Subject: Marketing For Managers

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 **Three Parts –A,B & C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
- **Part- B-** contains Five Questions out of which Three Questions are to be answered
- **Part -C** is compulsory.

PART A

Q.1)Answer the following questions briefly   (5x4= 20)

   a) Explain the term 'cash cow'.
   b) What are 'staples' in consumer goods classification?
   c) Using an example explain the 'depth of a product line'?
   d) What is skimming pricing?
   e) Explain the term AIDA?
   f) What is a 'two-level' marketing channel?

PART B

Q.2) **Explain the following:**   (10x3=30)

   a) Explain various product levels, using an example.
   b) Define Macro and Micro Environment using any company as you 'case' or 'point of reference'.
   c) What are different segmentation variables a marketer could use?
   d) Define consumer buying decision process.
   e) Explain the marketing research process.

PART C

Q.3)   (20x1=20)

Please read the following extract:

Small wonder or big challenge?

For all the excitement surrounding what was meant to be a Rs 1-lakh marvel, the Nano hasn't been having a smooth ride.

By: Ramanujam Sridhar, CEO, brand – comm.

Whatever is happening to the Tata Nano? The brand which was touted as the greatest thing to happen to the Indian automotive industry and promised to transform the life of the middle-class consumer in India suddenly seems to have hit a speed breaker. Let us just go back a little in time to the pre-launch and the announcement of the Rs 1 lakh car which was actually made by Ratan Tata in March 2003 at the Geneva Motor Show. It was hailed as a triumph of Indian innovation and showed the disbelieving Western world as to how India was able to tap the fortune at the bottom of the pyramid and how India had leapfrogged to the forefront with its dramatic new offering. The media went to town. Airport book stalls were full of books on the car and its amazing journey — Small wonder — the making of the Nano was just one of the titles.

Who is the customer?

The lowest priced car has certain advantages and certain disadvantages as well. The advantage is the price (even though it is not Rs 1 lakh) is affordable to a whole lot of Indians. I know a number of affluent Indians too who have bought it as their third car! Are they the core target audience? Or is it someone who is currently riding his two-wheeler in the dust and grime, breathing in the exhaust of the bus in front of him, who wishes to graduate to the safety and comfort of a four-wheeler, however small? This actually leads me to the next concern and that is the concern, or is the right word obsession, with space. Indians live in cramped conditions and dream of more space. They want more spacious houses, space for their children to play and space to park their commodious luggage in the boot. Have you seen any Indian travel light? While the Nano seems fine for two, how many families have two members and even if they are "dinks" (double income no kids) they would find another similar family to travel with.

I too wanted to buy a Nano when I saw all the hype and my family asked me a simple question that they often do, "Are you mad?", and I promptly desisted. How many such conversations are happening all over India? Often companies forget that business is not so much about innovation, hype and media coverage but about listening to the consumer.

Please answer the following questions with reference to the above news article.

1. What is your understanding of Tata Nano's Target Customer? (**5 marks**)
2. Where did Tata Nano faced problem in the implementation of Marketing Strategy? (**5 marks**)
3. What was the positioning of Tata Nano? (**5 marks**)
4. Where in the product life cycle stage Tata Nano is and is it possible to revive the brand? (**5 marks**)

Subject: Management Principles & Organization behaviour

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 **FIVE** questions out of which **THREE** questions are to be answered.
- **Part C** is **compulsory.**

Part A

Q.1) Answer *any four* questions in brief: -   {5 x 4 = 20]

a) Discuss the roles of managers in an organization.
b) Critically analyse the principles of Scientific Management.
c) Explain the elements of Directing in detail.
d) What is a group? Discuss the stages of group development.
e) What is Motivation? Explain Maslows theory of Motivation in detail.
f) What is Personality. Discuss the OCEAN Model of personality in detail.

Part B

Q.2) Answer *any three* questions in detail   [10 x 3 = 30]

a) Why is planning regarded as the primary function of management? Explain the various types of plans in detail.
b) What is Organising? Discuss the six principles of Organising in detail.
c) What is Organization Behaviour? Draw and Explain OB model in detail.
d) What is Attitude? How is it different from Perception? Discuss the ABC model of Attitude formation.
e) Differentiate between Groups and Teams. Explain any four elements of group dynamics with suitable examples.

Part C

Q.3) Case study: -   [10 x2=20]

The general manager has hired the services of a personnel manager but has purposely not defined the newcomer's role in the organization. You, a line supervisor, have become involved in several arguments with this personnel administrator when he attempted to relieve you and other supervisors of the authority, for transferring and promoting employees, changing wage rates, and other matters on which he should be only advising line management. But you feel that he does not have the proper perspective for his job and that he is trying to take over more and more power in order to create a good job for himself and a favourable impression on the management.

