

Registration No :

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Total Number of Pages : 02

MBA / MBAP / MBAP

18MBA102 / 18PTMNG102 / PTMNG102

1st Semester Regular / Back Examination: 2021-22

MARKETING MANAGEMENT

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M),
MBA (M & F), MM / MBA(PT) / MBA(PT)

Time : 3 Hour

Max Marks :100

Q.Code : OF606

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 : (2×10)
- a) How is modern marketing concept different from traditional selling concept?
 - b) Explain the different levels of product?
 - c) Illustrate the steps of Personal Selling process.
 - d) What is 80:20 principle in marketing?
 - e) What do you mean by psychographic segmentation?
 - f) What is target marketing?
 - g) What is social marketing?
 - h) What is Marketing Myopia?
 - i) What is post purchase dissonance?
 - j) What is the rationale behind Green Marketing?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6×8)
- a) Differentiate between Vertical Marketing System and Horizontal Marketing System by giving suitable example.
 - b) Discuss the consumer decision making process with special emphasis on consumers' post purchase behaviour.
 - c) How Production concept is different from Product concept? Explain with examples.
 - d) Write short notes on:
 - i. Peer Pricing
 - ii. Brand Repositioning
 - e) Define Market Segmentation. What are the different bases of Segmenting a Market?
 - f) Contrast and compare between wholesaling and retailing.
 - g) As a marketing manager, propose and formulate STP strategy for a Fitness Health wrist Band-cum-watch.
 - h) Define and highlight the importance of Branding.
 - i) What are the differences between Viral Marketing and Guerrilla Marketing?
 - j) How do changes in socio-cultural forces affect businesses? Briefly discuss the regulatory framework and its affect on companies for doing business in India?
 - k) Discuss the salient aspects of Packaging and how it influences consumer preference?
 - l) Discuss the different elements of Promotion Mix.

Part-III

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

- Q3** What is a 'New Product'? What are its types? Discuss the process of New Product development by giving suitable examples. Also cite the reasons of New Product failure. **(16)**
- Q4** Why do conflicts occur in a distribution system? Is it possible to eliminate all types of conflicts in a channel relationship? Explain different types of channel conflict, their causes and resolution mechanism. **(16)**
- Q5** Explain the objectives of 'Pricing' strategies? Elaborate the steps companies undertake to fix the final price. Briefly mention how companies react to price changes by competitors. **(16)**
- Q6** Discuss the different stages of Product Life Cycle (PLC) and explain the strategies needed in each stage by giving suitable example. **(16)**

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258 MBA / MBAP 258

18MBA109 / 18PTMNG105

1st Semester Regular / Back Examination: 2021-22

BUSINESS ENVIRONMENT & ETHICS

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M),

MBA (M & F), MM / MBA(PT)

Time : 3 Hour

Max Marks : 100

Q.Code : OF812

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 :

(2×10)

- a) What is recycling?
- b) Global economic order has an impact on your business. Justify.
- c) Write a short note on ETOP analysis.
- d) What do you understand by non-biodegradable waste?
- e) Is ethics are compliances?
- f) Why business environment is becoming more dynamic?
- g) Is pollution unavoidable with industrial development?
- h) Every manager has to face moral dilemma in profession. What is your view on this front?
- i) What do you mean by liberalisation?
- j) Write a short note on noise pollution.

Part-II

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

(6×8)

- a) What is socio-cultural dynamics and how it affects business operation?
- b) Compare natural calamities with manmade disasters.
- c) "Fair competition and inclusive development should be the goal of industrial policy." Justify.
- d) What are consequences of urban air pollution?
- e) Analyse the impact of legal enforcement on the eco-friendly business practices.
- f) "Financial management comprises many ethical decisions." Comment.
- g) What are the reformative measures taken under the New Economic Policy of 1991?
- h) Explain different phases of disaster management?
- i) Why diagnosis of environment is prerequisite for any business?
- j) What are the key objectives of industrial policies in India over the years?
- k) "All wastes are not hazardous but needs appropriate treatment." Elaborate.
- l) What are different ethical aspects of contemporary marketing practices?

