

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020**(CCSS)****M.B.A.****BUS 1C 08—ACCOUNTING FOR MANAGERS****(2016 Admissions)****Time : Three Hours****Maximum : 60 Marks****Part A***Answer all the questions.**Each question carries 2 mark.*

1. What do you mean by Cash Book ?
2. Give the importance of Profit and Loss Account.
3. What do you mean liquidity ratio ?
4. What do you mean by Funds from operations ?
5. Give the limitations of Cash Flow Statements ?

(5 × 2 = 10 marks)**Part B***Answer any four questions.**Each question carries 5 marks.*

6. Explain the need for preparing trading account, profit and loss account.
7. Highlight the importance of cash book.
8. What are the managerial uses of ratio analysis ?
9. Explain the usefulness of comparative statements.
10. Explain the procedure for preparing cash flow statements.
11. Differentiate Trial Balance with Balance Sheet.

(4 × 5 = 20 marks)**Turn over**

Part C

*Answer any two questions.
Each question carries 7½ marks.*

The following Trial Balance was extracted from the books of Mr. S as on 31st March

<i>Particulars</i>	<i>Debit Amount in Rs.</i>	<i>Credit Amount in Rs.</i>
Capital Account		1,00,000
Plant and Machinery	78,000	
Furniture	2,000	
Sales		1,27,000
Purchases	60,000	
Returns	1,000	
Opening Stock	30,000	
Discount	425	800
Sundry Debtors	45,000	
Sundry Creditors		25,000
Salaries	7,550	
Manufacturing Wages	10,000	
Carriage outward	1,200	
Provision for Bad Debts		525
Rent, Rates and Taxes	10,000	
Advertisement	2,000	
Cash	6,900	
Total	2,54,075	2,54,075

Prepare trading and Profit and Loss account for the year ended 31st March 2016 and set as on that date after taking into account the following adjustments :

- 1 Closing stock was valued at Rs. 34,220.
- 2 Provision for Bad Debts is to be Kept as Rs. 500.
- 3 Allow Interest on Capital at 10 % per annum.
- 4 Furniture was sold and the same was disposed off for Rs. 760 in exchange of net costing Rs. 1,680. The net invoice of Rs. 920 was passed through purchase (No depreciation need by charged on old and new furniture).
- 5 The Proprietor Mr. S has taken goods worth Rs. 5,000 for personal use and worth Rs. 1,000 as samples.

13. The following are the extracts from the financial statements of black and white 31st March 2015 and 2016 respectively :

<i>Particulars</i>	31 st March 2015 (Rs.)	31 st March 2016 (Rs.)
Stock	10,000	25,000
Debtors	20,000	20,000
Bills Receivables	10,000	5,000
Advances	2,000	—
Cash in hand	18,000	15,000
Creditors	25,000	30,000
Bills payable	15,000	20,000
Bank Overdraft	—	2,000
9 % Debentures	5,00,000	5,00,000
Sales for the year	3,50,000	5,00,000
Gross Profit	70,000	50,000

You are required to compute for both these years :

1. Current ratio
2. Liquidity ratio
3. Stock turn over ratio
4. Number of days of debtors

14. From the following particulars prepare Fund Flow Statement :

<i>Liabilities</i>	31 st December 2017(Rs.)	31 st December 2018 (Rs.)	<i>Assets</i>	31 st December 2017 (Rs.)
Current liabilities	30,000	32,000	Cash	40,000
Bonds Payable	20,000	20,200	Accounts Receivables	10,000
Capital Stock	35,000	43,500	Inventories	15,000
Retained Earnings	15,000	19,500	Land	4,000
			Building	20,000
			Equipment	15,000
			Accumulated Deprecition	(5,000)
			Patents	1,000

Additional information :

- 1 Income for the period Rs.10,000
- 2 A building that cost Rs. 4,000 and which had a book value of Rs.1,000 was sold for Rs. 1,400
- 3 The depreciation charge for the period was 800.
- 4 There was Rs. 5,000 issue of common stock.
- 5 Cash dividends Rs. 2,000 and stock dividend were declared.

(2 × 7½ = 15 marks)

Part D (Compulsory)

15. From the following particulars of Mrs. J prepare Cash Flow Statement :

<i>Liabilities</i>	31 st	31 st	<i>Assets</i>	31 st	31 st
	December 2017 (Rs.)	December 2018 (Rs.)		December 2017 (Rs.)	December 2018 (Rs.)
Creditors	40,000	44,000	Cash	10,000	7,000
Mrs. J loan	25,000	—	Debtors	30,000	50,000
Loan from bank	40,000	50,000	Stock	35,000	25,000
Capital	1,25,000	1,53,000	Machinery	80,000	55,000
			Land	40,000	50,000
			Building	35,000	60,000
Total	2,30,000	2,47,000	Total	2,30,000	2,47,000

During the year a machinery costing Rs. 10,000 (accumulated depreciation Rs. 3,000) was sold for Rs. 5,000.

The provisions depreciation against Machinery as on 31st Dec 2017 was Rs. 25,000 and 31st December 2018 was 40,000.

Net profit for the year 31st December 2017 amounted to Rs. 45,000.

Adjustments :

Stock as on 31st March 2006 is valued at Rs. 200.

Provide depreciation @ 10 % on Machinery and @ 5 % on Land and Building.

Outstanding salaries amounted to Rs. 50.

Insurance premium is paid in advance to the extent of Rs. 10. Allow interest on Capital @ 6 % per annum.

Interest on loan @ 12 % per annum is due for one year.

(1 × 15 = 15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.B.A.

BUS 1C 07—QUANTITATIVE TECHNIQUES

(2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 2 marks.*

1. Define Random experiment.
2. Define probability of an event.
3. How do you measure correlation ?
4. What is meant by sampling ?
5. Data analysis.

(5 × 2 = 10 marks)

Part B

*Answer any four questions.
Each question carries 5 marks.*

6. What is the probability of selecting two 'M' from the letters of the word "MANAGEMENT".
7. Define Binomial Distribution.
8. Write a note on Kruskal Wallis test.
9. Calculate co-efficient of correlation :

x	2	3	4	5	6	7	8	
y	:	4	5	6	12	9	5	4

10. Describe a Normal distribution. Why does the normal distribution hold the most honourable position in probability theory.
11. The distribution of marks obtained by a group of students is normal with mean 50 marks and standard deviation 15 marks. Estimate the percentage of students with marks below 35.

(4 × 5 = 20 marks)

Turn over

Part C

Answer any **two** questions.
Each question carries 7.5 marks.

12. On the basis of information given below about the treatment of 200 patients suffering from a disease, state whether the new treatment is comparatively superior to the conventional treatment.

	Favourable	Not favourable	Total
New	60	30	90
Conventional	40	70	110

13. Two bank officers examined eleven loan applications and ranked them. Compute the rank correlation co-efficient and determine if it is significant :

	A	B	C	D	E	F	G	H	I	J	K
Officer I	1	7	4	2	3	6	5	9	10	8	11
Officer II	1	6	5	2	3	4	7	11	8	10	9

14. From the following data obtain the line of regression of Y on X and estimate the average value of Y when X = 8, 16, 24.

X	2	6	8	11	13	13	13	14
Y	8	6	10	12	12	14	14	20

(2 × 7.5 = 15 marks)

Part D**Compulsory.**

15. Apply the Kruskal-Wallis test for the data relating to an agricultural field experiment, there different treatments were used on a sample plot and the yield were recorded in the following tabular form. On the basis of these results. Test whether all three treatments have same yield.

	Yield (in MT)							
Treatment I	2.48	3.25	3.87	3.6	4.0	3.0	3.45	3.94
Treatment II	3.88	2.87	3.27	2.8	2.84	3.1	3.5	2.37
Treatment III	2.69	2.88	3.4	3.17	3.44	3.15	2.46	2.85

(1 × 15 = 15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.B.A.

BUS 1C 06—MANAGERIAL ECONOMICS

(2016 Admissions)

Time : Three Hours

Maximum : 60 Marks

Section A*Answer all questions.**Each question carries 2 marks.*

1. What are the Objectives of Fiscal Policy ?
2. Explain the term Cost-Push Inflation
3. What is target pricing ?
4. Define sunk Cost ?
5. Distinguish between isoquants and isocosts ?

(5 × 2 = 10 marks)

Section B*Answer any four questions.**Each question carries 5 marks.*

6. State and explain the principle of Equi-Marginal Principle.
7. How price and output of a commodity are determined under monopoly ?
8. Explain the techniques of Demand Estimation.
9. Explain the important managerial uses of break even analysis.
10. Discuss briefly the major types of price discriminations with suitable examples.
11. Distinguish between Cardinal utility and Ordinal utility.

(4 × 5 = 20 marks)

Turn over

Section C

Answer any **two** questions.

Each question carries 7½ marks.

12. What is Demand forecasting ? What steps involved demand forecasting ? Explain purpose and usefulness.
13. Discuss with diagrams firm and industry equilibrium under monopolistic competition in the short run and long run.
14. Define pricing policy ? What are the factors to be considered while making pricing decision ?

(2 × 7½ = 15 marks)

Section D (Compulsory)

Case Study.

15. Consider the following demand and supply equations for the product of a perfectly competitive industry :

$$Q_D = 25 - 3P$$

$$Q_S = 10 + 2P$$

- (A) Determine the market equilibrium price and quantity algebraically.
- (B) Suppose that government regulatory authorities imposed a “price floor” on this product of $P = \$4$. What would be the quantity supplied and quantity demanded of this product ? How would you characterize the situation in this market ?

