**(2½ Hours)** **(Total Marks : 75)**

**NOTE: All questions are compulsory subject to Internal choice.**
**Each question carry equal Marks.**

**Q1. (A) Fill in the blanks. (Any 8)** **(8Marks)**

1. _____method aims at developing the trainee in the areas of intellectual ability, practical judgment & social awareness.
   (Management Games/Incident Method/Role Playing/Case Study)
2. _____is to help the organization to achieve its objectives by adding value to the human resources.
   (Training/ Knowledge Management/Performance Appraisal/Talent Management)
3. _____is the first step in training needs assessment.
   (Person Analysis/Organization Analysis/ Task Analysis/Environment Analysis)
4. _____results in an over- simplified view & blurs the assessment of job performance.
   (Recency Effect / Halo Effect / Stereo Typing / Horn Effect)
5. _____is first & foremost a branch of management which makes it a social science.
   (Knowledge Management /Global Talent Management/Talent Management /Training)
6. _____may suffer from unreliability, leniency bias and lack of discriminant validity between performance dimensions.
   (Global Talent Management / M B O / Training / B A R S)
7. Performance appraisal is also called as_____.
   (Service Rating / Structure rating / system rating / strategy rating)
8. The main objective of management development is to prepare managers for handling the overall _____in the organization.
   (Responsibility / Deficiency / Authority / Development)
9. _____is result Based & Systematic.
   (Human Performance/Career Development/Counseling /Training)
10. _____is needed to bring the three- tier changes in the organization.
    (M D P / Training / Organization Development / Coaching)

**Q.1 B) Match the following. (ANY 7)** **7 Marks**

| A | B |
|---|---|
| 1. T- Group training | 1. Quantifiable data |
| 2. Establishment stage | 2. Full counseling |
| 3. M D P | 3. Regular feedback |
| 4. Self- development | 4. Sensitivity training |
| 5. In basket method | 5. Continuous process |
| 6. S T A R S | 6. Action learning |
| 7. Direct counseling | 7. Off the job method |
| 8. Full circle Appraisal | 8. Role models |
| 9. Job rotation | 9. 360 degree Appraisal |
| 10. Checklist | 10. On the job method |



A148A07D48C3F401D5A0AEF528AA95A8

**Q.2) Answer the following.** **15 Marks**

a) Enumerate in Detail ON- The- Job methods of Training?

b) State and explain the Objectives & Features of training?

**OR**

c) Briefly discuss the steps in Training programme.

d) Describe the Designing & Implementation of Training Programme.

**Q.3) Answer the following.** **15 Marks**

a) Explain in Detail the Need & Importance of Organization Development?

b) Elaborate in detail the Career Development Cycle?

**OR**

c) Define Counseling? Explain the Essentials requirements of Effective Counseling.

d) What is Succession Planning? Why should an organization have a succession plan?

**Q.4) Answer the following.** **15 Marks**

a) Elaborate in detail the Tradition Methods of Performance Appraisal?

b) Knowledge Management: WHAT IS and WHAT IS NOT?

**OR**

c) Suggest various metrics for the measurement of Talent of Employees.

d) Suggest guidelines to make M B O methods more successful.

**Q.5) Short Notes. (Any3)** **15 Marks**

1. 360 Degree Appraisal
2. Management Development Program
3. Ethics of Performance Appraisal
4. Global Talent Management
5. Human Performance Improvement



A148A07D48C3F401D5A0AEF528AA95A8

**Duration: 2.30 Hours** **Marks: 75**

Note: 1. All questions carry 15 marks each
2. Q.1 is compulsory and Q.2 to Q.5 have internal choice.
3. Use of simple calculator is allowed.
4. Working note should form part of your answer.

Q.1- A State whether following questions are **TRUE** or **FALSE** (any EIGHT) **(08)**

1. Value Engineering is concerned with new product
2. Kaizen costing emphases on hiding problems
3. Back flush accounting is used for more complex products that requires many stages of manufacturing
4. Balance scorecard has five perspectives
5. BEP analysis is necessary only for newly established companies
6. In margin of safety, fixed cost is consider as period cost
7. The steeper the slope of learning curve, higher the cost of wastage per unit of output
8. Idle time variable is always favorable
9. Material yield variance arises due to change in wastage
10. Independent branch is cost center

Q.1- B Match the Column (any SEVEN) **(07)**

| Column 1 | Column 2 |
|---|---|
| 1. Bottom Line | a. Strategy to minimize Income Tax |
| 2. ABC | b. Soundness of Business |
| 3. Purchase at higher price | c. Measures degree of variation |
| 4. Angle of incidence | d. Profit center |
| 5. Decentralization of authority | e. Profits |
| 6. Sigma | f. Cost Allocation |
| 7. Production Department | g. Direct Cost |
| 8. Controllable cost | h. Constructive Appraisal |
| 9. Large margin of safety | i. Cost Center |
| 10. Cost Audit | j. Profit region |



A148A07D48C3F401D5A0AEF528AA2112

Q.2 A Karishma Ltd makes three main products, using broadly the same production methods and equipment for each. A conventional product costing system is used at present, although an activity-based costing (ABC) system is being considered. Details of the three products for a typical period are: **(15)**

| Particulars | Hours per unit | | | |
|---|---|---|---|---|
| | Labour Hour | Machine hours | Material per unit | Volume units |
| Product X | 0.5 | 1.5 | 20 | 750 |
| Product Y | 1.5 | 1 | 12 | 1250 |
| Product Z | 1 | 3 | 25 | 7000 |

Direct labour costs Rs. 6 per hour and production overheads are absorbed on a machine hour basis. The rate of absorption of production overheads is Rs. 28 per machine hour.

