

Registration No :

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Total Number of Pages : 02

IMBA
16IMN403

4th Semester Regular / Back Examination: 2022-23

SUBJECT: COMPANY LAW

BRANCH(S): MAM

Time : 3 Hour

Max Marks : 100

Q.Code : M283

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 a statutory company?
- What do you mean by holding company?
- Define a government company.
- What is a body corporate?
- Is a company a citizen? Justify your answer.
- What is a Memorandum of Association?
- What do you mean by Minimum Subscription?
- What is doctrine of ultra vires?
- Can insolvents be the directors of a company?
- What is a contract of reinsurance?

Part-II

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

- What are the privileges of a private company?
- Discuss the contents of a Memorandum of Association.
- Explain the doctrine of indoor management and its exceptions.
- Mention the different types of share capital.
- Define resolution and mention the different kinds of resolution.
- What is the meaning of a quorum? Discuss the provisions.
- What do you mean by doctrine of subrogation? Discuss in relation to fire and marine insurance.
- Discuss different types of policies under life insurance.
- Who is a common carrier? How is it different from private carrier?
- A tiger was entrusted by A to a railway for carriage. The carriage broke by the jolts received during journey and the tiger escaped. It killed a bullock belonging to B but was almost immediately crushed by the engine. Discuss the liability of the railway to A and B.
- Define a bill of lading. Is it different from charter party? How?
- How far a carrier is liable for death or bodily injury to a passenger and for loss of or damage to goods?

Part-III

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

- Q3 Discuss the essential elements of a company. (16)
- Q4 Describe the fundamental elements of insurance. (16)
- Q5 Discuss the provisions of company law with regard to voluntary winding up of a company (16)
- Q6 How is a company formed under the companies Act, 2013? Enumerate the various documents to be filed with the Registrar. (16)

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Course: IMBA
Sub Code: 16IMN402

4th Semester Regular / Back Examination: 2022-23

SUBJECT: Marketing Management-I

BRANCH(S): MAM

Time: 3 Hour

Max Marks: 100

Q. Code: M197

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)

- Define Guerrilla marketing.
- What is Perception?
- What do you mean by the term Viral marketing?
- Define Consumerism.
- What do you mean by USP?
- What do you mean by Relationship marketing?
- What is difference between social and societal marketing?
- What are the 7Ps of marketing?
- State the difference between needs and want.
- Differentiate between a consumer and a customer.

Part-II

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

- Define Market Segmentation. What are the different bases for segmenting a Market?
- "The present-day market is consumer oriented" Explain with the help of an Indian example.
- What is positioning? Explain various product differentiation strategies that can be used for positioning.
- What do you mean by consumer behavior? Why it is important for marketers to study consumer behavior?
- Define marketing concept. How it is different from production concept and product concept?
- Write short notes on:
 - Marketing Myopia
 - Relationship Marketing
- What are the macro and micro environmental factors that influencing the marketing environment of a firm?

- h) What is the 80:20 principle in marketing? How does the 80:20 rule work?
- i) Compare between organizational buying behavior and consumer buying behavior.
- j) Describe McGregor's theory X and Y and the situations in which they can be applied.
- k) What are the criteria for selection of a target market?
- l) You are planning to buy a new washing machine for family purposes. Describe the decision-making process involved in making the purchase of the washing machine. Discuss the critical factors that would influence this purchase-behavior process.

Part-III

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

- Q3 a) As a marketing manager, propose and formulate an STP strategy for a newly launched EV scooter. Discuss the bases for your strategy. (8x2)
- b) How does the study of personality help in understanding consumer behavior?
- Q4 a) What are the bases for market segmentation of consumer goods and industrial goods? (8x2)
- b) What do you mean by Value Proposition? How it is different from USP?
- Q5 a) What are the strategies adopted by the marketers to reach the Bottom of the pyramid? (8x2)
- b) State the characteristics of the Bottom of the Pyramid concept in relation to marketing.
- Q6 a) Discuss the various factors affecting marketing mix. (8x2)
- b) Discuss how the marketing mix strategy would vary between different stages of PLC.

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Course: IMBA
Sub Code: 16IMN404

4th Semester Regular / Back Examination: 2022-23
SUBJECT: Entrepreneurship & Small Business Management
BRANCH(S): MAM
Time : 3 Hour
Max Marks : 100
Q.Code : M395

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)

- Differentiate between an entrepreneur and a manager.
- Why we say an entrepreneur is a problem solver?
- Define an induced entrepreneur with an example.
- According to Schumpeter what type of innovations are expected from an entrepreneur.
- Define a small scale industry. Give two reasons for the promotion of small scale industry in India.
- What is a ancillary industry? How it supports a large scale industry?
- Mention some tax benefits and incentives that government provides to small scale industry.
- Define short term finance. Mention two sources.
- Explain the growth stage of a product life cycle.
- What is a letter of credit? Why it is used?

