

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: MBPC1001

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Management Principles & Organizational Behaviour

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

Time: 3 Hours

Max Marks: 100

Q.Code: R526

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 x 10)

- Define management.
- What are the levels of management?
- What is Organizational Behavior?
- What is the difference between Management and Administration?
- What do you understand by group dynamics?
- What is meant by organizational culture?
- Explain various ego states that you know.
- Define the concept of Emotional Intelligence.
- What is a learning organization?
- Define conflict management.

Part-II

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

(6 x 8)

- Explain various managerial functions with suitable examples.
- Discuss the contribution of Peter F. Drucker to management.
- Explain the Abraham Maslow's theory of motivation.
- Discuss how perception influences interpersonal relationships in the workplace.
- Explain how values and attitudes influence employee behavior.
- Describe the various stages involved in formation of a group.
- Discuss the leadership styles as per the Managerial Grid.
- Discuss the process of change management using the change model.
- Describe the significance of organizing knowledge resources in a learning organization.
- Analyze the impact of women leadership on organizational performance in India.
- Discuss the challenges of sustaining a learning organization.
- Differentiate between organization culture and organization climate.

**Part-III**

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

- Q3** Analyze the managerial roles and skills required for effective management. (16)
- Q4** Examine the decision-making process and its significance in achieving organizational goals. (16)
- Q5** Analyze the Big Five Personality Model and its relevance in understanding employee behavior and team dynamics. (16)
- Q6** Discuss various conflict management strategies and their applicability in workplace scenarios. (16)



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Total Number of Pages: 02

Course: MBA  
Sub\_Code: MBPC1002

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Marketing Management

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

Time: 3 Hours

Max Marks: 100

Q.Code: R453

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 x 10)

- Define Guerrilla marketing.
- What are the 7Ps of marketing?
- Define Consumerism.
- What do you mean by impulse buying?
- What do you mean by opinion leaders?
- What do you mean by USP?
- What is a perception in consumer behaviour?
- What is post-purchase dissonance?
- State the difference between needs and want.
- Who are opinion seekers?

Part-II

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

(6 x 8)

- What is the 80:20 principle in marketing? How does the 80:20 rules work?
- Describe the consumer decision-making process.
- Explain the Black box model of consumer behaviour.
- A manufacturer of household cleaning products is interested in learning what motivates consumers to buy its products. What needs do you think consumers are trying to satisfy when buying and using these products?
- Write short notes on:
  - Marketing Myopia
  - Relationship Marketing
- What are the factors influencing the consumer decision-making process?
- Discuss how the marketing mix strategy would vary between different stages of PLC.

- h) Satisfaction may depend on consumers' expectations of product performance and the feelings experienced during consumption. How important do you believe each of these factors might be in determining satisfaction with the following products: scissors, an amusement ride, vitamin pills?
- i) What are the macro and micro environmental factors that influence the marketing environment of a firm?
- j) How does the VALS framework help in psychographic market segmentation?
- k) What are the criteria for the selection of a target market?
- l) What is the difference between the roles of the family in influencing the purchasing decision in India as compared to USA?

### **Part-III**

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

- Q3** a) What are the bases for market segmentation of consumer goods and industrial goods? (8x2)  
b) State the characteristics of the Bottom of the Pyramid concept in relation to marketing
- Q4** a) As a marketing manager, propose and formulate an STP strategy for a newly launched EV scooter. Discuss the basis for your strategy. (8x2)  
b) What are the factors influencing pricing decisions?
- Q5** a) Define marketing concept. How it is different from the production concept and product concept? (8x2)  
b) Why cross-cultural understanding is vital for an organization to influence the consumer purchase decision?
- Q6** a) How diffusion of innovation can be used as a strategy for the adoption of products? (8x2)  
b) What is the impact of social media in influencing purchase decision-making in the context of Indian youth?



