ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Managerial Economics-1   **Course:** MBA
Subject Code : 1011   **Full Marks :** 70
Time : 3 Hours   **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 & 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-D** is compulsory

PART A

Q1.)   All questions are compulsory:-

I)Answer the following objective questions   (1X5=5)

i). The following is not an exception to the law of demand
   a. Veblen effect
   b. Bandwagon effect
   c. Income effect
   d. Snob effect

ii). In case of luxury goods the price elasticity of demand is
   a. Greater than one
   b. Equal to one
   c. Less than one
   d. Zero

iii). Perfectly elastic supply curve is
   a. Parallel to X axis
   b. parallel to Y axis
   c. Rectangular hyperbola
   d. none of the above

iv). ----------- is also known as Price.
   a. Total revenue
   b. Average revenue
   c. Marginal revenue
   d. Average cost

v). The Opportunity cost of a fixed input with no alternative use is
   a. Infinite
   b. Zero
   c. Maximum
   d. Minimum

II). Answer the following in brief.   (5x2=10)

i.   Give two examples of fixed cost.
ii.   What is the shape of long run average cost?
iii. State two assumptions of law of diminishing marginal utility?
iv.   Draw perfectly inelastic supply curve.
v.   What happens to total utility when marginal utility is zero?

PART B

Q2) Answer any four   (4x5=20)

i)   Explain the scope of managerial economics.
ii)   Give percentage method of measuring elasticity of demand.
iii) With proper diagrams show expansion and contraction of supply curve.
iv)   With proper diagram show the effect on marginal utility curve when
          a.   Total utility is maximum
          b.   Total utility falls.
v)   Give two features of monopoly competition.
vi)   Show the behavior of total revenue, marginal revenue and average revenue under perfect competition.

PART C

Answer Any Three.   (3x10=30)

Q3). State and explain law of demand.
Q4). Explain the derivation of the LAC with the help of diagram.
Q5). Explain Law of Variable Proportion giving reasons behind the three stages.
Q6). State and explain law of diminishing marginal utility. What are the various cases where this law does not hold good.
Q7). How is equilibrium of price and quantity of a firm in perfect competition achieved under short run?
Q8). Give any three similarities as well as differences between monopoly and monopolistic market.

Q9). Read the following case study and then answer the questions that follow;

The typical British small garage is stereotyped as untidy, messy, and cluttered with hoists and equipment, with a few overall-clad figures working to the clatter of tools and blaring radio. This picture is quite different from that of the early years of the automobile. In those days, work on the car was the domain of the chauffeur or blacksmith, or the manufacturer if repairs were beyond both. This was to change following the Second World War. As the volume of cars grew so the motor repair sector began to expand, giving employment to the many mechanically trained ex servicemen. The market grew so quickly that there was little chance of erecting entry barriers. For example, although there were moves to introduce specific (City and Guilds) qualifications for mechanics and thereby impose a degree of restricted entry on the industry, this was never fully established. The result is to be seen today. The motor vehicle repair industry has developed into a good example of a monopolistically competitive industry. In 2001, it was estimated that the MVR industry in the UK employed just over 170,000 people in about 44,000 businesses. The statistics also show that the industry is still dominated by small and medium-sized businesses (SMEs) with over half the workforce (~58%) employed in either zero employee enterprises e.g. sole traders or partnerships, or businesses employing less than 10 people. Companies with less than 50 people accounted for approx. 83% of the workforce. 1 The vehicle repair and servicing industry is diverse, being made up of general repairers, specialist repairers (i.e. bodywork, electrics), dealers and petrol stations. With so many garages, the industry has remained a highly competitive one. However, specialism and locality enable the various garages to maintain a fairly constant degree of control over their price.

a) What are the specific features of the motor vehicle repair industry? What form of competition do you think it is?   **(3 Marks)**
b) What other industries can you think of those exhibit similar characteristics?   **(2 Marks)**

ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Accounting of Managers	**Course:** MBA
Subject Code : 2003	**Full Marks :** 70
Time : 3 Hours	**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. It contains **FIFTEEN** questions.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **TWO** questions are to be answered.
- **Part-D** is compulsory

