

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN201

2nd Semester Regular/Back Examination: 2023-24
SUBJECT: ENGLISH LANGUAGE COMMUNICATION-II
BRANCH: IMBA
Time: 3 Hours
Max Marks: 100
Q.Code: P109

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What are the distinguishing features of a Chronological Resume?
- In which ways is a Memo different from a letter?
- Give an example of a question that can be asked in a 'behavioral' interview.
- An effective group discussion is always goal-oriented. What are the possible goals?
- Why do companies still send and receive business letters in spite of the convenience and popularity of e-mails?
- If an American businessman and a Japanese businessman are going to sign a deal, in which language or languages should the deal be drafted?
- How can you overcome stage fright while making a presentation?
- A reply to a letter of complaint is known as a _____. (Fill in the blank.)
- How do recruiters make use of "References" listed in a resume?
- Which is the most popular format for typing business letters? Why so?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve.) (6 x 8)

- In which ways can you prove your leadership potential in a group discussion?
- Briefly discuss the important rules of etiquette to follow while making a telephone call.
- Account for the current popularity of the e-mail as a medium of communication.
- As the HR Manager of Alpha Beta Digitals, Bangalore, draft a memo to be sent to all staff regarding a new Employees' Health Scheme to be implemented with effect from 10th of May, 2024.
- How would you answer these two questions in an interview for a marketing job?
 - What are your strengths?
 - Why are you interested to join in our company?
- Briefly describe the features of a good presentation.
- Prepare the text of a PPT of about 6 slides on the topic, "The Advantages of Being an I-MBA student".
- Briefly discuss the role of body language in an interview.

- i) Write an e-mail to your Project Group Leader, congratulating her on the successful completion of your project.
- j) Write a brief note on the parameters of evaluation in GD.
- k) As Purchase Manager of Marine Foods Pvt. Ltd., Paradeep, Odisha, draft a letter placing orders, with an accredited supplier of your company, for 3 Desktops, 5 laptops and 2 Printers of required brands and configurations.
- l) List the non-functional behavior patterns in Group Discussion.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four.)

- | | | |
|----|---|------|
| Q3 | "One important key to success is self-confidence, and an important key to self-confidence is preparation." Discuss the systematic steps in the preparation for a job-interview in the light of this statement. | (16) |
| Q4 | "A Resume is not just a document; it's a reflection of your journey, a roadmap of your achievements, and a showcase of your potential." Justify this statement with reference to the content and structure of a Resume. | (16) |
| Q5 | Give an account of the important aspects of Business Etiquette. | (16) |
| Q6 | "An effective presentation is more than just standing up and giving a speech. It's about engaging your audience, conveying your message with clarity and conviction, and leaving a lasting impression." How would you plan and prepare for such a presentation? | (16) |

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Course: IMBA
Sub_Code: 16IMN202

2nd Semester Regular/Back Examination: 2023-24

SUBJECT: SOCIAL PSYCHOLOGY

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: P210

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Why is the study of Social Psychology important?
- How is human intelligence measured?
- What is retrieval in memory?
- Enlist the factors of learning.
- What is sensory sensitivity? How can it be identified?
- What was Edward Thorndike's theory?
- Define psychodynamic theory proposed by Freud.
- Write the importance of studying industrial psychology.
- How do you define a personality trait? Give an example.
- What is LTM? How is it processed?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Can external appearance be defined as personality? Justify your answer with appropriate examples.
- What are the aspects of attention? Why is it needed? Give examples.
- Why do we forget things? Elucidate the causes for forgetting with suitable examples.
- Why is programmed learning important? Explain with examples.
- Discuss the concept of Perception with specific reference to its determinants.
- Can fluctuations and shifts impact attention? Explain.
- Do you think classical conditioning is still relevant in the 21st Century? Give suitable examples to justify your choice.
- Explain the factors affecting sensation.
- Which personality test, do you think, is appropriate to check suitability of security guards? Justify.
- Does social influence impact your decisions? How should a manager remain unbiased?
- Where can the learnings from the Behaviouristic approach applied?
- Explain memory types and stages of memory.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Do learning theories explain how learning takes place? Justify your answer. (16)
- Q4** Differentiate between Emotional Quotient and Intelligence Quotient. Do managers need a high EQ? Why? (16)
- Q5** Personality is determined by an individual's behaviour. Do you agree? Justify your answer with suitable examples. (16)
- Q6** Compare and contrast the contribution of Gestalt school to the study of perception, and Structuralist psychology. (16)

