



PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Explain in detail Data Base Management System (DBMS) with the help of Entity Relationship (ER) Diagram.
2. Consider yourself as an entrepreneur of a firm, use Analytic Hierarchy Process (AHP) to gauge the customer weightage towards features of your product/service etc.
3. Praduman Pvt Ltd is a highly profitable company garnering ₹700,000 revenue against ₹2,00,000 cost. In order to diversify his already successful business he plans on setting up a new division, an Indian make would cost ₹100,000 with 80% success rate whereas a Russian make would cost ₹150,000 with 70% success rate. There are suggestions that the company not go for any diversification or go for a pilot run (Costing ₹150,000 and 90% success rate) instead. Revenue generation of Indian make, Russian make and pilot run are ₹10,00,000, ₹11,00,000 and ₹9,00,000 respectively. Incurrence of loss at failure of any alternative is ₹2,00,000 (i.e., for all options).  
Determine the best course of action using Decision Tree.
4. Use Critical Path Method (CPM) to calculate the most effective and efficient manner to complete the project mentioned below. Also explain what do you understand by 'critical path' provide an example of the same from the solution itself.

Activity	Immediate Predecessors	Completion Time
A		2
B		9
C		4
D	A	5
E	D	8
F	E	3
G	B	4
H	G & I	11
I	C	5
J	C	7
K	J	5

2<sup>nd</sup> Semester End Term Examination: 2021-22.

**Subject** : Computer Applications for Business **Roll No:** .....

**Course** : MBA

**Full Marks** : 70 **Time** : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. How Cells are named in MS Excel?
  - a) Alphabetically
  - b) Numerically
  - c) Alphanumerically
  - d) Special Character
2. Which function is used to count the number of cells that contain numbers, in a range?
  - a) Count ()
  - b) CountA ()
  - c) CountIF ()
  - d) CountIFS ()
3. Which one is not a function in ms excel?
  - a) PROPER
  - b) COUNTA
  - c) AVERAGE
  - d) CLEAR
4. In MS Excel, Ctrl+S can be used to \_\_\_\_\_.
  - a) Save
  - b) Save As
  - c) Switch between opened tab
  - d) Start New Workbook
5. \_\_\_\_\_ is the best alternative to MS Excel offered by Google Inc.
  - a) Google Database Manager
  - b) Google Slides
  - c) Google Excel
  - d) Google Sheets

Functions in MS Excel must begin with \_\_\_\_

- a) An () sign
- b) An Equal sign
- c) A Plus Sign
- d) Can be typed directly

Which function is used to freeze the cell reference while copying functions & formulas

- a) @
- b) \$
- c) Freeze function
- d) #

GPS route planning determines the fastest and best route between two points by analyzing and comparing multiple possible options" It is an example of

- a) Decision Support System (DSS)
- b) Management Information System (MIS)
- c) Executive Support System (ESS)
- d) Transaction Process System (TPS)

Automatic Teller Machine (ATM) is an example of

- a) Decision Support System (DSS)
- b) Management Information System (MIS)
- c) Executive Support System (ESS)
- d) Transaction Process System (TPS)

Which option in Excel is used to rearrange the rows base on the content of a particular column?

- a) Find
- b) Filter
- c) Sort
- d) Format

Which option in MS Excel is used to display the rows that meet certain conditions?

- a) Find
- b) Filter
- c) Sort
- d) Format

How columns are named in MS Excel?

- a) Alphabetically
- b) Numerically
- c) Alphanumerically
- d) Special Characters

### PART - B

Answer any **FOUR** out of **SIX**

[4x7=28]

1. Considering that Airtel and Jio are in a duopoly market with Airtel presently holding 60% of the market share. Jio is introducing a new attractive offer that is bound to tilt customers towards their brand.

Analysis over the last month has indicated the following probabilities for customers switching telecom brands they use each month.

	To	
	Airtel	Jio
From Airtel	0.65	0.35
Jio	0.55	0.45

• What will be the expected market share for Airtel and Jio after another three months have passed?