(15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.B.A.

BUS 1C 05—ENVIRONMENT AND BUSINESS

(2016 Admissions)

Time : Three Hours

Maximum : 60 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. List out various types of business organizations ?
2. What do you mean by economic globalization ?
3. What is FEMA ?
4. What is franchising ?
5. Define green marketing ?

(5 × 2 = 10 marks)

Part B*Answer any four questions.**Each question carries 5 marks.*

6. Examine how social and technological factors affect businesses ? Cite examples ?
7. Discuss the importance of copyright, patents and trade mark. How do they differ from one another ?
8. Sketch out the post LPG economic reforms in India.
9. Discuss the significance of start-ups in an economy like India.
10. Critically examine the steps taken to ensure balanced regional growth in India.
11. "Environmental issues are very critical in business decisions". Explain and illustrate ?

(4 × 5 = 20 marks)

Turn over

Part C

*Answer any two questions.
Each question carries 7½ marks.*

12. Describe some recent developments in business environment ? How do they affect business decisions ? Cite examples ?
13. Explain the significance of sustainable development ? What is the role of businesses in this regard ?
14. What are the rights available for consumers in India ? Also discuss the essence of Consumer Protection Act ?

(2 × 7½ = 15 marks)

Part D

Compulsory question carries 15 marks.

15. For about 48 million small and medium enterprises (SMEs) operating in India, continuous investment for enhancing their technology is a pre-requisite for growth, sustainability and scaling up plans. For this, SMEs need access to risk capital to obtain state-of-the-art technology.

In the European Union (EU), around 23 million SMEs act as the true backbone of its economy. The crux of their success is that most European SMEs continuously invest in new technologies, innovate themselves, rapidly adapt themselves to changing business environment, and thus they form the essential partners of all large manufacturing businesses. The technology platforms and R&D centres of European institutions offer technical and scientific support at negligible costs. This vital infrastructural support is inadequate in India.

However, foreign businesses are rapidly setting up manufacturing facilities in India. It is evident from the rise in FDI, which rose from \$24 billion (FY2014) to a projected of \$ 55 billion in FY2019. Most of the large foreign companies are seeking their home country supply chain businesses to join them in the manufacturing process in India. They need to establish joint ventures with Indian counterparts. This is the core of the opportunity space for the Indian SMEs in the near future.

The Indian SMEs are facing the challenge of financing the risk capital required for collaborations with a European or any other foreign company. Alternate funding routes of venture capital (VC) or Private Equity funding is not easily obtainable for these businesses operating on thin margins and limited capability. Policies and measures that address this core issue for SMEs of raising risk funding for preventing their technology obsolescence will add a boost to the 'Make in India' programme, spread industrial growth, and consequently lead to job creation.

- (i) What difference do Indian SMEs make in relation to European SMEs ?
- (ii) What are the opportunities and challenges Indian SMEs face now ? How can they be addressed ?
- (iii) What policy changes do you suggest to improve the SMEs in India ?

(15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020**(CCSS)****M.B.A.****BUS 1C 04—ORGANIZATIONAL BEHAVIOUR****(2016 Admissions)****Time : Three Hours****Maximum : 60 Marks****Part A**

*Answer all questions.
Each question carries 2 marks.*

1. What is Hawthorne effect ?
2. Elucidate the concept of 'Stereotyping'.
3. Define Group.
4. What is meant by transactional leader ?
5. What is OD ?

(5 × 2 = 10 marks)**Part B**

*Answer any four questions.
Each question carries 5 marks.*

6. Identify the behavioural challenges that managers have to face in managing organisation.
7. Examine the factors affecting learning.
8. What are the various types of groups ?
9. Discuss the merits and demerits of oral and written communications.
10. What is managerial grid ? Explain.
11. Enumerate the various features of good organisation structure.

(4 × 5 = 20 marks)**Turn over**

Part C

Answer any two questions.

Each question carries 7½ marks.

12. “Non-financial incentives are as strong motivators as financially ones”. Critically examine this statement and describe the different non-financial incentives.
13. What is group Cohesiveness ? Identify the factors affecting group cohesiveness.
14. Define Conflict. Describe the strategies to resolve the conflict.

(2 × 7½ = 15 marks)

Part D (Compulsory)

Answer one question.

The question carries 15 marks.

15. Ms. Devika is the new Branch Manager at Honeymoon Company Pvt. Ltd., Chennai branch. She is only 27 years old. The average age of people working in her branch is close to 45. As a result people are not really taking her serious. This is being reflected in all the performance charts. She is worried and frustrated.

Critically examine the crux of the issues and suggest a few suitable assertive measures she can undertake to wake people up.

(1 × 15 = 15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020**(CCSS)****M.B.A****BUS 1C 03—BUSINESS LAWS****(2016 Admissions)****Time : Three Hours****Maximum : 60 Marks***Answer all the Sections.***Part A***Answer all the questions.
Each question carries 2 marks.*

1. What do you mean by Special damages ?
2. What is service of notice as per Hire Purchase Act ?
3. Brief about the three tier system under Consumer Act.
4. Define the corporate term 'Acquisition.
5. What is interest bearing note ?

(5 × 2 = 10 marks)**Part B***Answer any four of the following.
Each question carries 5 marks.*

6. When a consent is said to be free ?
7. Brief whether a condition be treated as warranty.
8. Does death of partner dissolve partnership.
9. What do you mean by issue of shares at a premium ?
10. Can a dishonoured cheque be presented again ?
11. What is noting of Bill of Exchange ?

(4 × 5 = 20 marks)**Turn over**

Part C

*Answer any two of the following.
Each question carries 7½ marks.*

12. State and explain the essentials of a valid contract.
13. Write a note on unfair and restrictive trade practices.
14. List out the salient features of RTI Act 2005.

(2 × 7½ = 15 marks)

Part D

Compulsory question carries 15 marks.

15. Examine whether the following constitute a contract of Bailment under the provisions of the Indian Contract Act 1872 :

- (i) A parks his car at a parking lot, locks it and keeps the keys with himself.
- (ii) The seizure of goods by the customs authorities.

(1 × 15 = 15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.B.A.

BUS 1C 02—MANAGEMENT—THEORY AND BUSINESS ETHICS

(2016 Admissions)

Time : Three Hours

Maximum : 60 Marks

Part A

*Answer all questions.
Each question carries 2 marks.*

Write short notes on :

1. Scientific management.
2. Line authority.
3. Work group Behavior.
4. Indian heritage.
5. Ethical Audit.

(5 × 2 = 10 marks)

Part B

*Answer any four questions.
Each question carries 5 marks.*

6. Is management an art or science ? Explain.
7. What are the barriers to effective communication system ?
8. Explain the measurability of management by objectives.
9. Discuss the social responsibility of business
10. What are the effects of spiritual values ?
11. Discuss on principles and problems of co-ordination.

(5 × 5 = 20 marks)

Turn over

Part C

Answer any two questions.

Each question carries 7½ marks

12. Does scientific management benefit the management more than the workers ?
13. Explain the various steps involved in the formation of organisational structure.
14. How do you manage stress in organization ?

(2 × 7½ = 15 marks)

Part D (Compulsory)

15. Women as Chief Executive officer. The demand for managers with good background is remarkable. Mrs. Vedavathi Malhotra was one of the most sought after executive in India in 1990s. She was the first women to head an industrial undertaking ATLAS and Co., in India this company is biggest one in making cycles spare parts. The background Mrs. Vedavathi Malhotra is really interesting. After receiving her degree in Economics and Business Administration from IIM Calcutta, she worked for Rallies India Ltd.

When Rallies sold its spare parts division to BSA cycles, she worked as a Marketing Executive for BSA. While ATLAS company is in loss, her services as chief executive were called on. She helped in achieving "turn around" and the company is getting small profits. An international company like IBM would like to hire the services of Mrs. Vedavathi Malhotra at a slightly higher pay but she rejected the offer.

Questions :

- (a) Why was Mrs. Vedavathi Malhotra a much sought after executive ?
- (b) What factors might have motivated her to be in ATLAS ?

(1 × 15 = 15 marks)

FIRST SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2020

(CCSS)

M.B.A.

BUS 1C 01—BUSINESS COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 30 Marks

Section A

*Answer all questions.
Each question carries 2 marks.*

1. Write a short on Linguistic Communication.
2. What is Grapevine ?
3. What is Offers ?
4. What are the different kinds of visual aids ?
5. What is Layout of Letters ?
6. What is Business Game ?

(6 × 2 = 12 marks)

Section B

*Answer three questions.
Each question carries 6 marks.*

7. Explain the methods of communication.
8. Discuss the different types of enquiry letter in detail.
9. What are the factor affecting Listening ?
10. Discus the effective Listening Exercises.
11. What are the elements of Body Language ?
12. Explain the techniques of Attending Interviews ?

(3 × 6 = 18 marks)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 08—HEALTH CARE ECONOMICS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all the questions.**Each question carries 1 weightage.*

1. Define the term 'equilibrium of a market'.
2. What do you mean by Public health ?
3. Define law of supply.
4. What do you mean by Externality ?
5. Give the full form of 'AYUSH'.
6. Define 'Perfect Competition'.

