

Total No. of Questions : 5]

SEAT No. :

P3869

[Total No. of Pages : 5

[5070]-5001

M.B.A. (Semester - I)

101 : ACCOUNTING FOR BUSINESS DECISIONS

(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Figures to the right indicates marks for question / sub question.
- 5) Use of simple calculator is permitted (as applicable)

Q1) "Financial Accounting and Management Accounting are not same". Explain. [10]

OR

Write in detail accounting conventions with suitable example.

Q2) Following is the Trial Balance of ABC as on 31/03/2015. Prepare Trading Account, Profit & Loss Account for the year ended 31/03/2015 & prepare Balance Sheet as on that date. [10]

Debit Balance	Amount (Rs)	Credit Balance	Amount (Rs.)
Opening stock	25,000	Creditors	25,000
Plant	1,64,000	Bills payable	25,000
Rent	20,000	Capital	3,25,000
Salaries	30,000	Sales	4,00,000
Wages	20,000		
Carriage Inward	2,000		
Carriage Outward	3,000		
Factory Rent	5,000		
Purchases	2,25,000		
Insurance	1,000		
Furniture	80,000		
Debtors	2,00,000		
	7,75,000		7,75,000

P.T.O.

Additional Information :

- a) Closing stock valued Rs. 25,000/- as per market value and as per book value Rs. 20,000/-
- b) Depreciation on furniture Rs. 8,000/-

OR

Following is the Trial Balance & DEF as on 31/03/2010. Prepare Trading Account, Profit and Loss Account for the year ended 31/03/2010 and Balance sheet as on that date.

Debit Balance	Amount (Rs)	Credit Balance	Amount (Rs.)
Opening Stock	15,000	Bank Loan	50,000
Machinery	2,00,000	Capital	2,75,000
Insurance	1,000	Creditors	35,000
Printing & stationary	5,000	Sales	1,86,500
Telephone charges	500	Returns outward	1,500
Wages	25,000		
Advertising	15,000		
Purchases	1,00,000		
Returns Inward	1,000		
Motor Van	30,000		
Debtors	1,50,000		
Motive & Power	5,500		
	5,48,000		5,48,000

Additional Information -

- a) Closing stock valued at Rs. 5,000/-
- b) Wages outstanding Rs. 5,000/- and prepaid insurance Rs. 500/-

- Q3) a)** Explain sunk costs with suitable example. **[5]**
- b) From the following information you are required to calculate prime cost, works cost, total cost of production, cost of sales and profit. **[5]**

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Direct Labour	1,00,000	Direct Expenses	1,50,000
Factory overheads	2,00,000	Office overheads	1,80,000
Direct Material	5,00,000	Sales	15,00,000
Selling & Distribution Overheads	50,000		

OR

- a) State in brief objectives of cost accounting.
- b) Prepare a cost sheet showing prime cost, works cost, Total cost of production, cost of sales and profit from the following information related to Chennai pvt. Ltd. Chennai.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Sales	5,00,000	Direct Wages	50,000
Direct Expenses	50,000	Factory Rent	20,000
Storekeeper salary	10,000	Salary	1,00,000
Direct Material	2,00,000	Director's fees	30,000
Showroom Rent	7,000		

Q4) ABC Ltd. Furnishes following data for the month of January, 2013. Prepare stores ledger account, pricing the material issue on the basis of LIFO method & ascertain the value of closing stock. **[10]**

Date	Particulars		
1 st	Opening stock	-	200 units @ Rs. 350/- per unit
9 th	Purchases	-	350 units @ Rs. 300/- per unit
12 th	Issues	-	400 units
19 th	Purchases	-	600 units @ Rs. 320/- per unit
20 th	Issues	-	250 units
22 nd	Purchases	-	400 units @ Rs. 340/- per unit
24 th	Issues	-	400 units
25 th	Purchases	-	100 units @ Rs. 300/- per unit
28 th	Spoilage	-	20 units.