2. Consider a box office ticket window being manned by a single server. Customer arrives to purchase ticket according to Poisson input process with a mean rate of 30/hr. the time required to serve a customer has an ED with a mean of 90 seconds determine

(a) Mean queue length. (b) Mean waiting time in the system. (c) The probability of the customer waiting in the queue for more than 10min. (d) The fraction of the time for which the server is busy.

3. Explain the importance of Management Information System (MIS) with regards to the different levels of organization.

4.

A B C D E F G H I

Enrollment No Dept	Name	Marks	Grade
AJU/210509	PRADEEP KUMAR	50	C
AJU/210714	REESHAV KUMAR	86	A
AJU/210791	RAJ KARMAKAR	39	D
AJU/210821	MD ZEESHAN AHMAD	78	B
AJU/210917	TAUFIQUE KHAN	74	B
AJU/210920	ANJALI SINGH	33	D
AJU/210970	SHRUTI SINGH	89	A
AJU/211301	JAGRAJ SINGH	12	F
AJU/211325	RISHI AWASTHI	98	O

Report Card
Enrollment No.
Name :
Marks :
Grade :

Use appropriate excel function so that the data (Name, Marks & Grade) appears in the Report Card. Write only the proper syntax and the feature of the function used.

5. Explain in brief System Development Life Cycle (SDLC) with proper examples.  
6. Consider the following problem: company K, the manufacturer of a breakfast cereal, currently has some 25% of the market. Data from the previous year indicates that 88% of K's customers remained loyal that year, but 12% switched to the competition. In addition, 85% of the competition's customers remained loyal to the competition but 15% of the competition's customers switched to K. Assuming these trends continue determine K's share of the market in:

- A) 1 year B) 2 years;

6. Functions in MS Excel must begin with \_\_\_\_\_  
 a) An () sign      b) An Equal sign  
 c) A Plus Sign      d) Can be typed directly
7. Which function is used to freeze the cell reference while copying functions & formulas  
 a) @      b) \$  
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8. GPS route planning determines the fastest and best route between two points by analyzing and comparing multiple possible options" It is an example of  
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12. How columns are named in MS Excel?  
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**PART - B**

**Answer any FOUR out of SIX**

[4x7=28]

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AJU/210970	SHRUTI SINGH	89	A
AJU/211301	JAGRAJ SINGH	12	F
AJU/211325	RISHI AWASTHI	98	O

Report Card	
Enrollment No.	
Name :	
Marks :	
Grade :	

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 A) 1 year B) 2 years;



**ARKAJAIN**  
**University**  
Jharkhand

**2<sup>nd</sup> Semester End Term Examination: 2021-22.**

**Subject : Business Communication**      **Roll No: .....**

**Course : MBA**

**Full Marks : 70**      **Time : 3 Hours**

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Who cannot send a 'Business Letter' to you?  
a) Your Friend      b) Your colleague  
c) Your Boss      d) Government of India
2. Which of the following types of communication helps the sender in getting instant feedback?  
a) Oral communication      b) Notice  
c) Email      d) Circular
3. Which of the following statements is NOT false?  
a) One should not react instantly and mutter in anger      b) One should always use technical jargons  
c) One should speak too fast or too low      d) One should continue to speak in an inaudible surroundings

4. Non-verbal communication relies upon:

- a) Presentation
  - b) Content of speech
  - c) Body language
  - d) Listening ability
5. A Curriculum Vitae or Resume is attached or enclosed with
- a) Cover letter
  - b) Appointment letter
  - c) Offer Letter
  - d) Circular

6. Which of the following statement is TRUE?

- a) A Letter can be a 'Bad News' Letter also
- b) The encoder is the receiver of the message
- c) Input is other word for channel
- d) Feedback is message sent by decoder

7. Which of the following is NOT an element of communication?

- a) Encoding
- b) Decoding
- c) Feedback
- d) Barcoding

8. Fear is a type of

- a) Emotional Barrier
- b) Physical barrier
- c) Cultural barrier
- d) Psychological barrier

9. Confidence and eye contacts are part of:

- a) Non-verbal communication
- b) Verbal communication
- c) Grapevine
- d) Informal communication

