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Total Number of Pages: 02

Course: IMBA  
Sub\_Code: IMEV1003

2<sup>nd</sup> Semester Regular Examination: 2024-25

SUBJECT: Business Communication

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S253

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) Write the steps involved in effective writing process.
- b) What is glossophobia?
- c) Define persuasion.
- d) Distinguish between an oral and a written report.
- e) What is video conferencing? State two of its importance in business communication.
- f) Why should a meeting have an agenda?
- g) What is a GD? Is it same as a meeting?
- h) What is a manuscript?
- i) Correct these sentences: I) I have completed my course last week. II) One of my book is selected for publication.
- j) Write two guiding points to make a presentation effective.

Part-II

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

(6 x 8)

- a) Write a letter to an employee communicating bad news. What method did you adopt? Why?
- b) A persuasive message should convince your audience. Do you agree? Justify. Also prepare a persuasive poster on "Save the Planet".
- c) You are a Sales Manager of LG Electronics. You are going out of station to attend a 2-day conference. Write a memo to your subordinate delegating your tasks that need to be carried out in your absence.
- d) Explain different types of Resumes with examples.
- e) Write the dos and don'ts of a GD. Write a script for a GD on "Health is Wealth".
- f) Explain the process of preparing for a presentation. How can you make your business presentation effective?

- g) Explain the importance of including AI tools for organizational communication. Give examples.
- h) Enumerate the Netiquette one needs to follow while working in an organisation.
- i) Briefly describe as to how a meeting helps in resolving a business problem. Also, narrate the process of conducting a meeting.
- j) You have received google review from one of your customers. She has given 5 stars to you with an excellent feedback narrative. Write a letter, thanking her for the feedback.
- k) Explain the importance of note-making, drafting, editing, and proof-reading in the process of creating a written document.
- l) Why is business communication important? Give examples.

### Part-III

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

(16 x 2)

- Q3** You want to apply for a part-time internship position in WizKid Educational Services. It is a consultancy that provides online learning opportunities for students of classes 1-10. They have part-time internships in the areas of: (16)
- a) Online branding
  - b) Offline marketing
  - c) Offline accounts management
  - d) Online teaching
  - e) Online recruitment of staff
- Draft your Resume and application for any of the positions given above.
- Q4** You are the host of a virtual meeting that has all the members of your organisation. The meeting will be chaired by the Managing Director. Create an illustration to explain the way you will conduct the meeting. (Hint: Specify the agenda, the platform chosen, facilities available, invites to be sent etc...) (16)
- Q5** What is a business report? Elucidate the structure of a business report. Draft a report providing insights into the growth of your organization in the last 3 years. (16)
- Q6** Why is an interview necessary to select a candidate for a job? Answer the following FAQs of a job interview: (16)
- a) Introduce yourself
  - b) Why do you want to make a career in management?
  - c) What is your aim?
  - d) What is important for you- money or brand? Why?

Registration No.:

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Total Number of Pages: 02

Course: IMBA  
Sub\_Code: IMEV1004

2<sup>nd</sup> Semester Regular Examination: 2024-25

SUBJECT: Social Psychology

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S411

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 Psychology. Write two reasons to justify why one needs to learn organisational psychology.
- How is Gestalt psychology different from structuralism? Give an example.
- What is operant conditioning? Give an example.
- What is memory?
- What is IQ? Give one reason as to why it should be measured.
- What is Extroversion?
- Define cognition. Differentiate between cognition and emotion.
- What are the most important personality traits that you have studied?
- What is attention shift? Give an example.
- What is S-O-R in psychology?

Part-II

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

- What are the determinants of perception? Can there be errors in perception?
- How do you distinguish between social psychology and industrial psychology?
- Describe classical conditioning as a learning theory. Where is it applicable?
- Why do we forget? Explain the causes associated with it.
- "Emotions should be intelligent". Do you agree? Justify your answer expressing your view point on EI.
- Elucidate the concept of Id, Ego, and Super Ego. Do you think physical development and psychological development are inter-related? Justify.
- How does learning occur as per the Thorndike theory? Explain.