Part-III

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

- Q3** 258 What is business environment? How micro and macro environment affect the 258 growth of an organisation? (16) 258
- Q4** SWOT analysis shows a vibrant picture of an organisation. Justify with suitable 258 example? (16)
- Q5** Why ethics is imperative in business? Discuss the characteristics and prominent 258 objectives of business ethics. (16)
- Q6** 258 Elucidate the causes of industrial pollution and feasible measures to curb the 258 pollution by industries. (16) 258

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MBA / MBAP
18MBA101 / 18PTMNG101

1st Semester Regular / Back Examination: 2021-22

MANAGERIAL ECONOMICS

BRANCH(S): BA, FM, GM, HRM, IB, MBA,
MBA (A & M), MBA (M & F), MM / MBA(PT)

Time : 3 Hour

Max Marks : 100

Q.Code : OF573

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 : (2×10)
- a) What is market demand?
 - b) Define the cross elasticity?
 - c) Define supply function?
 - d) Define increasing returns to scale?
 - e) What is book cost?
 - f) What is the shape of average variable cost and why??
 - g) Define price discrimination?
 - h) Define input pricing?
 - i) Explain the concept of Gross Domestic Product?
 - j) What is inflation?
- Part-II**
- Q2** Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6×8)
- a) What is the scope of managerial economics?
 - b) Define Demand? Discuss the determinants of demand?
 - c) What is elasticity of demand? Discuss the methods of measuring elasticity of demand?
 - d) Define demand estimation? Define the basic methods used to estimate the demand function?
 - e) How producer reaches equilibrium? Explain diagrammatically.
 - f) Discuss about different types of short run cost curves?
 - g) The cost function of a firm is given as $C=Q^2-28Q+2$. Find out at what output level average cost is minimum?
 - h) Determine price and output in monopoly market?
 - i) Discuss Demand pull Inflation and its measures.
 - j) What is Balance of Payment? Discuss about its two accounts?
 - k) Describe Investment? Discuss about the determinants which affect the investment spending?
 - l) What are the methods of measuring elasticity of demand?

Part-III

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

- Q3** What is elasticity of demand? What are the types of elasticity of demand? **(16)**
- Q4** What are isoquants? Describe the characteristics of isoquants? **(16)**
- Q5** Explain pricing decisions under the conditions of perfect competition. Can a firm make profit in both short run and long run? **(16)**
- Q6** "Monetary policy is a mechanism to regulate the money supply in an economy". Elucidate the statement. **(16)**

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MBA
18MBA104

1st Semester Regular / Back Examination: 2021-22

MANAGEMENT PRINCIPLES

BRANCH(S): BA, FM, GM, HRM, IB, MBA,

MBA (A & M), MBA (M & F), MM

Time: 3 Hour

Max Marks: 100

Q.Code : OF693

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: (2×10)

- Define Management in your own words
- What are the roles of a manager
- What do you mean by span of control
- Define Planning. State short term & long-term planning
- Effective manager possesses certain skills, what are these skills?
- What do you understand by MBO?
- What is decision tree?
- Define change management
- What is chain of command?
- What do you mean by multi ethnic workforce?

Part-II

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

- Define bench marking & explain its relevance in the Organization of 21st century
- Creativity in the Organization plays important role for sustenance. Justify.
- What are the principles of effective coordination? Explain.
- Is decision making critical in the Organization? Explain its criticality & also describe the decision-making process.
- Control mechanism in the Organization is inevitable. Do you agree? Explain with justification.
- According to you what are the basic issues in the Organization? How to address such issues? Explain in your own words.
- 'To do list' is essential for every manager. Do you agree? Explain.
- Being the manager, which one you prefer out of centralization and decentralization? Why?
- What are the basic principles of a good Organization? Describe.
- Distinguish & describe between Line & Staff Organization
- What do you mean by Goal setting of an organization? Explain.
- What is virtual Organization? How it is important in the present Industrial scenario? Explain.