10. Public and financial reporting can be done through:

- a) Report
- b) Telephone
- c) Email
- d) Speech

11. Which of the following statements is True?

- a) A Report should be relevant
- b) A report should be written only in English

- c) A report should be of minimum 200 Pages
- d) A report should not have Table of contents

12. Which of the following types of Meetings is intended to solve a problem?

- a) Decision-making meeting
- b) Informational meeting
- c) Creative Meeting
- d) Motivational Meeting

## PART - B

### Answer any FOUR out of SIX

[4x7=28]

1. If an Interviewer asks you to define yourself, how will you?
2. Why do you think effective communication skills are one of the essential requirements for an MBA?
3. Explain the various types of Letters.
4. What are the various kinds of Reports?
5. What are the different levels of Listening?
6. Differentiate between Agenda and Minutes of Meeting with example.

## PART - C

### Answer any TWO out of FOUR

[2x15=30]

1. You came across the advertisement about the posting of 'Customer Relationship Manager' at 'Amazon India'. Write a Cover Letter.
2. Draft your 'Curriculum Vitae'
3. You have received a 'Complaint Letter' from a dissatisfied customer. Reply to the letter.
4. You are working at ABC Limited but since you have found a new job at XYZ Limited. Write a 'Resignation Letter' that you will send via email to your boss.



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**2<sup>nd</sup> Semester End Term Examination: 2021-22.**

**Subject : Human Resource Management Roll No: .....**

**Course : MBA**

**Full Marks : 70**

**Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

**[12x1=12]**

1. Directing is one of the important functions of HRM which comes under \_\_\_\_\_.  
a) Managerial function  
b) Operative function  
c) Technical function  
d) Behavioral function
2. Human Resource planning is compulsory for \_\_\_\_\_.  
a) Effective employee development programme  
b) Base for selection policy  
c) Base for recruitment  
d) All of the above
3. Traditional method of appraisal involves:  
a) Management by objective  
b) Ranking method  
c) BARS  
d) None of these
4. .... Training asks the trainer to prioritize the decision:  
a) In Basket Training  
b) Role Playing  
c) Case study  
d) Management Games
5. External Sources of recruitment does NOT include:  
a) Media advertisement  
b) Campus Recruitment  
c) Promotion  
d) Telecasting

6. Modern method of appraisal involves:
  - a) Rating method
  - b) BARS method
  - c) Checklist method
  - d) Essay method
7. Which of the following is a form of EMPLOYMENT test:
  - a) Aptitude test
  - b) Stress test
  - c) Structured test
  - d) Background test
8. Off the job Training does NOT involve:
  - a) Mentoring
  - b) Lectures
  - c) Vestibule Training
  - d) Simulation Exercise
9. In ..... training "FRAMES" are presented:
  - a) Understudy
  - b) Job Instructional
  - c) Mentoring
  - d) Apprenticeship
10. .... training is also known as "EARNING WHILE LEARNING":
  - a) Understudy
  - b) Apprenticeship
  - c) Mentoring
  - d) Coaching
11. .... Interview intentionally put the applicant under pressure:
  - a) Stress
  - b) Structured
  - c) Unstructured
  - d) Group
12. Internal Sources of recruitment includes:
  - a) Media advertisement
  - b) Campus Recruitment
  - c) Promotion
  - d) Telecasting

#### PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Explain the modern sources of recruitment used in an organization?
2. Differentiate between Training & Development?
3. What is the role of HR Manager in an organization?.
4. Explain Trade Union movement in India?
5. Differentiate between Rating and Ranking method?
6. Discuss different types of Employment tests?

#### PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Distinguish between Personnel Management and Human Resource Management in an organization?
2. Define compensation and explain different components of it?
3. What are the limitations of Performance Appraisal?
4. Discuss different On-the-Job training techniques?



