

S.D.E

E.M.B.A

I TO IV-Sem

Summer-2017

**Subject : Principles of Management**

Day : Thursday  
Date : 01/06/2017

**S.D.E.**



Time : 10.00 A.M. TO 01.00 P.M.  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** What is management? Distinguish between Administration and Management. (10)
- Q.2** Discuss in detail contribution of Henry Fayol in principles of management. (10)
- Q.3** What is span of management? Discuss factors affecting span of management. (10)
- Q.4** Discuss in detail principles of organizational structure and design. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Johari Window Model
  - b) Types of Groups
  - c) Behaviour and Performance
  - d) Barriers of effective communication

**SECTION-II**

- Q.6** 'India is shifting its operating style from Red Tapism to Red Carpet'. Explain how bureaucracy affects business. (15)
- Q.7** 'Big corporate houses arrange management games in the training of their employees for team building'. Explain the importance of team building and various stages in team building. (15)
- Q.8** Explain the decision making process. Also explain the techniques of Group Decision Making. (15)

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**Subject : Business Communication**

Day : Saturday  
Date : 03/06/2017

**S.D.E.**



Time : 10.00 A.M. TO 01.00 P.M.  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – **I**. Each question carries **10** marks.
- 2) Attempt **ANY TWO** questions from Section – **II**. Each question carries **15** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

**SECTION - I**

- Q.1** Explain the term Business Communication? Discuss its process.
- Q.2** What role does grapevine communication play? How it can be put to use for organizational effectiveness.
- Q.3** Discuss in detail essentials of business meeting.
- Q.4** Define a resume, which format of resume is suitable for fresh graduate and why?
- Q.5** Write short notes on **any TWO** of the following:
- a) Characteristics of technical writing
  - b) Format of a proposal
  - c) Essentials of effective reading

**SECTION - II**

- Q.6** What are the main contents of the minutes of a meeting? What are principles for effective writing of minutes?
- Q.7** Assume that the boss has asked you, as a consultant to study the problem of internet misuse and poor handling of customer orders. Prepare a report after studying the facts and provide recommendations.
- Q.8** What are the various patterns in which you can organize the contents of presentation?

**Subject : Managerial Economics**

Day : Tuesday  
Date : 06/06/2017

**S.D.E.**



Time : 10.00 A.M. TO 01.00 P.M.  
Max Marks : 70 Total Pages : 1

**N. B. :**

- 1) Attempt **ANY FIVE** questions out of eight questions.
- 2) All questions carry **EQUAL** marks.

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- Q. 1 Define 'Economics'. What are basic problems faced by any economy.
  - Q. 2 State and explain "Law of Supply".
  - Q. 3 With diagram explain "Cross – Elasticity" of Demand.
  - Q. 4 State and explain 'Law of Diminishing Marginal Utility.
  - Q. 5 Write a detailed note on "Demand Forecasting".
  - Q. 6 State and explain 'Law of Returns to Scale".
  - Q. 7 Show the 'Price and Output' determination under Monopoly.
  - Q. 8 Write short notes on **ANY TWO** of the following:
    - a) Transfer Pricing
    - b) Oligopoly
    - c) Objectives of Firm

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Subject : Marketing Management

Day : Thursday  
Date : 08/06/2017

S.D.E.



Time : 10.00 A.M. TO 01.00 P.M.  
Max Marks : 70 Total Pages : 1

**N.B.:**

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** What is meant by Product Life Cycle (PLC)? Discuss with examples the strategies that can be used for each stage of PLC. (10)
- Q.2** Which are the different factors that influence consumer behaviour? Explain with suitable examples. (10)
- Q.3** What is meant by Sales Promotion? Explain the objectives & tools of sales promotion. Give examples. (10)
- Q.4** Write a detailed note on marketing of services. (10)
- Q.5** “Public relation has become an effective tool for promoting products or services”. Do you agree? Justify your answers. (10)
- Q.6** Write short notes on Any **TWO** of the following : (10)
- a) Relationship Marketing
  - b) The value chain
  - c) Brand Equity
  - d) Functions of channel intermediaries

**SECTION-II**

- Q.7** What is meant by repositioning? Critically examine the repositioning of Frooti. (15)
- Q.8** What is segmentation targeting and positioning? Explain how consumer market and industrial market are segmented? (15)
- Q.9** Design a questionnaire for a service center, which intends to collect customer feed back for improving their services? State your assumptions clearly. (15)

## Subject : Financial Accounting

Day : Saturday  
Date : 10/06/2017

S.D.E.



Time : 10.00 A.M. TO 01.00 P.M.  
Max Marks : 70 Total Pages : 2

## N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

## SECTION – I

- Q.1** Give the definition and importance of Accounting. Who are the end-users of Accounting information? [10]
- Q.2** Explain the role of Accountant in Global. [10]
- Q.3** Explain the Accounting Concepts and Conventions. [10]
- Q.4** Explain the advantages and limitations of Financial Ratios. [10]
- Q.5** Write short notes on **ANY THREE** of the following: [10]
- a) Types of Financial Statements
  - b) Meaning of Financial Reporting
  - c) Meaning of Cash Flow Statement
  - d) Rules of Debit and Credit
  - e) Objective of Bank Reconciliation Statement

## SECTION – II

- Q.6** Pass following journal entries in books of Mrs. Seema: [15]

April	
1.	Seema purchased goods of Rs. 20,00,000/- from Mr. Rahul and availed 10% discount.
2.	Dividend paid Rs. 1,00,000/-.
5.	Machine sold for Rs. 5,00,000/-.
8.	Depreciation on building Rs. 25,000/-.
10.	Debtors gave Rs. 50,000/-
12.	Land purchased for Rs. 8,00,000/-.
14.	Drawings are of Rs. 1,00,000/-
19.	Advertisement expenses paid in cash Rs. 8,000/-.
27.	Salary outstanding Rs. 80,000/-.
30.	Investment made in bank Rs. 1,00,000/-.

P.T.O.