Part-III

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

- Q3** Describe the levels of Management. Are they required in the manufacturing Organization? Explain with example. **(16)**
- Q4** What do you understand by School of Management thoughts? What are those? Describe in your own words. **(16)**
- Q5** Who are the major contributors to the field of Management? Mention their contributions which we follow even today. **(16)**
- Q6** Write short notes on: **(4)**
- a) Chain of commands **(4)**
 - b) Formal & Informal Organization **(4)**
 - c) Cultural diversity **(4)**
 - d) Process control **(4)**

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Total Number of Pages : 02

MBA/MBAP
18MBA106/18PTMNG103

1st Semester Regular / Back Examination: 2021-22
BUSINESS COMMUNICATION
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M),
MBA (M & F), MM / MBA(PT)

Time : 3 Hours

Max Marks : 100

Q.Code : OF743

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 : (2×10)

- What qualities of speech do you miss in written communication? Write any two.
- Communication which takes place between peers at the same level in an organization is known as _____ communication.
(Fill in the blank with the right word.)
- What are the differences between a Group Discussion and a Debate?
- Either the employees or the manager are responsible for the strike.
(Correct the error(s) in the sentence.)
- How is a Functional CV different from a Chronological CV?
- "Dear Ms. Gupta,
I will b l8 for trg. session today. Plz tell me later wat I missed. Thank U.
Jamini Roy"
Which rule of Netiquette is being broken in this e-mail?
- People believe that he is dishonest in his dealings. (Change the voice.)
- Mention two benefits of rehearsing before a presentation.
- "Listen not only with your ears, but also with your eyes". What does this statement suggest we should do?
- You are under arrest said the policeman (Use capital letter(s) and punctuation marks wherever necessary.)

Part-II

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

- How is Critical Listening different from Content Listening?
- "Communication is a circular process". Elucidate.
- What do you mean by the Grapevine? How is it useful in the internal communication of an organization?
- How can a candidate become the leader in a group discussion?
- "Tense and time are not the same". Explain with examples from English.
- Explain the important features of a good conversation.
- You have recently opened a new office in Bhubaneswar, and you want to have the latest equipment and office furniture for it. Write a letter to an order supplier with a request to send their latest catalogue and price list.

- h) How is Skimming different from Scanning as a reading skill?
- i) "All the gestures and postures have a fixed and permanent meaning in different communication situations". Comment.
- j) What is diagonal communication? Illustrate it with an example and explain its merits.
- k) You have seen an advertisement for the post of Marketing Executive in M & C Company Ltd. in the Times of India of 22nd of June. The company deals in fast moving consumer goods and has its head office in Bangalore. Write a job application for the position, highlighting your suitability.
- l) Write a paragraph containing 7 sentences, starting with the sentence given below: "A number of things have to be done to promote the growth of industries in Odisha".

Part-III

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

- Q3** Discuss the important aspects to be considered when you are planning for a business presentation. (16)
- Q4** How important is the Resume in the whole recruitment process? Elucidate the strategic points in the Resume that require special attention of job-seekers. (16)
- Q5** A businessman from Chennai has set up a new restaurant in Bhubaneswar. After two months of operation, he finds that his restaurant does not attract adequate number of customers. He has requested you to conduct a survey and find out why his restaurant has not done good business. Prepare a report consisting of the following parts: Title; Terms of Reference; Procedure; Findings; Conclusions; Recommendations. (16)
- Q6** Discuss the barriers you face while listening. What strategies would you adopt to overcome those barriers? (16)

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Total Number of Pages : 02

MBA
18MBA103

1st Semester Regular / Back Examination: 2021-22
ORGANIZATIONAL BEHAVIOUR
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M),
MBA (M & F), MM
Time : 3 Hour
Max Marks : 100
Q.Code : OF645

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 :

(2×10)

- What is the characteristic of an ideal leader?
- Halo effect hinders the correct perception. Justify.
- Write a short note on system model.
- What do you understand by selective perception?
- Does money motivates in long run?
- Why leadership is not just based on principles rather situation driven?
- Is positive attitude at workplace essential for right behaviour?
- How leader-member exchange affects organisational performance?
- What do you mean by hierarchy of needs?
- Write a short note on trait approach.