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(C) 19/7/22

**2<sup>nd</sup> Semester End Term Examination: 2021-22.**

**Subject : Marketing Research**

**Course : MBA**

**Full Marks : 70**

**Roll No:.....**

**Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

- [12x1=12]
1. In a local market, which one of the following is not likely to be sold?  
a) Meat  
b) Fruits  
c) Transformers (electric)  
d) Grocery items
  2. Marketing is a process that creates, communicates, and delivers.  
a) Services to customers  
b) Products to customers  
c) Value to customers  
d) Materialistic benefits to the customer
  3. Marks of the Students: 15, 18, 17, 25, 20, 35, 55, 45. Find out the Range?  
a) 40  
b) 25  
c) 35  
d) 55
  4. Which of the following is not a data collection method  
a) Postal Survey Questionnaire  
b) Research Questions  
c) Unstructured Interview  
d) Participant Observation
  5. A study on influence of price on the demand of Televisions has Price as:  
a) Dependent Variable  
b) Independent Variable  
c) Both a & b  
d) None of the Above



6. \_\_\_\_\_ is known as the blue print of Research work:

- a) Research Problem
- b) Research Design
- c) Research Tools
- d) Research Methods

7. Which of the following is not a type of sampling used in structured observation?

- a) Focal sampling
- b) Scan sampling
- c) Emotional sampling
- d) Behaviour sampling

8. When each member of a population has an equal chance of being selected, this is called:

- a) A snowball sample
- b) A stratified sample
- c) A random probability sample
- d) A non-random sample

9. Assigning numbers to volleyball players in order to identify them, comes under:

- a) Ordinal Scale
- b) Nominal Scale
- c) Interval Scale
- d) Ratio Scale

10. Which of the following is not a type of Research Question

- a) A hypothesis
- b) Predicting an outcome
- c) Evaluating a phenomenon
- d) Developing good practice

11. Which comes first, research or theory?

- a) Theory, because otherwise you are working in the dark
- b) Research, because that's the only way you can develop a theory
- c) It depends on your point of view
- d) The question is meaningless, because you can't have one without the other

12. A review of the literature prior to formulating research questions allows the researcher to:

- a) Provide an up-to-date understanding of the subject, its significance, and structure
- b) Guide the development of research questions
- c) Present the kinds of research methodologies used in previous studies
- d) All of the above

### PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Define Marketing Research in detail.
2. Write the difference between Primary and Secondary Data.
3. What do you understand by Probability and Non Probability Sampling? Name its techniques.
4. What do you mean by Nominal Scale, Ordinal Scale, Interval Scale and Ratio Scale?
5. Explain Type I and Type II Errors?
6. Explain Dependent, Independent and Extraneous Variables?

### PART - C

Answer any TWO out of FOUR

[2x15=30]

1. What do you mean by Marketing Research explain its characteristics and importance in detail.
2. Write a note on:
  - a) Likert Scale
  - b) Verbal Frequency Scale
  - c) Semantic Differential Scale
3. What is Hypothesis? Explain its characteristics and types?
4. What do you understand by Research Report? Explain in detail the layout of the Research Report.

18/7/22



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3. M/s. Manas Garments Ltd. with existing share capital of Rs. 10,00,000 wishes to raise finance for an investment Rs. 10,00,000. The firm has three capital structure options for raising additional funds of Rs. 10,00,000:

- Financial Plan A: Equity Capital at par
- Financial Plan B: 10% Preference Share Capital
- Financial Plan C: 8% Debentures

The expected EBIT after this investment is Rs. 4,80,000 and the firm is subject to corporate tax rate of 50%. Examine and show the impact of sources of financing on EPS.

4. The following three firms have earnings per share of Rs. 18 and their cost of capital is equal to 20%. These three firms have the following rates of returns:

Firms	Rate of Return (r)
A	30%
B	20%
C	10%

Assuming that the firms are considering five different levels of payout ratio 0%, 25%, 50% and 100%, apply the mathematical formula given by Walter to find out the value of the share price for different payout ratios. Comment on the position of Growth firm, Normal Firm and Declining Firm.

