

Registration No.:

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN401

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Organizational Behaviour

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S061

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 scope of Organisational Behaviour?
- Differentiate between behaviour and attitude.
- What do you mean by Personality-job fit theory?
- What is the role of values in shaping behaviour?
- Define perception with an example.
- State the two-factor theory of motivation.
- What do you mean by group dynamics?
- What is the difference between groups and teams?
- Name any two approaches to managing organisational change.
- Define learning organisations in the context of OB.

Part-II

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

- Differentiate between cognitive and behaviouristic theoretical frameworks in OB.
- Explain the ABC model of attitude with an example.
- What are the Big Five dimensions of personality?
- Explain the process of perception with an example from the workplace.
- What are perceptual errors? Explain with examples.
- Explain the difference between intrinsic and extrinsic motivation.
- Explain Vroom's Expectancy theory with an example.
- What are the five stages in the model of group development?
- What is team cohesion? Why is it important?
- Describe the role of team building in enhancing team effectiveness.
- Outline Kurt Lewin's three-step model of organisational change with an example.
- Define organisational culture. Why is it essential for change implementation?

Part-III

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

(16 x 2)

- Q3** Critically examine the evolution of organisational behaviour and explain the major models of OB with examples. **(16)**
- Q4** Explain the Myers-Briggs Type Indicator (MBTI) in detail. Discuss its dimensions and personality types with examples. How can the MBTI be used in making organisational decisions? **(16)**
- Q5** Discuss the significance of group behaviour and team dynamics in organisational performance. How can effective team building be ensured? **(16)**
- Q6** Define organisational change. Explain the different approaches for managing change and discuss the challenges organisations will face. **(16)**

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Total Number of Pages: 02

Course: IMBA
Sub Code: 16IMN402

4th Semester Regular Examination: 2024-25

SUBJECT: Marketing Management-I

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S108

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 marketing environment?
- What is target marketing?
- Define all the components present in Marketing Mix.
- Explain the different levels of product?
- What do you mean by psychographic segmentation?
- What is Sales Promotion?
- Why do conflicts occur in a distribution system?
- Differentiate between Selling and Marketing.
- What are the prerequisites of successful salesmanship?
- What is the rationale behind Green Marketing?

Part-II

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

(6 x 8)

- Write a short note on: 'Evolution of Marketing in modern era'.
- Analyze and discuss the various attributes of macro & micro marketing environments that affect the business dynamics in India.
- What are the main reasons for New Product failure?
- Discuss the process of Personal Selling.
- What are the different types of advertising? Cite examples.
- A leading two-wheeler automobile manufacturer is planning to launch a sport bike in the Indian market. Explain the steps the company needs to follow to prepare the marketing strategy.
- What is Marketing Myopia? Explain in detail.
- As a marketing manager, propose and formulate STP strategy for high end microwave oven.
- Discuss the process of Marketing Information System (MIS) and its components.
- Discuss the New product Development Process in detail.

- k) Discuss the consumer decision making process with special emphasis on consumers' post purchase dissonance.
- l) Several competing philosophies such as the Selling concept, Production concept, and Product concept exist. How are these different from one another?

Part-III

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

(16 x 2)

- Q3** Elaborate the different stages of Product Life Cycle (PLC) and discuss the strategies needed in each stage by giving suitable example. **(16)**
- Q4** Discuss the scope and relevance of the concept of market segmentation. Will the scope change with the opening of Indian economy? As a marketing manager, propose and formulate STP strategy for home fitness kit targeted at women. Discuss the base for your strategy. **(16)**
- Q5** What are the objectives of 'Pricing'? Discuss the strategies and steps companies undertake to fix the final price. Also briefly mention how companies react to price changes by competitors. **(16)**
- Q6** How do changes in socio-cultural forces affect businesses? Do some industries get affected more easily than others due to changes in socio-cultural factors? Discuss the regulatory framework and its effect on multinational companies for doing business in India. **(16)**

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN403

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Company Law

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S143

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) What is a listed company?
- b) What is a one person company?
- c) Which companies are exempted of writing 'Limited' to their names?
- d) What do you mean by 'Association not for profit'?
- e) When can a company commence its business?
- f) What is a statutory company? Give two examples.
- g) What do you mean by 'ultra vires' acts by a company? Explain with example.
- h) What documents do you refer to when we say the constitution of a company?
- i) What do you mean by doctrine of indoor management?
- j) What is sweat equity?

