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IMBA
16IMN405

4th Semester Regular / Back Examination: 2021-22

MANAGEMENT ACCOUNTING

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code: J360

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** **Part-I** **(2 × 10)**
- Answer the following questions :**
- a) Name the two basic methods of costing.
 - b) What is Opportunity cost Explain with example?
 - c) Give three points of difference between bin card and stores ledger.
 - d) What is absorption of overhead?
 - e) What are the effects of labour turnover on cost of production?
 - f) What is Process costing and where it is applied?
 - g) What is Flexible budget?
 - h) What is CVP analysis?
 - i) Name various sources of funds.
 - j) What is Margin of safety?

- Q2** **Part-II** **(6 × 8)**
- Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)**
- a) Explain the various techniques of cost reduction.
 - b) How does cash flow statement differ from a funds flow statement?
 - c) Find out the economic ordering quantity (EOQ) from the following particulars:
Where Annual usage: Rs.1, 20,000, Cost of placing and receiving one order: Rs.60, Annual carrying cost: 10% of inventory value.
 - d) Differentiate between standard costing and budgetary control.
 - e) What is Marginal costing? Explain its features.
 - f) Draw a table showing the cash flow statement.
 - g) What is Zero base budgeting?
 - h) Distinguish between Product cost and Period cost.
 - i) Explain five objective of cost accounting.
 - j) Discuss the advantages and disadvantages of FIFO.
 - k) What are the various advantages of Standard costing?
 - l) What are the important techniques of Material control explain?

Part-III

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

- Q3** From the following particulars you are required to (a) Calculate P/V Ratio, Break-Even Point and Margin of Safety at this level. Where Sales Rs. 60,000, Variable cost Rs.30, 000, Fixed Cost Rs.15, 000. (b) Calculate the effect of 10% increase in sales price. **(16)**
- Q4** Explain in details the classification of budget according to (a) time (b) function and (flexibility). **(16)**
- Q5** The following information has been obtained from the records of Right center Corporation for the period from **January to June 30 2020**: Cost of raw materials on **January 1, 2020** Rs.30, 000, Cost of work-in-progress Rs.12, 000, Cost of finished goods Rs.60, 000. Transaction during six months are : Purchase of raw materials Rs. 4,50,000, Wages paid Rs.2,30,000, Factory Overhead Rs. 92,000, Administration overhead Rs. 30,000, Selling & distribution overheads Rs. 20,000 , Sales Rs 9,00,000. **On June 30, 2020** Cost of raw materials Rs.25, 000, Cost of work-in-progress Rs.15, 000, Cost of finished goods Rs.55, 000. Prepare Cost Sheet. **(16)**
- Q6** Discuss the comparison between Management Accounting and Cost Accounting. **(16)**

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IMBA
16IMN401

4th Semester Regular/Back Examination: 2021-22

ORGANIZATIONAL BEHAVIOUR

BRANCH: IMBA

Time: 3 Hour

Max Marks: 100

Q. Code: J159

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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) Write a short note on personality-job fit.
- b) How group norms affect the effectiveness of a group?
- c) Personality tells everything about a person. Briefly outline.
- d) Write a short note on learning organization.
- e) Does every time a change brings development?
- f) What do you mean by attribution bias in the workplace?
- g) How hygiene factors are different from motivational factors?
- h) Define Adam's equity theory of work motivation.
- i) How individual values manifested in the group values?
- j) What do you mean by selective perception?

Part-II

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

(6 × 8)

- a) Discuss the key outcomes of Hawthorne's experiment.
- b) What are the hindrances may arise relating to perception in a social setting?
- c) Discuss any two process theories of motivation.
- d) What is the need of organizational change? What are the facets of change?
- e) Discuss the key factors influencing group dynamics in an organization.
- f) Myers- Briggs type Indicator is a true personality test instrument. Comment.
- g) What is Max Webber's contribution to organizational behaviour?
- h) How content theories of motivation different from process theories?
- i) Discuss perceptual process with example.
- j) How cohesiveness and productivity related to each other?
- k) Why efficient and effective team building is a cumbersome process?
- l) Discuss Kurt Lewin's three step process of change.

Part-III

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

- Q3 Explain different models of organization behaviour and their relevance in the present competitive business environment? (16)
- Q4 Why change can be initiated and administered in an organization? Discuss the role of managerial approach for effective change management and inclusive development? (16)
- Q5 What is the Big five personality model and how correct personality identification helps workplace harmony? (16)
- Q6 Discuss the interplay between attitude and behavior. How this results in the performance of employees in the organization? (16)

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IMBA
16IMN403

4th Semester Regular / Back Examination: 2021-22

COMPANY LAW
BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : J250

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 a company.
- What is reinsurance?
- Why promissory note is called a negotiable instrument?
- Who is a holder in due course?
- What is corporate personality?
- What is a statutory corporation? Give an example.
- What is a government company? Give example
- What is certificate of incorporation? Who issues such a certificate and to whom?
- What is a memorandum of association?
- Who can be members of a company?

