

2024

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 Management ? Discuss the nature and functions of management ?
2. What is planning ? Discuss the types and process of planning.
3. What is departmentation ? Briefly explain various bases of departmentation and outline its merits and demerits.
4. What is controlling ? Discuss the process and the different techniques of controlling ?
5. Describe the role of managers in the changing environment and highlight the challenges faced by a manager.

Section – B***(Word Limit - 500)***

Answer any THREE :

[8 x 3 = 24]

1. Discuss the 14 principles of management developed by Henry Fayol ?
2. What is decision making ? Explain the importance of decision making in an organization.
3. Comment on the Hawthorne Experiment and their outcome.
4. What is delegation of authority ? Explain the principles of delegation.
5. What is MBO ? Explain the process of MBO.

Section – C***(Word Limit - 300)***

Answer any TWO :

[5 x 2 = 10]

1. What is Organization ? Distinguish between formal and informal organization ?
2. Briefly discuss the matrix organization structure.
3. What is span of management ? Explain the factors those affect the span of management.
4. What is centralization ? How does it differ from decentralization ?

**I - S - MBA - P - 1330302101 - (MCP) - (R)****Dt - 05.06.2024**

I - S - MBA - P - 1330302102 - (BRFW) - (R)

2024

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 a Contract ? Discuss the features of a valid contract & also identify the difference between the agreement and contract.
2. What is Bailment and Pledge ? Discuss the rights and duties of Bailor and Bailee under a contract of bailment ?
3. What is a bill of exchange ? How does it differ from promissory note and a cheque ?
4. Explain the jurisdiction of various commissions for redressal of consumer disputes and grievances.
- 5.(a) What was the objective of passing the Foreign Exchange Management Act, 1999 ?
(b) Write short notes on :
 - (i) Authorized Person
 - (ii) Foreign Exchange

[Cont...

Section – B**(Word Limit - 500)**

Answer any THREE :

[8 x 3 = 24]

1. When is consent said to be free, explain in detail.
2. Distinguish between a sale and an agreement to sell ?
3. What is "Crossing a cheque" ? What are various types of crossing ?
4. Define the following terms as used in Information Technology Act, 2000
 - (a) Computer Network
 - (b) Digital Signature
 - (c) Electronics Record
5. What are the objectives of consumer protection Act, 1986 ?

Section – C**(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Is promise to pay a time barred debt enforceable ?
2. Explain briefly the duties of bailor ?
3. What are the rights of an unpaid seller ?
4. Name five cases when a banker may dishonor his customer cheque.

**I - S - MBA - P - 1330302102 - (BRFW) - (R)****Dt - 06.06.2024**

2024

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 business ethics ? Explain its importance and benefits of the ethics on business and also discuss the characteristics and prominent objective of business ethics.
2. Discuss the ethical lessons explained on Mahabharat. Are they valid even today in business, how discuss.
3. What do you understand by morality ? Explain differences between ethics and morality.
4. Explain various factors where in unethical practices is going on advertisement.
5. What are the ethical issues related to IT ? Explain various unethical practices is going on in IT sector and examine their preventive measures.

[Cont...

Section – B**(Word Limit - 500)**

Answer any THREE :

[8 x 3 = 24]

1. What are the different business lessons learn from Swami Vivekananda ?
2. What is deontology theory ? Discuss the normative theory in business ethics.
3. Discuss the ethical principles of Mahatma Gandhi and how these principles implemented on businesses:
4. What are different ethical issues related to engineering ?
5. Explain the differences between ethics and morality.

Section – C**(Word Limit - 300)**

Answer any TWO :

[5 x 2 = 10]

1. Discuss the Ethical principles of Aristotle and explain its implementation in real world.
2. What are the Four goals of life, Explain.
3. Ethical leader. What are ethics in public servant's matter ?
4. Write a note on Consumer rights.

**I - S - MBA - P - 1330302104 - (BE) - (R)****Dt - 08.06.2024**

2024

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 HRM. Briefly discuss the objective, nature and scope of HRM.
2. What are the various sources of recruitment ? Discuss their relatives merits and demerits.
3. What is training ? Explain the different method of training.
4. What do you mean by performance appraisal ? Briefly discuss methods of performance Appraisal.
5. What are the objectives of international compensation ? What points must be considered in deciding such compensations ?

[Cont...

Section – B

(Word Limit - 500)

Answer any THREE : [8 x 3 = 24]

1. Define wages and salaries. Explain the various methods of wage payment in India.
2. How potential appraisal is analysis ? Why it is necessary ?
3. Describe the different types of separation of employees from the organization ?
4. Discuss the role and skill of a HR manager in an organization.
5. Explain the various legally required fringe benefits in India.

Section – C

(Word Limit - 300)

Answer any TWO : [5 x 2 = 10]

1. What is induction ? Discuss its objective.
2. What is transfer ? Discuss the different type of transfers.
3. What is promotion ? Discuss the different bases of promotion.
4. What is 360 degree appraisal ? Discuss its merits and demerits.