Part-II

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

(6×8)

- What is perceptual process and how it works?
- Explain how the big five personality traits influence work behaviour?
- Explain the implications of Herzberg's Two Factor model?
- What are the barriers to attitudinal change?
- Analyze the role of attribution determining the behaviour.
- "Intrinsic and extrinsic rewards together leads to employee satisfaction." Justify.
- What is the contemporary leadership approach and how it is different from the conventional style?
- What are different types of work teams? How team building facilitates performance?
- Compare custodial model with collegial model of organizational behaviour.
- How equity theory stimulates the employees' performance?
- How to develop high performing team in the organization?
- What are the components of attitude and how they influence the behavioural process?

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Part-III**Only Long Answer Type Questions (Answer Any Two out of Four)****Q3**

258

What is emotional intelligence? How it affects the decision making and inter-personal relationships at workplace.

258

(16)

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Q4

What is Myers-Briggs Type Indicator (MBTI) and how it is helpful to assess different personality types?

(16)**Q5**

Discuss the evolution and theoretical framework of organizational behaviour.

(16)**Q6**

258

What is group dynamics? Explain the group formation and functioning in different stages.

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(16)

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Total Number of Pages : 04

MBA
18MBA107

1st Semester Regular / Back Examination: 2021-22

FINANCIAL ACCOUNTING AND ANALYSIS

BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q. Code : OF 787

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.

Q1

Answer the following questions :

Part-I

(2x10)

- a) Inventory with a cost of Rs1,86,400 is reported at its market value of Rs2,35,600. Is there any violation of any accounting principle? Name it and what is its impact on financial statements?
- b) Super Nova corporation reports the following as of December 31.
Revenues Rs 1,00,000; Beginning Retained Earnings Rs.2,00,000; Expenses Rs8,00,000 and Dividends Rs 1,00,000. Calculate the net income and ending retained earnings for the year ending December 31.
- c) Use accounting equation to answer the following question:
During the year the liabilities of Hudson Ltd triple. At the beginning of the year, assets were Rs4,00,000 and equity was Rs2,00,000. What is the amount of liabilities at the end of the year?
- d) Name the financial statement which will answer the following question of the Shareholder?
How did the current year's sales figures compare with the last year's sales figures?
- e) A company pays Rs6000 for insurance but charges only Rs4000 during the period. Therefore, it records only Rs4000 as the insurance expense. Is it correctly done? Which accounting principle would you take the help of to justify your answer?
- f) During the month, a retailer generates Rs1,50,000 of sales, Rs25,000 of operating expenses and Rs1,15,000 in cost of sales. At the end of the month the company had Rs70,000 of merchandise inventory on hand. Find the company's gross profit for the month.
- g) Debit means Increase and credit means Decrease. Is it true or false? Why?
- h) In what order are accounts balances presented in a conventional balance sheet?
- i) Indicate on what section of the cash flow will the following appear:
Dividends received; Dividend paid; Sale proceeds from Fixed Assets; Profit from sale of fixed assets; Short term borrowing; and Interest received.
- j) Differentiate between a fixed asset and an intangible asset.

Part-II

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

- a) Explain the four statements used to communicate accounting information to the stakeholders.
- b) Comparative Balance sheet data is available for a company as follows:

	31.3.2022 (Rs)	31.3.2021(Rs)
Total Assets	8,50,000	7,00,000
Total Liabilities	2,40,000	2,80,000
Total Equity	6,10,000	4,20,000

Perform horizontal and vertical analysis on each of the items above. If generating assets through debt is considered more risky than generating assets through equity, is the company more or less risky in 2022.