Part-II

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

- What are the clauses of memorandum of association of a company?
- What does an article of association of a company contain?
- Who can be the first director of a company?
- How can a director be removed from a company?
- What are the different types of meetings held in a company?
- Distinguish between ordinary resolution and special resolution.
- What is winding up of a company? Describe the provisions of compulsory winding up.
- Discuss the elements of insurance contract.
- How are the parties to a negotiable instrument discharged from liability?
- Discuss when and how a company can buy back its shares.
- Write a short note on marine insurance.
- Write the features of bill of exchange.

Part-III

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

- Q3** Discuss the salient features of a company. (16)
- Q4** How can a company be formed? (16)
- Q5** Explain the basic features of law relating to land, air and sea carriers. (16)
- Q6** Discuss the rights and liabilities of directors of a company. (16)

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4th Semester Regular / Back Examination 2021-22

MARKETING MANAGEMENT-I

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : J219

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 80:20 principle? Why is it necessary?
- Define the AIDA marketing model.
- State and explain a practical promotional technique used by a marketing firm.
- What is Marketing Myopia?
- Define B2B & B2C marketing.
- Differentiate selling from marketing.
- Explain marketing mix element & their importance?
- What is Brand Positioning?
- What is Target Market?
- What do you mean by Market Share?

Part-II

Q2

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

Write short notes on :

- i) Customer satisfaction (ii) Customer delight (iii) Customer advocacy
- Why is the prediction of consumer behaviours necessary to maintain marketing competitiveness? Discuss through different buying roles of a consumer.
- What are the different components of marketing atmospherics? Discuss few components that affect external stakeholders of a firm.
- What are the advantages of social media fan pages for promoting marketing brands? Explain through an example of your favourite brand.
- Explain consumer buying behaviour by presenting a suitable matrix. Highlight the role of consumer involvement in segregating the behaviours.
- What is the relevance of the Bottom of the Pyramid (BOP) concept? What kind of selling strategy will you use to manage this category as a marketing manager?
- Positioning a product in the right market is a USP by itself. Justify the statement by explaining the bases of differentiation while positioning.
- Describe various disadvantages of the application of technologies in marketing. Describe two innovative digital marketing strategies used by modern firms.
- How is societal marketing different from social marketing? Specify the conceptual distinctions.

- j) Illustrate how consumers' perceptions, learning, and personalities affect their purchase behaviours. (16)
- k) What are the basic differences between organizational buying behaviour and consumer buying behaviour? (16)
- l) Write Short note on: (16)
- Guerilla Marketing
 - Green Marketing

Part-III

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

- Q3 Why segmenting and targeting are prioritized before positioning a product in the market? Discuss different needs for segmenting and criteria for selecting a target market by taking a practical example of any firm. (16)
- Q4 There exist different philosophies toward the marketplace, such as the selling concept, production concept, and product concept. How are these concepts differ from one another? How are these different from the marketing concept? (16)
- Q5 Analyze and discuss the various attributes of macro & micro marketing environments that affect the business dynamics in India. (16)
- Q6 What are the different circumstantial factors that affect a consumer's decision-making? Explain the consumers' decision-making process and illustrate how you would follow the above procedure for buying a cell phone (16)

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IMBA
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4th Semester Regular / Back Examination: 2021-22
ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT
BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : J328

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 the innovation theory of entrepreneurship.
- Who are called small business entrepreneurs? Explain with examples.
- Distinguish the function between entrepreneur and a professional manager
- Define social entrepreneurship citing an example.
- How project selection phase helps to start a small scale unit?
- Point out various internal sources of finance for small scale sector.
- Suggest various distribution channel to supply products of a small scale unit.
- What are the roles of export promotion council in India.
- How cultural factors helps segmentation of products of small scale firm.
- Distinguish between short term and medium term finance.

Part-II

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

- "Entrepreneur and entrepreneurship are catalysts in the process of economic development of a country". Explain
- Discuss how an entrepreneur can create a culture supportive of change.
- Explain the factors that motivate people to go into entrepreneurship.
- How small scale enterprises contribute in the development of Indian economy?
- Discuss the need for finance in a business enterprise. What are the various sources of finance available for small scale enterprise to raise funds.
- "Partnership form of business organisations emerged because of the limitations and failures of proprietorship" Explain
- What is meant by the term working capital? Distinguish between gross working capital and net working capital
- Discuss the various types of pricing strategies followed by most of the entrepreneurial ventures.
- You are a promoter of a small scale firm, suggest various promotional campaigns to enhance sales of your product.
- Explain the various tax benefits available to small scale industries in India.
- Explain the concept of marketing mix with suitable hypothetical example
- Explain various measures taken by government to promote exports of products of small scale industries.

Part-III

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

- Q3** Discuss the relevance and limitations of innovation theory of entrepreneurship in the present context. (16)
- Q4** Critically elaborate the processes of setting up a small scale unit at your location. (16)
- Q5** Discuss in brief the role of various financial institutions in the promotion of small scale enterprises in the country. (16)
- Q6** Critically examine various export promotion measures undertaken by government for marketing and export of products of small scales firms. (16)