

FACULTY OF BUSINESS MANAGEMENT

M.B.A I SEMESTER (CBCS R-21NEW & R-16 OLD ) EXAMINATION, FEB/MAR 2024  
MANAGEMENT AND ORGANIZATION THEORY (OLD & NEW)

PAPER - I

TIME: 3 HRS]

[MAX. MARKS: 80

SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING

- |   |   |                                  |   |                                   |
|---|---|----------------------------------|---|-----------------------------------|
| 1 | A | Features of Formal organizations | E | Line Management                   |
|   | B | Management as an Art             | F | Types of conflicts                |
|   | C | Short term Plans                 | G | Direction                         |
|   | D | Write a short notes on Power     | H | Requisites of good control system |

SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS

- 2 A Given a scenario where a manufacturing company is facing productivity challenges and inefficiencies on the production line, propose how principles of scientific management can be applied to improve workflow and enhance overall productivity

OR

- B Explain the importance of planning in the management process and how it serves as a foundation for organizational success.
- 3 A In the context of medium-sized software development company aiming to enhance project outcomes and employee performance, describe how the Management by Objectives (MBO) concept can be implemented.

OR

- B Discuss various decision making models
- 4 A Consider a situation in a healthcare organization where patient care is a top priority. Discuss various dimensions of responsibility in healthcare, emphasizing how individual roles and responsibilities contribute to patient safety and quality care

OR

- B Explore the common barriers that leaders might face when attempting to delegate tasks within a team.
- 5 A Explore the fundamental principles of Maslow's Hierarchy of Needs as a motivational theory.

OR

- B In a complex project environment, discuss the role of coordination in ensuring seamless collaboration among team members.
- 6 A Discuss the challenges of present day management

OR

- B Consider a multinational corporation with offices across different continents. Explore the role of technology in facilitating communication within such organizations.

7 SECTION – C :: CASE STUDY (15 MARKS)

Imagine a mid-sized software development company, Innovate Tech Solutions, faced with a critical decision on selecting a project management methodology for an upcoming high-stakes client project. The project involves developing a cutting-edge software solution with a tight deadline and a complex set of requirements. The management team recognizes the significance of making an informed and unanimous decision on the project management methodology to ensure project success, client satisfaction, and team efficiency.

Questions:

1. How can the management team utilize group decision-making for a well-informed choice of project management methodology in a high-stakes, complex client project? Discuss the benefits and challenges associated with this approach.
2. What mechanisms can be put in place to ensure accountability and commitment from each team member once the decision is made?
3. Discuss the role of follow-up communication and continuous feedback in reinforcing the group's decision and maintaining alignment throughout the project

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For students admitted during 2021-22, 2022-23, 2023-24

MBA/MAR24/I-B(N)

FACULTY OF BUSINESS MANAGEMENT

M.B.A I SEMESTER (CBCS R-21 NEW) EXAMINATION (Reg & Bklg.), FEB 2024

BUSINESS ENVIRONMENT (NEW)

TIME: 3 HRS]

[MAX. MARKS: 80

**SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- 1 A Business Environment
- B ILO
- C Culture and Business Ethics
- D Strategic choices
- E International Marketing Strategy
- F Privatization
- G Corporate Governance
- H Organization of international business

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

- 2 A What is Environmental Scanning? Explain its process.  
**OR**  
B Discuss the Characteristics and Significance of business environment.
- 3 A Elucidate the role of Fiscal and Monetary Policy .  
**OR**  
B Write a note on Regional Trading Arrangement.
- 4 A Discuss about the nature and strategies of Social Responsibility of Business.  
**OR**  
B What is Physical Environment? Explain its impact on business.
- 5 A Discuss the key considerations in selecting an entry strategy for a company planning to enter a new and unfamiliar market  
**OR**  
B Explain : i. Strategic Alliances  
ii. Mapping competitiveness shifts
- 6 A What is Competitive Advantage ? Explain **Porter's** model of competitive advantage.  
**OR**  
B Define the term Strategy and discuss about International HR management strategy.

7 **SECTION – C :: CASE STUDY (15 MARKS)**

Post demonetization in a further push to cashless economy, the Central cabinet has recently approved the ordinance for paying wages via electronic means. Accordingly, the government approved to Amended Section 6 of the Payment of Wages Act 1936, to allow employers of certain industries to make payment through the electronics modes and cheques. The new ordinance will be applicable to the public sector.

**Analyse the case and answer the Questions:**

- a. Identify the various dimensions of business environment which relate to the above mentioned case.
- b. Explain the possible challenges in working of banks.
- c. What would be the strategies to overcome these challenges?

