ARKA JAIN University, Jharkhand

2nd Semester Final Examination 2019

Subject: Managerial Economics-II

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**
- **All parts** are compulsory.

PART A

Q.1) Short Question Answers (Any four)   [5 x 4 = 20]

a) What is Direct Tax? Give two examples.

b) What do you mean by aggregates of economic system?

c) Distinguish between voluntary and involuntary unemployment.

d) What is Monetary Policy?

e) Is inflation desirable?

f) Define Balance of Payment?

PART B

Long Question Answers (Any three)   [10 x 3 = 30]

Q.2) What is Macroeconomics? In what way is Macroeconomics applicable to business decision-making?

Q.3) What are the three approaches of National Income accounting?

Q.4) What are the bad effects of unemployment on economic growth?

Q.5) Explain the different phases of business cycle.

Q.6) Define Phillips Curve. Give its characteristics.

PART C

Case Study/Analytical Questions

Q.7) (A) Calculate the National Income and GDP$_{mp}$ by the income method using the following information: [10 x 2 = 20]

Items	Rs. in crore
(i) Private final consumption expenditure	1,300
(ii) Net factor income earned from abroad	50
(iii) Mixed income of the self-employed	500
(iv) Subsidies	100
(v) Indirect Taxes	200
(vi) Consumption of fixed capital	1,000
(vii) Operating surplus	5,000
(vii) Compensation of employees	1,500

(B) State whether the following statements are true or false. Give reasons for your answer.
(i) When investment multiplier is 1, the value of marginal propensity to consume is zero.
(ii) The value of average propensity to save can never be greater than 1.

ARKA JAIN University, Jharkhand

2nd Semester Final Examination 2019

Subject: International Business

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**
- **All parts** are compulsory.

PART A

Q.1) Short Question Answers

[5 x 4 = 20]

a) What is International Business ? What are the Factors that Drives International Business ?

b) What are Competitive Advantage and Comparative Advantage?

c) Differentiate between International, Transnational and Multinational Companies.

d) Define balance of payments. For what period is the balance of payments prepared?

e) What are the different types of Risks in International Business?

f) What do you mean by Country Attractiveness in International Business ?

PART B

Long Question Answers(Answer any Three Question)

[10 x 3 = 30]

Q.2) Give a brief account of the economic, political and cultural environment of business between nations and their implications for business.

Q.3) Discuss briefly the different types foreign market entry strategies.

Q.4) List out the characteristics of Multinational Companies..

Q.5) "Ethics is very important in International Business " – Discuss.

Q.6) What are various players in the Foreign Exchange (Forex) market and what are their role ?

[20 x 1 =20]

Q.7) Case Study:-

You have been given assignment and responsibility of International Business of X Ltd. Write your understanding about following institutions –

   a) Gatt

   b) NAFTA

   c) European Union

   d) Asean

ARKA JAINUniversity, Jharkhand

2th Semester Final Examination –2019

Subject: Accounting for Managers II.

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 contains **SIX** questions out of which **FOUR** have to be answered.
- **Part- B** contains **FIVE** questions out of which **THREE** questions have to be answered.
- **Part- C** is compulsory.

PART A

Q.1) **Answer any four questions:**   (5 X 4 = 20)

a) "Management accounting is a decision making system". Comment

b) Distinguish between explicit cost and implicit costs.

c) From the following data, calculate break-even point(BEP).

Selling price (PU)	Rs 20/-
Variable cost (PU)	Rs 15/-
Fixed overhead	20,000/-

If sales are 20% above BEP, Determine the net profit.

d) Write short notes on 'Machine hour rate.'

e) From the following information calculate net profit ratio when;

GP ratio = 40%

Gross profit =Rs 60,000/-

Operating expense = Rs 45,000/-

f) Define flexible budget?

PART B

Answer any three questions:-

(10 x 3 = 30)

Q.2) Distinguish between management accounting and cost accounting.

Q.3) Explain the various elements of cost.

Q.4) The following information relate to the activities of the production department of a factory certain period

Material	Rs 75,000/-
Direct wages	Rs 50,000/-
Overhead	Rs 30,000/-

Details of carried out during the period are as follows:-

Direct wages	Rs 7500/-
Direct material	Rs 10,000/-

Prepare comparative statement of the cost if the factory overheads are changed on the basis of

1) Direct material
2) Direct wages
3) Prime Cost.