You have mentioned this grabbing of authority by the manager, to your boss and have asked him to define the manager's job. The boss has answered that he is allowing the manager to find his own footing in the organization. You feel that the morale of the people in your department will suffer unless the manager's position is made clear.

Questions:

i.   Discuss the above situation from a line point of view. (5M)

ii. ii) Discuss the situation from the manager's viewpoint. (5M)

iii. iii) Develop a practical working relationship based on the principles of good organization. (5M)

iv. iv) Is it desirable to allow the manager to find his own footing in the organization? (5M)

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ARKA JAIN University, Jharkhand

1st Semester End Semester Examination – 2019

Subject: Business Communication	**Course:** M.B.A.
	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-** Contains **SIX** questions out of which **FOUR** Questions are to be answered
- **Part- B-** contains **FIVE** Questions out of which **THREE** Questions are to be answered
- **Part -C**is compulsory.

PART A

Q.1) Answer the following questions briefly (Answer any four) (5x4= 20)

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

b) *"A good speaker must be a good listener."* Explain

c) List out the barriers to effective listening.

d) *"Communication is the most important characteristic for a successful manager."* Elaborate.

e) What are the characteristics of a good business report?

f) What are the various kinds of Letters?

PART B

Q.2) Explain the following: (Answer any Three) (10x3=30)

a) 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.

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

c) Discuss some means of 'Written Communication.

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

e) *"Communication is of various types."* Explain with examples.

PART C

(20x1=20)

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.

Subject: **Quantitative Techniques**   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 **Three Parts –A,B& C**
- **Part-A-** Contains Six questions out of which Four Questions are to be answered
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- **Part -C**is compulsory.

PART A

Q.1) Answer the following questions briefly (Any Four)   **(5x4= 20)**

a) The numbers 3.2, 5.8, 7.9, and 4.5 have frequencies x, (x+2), (x-3) and (x+6) respectively. If the arithmetic mean is 4.876 , find the value of x.

b) In a simultaneous throw of two dice find the Probability of getting a total of 8 ?

c) Differentiate between Null Hypothesis and Alternative Hypothesis

d) d)Write a brief notes on the Analysis of Variance (ANOVA)

e) Calculate the standard deviation from the following data :

Size of Items (X)	5	10	15	20	25	30	35	Total
Frequency (f)	2	7	11	15	10	4	1	50

f) Calculate the range and its coefficient:

Class	1-5	6-10	11-15	16-20	21-25
Frequency	3	7	10	7	3

PART B

Q.2) Explain the following: (Any Three)   **(10x3=30)**

a) Distinguish between Correlation and Regression analysis and indicates the utility of Regression analysis in economics activities?

b) From the following tables calculate the coefficient of correlation by Karl Pearson's method.

X	6	2	10	4	8
Y	9	11	?	8	7

Arithmetic means of X and Y series are 6 and 8 respectively.

c) Find out the arithmetic mean from the following data (from cumulative frequency distribution) :

Mark's less than	10	20	30	40	50	60	70	80	90	100
No. of students	5	9	17	29	45	60	70	78	83	85

d) What is chi-square test of goodness of fit? What cautions are necessary while applying this test?

e) Linear programming is one of the most frequently and successfully applied operations research techniques to managerial decisions. Elucidate this statement with some examples.

PART C

Q.3) Suppose that a Central University has to form a a committee of 5 members from a list of 20 candidates out of whom 12 are teachers and 8 are students. If the members of the committee are selected at random.

What is the probability that the majority of the committee members are students?

(20x1=20)

ARKA JAIN University, Jharkhand
1st Semester End Semester Examination – 2019-20

Subject: Accounting for Managers-I

Time: 3 Hours

Course: M.B.A.
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**
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- **Part-B** contains **FIVE** questions out of which **THREE** questions are to be answered.
- **Part- C** is compulsory.

