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ARKAJAIN
University
Jharkhand

1st Semester Examination -2021-22

Subject : Case Study Analysis
Course : BBA
Full Marks : 70

Roll No :

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts –A, B & C.
- Part-A is containing 12 multiple choice questions.
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PART A

MULTIPLE CHOICE QUESTIONS

(12x1=12)

1. Case Study is:
a. Qualitative Research
b. Quantitative Research
c. a & b both
d. None of the above
2. Statistical data can be excluded while analyzing a case study.
a. True
b. False
3. Where events are limited to a single occurrence then the study is known as:
a. Multiple Case Study
b. Single Case Study
c. Two Variable Case Study
d. None of the above
4. A case study is a description of a situation involving a _____.
a. Decision
b. Strategy
c. Market scenario
d. Quantitative data
5. The purpose of _____ is to guide & give a direction.
a. Problem statement
b. Solution
c. Analyzing
d. Researching
6. Case study is _____ method of analysis.
a. Descriptive and exploratory
b. Only descriptive
c. Only exploratory
d. None of the above
7. Who is a Protagonist?
a. Main character or Center of the story
b. The person who is strongly against somebody
c. The person who is a supporting character in case
d. None of the above
8. It is a type of case study that is used to explore those situations in which the intervention being evaluated has no clear single set of outcomes:
a. Exploratory Case Study
b. Explanatory Case Study
c. Descriptive Case Study
d. Instrumental Case Study

9. To gather all relevant documents comes under which step of Case Study Analysis?
 - a. Train Data Collectors
 - b. Collection of Data
 - c. Planning
 - d. Conclusion
10. The first and foremost step in Case study analysis is:
 - a. Planning
 - b. Train Data Collectors
 - c. Analyze data
 - d. Develop Instruments
11. What are the potential sources of information in Case Study?
 - a. Monitoring Visits
 - b. Questionnaire
 - c. Interviews
 - d. All of the above
12. A case, in management studies, gives account of _____.
 - a. Manager's personal problems
 - b. Management problems
 - c. Social events in the company
 - d. None of the above

PART B

ANSWER ANY FOUR OUT OF SIX

(4x7=28)

1. What do you mean by a Case Study? State the purpose of writing a case study.
2. What are the various methods of data collection & analysis?
3. What are the potential sources of information in Case Study?
4. Explain the designs of Case Study Analysis?
5. What makes a good Case Study?
6. Who is a protagonist?

PART C

ANSWER ANY TWO OUT OF FOUR

(2x15=30)

1. Explain in detail the sections of Case Study Writing?
2. Explain in detail the types of Case Study?

3. CASE SYNOPSIS

On Wednesday, April 15, 2009, Tim McIntyre, Vice-president of Communications for Domino's Pizza International (Domino's) had been placed into difficult situation. Two days earlier a blogger had sent him a link to a YouTube video that had been posted online by a Domino's employee. The video showed two employees at a Conover, North Carolina, Domino's location tampering with customers' pizza and sandwich orders. As if the video images were not enough, an employee could be heard commenting that the orders would soon be delivered to unsuspecting customers. In the past 24 hours, the YouTube video had gone viral through Twitter, Facebook and blog posts commenting on the video. Already, the YouTube video had amassed 900,000 views. References to the prank video were now among the first five search results when *Domino's* was entered into Google's search engine. To make matters worse, the video was now the focus of numerous social media discussions on Twitter and was receiving attention from both local and national media channels. Patrick Doyle, Domino's president, was flying back early from his family vacation in Florida.

First, Domino's senior management had decided to do nothing publically; however, over the course of the next few days, viewership of the video continued to grow. Internally, Domino's corporate headquarters took action. Using the names of the two rogue employees captured from the video, the franchise location was sourced. The owner was contacted, and the two employees were immediately terminated. Additionally, the local police department charged both Kristy Hammonds and Michael Setzer with contaminating food distributed to the public. Television media further released information that Hammonds was a registered sex offender, bringing into question Domino's hiring practices. Two days after Hammonds first posted the original video on YouTube, it was clear the issue would not fade away, as senior management had originally anticipated. Because social media, newspapers, and television had all provided coverage of the story, it was clear that Domino's needed to respond publicly, before a brand that had taken 50 years to create was seriously tarnished as a result of two immature employees and a video camera. As McIntyre prepared for the emergency meeting called by Domino's president, Patrick Doyle, one thing was clear. The longer Domino's management waited to publicly respond, the greater the risk that loyal customers might start packing a lunch, or ordering from competitors, before ever calling Domino's again.