Requirements

a) Calculate the cost per unit for each product using conventional methods.

Further analysis shows that the total of production overheads can be divided as follows

| | % |
|---|---|
| Costs relating to set-up | 35 |
| Costs relating to machinery | 20 |
| Costs relating to material handling | 15 |
| Costs relating to inspection | 30 |
| Total production overhead | 100 |

The following total activity volumes are associated with the product line for the period as a whole:

| Particulars | No. of set up | Movement of materials | No. of inspections |
|---|---|---|---|
| Product X | 75 | 12 | 150 |
| Product Y | 115 | 21 | 180 |
| Product Z | 480 | 87 | 670 |

b) Calculate the cost per unit for each product using ABC principles.

**OR**

Q.2 B A company is organized into two divisions. Division 'Mango Pulp' produces component which is used by division 'Mango Juice' in marking a final product. The final product is sold at Rs 400 each. Division 'Mango Pulp' has a capacity to produce 2,000 units. and the entire quantity can be purchased by Division 'Mango Juice' **(08)**

Division 'Mango Pulp' informed that due to installation of new machines, it depreciation cost has gone up and hence wants to increase the price of the component to be supplied to division 'Mango Juice' to Rs 220. Division 'Mango Juice', however, can buy the component from the outside market at Rs 200 each. The variable costs of division 'Mango Pulp' is Rs 190 per unit and fixed cost Rs 20 per unit in manufacturing the final al product. The variable costs of division 'Mango Juice' in manufacturing the final product by using the component is Rs 150 (excluding the component cost) and fixed cost of division 'Mango Juice' is Rs 10 per unit.



A148A07D48C3F401D5A0AEF528AA2112

Required:

(a) If there are no alternative uses for the production facilities of 'Mango Pulp', will the company benefits if division 'Mango Juice' buys from outside suppliers at Rs 200 per components?

(b) If the internal facilities of Mango Pulp' are not otherwise idle and alternative use of the facilities will give an annual cash operating saving of Rs 30,000 to Division 'Mango Pulp', should Division 'Mango Juice' purchase the component from outside market.

(c) If there are no alternative uses for the production facilities of 'Mango Pulp', and selling price in the outside market drops by Rs 15, should Division 'Mango Juice' purchase from outside supplier.

(d) What should be the minimum transfer price, if division 'Mango Juice' decides to buy from division 'Mango Pulp'?

Q.2 C Explain the concept of value analysis & write in detail its steps. **(07)**

Q.3 A A retail dealer in stationery is currently selling 10,000 pens annually. He supplies the following details for the year ended 31st December 2015: **(15)**

| **Particulars** | **Rs.** |
|---|---|
| Selling price per pen | 100 |
| Variable cost per pen | 50 |
| **Fixed cost** | |
| Salary to staff | 2,40,000 |
| General expenses | 1,60,000 |
| Advertising cost | 80,000 |

As a cost accountant of the firm, you are required to answer the following each part independently.

1. Calculate P/V Ratio
2. Calculate breakeven point and margin of safety in units and in amount
3. Assume that 12,000 new pens were sold in a year. Find out the net profit of the firm.
4. Assume that for the year 2016 an additional staff salary of Rs. 60,000 is anticipated, and price of a pen is likely to be increased by 10% what should be the break-even point in number of pens and sales revenue
5. If it is decided to introduce selling commission of Rs. 5 per pen how many pens would be required to be sold in a year to earn a net income of Rs. 1,60,000

**OR**



A148A07D48C3F401D5A0AEF528AA2112

Q.3 B Asia Ltd. has a capacity to produce 50,000 units of a certain product. The schedule of selling prices is given below: **(08)**

| volume of Sales (% of capacity) | Selling Price per unit (Rs.) |
|---|---|
| 50 | 2 |
| 60 | 1.8 |
| 70 | 1.6 |
| 80 | 1.5 |
| 90 | 1.25 |
| 100 | 1.2 |

The variable cost for manufacturing is Rs. 1 per unit and total fixed cost is Rs. 20,000 per month.

