



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject : Business Communication

Time : 3 Hours

Course: MBA

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- B** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part- C** is compulsory.

PART A

Q.1) (Attempt any 4 questions out of 6)

(5*4= 20)

- a) "Communication is a highly significant element of an organization." Explain
- b) "Communication can be of various types." Elaborate the statement.
- c) What are the Do's and Dont's of effective communication?
- d) You are the HR Head of XYZ Ltd. Since there will be one week holidays in Durga puja. So company has decided to make 3 Sundays working in the previous month. Write a Circular regarding the same.
- e) What are the principles of an effective presentation?
- f) Discuss the importance of Non-verbal communication.

PART B

(Attempt any 3 Questions out of 5)

(10*3=30)

- Q.2) "A good speaker must be a good listener." Elaborate the statement.
- Q.3) "There can be various barriers to effective communication". Elaborate the statement.
- Q.4) How is *Written communication* considered more effective than oral communication in a business environment?
- Q.5) As the Principal of ABCD College, Write a Notice to the students warning about bunking of classes.
- Q.6) What are the qualities of a good business report?

PART C

(Compulsory)

(1*20=20)

Q.7) You are the Head of 'Customer Care' of LG Electronics. You have received a 'Complaining letter' from a customer about malfunctioning of the washing machine purchased by him. Write a letter in reply to the 'complaining letter'.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject: Marketing For Manager

Time: 3 Hours

Course: MBA

Full Marks: 70

Pass Marks: 28

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- Question Paper is divided into **Four Parts –A, B, C & D**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

- Which One of the following statements by a company Chairman BEST reflects marketing concept ?
 - We have organized our business to satisfy the customer needs
 - We try to produce only high quality, technically efficient products
 - We believe that marketing department must organize to sell what we produce
 - We try to encourage company growth in the market
- A carpet manufacturing company develops new carpet that is stain resistant and durable, it must educate customers about the product's benefits. This activity calls for which one of the following marketing mix ?
 - Price
 - Promotion
 - Distribution
 - Product
- Demographic Segmentation divides the market into groups based on which of the following variables?
 - Size, Location, Industry, Customer
 - Size, Company, Industry, Technology
 - Location, Size, Occupation, Race
 - Customer, Technology, Company, Industry
- A Firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for its segmentation?
 - Geographic
 - Demographic
 - Psychographic
 - Behaviour
- Buying process starts with
 - Need Recognition
 - Information Search
 - Evaluation of Alternative
 - Purchase Decision

B] Short Answer Type

(5x2=10)

- a) Define Marketing.
- b) What is SWOT analysis?
- c) What is the difference between Marketing and Sales ?
- d) What is a marketing mix with respect to Service Industries ?
- e) Define Product.

PART B

Q2.) Answer any four:

(4x5=20)

- a) What do you Mean by Product Life Cycle? Why it is Important for a Marketer?
- b) Why Segmentation, Targeting and Positioning is important for Marketer?
- c) How Marketing Research is Important for a Marketing Manager?
- d) List out Qualities of a Good Marketing Manager.
- e) Develop a Marketing Plan .

PART C

Answer any Three:

(3x10=30)

- Q3.) Is Pricing important for marketer? How the Price is determined?
- Q4.) Select an Imaginary Product. You have to introduce this New Product in Market. Please explain how you will approach towards the same.
- Q5.) What us the concept and theory of Consumer Behaviour and why is it important for marketers? Explain.
- Q6.) What do you understand by IMC? Explain with some successful examples.
- Q7.) Define Marketing Research. What are different types of Marketing Research explain.
- Q8.) You are given an opportunity to launch a Smart Phone in your Town. Develop a Complete Marketing Plan.

PART D

Q9.) Case -

(5x1=5)

There are a number of products designed to consumption by children but the purchases are made by mothers. Such products must appeal children and must have mother's approval too.

Enervit, a malt chocolate milk drink, was manufactured and marketed by a large multinational company. The product was launched in the Indian market in 1989 after a successful test market in Delhi and Chennai. It was available both in Jars and refill packs of 500 gms. Customer acceptance of the Brand was good and sales went up till 1994 and then reached plateau and then started declining.

A thorough analysis revealed that the positioning as an energy correct, with good advertisement showing a speeding train to communicate the energy theme. Now the mass objective of the company is to restore sales to the peak level of 1993 with a effective sales promotion.