- h) Training is effective if the participants are rewarded. Do you agree? Justify your answer.
- i) Manager should administer personality tests to select right employees. What is your opinion? Illustrate.
- j) It is difficult to maintain attention because of fluctuations and distractions. Justify this statement.
- k) What is cognitive learning? Explain.
- l) How is emotion impacted by physical well-being and workplace environment? Give examples.

### Part-III

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

(16 x 2)

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|-----------|--|-------------|
| <b>Q3</b> | Learning is a process that involves modification or change in behaviour. Do you agree? Explain the statement using the theories of learning you have learnt. | <b>(16)</b> |
| <b>Q4</b> | Explain the psychoanalytical theory with examples.   | <b>(16)</b> |
| <b>Q5</b> | What are the stages of developing memory? Distinguish between LTM and STM.   | <b>(16)</b> |
| <b>Q6</b> | Illustrate the attributes of sensation. How can it be classified? Establish a link between sensation and perception.   | <b>(16)</b> |

Registration No.:

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Total Number of Pages: 03

Course: IMBA  
Sub\_Code: IMQT1002

2<sup>nd</sup> Semester Regular Examination: 2024-25

SUBJECT: Quantitative Methods-I

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S563

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)

- Give two application areas of Linear Programming in management.
- Explain the terms "decision variables" and "constraints" in LP.
- What is meant by the feasible solution in LP?
- What are the basic objectives of a transportation problem?
- What do you mean by an unbalanced transportation problem? Explain how it is solved.
- Define the Assignment Problem and give a real-life example.
- How is a maximization problem handled in the assignment model?
- Explain the role of payoff tables in decision-making.
- Distinguish between decision making under certainty and uncertainty.
- What do you understand by "Regret Criterion" in decision-making under uncertainty?

Part-II

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

- Define a Linear Programming Problem. Explain the assumptions underlying a linear programming model.
- A company produces two types of products. Each unit of product A requires 2 hours of labor and 3 units of raw material. Each unit of product B requires 4 hours of labor and 2 units of raw material. The total labor available is 100 hours and raw material is 120 units. The profit from product A is ₹ 40 and from product B is ₹ 50. Formulate this as a LPP and solve using the graphical method.
- Distinguish between feasible region, optimal solution, and unbounded solution in an LP problem.
- Give the algorithm for Vogel's Approximation Method (VAM) to find the initial basic feasible solution to the transportation problem.
- Define transportation problem and give its mathematical formulation.
- Explain the Hungarian method for solving assignment problem.

- g) Find the initial basic solution to the following transportation problem using North-West Corner Method and Least Cost Method and give your comment.

Warehouse → Factory ↓	W1	W2	W3	W4	Factory Capacity
F1	19	30	50	10	7
F2	70	30	40	60	9
F3	40	8	70	20	18
Warehouse Requirement	5	8	7	14	34

- h) A department head has four subordinates and four tasks have to be performed. Subordinates differ in their efficiency and tasks differs in their intrinsic difficulty. Time taken to do the different jobs by different person is given below. How the different jobs can be allocated to different person, so as to minimize the total man-hours?

Effectiveness Matrix		Subordinates			
		I	II	III	IV
Tasks	A	8	26	17	11
	B	13	28	4	26
	C	38	19	18	15
	D	19	26	24	10

- i) Write a note on 'Decision Making with Utilities'.  
j) Explain your understanding of "decision making under Uncertainty" with suitable example.  
k) A businessman has four alternatives, each of which can be followed by any of the four possible events. The conditional payoff in Rupees for each action-event combination are given below. Determine which alternatives shall be selected if the business man adopts (i) Maximin criterion (ii) Minimax criterion

Alternatives	Payoff conditional on events			
	P	Q	R	S
A1	8	4	14	-6
A2	-4	10	12	7
A3	14	6	0	4
A4	13	8	6	-3

- l) Discuss how decision theory can be applied in investment decision-making in a business context.