- At which level profit will be maximum?
- would you change your decision if fixed cost per month changes

| Level of activity | 50% | 60% | 70% | 80% | 90% | 100% |
|---|---|---|---|---|---|---|
| Fixed cost per month (Rs.) | 20,000 | 20,000 | 20,000 | 22,000 | 23,000 | 24,000 |

Q.B C Explain in detail 'Learning Curve' **(07)**

Q.4 A **(15)**

| **Particulars** | Products | Sales quantity (units ) | Selling price per unit |
|---|---|---|---|
| **Budgeted Sales** | SOAP | 600 | 30 |
| | OIL | 400 | 40 |
| | CREAM | 1000 | 80 |
| **Actual Sales** | SOAP | 440 | 36 |
| | OIL | 440 | 40 |
| | CREAM | 1320 | 76 |

Calculate the following Variances

1. Sales Value Variance
2. Sales Price Variance
3. Sales Quantity Variance
4. Sales Volume Variance
5. Sales Mix Variance

**OR**



A148A07D48C3F401D5A0AEF528AA2112

Q.4 B The budgeted vs actual comparison for division of bottled colors of Tam Tam Company at the end of half year is as follows: **(08)**

| **Particulars** | **Budget** | **Actual** |
|---|---|---|
| Sales | 200 | 185 |
| Material and other variable cost | 120 | 109 |
| Fixed cost | 30 | 30 |
| Sales promotion | 10 | 7 |
| Operating profit | 40 | 39 |
| Net working capital | 100 | 103 |
| Fixed assets | 40 | 37 |

For this division, judge the performance by 1) variances 2) Profitability Ratios

Q.4 C Explain in detail about fixed cost variance. **(07)**

Q.5 A What is DMAIC Approach? **(08)**

Q.5 B Explain the concept of Life cycle costing **(07)**

**OR**

Q.5 C **Write Short Note (any three)** **(15)**

1. Benchmarking
2. Objectives of Cost Audit
3. Total Quality Management
4. Advantages and Disadvantages Standard Costing
5. Transfer Pricing Methods



A148A07D48C3F401D5A0AEF528AA2112

**Duration:2½ Hours** **Total Marks: 75**

**Instructions:**

- All Questions are compulsory
- Follow the instructions before every question

Q1. A. Match the Column (Attempt any 8) [8]

| S. No. | Column A | Column B |
|---|---|---|
| 1 | Bicycle | Packaging |
| 2 | Value Engineering | ITC |
| 3 | PMRY | Kisan Credit Card |
| 4 | NABARD | Barrier to rural marketing |
| 5 | Many Languages | Branding |
| 6 | Live stock and Poultry | Cheaper Product |
| 7 | Symbol & Design | Durable Product |
| 8 | e-Chaupal | Rural Development by Government |
| 9 | Protection from spoilage | Traditional Market |
| 10 | Haat | Allied Sector |

Q1. B. State whether the statements are TRUE or FALSE (Attempt any 7) [7]

1. Marketing of agri products is done from rural to urban.
2. FMCG constitutes major portion of rural market.
3. The status of a consumer has no effect on choice of products in rural area.
4. The Caste factor continues to impact the overall structure within the society.
5. Technology has no impact on rural consumer behaviour.
6. Radio is a traditional form of market.
7. Competition in the rural market is complex.
8. Social class is an important base for Psychographic Segmentation.
9. Direct Marketing involves middlemen.
10. AMUL is an example of co-operative business model.

Q2. What is rural Marketing? Discuss its scope. [15]

**OR**

Q2. What are the various programmes designed by the government for rural development? [15]

Q3. What is Consumer Behaviour? List all the factors which affect it. [15]

**OR**

Q3. Discuss various pricing strategies of rural marketing. [15]



A148A07D48C3F401D5A0AEF528AA3BBA

Q4. Discuss 4Ps and 4As of rural marketing mix. [15]

**OR**

Q4. Discuss various products strategies. [15]

Q5. A. What are the various strategies to overcome the constraints in rural marketing? [8]

Q5. B. Discuss the process of developing effective rural communication process. [7]

**OR**

Q5. Write short note on **any three** of the following. [15]

1. Segmentation
2. Non-conventional media
3. Syndicate distribution
4. Indirect marketing
5. Coinage Pricing

---



A148A07D48C3F401D5A0AEF528AA3BBA

## Q.P. Code: 31195

**Maximum Marks: 75** **Duration: 2 Hours & 30 Minutes**

Note: 1) All questions are compulsory, Subject to internal choice.
2) Figures to the right indicate full marks.

**Q 1 A)** Fill in the Blanks (Any 8) **08**

**1)** _____ is the process of transforming raw material into finished goods for sale. ( Marketing / Production / Packaging)

**2)** _____ means determining the shape, standard & pattern of the product. ( Product Design / Product Process / Product Sale )

**3)** _____ is the ratio between what is produced to what is required to produce it. ( Quality / Quantity / Productivity)

**4)** ISO stands for _____ organization for Standardisation. ( Indian / International / Institutional)

**5)** _____ is the art & science of moving, packaging & storing of material in any form. ( Material Management / Material Handling / Material Procuring )

**6)** _____ refers to the quantity ordered to be purchased at the lowest total cost. (EOQ / ABC / XYZ)

**7)** _____ pertains to planning of the space available for production activities. ( Plant Layout / Plant Location / Plant Management)

**8)** _____ should be aimed at the needs of the customer, present & future. (Quantity / Quality / Productivity)

**9)** Under _____ process, 99.99966% of products created are expected to be statically free from defects. ( Kaizen / Six Sigma / Lean )

**10)** _____ defines quality in terms of the social loss, loss to producer & consumer. ( Deming / Taguchi / Kepner & Tregor)