PART A

Q.1) Answer *any four* questions in brief: (5x4=20)

i. Explain the role of an accountant in today's business scenario.

ii. Briefly explain the importance of IFRS. Is it applicable to Indian Firms?

iii. From the following information prepare a trading account for the year ended 31st March 2018:

Stock on 01.04.2017	Rs. 20,000
Purchases	Rs. 65,000
Returns outwards	Rs. 5,000
Sales	Rs. 1,00,000
Returns Inwards	Rs. 10,000
Stock on 31.03.18	Rs. 15,000
Carriage Inwards	Rs. 6,000
Duty and clearing charges	Rs. 4,000

iv. From the following transaction show the effects on assets, liabilities and capital based on accounting equations:
   a) Commencement of business with a capital of Rs. 1,00,000
   b) Bought goods on credit from Shreyansh Rs. 80,000 and for cash Rs. 20,000
   c) Goods worth Rs. 2,000 distributed as free sample.

v. While computing cash from operating activities, indicate whether the following items will be added or subtracted from the net profit.
   a) Increase in the value of creditors
   b) Increase in the value of patents
   c) Decrease in prepaid expenses
   d) Decrease in income received in advance
   e) Decrease in value of inventory
   f) Increase in share capital
   g) Increase in the value of trade receivables
   h) Increase in the amount of outstanding expenses
   i) Conversion of debentures into shares
   j) Decrease in the value of trade payables

vi. Write any five uses of Financial Statements of Corporate Entities. Refer to Schedule III of Companies Act, 2013 while answering the question.

PART B

Q. 2) Answer *any three* questions in detail: (10x3=30)

i. What do you mean by Double Entry System? Explain the rules of debit and credit by giving appropriate example.

ii. What are the different types of errors take place in accounting? Explain in detail. Is it possible to rectify the accounting errors? Provide reasons to support your answer.

iii. Prepare trading and profit and loss a/c from the followings for the year ended 31st March 2018. Prepare Balance Sheet as on that date.

Capital	20,000	Wages	10,000
Creditors	2,400	Bank	2,000
Returns Outwards	1,000	Repairs	100
Sales	32,800	Stock	4,000
B/P	1,000	Rent	800
Plant and Machinery	8,000	Manufacturing Expenses	1,600
Sundry Debtors	4,800	Trade Expenses	1,400
Drawings	2,000	Bad Debts	400
Purchases	21,000	Carriage	300
Return inwards	600	Oil & Fuel	200

Adjustments:
   a) Closing stock was valued at Rs. 2,900
   b) Depreciate plant & machinery by Rs. 800
   c) Rent of Rs. 400 is outstanding.

iv. Prepare a Bank Reconciliation Statement of Chandrashekhar as on 31st December,2018:
   a) Cash Book Balance Rs. 2,50,000
   b) Purchased goods for cash Rs. 30,000 and for credit from Satish for Rs. 20,000. On 27th December'2018, a cheque has been issued in favor of Satish after availing a cash discount of 10%. The cheque cleared from bank on 5th January,2019.
   c) Sold materials to Sarvesh costing Rs. 70,000 at 10% profit. Received a cheque from Sarvesh for full amount on 29th December'2018. The cheque deposited in the bank on the same day but got cleared after 31st December,2018.
   d) Minarva, a customer has directly deposited Rs. 19,000 in the bank account of Chandrashekhar. Entry made in cash book in the month of January'2019.
   e) Bank has allowed an interest of Rs. 350 and charged a commission of Rs. 220. Entry omitted in Cash Book.
   f) A cheque of Rs. 10,000 received from a customer and deposited in the bank on the same day. Amount credited in the Pass Book by the end of 31st December'2018.

v. Rectify the following errors by passing rectification entries:
   a) Credit Sales to Mohan Rs. 7,000 were not posted.
   b) Goods returned to Rakesh Rs. 4,000 but entry made for Rs. 400 only.
   c) Cash paid to Ganesh Rs. 3,000 but entered in Gajesh Account.
   d) Cash withdrawn from bank Rs. 20,000 for personal use from personal account but entered as Drawings Account.
   e) Entry for rent received from Jayesh Rs. 3,500 omitted from account.

Q. 3) Case Study/Analytical Questions

(20*1=20)

Following are the balance sheets of a Vijay & son:

Liabilities	1-1-05	31-12-05	Assets	1-1-05	31-12-05
Creditors	36,000	41,000	Cash	4,000	3,600
Loan from Partner	-	20,000	Debtor	35,000	38,400
Loan from Bank	30,000	25,000	Stock	25,000	22,000
Capital	1,48,000	1,49,000	Land	20,000	30,000
			Building	50,000	55,000
			Machinery	80,000	86,000
	2,14,000	2,35,000		2,14,000	2,35,000

During the year Rs. 26,000 paid as dividend. The provision made for depreciation against machinery as on 1.1.05 was Rs. 27,000 and on 31.12.05 Rs 36,000.

Prepare a cash flow statement.

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Subject: **Managerial Economics**

Time : **3** Hours

Course: M.B.A.
Full Marks: **70**
Pass Marks: **28**

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PART A

Q.1) Answer the following questions briefly   **(5x4= 20)**

a) How is income and cross elasticity of demand measured? Explain with a numerical.

b) What is the only possible shape of an indifference curve and why?

c) Is explicit cost different from economic cost? How?

d) The two extreme forms of market is monopoly and monopsony, what are their features?

e) How is land different from other factors of production?

f) Explain any four exceptions to the law of demand.