PART A

All questions are compulsory:-

Q1. A. Choose the correct answer (5x1=5)

a) Which of the following is not a type of activity in Cash Flow Statement?
i) Valuation   ii) Operating   iii) Investing   iv) Financing

b) Which of the following is not posted on the debit side of Trial Balance?
i) Carriage Inward   ii) Salaries   iii) Carriage Outward   iv) Bank Overdraft

c) The preparation of Cash Flow Statement is governed by which Accounting Standard?
i) AS - 6   ii) AS – 10   iii) AS - 3   iv) AS - 7

d) According to which concept, the owner and business are to be treated as two distinct entities?
i) Dual Aspect   ii) Accounting Period   iii) Business Entity   iv) Going concern

e) Which convention says that accounting principles and methods should remain same from year to year
i) Full Disclosure   ii) Conservatism   iii) Consistency   iv) Materiality

B. Fill in the blanks with the most appropriate word   (5x1=5)

a) Income Tax paid is deducted from _____ activity in Cash Flow statement.

b) Share Capital is shown under the heading _____ in Balance Sheet.

c) When Life insurance premium is paid by the owner for self is _____ account is debited.

d) The statement prepared to reconcile the balances of cash book and pass book is called as _____.

e) As per the standard accounting equation, Capital = _____ - _____.

C. **Answer the following:** (5x2

a) Define Accounting.
b) Write any two objectives of preparing cash flow statement.
c) Mention any two advantages of preparing Trial Balance?
d) What is IFRS?
e) Discuss any two internal users of accounting information.
f)

PART B

Attempt any FOUR questions from this part

Q2. (4x5=20)

i. Discuss any five items that are covered under Investing Activities in cash flow statement.
ii. How is Book keeping different from Accounting?
iii. What is the role of accountant in the society? Explain
iv. Prepare the format of balance sheet as per Schedule III *(assets side only)*
v. Discuss any five errors which can be reconciled by preparing a bank reconciliation statement
vi. The following details are extracted from the balance sheet of a company:

Current Assets:	2015 (in Rs.)	2016 (in Rs.)
Trade Receivables	7,500	10,800
Inventories	8,500	7,800
Current Liabilities:		
Bills Payable	3,500	5,300
Outstanding expenses	800	600

Show how the above information would be shown under Operating Activities in a cash flow statement prepared as per AS-3.

PART C

Question 3:

From the following Balance Sheet, prepare Cash Flow Statement as per AS – 3 for the year ended 31st March, 2013

Particulars	2013 (in Rs.)	2012 (in Rs.)
I. EQUITY & LIABILITIES		
1. Shareholder's Funds:		
Share Capital	67,500	60,000
Statement of P/L	34,500	22,500
2. Current Liabilities:		
Trade Payables (Creditors)	22,500	15,000
Outstanding Expenses	7,500	4,500
Income Received in Advance	1,500	3,000
TOTAL	**1,33,500**	**1,05,000**
II. ASSETS		
1. Non Current Assets:		
Fixed Assets	42,000	30,000
Other Non-current Assets:		
Deferred Expenses	1,500	3,000
2. Current Assets:		
Inventory	10,500	15,000
Trade Receivables	67,500	45,000
Prepaid Expenses	9,000	7,500
Cash & Cash equivalents	3,000	4,500
TOTAL	**1,33,500**	**1,05,000**

Additional Information:

An old machine was sold for Rs. 6,000. The written down value of the machine was Rs. 4,500. Dividend of Rs. 6,000 was paid during the year and depreciation of Rs. 3,000 has been charged.

Question 4:

On December 31, 2015, the Cash Book of Ashok shows a debit balance of Rs. 5,000.

i) Annual interest of Rs. 1,980 earned on investments made by Ashok duly entered in pass book was omitted from the cash book.

ii) The debit column of the pass book was undercast by Rs. 300.

iii) A cheque of Rs. 450 which was debited in the bank column of cash book was not sent to the bank for collection.

iv) Out of the total cheques drawn by Ashok for Rs. 36,800 in the month of December 2015, cheques aggregating to Rs. 16,500 were encashed by the end of the month; cheques aggregating to Rs. 17,360 were encashed in the month of January 2016, and the rest have not been presented at all.

v) Dividend collected Rs. 600 and Bank charges Rs. 35 were omitted from cash book.

You are required to prepare a Bank Reconciliation Statement as on 31st December, 2015.

Question 5:

Pass Journal entries for the following transactions:

Apr 3 – Purchased Furniture worth Rs. 4,000 (Rs. 1,000 worth of furniture will be used for office purpose and the balance for the purpose of stock)

Apr 4 – Purchased goods from Mr. Ajay, List Price Rs. 15,000 on credit less 10% trade discount.

Apr 5 – Sold goods on cash to Mr. Vijay worth Rs. 22,000. 2% cash discount allowed to him for immediate payment.

Apr 7 – Owner withdrew cash from business for personal use Rs. 5,000.