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Total Number of Pages: 03

Course: MBA  
Sub\_Code: MBPC1003

1<sup>st</sup> Semester Regular Examination: 2024-25

FINANCIAL ACCOUNTING AND ANALYSIS

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

Time: 3 Hours

Max Marks: 100

Q.Code: R560

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 x 10)

- A trader had creditors' balance of Rs. 66,000 on 1<sup>st</sup> Jan and Rs. 57,000 on 31<sup>st</sup> Dec. Payments to suppliers' amounts to Rs. 84,000 for credit purchases. What shall be the total credit purchases for the year, if the creditor has allowed a cash discount of Rs. 10,000?
- What are Subsidiary Books? Why should a company maintain such books?
- The accountant does not agree to record the anticipated profit in books of accounts, but he quickly writes anticipated loss in books of account. Is he correct? Justify
- If goods are lost due to fire, how will your account it for?
- Explain the concepts of depreciation and depletion.
- What does a bank look for in the balance sheet of a company?
- What are informational uses of balance sheet and Income statement for the management?
- Prepare a Proforma two column cash book with imaginary figures.
- What are the items generally seen in a conventional Balance sheet?
- Draft a hypothetical balance sheet of a company in vertical format.

Part-II

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

(6 x 8)

- The following asset information is available for the Crisp Corporation for an accounting year. The data are in Rupees:

Cash	1,50,000
Accounts receivable	3,00,000
Inventory	7,50,000
Total Current Assets	12,00,000
Property and Equipment	20,50,000
Total Assets	32,50,000

Prepare a **vertical analysis** of Assets and interpret the result. Round percentage to one decimal point.

- b) 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.

	HEADS OF ACCOUNTS	Dr. Balance	Cr. Balance
1	Capital		6,00,000
2	Opening stock	50,000	
3	Discount Allowed		5,000
4	Commission Received		7,000
5	Fixed Assets		6,00,000
6	Sales	8,50,000	
7	Purchases		4,50,000
8	Returns Outwards		10,000
9	Return Inward	20,000	
10	Carriage Inward		6,000
11	Carriage Outward		7,000
12	Wages and Salary	2,50,000	
13	Bills Receivables	70,000	
14	Debtors	90,000	
15	Bills Payable		70,000
16	Rent	30,000	
17	Interest Paid		20,000
18	Cash	8,000	
19	Creditors	69,000	
20	Stock at the end	3,38,000	
	<b>Total</b>	<b>17,75,000</b>	<b>17,75,000</b>

- c) Explain the accounting conventions necessary for preparing accounts.
- d) Explain the prepaid expenses, outstanding expenses and deferred revenue expenditure with examples.
- e) Distinguish between modern system and traditional method of recording transactions in accounts.
- f) A company's Balance Sheet is a major financial statement. What information does it contain?
- g) The ratio analysis is made under four different classified ratios. What ratios come under these classifications?
- h) Explain how charging depreciation affect the income statement and balance sheet of a company.
- i) What is a share? What are the different types of shares? Explain their merits and demerits.
- j) Why should a company prepare a cash flow statement? What are its constituents?
- k) What are the different types of errors generally an accountant might make? Explain
- l) What are the different financial statements specific companies must comply?

### Part-III

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

- Q3 a) Describe the accounting concepts that are related to Balance Sheet
- b) Describe the accounting concepts that are related to the Profit and Loss account of a company

(16)



Q4

Following is the data of Gross Ltd.

(16)

Liabilities	Amount	Assets	Amount
Equity Share Capital	40,00,000	Fixed Assets	55,00,000
10% Preference Share Capital	10,00,000	Closing Stock	5,00,000
Share Premium	5,00,000	Debtors	7,00,000
12% Debentures	10,00,000	Cash in hand	3,00,000
Creditors	5,00,000		
	<b>70,00,000</b>		<b>70,00,000</b>

**Additional Information****Rs.**

Profit before interest and depreciation:	20,00,000
Depreciation:	7,00,000
Interest	1,20,000
Repayment of debentures	2,00,000

**Calculate-**

- Debt-equity ratio
- Capital gearing ratio
- Proprietor's funds ratio
- Interest coverage ratio
- Debt- service coverage ratio

Q5

From the following balance sheets of a company, prepare cash flow statement

(16)