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A I SEMESTER (CBCS R-16 OLD) EXAMINATION, FEB 2024**  
**BUSINESS ENVIRONMENT(OLD)**

TIME: 3 HRS]

[MAX. MARKS: 80

**SECTION-A (5 X 3 =15Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- 1 A Significance of Business environment in the corporate world.
- B common objectives privatization,
- C Distinguish FDI from other forms of international investment.
- D Define industry analysis and explain its significance for businesses.
- E Explain the role of the legislature in a political system.
- F How does the business environment impact the decision-making process of organizations?
- G How can Porter's Five Forces framework be applied in industry analysis?
- H Define organizational culture and its role in shaping business ethics.

**SECTION-B(5 X 10=50Marks) ANSWER ALL QUESTIONS**

- 2 A Discuss the role of the business environment in shaping strategic planning and decision-making within organizations.

OR

- B Analyze the challenges organizations may face in implementing environmental scanning practices and propose strategies to overcome these challenges.

- 3 A Discuss the benefits and drawbacks of globalization on national economies,

OR

- B Summarise the factors that organizations consider when deciding whether to outsource a business process or keep it in-house.

- 4 A Examine the impact of the COVID-19 pandemic on the business environment and discuss strategies that organizations adopted to navigate the crisis.

OR

- B Describe the role of technology in transforming organized retailing, focusing on e-commerce and omnichannel strategies.

- 5 A "Corporate Social Responsibility (CSR) has become a critical aspect of contemporary business practices." Discuss

OR

- B How can businesses adopt ecologically responsible practices? Explain

- 6 A How are the key features of modern technology transforming industries and daily life? Elaborate

OR

- B What is the current status of technology in India, and how is it influencing economic development, innovation, and societal dynamics within the country?

**7 CASE STUDY : SECTION –C (15 MARKS)**

TradeEx Electronics, a well-established electronics manufacturer, has been a dominant player in the domestic market for decades. However, in recent years, the company has experienced a decline in market share and profitability. This decline can be attributed to the entrance of international electronics giants with advanced technologies and innovative products, as well as the shift in consumer preferences towards global brands. Recognizing the need for a strategic shift, TradeEx Electronics is now contemplating a global orientation strategy. This involves not only expanding its market presence internationally but also adopting global best practices, diversifying product offerings, and embracing cutting-edge technologies to meet the evolving demands of consumers.

**Questions:**

1. What are the key advantages of having a global orientation, and how can they contribute to survival and growth in the domestic market?
2. How do shifting consumer preferences influence the need for a global orientation in product development and marketing
3. What steps should TradeEX Electronics take to transition from a domestic focus to a global orientation successfully?

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## FACULTY OF BUSINESS MANAGEMENT

M.B.A. I SEMESTER (CBCS R-21 &amp; R-16) EXAMINATIONS FEB/MAR 2024

ACCOUNTING FOR MANAGERS (OLD&amp;NEW) PAPER-IV

Time: 3 Hours]

[Max. Marks. 80

## SECTION-A(5X3=15 Marks)

1. Answer any five of the following

- |                        |                        |
|------------------------|------------------------|
| a) Accounting cycle    | b) Journal             |
| c) Inventory           | d) Depreciation        |
| e) Capital Expenditure | f) Financial Reporting |
| g) Financial statement | h) Current ratio       |

## SECTION-B (5 x 10=50 Marks) Answer all the questions

2. a) What do you mean by 'Accounting for Merchandising transactions'? Discuss along with the features.

OR

- (b). Brief about basic accounting concepts and conventions.

- 3.(a) What is Inventory? Write about inventory valuation methods.

OR

- (b). From the following transactions, prepare a store ledger account using FIFO method—

1-1-2023	Opening stock			1,000 units @ Rs. 10 each
6-2-2023	Purchased	GRN	574	800 units @ Rs. 12 each
9-2-2023	Issued	SR	251	600 units
13-2-2023	Purchased	GRN	578	1,600 units @ Rs. 12 each
26-2-2023	Issued	SR	258	1,000 units
28-2-2023	Issued	SR	262	600 units
31-2-2023	Issued	SR	269	800 units

- 4.(a) What is Depreciation? Explain various methods of Depreciation.

OR

- (b) AKS limited purchased a Machinery for 5,00,000 rupees on 1 Jan 2018 and spent 10,000 on its installation. The machinery is sold for 2,00,000 rupees on 31 December 2022. You are required to show the depreciation account for the period of 4 years assuming 10% rate of depreciation using diminishing balance method of depreciation.

- 5.(a) Discuss about provision of Indian Companies act regarding preparation and presentation of Financial statements.