Questions:

- a) In what way product positioning plays an important role of marketing?
- b) Has the advertisement influenced the sales?
- c) What type of sales promotion would you suggest – Same for less or More for Same?
- d) Suggest three effective sales promotion techniques that can achieve the objective.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject : Management Principles & Organizational Behaviour

Course: MBA

Full Marks: 70

Pass Marks: 28

Time : 3 Hours

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- Question Paper is divided into **Three Parts –A, B & C**
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- **Part C** is compulsory.

PART A

Q.1) Answer any four questions in brief: -

[5 x 4 = 20]

- a) Discuss the role of Leadership in achieving organization's effectiveness.
- b) What is Directing? Explain its significance with suitable examples.
- c) What is Controlling? Discuss the process of controlling in brief.
- d) What is Performance Appraisal? Explain its significance in Management.
- e) What is Personality? Critically analyze the trait theory of Personality.
- f) Explain the various skills required by managers at different levels with suitable examples.

PART B

Q.2) Answer any three questions in detail

[10 x 3 = 30]

- a) What is Perception? Discuss the process of Perception in detail.
- b) What is Motivation? Discuss the implications of Maslow's need hierarchy theory of Motivation for managers with suitable examples.
- c) Explain Group Dynamics. Discuss any four elements of group dynamics with suitable examples.
- d) What is Learning? Discuss the Classical Conditioning theory of Learning in detail.
- e) Explain Fayol's contribution to the field of Management and its relevance today.

PART C

Q.3) Answer the following questions in detail:-

[10 x 2=20]

- a) Explain the ABC model of Attitude. Discuss how attitudes are formed with an example.
- b) Draw OB model and explain how organization effectiveness can be achieved.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018 – 19

Subject: BUSINESS AWARENESS

Course: M.B.A.

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Four Parts – A, B, C & D
- Parts – A & D are compulsory.
- Part – B contains SIX questions out of which FOUR questions are to be answered.
- Part – C contains SIX questions out of which THREE questions are to be answered.

PART A

Q.1) Short Answer Type Questions

(5x2=10)

- a) Define SWOT Analysis. Explain with suitable examples.
- b) Describe the nature of Entrepreneurship.
- c) What are the different functions of an Entrepreneur?
- d) Define Strategic Intent. Briefly explain its attributes.
- e) Discuss the concept of Social Entrepreneurship with a relevant example.

PART B

Q.2) Answer any four

(4x5=20)

- a) Elaborate the process of Entrepreneurship.
- b) Explain, in detail, the various characteristics of a company.
- c) Discuss the model of strategic management process.
- d) "Benchmarking can be a powerful tool for an organization". Comment on this statement.
- e) Define Management leadership. Cite a few examples of the same in modern industrial context.
- f) What do you mean by Innovative Capacity? Explain its different levels.

PART C

Answer any three

(3x10=30)

- Q.3) What is B.P.R.? Explain the fitment of B.P.R. w.r.t. Sustainable Development.
- Q.4) Design a Vision, Mission, Goals and Objective statement for a university.
- Q.5) What is design thinking? Explain the process and framework of design thinking.
- Q.6) Define Innovation. Discuss different types of Innovation.
- Q.7) Discuss, in detail, the concept of Sustainable Development Management System.
- Q.8) Explain how, Competitive Advantage and Innovation are interlinked either can be achieved with the help of other.

PART D

Q.9) Case Study/ Analytical Question

(1x10=10)

The Corporate Steering Wheel

The Corporate Steering Wheel provides strategic focus by communicating what matters the most in a simple and easy to understand one-page framework. It includes 20 corporate objectives across five perspectives. The perspectives are arranged in a circle around the central philosophy of 'Every Little Helps' and the two values of 'No one tries harder for customers' and 'Treat people how I like to be treated'.

The Corporate Steering Wheel with the following objectives.

Financial Perspective

Grow Sales
Maximise Profit
Manage our Investment

Customer Perspective

Earn lifetime loyalty
The aisles are clear
I can get what I want
The prices are good
I don't queue
The staff are great

Community Perspective

Be responsible, fair and honest
Be a good neighbour

Operations Perspective

We try to get it right first time
We deliver consistently every day
We make our jobs easier to do
We know how vital our jobs are
We always save time and money

People Perspective

An opportunity to get on
An interesting job
A manager who helps me
To be treated with respect

Q. With respect to the Case Study above, explain how the new strategy has helped TESCO regain its competitive advantage?



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject: Accounting for Managers

Course: M.B.A.