Liabilities	Amount	Amount	Assets	Amount	Amount
Equity share capital	4,50,000	5,00,000	Goodwill	1,10,000	90,000
P and L account	70,000	1,20,000	Building	1,50,000	2,00,000
Proposed dividend	40,000	50,000	Plant	1,30,000	2,00,000
Creditors	70,000	95,000	Current assets	2,50,000	3,07,000
Tax provision	40,000	50,000	Cash	30,000	18,000
	<b>6,70,000</b>	<b>8,15,000</b>		<b>6,70,000</b>	<b>8,15,000</b>

Additional data;

- Income tax was paid during the year: Rs. 38,000
- Depreciation provided on plant during the year: Rs. 30,000

Q6

From the following balances of an LLP, draw up the Trading and Profit and Loss Account and Balance Sheet for the year ending 31<sup>st</sup> December 2024.

(16)

Particulars	Rs.	Particulars	Rs.
Capital	3,50,000	Commission received	40,000
Bills Received	40,000	Telephone Expenses	20,000
Creditors	4,00,000	Rent paid	50,000
Bills Payable	60,000	Debtors	6,50,000
Wages	20,000	Machinery	1,20,000
Bank Overdraft	10,000	Furniture	70,000
Opening Stock	4,50,000	Salaries	1,00,000
Purchases	5,10,000	Sales Returns	20,000
Purchase Returns	10,000	Discount Received	30,000
Sales	13,00,000	Cash-in-hand	20,000

The closing stock is Rs. 42,000.





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Total Number of Pages: 02

Course: MBA  
Sub\_Code: MBEV1001

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Managerial Economics

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

Time: 3 Hours

Max Marks: 100

Q.Code: R429

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 x 10)

- State law of demand.
- What is Consumer equilibrium?
- What is Iso cost?
- Explain equi-marginal concept.
- Differentiate between demand estimation and demand forecasting.
- What is cost minimization in production?
- State the difference between economies of scale and economies of scope.
- Define price skimming strategy.
- Define inflation in economic terms.
- How does a monopoly set its price and output?

Part-II

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

- Analyze the impact of any three determinants of demand on market demand with relevant examples.
- Evaluate the role of elasticity of demand in business decision-making.
- Solve a simple numerical problem: A firm's cost function is  $C(Q) = 5Q^2 + 15Q + 50$ . Calculate the total and average costs for  $Q = 5$ .
- Describe the law of variable proportions and its significance in production.
- Assess the advantages and challenges of applying the concept of returns to scale in large-scale production.
- Define and describe the characteristics of perfect competition, monopoly, and monopolistic competition.
- Illustrate how inflation impacts consumption, saving, and investment patterns in a growing economy.
- Evaluate the impact of fiscal and monetary policies on business cycles.
- Assess the role of descriptive pricing approaches, such as full-cost pricing and product pricing, in decision-making for new products.

- j) A firm's production function is  $Q = L^{0.5}K^{0.5}$ , where L is labor and K is capital. If  $L = 16$  and  $K = 9$ , calculate the output.
- k) Differentiate between perfect competition and monopoly in terms of price determination and resource allocation.
- l) Define economies of scale and explain its types with examples.

### Part-III

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

**Q3** Discuss the law of variable proportions and law of returns to scale with diagram and figures. (16)

**Q4** Suppose that, if labour costs Rs.10 per unit and capital costs Rs. 5 per unit, the least cost combinations of capital and labour are indicated in the following table. (16)

Output	Labour	Capital
100	5	10
200	6	12
300	8	14
400	10	20
500	13	28
600	18	38
700	24	54

- Prepare a table showing long run total cost, long run average cost, and long run marginal cost.
- Graph these cost functions. (Graph paper not required, draw in the answer scripts)
- Over what range of output do economies of scale exist?
- Over what range are diseconomies of scale indicated?