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What are the externalities in health care ?
8. Write note on NRHM.
9. What are the indicators of health care ?
10. Write a note on Elasticity of Demand.
11. Explain 'Law of Variable Proportions'.
12. What are the characteristic of health care markets ?

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Explain the various demand determinants of health care service.
14. Describe the forces that move a market towards its equilibrium.
15. Explain the differences between Isocost and Isoquant ?
16. Explain the concept of Marginal utility.
17. Describe the indicators of health care.
18. Explain the features of perfect competition.

(3 × 4 = 12 weightage)

Part D

*Answer the compulsory questions.
Question carries 6 weightage.*

19. What are the roles of Government in providing health care services in India ? Discuss various health policies implemented by the Government for public health care service.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 07—ACCOUNTING FOR HEALTH CARE MANAGERS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all sub questions.**Each question carries 1 weightage.*

1. Define GAAP.
2. What is a Trial Balance ?
3. What is funds flow statement ?
4. Define GST.
5. What is Consultant Fee Accounting ?
6. Name the two important Financial Statements.

(6 × 1 = 6 weightage)

Part B*Answer any four of the following questions.**Each question carries 3 weightage.*

7. What is the meaning of Accounting ? How it is different from Book Keeping ?
8. Journalize the following transactions and also prepare Ledger accounts :

Date	Transactions	Amt.(Rs.)
1-2- 2018	Mr. X Started business with cash	
	Rs. 20,000 and goods worth	50,000
2- 2- 2018	Bought goods from Y	25,000
4- 2- 2018	Purchased from Sunil stores for cash	5,000
5- 2- 2018	Sold Goods for cash	7,000

Turn over

Date	Transactions	Amt.(Rs.)
8-2-2018	Purchased Goods for cash	2,500
10-2-2018	Paid Cartage	500
14-2-2018	Sold Goods on credit to M	25,000
21-2-2018	Withdrew money from business	500
22-2-2018	M returned goods	3,000
25-2-2018	Cash sales	2,500
28-2-2018	Paid Office Rent	5,000

9. Explain the method of Health Care Accounting.
10. A company has sold goods for Rs. 5,00,000 with a gross profit of 20% on sales. The stock at the beginning and the closing was Rs. 30,000 and Rs. 20,000 respectively. Calculate Inventory Turnover Ratio.
11. List the differences between Profit and Loss Account and Balance sheet.
12. What is Tally ? How do we create a company in Tally ?

(4 × 3 = 12 weightage)

Part C

*Answer any three of the following questions.
Each question carries 4 weightage.*

13. What is the statutory compliance of Income Tax ? Explain.
14. Explain the regulatory framework of financial reporting in India.
15. What is the need for accounting ? List the End users of Accounting Information.
16. From the following information Prepare Funds Flow Statement :

Liabilities	31-12- 2017	31-12- 2018	Assets	31-12- 2017	31-12- 2018
Share capital	60,000	80,000	Fixed Assets	60,000	1,00,000
P and L A/c	16,000	24,000	Current Assets	48,000	58,000
Provision for tax	4,000	6,000			
Proposed dividends	4,000	12,000			
Creditors	16,000	24,000			
Outstanding Expenses	8,000	12,000			
Total	1,08,000	1,58,000	Total	1,08,000	1,58,000

Adjustments :

Tax paid during the Year 2017 Rs. 5,000 and dividend paid is Rs. 4,000.

17. What are the special practices in Hospital Accounting ?

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question, question carries 6 weightage.

18. Prepare the Final Accounts from the balances of Mr. Chethan as on 31-12- 2018 :

Particulars	Rs.	Rs.
Capital	-	20,000
Drawings	2,000	-
Salaries	3,600	-
Debtors and Creditors	8,000	6,500
Purchases and Sales	47,000	72,000
Returns	1,700	1,200
Bills Receivables and Bills Payables	1,000	3,500
Stock 1-1-2018	14,500	-
Printing and Stationery	2,450	-
Bad debts	900	-
Machinery	6,500	-
Wages	3600	-
Commission	-	400
Discount	450	-
Premises	10,000	-
Cash	1,900	-
	1,03,600	1,03,600

Adjustments :

1. Depreciate Machinery by 10% and Premises by 5%.
2. Salary outstanding Rs. 600.
3. Wages paid in advances Rs. 100.
4. Closing Stock as on 31-12-2018 Rs. 24,600.
5. Create R B D at 5%.
6. Stock Destroyed by fire Rs. 2000 and the insurance company admitted the claim for Rs. 800 only.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 06—QUANTITATIVE TECHNIQUES

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. Define collectively exhaustive events.
2. Define standard error.
3. Define Confidence and Prediction Interval.
4. What is the value of the correlation co-efficient ?
5. Define random variable with example.
6. Describe how you would developed a new variable for age group from the raw age figures captured into SPSS.

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following questions.
Each question carries 3 weightage.*

7. For a population of 1000, what should be the sampling size necessary to estimate the population mean at 95% confidence with a sampling error of 5 and standard deviation equal.
8. An auditor for an insurance company would like to determine the proportion of claims settled by the company within 2 months of the receipt of the claim. A random sample of 200 claims is selected, and it is determined that 80 were paid the money within 2 months of the receipt of the claim. Set up 99% confidence interval estimate of the population proportion of the claims paid within 2 months.

Turn over

9. A piece of equipment will function only when the entire three component A, B and C are working. The probability of A failing during one year is 0.15, that of B failing is 0.05 and that of C failing is 0.10. What is the probability that the equipment will fail before the end of one year ?
10. Two computers A and B are to be marketed. A salesman who is assigned the job of finding customers for them has 60% and 40% chances of succeeding for computers A and B respectively. The two computers can be sold independently. Given that he was able to sell at least one computer, what is the probability that computer A has been sold ?
11. Write a note on Type I and Type II errors.
12. One tailed and two tailed tests.

(4 × 3 = 12 weightage)

Part C

*Answer any three of the following questions.
Each question carries 4 weightage.*

13. The incidence of a certain disease is such that on an average 20% of workers suffer from it. If 0 workers are selected at random, find the probability that : (i) exactly 2 workers suffer from the disease ; (ii) not more than 2 workers suffer from the disease. Calculate the probability up to fourth decimal place.
14. A new automated production process had an average of 1.5 breakdowns per day. Because of the cost associated with a breakdown, management is concerned about possibility of having three or more breakdowns during a day. Use Poisson's process what is the probability of having three or more breakdowns during a day ?
15. Fit a binomial distribution to the following data :

X	0	1	2	3	4
Frequency	28	62	46	10	4

16. Explain any two methods of probability sampling techniques with example.
17. Distinguish between primary and secondary data.

(3 × 4 = 12 weightage)

Part D

Answer the compulsory questions.

18. Find Karl Pearson's correlation co-efficient between age and playing habit of the following students :

Age	15	16	17	18	19	20
No. of Students	250	200	150	120	100	80
Regular Players	200	150	90	48	30	12

(6 weightage)

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FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 05—BASICS IN GENERAL MEDICAL SCIENCE

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all the questions.**Each question carries 1 weightage.*

1. Enumerate the reasons why cell ageing takes place.
2. What are glands ? How they function ?
3. Classify microbes.
4. What are the functions in an emergency ward ?
5. Write a note on holistic health.
6. What is heamodialysis ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. Briefly trace the position of man in animal kingdom.
8. Explain the chromosomal disorders and their reasons.
9. Explain the respiratory system and its contributions.
10. Explain the various sterilization methods.
11. Briefly explain the international code of medical ethics.
12. Briefly explain the equipments being used in Cardiology department.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. With appropriate diagram, explain the human anatomical position.
14. Explain the musculoskeletal system with a diagram.
15. What are the causes of the following diseases and their treatment?
 - (a) Malaria.
 - (b) Filaria.
 - (c) Plague.
16. Do you think the present medical system requires a change? Justify.
17. Explain the equipments to be used in Radiology and its precautions.

(3 × 4 = 12 weightage)

Part D

Answer the following question which carries 6 weightage.

18. Once a patient is admitted as inpatient, what medical records need to be prepared and monitoring to be done till the patient is discharged?

(6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 04—HEALTH CARE AND HOSPITAL ENVIRONMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. What is 'tertiary care' ?
2. Define the term 'Hospital'
3. What is meant by 'Palliative care' ?
4. Define 'Nursing'.
5. What is meant by 'Passive Immunity' ?
6. Define 'Epidemic'.

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What are the ancillary services in hospital ?
8. Mention different types of services in hospital.
9. Describe the functions of Physiotherapy department.
10. What are the components of epidemiology ?
11. What are the classifications of hospital ?
12. What is the role of hospital as a health care institution ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Why is accreditation important to a hospital ? What are its advantageous ?
14. Explain the concept of patient care services for hospital. Elucidate best practices for patient care
15. Define the term Hospital. Explain the different types of hospital services.
16. Enumerate the duties of hospital administrator.
17. Discuss the role of reception in admission process.

(3 × 4 = 12 weightage)

Part D

Answer the compulsory questions.

18. Discuss the problems and challenges of medical education in India. Suggest a proposal of reforms for improving medical education.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 03—MEDICO-LEGAL AND BUSINESS LAWS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all the questions.**Each question carries 1 weightage.*

1. What is mean by 'Coercion'.
2. Define 'free consent'.
3. Define 'Promissory note' ?
4. What is meant by 'Medical Negligence' ?
5. Define 'Mental Health'.
6. What does 'Euthanasia' mean ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. Describe essential characteristics of partnership.
8. Explain briefly the procedure of registration of firms.
9. Explain the Concept of Negotiable Instrument.
10. Distinguish between a 'holder and 'holder in due course'.
11. Write a note on passive euthanasia.
12. What are the most common mental health disorders ?