**Q 1 B)** Match the Column (Any 7) **07**

| Group A | | Group B | |
|---|---|---|---|
| **1** | Process Production | **A** | Appraisal Cost |
| **2** | Batch Production | **B** | Failure Cost |
| **3** | MBNQA | **C** | Paints & Vehicles |
| **4** | Deming Prize | **D** | Crude Oil & Sugar |
| **5** | Cost of Poor Quality | **E** | Based on Nature of Supplier |
| **6** | Cost of Good Quality | **F** | For American Company |
| **7** | GOLF Analysis | **G** | For Japanese Company |
| **8** | SDE Analysis | **H** | Minimize Waste |
| **9** | Lean Thinking | **I** | To change for better |
| **10** | Kaizen | **J** | Based on Problem of Procurement |



324A4727E71F489826D8102B0827CE2E

**Q 2 A)** Define Production Management. Discuss the Components of Production Management. **08**

**B)** Explain the characteristics of a good product design. **07**

**OR**

**C)** Define Six Sigma. Explain the DMAIC & DMADV methodology in brief. **08**

**D)** Discuss in brief procedure for registration for ISO certification. **07**

**Q 3 A)** Explain in brief various types of Material handling Equipments. **08**

**B)** Explain the objectives of Materials Management. **07**

**OR**

**C)** Define Quality. Explain the characteristics of Quality. **08**

**D)** Discuss the service dimensions of Quality. **07**

**Q 4 A)** Explain in brief any 4 Inventory Control Techniques. **08**

**B)** What are the types of Plant Layout? **07**

**OR**

**C)** Explain Taguchi's Quality Engineering. **08**

**D)** Explain Edward Deming's Philosophy & approach to Quality. **07**

**Q 5 A)** ABC Ltd. Purchases computer chips at the rate of Rs. 50 each. The annual consumption of chip is 36,000 units. If the ordering cost is Rs.250 per order & carrying cost is 25%p.a., what would be the EOQ and Total Cost? **08**
If the supplier offers a discount of 10% for ordering 6,000 units. Per order, do you accept the discount offer?

**B)** Calculate partial & Total Productivity. **07**

| | | | |
|---|---|---|---|
| Output | 1000,000 | Raw Material | 175,000 |
| Labour | 150,000 | Electricity | 50,000 |
| Capital | 200,000 | Other Misc. Exp. | 25,000 |

**OR**

**C)** Write a Short Notes : (Any 3) **15**

1. Quality Circle
2. Lean Thinking
3. Production System
4. Deming's Application Prize
5. Ishikawa Fish Bone Diagram



324A4727E71F489826D8102B0827CE2E

Time : 2 hrs 30 min Max Marks : 75

**Note :**

1. All questions are compulsory
2. All questions carry equal marks

---

**Q1 A. Fill in the Blanks ( Any 8 ): ( 8 Marks )**

1. Procurement of Raw material is the feature of

A) ERP-Marketing Module
B) ERP-HR Module
C) ERP-Finance Module
D) ERP-Purchase Module

2. Cloud based E- CRM includes

a) Cloud based customer services
b) Cloud Based Database
c) Mobile computing
d) All of the Above

3. The full form of OLAP is _____.

a) Online Advanced Processing
b) Online Advanced Preparation
c) Online Analytical Processing
d) Online Analytical Preparation

4. RFID stands for _____.

a) Radio Frequency Identification
b) Ratio Frequency Interface
c) Radio Frequency Interface
d) Radio Frequency Interface

5. Business Intelligence is included in _____.

a) MRP II
b) ERP
c) Extended ERP
d) MRP

6. EDI Stands for ___

a) Electronic Data Interchange
b) Electronic Distributed Interchange
c) Electronic Data Interlink
d) None of the Above

7. The primary key having two or more attributes is called as _____.

a) Super Key
b) Composite Key
c) Candidate key
d) Foreign Key



3150F6F44EE3EDBAC04E1D1C55DA55F1

8. Data about data is called as ____
a) Tuple
b) Field
c) Metadata
d) Normalized data

9. Hub and Spoke model is a model of
a) Outsourcing
b) Business Process Outsourcing
c) Cloud Computing
d) Data Processing

10. _____ is a DBMS software
a) MySQL
b) Microsoft SQL
c) FoxPro
d) All of the Above

**Q1 B. State whether following statement are True or False.( Any 7 ) (7 Marks)**

1. Outsourcing eliminates risk management part completely.
2. Database server is accessible to all users.
3. Redundancy refers to accuracy of data.
4. Ad-Hoc queries have their specific format defined.
5. Data mining can derive actionable information from large volumes of data.
6. GUI is the level closest to the user.
7. Data cleansing refers to removal of dirty data form warehouse.
8. ERP systems must have modular and open architecture .
9. Internet Bots are example of workflow automation.
10. OLAP queries require multidimensional representation.