PART B

Q.2) Explain the following: **(10x3=30)**

a) Is the change in demand same as change in quantity demanded? Explain graphically. Also state the factors that cause the change.

b) What do you mean by various types of labour? Explain any five characteristics of labour.

c) Explain the various stages of the law of variable proportion. With the help of diagram explain the relationship between Total Product, Average Product and Marginal Product.

d) What is perfect competition? When does perfect competition become a pure competition?

e) Complete the table

Output	TFC	TVC	TC	AFC	AVC	ATC	MC
0	30	-	30	-	-	-	-
1	30	36		30		66	36
2	30		94	15			28
3	30			10		34	8
4	30				20		8
5	30				20	26	20
6	30	144			24		
7	30	196	226			32.28	
8	30		286			35.75	60

Case Study

a) There are two points P on the Y axis and Q on the X axis and the distance between them is 12cms. On the line PQ there are three points A , 4 cm from point P; B, 6 cm from point P and C, 4 cm from Q.

Draw the diagram and measure the elasticity at these three different points state clearly the method used to calculate the elasticity.

b) You have abundant land and you have 20,00,000 as capital with you. Will you

Option I Set up a business and provide job to 5 people (minimum wage 18,000 p.m.) and expect to earn an average return of 10% p.a. for first five years of production.

Option II Provide job to 2 people and buy a machine (Cost 8,00,000) and expect to earn an average return of 5% p.a. for first 3 years and then 12% and15% for the next two years.

As an entrepreneur of this firm take a decision elaborating the entire process and why you came to the decision.

Subject: IT FOR MANAGERS
Course: M.B.A.

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

Answer the following questions briefly   (5x4= 20)

1) Explain the different alignments available in Microsoft Word? When do you think justification is preferable over left alignment?
2) What is Ms Excel? What are applications, advantage of Ms Excel?
3) How to use change case in MS Word? Explain all the change case with example.
4) What are the uses of Header and Footer in MS Word? What are steps to use Header and footer?
5) What is computer Explain its characteristics and limitations.
6) What is function in Ms Excel? Explain mathematical, Text functions of Ms Excel.

PART B

Explain the following: (10x3=30)

7) What is computer networking? Explain different types of Networking
8) What is topology? Explain different types of Topology.
9) What is operating system?? Explain the function of operating system.
d) Explain the Input and output devices with example.
10) Explain the generation of computer language.

PART C   (20x1=20)

Case Study

11) Explain Mail Merge, Non document file in Mail merge?
Your company has sorted listed eleven candidates for the interview for the post of Senior Manager. You are therefore required to send a letter to all the eleven candidates to appear for the interview. For the same, create a list of eleven candidates. Use Mail Merge feature of Ms Word to create letters for each of the candidates.

JGi

Subject: Business Awareness

Time: 3 Hours

Course: M.B.A.
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)

a. What is the importance of business awareness? Mention any five.

b. What do you mean by Strategy? Mention the key elements of strategy.

c. Define 'Company'. Mention any five characteristics of company.

d. Define the terms: i) Goals and ii) Objectives.

e. Define the term 'Core Competencies'. Give one example of a brand that has established its core competencies in the global market.

f. Distinguish between product and process innovations.

PART B

Q. 2) Answer *any three* questions in detail: (10x3=30)

a. Explain the concept of 'Entrepreneurship'. Explain the risks associated with it in detail.

b. What are the steps involved in 'Incorporation of Company'? Explain in detail.

c. What do you mean by 'Life Cycle of a Company'? Explain the features of each phase of life cycle for a company in FMCG Sector.

d. What are the phases of Strategic Management Process? Explain.

e. Business Process Re-engineering (BPR) is a continuous process of rethinking, reassessment, redesign, evaluation of each element of business process and consequent improvement in structure and work place. Discuss.

PART C

Q. 3) Case Study/Analytical Questions (15+5=20)

I. Below is a list of factors that could affect a business project. Imagine this is your own business project and for each factor, indicate whether you think it is internal (something you can control or manage), or if it is more likely to be external (something outside of your influence).

a) Society, Culture and Politics

b) Pricing

c) Knowledge (of team members)

d) Competitor Activity

e) Value of Money
f) Economic Climate
g) Legislation
h) Product Quality
i) Technology
j) People and Skills (Team Members)
k) Reputation

Provide the valid reasons for your answer.

II. With reference to today's market scenario, design the vision and mission statements for a newly established company in automobile sector.

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