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.*

Each question carries 4 weightage.

13. Define 'Bill of Exchange'. Explain the characteristics of Bill of Exchange.
14. What is negotiation ? How negotiable instruments can be negotiated ?
15. Free consent is one of the essential of a valid contract. Comment .
16. Explain the different types of consent for medical treatment.
17. Discuss the issues related to the privatization of health care.

(3 × 4 = 12 weightage)

Part D

*Answer the **compulsory** questions.*

Question carries 6 weightage.

18. A young accident victim has been in a persistent vegetative state for several months in your hospital and the family members have insisted that "everything possible" be done to keep the patient alive.
 - (a) Should you honour the family's request ? If so, why ?
 - (b) What are your legal obligations in this case ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 02—MANAGEMENT THEORY AND HEALTH CARE ETHICS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all the questions.**Each question carries 1 weightage.*

1. Define 'Ethics.'
2. What is meant by Non-Malfeasance ?
3. What is meant by Ethical Dilemma ?
4. Expand SIFT.
5. What does 'Euthanasia' mean ?
6. Define 'Motivation.'

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What are the elements of motivation ?
8. Explain the basic features of management.
9. What are the principles of direction ?
10. What are the sources of ethics ?
11. Differentiate Euthanasia and Assisted suicid.
12. Define Ethics. Explain the steps in ethical decision making ?

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Write a note on Hippocratic oath and its importance in health care.
14. Discuss Maslow's Need Hierarchy theory of motivation.
15. Who is a Leader ? Explain the qualities of a good leader.
16. Enumerate the important sources of recruitment.
17. Why patient confidentiality is important ? What are the legitimate exceptions to confidentiality ?
(3 × 4 = 12 weightage)

Part D

Answer the compulsory questions.

Question carries 6 weightage.

18. Case Study :

Mr. Rajesh, a recently appointed production manager of DIP Ltd. has decided to produce jute bags instead of plastic bags as these are banned by the government. He set a target of producing 1000 jute bags a day. It was reported that the employees were not able to achieve the target. After analysis he found that employees were demotivated and not putting in their best for achieving the target. Mr. Rajesh's behavior is good towards the employees. His attitude is always positive. So he announced various incentive schemes for the employees like :

- Installing award or certificate for best performance.
- Rewarding an employee for giving valuable suggestions.
- Congratulating the employees for good performance.

1. Identify the functions of management highlighted in the above paragraph.
2. State the 'incentive' under which the employees are motivated.
3. State any *two* values which the production manager wants to communicate to the society by his work and behavior.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

Health Care Management

BUS HCM 01—BUSINESS AND HEALTH COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. Define 'Communication'
2. What is meant by Enquiry letter ?
3. Define 'Proxemics'
4. What do you mean by 'interview' ?
5. Define 'meditation'

(5 × 1 = 5 weightage)

Part B

*Answer any two questions.
Each question carries 2 weightage.*

6. What is meant by Quotation letter ? How does it differ from enquiry letter ?
7. Write a note on Transactional Analysis.
8. What are the different kinds of interviews ?

(2 × 2 = 4 weightage)

Part C

*Answer any one question.
The question carries 3 weightage.*

9. What is meant by Complaint letter ? Give a specimen of a Complaint letter
10. Mention various dimensions of personality ?

(1 × 3 = 3 weightage)

Part D

*Answer the compulsory questions.
The question carries 6 weightage.*

11. Draft a resume along with the covering letter for the post of a Public Relation Officer in a reputed Multiple Speciality Hospital.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1-08—FINANCIAL ACCOUNTING

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions by selecting the most appropriate answer from the options given.
Each question carries 1 weightage.*

1. The accounting principle that confirms to the tendency of accountants to resolve uncertainty and doubt in favour of understanding assets and revenues and overstating liabilities and expenses is known as :
 - (a) Conservatism.
 - (b) Materiality.
 - (c) Industry practice.
 - (d) Consistency.
2. The assumption that a business enterprise will not be solved or liquidated in the near future is known as the :
 - (a) Economic entity.
 - (b) Going concern.
 - (c) Monetary policy.
 - (d) Conservatism.
3. Ledger is a book of :
 - (a) Original entry.
 - (b) Secondary entry.
 - (c) All cash transactions.
 - (d) All non-cash transactions.
4. The following account has a credit balance :
 - (a) Carriage Inward.
 - (b) Carriage Outward.
 - (c) Return Inward.
 - (d) Returns Outward.
5. When the goods are sent to a supplier ?
 - (a) An invoice is sent to him.
 - (b) A debit note is sent to him.
 - (c) A credit note is sent to him.
 - (d) None of the above.

Turn over

6. Return outwards appearing in Trial Balance are deducted from :
- (a) Sales. (b) Purchases.
(c) Returns Inwards. (d) Closing Stock.
7. Subscription received in advance during the accounting year is :
- (a) An income. (b) An expenses.
(c) An asset. (d) A liability.
8. When closing capital is greater than opening capital, it denotes :
- (a) Profit.
(b) Loss.
(c) Profit if there is no introduction of fresh capital.
(d) No profit-no loss.
9. Pre-acquisition profits and reserves are treated as :
- (a) Revenue Profit. (b) Capital Profit.
(c) Capital Reserve. (d) Revenue Reserve.
10. Prepaid interest given in the Trial Balance will be treated as a (an) :
- (a) Asset. (b) Liability.
(c) Revenue. (d) Deferred expense.

(10 × 1 = 10 weightage)

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

11. Explain the constraints on the relevant and reliable financial information.
12. State the advantages of setting Accounting Standards.
13. Why do we prepare a trial balance ? Explain the types of errors it cannot detect.
14. Discuss the importance of the analysis of financial statement.
15. Explain the legislation and regulation of financial reporting in India.

(4 × 2 = 8 weightage)

Part C

*Answer any three questions.
Each question carries 4 weightage.*

16. The beginning inventory, purchases, and sales of Swimming caps during November are as follows :

November 1	Beginning Inventory	40 units at Rs. 70
3	Purchases	80 units at Rs. 71
8	Sales	90 units
10	Sales	10 units
15	Purchases	40 units at Rs. 73
17	Sales	50 units
21	Purchases	30 units at Rs. 74
26	Purchases	30 units at Rs. 76
28	Sales	20 units

Record the beginning inventory and the transactions on a perpetual inventory card using the FIFO and LIFO methods

17. On 31st December, 1995 the pass book of a merchant bank shows a credit balance of Rs. 3,357. The cheques and drafts sent to the bank but not collected and credited amounted to Rs. 790, and three cheques drawn for Rs. 300, Rs. 150 and Rs. 200 respectively were not presented for payment till 31st January next year. The bank has settled a bill payable amounting to Rs. 1,000 but it has not been entered in the Cash book and a bill receivable of Rs. 500 which was discounted with the bank was dishonoured by the drawee on due date. The bank has charged Rs. 13 as its commission for collecting outstation cheques and has allowed interest Rs. 10 on the trader's balance.

Prepare a Bank Reconciliation statement and show the balance as per cash book.

18. From the following details, prepare statement of proprietor's fund :

1	Stock velocity	6 times
2	Debtor's velocity	2 months
3	Capital Turnover	2 times
4	Creditors' velocity	73 days
5	Fixed asset turnover ratio	4 times
6	Gross Profit Ratio	20%

Gross profit was Rs. 60,000 Reserves and surplus amounted to Rs. 20,000, closing stock was Rs. 5,000 in excess of opening stock.

Turn over

19. The following balances appear in the books of Mahajan Brothers :

January 1, 2005	Machinery account	Rs. 40,000
January 1, 2005	Provision for depreciation	Rs. 18,000

On 1st January, 2005 they decided to sell a machinery for Rs. 4,350. This machine was purchased for Rs. 8,000 in January 2005. You are required to prepare a machinery account and provision for depreciation account on 31st December 2005 assuming that the firm has been charging depreciation at the rate of 10% p.a on straight Line Method.

(3 × 4 = 12 weightage)

Part D (Compulsory Question)

20. Wearwell Ltd. Supplies you the following Balance Sheets on 31st December :

<i>Liabilities</i>	1994	1995	<i>Assets</i>	1994	1995
Share Capital	70,000	74,000	Bank Balance	9,000	7,800
Bonds	12,000	6,000	Receivables	14,900	17,700
Accounts payable	10,360	11,840	Inventories	49,200	42,700
Provision for doubtful debts	700	800	Land	20,000	30,000
Reserves and surplus	10,040	10,560	Goodwill	10,000	5,000
	1,03,100	1,03,200		1,03,100	1,03,200

Following additional information has also been supplied to you :

- Dividends amounting to Rs. 3,500 were paid during the year 1994.
- Land was purchased for Rs. 10,000.
- Rs. 5,000 were written off on Goodwill during the year.
- Bonds of Rs. 6,000 were paid during the course of the year.

You are required to prepare a Cash Flow Statement.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1 07—QUANTITATIVE TECHNIQUES

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following questions by selecting the most appropriate answer from the options given.

Each question carries 1 weightage.