- c) What (debit / credit) is used to decrease an asset account, a liability account, a revenue account and expense account? Explain with examples.
- d) The following is a list of independent economic events. Indicate the accounts to be affected by each transaction and whether each transaction increases, decreases or has no effect on assets, liabilities and equity. Present your answer in a tabular format.
 - i. Purchased inventory
 - ii. Paid dividends at the end of the year
 - iii. Received cash in payment for services
 - iv. Paid rent in cash
 - v. Bought equipment for cash
 - vi. Issued share capital for cash
- e) Prepare the cash flow from operation from the following data under direct method:

Sales	320,000
Cost of goods sold	180000
Salary expenses	45,000
Income tax expense	12,000
Increase in accounts receivable	2000
Decrease in inventory	4000
Increase in accounts payable	6000
Increase in salary payable	5000
Decrease in Tax payable	1000

- f) Identify five ratios commonly used for analyzing a company's profitability.
- g) From the following balances extracted from the books of Vinod, prepare Trading and Profit and Loss Account for the year ending 31.3.2022.

Opening stock	3000	Discount allowed	200
Purchases	21000	Interest received	100
Sales	31000	Manufacturing expenses	500
Wages	2000	Rent	2000
Salaries	2500	Insurance	1000
Carriage inwards	500	Postage and telegram	100
Carriage outwards	500	Telephone expenses	400
Trade expenses	1000	Closing stock	2000

h) Calculate the P/E ratio from the following data:

Equity Share capital (Rs 20 each)	Rs. 50,00,000			
Reserves and Surplus	Rs. 5,00,000			
Secured Loans (15%)	Rs. 25,00,000			
Unsecured Loans (12.5%)	Rs. 10,00,000			
Fixed Assets	Rs. 30,00,000			
Investments	Rs. 5,00,000			
Operating Profit	Rs. 25,00,000			
Income tax Rate is	50%			
Market Price per share is	Rs. 50			

- i) "Do not anticipate profits but provide for losses". What does this rule explain? Why?
- j) Discuss the advantages and limitations of Ratio analysis
- k) Accounting standards ensure consistency and comparability of financial statements. Enumerate the statement.
- l) Distinguish between capital and revenue expenditure with examples.

Part-III

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

Q3

The accountant of a business firm wrongly prepared the following trial balance. You are required to draw up a trial balance correctly stating reasons in brief.

(16)

	HEADS OF ACCOUNTS	Dr.	Cr.
1	Capital		60000
2	Opening stock	5000	
3	Discount Allowed		500
4	Commission Received		700
5	Fixed Assets		60000
6	Sales	85000	
7	Purchases		45000
8	Returns Outwards		1000
9	Return Inward	2000	
10	Carriage Inward		600
11	Carriage Outward		700
12	Wages and Salary	25000	
13	Bills Receivables	7000	
14	Debtors	9000	
15	Bills Payable		7000
16	Rent	3000	
17	Interest Paid		2000
18	Cash	800	
19	Creditors	6900	
20	Stock at the end	33800	
	Total	177500	177500

Q4 From the following balance sheets of a company, prepare cash flow statement (16)

	2020-21	2021-22		2020-21	2021-22
Liabilities	Amount	Amount	Assets	Amount	Amount
Equity share capital	450000	500000	Goodwill	110000	90000
Profit and loss account	70000	120000	Building	150000	200000
Proposed dividend	40000	50000	Plant	130000	200000
Creditors	70000	95000	Current assets	250000	307000
Tax provision	40000	50000	Cash	30000	18000
	670000	815000		670000	815000

Additional data;

- Income tax was paid during the year ;Rs 38000
- Depreciation provided on plant during the year Rs 30000

Q5 Who are the stakeholders of a business? Explain their informational needs from the financial statements of the firm. (16)

Q6 Prepare journal entries for the following transactions: (16)

- Amar started an electrical items business with an initial investment of Rs 3,00,000 .
- Amar took a loan of Rs 3,00,000 from his friend Akbar.
- Opened a bank account in SBI and deposited Rs 4,50,000.
- Purchased furniture and fittings for cash Rs 20,000.
- Bought electrical items for cash Rs 50,000 from a dealer.
- Made credit purchases from Anthony worth Rs 2,00,000.
- Sales made for cash Rs 70,000 and on credit to Robert Rs 1,00,000.
- Paid shop rent Rs 1,000 , salary to sales-man Rs 5,000 and electricity bill Rs 1,000.
- Robert made a part payment of Rs 60,000.
- Paid Anthony Rs 50,000 .
- Withdrew cash from bank Rs 15,000 out of which Rs 5,000 was for personal use .
- Robert has gone bankrupt.