Part-II

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

(6 x 8)

- a) Discuss the procedure involved in obtaining 'certificate of incorporation' by a company.
- b) Discuss the judicial decisions when the corporate veil can be lifted.
- c) Can a company change its name after it is incorporated? If yes, discuss its process.
- d) What are the contents of a Memorandum of Association of a company? Describe.
- e) What is a prospectus? Discuss its characteristics.
- f) Who can be a Director of a company? What are his powers?
- g) Explain the different types of Share Capital of a company.
- h) Define Resolution and mention different kinds of resolutions.
- i) What is a quorum? Discuss the rules regarding a quorum.
- j) What is a statutory meeting? Is it compulsory for all companies to convene such Meetings?
- k) What are the disqualifications of a director?
- l) Explain when a company be wound up voluntarily.

Part-III

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

(16 x 2)

- Q3** State the different modes of appointment of Directors of a public company. **(16)**
- Q4** What is an annual general meeting? What are the rules regarding notice and holding of AGM of a company? **(16)**
- Q5** What is a company? Discuss the salient features of a company. **(16)**
- Q6** Discuss the different modes of winding up a company. **(16)**

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Course: IMBA
Sub_Code: 16IMN404

4th Semester Regular/Back Examination: 2024-25
SUBJECT: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
BRANCH(S): IMBA
Time: 3 Hours
Max Marks: 100
Q.Code: S192

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 full form of FSSAI?
- Who is an intrapreneur?
- What are entrepreneurial development programmes?
- What do you understand by working capital cycle?
- Who is a drone entrepreneur?
- What is market segmentation?
- What do you mean by feasibility study?
- What is zero defect and zero effect?
- What is net working capital?
- What do you mean by startup cycle?

Part-II

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

- Explain the six differences between a manager and an entrepreneur?
- What are the various components of project cost? Explain with suitable examples.
- Explain the role of District Industries Centre in entrepreneurship development.
- What are the various skills needed to be an entrepreneur?
- Explain the six differences between an entrepreneur and a businessman.
- Explain the role of financial institutions in project financing?
- What do you mean by quality management plan in project management?
- What are the various pros and cons of entrepreneur as a career?
- What are the various techniques used in simulation of a project?
- What are various factors to be considered for selecting the location for a business?
- What are the various laws an entrepreneur should know before starting a business?
- What are the various factors affecting the growth of entrepreneurial business?

Part-III

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

(16 x 2)

- Q3** Explain the various marketing problems of micro, small, and medium enterprises in India. Explain each point in detail with suitable examples. **(16)**
- Q4** What do you mean by 'Entrepreneurship'? Explain the various types of entrepreneurs available in India. **(16)**
- Q5** What are the stages of a product life cycle? Explain each stage with suitable Indian examples. **(16)**
- Q6** What are the biggest financial challenges facing new entrepreneurs today? What is the various support available in India to overcome these obstacles? **(16)**

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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN405

4th Semester Regular/Back Examination: 2024-25

SUBJECT: Management Accounting

BRANCH: IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S218

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)

- Mention two differences between cost and management accounting.
- What are the main elements of cost?
- What is a cost sheet?
- What is absorption of overhead?
- What is contract costing?
- What is marginal costing?
- What is a flexible budget?
- Mention two advantages of budgeting.
- Define standard costing.
- Name two limitations of standard costing.

Part-II

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

(6 x 8)

- Explain the importance of management accounting in decision-making.
- What is material control? Describe two techniques of material control.
- Discuss any two methods of pricing material issues with examples.
- Write a short note on the difference between direct and indirect cost.
- Define labor turnover. Discuss two reasons for high labor turnover.
- Explain the treatment of overtime wages in cost accounting.
- What is process costing? Briefly explain its applicability.
- Write a short note on marginal costing and explain its relevance in decision making.
- Define cost control and explain its significance in manufacturing firms.
- What is zero base budgeting? How does it differ from traditional budgeting?
- Discuss the process of preparing a flexible budget.
- Explain material variance and labor variance with examples.

Part-III

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

(16 x 2)

- Q3** Discuss the various methods of pricing material issues and explain their impact on cost determination with suitable examples. **(16)**
- Q4** Explain the classification of overheads and the procedure for absorption of overheads. How are under and over absorptions treated? **(16)**
- Q5** Define budgeting and budgetary control. Discuss the advantages and limitations of using budgets in managerial planning and control. **(16)**
- Q6** Explain the significance of the Funds Flow Statement and Cash Flow Statement in financial analysis. How do these statements help stakeholders in making informed decisions? **(16)**