I - S - MBA - P - 1330302105 - (HRM) - (R)

Dt - 10.06.2024

2024

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. Explain different concept of marketing. What do you mean by marketing environment ? Elaborate the components of Micro environment.
2. Define product life cycle (PLC) as a marketing tool. Briefly describe each of the four main stages of the PLC with the 4P's strategy adopted at each stage.
3. Define marketing information system (MIS). What are its elements ? Discuss MIS as an integrated model by identifying the inter-relationship among its elements.
4. Explain the importance of Personal Selling; discuss different types of selling skill required for personal selling.
5. Who is a consumer ? Discuss the various stages involved in the consumer buying behaviour process for buying a high involved product.

[Cont...

Section – B***(Word Limit - 500)***

Answer any THREE :

[8 x 3 = 24]

1. What do you mean by STP ? What are its benefits ? Discuss briefly the bases of market segmentation.
2. Describe the significance of pricing in marketing. Identify the factor and briefly discuss the various pricing strategies.
3. What is the role of Marketing research ? Discuss the various stages of the marketing research process ?
4. Differentiate between Advertising and sales promotion ?
5. Discuss the role of marketing in the economic development process of a nation by highlighting its role in economic development of India.

Section – C***(Word Limit - 300)***

Answer any TWO :

[5 x 2 = 10]

1. Outline the various stages in new product development.
2. Discuss different types of target marketing strategies ?
3. Discuss the four components of marketing mix.
4. Elaborate different channel of distribution.

**I - S - MBA - P - 1330302106 - (MM) - (R)****Dt - 11.06.2024**

2024

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. The cost of capital of a project is 10%. The following are expected cash outflow and cash inflows of the project :

Year	Cash Outflow (Rs.)	Cash Inflow (Rs.)
0	3,00,000	Nil
1	1,10,000	80,000
3	Nil	90,000
4	Nil	1,50,000
5	Nil	80,000
6	Nil	20,000

[Cont...

Calculate :

- (a) Net Present Value of the Project
- (b) Profitability Index of the Project
- (c) Decide the acceptability of the Project on the basis of Net Present Value & Profitability index.

Note : Present value Table shall not be provided in the examination hall. All calculations are to be made with the help of calculator.

2. Compare and contrast between profit maximization and wealth maximization objective of financial management ? Which among the above two is better operative objective and why ?
3. "Traditional approach to capital structure theory is a compromise between Net Income approach and Net operative Income approach". Explain the statement.
4. Discuss the concept of Gross and Net working capital, Temporary and Permanent working capital ? Enumerate the spontaneous and negotiated sources of financing working capital ?
5. What are different types of dividend policy followed by corporate houses ? Discuss the crux of Walter's of dividend theory ?

[Cont...

Section – B*(Word Limit - 500)*

Answer any THREE :

[8 x 3 = 24]

6. The following particulars related to Ramesh Limited :

Source of Capital	Cost of Capital	Book Value (Rs)	Market Value . (Rs)
Debentures	$K_d = 8\%$	4,00,000	4,00,000..
Term Loan	$K_t = 9\%$	6,00,000	6,00,000
Preference share Capital	$K_p = 10\%$	7,00,000	9,00,000
Equity Share Capital	$K_e = 12\%$	18,00,000	26,00,000
Retained Earning	$K_r = 11\%$	5,00,000	5,00,000
Total		40,00,000	50,00,000

You are required to calculate the overall cost of capital (K_o) or weighted Average cost of capital (WACC) using : (a) Book value weight (b) Market value Weight.

7. Define Financial Management ? Discuss important functions of financial management with proper example ?
8. Elaborate different traditional/non discounted techniques of capital budgeting along with their limitations ?

[Cont...

9. "Degree of combined leveraged (DCL) is the product of Degree of Operating Leverage (DOL) and Degree of Financial Leverage (DFL)". Justify the statement.
10. Define the term Inventory ? What are the motives of holding inventory ? Discuss different techniques of management of inventory.

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

11. What is Profitability Index of a project ?
12. Narrate the relevance of cost of capital ?
13. What is Internal Rate of Return (IRR) of a project ?
14. Discuss the ABC technique of Inventory management ?



I - S - MBA - P - 1330302107 - (FM) - (R)

Dt - 12.06.2024

I - S - MBA - P - 1330302108 - (OB) - (R)

2024

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 the concept of Organisational Behaviour ?
Discuss the nature, scope and model of Organisational Behaviour.
2. Define personality. Briefly explain the various theories of personality.
3. What is learning ? Compare and contrast between classical and operant conditioning theory of learning.
4. What is Motivation ? Compare and contrast Maslow's need hierarchy theory with Herzberg's two factor theory of motivation.
5. Explain in detail the managerial grid and Trait theory of leadership.

[Cont...

Section – B

(Word Limit - 500)

Answer any THREE :

[8 x 3 = 24]

1. What is attitude ? How attitude are formed ?
What are the major component of attitude ?
2. What is perception ? Discuss the perceptual process.
3. What are the barriers to communication ?
Suggest measures to overcome these barriers.
4. What is transactional analysis ? Explain various kind of transaction.
5. What is leadership ? Explain the importance and major leadership styles observed in organization.

Section – C

(Word Limit - 300)

Answer any TWO :

[5 x 2 = 10]

1. Discuss various models of man on organizational behavior.
2. Discuss the theory X and theory Y of motivation.
3. Distinguish between oral and written communication.
4. Explain the contribution made by various behavioural science discipline to OB.



I - S - MBA - P - 1330302108 - (OB) - (R)

Dt - 13.06.2024