OR

- b) The following Trial Balance is extracted from the books of GRS. Ltd on March 2022. You are required to prepare Trading and profit and loss account, Balance sheet as on that date.

## Trial Balance of GRS. On March 31, 2022.

Particulars	Debit	Credit
Salaries	35,000	
General Expenses	7,000	
Tax & Insurance	8,000	
Sundry Debtors	25,000	
Stock	46,000	
Purchases	60,000	
Wages	4,000	
Sales		1,50,000

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Bank overdraft		17,000
Commission		3,500
Advertising	9,000	
Interest	2,000	
Furniture	60,000	
Building	60,000	
Motor Vehicles	80,000	
Capital		1,25,000
Bad debt	2,000	
Provision for Doubtful debts		2,500
Loan		60,000
Creditors		40,000
	<b>3,98,000</b>	<b>3,98,000</b>

**Adjustments:**

1. Closing stock on hand was estimated to be 40,000/-
2. Depreciate Building @ 6% and Motor vehicle @ 10%
3. 1,500 rupees is due for interest on loan
4. Write off further 1,000/- as bad debts and provision for bad debts is to be made equal to 6% on debtors.

6. (a) What is financial statement analysis? Explain the significance and problems.

OR

(b) The Balance Sheet of Punjab Auto Limited as on 31-12-2002 was as follows:

Particulars	Rs.	Particulars	Rs.
Equity Share Capital	40,000	Plant and Machinery	24,000
Capital Reserve	8,000	Land and Buildings	40,000
8% Loan on Mortgage	32,000	Furniture & Fixtures	16,000
Creditors	16,000	Stock	12,000
Bank overdraft	4,000	Debtors	12,000
Taxation:		Investments (Short-term)	4000
Current	4,000		
Future	4,000		
Profit and Loss A/c	12,000	Cash in hand	12000
	<b>1,20,000</b>		<b>1,20,000</b>

From the above, compute (a) the Current Ratio, (b) Quick Ratio, (c) Debt-Equity Ratio, and (d) Proprietary Ratio.

**7. SECTION-C -CASE STUDY (15 Marks)**

The following information is given about M/S S.P Ltd. for the year ending December 31<sup>st</sup> 2022

- |                                     |  |
|-------------------------------------|--|
| a) Stock turnover ratio 6 times     | b) Gross profit ratio 20%                                |
| c) Sales for the year 2022 3,00,000 | d) Closing stock is 10,000/- more than the opening stock |
| e) Opening creditors 20,000/-       | f) Closing creditors 30,000/-                            |
| g) Debtors at the end 60,000/-      | h) Net working capital 50,000                            |

**You are required to find out:**

- |                            |                              |                                     |
|----------------------------|------------------------------|-------------------------------------|
| (i) Average stock          | ii) Purchases                | iii) Creditors turnover ratio       |
| iv) Average payment period | v) Average collection period | vi) Working capital turnover ratio. |

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A I SEMESTER (CBCS R21 &R16) EXAMINATION, FEB/MAR 2024**  
**STATISTICS FOR MANAGEMENT(NEW &OLD)**

TIME:3 HRS]

[MAX.MARKS:80

**SECTION-A (5 X 3 =15Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- 1 A Types of regression analysis? E Assumptions of ANOVA?  
 B Features of binomial distribution? F Benefits of Run tests?  
 C What is Z test in statistics? G Properties of Regression Coefficients?  
 D use the Mann-Whitney U test? H Axiomatic Probability?

**SECTION-B(5 X 10=50Marks) ANSWER ALL QUESTIONS**

- 2 A 'Statistics plays an important role in managerial decision-making.' Explain briefly?

OR

- B From the following data, compute the rank correlation:

X	82	68	75	61	68	73	85	68
Y	81	71	71	68	62	69	80	70

- 3 A What is Bayes theorem? Explain the application of Bayes theorem in statistics?

OR

- B The mean number of errors due to a particular bug occurring in a minute is 0.0001.

(i) What is the probability that no error will occur in 20 minutes?

(ii) How long would the program need to run to ensure that there will be a 99.95% chance that an error will show up to highlight this bug?

- 4 A Memory capacity of 9 students was tested before and after training. State at 5 per cent level of significance whether the training was effective from the following scores:

Student	1	2	3	4	5	6	7	8	9
Before	10	15	9	3	7	12	16	17	4
After	12	17	8	5	6	11	18	20	3

Use Paired *t*-test for Your Answer (Table Value = 1.860)

OR

- B What is Hypothesis Testing? Explain the types and steps in hypotheses testing?