### Part-III

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

(16 x 2)

Q3

Give the general mathematical model of linear programming problem (LPP) with explanation. Solve the following LPP using Simplex method.

(16)

$$\text{Max } Z = 3x_1 + 2x_2 + 5x_3$$

Subject to;

$$x_1 + 2x_2 + x_3 \leq 430$$

$$3x_1 + 2x_3 \leq 460$$

$$x_1 + 4x_2 \leq 420$$

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

- Q4** Find the optimal solution to the following transportation problem using MODIs method with explanation to each steps. **(16)**

Warehouse → Factory ↓	W1	W2	W3	W4	Factory Capacity
F1	1	5	3	3	34
F2	3	3	1	2	15
F3	0	2	2	3	12
F4	2	7	2	4	19
Warehouse Requirement	21	25	17	17	80

- Q5** Explain your understanding of assignment problem and give its mathematical formulation. A company has four sales engineer and four sales zone, the effectiveness matrix showing the sales (in lakh rupees) that can be generated by each salesman in each zone is given below. Find the optimum assignment to maximize the sales. **(16)**

Effectiveness Matrix		Zones			
		A	B	C	D
Sales Engineer	P	140	112	98	154
	Q	90	72	63	99
	R	110	88	77	121
	S	80	64	56	88

- Q6** What do you mean by decision tree analysis? A company is going to develop a new product for the market. Following three decision alternatives are available to the management. **(16)**  
A1: Advertising on TV, where the advertising cost is Rs. 3000 per day.  
A2: Appointing salesman for marketing, where the cost Rs.1200 per day.  
A3: Conducting an exhibition, where the cost is Rs. 900 per day.  
The unit price for the product is fixed at Rs. 25/- and the cost per unit associated with the respective decision alternatives are Rs. 9/-, Rs. 5/- and Rs. 11/-. The expected demand for the product is as follows.

Demand	200	300	400	500
Probability	0.3	0.2	0.4	0.1

Use decision tree analysis to help the company in choosing the best alternatives

Registration No.:

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Total Number of Pages: 02

Course: IMBA  
Sub\_Code: IMPC1003

2<sup>nd</sup> Semester Regular Examination: 2024-25

SUBJECT: Basic Financial Accounting-II

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S295

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 rate of interest applicable on the amount of calls in arrear?
- What proportion of forfeited amount of share is transferred to capital reserve?
- How the debt-equity ratio is interpreted?
- Give example of cash flow from operating activity of an asset management company.
- What is debenture redemption reserve?
- Explain horizontal analysis of financial statements.
- How capital employed is calculated for ROCE ratio?
- Which schedule of the companies act 2013 gives the format of balance sheet?
- What is non cash item? Give examples.
- What do you mean by notes to accounts in annual report?

**Part-II**

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

- In what way a company can arrange funds for the buyback of shares?
- Describe various types of debentures.
- Calculate current assets of a company from the following information:  
Inventory turnover ratio = 4 times  
Inventory at the end is Rs. 20,000 more than the inventory in the beginning.  
Revenue from Operations Rs. 3,00,000 and gross profit ratio is 20 % of revenue from Operations. Current liabilities = Rs. 40,000, Quick ratio = 0.75 : 1
- Differentiate between equity shares and preference shares.
- What are the different types of companies as per companies' act 2013?
- What are the disadvantages of ratio analysis?
- What are the different situations of forfeiture of shares issued at premium, write journal entries?
- Explain the different type's cash flows as per cash flow statement in detail.
- Explain the precautions to be taken while interpretation of the ratios.