- a. How should the company move forward to protect its brand and its reputation?
- b. What does the company need to say publicly in response to the viral employee video, the huge online following and the growing media coverage?
- c. Who are the various stakeholders who are involved in this case?

4. CASE SYNOPSIS

Mihir is the head of the Disaster Management Department for the fictional coastal state of Udan, in South India. He receives a weather bulletin from the Indian Metrological Department (IMD) about "Ichko," a cyclone that has suddenly changed course and is set to make landfall in the southernmost district of Iramuk in the next 24 hours. Mihir's department typically received early warning of such events, making it possible to mobilize the official machinery to mitigate the damage caused by the cyclone through a series of measures before, during and after the cyclone. In this case, with very little time on hand, Mihir has to work with Kiran, the district collector of Iramuk, to handle the complex crisis that threatens loss of life and widespread damage. The situation is complicated by the urgent need to alert a large number of fishermen who are at sea and beyond the reach of any communication channels. On the ground, other issues at the community and political level are making for an explosive situation: What if the fishermen lose their lives, and the government is seen as not having done enough? The possibility of many fishermen losing their lives is very real. Mihir has very little time to plan the response to the impending disaster, and a great deal is at stake. He not only has to rescue as many fishermen as possible, but also ensure that the deaths of those who cannot be saved will not become rallying points for various groups that have an axe to grind against the government.

- a. What are the steps that Mihir should take to deal with the impending cyclone?
- b. Who are the various stakeholders who are involved in this case?
- c. How will cyclone Ichko will impact the various stakeholders?



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PART A

MULTIPLE CHOICE QUESTIONS

(12x1=12)

1. All communication starts with an
a. Receiver
b. Decoder
c. Encoder
d. Idea
2. Effective communication always includes
a. Feedback
b. Evaluation
c. Encoder
d. Both a and b
3. Which type of communication refers to flow of information between persons holding equal rank in same departments?
a. Lateral
b. Downward
c. Upward
d. Diagonal
4. Communication is a _____
a. One-way process
b. Two-way process
c. Three-way process.
d. Four-way process
5. _____ of the letter consists of main message.
a. Heading
b. Body
c. Greeting
d. Closing
6. Which of the following is/are business letters?
a. Refusal letter
b. Customer relation letter
c. Order status letter
d. All of these
7. Which of these is NOT normally considered to be a direction of formal communication?
a. Upward
b. Diagonal
c. Zigzag
d. All of the above
8. How should a Reply to Inquiry sent?
a. Delayed
b. Prompt
c. Not answered
d. None

9. _____ is the action of conveying or exchanging information and ideas.
- a. Listening
b. Communication
c. Speaking
d. Both a & c
10. At each stage in the process of communication, there is a possibility of interference which may hinder the process. Such interference is known as _____.
- a. Sender
b. Receiver
c. Barrier
d. None of them
11. Oral communication ensures _____ and _____.
- a. Fluency; Speed
b. Adequate attention; Immediate response
c. Speedy interaction; Immediate response
d. Speed; attention
12. In letter writing, _____ indicates to the reader of the letter what the _____ is about.
- a. Salutation, Letter
b. Subject, Notice
c. Body, Memo
d. Subject, Letter

PART B

ANSWER ANY FOUR OUT OF SIX

(4x7=28)

1. Explain the communication process.
2. What is the distinguish between verbal & nonverbal communication?
3. Explain various barriers to good listening? What is physical barrier of communication?
4. How can grapevine communication be used effectively?
5. What is informal communication. Explain merits & demerits of informal communication?
6. What is written communication? State advantages & disadvantages of written communication?

PART C

ANSWER ANY TWO OUT OF FOUR

(2x15=30)

1. Develop a creative write up on "How to overcome stress during examinations".
2. Write a job application letter to the HR manager in response to an advertisement on Naukri.com for the post of Marketing manager.
3. Prepare a resume using the following details:
Post: Branch manager (bank)
Qualification: Post graduation
Work Exp.- 7-10 years
4. Write a resignation letter to your head stating him the reason.



