

Total No. of Questions :5]

SEAT No. :

**P3854**

[Total No. of Pages :7

**[5265] - 1001**

**M.B.A. - I**

**101 : ACCOUNTING FOR BUSINESS DECISIONS**

**(2016 Pattern) (Semester - I)**

*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 indicate marks for questions / sub questions.*
- 5) *Use of simple calculator is permitted.*

**Q1)** Is there any similarity between Management Accounting and Financial Accounting? **[10]**

OR

Explain any Five accounting concepts with suitable example. **[10]**

**Q2)** The following trial balance of Mr. Shah prepare the final account as on 31<sup>st</sup> March 2017. **[10]**

Particulars	Dr. ₹	Cr. ₹
Capital		2,00,000
Land & Building	87,000	
Plant & Machinery	17,500	
Goodwill	20,000	
Drawings	22,600	
Cash in hand	1,795	
Opening stock	27,000	

**P.T.O.**

Wages	10,000	
Purchases	69,000	
Carriage Inward	600	
Travellers commission	6,000	
Insurance Premium	2,000	
Motor car	3,000	
Carriage outward	1,400	
Sales		94,000
Salaries	15,000	
Bank charges	105	
RDD		1,500
Debtors	20,000	
Creditors		7,500
	3,03,000	3,03,000

Adjustments :-

- On 31<sup>st</sup> March 2017 the stock was valued at ₹ 46,000/-
- Depreciation on Plant & Machinery 10% and Motor car 20%
- Create a Reserve for Doubtful Debts at 10% on Debtors.
- Insurance premium amounting to ₹ 800 is prepaid.
- Outstanding salaries amount to ₹ 1000.

OR

The following balances were extracted from the books of Mr. Ashok as on 31<sup>st</sup> March 2017. Prepare Trading and profit and loss account for the year ended 31<sup>st</sup> March 2017 and the Balance sheet as on that date after taking into account the following adjustments : [10]

Particulars	Dr. (₹)	Cr. (₹)
Capital		3,30,000
Drawings	24,450	
Opening stock	2,00,000	
Bills receivable	25,000	
Purchases	2,75,000	
Sales		4,20,000
Bills payable		60,000
Return outwards		4,500
Return inward	5,000	
Plant & Machinery	1,00,000	
Loose tools	25,000	
Land & Building	25,000	
Sundry Debtors	1,25,000	
Sundry Creditors		1,40,000
Cash at bank	77,550	
Salaries & wages	50,000	
Repairs & Renewals	7,500	
Insurance	3,000	
Power & Fuel	3,500	
Printing & Stationery	2,000	
General expenses	6,500	
	9,54,500	9,54,500

Adjustments :-

- a) Closing stock was worth ₹ 1,30,000.
- b) Depreciation Land & building 15% and Plant & Machinery by 5%.
- c) Provide for Bad and Doubtful Debts at 5% on Debtors.
- d) Insurance paid in advance to the extent of ₹ 750.
- e) Revalue tools at ₹ 20,000.
- f) Provide for outstanding expenses as follows :  
Salaries ₹ 2,500 and wages ₹ 1,000.

- Q3)** a) Explain in brief classification of cost as per elements. **[5]**
- b) From the following information prepare cost sheet. **[5]**

<u>Particulars</u>	<u>Amt.</u>
Sales	5,00,000
Direct wages	1,10,000
Factory Rent	30,000
Direct Material	2,90,000
Showroom Rent	15,000
Direct expenses	10,000
Printing & Stationery	5,000
Audit Fees	15,000

OR

- a) Write a short note on Relevant and irrelevant cost. **[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]

<u>Particulars</u>	<u>Amt.</u>
Sales	1,00,000
Direct Material	40,000
Direct expenses	2,000
Factory Overheads	7,000
Direct Wages	10,000
Selling & Distribution overheads	2,000
Administrative overheads	5,000

- Q4)** Modern company Ltd. furnishes following data for the month of July 2017. Prepare store ledger account, pricing the material issue on the basis of LIFO Method and ascertain the value of closing stock. [10]