Registration No :

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Total Number of Pages : 03

MBA

218MBA105

1st Semester Regular / Back Examination: 2021-22

DECISION SCIENCE

BRANCH(S): BA, FM, GM, HRM, IB, MBA,
MBA (A & M), MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q.Code : OF703

Answer Question No.1 (Part-I) 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 :

(2×10)

- What are the measures of central tendency? Illustrate.
- If the quartiles of a normal distribution are 47.3 and 52.7 respectively, then find the mean deviation about mode and the range.
- Given that the mean and S.D. of a normal distribution are 10 and 6 respectively. Now find the point of inflexion and coefficient of kurtosis.
- Write any 2 applications of LPP.
- Two variables gave the following data: $x = 20$, $y = 15$, $\sigma_x = 4$, $\sigma_y = 3$, $r = 0.7$, Obtain the regression coefficients.
- Visitors arrive at a manual gate of a park at a rate of 50 per hour. The mean time required to give clearance to an individual visitor is 90 seconds. Find the expected waiting time of a visitor in queue.
- What is unbalanced transportation problem? How can it be converted into a balanced one?
- What are decision trees? Give one managerial situation where it is employed for decision making.
- The mean of a data is 25.6 and its coefficient of variation is 18.75. Find the standard deviation.
- A market survey is made on two brands and the customer's brand switching is noted in the transition matrix given. At present it is estimated that 60% of people buy brand A and 40% buy brand B. Determine the market shares of brand A and brand B in steady state.

		To	
From-----		A	B
A	0.8		0.2
B	0.6		0.4

Part-II

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

- In a bivariate sample, the sum of squares of differences between the ranks of observed values of two variables is 231 and the correlation coefficient between them is -0.4. Find number of pairs.
- Mean and S.D of 100 observations are 40 and 5.1 respectively. By mistake one observation is misprint as 50 against 40. Find corrected mean and S.D.

- c) Solve the following transportation problem:

		To				Availability
From-----		1	2	3	4	
1		8	8	5	12	7
2		6	9	11	9	7
3		10	15	6	13	10
4		6	8	7	8	6
5		11	10	11	13	5
6		8	14	5	12	6
Demand		9	10	8	14	

- d) Municipal Corporation puts 10,000 light bulbs in the street. If the longevity of the bulbs follows normal distribution, with a mean of 90 days and a standard deviation of 20 days, how many bulbs will be replaced after 20 days?
- e) A sample of 100 patients to an OPD in a Multi-Specialty Hospital has the following distribution is given. Estimate the average waiting time of patients by simulation, for the next 10 random arrivals: 25, 39, 65, 76, 12, 05, 73, 89, 19, 49

Time between arrival(Min)	1.0	1.5	2.0	2.5	3.0
Frequency	18	15	36	19	12

- f) Reduce the following two-person zero-sum game to 2×2 order, and obtain optimal strategies for each player.

		Player B			
		B1	B2	B3	B4
Player A	A1	3	2	4	0
	A2	3	4	2	4
	A3	4	2	4	0
	A4	0	4	0	8

- g) Describe the transportation problem and give its mathematical model.
- h) What is Hungarian Method? Use the Hungarian method to solve the given assignment problem stated in the table. The entries in the matrix represent each man's processing time in hours.

	I	II	III	IV	V
1	20	15	18	20	25
2	18	20	12	14	15
3	21	23	25	27	25
4	17	18	21	23	20
5	18	18	16	19	20

- i) Two regression lines are given below $3x+2y=10$ & $6x+y=15$. Find correlation coefficient between x & y .
- j) Using dominance rule, find out optimal strategies for firm A & B and value of the game from the following pay-off matrix.