**Q2. Answer the Following**:

a) Define MIS. What are Objectives of MIS? **(7 Marks)**
b) Discuss Characteristics of MIS **(8 Marks)**

**OR**

a) Differentiate between MIS and DSS. **(7 Marks)**
b) Explain any four applications of DSS. **(8 Marks)**

**Q3. Answer the Following**:

**a)** Define ERP**.** Enlist and explain any 3 generic modules of ERP. **(7 Marks)**
Explain with suitable diagram Architecture of ERP. **(8 Marks)**

**OR**

a) Define e-CRM. How does it differ from traditional CRM. **(7 Marks)**
b) Discuss Privacy issues and CRM. **(8 Marks)**



3150F6F44EE3EDBAC04E1D1C55DA55F1

**Q4. Answer the Following:** **(15 Marks)**

a) What is DBMS and Datawarehouse? **(7 Marks)**
**b)** Why do we need database .Explain with one example. **(8 Marks)**

**OR**

a) Discuss Data mining ? **(7 Marks)**
b) Explain process flow of data mining. **(8 Marks)**

**Q5. Answer the Following:**

A. Explain Business process outsourcing and KPO with suitable example. **(08 Marks)**

B. Describe cloud computing service model with example. **(07 Marks)**

**OR**

**Q5. Write Short Notes on ( Any 3 ):** **(15 Marks)**

1.Data Marts
2.KPO challenges
3.Workflow automation in CRM
4.e-SCM
5.Vertical and Horizontal Process in Outsourcing



3150F6F44EE3EDBAC04E1D1C55DA55F1

**Duration:2½ Hours** **Total Marks: 75**

**Instruction to students:**

- Write your answer in detail with suitable points.
- Please support your answers with examples.
- Kindly maintain neatness and continuity.
- Figures to the right indicate full marks.

**Q1.A Attempt any eight from the following:** **(8 Marks)**

1) The promotional mix is the combination of different promotional channels that is used to _____ a promotional message.

(a) Target (b) Communicate (c) Advertising

2) The _____ analysis can provide insight into both internal & external conditions that can lead to more effective marketing communication.

(a) sales (b) SWOT (c) BCG

3) The _____ has brought media to a global audience

(a) SMS (b) Search engine (c) Internet

4) _____ are an excellent & risk free way to induce trial.

(a) Samples (b) C2B (c) C2C

5) Trade show are one of the most common type of sales promotion in _____ market.

(a) B2B (b) C2B (c) C2C

6) _____ advertising is all advertising by the stores that sell goods directly to consumer public.

(a) Wholesale (b) Online (c) Retail

7) _____ word of mouth publicity tends to increase the publicity of the organization.

(a) Positive (b) Negative (c) Diverse

8) A _____ test could also be done to check the effectiveness of the ad campaign.

(a) Memory (b) High Risk (c) Offensive

9) The boundaries between _____ psychiatry & neuroscience have become quite blurred.

(a) Psychology (b) Receptive (c) Ethical



36A2804E42D44F686942D9B8DDE6BA67

10) _____ test market is widely used for major product testing.

(a) Loyalty (b) Inverse (c) Standard

**Q1B.) Match the column. Attempt any 7 out of 10 (7 marks)**

| | A | | B |
|---|---|---|---|
| 1 | AIDA | a | Society benefit |
| 2 | DAGMAR | b | Applied science |
| 3 | Publicity | c | Non-profit Event |
| 4 | PULL Strategy | d | Eye Tracking |
| 5 | Contest | e | Arousing Interest |
| 6 | Corporate Sponsorship | f | Promotion |
| 7 | Cause Sponsorship | g | Number of clicks |
| 8 | Human mind | h | Attention |
| 9 | Innovative technique | i | Advertising goals |
| 10 | Online Evaluation | j | Editorial |

Q2) Answer any one out of two: **(15 Marks)**

a) Define IMC. Explain in brief features & evolution of IMC. **(7 Marks)**
b) Explain in brief reasons for the growth & importance of IMC? **(8 Marks)**
OR
c) Define advertising. Explain in brief features of advertising. **(7 Marks)**
d) Distinguish between PUSH Strategy & PULL Strategy. **(8 Marks)**

Q3) Answer any one out of two: **(15 Marks)**

a) List out various tools for PR. **(7 Marks)**
b) Define sales promotion. Explain in detail the role of sales promotion and reasons for its growth. **(8 Marks)**

**OR**

c) Explain in details objectives of Direct Marketing. **(7 Marks)**
d) Explain in details steps in the sales process. **(8 Marks)**

Q4) Answer any one out of two: **(15 Marks)**

a) Explain Advertising tracking research. **(7 Marks)**
b) Describe in brief behavioural response. **(8 Marks)**

**OR**

c) Define Internet. Explain in brief Advertising on Internet. **(7 Marks)**
d) Explain in brief evaluation process of IMC. (8 Marks)



36A2804E42D44F686942D9B8DDE6BA67

Q5) A Write Short Notes on any Three **(15 Marks)**

a) DAGMAR
b) Surrogate Advertising
c) Crisis Management
d) Cause Sponsorship
e) Offensive Brand Messages

**OR**

Q5)B ) a) Explain in brief Public Relation & Sales Promotion through Internet Banner. **(8 Marks)**

b) Explain in detail approaches used by organization for test marketing. **(7 Marks)**

---



36A2804E42D44F686942D9B8DDE6BA67

**[Time: 2 ½ hours ]** **[ Marks:75]**

Please check whether you have got the right question paper.

