culture.
4. Role of Mahatma Gandhi in Indian Freedom Struggle. Discuss ?
5. Discuss various factors responsible for the growth of nationalism in 19th Century India.

[Cont...

[2]

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. What is Cast System ? Discuss the essentialities of different Cast system in ancient Indian society.
2. Briefly explain the effects of Globalization on Indian Society and explain the challenges related to this.
3. Discuss the Role of Nehru in Indian freedom struggle.
4. Explain the Impact of Indian culture on Southeast Asia.
5. Discuss the concept of Bharat Barsa.

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Write a note on Non cooperation Movement.
2. "Unity in diversity" explain the statement.
3. Discuss the relation of Cambodia with ancient India.
4. What is Liberalization ? Discuss.



(5 Yr.) - V - S - IMBA / BBA - P - 24 -

(CISC) - (R & B)

Dt. 29.01.2024

(5 Yr.) - V - S - IMBA / BBA - P - 25 -

(RM) - (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. What is Research ? Briefly describe the different steps involved in a Research Process.
2. Give your understanding of a good research design. Discuss the different types of research design explain with suitable examples.
3. What is Questionnaire ? Discuss the different types of questionnaires and prepare an open ended questionnaire as a sample.
4. A random sample of size of 20 from a normal population gives a sample mean & standard deviations are 42 & 6. Test the hypothesis that

[Cont...

the population mean is 44. State clearly the alternative hypothesis you allow for and the level of significance adopted. Use 5% level of significance. (Given that $t = 2.09$ at 5% level of significance, $V = 19$)

5. Discuss the importance of Report in Research. Explain the steps involved in Research Report Writing in details.

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. Discuss the implementation of research in Marketing & Advertising of a product in this competitive environment.
2. What is Hypothesis ? Discuss the process of Hypothesis formulation with suitable examples.
3. Explain different types of sampling procedure in random sampling.
4. An I.Q test was administered to 5 persons before and after they are trained. The results are given below :

[Cont...

Candidate : A B C D E

I.Q Before training : 110 120 123 132 125

I.Q after training : 120 118 125 136 121

Test whether there is any change in I.Q. after the training programme. It is given that $t_{0.01} = 4.6$ for d.f.

5. What is Interpretation ? Discuss the importance & techniques of Interpretation.

Section - C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. Explain the role of ANOVA test in Research.
2. Explain the difference between Primary data and Secondary data with examples.
3. Explain uses of Chi-square test in research.
4. What is a Sample ? Explain the merits and demerits of sampling method.



(5 Yr.) - V - S - IMBA / BBA - P - 25 -

(RM) - (R & B)

Dt. 30.01.2024