1. The measure of location which is the most likely to be influenced by extreme values in the data set is the :
 - (a) Range.
 - (b) Median.
 - (c) Mode.
 - (d) Mean.
2. Vertical curve represent the value of co-efficient of correlation to be :
 - (a) Positive.
 - (b) Negative.
 - (c) Zero.
 - (d) All of the above.
3. Karl Pearson's co-efficient of correlation method of measuring correlation is :
 - (a) Graphic.
 - (b) Mathematic.
 - (c) Positional.
 - (d) None of the above.
4. In case of simple correlation, the number of variables involved are :
 - (a) 1.
 - (b) 2.
 - (c) 3.
 - (d) 4.
5. Spearman's method is the method of calculating co-efficient of correlation by :
 - (a) Irvin Fischer.
 - (b) Charles Spearman.
 - (c) Lorenz.
 - (d) Karl Pearson.

Turn over

6. Two events, A and B, are mutually exclusive and each have a nonzero probability. If event A is known to occur, the probability of the occurrence of event B is :
- (a) One. (b) Any positive value.
(c) Zero. (d) Any value between 0 to 1.
7. In hypothesis testing, the hypothesis tentatively assumed to be true is :
- (a) The alternative hypothesis.
(b) The null hypothesis.
(c) Either the null or the alternative.
(d) None of these alternatives is correct.
8. An important application of the chi-square distribution is :
- (a) Making inferences about a single population variance.
(b) Testing for goodness of fit.
(c) Testing for the independence of two variables.
(d) All of these alternatives are correct.
9. In the textile industry, a manufacturer is interested in the number of blemishes or flaws occurring in each 100 feet of material. The probability distribution that has the greatest chance of applying to this situation is the :
- (a) Normal distribution. (b) binomial distribution.
(c) Poisson distribution. (d) Uniform distribution.
10. A numerical description of the outcome of an experiment is called a :
- (a) Descriptive statistic. (b) Probability function.
(c) Variance. (d) Random variable.

(10 × 1 = 10 weightage)

Part B

Answer any four of the following.

Each question carries 2 weightage.

11. A bag contains 30 balls numbered 1 to 30. One ball is drawn at random. Find the probability that the number of drawn ball will be in multiples of 5 or 9.

12. A problem on ANOVA is given to 4 students, A, B, C and D. The probability of A, B, C, D solving the problem are $\frac{1}{2}$, $\frac{1}{3}$, $\frac{1}{4}$, $\frac{3}{4}$, respectively. What is the probability that the problems will be solved if all of them try to solve the problem ?
13. A company uses selling aptitude test to and in the selection of salesmen. Past experience shows that 70% of the persons applying for a sales position achieved a classification “dissatisfactory” in actual selling, whereas the reminder were classified as “satisfactory”. 80% had scored a passing grade in the aptitude test. Only 25% of those classified “dissatisfactory” had passed the test. On the basis of this information, what is the probability that a salesman would be of “satisfactory” grade if he passed the aptitude test ?
14. Assuming that 50% of the population is vegetarians and 100 investigators can take a sample of 10 individuals to see whether they are vegetarians, how many investigators would you expect to report that three or less were vegetarians ?
15. MNO Tools Limited is involved in tool manufacturing. Its quality control department has found that 10 percent of the tools produced are defective. Find that the probability that in a sample of 10 tools selected at random for inspection, exactly (a) 2 (b) more than 2 will be defective using (i) binomial distribution ; and (ii) Poisson approximation to binomial distribution. Interpret the results.

(4 × 2 = 8 weightage)

Part C

Answer any three of the following.

Each question carries 4 weightage.

16. Zee Services Limited employs 10000 persons of different age groups for different types of services to be provided. 7% of the total employees are under 35 years of age and 89% percent of the employees are under 63 years of age. If we assume that the age of the employees of this company is normally distributed, what is the average age and standard deviation of the age ?
17. In order to test the knowledge of the students, a professor of Management has supplied limited information about the two variables, X and Y.

Variance of X = 9

Regressions equations : $8X - 10Y + 66 = 0$

$$40X - 18Y = 214$$

On the basis of the above information, find :

- Mean values of X and Y.
- Correlation co-efficient between X and Y.
- Standard deviation of X and Y.

Turn over

18. Tea Plantation Owners Association (TPOA) are upset that the GST Council is proposing to increase the GST rate on tea in their next meeting. Therefore, they made a survey of persons in different towns and found that 4000 persons out of a sample of 5000 persons were consuming tea before the GST rates were increased. They took a random sample of 6000 persons after the GST was increased and found that 4000 persons were consuming tea after the GST increase. Do you think that there has been significant decrease in the consumption of tea after the increase in GST ?
19. Discuss the sampling techniques and circumstances in which these can be used.

(3 × 4 = 12 weightage)

Part D

Answer the following (Compulsory).

This question carries 6 weightage.

20. A Limited, a tobacco company, claims that there is no relationship between smoking and lung ailments. MBA students were entrusted with the responsibility of testing whether this claim of the company is true. To test this, a group of MBA students undertook a study and took a random sample of 300 people in the age group of 40-50 years. The tabulated results of this study are given below :

	Had lung ailment	No lung ailment	Total
Smokers	75	105	180
Non-Smokers	25	95	120
Total	100	200	300

On the basis of the above data, you are required to test whether there is association between smoking and lung ailment. Use 5% level of significance.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1 06—MANAGERIAL ECONOMICS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer the following questions by selecting the most appropriate answer from the options given.**Each question carries 1 weightage.*

1. The total utility is maximised when MU is :
 - (a) Negative.
 - (b) Zero.
 - (c) Maximum.
 - (d) None of the above.
2. When price of the tea is increased, the demand for coffee is :
 - (a) Decreases.
 - (b) Increases.
 - (c) No change.
 - (d) None of the above.
3. TP is maximum when MP is :
 - (a) Negative.
 - (b) Zero.
 - (c) Positive.
 - (d) None of the above.
4. Economic profit is the difference between :
 - (a) AR and AC.
 - (b) TR and TC.
 - (c) MC and MR.
 - (d) None of the above.
5. The only market with identical AR curve and MR curve is :
 - (a) Monopoly.
 - (b) Oligopoly.
 - (c) Perfect competition.
 - (d) None of the above.

Turn over

6. To avoid double counting, when GDP is estimated economists :
- (a) Use GDP deflator.
 - (b) Use retail prices.
 - (c) Calculate value added at each stage of the production.
 - (d) Use price of only intermediate goods.
7. Among the four components of GDP, which is largest :
- (a) Consumption.
 - (b) Investment.
 - (c) Government spending.
 - (d) Net exports.
8. In the long run in perfect competition :
- (a) The price equals the total revenue.
 - (b) Firms are allocatively inefficient.
 - (c) Firms are productively efficient.
 - (d) The price is equal to the total cost.
9. Mahalanobis model has been associated with which Five Year Plan :
- (a) First five year plan.
 - (b) Second five year plan.
 - (c) Third five year plan.
 - (d) Sixth five year plan.
10. Product differentiation is the feature of :
- (a) Monopoly market.
 - (b) Oligopoly market.
 - (c) Monopolistic market.
 - (d) Perfect competition.

(10 × 1 = 10 weightage)

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

11. What are the uses of managerial economics ?
12. How is consumer's equilibrium achieved under the law of DM utility.
13. What is cross elasticity demand.

14. What are ISO revenue curves ?
15. What is break even analysis ?

(4 × 2 = 8 weightage)

Part C

*Answer any three questions
Each question carries 4 weightage.*

16. Explain the scope of managerial economics.
17. Explain equilibrium price output determination under perfect competition.
18. Summarise Keynes' theory of employment.
19. What are the difficulties in the estimation of national income ?

(3 × 4 = 12 weightage)

Part D

Compulsory question.

20. A firm's demand curve is given by $P = 1250 - 5Q$. The firm's current price is Rs. 500 and the firm sells 150 units of output per week :
- (a) Calculate the firm's marginal revenue at the current price and quantity using the expression for marginal revenue that utilizes the price elasticity of demand.
- (b) Assuming that the firm's marginal cost is zero, is the firm maximizing profit.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1—05—ENVIRONMENT AND BUSINESS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions by selecting the most appropriate answer from the options given.
Each question carries 1 weightage.*

1. Globalisation means :
 - (a) Adopting a global outlook for business.
 - (b) Inviting multinationals in the country.
 - (c) Selling in the foreign market.
 - (d) All of the above.
2. Consumer protection in India is ensured by :
 - (a) Consumer protection Act, 1946.
 - (b) Consumer protection Act, 1986.
 - (c) Consumer protection Act, 1990.
 - (d) Consumer protection Act, 1968.
3. GST is imposed :
 - (a) Directly on Consumers.
 - (b) On final Stage of production.
 - (c) On all stages from Production to final sale.
 - (d) Goods and services.
4. The concept of small scale industries (SSIs) was brought to the fore by the :
 - (a) Industrial Policy Resolution 1948.
 - (b) Industrial Policy Resolution 1956.
 - (c) Industrial Policy Statement 1977.
 - (d) None of the above.