**Q5** What are the objectives of Pricing policy? Discuss the major factors involved in Pricing policy. (16)

**Q6** "Monopolistic competition is the form of market organization in which there are many sellers of a differentiated product and entry into and exit from the industry are rather easy in the long run." While commenting on the same, give the implications of each of the characteristic features of the monopolistic market. (16)



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Total Number of Pages: 03

Course: MBA  
Sub\_Code: MBQT1001

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Quantitative Techniques

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

Time: 3 Hours

Max Marks: 100

Q.Code: R483

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 x 10)

- Define median of a distribution. Give one example of it.
- What do you mean by coefficient of variation?
- What do you mean by probable error?
- Define correlation.
- What do you mean by basic feasible solution?
- Define slack and surplus variable.
- Give the standard form of LPP.
- What do you mean by unbalanced transportation problem and how it is balanced?
- What do you mean by decision making under uncertainty?
- What are the different queue disciplines?

Part-II

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

(6 x 8)

- a) The run scored by two batsmen in eight matches are given below

Batsman- A	27	16	39	45	101	80	40	52
Batsman-B	0	100	80	5	60	40	10	121

Who is better run scorer? Also find which of these two batsmen is consistent in scoring.

- b) Explain Scatter diagram as a measure of correlation.

- c) Ten students got the following percentage of marks in QT and Business Research (BR):

Roll No.	1	2	3	4	5	6	7	8	9	10
Marks in QT	78	36	98	25	75	82	90	62	65	39
Marks in BR	84	51	91	60	68	62	86	58	53	47

Find the Rank correlation coefficient and interpret it.

- What are regression lines? Why is it necessary to consider two lines of regression?
- Discuss the different type of Queue behavior.
- What do you mean by Markov chains? Discuss its managerial applications.

- g) A firm manufactures two types of products A and B and sells them at a profit of Rs. 2/- on type A and Rs. 3/- on type B. Each product is processed in two machines C and D. Type A requires 1 minute of processing time in machine C and 2 minutes in machine D; type B requires one minute in each machine C and D. Machine C is available for not more than 6 hour 40 minutes and machine D is available for 10 hours during any working day. Formulate the problem as linear programming problem.
- h) What do you mean by assignment problem? Give its mathematical formulation.
- i) Solve the following assignment problem using Hungarian method

	I	II	III	IV	V
A	160	130	175	190	200
B	135	120	130	160	175
C	140	110	155	170	185
D	50	50	80	80	110
E	55	35	70	80	105

- j) A TV mechanic finds that the time spent on his job has an exponential distribution with mean 30 minutes, if he repairs the set in the order in which they come in. If the arrival of the set is approximately Poisson with an average rate of 10 per eight-hour day. What is the mechanic's expected idle time each day? How many jobs are ahead of the average set just brought in?
- k) A manufacturing company keeps stock of a special product. Previous data shows the daily demand of the product as below.

Daily demand	5	10	15	20	25	30
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Simulate the demand for the next ten days. Also find the daily average demand for the product on the basis of simulated data. Use the random number- 82, 96, 18, 96, 20, 84, 56, 11, 52, 03.

- l) A newspaper boy has the following probabilities of selling the magazine.

No. of copies sold	10	11	12	13	14
Probability	0.10	0.15	0.20	0.25	0.30

Cost of a copy is Rs. 30/- and sale price is Rs. 50/-. He can't return the unsold copies; how many copies should he order to maximize his profit.

### Part-III

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

Q3

Explain the managerial applications of central tendency and dispersion. In trying to evaluate the effectiveness of the advertising campaign, a company compiled the following information.

(16)

Year	2016	2017	2018	2019	2020	2021	2022	2023
Advertising Expenditure ('000Rs.)	12	15	15	23	24	38	42	48
Sales (Lakh Rs.)	5.0	5.6	5.8	7.0	7.2	8.8	9.2	9.5

Calculate the regression equations of sales on advertising expenditure and advertising expenditure on sales. Estimate the probable sales when advertising expenditure is Rs.60,000/-, also estimate the probable advertising expenditure when sales is Rs.9,00,000/-.