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Total Number of Pages: 03

Course: IMBA
Sub_Code: 16IMN203

2nd Semester Regular / Back Examination: 2023-24

SUBJECT: Quantitative Method- I

BRANCH(S): IMBA

Time: 3 Hour

Max Marks : 100

Q.Code: P321

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- What is the use of slack, surplus, and artificial variables in LPP?
- What do you mean by unbalanced assignment problem? How can it be balanced?
- Write the mathematical formulation of transportation problem.
- What are the different decision making environments?
- Explain the components of linear programming problem.
- Write the steps for mathematical formulation of LPP.
- How to handle maximization case of Assignment problem?
- In which situations decision trees are used for decision making?
- What is degeneracy in transportation problem?
- Write the steps to find graphical solution of LPP.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Use Graphical method to solve the following LP problem
Maximize $Z = 4x_1 + 3x_2$, Subject to the constraints: $2x_1 + x_2 \leq 1000$
 $x_1 + x_2 \leq 800$
 $x_1 \leq 400$ and $x_1 \leq 700$;
 $x_1, x_2 \geq 0$
- Explain the advantages and limitations of linear programming problem?
- Explain MODI method?
- How to detect whether a LPP possesses (I) unbounded solution, or (II) multiple solution or (III) infeasible solution.
- Explain Two phase method.
- What is the difference between the Transportation Problem and Assignment Problem?
- Vitamins B1 and B2 are found in two foods F1 and F2. 1 unit of F1 contains 3 units of B1 and 4 units of B2. 1 unit of F2 contains 5 units of B1 and 3 units of B2 respectively. Minimum daily prescribed consumption of B1 & B2 is 50 and 60 units respectively. Cost per unit of F1 & F2 is Rs. 6 & Rs. 3 respectively. Formulate the LPP.
- Write the steps in decision making process.
- How to solve a maximization case of assignment problem? How to deal with prohibited assignments?
- Write the standard form of Linear programming problem in matrix form.

- k) Find the feasible solution of the following transportation problem using North West Corner method.

		Destination				Available
		D ₁	D ₂	D ₃	D ₄	
Source	S ₁	11	13	17	14	250
	S ₂	16	18	14	10	300
	S ₃	21	24	13	10	400
Requirement		200	225	275	275	

- l) A farmer wants to decide which of the three crops he should plant on his 100-acre farm. The profit from each is dependent on rainfall during growing season. He has categorized the amount of rain fall as high, medium and low. His estimated profit for each is shown in the table:

Rain Fall	Estimated Conditional Profit (Rs.)		
	Crop A	Crop B	Crop C
High	8,000	3,500	5,000
Medium	4,500	4,500	5,000
Low	2,000	5,000	4,000

What will be the farmer's decision if (i) Maximin and (ii) Minimax principle applied?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3

Use big M method to

$$\begin{aligned} \text{Min } Z &= 5X_1 + 3X_2, \quad \text{Subject to:} \\ 2X_1 + 4X_2 &\leq 12 \\ 2X_1 + 2X_2 &= 10 \\ 5X_1 + 2X_2 &\geq 10 \\ X_1 \geq 0, X_2 &\geq 0 \end{aligned}$$

(16)

Q4

A vendor sells a weekly magazine for Rs. 10 and purchases the same for Rs. 8. At the end of the week, the unsold copies of the magazine are disposed off for Rs. 3 each. According to the past experience the weekly demand for this magazine is between 70 and 75 copies. Construct the payoff table. How many magazines should he purchase each week to maximize his profit?

(16)

Q5

A company has factories at A, B, and C which supply warehouses D, E, F, and G. The factory capacities are 230, 280, and 180 respectively for regular production. The requirements at the warehouses are 165, 175, 205, and 145 respectively. The unit transportation costs are given below. Find the optimal solution of the given transportation problem using Vogel Approximation method.

(16)

	D	E	F	G
A	15	18	22	16
B	15	19	20	14
C	13	16	23	17

Q6

Solve the given assignment problem by using Hungarian Method.