**N.B: 1. All questions are compulsory.**
**2. Figures to the right indicate full marks.**

**Q1. A. State Whether the Following Statements are True or False: (Any 8)** **(8)**

1. Ethics and business can't go together.
2. Good ethics are a cornerstone of sustainable marketing.
3. Black money is the oxygen for corruption and corruption is the oxygen for black money.
4. Turf guarding means hoarding reserves.
5. Good corporate governance results in higher financing costs.
6. Corporate governance is about unethical conduct in business.
7. Audit committees are required for all companies.
8. Custodian of investor interest in India is SEBI.
9. CSR means Company Society Responsibility.
10. CSR spending is voluntary in India and not legal.

**Q1. B. Match the Column: (Any 7)** **(7)**

| A | B |
|---|---|
| 1. Ethos | a. Environmental impact |
| 2. Morals | b. Spamming |
| 3. Ability to frame our actions | c. Surrogate advertising |
| 4. Justice to all Practices | d. Turf Guarding |
| 5. Sending an unwanted email to another person | e. Dilemma |
| 6. Hoarding Reserves | f. Ecologically safe products |
| 7. Choosing between right and wrong | g. Fairness Principle |
| 8. Green Marketing | h.Vision |
| 9. Advertising which is used to promote banned products | i.Character |
| 10. Sustainable Development | j. Customs |

**Q2.**

**a.** Explain the Scope of Business Ethics? **(8)**
**b.** Differentiate between Ethics & Morals? **(7)**

**OR**

**p.** What is Ethics and State its Objectives? **(8)**
**q.** Explain the Concept of Code of Ethics? **(7)**



74F4AB65990121C7BFA8787E13CFB044

**Q3.**

**a.** Explain the concept of whistle-blower? **(8)**

**b.** Explain the ethical issues faced by an individual employee? **(7)**

**OR**

**p.** Explain the reasons that can be used to strengthen marketing ethics? **(8)**

**q.** Explain the tools for ethical management? **(7)**

**Q4.**

**a.** Explain the need and objectives of corporate governance? **(8)**

**b.** Explain the theories of corporate governance? **(7)**

**OR**

**p.** Explain the concept of Carroll's Pyramid? **(8)**

**q.** Highlight the benefits of Corporate Social Responsibility? **(7)**

**Q5.**

**a.** Explain the recent issues in CSR in India? **(8)**

**b.** Explain how to overcome the challenges of CSR in future? **(7)**

**OR**

**Write short notes on (Any 3):** **(15)**

1. Benefits of Business Ethics
2. Ethical issues in HRM
3. Sachar Committee Report on CSR
4. Ethical Leadership
5. Scope of business ethics based on Functional areas of Business.

---



74F4AB65990121C7BFA8787E13CFB044

**Q.P. Code: 34618**

**Total Marks: 75** **Duration: 2 ½ hrs**

**N. B. : All Questions are compulsory**

**Q1 A. Match the columns : (any 8)** **(8)**

| | A | | B |
|---|---|---|---|
| 1 | Emphasis on truth | a | Increase employee engagement |
| 2 | Deficiency in existing structure | b | Quality Circles |
| 3 | Fear of unknown | c | One to one discussion |
| 4 | Social media | d | Observant |
| 5 | Loss of loyalty | e | Assess functioning of organizations |
| 6 | Techno Structural Intervention | f | Imperative of change |
| 7 | Mentoring | g | Sudden and drastic |
| 8 | Detective | h | Introduction to something new |
| 9 | Revolutionary change | I | Negative impact |
| 10 | Six box model | j | Internal force |

**Q1 B. State whether the following statements are true or false: (any 7)** **(7)**

1. Implementing change is a straightforward activity.
2. T-Groups focus on the feelings and emotions of members in the group.
3. Mental stress is a negative impact of change management.
4. Comfort zone makes a person secure.
5. Resistance to change is abnormal reaction
6. Evolutionary change is specifically focussed.
7. As a lawyer a change agent should be knowledgeable and confident.
8. Change is necessary when the organisation is in crisis.
9. Changes at organisation level affects groups only.
10. Change is inevitable.

**Q 2A.** Discuss the imperatives of change. **(8)**

**Q 2B.** State Expanded process model. **(7)**

**OR**

**Q 2C.** Discuss the meaning and types of change in detail. **(15)**

**Q 3A.** Explain the importance of team change. **(8)**

**Q 3B.** What are the ways to overcome resistance to change? **(7)**

**OR**

**Q 3C.** Describe the sources of individual and organizational sources of resistance to change **(15)**

**Q.P. Code: 34618**

**Q 4A.** Explain the steps for OD interventions. **(8)**

**Q 4B.** Discuss in brief T Group training **(7)**

**OR**

**Q 4C.** Explain the ways to manage role stress. **(8)**

**Q 4D.** Discuss the significance of coaching and mentoring to bring organizational effectiveness **(7)**

**Q 5. A.** Explain the qualities required for an effective change agent. **(8)**

B. Write a note on "Client and Consultant Relationship" **(7)**

**OR**

**Q 5 C. Write short notes on: (any 3)** **(15)**

1. Systematic Approach to Change
2. Classic Skills of Leader
3. Behaviour Modification Model
4. Organizational Change
5. Strategic Interventions