**2<sup>nd</sup> Semester End Term Examination: 2021-22.**

**Subject** : Corporate Finance **Roll No:** .....

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

- The only feasible purpose of financial management is
  - a) Wealth Maximization
  - b) Sales Maximization
  - c) Profit Maximization
  - d) Assets maximization
- Agency cost consists of
  - a) Monitoring
  - b) Binding
  - c) Opportunity and structure cost
  - d) All of the above
- Heterogeneous cash flows can be made comparable by
  - a) Discounting technique
  - b) Compounding technique
  - c) Either a or b
  - d) None of the above
- Present value tables for annuity cannot be straight away applied to varied stream of cash flows.
  - a) True
  - b) False
  - c) Incomplete Information
  - d) None of the above

5. Investment is the \_\_\_\_\_

- Net additions made to the nation's capital stocks
- Person's commitment to buy a flat or house
- Employment of funds on assets to earn returns
- Employment of funds on services that are used in production process

6. The expansion of CAPM is \_\_\_\_\_.

- Capital amount pricing model
- Capital asset pricing model
- Capital asset pricing model
- Capital amount pricing model

7. Working capital management is managing \_\_\_\_\_.

- Only short-term assets
- Long terms liabilities
- Long term assets
- Short term assets and liabilities

8. \_\_\_\_\_ are financial assets

- Bonds
- Machines
- Stocks
- a and c both

9. Net working capital is the excess of current asset over \_\_\_\_\_

- Current liability
- Net liability
- Total payable
- Total liability

10. Dividends are paid \_\_\_\_\_.

- Yearly
- quarterly
- Semi-annually
- monthly

11. Which formula may be used for 'EPS'?

- Net Profit/100 x Share Capital
- Net Profit/Sales
- Dividend/Net Profit x 100
- Net Income - Dividend on Preferred Stock/Average outstanding Shares

12. The proposal is accepted if the profitability index is more than

- Zero
- One
- Three
- Five

### PART - B

**Answer any FOUR out of SIX**

[4x7=28]

- "Financial Management is nothing but managerial decision-making in asset mix, capital mix and profit allocation." Comment.
- Ms. Harleen invests Rs. 30,000 each year for four years. Calculate the value of her investment at the end of fourth year, given that the interest is provided @ 10% compounded annually and investments are made at the end of each year.
- M/s. Bharti Limited is planning to buy a machine costing Rs. 2,80,000 that has a salvage value of Rs. 20,000. The economic life of the machine is five years, during which it is expected to yield the following earnings, after tax:

Years	1	2	3	4	5
Profits (Rs.)	30,000	35,000	25,000	25,000	35,000

- Applying ARR method, should the machine be purchased, if the existing rate of return of the company is 22%.
  - Applying payback period method, do you think that the machine should be purchased? (Assuming zero salvage value)
4. You are given the following information in respect of two companies X Ltd. and Y Ltd.:

Particulars	X Ltd. (Rs.)	Y Ltd. (Rs.)
Sales	2,000	4,000
Variable Cost Ratio	40%	40%
Fixed Cost	600	1,600
Interest Expense	200	400

You are required to calculate Operating, Financial and Combined Leverages of X Ltd. and Y Ltd. Based on the results, comment on the position of both the companies.

- M/s. Bosco Ltd. has a capital structure that consists of 8% debenture for Rs. 4,00,000. The Company is expecting EBIT of Rs. 2,00,000 and its overall cost of capital is 10%. Calculate the cost of equity capital and value of the firm on the basis of Net Operating (NOI) Approach.
- What do you mean by Dividend Payout Ratio? Is it different from Dividend per share? How do you interpret the values of DPR and DPS in a given situation?

### PART - C

**Answer any TWO out of FOUR**

[2x15=30]

- Explain the concept of 'Operating Cycle' and 'Cash Conversion Cycle'. Discuss by mentioning example. How can a manager lower a firm's cash conversion cycle?
- The Capital structure of M/s. Pico Paper Mills Ltd. is as given below:

Sources of Funds	Amount (Rs.)	Specific Cost
Equity Share Capital	40,00,000	12%
Preference Share Capital	10,00,000	8%
10% Debentures	30,00,000	?
Retained Earnings	20,00,000	12%

The corporate tax rate is 40%. The debentures are being traded at 96%, preference shares at par and equity shares at 40% above par value. Find out the weighted average cost of capital (WACC) both on book value and market value basis.