Turn over

5. Environment degradation does not consist of :
- (a) Land degradation and soil erosion.
 - (b) Problem of over grazing and ecological degradation.
 - (c) Floods.
 - (d) None of the above.
6. The MRTP Act of 1969 was abolished in :
- (a) 1991.
 - (b) 2002.
 - (c) 2006.
 - (d) None of the above.
7. India abolished quantitative restrictions on imports of 1429 items in 2000 and 2001 as per the commitment to which of the following :
- (a) SAFTA.
 - (b) GATT.
 - (c) WTO.
 - (d) NAM.
8. Micro factors of external business environment does not include :
- (a) Competitors.
 - (b) Customers.
 - (c) Government Policies.
 - (d) None of these.
9. The Government of India replaced the Planning Commission of India by :
- (a) Competition Commission of India.
 - (b) FEMA.
 - (c) SARFAESI Act.
 - (d) NITI Aayog.
10. Demonetisation was announced by Prime Minister of India on :
- (a) July 1, 2016.
 - (b) July 1, 2017.
 - (c) November 8, 2016.
 - (d) November 8, 2017.

(10 × 1 = 10 weightage)

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

11. What is micro environment of business ?
12. What are the features of private enterprises ?
13. What is the importance of demography for a business organisation ?
14. Define IPRs.
15. What is fiscal policy ?

(4 × 2 = 8 weightage)

Part C

*Answer any three of the following.
Each question carries 4 weightage.*

16. Discuss globalisation as a strategy for a nation.
17. What are the features of ISO 14000 ?
18. Discuss the role of constitutional environment.
19. Discuss the EXIM policy of the Government of India.

(3 × 4 = 12 weightage)

Part D

*Answer the following (Compulsory).
This question carries 6 weightage.*

20. FDI Inflows to Automobile Industry have been at an increasing rate as India has witnessed a major economic liberalization over the years in terms of various industries. The automobile sector in India is growing by 18 percent per year. The basic advantages provided by India in the automobile sector include, advanced technology, cost-effectiveness, and efficient manpower. Besides, India has a well-developed and competent Auto Ancillary Industry along with automobile testing and R and D centres. The automobile sector in India ranks third in manufacturing three wheelers and second in manufacturing of two wheelers. The major investing countries are Mauritius (mainly

routed from developed countries), USA, Japan, UK, Germany, the Netherlands and South Korea. 24. India needs to worry on the Foreign Direct Investment (FDI) front. According to the statistics released by India's Ministry of Commerce and Industry, the country has received only \$ 18.35 billion in FDI in the first 11 months (April-February) of the financial year 2010-2011, compared to \$ 63 billion that came in the 11 months of the previous financial year. Future prospect of Indian Automotive Sector is looking bright. Indigenous automobile companies are replacing foreign multinational companies in terms of consumer satisfaction. Since 2002, automotive sector has much to deliver in the years to come. Direct Investment Inflows in India-Opportunities and Benefits, Important Aspects of FDI in Automobile Industry, Recent FDI Trends in India, The major foreign players who have a significant role in the development of Indian automobile industry, were discussed and the passenger car segment growth, Production, sales and Investment were analyzed.

Posers :

- (a) What are the benefits provided by India for FDI in automobile sector ?
- (b) What is the FDI policy of the GOI in the automobile sectors ?
- (c) Why do you think should be the FDI policy of the GOI in automobiles sector ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1 04—ORGANIZATIONAL BEHAVIOUR

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following questions by selecting the most appropriate answer from the options given.

Each question carries 1 weightage.

1. The field of organisational behaviour is primarily concerned with :
 - (a) The behaviour of individual and group.
 - (b) How resources are effectively managed.
 - (c) Control process and interactions between organization, external context.
 - (d) Both (a) and (c).
2. OB focuses :
 - (a) Individual, organisation, society.
 - (b) Society, organisation, nation.
 - (c) Employee, Employer, Management.
 - (d) Individual, Groups, organisation.
3. _____ means mental action or process of acquiring knowledge and understanding through thought, experience and the senses.
 - (a) Learning.
 - (b) Development.
 - (c) Cognition.
 - (d) Training.
4. In order to delegate authority, a superior must do which of the following :
 - (a) Development of subordinates.
 - (b) Commensurate authority.
 - (c) Clear responsibility.
 - (d) All of the above.

Turn over

5. Which of these skills is considered to be the corner stone of the four building block skills ?
- (a) Personal flexibility. (b) Self-insight.
(c) Perceptual skill. (d) Leadership capabilities.
6. A program that asks managers to reconsider that how work would be done and the organisation structure if they were starting to develop the company from the beginning is :
- (a) Reengineering. (b) TQM.
(c) MBO. (d) Diversity training.
7. _____ is a study of group behaviour.
- (a) Anthropology. (b) Psychology.
(c) Physiology. (d) Sociology.
8. The group _____ are more important to the group members than any financial incentive.
- (a) Norms. (b) Values.
(c) Both (a) and (b). (d) None of the value.
9. Which is not correct about the nature of leadership ?
- (a) Ideal conduct. (b) Leadership is a personal quality.
(c) Dynamic process. (d) Unity of accounting.
10. Which is the barrier of communication ?
- (a) Filtering. (b) Psychological distance.
(c) The pressure of time. (d) All the above.

(10 × 1 = 10 weightage)

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

11. What is the role of self efficiency in goal setting ?
12. What is gain sharing what explain its recent popularity ?
13. Contrast encoding and decoding.
14. All things being equal, which is more efficient, a wide or narrow span of control why ?
15. Contrast formal and informal training.

(4 × 2 = 8 weightage)

Part C

*Answer any three questions
Each question carries 4 weightage.*

16. Contrast the cognitive and affective components of attitude.
17. Explain the six personality types identified by Holland.
18. What is the relationship between a work group and the organization of which it is a part ?
19. "Resistance to change is an irrational response" do you agree or disagree explain.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

20. Indane Biscuits is located in an industrial area. The biscuits factory employs labour on a daily basis. The management does not follow statutory regulations and are able to get away with violations by keeping the concerned inspectors in good books.

The factory has designated room to which employees are periodically called either to hire or to fire.

As a part of National Safety Day the industries Association, of which the Indane Biscuits is a member, decided to celebrate collectively at a central place. Each of the members was given specific tasks.

The personnel manager, Indane Biscuits, desired to consult his supervisors and to inform everybody through them about the safety day celebrations. He sent a memo requesting them to be present in the room meant for hiring and firing. As soon as the supervisors read the memo they all got panicky thinking that now it was their turn to get fired. They started having 'hush-hush' consultations. The workers also learnt about it and since they had a lot of scores to settle with the management, they extended their sympathy and support to the supervisors. As a consequence everybody struck work and the factory came to a grinding halt.

In the meantime the personnel manager was unaware of the developments and when he came to know of it, he went immediately and tried to convince the supervisors about the purpose of inviting them and the reason why that particular room was chosen. The personnel manager, had selected the room because no other room was available. But the supervisors and the workers were in no mode to listen.

The Managing Director, who was rushed to the factory on hearing about the strike, also couldn't convince the workers.

Turn over

The matter was referred to the labour department. The enquiry resulted in all irregularities of the factory getting exposed and imposition of heavy penalties. The personnel manager was sacked. The factory re-opened after prolonged negotiations and settlements.

- (i) In the case of Indane Biscuits, bring out the importance of 'context' and 'credibility' in communication.
- (ii) List out the direct and indirect causes for the escalation of tension at the Indane Biscuits.
- (iii) If you were the personnel Manager what would you do.

(1 × 6 = 6 weightage)

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FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1 03—CORPORATE AND BUSINESS LAWS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following questions by selecting the most appropriate answer from the options given.

Each question carries 1 weightage.

1. A company has to submit a statement of affairs to the official liquidator with in :
 - (a) 14 days.
 - (b) 30 days.
 - (c) 21 days.
 - (d) 45 days.
2. Which of the following is a common law remedy ?
 - (a) Injunctions.
 - (b) Specific performance.
 - (c) Damages.
 - (d) Rectifications.
3. A petition to the court for winding up a company cannot be made by :
 - (a) Any shareholder of the company.
 - (b) Any creditor.
 - (c) The registrar of Companies.
 - (d) Employees of the company.
4. One man holds practically the _____ of the share capital of the one person company.
 - (a) Partial.
 - (b) Quarter.
 - (c) Whole.
 - (d) Half.
5. In members voluntary winding up, the notice of the resolution for winding up shall be published in a newspaper and filed with the registrar within :
 - (a) 10 days.
 - (b) 14 days.
 - (c) 21 days.
 - (d) 30 days.

6. In a standardized contract :
- The individual has no choice but to accept and sign on the dotted line.
 - The individual must be protected in contract.
 - The agreement is without consideration.
 - None of the above.
7. What is the liability of partner in profits vis-a-vis the third party ?
- Limited.
 - Unlimited.
 - Short.
 - Concerned.
8. The liability of members if company is limited by shares :
- Unpaid value of shares.
 - Guarantee amount.
 - Unlimited liability.
 - None of the above.
9. _____ stands in the fiduciary position of the company.
- Directors.
 - Promoters.
 - Auditors.
 - None of the above.
10. Contracts made after incorporation but before the grant of Certificate of commencement of Business _____.
- Provisional contracts.
 - Pre-incorporation contracts.
 - Preliminary contracts.
 - Both (b) & (c).

(10 × 1 = 10 weightage)

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

- What is the time of commencement of the indemnifier's liability?
- Distinguish between general lien and a particular lien.
- State the statutory duties of employer.
- Define articles of association and give its content.
- Explain the legal procedure for changing the name of the company.

(4 × 2 = 8 weightage)

Part C

*Answer any three questions.
Each question carries 4 weightage.*

- Discuss the different sources of law with special reference to Indian Commercial and Industrial Law.