<u>Date</u>	<u>Particulars</u>
1	Opening stock - 100 units at ₹ 1.80
5	Purchases - 150 units at ₹ 1.50
8	Issues - 200 units
12	Purchases - 300 units at ₹ 1.60
18	Issues - 250 units
22	Purchases - 400 units at ₹ 1.70
29	Issues - 400 units
30	Spoilage - 50 units

OR

The Ultra Modern Company Ltd. is divided into four departments A, B & C production departments and D is service department. You are required to allocate the following common overheads expenses on the basis of information given below. [10]

<u>Particulars</u>	₹
Power	10,700
Rent and Rates	32,000
Lighting	5,000
Insurance of Factory building	3,600
Insurance of Machinery	7,200
Depreciation of Machinery	36,000
Supervision charges	25,000

Other Information :-

	Production Dept.			Service Dept.
	A	B	C	D
Horse Power hours ratio	25	35	30	10
Space occupied sq.ft	800	600	400	200
Value of Machinery (₹)	40,000	60,000	30,000	70,000
Lighting Points	50	30	20	25
Time devoted for supervision	20%	30%	25%	25%

**Q5)** The sales turnover and profits during two years were as follows : [10]

<u>Year</u>	<u>Sales</u>	<u>Profit</u>
2016	45,00,000	5,00,000
2017	50,00,000	7,00,000

You are required to calculate

- a) P/V Ratio.
- b) Fixed cost.
- c) Break Even point (₹)
- d) Sales to earn profit of ₹ 10,00,000.
- e) Margin of safety.

OR

From the following information, prepare a flexible budget at 60% and 80% capacity. [10]

<u>Particulars</u>	<u>70% capacity (₹)</u>
Variable overheads :	
Indirect Material	5,000
Indirect Labour	15,000
Semi-variable overheads :	
Electricity (60% variable)	50,000
Repairs & Maintenance (35% fixed)	5,000
Fixed overheads :	
Salaries	10,000
Depreciation on machine	14,000
Insurance	6,000
	<u>1,05,000</u>



Total No. of Questions : 5]

SEAT No. :

**P3855**

[5265]-1002

[Total No. of Pages : 2

**M.B.A.**

**102 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**

**(2016 Pattern) (Semester-I)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1) a)** What do you understand by “Basic Economic Problem”? Why it is necessary to understand the Basic Economic Problem” in the context of Managerial decision making ? **[10]**

OR

b) What did Adam Smith mean by The Invisible Hand ? Explain with suitable example. **[10]**

**Q2) a)** Explain the concept of “Elasticity of Demand”. Differentiate between Price and Cross Elasticity of Demand. **[10]**

OR

b) What do you understand by the term “Market Equilibrium”? Expound the equilibrium of Monopoly firm under different cost situations. **[10]**

**Q3) a)** “Describe “Cost Volume Profit Analysis”. What are the advantages & dis-advantages of cost Volume Profit Analysis? **[10]**

OR

b) Why does an exporter face a foreign exchange risk ? How can the exporter hedge its foreign exchange risk ? **[10]**

**P.T.O.**



**Q4) a)** Discuss the Roles and Functions of RBI with respect to

i) Currency

ii) Credit Control;

iii) Balance of Payment.

[10]

OR

b) What is “Capital Market”? Explain the Role of SEBI in Indian Capital Market.

[10]

**Q5) a)** Enlighten the following terms and their significance in foreign trade:

[2×5=10]

i) GATT

ii) WTO

OR

b) Illuminate the following terms:

[2×5=10]

i) Fiscal Deficit

ii) Capital Account v/s Revenue Account



Total No. of Questions : 5]

SEAT No. :

**P3856**

**[5265]-1003**

[Total No. of Pages : 2

**M.B.A.**

**(103) : LEGAL ASPECTS OF BUSINESS  
(2016 - Pattern) (Semester-I)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All Questions are compulsory.*
- 2) *All Questions carry equal marks.*
- 3) *Justify your answer by quoting suitable examples.*

**Q1) a)** On 14<sup>th</sup> May, 2016, P entered into a contract to purchase a motor vehicle from D, an auto dealer, and paid Rs. 10,000/- as down payment. P informed D that he intended to use the vehicle for camping during the summer. The vehicle was supposed to be delivered during June, but no delivery was made through August. P seeks to cancel the contract and to obtain a refund of the Rs.10,000/- will he succeed? Explain in detail.