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University  
Jharkhand

2<sup>nd</sup> Semester End Term Examination: 2021-22.

Subject

: Corporate Strategy and Indian Ethics

Course

: MBA

Full Marks : 70

Roll No: .....

Time : 3 Hours.

### Instructions to the Candidates:

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- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
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### Multiple Choice Questions

#### PART - A

[12x1=12]

1. Amul cheese falls in the \_\_\_\_\_ quadrant of the BCG model  
a) Star  
b) Cash Cow  
c) Question mark  
d) Dog
2. Human Resource management would be \_\_\_\_\_ activity in the value chain.  
a) Primary  
b) Secondary  
c) Support  
d) Overall
3. Mergers of business are  
a) Short term arrangement  
b) Long term goals  
c) Business strategy  
d) Vision
4. A house mopping robotic machine is a \_\_\_\_\_ strategy  
a) Blue ocean  
b) Red ocean  
c) Mass production  
d) None of the above

5. Upstream activity takes place
  - a) Far away from the customer
  - b) Close to the customer
  - c) In the external environment
  - d) Within the micro environment
6. Safety and timely transportation of certain goods at the required temperature from producer's Place to the customer is.
  - a) Cold chain
  - b) Regular Logistics
  - c) Inbound logistic
  - d) Outbound logistic
7. Broad routes to attain competitive advantage over competitors regardless of the industry setting is called
  - a) Capability driver
  - b) First mover's advantage
  - c) Scale of operation
  - d) Economies of scale
8. Which from the following category has highest chances of blue ocean strategy
  - a) Medical devices Industry
  - b) Automobile
  - c) White goods
  - d) Agricultural products
9. Consider the IT industry and mark the stage of the industry life cycle it is in
  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline
10. Work can be defined as
  - a) Engagement for economic gain
  - b) Engagement for economic gain and satisfaction
  - c) Engagement for economic gain, development and development of others
  - d) Engagement for economic gain and satisfaction
11. Potential of an individual lies "Aham Brahmasi"
  - a) Within the individual
  - b) Within the environment in which he/she exists
  - c) With the technology and tools that are available
  - d) Within the people / team available
12. An organisation as per Indian Ethos comes into being for the
  - a) Profit making only
  - b) Profit making and growth and development
  - c) For the growth of the society
  - d) All the above

PART - B

Answer: any FOUR out of SIX

[4x7=28]

1. Discuss in short Porter's five forces model
2. Draw and discuss the BCG model
3. Discuss the primary and support activities in a value chain
4. Discuss with suitable examples difference between moral, immoral and amoral activities that business practice

5. Define an organisation within the context of corporate strategy and Indian ethos.
6. Discuss the difference with suitable examples the difference between a corporate's vision and mission.

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Discuss Nestle's broad strategy in terms of market segment, pricing and advertising.
2. Discuss Maruti's strategy of creating NEXA and its impact on customers/future buyers
3. Discuss the strategy you would use if you had to introduce a new brand of noodles in the market in terms of market segment, pricing, positioning, production, location and value chain.
4. Discuss the terms Individual, organisation, learning and goals in the context of Indian Ethos.



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ok  
20/7

2<sup>nd</sup> Semester End Term Examination: 2021-22.

Subject : Legal and Business Environment Roll No: .....  
Course : MBA  
Full Marks : 70 Time : 3 Hours.