17. Why is the intention to create legal relations an essential of a valid contract ? Give three examples of obligations arising from agreement which are not legal obligations.
18. Discuss the remedies available to debenture-holders for the realisation of their security.
19. What is the importance of the declaration of solvency in a voluntary winding up ? By whom is it made, and to whom is it submitted.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

20. Carbolic Smoke Ball Co. issued an advertisement in a newspaper about its product "the smoke ball" a preventive medicine against influenza. In the advertisement, the company offered to pay a sum of Rs. 1,000 as compensation to anyone who contacted influenza or a cold after having used the smoke ball according to the printed directions. The advertisement also contained that a sum of Rs. 1,000 had been deposited with the bank to show the sincerity of the company. A lady relying on the advertisement purchased and used the smoke ball as per the directions but still contacted influenza. She sued the company to claim the compensation of Rs. 1,000.
 - i) Discuss whether the lady entitled to get the claim or not.
 - ii) Explain general offer in the context of this case.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1-02—MANAGEMENT—THEORY AND BUSINESS ETHICS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

*Answer all the parts.***Part A**

*Note : Answer the following questions by selecting the most appropriate answer from the options given.
Each question carries 1 weightage.*

1. Benefits derived from social responsibility include :
 - (a) Enhanced organizational efficiency.
 - (b) Producing better products.
 - (c) Attracting people who want to work for the firm.
 - (d) Both (a) and (c).
2. Unethical behaviour is often triggered by :
 - (a) Pressure from higher management to achieve goals.
 - (b) An organizational atmosphere that condones such behaviour.
 - (c) Both (a) and (b).
 - (d) A system of checks and balances.
3. Fairness in employment practices centers on :
 - (a) Hiring no family members or friends.
 - (b) Giving people equal rewards for accomplishing the same tasks.
 - (c) Obeying equal employment opportunity legislation.
 - (d) Avoiding conflicts of interest.
4. Kate, the owner of a small telecommunications firm gives gifts of stock in her company to telephone company managers who purchase her equipment. Kate is giving in to the ethical temptation of :
 - (a) Kickbacks.
 - (b) Misuse of corporate resources.
 - (c) Sexual harassment.
 - (d) Treating people unfairly.

Turn over

5. Feature(s) of Maslow's need hierarchy theory is (are) :
- (a) Theory of human motives.
 - (b) Classifies basic human needs in a hierarchy.
 - (c) Theory of human motivation.
 - (d) All of the above.
6. MBO is a technique which requires that the objectives of the enterprise :
- (a) Be written and defined in broad terms.
 - (b) Lay down the time period for achieving the desired results.
 - (c) Include a plan of action for achieving the desired result.
 - (d) Be defined in terms of measurable results.
7. Guiding and supervising the efforts of subordinates towards the attainment of the organization's goals describes the function of :
- (a) Planning.
 - (b) Organizing.
 - (c) Directing.
 - (d) Controlling.
8. Directing function of management embraces activities of :
- (a) Issuing orders to subordinates.
 - (b) Supervising subordinates.
 - (c) Guiding and teaching the subordinates.
 - (d) Providing leadership and motivation to subordinates.
 - (e) All of these.
9. Adequate motivation of employees results in :
- (a) Fostering in-disciplines among the subordinates.
 - (b) Boosting the morale of the subordinates.
 - (c) Decreasing the productivity of subordinates.
 - (d) All of these.
10. Management can be considered as _____.
- (a) Exact science.
 - (b) Inexact science.
 - (c) Pseudo science.
 - (d) (b) or (c).

Part B

*Answer any four of the following.
Each question carries 2 weightage.*

11. Is management an art. Elaborate.
12. What is the role of Directing in an organisation ?
13. What is the importance of groups for achieving high productivity ?
14. What is the Indian heritage in production ?
15. What is the relevance of spiritual values in management ?

(4 × 2 = 8 weightage)

Part C

*Answer any three of the following.
Each question carries 4 weightage.*

16. Discuss the evolution of management thought.
17. Discuss the different types of organisation structure and their implication for achieving organisational objectives.
18. Discuss the role and importance of ethics, culture and values in the working of business organisations.
19. Distinguish between ethical and legal responsibilities.

(3 × 4 = 12 weightage)

Part D

*Answer the following (Compulsory).
This question carries 6 weightage.*

20. Flipkart is an e-commerce company founded in the year 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangaluru, India. The company seeks to increase traffic (more clicks on their products) and boost sales and revenue through integration of Mobile Apps, Display, Pay Per Click and Search Engine Optimization. In order to dispel the fear of people related to shopping on-line, Flipkart was the first company to implement the popular 'Cash on Delivery' facility. All the products sold by the company under a particular category may have different return/replacement period. Flipkart allows multiple payment options such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. The company operates both ways when an order is received. The products for

Turn over

which it holds inventory are dispatched by it directly. For the products they do not store in inventory, they just send the order received by them to the supplier who ships it. The company plans to spend about 75 crores on e-Commerce advertising in the year 2016. Flipkart reserves the right to terminate your membership and/or refuse to provide you with access to the website if it is brought to Flipkart's notice or if it is discovered that you are under the age of 18 years. This is because as per the Indian Contract Act, 1872, the minors, un-discharged insolvents, etc. are not eligible to use the website.

Posers :

- (a) What are the different types of plans being used by Flipkart ?
- (b) What is the age related problem that the company is facing ?
- (c) What are the different modes of payment that the company is encouraging the prospective customers to use ?
- (d) If you were given the responsibility of diagnosing the problem that Flipkart is facing, what would be your diagnosis ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

International Finance

BUS IF S1 01—BUSINESS COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer the following questions by selecting the most appropriate answer from the options given.

Each question carries 1 weightage.

1. A memorandum (memo) is considered a brief form of written communication for :
 - (a) Internal use.
 - (b) External use.
 - (c) Formal use.
 - (d) Legal use.
2. Good business letters are characterized by the following personal quality of the writer :
 - (a) Seriousness.
 - (b) Sincerity.
 - (c) Formality.
 - (d) Humour.
3. Effective professional correspondence uses an appropriate style, clear and concise language, and :
 - (a) The passive voice.
 - (b) The active voice.
 - (c) Open punctuation.
 - (d) Mixed punctuation.
4. Which of the following is not part of a cover letter ?
 - (a) Salutation.
 - (b) Return address.
 - (c) References.
 - (d) Close.
5. A good business letter is simple and straight forward without being simplistic or _____.
 - (a) Panoramic.
 - (b) Paternal.
 - (c) Patriotic.
 - (d) Patronizing.

(5 × 1 = 5 weightage)

Turn over

Part B

*Answer any two of the following.
Each question carries 2 weightage.*

6. Describe the role of upward and downward communication.
7. What are the contents of offers and quotations ?
8. What is the process involved in organising press conferences ?

(2 × 2 = 4 weightage)

Part C

*Answer any one of the following.
The question carries 3 weightage.*

9. Discuss the contents of annual reports.
10. Discuss the process involved in planning of meetings.

(1 × 3 = 3 weightage)

Part D

*Answer the following (Compulsory).
This question carries 6 weightage.*

11. Louis Berger, a global corporation that solves infrastructure and development challenges, reached out to Axia Public Relations to manage a national media relations campaign. Louis Berger is a top federal contractor working toward emergency recovery efforts for Puerto Rico's electrical grid after Hurricane Maria hit on September 20, 2017.

With Louis Berger's cargo ship leaving port in Jacksonville, Florida, headed to Puerto Rico with more than 300 power generators, Axia successfully leveraged existing relationships to quickly co-ordinate drone photography and video footage-despite tight restrictions for port access-within 24 hours. The visuals helped paint a picture and tell the story of Louis Berger's important role in Puerto Rico's recovery.

The Axia PR strategy

Axia's relationships with top-tier national news media outlets was a key component of the media relations campaign to build awareness and position U.S. division President Tom Lewis as an expert source and thought-leader.

In the first days of the campaign, Axia immediately reached out to journalists covering Puerto Rico's power grid and alerted them of Lewis' availability for interviews, expert insights, and thoughts on how to implement solutions to get the job done. Timeliness was critical for media pitching, considering the 24/7 news cycle and how many reporters were actively covering efforts in Puerto Rico.

Axia monitored media outlets, social media channels, and blogs for contacts who were actively covering the hurricane's aftermath and encouraged each to cite Lewis as an expert source.

The results

After more than 500 media pitches, multiple targeted media lists, and a variety of creative pitch angles, Axia's media relations efforts earned Louis Berger more than 300 earned media stories. Those stories reached more than 665 million media impressions with more than 7,049 social media shares.