OR

Aim Ltd. is divided into four departments P1, P2, P3 are producing departments and S1 is a service department.

The actual costs for a period are as follows :

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Rent	2,000	Supervision	3,000
Repairs to Plant	1,200	Fire Insurance Stock	1,000
Depreciation of Plant	900	Power	1,800
Insurance of Employees	300	Light	240
Wages	15,000	Materials	10,000

Following information is available in respect of the four departments.

Particulars	P1	P2	P3	S1
Area (Sq. Meters)	1,500	1,100	900	500
No. of Employees	20	15	10	5
Total Wages (Rs.)	6,000	4,000	3,000	2,000
Value of Plant (Rs.)	24,000	18,000	12,000	6,000
Value of Stock (Rs.)	15,000	9,000	6,000	-
H.P. Plant	24	18	12	6
Total Materials (Rs.)	3,000	3,000	4,000	-

Apportion the costs to the various departments on the most equitable basis.

Q5) KLM industries furnishes following information for the level of output of 1,000 units for the year 2010. **[10]**

Selling Price Per Unit = Rs. 100/-

Variable Cost Per Unit = Rs. 40/-

Total Fixed Cost = Rs. 30,000/-

Find :

- a) P/V Ratio
- b) BEP in units
- c) BEP in sales
- d) The amount of sales required to earn profit of Rs. 42,000/- (assuming fixed cost in total remains same.)

OR

From the following prepare cash budget for 3 months for January, February and March, 2012.

Month	Total Sales (Rs.)	Materials (Rs.)	Wages (Rs.)	Overheads	
				Production (Rs.)	Selling & Dist (Rs.)
January	40,000	42,000	8,000	6,400	1,600
February	44,000	28,000	8,800	6,600	1,800
March	48,000	28,000	9,200	6,600	1,600
April	52,000	24,000	9,200	6,800	1,800
May	56,000	24,000	9,600	7,000	1,800
June	60,000	32,000	9,600	7,200	2,000

- Cash balance on January 1, 2012 was Rs. 20,000/-
- A new machine is to be installed at Rs. 60,000/- On credit, to be repaid by two equal installments in March & April, 2012
- Period of credit allowed by suppliers 1 month
- Period of credit allowed to customers 1 month
- Delay in payment of overheads 1 month
- Delay in payment of wages 1 month
- Assume cash sales to be 50% of total sales.



Total No. of Questions : 5]

SEAT No. :

P3870

[Total No. of Pages : 2

[5070]-5002

M.B.A. (Semester - I)

ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 Pattern)

Time : 2.30 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Solve any one from each questions.*
- 2) *All questions are compulsory.*
- 3) *All questions carry equal marks.*

Q1) a) Explain how firms and individuals participate and interact in the product market and in the factor market.

OR

b) What role does profit plays in Market System?

Q2) a) Explain the concept and various determinants of market demand.

OR

b) Write a detailed note on - Price output decisions in multi plant firms.

Q3) a) Elaborate the meaning and various types of cost in detail.

OR

b) Discuss meaning of risk. Explain the decision making under risk in detail.

Q4) a) Explain composition and functions of money market in India.

OR

b) Discuss role of Securities and Exchange Board of India (SEBI) in monitoring and regulating capital market in India.

P.T.O.

Q5) a) Write note on

- i) Difference between WTO and GATT
- ii) GDP and PPP

OR

b) Define following terms in relation with Union Budget

- i) Revenue Account
- ii) Capital Account
- iii) Revenue deficit
- iv) Capital deficit
- v) Plan and non-plan expenditure



Total No. of Questions : 5]

SEAT No. :

P3871

[Total No. of Pages : 2

[5070]-5003

I Year M.B.A. (Semester - I)

LEGALASPECTS OF BUSINESS

(2016 Pattern)

Time : 2.¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right of each question indicates marks.*