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Every promise and every set of promises, forming the consideration for each other, is called as
  - a) Voidable contract
  - b) Void Contract
  - c) A contract
  - d) An Agreement
2. Discharge of Contract means
  - a) Termination of Contract
  - b) Postponing of Contract
  - c) Temporary Injunction
  - d) Discharge of Parties
3. The Charter of the Company is known as
  - a) Bye laws
  - b) Memorandum of Association
  - c) Articles of Association
  - d) Prospectus
4. The amount of minimum subscription may be learnt by
  - a) Memorandum
  - b) Prospectus
  - c) Articles
  - d) Records of General Meeting;
5. An unpaid seller has rights against
  - a) Goods Only
  - b) Buyer Only
  - c) Both Goods and Buyer
  - d) Government

6. Contract which is made by words spoken or written or both is called \_\_\_ contract
- Quasi
  - Express
  - Declaration
  - Simple
7. When consent to an agreement is caused by coercion, fraud or misrepresentation, the agreement is a contract \_\_\_ whose consent was so caused.
- Valid
  - Void ab initio
  - Legally Enforceable
  - Voidable at the option of the party
8. A \_\_\_ is a contract to do or not to do something, if some event, collateral to such contract, does or does not happen.
- Contingent Contract
  - Quasi Contract
  - Express of Implied Contract
  - Indemnity Contract
9. When can the private Company commence business
- At any time
  - After applying for registration
  - After obtaining the certificate of incorporation
  - After obtaining the certificate of commencement of business
10. The debenture holders of a company are company's
- Owners
  - Creditors
  - Customers
  - All of these
11. The share capital of a Company may be reduced by \_\_\_
- An ordinary Resolution
  - A special Resolution
  - A resolution with the Board of Directors
  - With the permission from Company Law Board
12. In a contract of indemnity the minimum number of parties are
- 4
  - 3
  - 2
  - 1

### PART - B

Answer any FOUR out of SIX

[4x7=28]

- Who is an unpaid seller? Discuss the Rights of an unpaid seller.
- What are the modes of Discharge of Contract?
- Discuss the points of difference between sale and agreement to sell.
- Explain any two of the following :
  - > Unpaid Seller
  - > Quasi Contract
  - > State Consumer Protection Council
  - > Prospectus
- Discuss the points of difference between Memorandum of Association and Articles of association.
- Discuss the concept of Laws of Agency?

### PART - C

[2x15=30]

Answer any TWO out of FOUR

- Discuss the elements of a valid contract?
- Discuss the concept and significance of Articles of Association and Memorandum of Association?
- Discuss the significance of Consumer Protection Act?
- Discuss the concept of Alternative dispute Resolution in detail?



PART - C

answer any TWO out of FOUR

[2x15=30]

1. Explain in detail Data Base Management System (DBMS) with the help of Entity Relationship (ER) Diagram.
2. Consider yourself as an entrepreneur of a firm, use Analytic Hierarchy Process (AHP) to gauge the customer weightage towards features of your product/ service etc.
3. Praduman Pvt Ltd is a highly profitable company garnering ₹700,000 revenue against 2,00,000 cost. In order to diversify his already successful business he plans on setting up a new division, an Indian make would cost ₹100,000 with 80% success rate whereas a Russian make would cost ₹150,000 with 70% success rate. There are suggestions that the company not go for any diversification or go for a pilot run (Costing 150,000 and 90% success rate) instead. Revenue generation of Indian make, Russian make and pilot run are ₹10,00,000, ₹11,00,000 and ₹9,00,000 respectively. Incurrence of loss at failure of any alternative is ₹2,00,000 (i.e., for all options).  
Determine the best course of action using Decision Tree.
4. Use Critical Path Method (CPM) to calculate the most effective and efficient manner to complete the project mentioned below. Also explain what do you understand by 'critical path' provide an example of the same from the solution itself.

Activity	Immediate Predecessors	Completion Time
A		2
B		9
C		4
D	A	5
E	D	8
F	E	3
G	B	4
H	G & I	11
I	C	5
J	C	7
K	J	5

**2<sup>nd</sup> Semester End Term Examination: 2021-22.**

**Subject : Computer Applications for Business Roll No: .....**

**Course : MBA**

**Full Marks : 70 Time : 3 Hours.**

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PART - A

Multiple Choice Questions

[12x1=12]