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PART A

MULTIPLE CHOICE QUESTIONS

(12x1=12)

- Q1. According to which accounting concept the owner and business are to be treated separate?
- a. Accrual
b. Historical Cost
c. Business Entity
d. Dual Aspect
- Q2. What is the full form of GAAP?
- a. Globally Accepted Accounting Principles
b. Generally Adopted Accounting Practices
c. Generally Accepted Accounting Principles
d. None of the above
- Q3. According to which concept, life of the business is uncertain and it is started with an intention that it will continue to exist for a long and unidentified period of time?
- a. Business Entity
b. Going Concern
c. Historical Cost
d. Accrual
- Q4. Outstanding expenses are accounted in the books of accounts due to which accounting concept?
- a. Going Concern
b. Accrual
c. Revenue recognition
d. Business entity
- Q5. According to which concept, assets have to be recorded in the books at cost less depreciation and not at the market price?
- a. Materiality
b. Going Concern
c. Historical Cost
d. Accrual
- Q6. If goods of the list price Rs. 25,000 were purchased and trade discount of 10% and cash discount of 5% was available, then what would be the actual amount paid if only 40% payment was made immediately?
- a. Rs. 21,375
b. Rs. 9,500
c. Rs. 8,550
d. None of the above
- Q7. If the amount due from Debtors was Rs. 50,000 and they become insolvent, but a final settlement of 30 paise in a rupee is received, how much amount will be transferred in Bad Debts account?
- a. Rs. 15,000
b. Rs. 35,000
c. Rs. 50,000
d. None of the above

- Q8. Which of the following is not shown on the Debit side of Trial Balance?
- a. Drawings
b. Sales Return
c. Purchases
d. Purchases Return
- Q9. If the Trial Balance does not tally, then the differential value is temporarily transferred to which account so that the total of both sides artificially matches?
- a. Capital
b. Suspense
c. Reserve
d. Provision
- Q10. In case of a contra entry, which two accounts are posted on both sides of a double column cash book?
- a. Cash and Bank
b. Opening and closing balance
c. Discount allowed and discount received
d. None of the above
- Q11. Depreciation is charged on?
- a. Current assets
b. Fixed assets
c. Total assets
d. Fictitious assets
- Q12. Sales: ₹ 1,00,000; Purchases: ₹ 60,000; Wages: ₹ 21,000; Closing Stock: ₹ 3,000. One third of the wages was to be charged to cost of goods sold in the trading account. What will be the Gross Profit?
- a. ₹ 30,000
b. ₹ 33,000
c. ₹ 36,000
d. ₹ 40,000

PART B

ANSWER ANY FOUR OUT OF SIX

(4x7=28)

1. State the advantages and limitations of accounting.
2. Define depreciation. State the reasons for providing depreciation.
3. What is Bank reconciliation statement? Explain in detail the need and importance of preparing BRS.
4. Journalise the following transactions in the books of Scribble Ltd.

2021

- April 1 – Commenced business with cash Rs. 5,00,000.
- April 3- Bought goods from Ritikksha worth Rs. 1,00,000 at 20% trade discount and 5% cash discount. Paid full amount at the time of purchase itself.
- April 5- Sold goods to Manoj for Rs. 50,000 at term 4% cash discount and 20% trade discount. Half the amount received by cash and balance half by cheque on the same day.
- April 6- Purchased Furniture for cash Rs. 8000
- April 8 - Carriage outwards Rs. 60
- April 10- Anu who owed us Rs. 20000 become insolvent and a final dividend of 60 paise in a rupee is received from his estate by cheque.
- April 12- outstanding salary of Rs. 10000.

5. Isha Ltd. maintains a current account with the State Bank of India. On 31st March, 2017, the bank column of its cash book showed a debit balance of ₹ 1,54,300. However, the bank statement showed a different balance as on that date. The following were the reasons for the difference:

	₹
(i) Cheques deposited, but not yet credited by the bank	75,450
(ii) Cheques issued, but not yet presented for payment	80,760
(iii) Bank charges not yet recorded in the cash book	1,135
(iv) Cheques received by the bank directly from trade debtors	1,35,200

(v)	Insurance premium paid by the bank as per standing instructions, but not yet recorded in the cash book	15,400
(vi)	Dividend collected by the bank, but not yet recorded in the cash book	1,000

Find out the balance as per the bank statement as on 31st March, 2017.