- Q4** Discuss few management applications and advantages of linear programming techniques. (16)  
Solve the following linear programming problem (LPP) using Simplex method.

$$\text{Max. } Z = 3x_1 + 5x_2 + 4x_3$$

Subject to;

$$2x_1 + 3x_2 \leq 8$$

$$2x_2 + 5x_3 \leq 10$$

$$3x_1 + 2x_2 + 4x_3 \leq 15$$

$$x_1, x_2, x_3 \geq 0$$

- Q5** Give the mathematical formulation of Transportation Problem. Find the optimal solution to the following transportation problem using MODI method, the cell entries show the unit transportation cost. (16)

		To			Available			
		I	II	III				
From	A	2	7	4	5			
	B	3	3	1	8			
	C	5	4	7	7			
	D	1	6	2	14			
	Required	7	9	18				

- Q6** Discuss the dominance property of game theory. Use the principal of dominance and solve the following game. (16)

	Player-B		
Player-A	3	-2	4
	-1	4	2
	2	2	6





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Total Number of Pages: 03

Course: MBA  
Sub\_Code: MBEV1002

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Business Communication

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

Time: 3 Hours

Max Marks: 100

Q.Code: R580

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 x 10)**

- Define two-way communication process.
- Mention any two etiquette to be followed while speaking over mobile phone.
- Define Oculesics and Haptics. Give an example of each.
- Correct the following sentences: I) The manager didn't got the email. II) The number of Instagram and Facebook posts are increasing every day.
- What is VAKOG?
- What is MoM in the context of a meeting? Cite two reasons for writing MoM.
- Write any two advantages of use of social media in business communication.
- Differentiate between skimming and scanning.
- What are the disadvantages of a virtual meeting? Mention at least two.
- Give an example of emotional barrier in communication.

**Part-II**

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

**(6 x 8)**

- Illustrate the process of formal communication in an organisation. Cite appropriate examples.
- Explain Kinesics. Why should a manager understand Kinesics?
- You are a bank manager in Canara Bank. One of your customers, who has taken a home loan of Rupees Twenty lacs has defaulted on two monthly installments amounting to Rupees Forty Thousand. Write a letter to this customer informing him about the consequences of not paying the installments in time.
- What is LSRW? Why do you think a manager needs effective LSRW skills?
- Explain different types of reading faults. How can you correct them?
- What is KISS in writing? Write a routine business letter to exemplify KISS and its effectiveness.
- Explain different types of listening with appropriate examples. Mention some of the barriers to listening.

- h) How does a company maintain its Public Relations? Write a press release on any event that you witnessed during BPUT Tech Carnival 2024.
- i) What are the do's and don'ts of preparing a PowerPoint presentation? Illustrate your answer with suitable examples.
- j) The following is a mail from a subordinate to his factory manager. Do you find it appropriate? Analyse it with respect to the 7 C's of Communication.

Prakash

Quality Supervisor

HPM Ltd.

22 Jan 2025

Mr. Kautalya

Factory Manager,

HPM Ltd.

Subject: Request for Early Departure for Skill Development Sessions

Dear Mr. Kautalya,

I hope this mail finds you well. I am writing to request your approval to leave the workplace one hour early every day for a period of one month, starting from 1 Feb 2025. This exception is required to enable me to attend special skill development sessions that I have enrolled for my career growth.

These sessions are aimed at enhancing my skills and knowledge in management, which will ultimately benefit the factory's operations and productivity. The sessions are scheduled to take place from 5.00 PM to 7.00 PM every day, and I will ensure that all my tasks are completed before leaving the workplace.

I will make sure that my early departure does not impact the factory's operations or my responsibilities. I will also be available by phone if anything urgent comes up during my absence.

I would greatly appreciate it if you could approve my request. Please let me know if there are any concerns or if there's any additional information you need from me.

Thank you for considering my request.