OR

b) Explain different modes of discharging a contract in detail.

**Q2) a)** A agreed to sell to B 20 kg. of rice describe as 'Dehradun Basmati' as per the sample shown. Although the rice supplied was in accordance with the sample but the sample itself was of 'Punjab sela' an inferior quality. The buyer refuses to make payment. What remedies are available to the seller ?

OR

b) Define and distinguish between 'Condition' and 'Warranty'.

**Q3) a)** Define dishonour of Negotiable Instrument? Explain in detail dishonour by Non acceptance and non payment.

OR

b) State the Meaning of Promissary Note & Bill of exchange & distinguish between them.

**P.T.O.**

**Q4)** a) Define Company. Explain in detail different characteristics of Company.

OR

b) Define share Capital. Explain the different types of shares which can be issued by a public limited company.

**Q5)** Write short note (any two).

a) Rights of Consumers

b) Digital Signature

c) Trademark

d) Patent

e) Unfair Trade Practice



Total No. of Questions : 5]

SEAT No. :

**P3857**

**[5265]-1004**

[Total No. of Pages : 4

**M.B.A.**

**104:BUSINESS RESEARCH METHODS  
(2016 Pattern) (Semester-I)**

*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 indicate marks for that question / sub question.*
- 5) *Support your answer 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 permitted.*
- 9) *No graph paper will be supplied.*

**Q1) a)** You are the marketing manager for a shampoo brand in the market. You wish to conduct a research to find out what is current perception of consumers about your brand vis-à-vis other brands (competitor). You also want to know the most important factors buyers consider while buying a brand of shampoo.

You are asked to do research on this. Prepare research proposal for the same. **[10]**

OR

b) What is Business intelligence ? Explain in detail significance of Business Intelligence in today's competitive business world. **[10]**

**Q2) a) i)** An automobile manufacturer observes the demand for its brand is decreasing. Manufacturer knows that demand for its product is linked with per capita income, interest rate & other macro economic factors. Further, buyer purchase behavior can be linked with age, gender, education etc. as well as competitor's advertising product or dealer discounts etc. Suppose manufacturer hired you as a research consultant to solve his marketing problem.

Suggest two tentative hypotheses so as to check the same with research data later on. **[5]**

**P.T.O.**

- ii) “Vijay Auto” one of the leading automobile company in India, lost market share to its competitor. In order to regain its market share, the company plans to find out the reason for its failure in the market. You are appointed as researcher.

Questions.

- 1) What type of research design would you prefer ? Support your answer with reasons.
- 2) State the sources through which Vijay Auto primary data.

[5]

OR

- b) Differentiate between exploratory, descriptive & experimental research design. [10]

- Q3) a)** What is Secondary data ? Explain various five sources of secondary data. Also explain advantages of secondary data in today’s business. [10]

OR

- b) A consumer durable company is planning to launch a new type washing machine. The company would like to have information about how consumers select a brand of washing machine.

Prepare a sample questionnaire to collect relevant data from consumers.

[10]

- Q4) a)** Identify with a brief reasoning each of sampling methods.

- i) The population of interest is in the alphabetically order. Starting with 7<sup>th</sup> name, every 10<sup>th</sup> member thereafter was selected as a member of the sample. The sample, therefore, consisted of numbers 7, 17, 27, 37 and so on.
- ii) A large zone was divided into 20 smaller areas. Then, four of these areas were selected at random, and residents in these four areas were interviewed.
- iii) Executives were divided into four groups. Random samples were taken from each of these groups.
- iv) Exit interview of customer at Mall.

[10]

OR

b) Define the following with example.

- i) Sampling frame
- ii) Census
- iii) Sampling error
- iv) Non - sampling error
- v) Sampling unit

[10]

Q5) a) i) The following table gives the number of good & defective items produced by each of the three shifts in a factory:

Shift	Good	Defective
Day	900	130
Evening	700	170
Night	400	200

Test the hypothesis whether there is any association between the shift & the quality of the parts produced ? Use a 0.05 level of significance.