	B1	B2	B3	B4
A1	150	-18	78	90
A2	6	102	54	70
A3	130	-30	78	80

- k) Outline the steps involved in simplex algorithm for solving a linear programming maximization problem. Also define the technical terms used therein.

- I) For a certain frequency table, the mean was found to be 1.46. some of the frequencies are missing. Calculate the missing frequencies.

Number of Accidents	0	1	2	3	4	5	Total
No. of days (frequency)	46	?	?	25	10	5	200

Part-III

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

- Q3** Bharat Chemicals Limited manufacture two types of chemicals, A and B, that are sold to manufacturers of moisturizers and body lotions. To fulfil the next month's demand, the management has found that the total production of the chemicals A and B should be at least 350 Kilograms. Moreover, a major customer's order for 125 Kilograms of product A must also be supplied. Product A requires 2 hours of processing time per kilogram and product B requires one hour of processing time per kilogram. For the coming month, 600 hours of processing time are available. (16)

The company wants to meet the requirements at minimum total production cost. The production costs are Rs. 2 per kilogram for product A and Rs. 3 per kilogram for product B. Determine the optimal product mix and the total minimum cost relevant to it.

a) Formulate the above as a linear programming problem.
b) Solve the problem with the simplex method.
c) Does the problem have multiple optimal solutions? Why?

- Q4** What are decision rules? Explain decisions under uncertainty and decisions under risk with appropriate examples. Why should a manager use decision rules? Justify. (16)

- Q5** What are Markov chains? Where are they used by managers? The purchase patterns of two brands of toothpaste can be expressed as a Markov process with the following probabilities: (16)

	Brand X	Brand Y
Brand X	0.90	0.10
Brand Y	0.05	0.95

- Which brand appears to have most loyal customer's. Explain.
- What are the projected market shares for the two brands?

- Q6** Define Correlation and covariance. Write regression equations of x on y and y on x for the following data and then predict y at x=88 and x at y=68. Also find coefficient of correlation. (16)

x	45	48	50	55	65	70	75	72	80	85
y	25	32	35	30	42	50	45	55	60	65

Registration No :

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Total Number of Pages : 03

MBA
18MBA108

1ST Semester Regular / Back Examination: 2021-22

BUSINESS LAW

Branch(s) : BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM

Time : 3 Hour

Max Marks : 100

Q. Code : OF803

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.

- Q1** Answer the following questions : (2 x 10)
- a) A offers to sell his house to B for a sum of Rs1,00,000. B replies that he would like to buy the house at Rs90,000. Is it acceptance of the offer? What will be the position if A were to reply back that he would like to sell the house for Rs95,000?
- b) A, a minor lends Rs20,000 on the strength of a mortgage executed in his favour. Is the borrower liable to repay the money?
- c) A agrees to buy a motor bike from B for Rs35,000 and pays half the purchase price as advance. Unknown to both the parties, the bike was destroyed in an accident because of wrong drive by the son of B. A asks for the money from B plus 10% interest rate. Advise A if he shall get back his money. If so, how much would he get back?
- d) A agrees to sell to B "100 tons of oil". Is this a valid agreement? Will it make any difference if A who is the dealer in coconut oil only, agrees to sell "100 tons of oil"?
- e) A pays Rs25,000 to B in consideration of B's promise to marry C, A's daughter. C dies of cancer but this fact of cancer was not told by A to B. Now A claims refund of the money from B. B refuses to pay. If A files a suit, will he succeed?
- f) A entered into a contract with B to buy carpets and stated that he intended to resell them in Australia. Imports of carpet to Australia were thereafter prohibited. Thereupon A repudiated the contract. B files a suit against him for breach of contract. What are his chances of success?
- g) A finds a man B lying unconscious on the road. He immediately calls a doctor by phone. The doctor treats him to gain consciousness. Now the doctor asks money from A for he has called him to treat B. A declines to pay. What is the right of the doctor in this case?
- h) A leaves a Cow in the custody of B before he set out on a pilgrimage. When A returns after a year, he finds the cow has a calf too. B delivers the cow but retains the calf. Can A recover the calf too?
- i) R bought a motor bike from D and used for four months. The police caught the bike as it was a theft one and handed over the bike to the real owner. R asked for payment of his money from D. D refuses to pay any money. What shall R do now? What would be his ground for success in the suit?
- j) A buys from a variety shop a hot water bottle for his wife, who is ill. The bottle breaks while the wife was using it and hot water inside injured her severely. A