Best regards,

Prakash

- k) How is a meeting conducted? Explain. Prepare an agenda for a special board meeting of an organisation that wants to decide on employee welfare measures, CSR activities, new product launch, and new ad campaign.
- l) Respond to the following FAQs in an interview:
- I. Why did you choose MBA as a career?
  - II. What are your strengths and weaknesses? (Hint: support your claim for strengths; steps taken to improve yourself to lessen your weaknesses)



**Part-III**

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

- Q3** What are various barriers to communication? Can you remove the barriers? How? Explain with suitable examples. (16)
- Q4** AXIS Bank has invited job applications from fresh MBA graduates. Apply for the position of Asst. Manager (Trainee) to: The HR Manager (Talent Acquisition), Axis Bank Limited, Corporate Office, Bombay Dyeing Mills Compound, Pandurang Budhkar Marg, Worli, Mumbai - 400 025 (16)
- Q5** You are working for Piaggio (Automobile manufacturer). They want you to prepare a report on the reasons for the decline in sales of autos in the past one year. Prepare and submit a report to the Managing Director of the company. (16)
- Q6** a) Your company is planning to go for a public awareness campaign on "Climate Change". It has been decided that a poster will be sent to all the schools and colleges of the state. Write a letter to be sent to the Principals of the schools and colleges informing them about your campaign. Also, design and enclose a poster for the campaign. (8x2)
- b) Which model of persuasive communication did you use? Explain.





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Total Number of Pages: 02

Course: MBA  
Sub Code: MBEV1003

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Universal Human Values, Ethics and Environment

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

Time: 3 Hours

Max Marks: 100

Q.Code: R415

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 x 10)**

- State the guidelines for value education.
- State and explain the need of self and body with suitable example.
- Define the proposal of trust. Is it for few people or for all? Justify your answer.
- What do you mean by respect as discussed in UHV proposals. State different kinds of evaluations and their outcomes with suitable examples.
- Define business ethics and explain its importance in corporate practices.
- Differentiate between ethical absolutism and ethical relativism with an example for each.
- What are two examples of unethical practices in corporate governance?
- Define the term "natural environment" and explain its significance in business.
- What are two major causes of environmental degradation?
- List two key messages of the World Business Council for Sustainable Development (WBCSD).

**Part-II**

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

**(6 x 8)**

- "A process of self-exploration, self-verification on your own right, leading to understanding in yourself" or "A process of do's & don'ts, in which you assume what is said, without verification". Which process is Naturally Acceptable to you? Explain the concept of self-exploration as a process for achieving right understanding and mutual happiness.
- Discuss the meaning of happiness, unhappiness, wealth and prosperity in context to Universal Human Values with suitable examples.
- How does understanding harmony in the family contribute to the universal human order? Explain with suitable examples in each step of the discussion.

- d) Describe the mutual fulfillment among the four orders of nature and its relevance in achieving harmony. Explain the inherent harmony in existence in contrast to "units", "space" and "submergence".
- e) Discuss the role of leadership in promoting ethical practices in an organization.
- f) Explain the importance of ethical decision-making and the steps involved in resolving ethical dilemmas.
- g) Describe Kohlberg's stages of moral development and their relevance in understanding ethical behavior in organizations.
- h) Discuss the challenges and strategies in developing and maintaining an ethical culture within a global business organization. Include examples of successful and failed attempts.
- i) Explain the concept of sustainable development and its relevance in addressing biodiversity and environmental degradation issues.
- j) Discuss the importance of greening management, including green policies and practices in corporates.
- k) What are the internal and external environmental factors affecting a business? Provide examples of each.
- l) Describe the methods of environmental scanning, focusing on ETOP and SWOT techniques.

### Part-III

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

- |    |   |      |
|----|---|------|
| Q3 | Discuss the role of education (Sanskar) in enabling the transformation of human consciousness. How does it lead to understanding harmony at all levels of existence?  | (16) |
| Q4 | Discuss the challenges and strategies in developing and maintaining an ethical culture within a global business organization. Include examples of successful and failed attempts.   | (16) |
| Q5 | Evaluate the significance of ethics in governance practices with reference to corporate scams. Highlight measures businesses can adopt to ensure transparency, accountability, and fairness in their operations.                                | (16) |
| Q6 | Analyze the issues of global warming and natural disasters as challenges for human society and businesses. What is the root cause of it. Discuss measures that can be adopted through Education-Sanskar to manage these challenges effectively. | (16) |



Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: MBEV1004

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: ENTREPRENEURSHIP & LEGAL ENVIRONMENT

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

Time: 3 Hours

Max Marks: 100

Q.Code: R587

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 x 10)**

- What is the full form of FSSAI?
- Who is a drone entrepreneur?
- What do you mean by entrepreneurial traits?
- What is undue influence?
- What does corporate veil do?
- Who are business incubators?
- What do you mean by zero defects and zero effect?
- Who has the right to discharge a contract in anticipatory breach of contract?
- What do you mean by contingent contract?
- What is the doctrine of Indoor management?

**Part-II**

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

**(6 x 8)**

- When will a contract be valid even without consideration?
- Explain three differences between void agreement and void contract.
- What do you understand by quasi contract? State its essential features.
- What are the several modes of winding up of a company?
- What are the various objectives of Start-up Odisha policy?
- All agreements are not contracts, but all contracts are agreements- Explain.
- Explain six differences between entrepreneur and manager.
- What are the advantages of family business in India?
- Mention six differences between sale and agreement to sell.
- Explain the knockout agreements under the Sales of Goods Act., 1930.
- Explain step-by-step the roadmap of revival plans for sick MSMEs.
- Entrepreneur is a key agent of economic development of a country. Justify.

**Part-III**

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

- Q3** Define contract as per the Indian Contract Act, 1872. Discuss the essential elements of a valid contract. (16)
- Q4** What do you mean by industrial sickness? Explain the symptoms and causes of industrial sickness and examine the adequacy of rehabilitation measures available for reducing such sickness in micro, small, and medium enterprises in India. (16)
- Q5** "The Memorandum of Association is the fundamental law or charter defining the objects and limiting the power of a company". Explain the various clauses of the Memorandum of Association. (16)
- Q6** What do you mean by the company meetings? Explain the various types of company meeting and the provisions to conduct a valid meeting under Indian Companies Act, 2013. (16)



Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: MBEV1005

1<sup>st</sup> Semester Regular Examination: 2024-25

SUBJECT: Management Lessons from Ancient India

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

Time: 3 Hours

Max Marks: 100

Q.Code: R591

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 x 10)

- Define Dharma & Ethics with your own word.
- The great epic Ramayana is traditionally divided into how many Kandas (books) and what are its names?
- What is the central principle of Jainism?
- How does yoga relate to mind- body connection?
- What is Guru, Shishya Parampara in Indian Knowledge system?
- Who founded Buddhism and when?
- How can the concept of dharma from the Mahabharata guide modern managers?
- Why Ram Chandra is also known as Maryada Purush?
- What are the five vows of Jainism?
- What is the Indian Knowledge System (IKS)?

Part-II

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

- What strategic alliance is formed in the Ramayana and what management lesson does it teach?
- What are the different dimensions of Indian Knowledge system, elaborate?
- What is the learning from Vedanta? Is it relevant in today context?
- What are the four approaches of motivation according to Artha shastra? Do you think they have any relevance to contemporary business community?
- Enumerate the examples of strategic alliances in Ramayana.
- Elaborate the saptanga theory of the state as discussed in Artha Shastra.
- What lessons does the Bhagavad Gita provide about decision-making in management?
- What leadership lessons can be learned from Lord Krishna's role in the Mahabharata?
- State five management principles found in the Mahabharata epic.
- What were the unique aspects of Sri Rama's leadership style?
- What were the noble truth of Buddhism?
- What is the Pancha Mahabratas of Jainism? Elaborate this as you understand.



**Part-III**

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

- Q3** What were the unique aspects of Sri Rama Leadership? Can it be applied in managing complex scenario of 21<sup>st</sup> century organization? What is your view? **(16)**
- Q4** Briefly state principle of good Governance and administration from Mahabharata. **(16)**
- Q5** According to you, Does Bhagwat Gita provide the learning for entire world? If you agree, what are the take away of Bhagwat Gita. **(16)**
- Q6** According to Jainism, which qualities should a leader possess to be successful? **(16)**