Apr 8 – Returned goods to Mr. Ajay, List Price Rs. 2,000

Apr 9 – Cash deposited in Bank Rs. 12,000

Apr 11 – Goods worth Rs. 1,000 distributed as free samples to customers.

Apr 12 - Full and final settlement made to Mr. Ajay and availed a cash discount of 5%.

Apr 14 – Mr. Vikash who owed us Rs. 5,000 became insolvent and could pay only 30 paise in a rupee

Apr 18 – Goods worth Rs. 25,000 destroyed by fire

Apr 20 – Purchased Machinery worth Rs. 60,000 in cash and incurred Rs. 6,000 for its installation.

Apr 30 – Provide Interest on Capital @ 5% and Interest on Drawings Rs. 2,800.

Apr 30 – Life Insurance Premium paid by cheque Rs. 5,200.

ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Management Principles and Organizational Behaviour   **Course:** MBA
Subject Code : 1004   **Full Marks :** 70
Time : 3 Hours   **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. It contains **TEN** questions.
- **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**   **(2x10=20)**

i. Which of the following statement best describes the principle of 'Division of Work?'

   (a) Work should be divided into small tasks

   (b) Labour should be divided

   (c) Resources should be divided among jobs

   (d) It leads to specialisation

ii. Which of the following is NOT a Principle of management given by Taylor?

   (a) Science, not rule of the Thumb

   (b) Functional foremanship

   (c) Maximum not restricted output

   (d) Harmony not discord

iii. Management should find 'One best way' to perform a task. Which technique of scientific management is defined in this sentence?

   (a) Time Study

   (b) Motion Study

   (c) Fatigue Study

   (d) Method Study

iv. In what **order** do managers typically perform the managerial functions?

   a) organising, planning, controlling, leading

   b) organising, leading, planning, controlling

   c) planning, organising, leading controlling

   d) planning, organising, controlling, leading

v. Which one is not a recognised key skill of management?

   a) Conceptual skill

   b) Human skill

   c) Writing skill

   d) Technical skill

vi. "It all depends on the variables of a situation" best describes the

   a) classical approach

   b) human relations approach

   c) systems approach

   d) contingency approach

vii. _____ is the view that people develop beliefs about the fairness of the rewards they receive relative to their contributions.

   a) Two-factor theory

   b) Equity theory

   c) Needs theory

   d) Expectancy theory

viii. The study of organisational behaviour includes

   a) diplomacy, scientology, psychology

   b) sociology, psychology, anthropology

   c) socioeconomics, philosophy, anthropology

   d) physiology, society, anthropology

ix. Maslow's hierarchy of needs is based on the idea that:

   a) motivation comes from need

   b) if a need is satisfied, it is no longer a motivator

   c) social needs are most important needs

   d) a & b

x. Which of the following is not a motivator in Herzberg's factors?

   a) supervision

   b) recognition

   c) salary

   d) a & c

Q2. **Answer any four question:** (4x5=20)

i. What are the five level of Maslow's Need Hierarchy?.

ii. What are characteristics of people high on nAch?.

iii. Explain any two points regarding significance of Principles of management.

iv. Define Organisational Behaviour. Why do we study the subject?.

v. Write any two points which favours for management as a science.

vi. Explain the term perception.

PART C

Answer any three question: (3x10=30)

Q3. What are the barriers to accurate perception?

Q4. Compare and contrast Maslow's Need Hierarchy Theory with Herzberg's two factor theory.

Q5. "Non-financial incentives are strong motivators than financial ones". Critically examine the statement.

Q6. Distinguish between hygiene factors and motivators. Examine the applicability of two factors theory in Indian context.

Q7. What is the importance and uses of perception?

Q8. Discuss the importance of planning. What could happen to a company which fails to plan according to the changing business environment?.

Subject : Marketing Management
Subject Code : 1005
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.
- **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-D** is compulsory

PART A

Q1.)   **All questions are compulsory:-**

A] Objective Answer Type   (5x1=5)

i) "Many People want BMW, only few are able to buy" this is an example of ...
    a) Need
    b) Want
    c) Demand
    d) Status

ii) ……....is the act of obtaining a desired object from someone by offering something in return.
    a) Marketing Myopia
    b) Selling
    c) Exchange
    d) Delivery

iii) ……....is want for specific product backed by an ability to pay
    a) Demand
    b) Need
    c) Want
    d) Customer

iv) The key customer markets consists of
    a) Government Market
    b) Business Market
    c) Consumer Market
    d) All of the above

v) In 'stages of adoption process', customer decides to become regular user in
    a) Awareness stage
    b) Interest stage
    c) Evaluation stage
    d) Adoption

B] Short Answer Type <div style="text-align:right">(5x2=10)</div>

i) What is product innovation?
ii) Distinguish between selling and marketing.
iii) What is marketing strategy?
iv) What is marketing planning?
v) Define consumer behavior.

