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IMBA
16IMN203

2nd Semester Regular / Back Examination: 2022-23
SUBJECT : Quantitative Method - I
BRANCH(S): MAM
Time : 3 Hour
Max Marks : 100
Q.Code : M333
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) Why do we require slack, surplus and artificial variables in LPP?
b) What do you mean by unbalanced transportation problem? How can it be balanced?
c) Write the mathematical formulation of assignment problem.
d) Explain the Maximin criterion of decision making.
e) What are the application areas of linear programming?
f) What are the different types of Decision making environment?
g) What is the role of artificial variables in LPP?
h) In what type of situations decision trees are employed for decision making?
i) What is degeneracy in transportation problem?
j) How to convert the minimization problem into maximization problem in Simplex method?

Part-II

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

a) Use Graphical method to solve the following LP problem
Maximize $Z = 15x_1 + 10x_2$
Subject to the constraints:
$4x_1 + 6x_2 \leq 360$
$3x_1 \leq 180$
$5x_2 \leq 200$;
$x_1, x_2 \geq 0$

b) What are the essential characteristics of a linear programming model?
c) Explain MODI method.
d) Write down the steps involved in solving Assignment problem using Hungarian Method.
e) Explain two phase method
f) State the difference between the Transportation Problem and Assignment. Problem.

g) A person requires at least 10 and 12 units of chemicals A and B respectively, for his garden. A liquid product contains 5 and 2 units of A and B respectively per bottle. A dry product contains 1and 4 units of A and B respectively per box. The liquid products are sold for Rs. 30 per bottle, dry products are sold for Rs. 40 per box. How many of each should be purchased in order to minimize the cost and meet the requirements? Formulate the L.P.P.

h) Write the steps in decision making process.

i) Find the feasible solution of the following transportation problem using North West corner method.

	Warehouse				
	W1	W2	W3	W4	Supply
Factory F1	14	25	45	5	6
F2	65	25	35	55	8
F3	35	3	65	15	16
Requirement	4	7	6	13	30 (Total)

j) How to solve a maximization case of assignment problem? How to deal with prohibited assignments?

k) Define (a)feasible solution, (b) basic feasible solution (c) degenerate basic feasible solution (d) optimum basic feasible solution

l) The research department of Hindustan Ltd. has recommended to pay marketing department to launch a shampoo of three different types. The marketing types of shampoo to be launched under the following estimated pay-offs for various level of sales.

Types of shampoo	Estimated Sales (in Units)		
	15000	10000	5000
Egg shampoo	30	10	10
Clinic Shampoo	40	15	5
Deluxe Shampoo	55	20	3

What will be the marketing manager's decision if (i) Maximin and (ii) Minimax principle applied?

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

Q3 Solve using Big M method   (16)
Maximize $Z = x_1 + 2x_2 + 3x_3$,
subject to
$x_1 - x_2 + x_3 \geq 4$,
$x_1 + x_2 + 2x_3 \leq 8$,
$x_1 - x_3 \geq 2$,
$x_1, x_2, x_3, \geq 0$

Q4 A Finance Manager is considering drilling a well. In the past, only 70% of **(16)** wells drilled were successful at 20 meters depth in that area. Moreover, on finding no water at 20 meters, some persons in that area drilled it further up to 25 meters but only 20% struck water at that level. The prevailing cost of drilling is Rs. 500 per meter. The Finance Manager estimated that in case he does not get water in his own well, he will have to pay Rs. 15,000 to buy water from outside for the same period. The following decisions are considered :

(i) Do not drill any well;

(ii) Drill up to 20 meters; and

(iii) If no water is found at 20 meters, drill further up to 25 meters.

Draw an appropriate decision tree and determine the Finance manager's strategy.

Q5 Find the optimal solution of the given transportation problem using Vogel **(16)** Approximation method:

Destination

		a	b	c	d	Supply
	A	15	18	22	16	30
Source	B	15	19	20	14	40
	C	13	16	23	17	30
	Demand	20	20	35	35	100

Q6 The Processing time in hours for the jobs when allocated to different **(16)** machines is indicated below. Assign the machines for the jobs so that the total processing time is minimum.