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

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- **Part- C** is compulsory.

PART A

Q.1) Answer *any four* questions in brief:

(5x4=20)

- Define 'Accounting'. What are its objectives?
- A started his business with a cash of Rs. 10,000. He purchases furniture for cash worth Rs. 2,000. Further, he purchases cotton bales from B for Rs. 5,000 on credit. He sells for cash cotton bales costing Rs. 3,000 for Rs. 4,000 and Rs. 1,000 for Rs. 1,500 on credit to P. Show the position of his business by preparing his balance sheet.
- What do you mean by Double Entry System?
- From the following transactions find out the nature of account and also state which account should be debited and which account should be credited.
 - Outstanding for Salaries
 - Received from Mohan (the proprietor)
- Define the term 'Ledger'. What is posting?
- Under which headings (and sub-headings) the following items are shown in the Balance Sheet (As per Schedule III, Part I of Companies Act 2013) of a Company?
 - Computer Software
 - Bills Receivable
 - Debenture issued by the company
 - Bank balance
 - Security Premium Reserve

PART B

Q. 2) Answer *any three* questions in detail:

(10x3=30)

- 'Accounting involves communication'. Comment.
- What do you mean by GAAP? Explain.

- iii. On 1st January'2016 the following were the ledger balances of Rajan & Co.: Cash in hand Rs. 900; Cash at bank Rs. 21,000; Savita (Cr.) Rs. 3,000; Zahir (Dr.) Rs. 2,400; Stock Rs. 12,000; Prasad (Cr.) Rs. 6,000; Sharma (Dr.) Rs. 4,500; Lall (Cr.) Rs. 2,700; Ascertain Capital. Transactions during the month were:

2016

Jan. 2	Bought goods of Prasad	Rs. 2,700
Jan. 3	Sold to Sharma	Rs. 3,000
Jan. 5	Bought goods of Lall for cash, paid by cheque	Rs. 3,600
Jan. 7	Took goods for personal use	Rs. 200
Jan. 13	Received from Zahir in full settlement	Rs. 2,350
Jan. 17	Paid to Soni in full settlement	Rs. 2,920

Journalise the above transactions and post to the ledger and prepare a Trial Balance.

- iv. Prepare a bank reconciliation statement of Shri Bhandari as on December 31, 2017.
- The payment of cheques for Rs. 550 was recorded twice in the pass book.
 - Withdrawal column of the pass book under cast by Rs. 200.
 - A cheque of Rs. 200 has been debited in the bank column of the cash book but it was not sent to bank at all.
 - A cheque of Rs. 300 debited to bank account of the pass book has been omitted to be recorded in cash book.
 - A cheque of Rs. 500 sent for collection was dishonoured by the bank.
- Overdraft as per pass book is Rs. 20,000

- v. Following is the Balance Sheet of Rahul & Co. for two years. Prepare Cash Flow Statement:

Particulars	Note No.	31.03.2012	31.03.2011
I. Equity And Liabilities		Rs.	Rs.
<u>Shareholder's Funds:</u>			
a) Share Capital		3,20,000	2,50,000
b) Reserve & Surplus		23,000	10,000
<u>Current Liabilities:</u>			
a) Trade Payables		45,000	70,000
Total		3,88,000	3,30,000
II. Assets:			
<u>Non-Current Assets:</u>			
a) Fixed Assets		66,000	50,000
b) Non Current Investments:		62,000	40,000
<u>Current Assets:</u>			
a) Current Investments (Marketable Securities)		8,000	10,000
b) Inventory		90,000	80,000
c) Trade Receivables		1,15,000	1,20,000
d) Cash and Cash Equivalents		47,000	30,000
Total		3,88,000	3,30,000

PART C

Q. 3) Case Study/Analytical Questions

(15+5=20)

- i. From the following balances taken from the ledger of Shri Krishna on 31st March 2016, prepare the Trading and Profit and Loss Account for the year ended 31st March, 2016 and the Balance Sheet as at 31st March, 2016 of Shri Krishna: [15]

Particulars	Rs.	Particulars	Rs.
Sundry Creditors	19,000	Bad debts	100
Building	15,000	Loan From Ram	2,500
Income Tax	1,025	Sundry Debtors	9,500
Loose Tools	1,000	Investments	6,500
Cash at Bank	16,200	Bad Debts Reserve	1,600
Sundry Expenses	1,990	Rent and Rates	850
Bank Interest (Cr.)	75	Furniture	3,000
Purchases	1,57,000	Stock (01.04.2015)	27,350
Wages	10,000	Capital	47,390
Carriage Inwards	1,120	Discount allowed	630
Sales	1,85,000	Dividends received	535
Motor Van	12,500	Drawings	2,000
Cash in hand	335	Bills payable	10,000