Part-II

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

- Describe the various factors influencing the price of a product.
- Discuss the various problems of marketing of small scale industry products in India.
- What is meant by intrapreneur? How will you distinguish intrapreneur from entrepreneur?
- "Entrepreneurship does not emerge spontaneously" Discuss.
- "Partnership form of business organization emerged essentially because of the limitations and failures of proprietorship". Discuss.
- What are the main functions of SIDBI? Discuss the various types of assistance the SIDBI provides to small enterprises.
- Define market segmentation. What criteria are used for segmenting a market?

- h) Explain the major channels of distribution used in marketing products of small scale units.
- i) Discuss the main export incentives available in India. What documents are needed to claim them?
- j) What is meant by term working capital? Distinguish between gross working capital and net working capital.
- k) Explain the various advantages and disadvantages of company form of ownership.
- l) Explain skimming and penetration pricing. What objectives a firm keeps in mind while using each of these pricing policies.

Part-III

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

- Q3 Describe the economic factors responsible for the development of entrepreneurial process in India. (16)
- Q4 Explain the various sources for raising short term and long term loans for a small scale enterprise. (16)
- Q5 What were the major weaknesses of the earlier credit system? Explain the major recommendations of Tandon Committee report towards the credit norms. (16)
- Q6 Discuss the various elements of marketing mix. What marketing mix decisions will you take in different stages of product life cycle? (16)

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Course: IMBA
Sub Code: 16IMN401

4th Semester Regular/Back Examination: 2022-23

SUBJECT: Organizational Behaviour

BRANCH(S): MAM

Time : 3 Hour

Max Marks :100

Q. Code : M113

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 a short note on attitudinal change.
- b) Write a short note on person - job fit.
- c) How individual values manifested in the group values?
- d) How values needed at workplace?
- e) What is a culture iceberg?
- f) What do you mean by attribution?
- g) Define organizational behavior.
- h) How group behaviour is reflected?
- i) What is big five personality model?
- j) What are the symptoms of a learning organization?

Part-II

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

- a) What are the features and outcomes of group dynamics?
- b) How does job attitude manifested in the performance of employees?
- c) What are the perceptual errors? Discuss on selective perception.
- d) How does emotional intelligence improve workplace harmony?
- e) Explain the relationship between attitude and behavior.
- f) What are the salient features of contemporary leadership styles?
- g) Discuss perceptual process with example.
- h) What are different types of groups and their norms?
- i) Discuss Kurt Lewin's three step process of change.
- j) Why achieving team effectiveness is so challenging?
- k) Organizational behaviour has certain limitations too. Comment.
- l) What is the use of MBTI? Discuss how to perform a personality test in organization.

Part-III

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

- Q3** Explain the process of group development. Discuss different types of functional and cross functional teams in the organization. (16)
- Q4** What are the approaches to managing organizational change? What are the prerequisites for successful change? (16)
- Q5** Discuss different theories of motivation. How the content theories differ from process theories? (16)
- Q6** Elucidate cognitive and behavioristic theoretical framework of organizational behaviour. Discuss different models of OB. (16)

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Course: IMBA
Sub_Code: 16IMN405

4th Semester Regular/Back Examination: 2022-23

SUBJECT : Management Accounting

BRANCH(S): MAM

Time : 3 Hour

Max Marks : 100

Q.Code: M461

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 Zero Based Budgeting?
- What is Sunk cost explain with example?
- Give three points of difference between bin card and stores ledger.
- What is Material cost variance?
- What are the effects of labour turnover on cost of production?
- What is Batching costing and where it is applied?
- What is Fixed budget?
- What are the various elements of cost?
- Name various sources of inflow of cash.
- What are funds from operation?

Part-II

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

- Explain the various limitations of cash flow analysis.
- How does standard costing differ from a budgetary control?
- Find out the economic ordering quantity (EOQ) from the following particulars:
Where Annual usage: Rs.2,20,000, Cost of placing and receiving one order: Rs.80,
Annual carrying cost: 10% of inventory value.
- What are the various methods of pricing of material issue? Explain briefly.
- What is Process costing? Explain its features.
- Draw a table showing the funds flow statement.
- Explain budget, budgeting, and budgetary control.
- Distinguish between cost center and Profit center.
- Explain five objective of cost accounting.
- Discuss the advantages and disadvantages of LIFO.
- What are the various system of wage payments? Explain.
- 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. 80,000, Variable cost Rs. 40,000, Fixed Cost Rs. 20,000. (b) Calculate the effect of 10% increase in sales price. (16)
- Q4 Explain in details the various classification of overhead with suitable examples. (16)
- Q5 The following information has been obtained from the records of Hero center Corporation for the period from **January 1 to June 30 2021**: Cost of raw materials on **January 1, 2021** Rs. 1,30,000, 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, 2021** 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 From the following information calculate the labour turnover rate and labour flux rate: where number of workers at the beginning of the year --- 3,800 and number of workers at the end of the year----- 4,200. During the year 40 workers leave while 160 workers are discharged. 600 workers are required during the year, of these 150 workers are recruited because of leavers and the rest are engaged in accordance with an expansion scheme. (16)