Jobs

		I	II	III	IV	V
	A	2	9	2	7	1
	B	6	8	7	6	1
Machines	C	4	6	5	3	1
	D	4	2	7	3	1
	E	5	3	9	5	1

2nd Semester Regular/ Back Examination: 2022-23
SUBJECT: Social Psychology
BRANCH(S): MAM
Time : 3 Hour
Max Marks : 100
Q.Code : M229
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 Personality?
   b)   Define learning.
   c)   What is memory? What are the stages of memory?
   d)   Differentiate between EQ and IQ.
   e)   Distinguish between STM and LTM.
   f)   Outline the attributes of sensation.
   g)   Define Industrial Psychology.
   h)   Write two characteristics of eruption.
   i)   Enumerate the causes of forgetting.
   j)   What is MBTI?

Part-II

Q2   Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6 × 8)
      Twelve)
   a)   Explain the Gestalt Psychology as a distinct school of thought. How was it different from the old assumptions in psychological studies?
   b)   Differentiate between classical conditioning and operant conditioning.
   c)   What influences attention? Explain in the context of fluctuations and shifts.
   d)   What are the aspects of attention? Illustrate.
   e)   How does social influence impact a manager's decisions? Give examples.
   f)   Which learning theory is best suited to the L&D needs of a manager? Justify.
   g)   Explain the causes for forgetting. How can you remedy it?
   h)   "Human learning and learning of an animal are not the same." Justify your response.
   i)   Give a brief synopsis of various branches of psychology.
   j)   Outline various personality tests and enumerate their advantages.
   k)   Explain the determinants of attention with examples.
   l)   What personality traits do you look for in a worker? How will you test the traits? Explain.

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

Q3   What is motivation? Discuss three important theories of motivation.   **(16)**

Q4   Explain the psychoanalytical theory of Sigmund Freud.   **(16)**

Q5   Write short notes on: **(16)**
   a) Programmed Learning
   b) Personality traits
   c) Perception
   d) Emotions

Q6   Why is Emotional Intelligence more important for a leader? Explain with suitable examples.   **(16)**

2nd Semester Regular/ Back Examination: 2022-23
SUBJECT: English Language Communication II
BRANCH: MAM
Time : 3 Hours
Max Marks : 100
Q.Code : M141
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)   Why are business letters important today in spite of the popularity of E-mail?
   b)   "The more strikingly visual your presentation is, the better people will remember it". Explain the statement briefly.
   c)   Is it a good idea for a manager to add the departmental colleagues to his/her social networking sites? Give reasons for your answer.
   d)   What are the two most important components of a Chronological CV?
   e)   _____ presentations are planned, rehearsed, and delivered with the help of outlines on slides. (Fill in the blank.)
   f)   Why are most business letters typed in the Block format now-a-days?
   g)   How is a selection interview different from a screening interview?
   h)   What do you mean by a bad-news letter? Give an example.
   i)   Why is proper body language important in an interview?
   j)   What is an impromptu presentation?

Part-II

Q2   **Only Focused-Short Answer Type Questions- (Answer Any Eight out of   (6 × 8)
      Twelve)**
   a)   As the Manager (HR) of X Company Ltd. located in Bangalore, write a memo to be sent to all employees regarding change in work hours to be implemented next week.
   b)   List the ways in which a business presentation is different from a public speech.
   c)   Suppose you have received an offer letter to join as Executive Trainee in a reputed company. Write a letter of consent to the HR manager of the company, mentioning the date on which you plan to join.
   d)   What do you mean by the STAR method of answering Behavioral Interview questions? Explain with an example.
   e)   Mention SIX important rules of telephone etiquette.
   f)   Your friend is not good at writing business e-mails. What suggestions would you offer him/her to write better e-mails?
   g)   How can a candidate become a leader in a group discussion?
   h)   Write a brief note on "Introducing oneself and others" in a business setting.

i) Briefly explain the important aspects to be considered while planning for a business presentation.

j) What is the purpose of a stress interview question? Give an example, and suggest how a candidate should answer it.

k) Briefly describe the major components of a Business Letter.

l) Describe any THREE non-functional behavior patterns in Group Discussion.

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

Q3 "Successful presentations are understandable, memorable, and emotional". Chalk out a plan to deliver an effective presentation in the light of the above statement. **(16)**

Q4 How would you answer the following questions in a job interview? **(16)**
    (i) Introduce yourself.
    (ii) What is your greatest weakness?
    (iii) Are you a leader or a follower?
    (iv) Where do you see yourself five years from now?