Time: 2.30 Hours Max Marks: 75

N.B. i) All questions are compulsory
ii) Figures to the right indicate full marks

**Q.1. (A) Answer the following: (Any Eight)** **08**

**1. Mean, Median and Mode are:**
(A) Ways of sampling (B) Measures of central tendency (C) None of the above

**2 Information is…..**
(A) Raw Data (B) Processed Data (C) Pure data

**3. Research is**
(A) Searching again and again (B) Finding solution to any problem
(C) Working in a scientific way to search for truth of any problem d) All of the above

**4. Which of the following is the first step in starting the research process?**
(A) Searching sources of information to locate problem.
(B) Survey of related literature (C) Identification of problem

**5. _____ research is also called as basic research.**
(A) Fundamental (B) Applied (C) Historic

**6. Action research means**
(A) A longitudinal research (B) An applied research (C) A research initiated to solve an immediate problem

**7. _____ gives direction to the research work.**
(A) Sampling (B) Research design (C) Questionnaire
(D) Professional Attitude

**8. The essential qualities of a researcher are**
(A) Spirit of free enquiry (B) Reliance on observation and evidence
(C) Systematization or theorizing of knowledge

**9. In the process of conducting research 'Formulation of Hypothesis" is followed by**
(A) Statement of Objectives (B) Analysis of Data
(C) Selection of Research Tools (D) Collection of Data

**10. A research paper is a brief report of research work based on**
(A) Primary Data only (B) Secondary Data only
(C) Both Primary and Secondary Data (D) None of the above

**Q.1. (B) Answer the following: (Any Seven)** **07**

| Group A | | Group B | |
|---|---|---|---|
| 1. | z – test | a. | Measured outcome |
| 2. | Null Hypothesis | b. | Representative Unit |
| 3. | Dependent variables | c. | Sample size above 30 |
| 4. | Sample | d. | H0 |
| 5. | Hypothesis | e. | Books and articles |
| 6. | Secondary data | f. | Type of Research |
| 7. | Descriptive | g. | Assumptions |



8D87E56DABE0053B6F3B29A6DB86F32B

| | | | |
|---|---|---|---|
| 8. | Questionnaire | h. | Superscript number |
| 9. | Likert Scale | i. | Five – point scale |
| 10. | Footnote | j. | Logical Sequence |

Q.2 a. State any eight characteristics of the research. 07

Q.2 b. What is the hypothesis? Explain its importance. 08

**OR**

Q.2.a. Explain in detail meaning of research design and discuss the factors importance of research design. 15

Q.3.a. Discuss the different methods of collection of primary data 07

Q.3.b. Explain the limitations and advantages of secondary data in brief. 08

**OR**

Q.3.a. Explain the concept and techniques of scaling. 07

Q.3.b. Explain the essentials of a good questionnaire. 08

Q.4.a. Explain in brief the stages of data processing. 07

Q.4.b Explain the significance of data interpretation. 08

**OR**

Q.4.a. Explain report writing, and any eight of its importance. 07

Q.4 b. Discuss the various types of reports. 08

**OR**

Q. 5) Case Study 15

Your Company is Concerned with the production and marketing of T-Shirts.
The Company wants to introduce a new range of sportswear as per the current needs and expectations of young college sportsmen and college students.

QUESTIONS:

a) Draft a suitable questionnaire for information collection (through survey) from sportsmen and college student also suggest a name for your Company. 07

(iii) List the sources of collecting secondary data for the said research. 08

**OR**

Q.5 Answer the following **(Any three)** 15

a Steps in research process

b. Questionnaire

c. Plagiarism

d. Chi – sequare Test

e. T - Test

**********



8D87E56DABE0053B6F3B29A6DB86F32B

**Duration: 21/2 hrs** **Max Marks: 75**

**Note: 1. Attempt all questions.**
**2. All questions carry equal marks.**
**3. Use of simple calculator is permitted.**
**4. Draw schedules, graphs and diagrams wherever necessary.**

**Q1. A Choose the best answer: (ANY EIGHT)** **08M**

i. The consumption function or propensity to consume refers to ----------.
a. income saving relationship
b. income investment relationship
c. income consumption relationship
d. All of the above

ii. Keynesian Economics is ----------.
a. Micro economics b. Macro economics c. Monetary economics d. Welfare economics

iii. Marginal efficiency of capital refers to ----------.
a. the rate of profit expected
b. the rate of investments made
c. the rate of savings made
d. None of the above

iv. During inflation gainers are ----------.
a. Common man b. Debtors c. Creditors d. All of the above

v. According to Fisher's Equation of quantity theory of money ----------
a. MV = PT b. MP = PV c. MT = PV d. None of the above

vi. Money supply M3 includes ----------.
a. M3 = C + DD + OD
b. M3 = C + DD + Deposits with post offices
c. M3 = M1 + Time Deposits with the banks
d. None of the above

vii. Budget Deficit Fiscal Policy is followed during ----------.
a. Inflation b. Depression c. Boom d. None of the above

viii. The debt that is repayable by the government after a fixed period of time is known as ----------.
a. redeemable debt b. Irredeemable debt c. Coercive debt d. None of the above

ix. ---------- introduced the concept of GBTT.
a. Adam Smith b. Alfred Marshall c. Amartya Sen d. Taussig

x. Equilibrium terms of trade according to J. S. Mill is determined by the condition of ----------.
a. Market demand b. Aggregate demand c. Reciprocal demand d. None of the above