Q.5) The following data is taken form the records of Z company as on 31st March, 2018:-

Cash	- Rs 25,000/-
Debtor	- Rs 12,000/-
Stock	- Rs 8,000/-
Prepaid expenses	- Rs2,000/-
Creditors	- Rs12,000/-
BIP	- Rs3,000/-
Sales	- Rs 53,000/-
Purchase	- Rs 34,000/-

On the basis of above information, calculate:-

i) Current ratio
ii) Inventory turnover ratio
iii) Liquid ratio
iv) Debtor turnover ratio

Q.6) Explain the different technique of budgetary control.

PART C

All questions are compulsory: **(10x2 = 20)**

Q.7) The company has two plants at locations I & II, operating at 10% and 75% of their capacities respectively. The company is considering a proposal tomerge the two plants at one locations tooptimize available capacity. Following details are available in respect of the two plants, regarding their present performance/ operations.

Particular	Location I	Location II (RsLakh)
Sales	200	75
Variable cost	140	54
Fixed cost	30	14

For decision making purpose, you are required to work out of the following information:-

i) The capacity at which the merged plant will break even.
ii) The profit of the merged plant working at 80% capacity.
iii) Sales required if merged plant is required to earn an overall profit of Rs 22 lakhs.

Q.8) In a certain factory, three products are made from different material by similar processes. For a typical period, production cost are as under:-

Particular	Product A	Product B	Product C
Material used	1600	2000	800
Direct labour cost	1200	1000	400
Overhead (Actual)	800	650	350

Overhead is charged to cost of each product at the rate of 25% prime cost. Do you see anything wrong is principle in this method of charging overhead? If so, suggest preferable method.

Subject: Corporate Finance	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**
- **Parts – A & C** are compulsory.
- **Part – B** contains **FIVE** questions out of which **THREE** questions are to be answered.

Part A

Q1) Short Question Answers

[5 x 4 = 20]

a) The following data are available from the inventory control section of a factory pertaining to an item of raw-material inventory:

Annual consumption of the item = 5000 units

Ordering cost per order = Rs. 100

Price of the item is Rs. 100

Carrying cost 20% of the cost price per unit

On the basis of above, you are required to ascertain the EOQ for placing replenishment order for the item.

b) Differentiate between Net Present Value and Internal Rate Return?

c) Explain the different types of Financial Decisions that formed in the subject matters of Corporate Finance

d) X Ltd issued 15 percent debentures of the face value of Rs. 100 each, redeemable at 10 premiums after 10 years. The issue expenses were 2 percent. Find the cost of debentures, given the firms tax rate of 50 percent.

e) Explain the factors influencing the dividend policy of the firm.

f) X deposited Rs. 50000 in a fixed deposit account at 12% p.a. compounded quarterly for three years. How much amount he will get on maturity?

Part B

Long Question Answers

[10 x 3 = 30]

Q2) Define Cost of Capital. Differentiate between specific cost of capital and weighted average cost of capital.

Q3) Working capital requirements of a firm depend to a great extent on the length of its operating cycle. Comment.

Q4) For the appropriate financial decisions making, it is essential for a financial manager to accord proper cognisance of the concept of time value of money. Elaborate this statement.

Q5) The Hansa International Co. Ltd. Has to select one of the two project where cost and cash inflows are:

Particulars	Machine "Mars"	Machine" Neptune"
Initial Cost (Rs.)	1,12,250	1,12,250
Estimated Economic life span	5 Years	5 Years
Salvage (Scrap) value (Rs.)	6,000	6,000

Net annual income after provision of depreciation and deduction of tax during the five years is estimated as below:

Years	Net income after depreciation and tax	
1	8750	24750
2	12750	20750
3	16750	16750
4	20750	12750
5	24750	8750

At the end of third year both the machine will need thorough overhauling . The charges for overhauling will be Rs. 50,000 in each case. The company's cut rate or discount rate is 10%.

Q6) The earning of a company is Rs. 10 per share. The capitalization rate applicable to the company is 10% . The company can make a payout of 30 % or 60% . Using the Walter's formula, calculate the market price of the company's share. If the company's return on investment is 12%.