PART B

Q2.) **Answer any four:** <div style="text-align:right">(4x5=20)</div>

i) Explain different methods of sales promotion with examples
ii) Explain the nature and scope of marketing
iii) Define product life cycle. Explain the stages of PLC
iv) Explain the advantages and disadvantages of the following promotional tools – sales promotion and personal selling.
v) What are channels of distribution? How are they chosen?
vi) What are the different forms of market?

PART C

Answer any Three: <div style="text-align:right">(3x10=30)</div>

Q3.) Explain the personal, demographic and socio-cultural factors that affect the consumer behavior.

Q4.) What are the basic functions of advertising? How do you evaluate the effectiveness of advertising?

Q5.) What should be the essential qualities of a successful salesman?

Q6.) The foundation of modern marketing management is based on the concept of marketing mix. Briefly explain the statement.

Q7.) What are the objectives of market segmentation and write the bases of market segmentation?

Q8.) What do you mean by On-Line Marketing and also discuss the advantages of On-Line Marketing?

PART D

Q9.) "Advertising is a waste of the consumer's money". Do you agree? Why? <div style="text-align:right">(5x1=5)</div>

ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Quantitative Techniques
Subject Code : 1006
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.
- **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:-

I. Multiple Choice Questions   (10X1=10)

i.   Arithmetic mean of 11,12 and 13 will be:
     a. 11
     b. 12
     c. 13
     d. None of the above

ii.   Negative perfect correlation is:
     a. +1
     b. -1
     c. 0
     d. None

iii. Which one of the following is not the method of calculating correlation:
     a. Karl Pearson's Method
     b. Fisher's Coefficient of Correlation
     c. Spearman Coefficient of Correlation
     d. Scatter Plot Diagram

iv.   In a simple linear regression model, how many independent variables are there?
     a. 1
     b. 2
     c. 3
     d. 4

v.   In the regression model, Y=a + bX.
     a is the:
     a. Slope Parameter
     b. Intercept Parameter
     c. Error Term
     d. Regressor

vi. Which of the following is not a probability sampling technique?
   a. Simple Random Sampling
   b. Stratified Random Sampling
   c. Cluster Sampling
   d. Convenience Sampling

vii. Stratas are formed in which of the following:
   a. Simple Random Sampling
   b. Stratified Random Sampling
   c. Cluster Sampling
   d. Convenience Sampling

viii. _____ is a measure of the dispersion of a set of data from its mean. It is calculated as the square root of variance by determining the variation between each data point relative to the mean.
   a. Standard Deviation
   b. Mean
   c. Correlation
   d. Median

ix. Which of the following is not a measure of dispersion?
   a. Mean Deviation from Mean
   b. Standard Deviation
   c. Mean Deviation from Median
   d. Correlation

x. _____ is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.
   a. Convenience Sampling
   b. Simple Random Sampling
   c. Stratified Random Sampling
   d. Cluster Sampling

II. Attempt all 5 questions.   (5X2=10)

   i. What is tabulation?
   ii. What is the relationship between mean, median and mode?
   iii. What is correlation coefficient?
   iv. What is a sample?
   v. What is a game theory?

PART B

Q2.) *Answer any 4 questions. .*   (4X5=20)

   i. Data relating to production of Rice (per Hec.) in India for selected years are given below. Draw a simple bar diagram:

Year	2008	2009	2010	2011	2012	2013
Production (Kgs)	100	150	250	300	350	450

   ii. Find out median from the following frequency distribution:

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	7	10	15	20	25	12	10

iii. If S.D. is 18, Mean is 35, find out coefficient of variation. Also comment on the consistency.

iv. In a painting competition, the judges decides the ranks of 10 pictures as:

Pictures	1	2	3	4	5	6	7	8	9	10
Judge I	6	4	3	1	2	7	9	8	10	5
Judge II	4	1	6	7	5	8	10	9	3	2

Using Spearsman Rank correlation method, comment whether both judges agree?

v. Differentiate between any two:
    a. Sample and population
    b. Type I Error and Type II Error
    c. Parameter and Statistic

vi. A random sample of 100 students gave a mean weight of 58 kilograms with standard deviation of 4 kg. Test the hypothesis that the mean weight in the population is 60 Kg. (Given that Critical value of Z at 5 percent level of significance is 1.96)