EF660AF96A6061851DC22D780B580787

**Q1. B. State whether the following statements are true or false: (ANY SEVEN) 07M**

i. The current account of balance of payment does not include Unilateral services.
ii. Donations, grants, gifts and such other payments which do not have counter obligations are known as unilateral flows.
iii. Modern theory of International trade is based on the assumption of free trade.
iv. The chief proponent of the concept of functional finance is J M Keynes.
v. Funded debt is a long-term debt for a definite period.
vi. "Too much of money chasing too few goods" is definition of inflation given by Coulbourn.
vii. During inflation losers are Common man.
viii. The term 'the supply of money' is synonymous with 'money supply'.
ix. The question of tax shifting especially arises in the case of direct taxes.
x. The monetary policy is concerned with the raising of government revenue and incurring of government expenditure.

**Q2. Answer ANY ONE question from the following: 15M**

a. Discuss the importance of macro economics.
b. Enumerate the phases of business cycle.

**OR**

c. Explain the significance of circular flow of income.
d. Explain in details the factors affecting velocity of circulation of money.

**Q3. Answer ANY ONE question from the following: 15M**

a. Explain demand-pull and cost-push inflation.
b. Discuss Keynes's theory of demand for money.

**OR**

c. Explain in brief the instruments of monetary policy.
d. Examine adverse effects of inflation on production.

**Q4. Answer ANY ONE question from the following: 15M**

a. Enumerate canons of taxation.
b. Explain the factors influencing incidence of taxation.

**OR**

c. Discuss the significance of public expenditure.
d. State the objectives of the FRBM Act.



EF660AF96A6061851DC22D780B580787

**Q5. Answer the following questions:** **15M**

a. Explain classical theory of international trade.

b. Explain the functions of foreign exchange market.

**OR**

**Q5. B. Write explanatory notes on ANY THREE of the following:** **15M**

a. Hedging

b. Objectives of fiscal policy

c. FDI

d. Inflation targeting

e. Green GNP and Green NNP

----xxx----xxx----



EF660AF96A6061851DC22D780B580787

**Duration: 2 ½ Hours** **Marks:75**

**Note: 1)Figures to right indicate maximum marks**

**2 )All questions are compulsory**

**Q.1) a) State the following are True or False(Any 8):** (08)

1) It is not the audit to give an opinion on the future prospects of business.
2) Secret reserve arise when the profits are understated in the final accounts.
3) Trail Balance ensures the arithmetical accuracy of the book.
4) Audit plans are to be approved by client being audited.
5) An Audit Note Book is the property of the audit assistants and need not be shown to the auditor.
6) Audit procedures mean the methods used to obtain audit evidence.
7) Once internal control system is implemented, there can be no fraud or error.
8) A relative of a director cannot be appointed as the internal auditor of the company.
9) Auditor should verify whether the payee has signed on a revenue stamp, if the sum exceeds Rs.50/-
10) Auditor need not check the Goods Received Note in case of cash purchases.

**Q.1.b.Match the following (Any 7)** (07)

| GROUP A | GROUP B |
|---|---|
| 1) Intangible asset | a) Independence |
| 2) Long term investment | b) Connection with a suspected fraud |
| 3) Sales | c) Auditors lien |
| 4) Letter of weakness | d) First step in audit process |
| 5) Operational control | e) Statutory Auditor |
| 6) Report to shareholders | f) Budgetary control |
| 7) Audit planning | g) From the auditor to the management regarding internal controls |
| 8) Working papers | h) Cash Memo |
| 9) Investigation | i) Valued at cost |
| 10) Principle of auditing | j) Amortisation |



D42C4728B81C551C55335ADFE4D59D76

Q2) a) Briefly explain meaning, advantages & disadvantages Continuous Audit. (08)

b) Explain advantages of Auditing. (07)

**OR**

Q2) a) Explain Principles of Audit. (08)

b) Explain Auditors duties regarding frauds. (07)

Q.3. a) Explain advantages of Audit Programme. (08)

b) Briefly explain Audit Notebook and audit engagement letter. (07)

**OR**

Q.3.a) Explain audit pre-audit consideration. (08)

b) Distinguish between internal audit and statuary audit. (07)

Q.4.a) Explain auditor's duties regarding internal control. (08)

b) Explain basic principles governing internal audit. (07)

**OR**

Q.4.a) What are the precaution an auditor take in test check. (08)

b) Explain internal control measures for purchases. (07)

Q.5. a) Explain the points which auditor should check while vouching sales. (07)

b) Explain the points to be considered by auditor in verification of inventory. (08)

**OR**

Q.5.Write short note on any three: (15)

1) Annual audit
2) Audit evidence
3) Audit sampling
4) Valuation
5) Statutory audit

---



D42C4728B81C551C55335ADFE4D59D76