wants to hold the shop keeper liable for the injury and wants to file a case to recover compensation from the shopkeeper. Will he succeed?

Part-II

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

- a) Do you agree that a quasi-contract is not a contract at all? State the rights and obligation of a finder of lost goods to the rightful owner.
- b) All contracts must have consideration in exchange. What are the occasions when in the absence of such exchange in value, the promises are regarded as contracts.
- c) Mr. Radheshyam had taken a loan of Rs2,00,000 under PMRY scheme and purchased a car and used it taxi. He employed himself as driver. Soon the car developed manufacturing defect. He approached the dealer for change of his car or giving him back the cost of Car Rs3,00,000. The Manufacturer refused to do either on the ground that he used the car for business purpose and as per Consumer protection Act, he is not a consumer. Radheshyam seeks your legal advice. Advise him if he has any chance of getting any refund or change of the car.
- d) A bailee has rights of lien. Discuss different types of lien available. Explain how he can use the rights available to him.
- e) Can anyone sell goods even if he does not own the goods? Explain such situations with examples.
- f) Rahul bought a flat from Capital Metro Ltd for Rs. 45, 00,000 in October 2021. Due to serious defective sewerage system, Rahul wants to file a complaint for refund of money and surrender the flat. What is the appropriate forum to file the complaint and why?
- g) Ram Chandra and his wife were the two promoters of Sobhra Private Limited who died of COVID 19 in the recent past. Does the company also die with them? Justify your answer with relevant provision(s) of the Indian Companies Act?
- h) You examined a newly colored bike and after test drive you thought the price should be Rs45,000. You asked the owner to accept this much amount and hand over the possession of the bike. The owner also transferred the bike to you. Within a week, you got the information from your friend that the owner was ready to sell it to your friend at Rs20,000 only 7 days ago. Now you want to cancel the contract and get back your Rs45,000. You met a legal consultant. What shall be the advice of the Consultant?
- i) Under what situations the supervening impossibility principle may not be available?
- j) "Risk follows ownership". Explain this statement. Decide the following problem:

Mr XYZ went to a bookshop and handed over the owner a list of books he wanted to purchase from the shop. The shop owner handed the same to his assistant who made a calculation and told the cost to be Rs5000.00 and started packing the required books. Mr XYZ tendered the money and told him to arrange the books and after 1 hour he would come and take the books. Mr.XYZ came back within 1 hr and saw the bookshop had been destroyed due to fire. Since he could not receive the books, he wanted back his money from the shop owner. The Shop-owner refused to pay any money to him. Mr XYZ has approached you to give him

legal advice. What will be your advice?

- k) Bipin Bihari wants to form an association not for profit to carry out its charitable business. Who is the authority to whom Bipin Bihari will approach for grant of permission/license/registration? What are the essential conditions he has to fulfil?
- l) Discuss the provisions of law regarding various damages claimed under law of contract.

Part-III

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

- Q3** Why Memorandum of Association is required. Explain its clauses. Is it possible to alter any of its clauses? If so, when? **(16)**
- Q4** As a consumer, what fundamental rights do you enjoy according to Indian Consumer Protection Act? State the importance of Hallmark in gold and AGMARK in honey for a consumer. Briefly explain the three tier grievance redress mechanism. **(16)**
- Q5** Explain different modes through which a contract can come to an end. **(16)**
- Q6** What is a bailment? Discuss the rights and obligations of a bailor. **(16)**