- 5 A The scores of a written examination of 24 students who were trained by using three different methods are given below:

VideoCassette	A	74	88	82	93	55	70	65	92
AudioCassette	B	78	80	65	57	89	85	78	70
Classroom	C	68	83	50	91	84	77	94	84

Use Kruskal-Wallis test at a 5% level of significance, whether the three methods of training are yield the same results? (Table Value = 5.991)

OR

- B Explain the types of Non parametric tests? and discuss the reasons to use non parametric tests?

- 6 A What is ANOVA? Explain the ANOVA assumptions and applications in real life?

OR

- B Three types of fertilizers are used on three groups of plants for 5 weeks. We want to check if there is a difference in the mean growth of each group. Using the data given below apply a one way ANOVA test at 0.05 significant level. (Table value
- $F_{(2,15)} = 3.682$
- )

Fertilizer A	6	8	4	5	3	4
Fertilizer B	8	12	9	11	6	8
Fertilizer C	13	9	11	8	7	12

**7 CASE STUDY: SECTION –C (15 MARKS)**

An experiment was conducted to test the efficacy of chloromycetin in checking typhoid. In a certain hospital chloromycetin was given to 285 out of the 392 patients suffering from typhoid. The number of typhoid cases were as follows:

	Typhoid	No Typhoid
Chloromycetin	35	250
No chloromycetin	50	57

With the help of  $\chi^2$ , test the effectiveness of chloromycetin in checking typhoid.(The  $\chi^2$  value at 5 percent level of significance for one degree of freedom is 3.841).

TIME: 3 HRS]

[MAX. MARKS: 80

**SECTION- A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- |   |   |                       |   |                                 |
|---|---|-----------------------|---|---------------------------------|
| 1 | A | Share holder          | E | Free consent                    |
|   | B | Article               | F | Fast track Corporate Insolvency |
|   | C | Discharge of Contract | G | Patents                         |
|   | D | Adjudication          | H | Arbitration                     |

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

- 2 A In the context of a growing start-up seeking to raise capital for expansion, discuss the significance of share capital and its role in financing business activities

**OR**

- B Within a corporate environment, analyze the distinctive features and purposes of various types of meetings.

- 3 A What specific legal measures and precautions should the involved parties prioritize to ascertain the legality of both the object and consideration in a particular real estate scenario?"

**OR**

- B Examine the available remedies when a contract faces a breach. Discuss with real-world examples

- 4 A Amidst the financial distress of a struggling company initiating the Corporate Insolvency Resolution Process (CIRP) under Sections 6-32, Examine the dynamic relationship between Insolvency Professionals and Valuators.

**OR**

- B Explain the Voluntary Liquidation process of Corporates (Sec 58-60)

- 5 A Consider a scenario where a region is renowned for a specific agricultural product. Discuss the process and benefits of obtaining geographical indicator status for this product.

**OR**

- B Brief about Cyber Crimes and Data Protection Rights.

- 6 A Discuss the role and significance of arbitration agreements in commercial contracts

**OR**

- B Explore the impact of the UNCITRAL Model Law on domestic arbitration laws.

7 **SECTION – C :: CASE STUDY (15 MARKS)**

A dynamic technology start-up, GeniusTech Solutions, has recently developed a groundbreaking software application with the potential to revolutionize the industry. As the company prepares for the product launch, concerns about safeguarding intellectual property rights arise. GeniusTech Solutions faces the challenge of protecting its innovative software from potential infringement and ensuring that the company retains a competitive edge in the market. The leadership team is considering various strategies to secure and leverage their intellectual property rights effectively.

*Analyse the above case and answer the questions given below:*

1. As GeniusTech Solutions navigates the competitive landscape, discuss the importance of intellectual property rights in protecting the newly developed software
2. Consider a scenario where GeniusTech Solutions enters into collaborations with external partners for product enhancement. Discuss the challenges and considerations related to intellectual property rights in collaborative efforts

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**FACULTY OF BUSINESS MANAGEMENT**  
**M.B.A I SEMESTER (CBCS R-16 OLD) EXAMINATIONS FEB/MAR 2024**  
**CREATIVITY AND INNOVATION (OLD)**  
**PAPER - V**

TIME: 3 HRS]

[MAX. MARKS: 80

**SECTION - A (5 X 3 = 15 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- 1 A How does creativity play a role in problem-solving and innovation?
- B Can external rewards enhance or hinder creativity? Explain with examples.
- C In what ways can the adult environment influence an individual's creative pursuits and mindset?
- D How does the management of operations contribute to creating an environment conducive to creativity.
- E Why is fostering a creative society considered crucial for the progress of communities and nations?
- F Differentiate between convergent and divergent thinking.
- G What are some common environmental stimulants that can enhance creativity for adults?
- H Why do contemporary societies need to prioritize and promote creativity?