Part C

Q7) Case Study/Analytical Questions

[10 x 2 = 20]

a) There are two firms X and Y which are identical in all respect except in term of their capital structure. There details are as under-

Particular	Unlevered (Firm X)	Levered (Firm Y)
Net Operating Income (EBIT)	Rs. 50,000	Rs. 50,000
Debt at 12%	0	Rs.5,00,000
Equity Capitalization Rate (k_e)	16%	20%

Calculate the value of the two firms and illustrate using the **Modigliani Miller (M-M) Approach**, how an investor holding 10 % shares of firm Y (Levered) will be beneficial by switching over his investment from Firm Y to Firm X.

b) Prepare an estimate of net working capital requirement for ABC Ltd. For the year 2018 from the following information :

Projected sale for the year 2018	52000 unit's
Expected selling price per unit.	Rs. 100
Raw materials cost per unit.	Rs. 40
Labour cost per unit	Rs. 100
Overhead cost per unit	Rs. 10

Raw materials remain in stock on an average for 2 weeks, work-in-progress for 2 weeks and finished goods for 4 weeks.

Debtors are allowed 6-weeks credit.

Credit allowed by suppliers is 8 weeks.

Time lag in payment of wages is 2 weeks.

All sales are on credit. A minimum cash balance of Rs. 50,000 is to be maintained.

For WIP , assume 100 % completion stage for materials and 50% for labour and overhead.

Subject: **Consumer 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**
- **Parts – A & C** are compulsory.
- **Part – A** contains **SIX** questions and you need to answer any **FOUR**
- Part – B contains **FIVE** questions out of which **THREE** questions are to be answered

Part A

Q1) Short Question Answers

[5 x 4 = 20]

a) What is the meaning and nature of Consumer Behaviour ?

b) What Are Consumer Motives and Product Motives? Describe each.

c) Product Or Particular Brand, Consumer Types Can Be Divided Into Four Categories, what Are Those?

d) What are the diferent Models of Consumer Behaviour ?

e) Briely explain Buying Motives and how it effects consumer behaviour ?

f) What is the impact of mobility and internet on consumer behaviour explain.

Part B

Long Question Answers

[10 x 3 = 30]

Q2) Describe the Steps in Consumer Decision Making Process in detail.

Q3) Discuss the role of Personality in influencing Consumer Behaviour.

Q4) Illustrate Howard Seth Model of Consumer Behaviour and explain its current relevance.

Q5) Describe the impact of economic, political and legal factors influence on consumer buying decision.

Q6) What is Innovation and how the diffusion of innovation takes place in marketplace explain.

Part C

Q7) Case Study:-   [20 x 1 =20]

A car making company is deciding to make flying cars in India. You are required to:

a) Explain the motivation of consumer in buying this car and your way of positioning it

b) Segment, targeting and position the flying car in Indian Market

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Subject :Human Resource Management

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) What is job description? Discuss the contents of job description in detail.

b) "Performance appraisal is impartial, systematic evaluation of performance of employee", Comment.

c) Write a short note on employee health, welfare and safety.

d) Discuss the need and importance of training in modern business environment

e) Discuss the managerial functions of HRM in detail.

f) Differentiate between HRM and HRD

PART-B

Answer *any three* questions in detail   [10 x 3 = 30]

Q.2) What is Human Resource Planning? Discuss the process of HRP in detail, Explain any two methods of manpower demand forecasting.

Q.3) What is performance appraisal? Discuss the process of appraisal in detail. Explain any one modern method of appraisal.

Q.4) What is Recruitment? Discuss the process of selection in detail. Explain any two selection tests.

Q.5) What is negotiation? Explain the process of collective bargaining in detail.

Q.6) Explain the QUAD model of Talent Management in detail.

PART C

Q.7) Case study [20]

Mihir Bhandari, An IIM graduate was appointed the CEO of Cosmos Consultancy Ltd. Cosmos developed software packages for the finance companies and banks. The ambience at Cosmos was rather relaxed with a flat organizational structure. Being a software house, it was but natural for programmers and managers to mingle freely with each other. The company promoted a friendly unstructured atmosphere to gel with its nature of business. The average age of a Cosmos employee was 25-27 years. Before Mihir took over as the CEO, Hariprasad Bhardwaj, an IIT ian, was heading Cosmos for nearly 4 years. Hariprasad was known for his professionalism and "human touch". Most of the young programmers saw a role model in Hariprasad because of his down-to-earth and amicable approach. Out of the total staff of 167 employees, anyone could walk up to him and freely discuss his problems with him. He enjoyed the week-end "fun hours" with his employees when the company would give snacks and tea to all the employees and allow them time and space to enjoy themselves. Cosmos has seen a steady growth under him, which in tangible terms meant an increase in business turnover of up to Rs.45 crores. His decision to leave for USA came as a shock to all the employees. And when the new appointee Mihir joined Cosmos, there was apprehension in the air. Mihir of course, had an impeccable track record, with a sound computer engineering degree and the added management qualification from IIM.