Adjustments to be taken into account:

- a) Write off further Rs. 300 as bad out of Sundry Debtors and create a Reserve for Bad debts at 20% on Debtors.
 - b) On 31.03.2016 stock was valued at Rs. 15,000.
 - c) Write off 5% for depreciation on Building and 40% on Motor Van and 20 % on Loose Tools.
 - d) Income tax paid has to be treated as Drawings.
- ii. Elucidate the statement "Agreement of trial balance is not a conclusive proof of the accuracy of accounting records." [5]



ARKA JAIN University, Jharkhand

1st Semester Final Examination - 2018-19

Subject : Quantitative Techniques

Time : 3 Hours

Course: MBA

Full Marks : 70

Pass Marks: 28

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- **Part- C** contains **ONE** compulsory question.

PART A

Q.1) Short questions(Answer any four question)

(4x5 =20)

- a) The following data shows the students in millions on rolls at school/university in India according to different class groups and sex for the year 2000-01 as on 31st March:

Stage	Boys	Girls	Total
Class I to V	36	21	57
Class VI to VIII	9	4	13
Class IX to XI	5	2	7
University/ College	2	1	3

Represent the data by a suitable diagram.

- b) Calculate mode for the following set of data:

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of students	2	18	30	45	35	20	6	4

- c) Given the following data:

Sales	91	97	108	121	67	124	51	73	111	57
Advertising Expenditure	71	75	69	97	70	91	39	61	80	47

Obtain the line of regression of sales(Y) on advertisement expenditure (X).

- d) Explain the meaning of:
- Parameter and Statistic
 - Null hypothesis and Alternate hypothesis
- e) A card is drawn from a pack of 52 cards. Find the probability that it is a king or a spade.
- f) Solve the following transportation problem by North West Corner Method:

	Warehouse 1	Warehouse 2	Warehouse 3	Supply
Plant 1	7	6	9	20
Plant 2	5	7	3	28
Plant 3	4	5	8	17
Demand	21	25	19	65

PART B

Long Questions(Answer any three question)

(3x10=30)

Q.2) Briefly explain: (2.5* 4 = 10)

- a. Chi-Square Test
- b. Mode
- c. Variance
- d. Type- I error

Q.3) Calculate standard deviation of the following series. Which of the two series has more variability?

Series A	58	59	60	65	66	52	75	31	46	48
Series B	56	87	89	46	93	65	44	54	78	68

Q.4) Two samples of sizes 200 and 300 are drawn for two large populations. The sample means are 75 and 72 respectively. The standard deviations are 6 and 8. Test the hypothesis that population means are equal at 5 percent level of significance. (Given that the tabulated value of Z at 5 percent level of significance is 1.96).

Q.5) Calculate Karl Pearson's coefficient of correlation between following series:

X	20	23	27	31	35	38	40	42
Y	18	20	24	30	32	34	36	38

Q.6) Solve the following linear programming problem:

Maximize $Z = 10 X_1 + 5 X_2$

Subject to

$4 X_1 + 5 X_2 \leq 100$

$5 X_1 + 2 X_2 \leq 80$

$X_1, X_2 \geq 0$

PART C

Answer any one question

(1x10=20)

Q.7) Find mean and median for the following data:

Profit Per Shop (in Rs)	0-10	10-20	20-30	30-40	40-50	50-60
No. of Shops	12	18	27	20	17	6

Q.8)

'Quantitative techniques may be defined as those techniques which provide the decision maker with a systematic and powerful means of analysis and help, based on quantitative data, in exploring policies for achieving pre – determined goals'. Explain.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2018-19

Subject : Managerial Economics

Course: MBA

Time : 3 Hours

Full Marks : 70

Pass Marks: 28

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PART A

Q1.) All questions are compulsory:-

A] Objective Answer Type

(5x1=5)

1. Managerial Economics is a branch of:
 - (a) Management
 - (b) Finance
 - (c) Economics
 - (d) Sociology
2. Labour cannot be separated from:
 - (a) Capital
 - (b) Labourer
 - (c) Profit
 - (d) Organization
3. The relationship between the quantity supplied and its price is
 - (a) Direct
 - (b) Inverse
 - (c) Both (a) and (b)
 - (d) None of these
4. The demand comprises:
 - (a) Effective desire for a commodity
 - (b) Means to fulfil the desire
 - (c) Readiness to buy the commodity
 - (d) All of above
5. The initial supply price of land is
 - (a) Zero
 - (b) Greater than one
 - (c) Less than one
 - (d) Equal to one

B] Short Answer Type

(5x2=10)

- i) What do you mean by production?
- ii) What is profit maximization?
- iii) Why does demand curve slope downwards?
- iv) Define Supply.
- v) What is meant by fixed cost? Give two examples?