6. Following are the Ledger Balances of Akash Ltd. on 31st March, 2018:

	₹		₹
Sundry Debtors (Dr.)	79,300	Interest on Loan	10,000
Sundry Creditors (Cr.)	1,36,500	Conveyance	200
Rent (Cr.)	6,300	Furniture	30,000
Miscellaneous Expenses	3,200	Commission	4,000
Plant and Machinery (Dr.)	7,98,750	Plant and Machinery (Cr.)	90,000
Creditors and Furniture	30,000	Sundry Debtors (Cr.)	20,800
Opening Stock	40,000	Drawings	15,000
Discount (Cr.)	9,900	Salaries and Wages	25,900
Sundry Creditors (Dr.)	36,500	Discount (Dr.)	5,500
Buildings (Dr.)	9,81,000	Capital	5,00,000
Rent	12,000	Purchases	3,13,450
Loan (Cr.)	10,00,000	Sales	5,61,300
Input IGST A/c	2,500	Input SGST A/c	1,000
Input CGST A/c	1,000	Output IGST A/c	4,500

You are required to prepare Trial Balance as on 31st March, 2018

PART C

ANSWER ANY TWO OUT OF FOUR

(2x15=30)

1. Prepare Trading and Profit and Loss Account and Balance Sheet from the following balances, relating to the year ended 31st March, 2019:

	₹		₹
Capital	1,00,000	Wages	50,000
Creditors	12,000	Bank	10,000
Returns Outward	5,000	Repairs	500
Sales	1,64,000	Stock on 1st April, 2018	20,000
Bills Payable	5,000	Rent	4,000
Plant and Machinery	40,000	Manufacturing Expenses	8,000
Sundry Debtors	24,000	Trade Expenses	7,000
Drawings	10,000	Bad Debts	2,000
Purchases	1,05,000	Carriage	1,500
Returns Inward	3,000	Fuel and Power	1,000

Additional Information:

- (i) Closing Stock was valued at ₹ 14,500.
- (ii) Depreciate Plant and Machinery by ₹ 4,000.
- (iii) Write off Bad Debts ₹ 5,000.
- (iv) ₹ 400 is due for repairs

2. On 1st January, 2006, Mahira Ltd. Purchased a machine for ₹ 2,40,000 and spent ₹ 10,000 on its erection. On 1st July, 2006 an additional machinery costing ₹ 1,00,000 was purchased. On 1st July, 2008 the machine purchased on 1st January, 2006 was sold for ₹ 1,43,000 and on the same date, a new machine was purchased at a cost of ₹ 2,00,000. Show the Machinery Account for the first three calendar years after charging depreciation at 5% by the Straight Line Method.

3. Write up Cash Book of Nisha with Cash and Bank Columns from the following transactions: -

2017		(₹)
March 1	Cash-in-hand	2,710
	Cash at Bank	27,500
3	Received from Subhash	3,500
4	Sold goods for cash	10,000
7	Paid Rent by Cheque	800
8	Paid Sohan by cheque	3,000
10	Bought goods for cash	15,000
12	Paid cash for stationery	200
	Drew from Bank for office use	8,000
15	Received cheque from Surendra and sent it to Bank	6,600
16	Paid for advertisement	750
18	Issued cheque in favour of Nath Brothers	4,300
19	Cash Sales	13,000
	Paid into Bank	16,000
20	Received cheque from Vinod and sent it to Bank	2,400
22	Bought Scooter and paid for the same by cheque	18,000
25	Bank returned Surendra's cheque dishonoured	
28	Paid salary by cheque	7,200
	Paid Trade expenses	2,000
29	Cash sales	9,500
30	Paid into Bank	10,000

4. Write short notes on the following: -

- a.) Going Concern Concept
- b.) Accrual Concept
- c.) Business Entity Concept
- d.) Dual Aspect Concept
- e.) Revenue Expenditure
- f.) Capital Expenditure