1. How Cells are named in MS Excel?  
a) Alphabetically  
b) Numerically  
c) Alphanumerically  
d) Special Character
2. Which function is used to count the number of cells that contain numbers, in a range?  
a) Count ()  
b) CountA ()  
c) CountIF ()  
d) CountIFS ()
3. Which one is not a function in ms excel?  
a) PROPER  
b) COUNTA  
c) AVERAGE  
d) CLEAR
4. In MS Excel, Ctrl+S can be used to \_\_\_\_\_.  
a) Save  
b) Save As  
c) Switch between opened tab  
d) Start New Workbook
5. \_\_\_\_\_ is the best alternative to MS Excel offered by Google Inc.  
a) Google Database Manager  
b) Google Slides  
c) Google Excel  
d) Google Sheets



6. Functions in MS Excel must begin with —  
 a) An () sign  
 b) An Equal sign  
 c) A Plus Sign  
 d) Can be typed directly
7. Which function is used to freeze the cell reference while copying functions & formulas  
 a) @  
 b) \$  
 c) Freeze function  
 d) #
8. GPS route planning determines the fastest and best route between two points by analyzing and comparing multiple possible options" It is an example of  
 a) Decision Support System (DSS) b) Management Information System (MIS)  
 c) Executive Support System (ESS) d) Transaction Process System (TPS)
9. Automatic Teller Machine (ATM) is an example of  
 a) Decision Support System (DSS) b) Management Information System (MIS)  
 c) Executive Support System (ESS) d) Transaction Process System (TPS)
10. Which option in Excel is used to rearrange the rows base on the content of a particular column?  
 a) Filter  
 b) Filter  
 c) Sort  
 d) Format
11. Which option in MS Excel is used to display the rows that meet certain conditions?  
 a) Filter  
 b) Filter  
 c) Sort  
 d) Format
12. How columns are named in MS Excel?  
 a) Alphabetically  
 b) Numerically  
 c) Alphanumerically  
 d) Special Characters

**PART - B**

**Answer: any FOUR out of SIX**

**[4x7=28]**

1. Considering that Airtel and Jio are in a duopoly market with Airtel presently holding 60% of the market share. Jio is introducing a new attractive offer that is bound to tilt customers towards their brand.  
 A analysis over the last month has indicated the following probabilities for customers switching telecom brands they use each month.

	To	
	Airtel	Jio
From Airtel	0.65	0.35
Jio	0.55	0.45

- What will be the expected market share for Airtel and Jio after another three months have passed?

2. Consider a box office ticket window being manned by a single server. Customer arrives to purchase ticket according to Poisson input process with a mean rate of 30/hr. the time required to serve a customer has an ED with a mean of 90 seconds determine

- (a) Mean queue length. (b) Mean waiting time in the system. (c) The probability of the customer waiting in the queue for more than 10min. (d) The fraction of the time for which the server is busy.
3. Explain the importance of Management Information System (MIS) with regards to the different levels of organization.

4. A B C D E F G H I

Enrollment No	Dept	Name	Marks	Grade
AJU/210509	BBA	PRADEEP KUMAR	50	C
AJU/210714	BBA	REESHAV KUMAR	86	A
AJU/210791	BBA	RAJ KARMAKAR	39	D
AJU/210821	BBA	MD ZEESHAN AHMAD	78	B
AJU/210917	BBA	TAUFIQUE KHAN	74	B
AJU/210920	BBA	ANJALI SINGH	33	D
AJU/210970	BBA	SHRUTI SINGH	89	A
AJU/211301	BBA	JAGRAJ SINGH	12	F
AJU/211325	BBA	RISHI AWASTHI	98	O

Enrollment No.	
Name :	
Marks :	
Grade :	

Use appropriate excel function so that the data (Name, Marks & Grade) appears in the Report Card. Write only the proper syntax and the feature of the function used.

5. Explain in brief System Development Life Cycle (SDLC) with proper examples.  
 6. Consider the following problem: company K, the manufacturer of a breakfast cereal, currently has some 25% of the market. Data from the previous year indicates that 88% of K's customers remained loyal that year, but 12% switched to the competition. In addition, 85% of the competition's customers remained loyal to the competition but 15% of the competition's customers switched to K. Assuming these trends continue determine K's share of the market in:  
 A) 1 year B) 2 years;