- Q1)** a) Define contract. What are the essential elements of a valid contract. [7]
- b) A, a minor, borrows Rs. 5000/- & executes a promisory note for the amount in favour of B. After attaining majority, 'A' executes another pronote in settlement of the first pronote. Will 'B' succeed in recovering money from 'A' Give reasons. [3]

OR

- a) What is meaning of Discharge of contract. What are the various ways in which a contract may be discharged. [7]
- b) 'A' in Delhi rings up to 'B' of Bombay offering to sell a machine for Rs. 1,00,000/-. B says that he accepts the offer but at the precise moment due to some mechanical defect in A's telephone, A does not hear B's acceptance. Is there binding contract between A & B. [3]
- Q2)** a) Who is an 'unpaid seller'? Explain the rules for exercising the right of lien by an unpaid seller. [7]
- b) 'P' agrees to sell to 'Q' goods worth Rs. 5,000/- which will be produced in his farm next year . What kinds of goods are these? [3]

OR

- a) Define 'conditions'. Elaborate implied conditions in contract of sale. [7]

P.T.O.

- b) State with reasons whether the following contracts of sale amount to 'sale' or an 'agreement to sell'. [3]
- i) X entered into a contract for the sale of some goods in a particular ship to be delivered on the arrival of the ship.
 - ii) 'X' purchases books at book stall for Rs. 10,000/- & pays cash & gets the delivery of books.

- Q3)** a) Define holder. Explain the rights of holder in due course. [7]
- b) 'A' sells a radio to 'M', a minor, who pays for it by cheque. 'A' indorses the cheque to 'B' who takes it in good faith & for more value. The cheque is dishonoured on presentation. Can 'B' enforce payment of the cheque against 'A' or M? [3]

OR

- a) Define promisory note. Explain the essential features of promisory note (specimen is required). [7]
- b) 'A' is the payee of a bearer instrument 'A' misplaces the instrument in his office. It is picked by 'B' - 'B' delivers it to 'C' who takes it in good faith & for valuable consideration. Is 'C' a holder in due course? [3]

Q4) Define company. Differentiate between a company & a partnership firm. [10]

OR

Define company. Differentiate between private company & public company.

Q5) Write short notes (any 2) : [10]

- a) Trade mark
- b) Digital signature
- c) Who is consumer & who is not consumer (with examples)
- d) Patent
- e) Unfair Trade Practices



Total No. of Questions : 5]

SEAT No. :

P3872

[Total No. of Pages : 3

[5070]-5004

M.B.A. (Semester - I)

104 : BUSINESS RESEARCH METHODS

(2016 Pattern)

Time : 2.½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question / sub question.*
- 5) *Your answers support with suitable live examples.*
- 6) *Your answer should be specific and to the point.*
- 7) *Draw neat diagrams & illustrations supportive to your answer.*
- 8) *Use of simple calculator is permitted.*

Q1) a) What is business research? Discuss the application of research in functional area of business? **[10]**

OR

- b) Draft a research proposal for any one of the following : **[10]**
- i) To research the consumer behaviour in selection of two wheelers.
 - ii) To conduct, a survey to know what readers thought about business magazine.

Q2) a) What is exploratory research design? Explain it's methods & techniques for conducting exploring research? **[10]**

OR

- b) Propose a null and alternative hypothesis for the following research specifying which is independent variable & which is dependent variable. **[10]**
- i) Childhood obesity is tied to time spend in playing video games.
 - ii) A ten percent increase in price and its effect on the sale of the product.

P.T.O.

Q3) a) Explain sources of secondary data and explain the advantages & disadvantages of secondary data in business research? **[10]**

OR

- b) Prepare a questionnaire for any one of the following situation.
- i) To study consumer buying behaviour towards mall shopping experience.
 - ii) To collect feedback of customers for Hotel.

Q4) a) Define the following concept with example. **[10]**

- i) Population
- ii) Sampling
- iii) Sampling error
- iv) Non-sampling error

OR

- b) What is the sampling design that you would suggest for the following? Why?
- i) A survey by a private courier company to estimate the satisfaction levels of its corporate clients.
 - ii) A survey to estimate the potential users of microwave ovens in Maharashtra.