Within a few days of taking charge, Mihir introduced a few changes. He saw no value in "fun hours" and decided to discontinue this practice. He also insisted that employees first check with his PA and then meet him. Moreover, when one of the programmers remained absent for more than 2 days without any intimation, Mihir used strong words to communicate his displeasure to Naresh Gupta, the project leader to whose team the programmer belonged. Naresh obviously found Mihir strongly opinionated because he realized that Mihir was not prepared to buy his explanation for the absence. One particular project team ran into trouble chasing the deadline. Mihir minced no words in communicating to the project manager, Subodh Walavalkar, that if the project was not completed within next two weeks then he may be forced to assign the project to another team. Of course, by now the office grapevine was abuzz that Mihir has an "attitude" problem. In the meanwhile, Subodh Walavalkar resigned along with two other programmers from his team. During the first 6 months, the company showed a slight dip in its profitability. The company's employee turnover went up by a whopping 10%. The managing director Mr. Shrihari Sharma was a worried man. He invited Mihir for a meeting to discuss the issue.

Questions:-

a) What happened at Cosmos when Hariprasad Bhardwaj left the company? (6M)
b) Was Mihir Bhandari wrong in his approach? Give reasons for your response. (8 M)
c) If you were in place of Mihir Bhandari what would you do? (6M)

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ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject : Research Methodology & Analytical tools

Course: MBA
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 *any four* questions in brief: -   [5 x 4 = 20]

a) What is research? What are the objectives and characteristics of research?

b) Discuss the different types of scales of measurement with examples.

c) Suppose in your class there are 10 students and one of them is son of Bill Gates. And they all are getting monthly pocket money as follows (in $): 50, 60, 55, 70, 80, 60, 40, 70, 3000, 65. Which will? the most appropriate measure to represent the data and why?

d) Write down the steps of Goal Seek to calculate Break Even point.

e) What is an Excel Pivot Table?

f) Explain any 5 string functions with example.

Part-B

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

a) What is a research design? Explain the various components and types of research design in detail.

b) What is Scaling? Discuss various scaling techniques in detail.

c) Write short notes (any two): 1.Correlation Vs Regression   2.Measures of central tendency
    3. Measures of Dispersion

d) Explain VLOOKUP() with suitable example.

e) Write down the steps using Pivot Table find the following:
1. Total Quantity sold region wise
2. Total Quantity sold
3. Total Quantity
4. Total Quantity Category wise

Part C

Q.3) Answer the following questions: -

[10x2=20]

A) . a. What are the characteristics of coefficient of correlation?
  b. Calculate the correlation coefficient between the heights of fathers in inches (X) and their sons

X	65	66	57	67	68	69	70	72
Y	67	56	65	68	72	72	69	71

2. The Bath room fittings company, Jaggu Fittings makes all the types of Bath room Fittings. The company manufacturing Bath room Taps, has a fixed cost of Rs. 50,000 and has the following Variab Costs: Material costs per unit = Rs. 35.60, Assigned indirect costs = Rs. 18.15, Labour Cost per unit = Rs. 12.50. In addition, the wholesale price (Revenue) that is charged for each Rs. 85 and it is assumec that the % of bath room taps made that are defective and cannot be sold is 2%.

B). Write the step to do the following tasks:
  a. Create a model that will calculate Total Profit if the number of units sold is 2,000.
  b. Create the model with math formulas and with an influence Diagram.
  c. Use Goal Seek to calculate the break-even point by changing the formula input 'Units'
  d. Use the 1 Variable Data Table feature to calculate the amounts for Total Revenue, Fixed Costs, and Total Costs, Total Profit for Various Units. Calculate the amount from 0 until 5,000, using an increment of 500. You can try to create the same results with a formula to double check.
  e. Create a Chart that shows the Fixed Costs, Total Revenue and Total Costs and that shows the break Even point.
  f. Use the 2 Variable Data Table feature to vary units and the % of bath room taps made that are defective and cannot be sold for the Total Profit.

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