Q5 What is a CV? Discuss the important points a candidate should keep in mind about the length, style, and components while preparing his/her CV. **(16)**

Q6 "Conversation is the king. Content is just something to talk about". Discuss the statement with reference to Group Discussion, giving suitable examples. **(16)**

2th Semester Regular/ Back Examination: 2022-23
SUBJECT: Basic Financial Accounting-II
BRANCH(S): MAM
Time: 3 Hour
Max Marks: 100
Q.Code : M429
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)   Explain financial shenanigans.
  b)   Write the formula of the trend analysis.
  c)   What does the debt-equity ratio higher than 2:1 indicates?
  d)   The horizontal analysis is best suitable for?
  e)   What are the major reports to be included in the annual report of the company?
  f)   What are the different types of shares as disclosed in share capital of a company?
  g)   What are the techniques of the vertical analysis of the financial statements?
  h)   What is the interpretation of a high debt service coverage ratio?
  i)   Why accounting standards are necessary?
  j)   What do you mean by convergence of accounting standards with Ind AS?

Part-II

Q2   **Only Focused-Short Answer Type Questions- (Answer Any Eight out of**   (6 × 8)
         Twelve)
  a)   What is the guideline for issue of shares at discount as per companies act 2013?
  b)   Explain the treatment of depreciation while preparing the funds-flow statement.
  c)   Give suitable examples of the financial shenanigans used in expenses.
  d)   Explain in detail various transaction that are does not involve flow of funds.
  e)   What are the guidelines of companies act 2013, regarding the reporting of divisible
       profit?
  f)   Calculate the current ratio from the following information:
       Total assets = Rs. 3,00,000
       Non-current liabilities = Rs. 80,000
       Shareholders' Funds = Rs. 2,00,000
       Non-Current Assets:
       Fixed assets = Rs. 1,60,000
       Non-current Investments = Rs. 1,00,000
  g)   Draw the format of the balance sheet as per the guideline of the Companies Act-
       2013.

h) Explain the demerits of financial shenanigans.

i) 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

j) Explain the role of SEBI to control the disclosure in financial statements of the companies.

k) Explain the provisions of Buy-back of shares as per Companies Act – 2013.

l) Explain in detail the contents of the director report as per companies act 2013.

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

Q3　Calculate the following ratio based on the given information:　(16)
(i) Gross Profit Ratio (ii) Current Ratio (iii) Acid Test Ratio (iv) Inventory Turnover Ratio (v) Fixed Assets Turnover Ratio
Gross Profit 50,000
Revenue from Operations 1,00,000
Inventory 15,000
Trade Receivables 27,500
Cash and Cash Equivalents 17,500
Current Liabilities 40,000
Land & Building 50,000
Plant & Machinery 30,000
Furniture 20,000

Q4　Explain in detail the steps available for preventing a company from the demerits of　(16)
the financial shenanigans.

Q5　Explain the terms and condition and procedure of issue of equity shares as per　(16)
companies act 2013.

Q6　Evaluate the difference of reporting of fixed asset as per Accounting standards and　(16)
as per In AS.

2nd Semester Regular / Back Examination: 2022-23
SUBJECT: Environmental Studies
BRANCH(S): MAM
Time : 3 Hour
Max Marks : 100
Q.Code : M513
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)   Name two vital causes of pollution.
 b)   What is the role of stratospheric ozone layer?
 c)   Give examples of two polluting gases.
 d)   What causes green house effect?
 e)   What is NGT?
 f)   What is sewage?
 g)   What are two toxic metals that pollute the environment?
 h)   What are the constituents of photochemical smog?
 i)   Define biochemical oxygen demand.
 j)   What are secondary pollutants? Give examples.

Part-II

Q2   **Only Focused-Short Answer Type Questions-   (Answer Any Eight out of   (6 × 8)
             Twelve)**
 a)   What is ozone depletion?
 b)   Distinguish between primary and secondary pollutants.
 c)   Discuss the mechanism of acid rain.
 d)   Describe briefly about water quality standards and parameters.
 e)   Write note on role of fossil fuels in air pollution.
 f)   Write note on nuclear hazards.
 g)   What are the consequences of marine pollution?
 h)   What are five steps you will take to save the environment?
 i)   What is the consequence of green house effect? Briefly explain the remedial measures.
 j)   Write about the statutory bodies in India to protect the environment from pollution.
 k)   Write briefly about objective of Paris Agreement and its achievements.
 l)   What are the prerequisites for disaster management of earthquake?

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

Q3 What are the main sources of air pollution? Give an account of air pollution and its control. **(16)**

Q4 Define water pollution. What are the common pollutants in water? Describe the primary treatment of water for supply of drinking water. **(16)**

Q5 Discuss about the sources, effects & control measures of noise pollution. **(16)**

Q6 Write short notes on a) Environmental Audit b) Green Industry. **(8+8)**