(16)

Workers	Jobs:			
	A	B	C	D
1	45	40	51	67
2	57	42	63	55
3	49	52	48	64
4	41	45	60	55

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN204

2nd Semester Regular/Back Examination: 2023-24

SUBJECT: Basic Financial Accounting-II

BRANCH(S): IMBA

Time: 3 Hour

Max Marks: 100

Q.Code: P429

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) Mention the sub-headings under the head Current Asset of the balance sheet.
- b) Define current liability as per Schedule-III of companies' act 2013.
- c) Define cash equivalent as per cash-flow statement.
- d) Give example of non-cash items credited in P/L account and adjusted during the calculation of cashflow from operating activities.
- e) Why accounting standards are required?
- f) Give examples of investing activities.
- g) Give the example of flow of funds.
- h) What is the importance of activities ratios?
- i) Give the format of disclosure of equity share capital in balance sheet.
- j) Define window dressing in presentation of financial information.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) How could we detect the financial shenanigans in financial reporting?
- b) Give the format of calculation of statement of changes in working capital with suitable example.
- c) Explain the advantages and disadvantages of ratio analysis.
- d) Give a brief description of Ind AS 1.
- e) What are the conditions to be stratified before a company goes for Buy back of its share?
- f) Differentiate between cash-flow and funds-flow statement.
- g) Define debenture. What are the different types of debentures a company can issue?
- h) What do you mean by notes to accounts given in annual report? Give a brief not on notes to accounts.

- i) What are salient features of the Newly adopted Ind AS?
- j) X Ltd., has a current ratio of 3.5:1 and quick ratio of 2:1. If excess of current assets over quick assets represented by inventories are Rs. 24,000, calculate current assets and current liabilities.
- k) Differentiate between common-size statement and comparative financial statement.
- l) Explain all the profitable ratios with formulas to calculate them.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What is cash-flow statement? Explain the steps involved in preparation of cash-flow statement? (16)
- Q4** Give a detail description of the disclosures to be made by a company while going for the listing process as per SEBI guidelines. (16)
- Q5** Following information is given by a company from its books of accounts as on March 31, 2023: (16)
- | | |
|---------------------------------|----------|
| <u>Particulars(Rs.)</u> | |
| Inventory | 1,00,000 |
| Total Current Assets | 1,60,000 |
| Shareholders' funds | 4,00,000 |
| 13% Debentures | 3,00,000 |
| Current liabilities | 1,00,000 |
| Net Profit Before Tax | 3,51,000 |
| Cost of revenue from operations | 5,00,000 |
- Calculate:
- i) Current Ratio
 - ii) Liquid Ratio
 - iii) Debt Equity Ratio
 - iv) Interest Coverage Ratio
 - v) Inventory Turnover Ratio
- Q6** What are the steps available for preventing a company from the demerits of the financial shenanigans? (16)

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN205

2nd Semester Regular/Back Examination: 2023-24

SUBJECT: Environmental Studies

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: P508

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) What are the components of environment?
- b) What are different zones of the atmosphere?
- c) What is BOD?
- d) Name at least three common types of natural disasters.
- e) Give examples of three primary air pollutants.
- f) What are the constituents of photochemical SMOG?
- g) Define noise pollution.
- h) What are considered as the medical hazardous waste?
- i) What is food chain?
- j) What is ISO-14000?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Illustrate the relationship between man and environment.
- b) What are the causes of environment deterioration?
- c) How do you organise an environment awareness programme?
- d) Write short note on acid rain.
- e) What are the causes and effects of greenhouse effect?
- f) What is radioactive pollution? Mention about one incident of nuclear hazard.
- g) What are early warning systems, and why are they important in disaster management?
- h) Describe the management steps during a natural disaster like cyclone.
- i) What are the goals of Paris and Kyoto agreement?
- j) Write about the sources and effects of noise pollution.
- k) Discuss about water scarcity and water pollution.
- l) What are the consequences of global warming?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Define air pollution. Discuss the sources, effects, and causes of air pollution. (16)
- Q4** What are different categories of urban wastes? Discuss the integrated urban waste management in a smart city. (16)
- Q5** What are water quality standards and parameters? Discuss about the different steps of water treatment for municipal water supply. (16)
- Q6** Mention the various environmental laws enacted in India. Name the different statutory bodies dealing with the environmental issues in our country. (16)