**SECTION – B (5 X 10 = 50 Marks) ANSWER ALL QUESTIONS**

- 2 A Explain the role of creativity in adapting to challenges and driving progress.  

**OR**

B Elaborate on the significance of leaders possessing creativity intelligence in organizational leadership. How can leaders leverage creativity intelligence to drive innovation?
- 3 A In the context of educational systems, delve into strategies for educators to motivate students and inspire creativity.  

**OR**

B Discuss the role of stress and burnout as potential blocks to creativity in the adult workplace.
- 4 A Explore the role of training and development programs in nurturing creativity within organizations.  

**OR**

B Discuss the techniques of creative problem solving.
- 5 A Explain various Issues and Approaches to the Design of Creative Organisations.  

**OR**

B Discuss the significance of infrastructure and resources in the model of a creative society.
- 6 A How do managing technological innovations contribute to long-term sustainability in a fast-changing tech environment? Explain  

**OR**

B How do individuals emerge as agents of innovation, and what attributes distinguish them in a dynamic environment? Discuss

**7 SECTION – C :: CASE STUDY (15 MARKS)**

In a rapidly evolving business landscape where innovation is a key driver of success, a mid-sized technology company, TechSynergy, finds itself at a critical juncture. The leadership recognizes the need to foster a culture of creativity and innovation to stay competitive in the market. However, traditional management practices and a risk-averse mindset have hindered the unleashing of the full creative potential within the organization. The company is now considering implementing creative management practices to stimulate innovation.

*Analyse the above case and answer the questions mentioned below:*

1. How can the leadership of TechSynergy effectively communicate the importance of embracing creative management practices to the employees?
2. What strategies and communication channels can be employed to build enthusiasm and support for this cultural shift?
3. If you were given the task to develop creative management practices, what would you suggest?

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## FACULTY OF BUSINESS MANAGEMENT

M.BA I SEM(CBCS R-21 &amp; R-16) EXAMINATION(NEW &amp; OLD) , MAR 2024

INFORMATION TECHNOLOGY FOR MANAGERS (NEW &amp; OLD)

TIME: 3 HRS]

[MAX. MARKS: 60

**SECTION - A (5 X 2 = 10 Marks) ANSWER ANY FIVE OF THE FOLLOWING**

- 1 A Define IT governance and explain its role in effective IT planning.
- B Briefly discuss the significance of hyperlinks in the context of the World Wide Web.
- C What is indexing, and how does it enhance database performance?
- D State the purpose of styles in MS Word, and how can they enhance document formatting?
- E How can animation effects enhance the delivery of a presentation?
- F What are the key challenges faced by managers in aligning IT strategy with overall business goals?
- G Explain the concept of a firewall and its role in network security.
- H Define "What-If Analysis" in the context of MS Excel.

**SECTION – B (5 X 8 = 40 Marks) ANSWER ALL QUESTIONS**

- 2 A Explore the role of computers in Management
 

**OR**

 B Discuss the importance of data-driven decision-making and how it can be implemented in organizations.
- 3 A Compare and contrast the characteristics of bus and ring network topologies, highlighting their suitability for different types of organizations.
 

**OR**

 B Discuss the factors influencing the growth of e-commerce and their impact on traditional brick-and-mortar businesses.
- 4 A Discuss the key components of a Database Management System and their roles in ensuring data integrity and security
 

**OR**

 B Explore Key concepts in Data Warehouse and write different applications of it
- 5 A Evaluate the advantages and potential challenges of using mail merge for personalized communication in a business setting.
 

**OR**

 B Discuss the various types of charts available in MS Excel and when to use each for effective data representation.
- 6 A Discuss strategies for effectively organizing multimedia files within a PowerPoint presentation, considering file size and compatibility.
 

**OR**

 B Explore the steps involved in creating a basic report in MS Access, including the selection of data sources and formatting options.

**7 SECTION – C :: CASE STUDY (10 MARKS)**

WinTech Corporation, a leading manufacturing company, is undergoing a major digital transformation to stay competitive in the rapidly evolving market. The leadership has recognized the need to leverage Information Technology (IT) to optimize operations, enhance customer experiences, and streamline decision-making processes. The company has invested in various IT solutions, including cloud computing, data analytics, and IoT (Internet of Things) devices. However, the journey towards digital transformation presents several challenges and opportunities for the organization

*Analyse the above case and answer the following questions:*

1. How can the leadership at WinTech Corporation effectively manage the resistance to change among employees during this digital transformation?
2. What measures should be implemented to address potential data security and privacy concerns?

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