PART C

Attempt any 3 questions. Each question carries 10 marks.   **(4X5=20)**

Q3.)   Calculate mean and median from the following data:

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	7	10	15	20	25	12	10

Q4.)   Calculate standard deviation and coefficient of variation from the following data:

Size of Items (X)	5	10	15	20	25	30	35
Frequency (f)	2	7	11	15	10	4	1

Q5.)   The following figures gives the capital employed by the firm in ten successive years together with the profit made in each year (both in thousands of rupees):

Capital	20	22	24	25	30	32	28	21	26	35
Profit	16	15	20	21	19	18	22	24	23	25

Find the coefficient of correlation and state your comments

Q6.)   Following is the data related to consumption and income:

Consumption	5	8	7	6	4
Income	3	4	5	2	1

Estimate the simple linear regression model where consumption is a dependent variable and income is independent variable.

Q7.) An IQ test was administered to 5 persons before and after they were trained. The results are given

Candidates	I	II	III	IV	V
IQ before training	110	120	123	132	125
IQ after training	120	118	125	136	121

Test the hypothesis whether there is any change in IQ after the training programme.

(Given critical value of t is 4.6)

Q8.) What do you mean by sampling? Explain in detail different methods of sampling.

Subject : Business Communication
Subject Code : 1006
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.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **THREE** questions are to be answered.

PART A

Q1.)   **All questions are compulsory:-**   (10X2=20)

i.   List out the various types of Communication.

ii. What do you mean by Non-Verbal Communication

iii. List out the barriers to effective listening.

iv. What are the different kinds of Meetings.

v.   What do you mean by Circular & Notice.

vi. What are the characteristics of a good business report.

vii. What are the principles of effective public speaking?

viii. Explain the process of communication.

ix. What are the various kinds of Letters?

x.   What are the guidelines foe effective Telephonic communication

PART B

Q2.)   **Answer any Four questions**   (4X5=20)

i.   *"Communication is a two-way process."* Explain

ii. What do you understand by Report. Explain the different types of Reports.

iii. *"There may be various kinds of hurdles in the way of effective communication."* Elaborate.

iv. *"A good speaker must be a good listener."* Explain

v.   Draft a Letter of resignation, to be submitted to the HR head of the organization you are working into.

vi. *"Written communication has various benefits over Oral communication."* Elaborate with examples.

PART C

Answer any Three questions (3X10=30)

Q3.) You are Asst. Manager in Accounts Department of Shah Hi-Tech Auto Ltd. One of your customer XYZ Auto Ltd is late in paying invoices (invoice is a list of goods sent or services provided, with a statement of the sum due for these; a bill) for the last six months. Write a letter to your customer encouraging them to pay their invoices in time.

Q4.) You have booked a ticket in Kingfisher Airlines Booking ID NF2262279349009 from Pune to New Delhi. On reaching the Pune Airport, you were informed that flight is cancelled due to some technical reasons. Write a letter to concern authorities claiming refund of money.

Q5.) Draft your Curriculum Vitae, for applying for a job.

Q6.) You read an advertisement in the newspaper- The Times of India, about vacancy of Store Manager, at Big Bazar, Bistupur, Jamshedpur. Write a Job letter.

Q7.) You are the Principal of "ABC College". Write a Notice to the students, informing them about importance of attending the classes and the consequences of not attending the classes regularly.

Question 6:

The following balances were taken from the books of Shiv Shankar, on March 31, 2016.

Carriage Inwards	4,500	Expenses	15,000
Repairs	8,000	Return Outward	6,500
Purchases	6,20,000	Sales	7,50,000
Opening Stock	1,50,000	Shiv Shankar's Capital	3,00,000
Shiv Shankar's Drawings	36,000	Wages	32,000
Carriage Outwards	1,000	Cash	22,000
Bank (Cr.)	48,000	Furniture	30,000
Bills receivable	5,000		

The following was subsequently found out:

i) Debtors balances amounting to Rs. 2,31,000 and Creditors balances were not posted.
ii) The total of Sales Return book amounting to 15,000 was omitted to be recorded.
iii) Purchase of a new scooter for Rs. 2,50,000 had been wrongly included in Purchases account.
iv) The amount for Repairs was understated by Rs. 2,000.
v) The amount for Wages was overstated by Rs. 9,000.

Prepare Adjusted Trial Balance as at 31st March, 2016.

Question 7:

Discuss any three Accounting Principles in detail.