- j) A holds 100 shares of Rs. 10 each on which he has paid Re. 1 per share on application. B holds 200 shares of Rs. 10 each on which he has paid Re.1 on application Rs. 2 on allotment. C holds 300 shares of Rs. 10 each who has paid Re. 1 on applications, Rs. 2 on allotment and Rs. 3 on first call. They all failed to pay their arrears and second call of Rs. 4 per share as well. All the shares of A, B, and C were forfeited and subsequently reissued at Rs. 11 per share as fully Paid-up.
- k) Mention different cases of redemption of debenture with journal entries.
- l) Provide a format of calculation of cash flow from operations by using indirect method?

### Part-III

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

(16 x 2)

- Q3** Explain the importance of ratio analysis? Explain the different types of ratios in detail. (16)
- Q4** Life Machine Tools Limited issued 50,000 equity shares of Rs. 10 each at Rs. 12 per share, payable at to Rs. 5 on application (including premium), Rs. 4 on allotment and the balance on the first and final call. Applications for 70,000 shares had been received. Of the cash received, Rs. 40,000 was returned and Rs. 60,000 was applied to the amount due on allotment. All shareholders paid the call due, with the exception of one shareholder of 500 shares. These shares were forfeited and reissued as fully paid at Rs. 8 per share. Journalise the transactions. (16)
- Q5** Define a joint stock company as per companies' act 2013? Describe the statutory features of a company in detail? (16)
- Q6** How would you explain the term contingencies and events occurring after balance sheet dates? How these items are treated? Explain with example. (16)

Registration No.:

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Total Number of Pages: 02

Course: IMBA  
Sub\_Code: IMPC1004

2<sup>nd</sup> Semester Regular Examination: 2024-25

SUBJECT: Marketing Management-I

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S481

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

The figures in the right-hand margin indicate marks.

Part-I

- Q1 Answer the following questions: (2 x 10)
- a) What is meant by marketing mix?
  - b) What do you understand by 'Holistic Marketing'?
  - c) What is meant by Product Differentiation?
  - d) What is demographic segmentation?
  - e) State few objectives of pricing.
  - f) Name the five stages in consumer decision process.
  - g) What are the various means of promotions?
  - h) What do you mean by branding?
  - i) What do you understand by USP?
  - j) What is labeling?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)
- a) Explain the various marketing concepts and highlight the major differences between marketing orientation and selling orientation.
  - b) What do you understand by marketing environment? Explain various environmental scanning techniques.
  - c) What are the differences between targeting and positioning? Write in detail about positioning of any one product or service of your choice.
  - d) Discuss in detail the Process of New Product Development?
  - e) What are the repositioning strategies that a company should adopt at maturity stage of the Product?
  - f) What is meant by Price discrimination? Discuss the different types of Price Discrimination.
  - g) What is skimming and penetration pricing? Discuss the situations where skimming and penetration pricing is suitable.
  - h) What is Brand? Discuss the importance of Branding to both Buyers and sellers.
  - i) What is meant by Product line? What are the major product line decisions?

- j) What are the major factors affecting distribution decisions?
- k) What is Sales Promotion? Discuss different tools of Sales Promotion.
- l) "Marketing is managing profitable customer relationship". Justify the statement by considering nature and scope of marketing Management in Global Competition.

### Part-III

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

(16 x 2)

- |           |   |             |
|-----------|---|-------------|
| <b>Q3</b> | As a marketing manager, propose and formulate STP strategy for a Fitness Health wrist Band cum watch. Discuss the base for your strategy.   | <b>(16)</b> |
| <b>Q4</b> | Elaborate the process of setting the final price by companies. Briefly mention how companies react to price changes by competitors.   | <b>(16)</b> |
| <b>Q5</b> | 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. | <b>(16)</b> |
| <b>Q6</b> | What do you mean by 'Physical Distribution'? What are levels in Distribution Channels? Explain the determinants of Distribution Decisions.  | <b>(16)</b> |