Q5) a) Draw Histogram of the following data. **[10]**

Marks obtain	0-10	10-20	20-30	30-40	40-50	50-60	60-70
No. of students	3	5	13	16	25	18	20

Also find mode from the histogram.

OR

- b) The marketing manager of a telecommunications company is reviewing the results of a study of potential users of a new cell phone. The study used a random sample of 200 respondents & was conducted in a metropolitan area representative of the company's target market area. The marketing manager is intrigued by one table which is a cross tabulation of data on whether target consumers would buy a phone (yes (or) no) and whether the cell access to the internet (Yes or No). Table represents this cross tabulation can the marketing manager infer that an association exists between internet access & buying the cell phone?

Two-way tabulation of internet access & whether customers would buy cellular phone.

Internet Access	Would buy cellular phone		
	Yes	No	Total
Yes	80	20	100
No	20	80	100
Total	100	100	200

Given at 5% level of significance, critical value of chi-square for 1 degree of freedom is 3.84 and chi-square calculated is 72. State null & alternate Hypothesis & interpret the result.



Total No. of Questions : 5]

SEAT No. :

P3873

[Total No. of Pages : 2

[5070]-5005

M.B.A. (Semester - I)

105 : ORGANISATIONAL BEHAVIOUR

(2016 Pattern)

Time : 2.½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Attempt five questions.*
- 2) *All questions carry equal marks.*

Q1) a) Why there is need of study the individual and Group Behaviour for the productivity of organisation? **[10]**

OR

b) Explain with suitable example the different models of organisation Behaviour.

Q2) a) Critically examine the Maslow's need Hierarchy theory of motivation. **[10]**

OR

b) "Concept of Johari window is an effective technique to improve an Individuals communication skills"? Discuss with suitable example.

Q3) a) "Change is need for organisational Development". Explain the structural change required to improve group effectiveness. **[10]**

OR

b) "A leader is developed and not born" corelate the statement with the contemporary theories of leadership.

P.T.O.

Q4) a) Define the role of employer and employee in creating and sustaining organisational culture. **[10]**

OR

b) What are the causes of stress? Define the individual level and organizational level stress management strategies.

Q5) a) Discuss the intervention strategies for facilitating organisational change. **[10]**

OR

b) What are the forces that acts as stimulants to change? Explain the Kurt Lewin's three step model.



Total No. of Questions : 5]

SEAT No. :

P3874

[Total No. of Pages : 2

[5070]-5006
M.B.A. (Semester - I)
106 : BASICS OF MARKETING
(2016 Pattern)

Time : 2.½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicates marks for that question.*

Q1) a) To be successful, each company that deals with customer on a regular basis must not only be customer driven but also customer obsessed. Explain the concept of selling v/s marketing in the light of above statement. **[10]**

OR

b) Design a marketing mix for a milk chocolate product.

Q2) a) Explain the comparism between organizational buying behaviour and consumer buying behaviour. **[10]**

OR

b) Analyze the steps involved in buying decision process for a price.

Q3) a) Explain various macro environmental elements. How do they affect any business orgnisation explain it with suitable example. **[10]**

OR

b) Undertake the micro environmental analysis for any one of the following markets :

- i) Beauty parlour
- ii) Fast food Restaurant

P.T.O.

Q4) a) Write a short note on any two of the following : **[10]**

- i) USP (unique selling proposition)
- ii) Niche Marketing
- iii) Differentiation and Positioning

OR

b) What is meant by market segmentation. What will be the suitable base for market segmentations of a Power Bank (for smart phones).

Q5) a) Distinguish between consumer products and Industrial products. Explain various classification of consumer goods/products. **[10]**

OR

b) What are the constituents of product mix. Explain them in context with any FMCG product of your choice.