PART B

Q2.) Answer any four:

(4x5=20)

- i) Explain the definition of Economics related to wealth.
- ii) Explain the scope of Managerial Economics.
- iii) Explain the meaning of Equilibrium
- iv) What are determinants of Demand?
- v) What is meant by Economic Cost?
- vi) Distinguish between Perfect Competition and Monopoly.

PART C

Answer any Three:

(3x10=30)

- Q3.)** Managerial Economics is the application of economics in Business decision making. Explain.
- Q4.)** "Economics is a study of mankind in ordinary business of Life." Critically explain this definition of Economics.
- Q5.)** Explain the law of demand with the help of a diagram and schedule. Give reasons why it slopes downwards to the right.
- Q6.)** State and explain the law of supply with its assumptions. Discuss two exceptions to the law of supply.
- Q7.)** Define market and explain various types of markets.
- Q8.)** Explain the relationship between average cost and marginal cost with the help of an appropriate diagram. Can the average cost rise when the marginal cost is diminishing?

PART D

Q9.) The cost function of a firm is given below:

(5x1=5)

Output (Units)	0	1	2	3
Total Cost (Rs.)	60	80	100	111

Find: (i) Total Fixed Cost, (ii) Total Variable Cost, (iii) Average Variable Cost, (iv) Marginal Cost



ARKA JAIN University, Jharkhand

1st Semester Examination – 2018-19

Subject : IT For Managers

Time : 3 Hours

Course: MBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
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PART A

Q.1) All questions are compulsory

(10x2=20)

- Define cell.
- Name the different alignments available in MS-Word.
- Name any four input device.
- What is the extension of document file created using Microsoft Excel 2007 and above?
- How can you wrap the text within a cell?
- How can you add a new Excel worksheet?
- Explain pivot tables and its uses.
- What is IF function in Excel?
- What is the use of format painter in MS-Word?
- Write down the key combination to move a file from one folder to another folder.

PART B

Q2. Answer any four:

(4x5=20)

- Explain different alignments in MS-Excel.
- Name the different types of queries in MS-Access. Explain the in your own words.
- What are the different generations of Computers.
- What are the different indentations in MS-Word? Explain them.
- Explain Auto Filter. How is it different from advanced filter?
- What are the different features of MS-Access? explain them.

PART C

Answer any three:

(3x10=30)

Q.3) Your company has shortlisted ten candidates for the interview for the post of Sales Executive. You are therefore required to send a letter to all the ten candidates to appear for the interview. For the same, create a list of ten candidates . Use Mail Merge feature of MS-WORD to create letters for each of the candidates.

Q.4) Write formulas for the operations based on the spreadsheet given below along with the relevant cell address:

	A	B	C	D	E	F	G
1	RollNo	Name	English	Maths	Computers	Total	Average
2	1	Anand	33	45	55		
3	2	Vinod	45	54	76		
4	3	Manoj	54	82	87		
5	4	Santosh	79	65	67		
6	5	Navita	65	67	97		
7	Max						
8	Total						

- To calculate the Total Marks as sum of English, Maths & Computers for each student and display them in column F.
- To calculate the average marks for each student and display them in column G.
- To calculate the highest marks in Computers and display it in cell E7.
- To calculate the total number of students appearing for the Maths test and display it in cell D8.

Q.5) Using power point, prepare a flow chart of general purchase procedure of a Company. Purchase procedure should involve the following activities:

- Material Requisition
- Request for Quotation
- Vendor Selection
- Purchase Order Generation
- Good Receipt Note
- Goods Inspection Note
- Credit goods to Store.

Q.6) Write short note on applications of IT for Managers.

Q.7) Explain any five text functions used in MS-Excel with syntax and suitable example.

Q.8) Explain Vlookup() and Hlookup() functions in MS-Excel with suitable examples.