Given that Calculated chi - square = 101.86

Tabulated chi - square = 5.991

[5]

ii) In a study of job satisfaction, a series of tests was administered to 50 subjects. The following data were obtained; higher scores represent greater satisfaction.

87, 76, 67, 58, 92, 59, 41, 50, 90, 75, 80, 81, 70,  
73, 69, 61, 88, 46, 85, 97, 50, 47, 81, 87, 75, 60,  
65, 92, 77, 71, 70, 74, 53, 43, 61, 89, 84, 83, 70,  
46, 84, 76, 78, 64, 69, 76, 78, 67, 74, 64.

Construct a stem and leaf display and interpret.

[5]

OR

b) Interpret the following findings of the study.

- i) Average shirt size of Indian male is 40
- ii) Correlation coefficient between Indian consumer's income & expenditure is 0.73
- iii) Median salary of IT employee in India is Rs. 6,00,000 per annum.
- iv) Regression equation is  $Y = 2 + 3X$

where Y : Customer satisfaction

X : Quality of product

v) Consider data related to customer satisfaction.

Category of Customer	No. of Customers
Highly satisfied	200
Satisfied	75
Unsatisfied	50
Highly unsatisfied	25

[10]



Total No. of Questions : 5]

SEAT No. :

**P3858**

[5265]-1005

[Total No. of Pages : 1

**M.B.A.**

**105 : ORGANISATIONAL BEHAVIOUR  
(2016 Pattern) (Semester - I)**

*Time : 2¼ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1)** a) “Organisational theories studies organisations to identify how they solve problems and how they maximize efficiency and productivity” Do you agree or disagree with this statement? Why? [10]

OR

b) Define organisational Behaviour. Explain various models of organisational Behaviour. [10]

**Q2)** a) Explain Big five factor model of personality with reference to any sports personality as an example. [10]

OR

b) Define content theories of motivation. [10]

**Q3)** a) Explain ‘transformational leadership’ with relevant example. [10]

OR

b) “Group Dynamics is a system - of behaviours and psychological processes occurring within a social groups or between social groups” comment with relevant explanation. [10]

**Q4)** a) Explain the influential factors, which contribute in creating positive organisational culture. [10]

OR

b) Explain various stress management strategies adopted in organisations of modern era for individuals, groups and organisation benefit. [10]

**Q5)** a) ‘Now-a-days, innovative approach is used as synonym for change management? Do you agree or disagree, justify your answer with suitable example. [10]

OR

b) Explain Katter’s eight-step plan for implementing change. [10]



Total No. of Questions :5]

SEAT No. :

**P3859**

[Total No. of Pages :2

**[5265] -1006**

**M.B.A.**

**106 : BASICS OF MARKETING**

**(2016 Pattern) (Semester - I)**

*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 indicate full marks.*

**Q1) a)** Choose any 1 kind of retail shop of your choice. Discuss the way it uses 4 P's of marketing mix to position itself to as a successful business. **[10]**

- i) Electronic store.
- ii) Mobile store.
- iii) Grocery store.

OR

**b)** Selling and Marketing : these two terms are the one we often hear in our day to day life, but infact they are two different functions. Distinguish and explain selling and marketing concept in the light of above statement. **[10]**

**Q2) a)** Consumer wants to purchase a refrigerator. Explain the consumer buying behavior process in the context of above situation. **[10]**

OR

**b)** Explain the comparison between organization buying behaviour and consumer buying behaviour. **[10]**

**P.T.O.**

**Q3) a)** What are the various elements in a Macro Environment. Explain them by justifying how do they affect any business organization with a suitable example. **[10]**

OR

**b)** Undertake micro environmental analysis for any one of the following markets. **[10]**

- i) Beauty parlour/salon.
- ii) Fast food Restaurant.

**Q4) a)** Explain what is market segmentation? Which segmentation variables do you think Godrej is using for Hair dyes? **[10]**

OR

**b)** Write short note on : (Any 2) **[10]**

- i) USP (Unique selling proposition).
- ii) Niche marketing.
- iii) Differentiation and positioning.

**Q5) a)** What do you understand by Goods - service continuum. Explain with a diagram and appropriate example. **[10]**

OR

**b)** What do you understand by Product Mix. Explain its elements in context with any FMCG product of your choice. **[10]**