Posers :

- a) What is the problem being faced by Louis Berger ?
- b) How did Axia Public Relations approach the problem faced by Louis Berger ?
- c) How did Axia Public Relations help Louis Berger and what are the results of the approach ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 08—ACCOUNTING FOR MANAGERS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. Define Accounting.
2. What is absolute liquid ratio ?
3. What do you mean by financial statement ?
4. What is IFRS ?
5. Distinguish fund flow statement from cash flow statement.
6. What are the steps in accounting cycle ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. Explain the important accounting concepts.
8. From the following balances on 31st March 2017, prepare a Trial Balance :

<i>Particulars</i>	₹	<i>Particulars</i>	₹
Interest on capital ...	24,000	Salaries ...	1,28,000
Creditors ...	6,00,000	Capital ...	8,00,000
Discount Received ...	23,000	Drawings ...	2,46,000
Loan ...	1,74,000	Machinery ...	3,00,000
Purchase returns	40,000	Bills payable	20,000
Sales return ...	6,000	Furniture	6,00,000
Advertisement ...	1,63,000	Debtors ...	5,00,000
Commission received ...	20,000	Bank loan ...	2,00,000
Rent ...	10,000	Patents ...	60,000
Purchases ...	19,00,000		
Sales ...	32,60,000		
Opening stock ...	12,00,000		

Turn over

9. Compare and contrast Profit and Loss Account and Balance Sheet.
10. What are the uses and limitations of ratio analysis ?
11. On 1st July 2016, a plant was purchased for ₹ 40,000 and ₹ 8,000 was spent on installing charges. On 1st January 2017, another new plant was purchased for ₹ 30,000. On 30th June 2018 a plant purchased on 1 January 2017 was sold for ₹ 24,000 and on 1st July 2018, a new plant was purchased at a cost of ₹ 32,000. Depreciation is written off at 10% on the original cost. The Accounts are closed every year on 31st March. Show the plant account upto the year ended 31st March 2019. Assume straight line depreciation method is followed.
12. From the following details prepare a statement showing Changes in Working Capital during 2019 :

Balance Sheet of HiTech Ltd. as on 31st March 2019

<i>Liabilities</i>	2018 (₹)	2019 (₹)	<i>Assets</i>	2018 (₹)	2019 (₹)
Share capital	5,00,000	6,00,000	Fixed Assets	10,00,000	11,20,000
Reserves	1,50,000	1,80,000	(-) Depreciation	3,70,000	4,60,000
P and L A/c.	40,000	65,000	Stock	2,40,000	3,70,000
Debenture	3,00,000	2,50,000	Book debts	2,50,000	2,30,000
Creditors for goods	1,70,000	1,60,000	Cash in Hand	80,000	60,000
Provision for tax	60,000	80,000	Prel. expenses	20,000	15,000
	12,20,000	13,35,000		12,20,000	13,35,000

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. From the following details prepare a Balance Sheet as on 31st March 2019 :

Current ratio		2.5
Liquid ratio		1.5
Proprietary ratio		0.75 (FA to proprietary funds)
Fixed Assets		₹ 1,80,000
Working capital	...	₹ 60,000
Reserves and surplus		₹ 40,000
Bank overdraft		₹ 10,000

14. Prepare a Trading Account from the following information as on 31st March 2017 :

<i>Particulars</i>	₹
Opening stock as on 1-4-2016	50,000
Purchases-cash	... 1,20,000
Purchases-credit	... 1,00,000
Sales-cash	... 40,000
Sales-credit	... 1,00,000
Purchase returns	... 20,000
Carriage inwards	10,000
Marine insurance on purchases	... 6,000
Other direct expenses	... 4,000
Sales return	... 30,000
Stock as on 31-3-2017	... 10,000

15. The comparative Balance Sheet of M/s. Suntech is as follows :

<i>Liabilities</i>	2018 (₹)	2019 (₹)	<i>Assets</i>	2018 (₹)	2019 (₹)
Share capital	3,00,000	3,50,000	Land and Building	2,20,000	3,00,000
Loan from Bank	3,20,000	2,00,000	Machinery	4,00,000	2,80,000
Creditors	1,80,000	2,00,000	Stock	1,00,000	90,000
Bills payable	1,00,000	80,000	Debtors	1,40,000	1,60,000
Loan from SBI		50,000	Cash	40,000	50,000
	9,00,000	8,80,000		9,00,000	8,80,000

Additional Information :

- (a) Net profit for the year 2009 amounted to ₹ 1,20,000.
- (b) During the year a machine costing ₹ 50,000 (accumulated depreciation ₹ 20,000) was sold for ₹ 26,000. The provision for depreciation against machinery as on 31st March, 2018 was ₹ 1,00,000 and 31st March 2019 ₹ 1,70,000.

You are required to prepare a Cash Flow Statement.

Turn over

16. Enumerate and explain which financial ratios will be of interest to the following :
 (i) Potential investors ; and (ii) Company's own management.
17. "Fund flow statements can be used to identify a variety of problems in the way a company operates." Illustrate the statement by the help of suitable examples.

(3 × 4 = 12 weightage)

Part D**Compulsory question.***Carries 6 weightage.*

18. From the following Trial Balance, prepare a Profit and Loss Account and a Balance Sheet as on 31-03-2018 :

<i>Particulars</i>	Dr. (₹)	Cr. (₹)
Capital		86,140
Drawings	3,400	
Purchase and sales	32,400	88,200
Returns	2,300	2,150
Carriage inwards	1,500	
Lighting and heating	800	
Water and gas	3,400	
Stock as on 1-4-2017	7,300	
Rent (office)	900	
Wages and salaries	2,500	
Electricity	1,300	
Postage	200	
Printing charges	700	
Legal charges	480	
Interest earned		390
Furniture	19,100	
Machinery	60,000	
Buildings	35,000	
Cash in hand	5,600	
	<u>1,76,880</u>	<u>1,76,880</u>

Additional information :

- (i) Closing stock amounted to ₹ 5,100.
 (ii) Outstanding expenses wages ₹ 700, rent ₹ 300.
 (iii) Prepaid printing charges ₹ 200.
 (iv) Interest earned but not received ₹ 100.
 (v) Depreciate buildings @ 2%, machineries @ 5% and furniture @ 10%.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 07—QUANTITATIVE TECHNIQUES

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. Brief the concept of statistical inference.
2. What is conditional probability ?
3. What do you mean by discrete and continuous functions ?
4. What do you mean by standard error ?
5. What do you mean by degrees of freedom ?
6. What do you mean by correlation ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. You are planning to conduct a sample survey among the drivers passing through a bridge to study their opinion on toll for the bridge. Which is the best sampling method you can use ? Why ?
8. A book contains 100 misprints distributed randomly throughout its 100 pages. What is the probability that a page observed at random contains at least two misprints ?
9. Explain various probability sampling methods.
10. Explain how sign test is conducted.
11. A bag contains 4 white, 6 black and 2 yellow balls. A ball is drawn. Find the probability that it is a white or black.

Turn over

12. Mean life of 100 fluorescent light tubes produced by a company is computed to be 1570 hours with standard deviation of 120 hours. The company claims that the average life of the tubes produced by the company is 1600 hours. Using the level of significance of 0.05, test whether the claim is valid.

(4 × 3 = 12 weightage)

Part C

Answer any three questions.

Each question carries 4 weightage.

13. A company has two plants to manufacture scooters. Plant I manufactures 80% and plant II manufactures 20% of the scooters. At plant I, 75 out of 100 scooters are rated standard quality or better. At plant II, only 65 out of 100 scooters are rated standard quality or better. What is the probability that a scooter selected at random came from plant I, if it is known that : (a) the scooter is of standard quality ; (b) the scooter is of inferior quality.
14. Brief the various probability distributions.
15. Explain the applications and procedure of ANOVA.
16. 10 pairs of value of X and Y variables have correlation coefficient of 0.5. Can you believe that this sample is drawn from a population with coefficient of correlation of 0.6 ? (Level of significance is 0.05).
17. The following are the number of tickets issued by two salesmen on 11 days. Use Sign Test at 1% level of significance to test whether the two salesmen sold equal number of tickets :

Salesman	1	2	3	4	5	6	7	8	9	10	11
1	7	10	14	12	6	9	11	13	7	6	10
2	10	13	14	00	10	7	15	11	10	9	8

(3 × 4 = 12 weightage)

Part D

Answer the compulsory question.

The question carries 6 weightage.

18. Data on sales and net profit of 10 companies is given. Calculate the correlation co-efficient :

Company	1	2	3	4	5	6	7	8	9	10
Sales	37.72	168.13	17.69	45.21	159.52	151.79	23.27	442.84	191.54	149.16
Net Profit	0.19	1.60	1.30	2.62	5.32	6.52	1.05	10.31	16.68	6.78

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021**(CUCSS)****M.B.A.****BUS 1C 06—MANAGERIAL ECONOMICS****(2016 Admissions)****Time : Three Hours****Maximum : 36 Weightage****Section A***Answer all questions.**Each question carries 1 weightage.*

1. What is Fiscal Policy ?
2. Define Marginal Utility.
3. Define decision-making.
4. What do you mean by National Income ?
5. What do you mean by Marginal Revenue ?
6. Define Economic Planning.

(6 × 1 = 6 weightage)**Section B***Answer any four questions.**Each question carries 3 weightage.*

7. What are the responsibilities of managerial economist ?
8. What do you mean by production function ?
9. Why demand curve slopes downwards ?
10. What is Delphi Method ?
11. What are the factors determining income elasticity ?
12. What do you mean by constant returns to scale ?

(4 × 3 = 12 weightage)**Turn over**

Section C

Answer any three questions.

Each question carries 4 weightage.

13. Explain the need for measuring the national income.
14. Briefly explain the application of economics theories in Business decision ?
15. Explain the scope of Mahalanobis Model.
16. Explain the various effects of business cycle.
17. Why demand estimation is important ?

(3 × 4 = 12 weightage)

Section D

Compulsory question.

6 weightage.

18. LIO, a cell phone manufacturer established its business in Delhi, in 2006. Within a year, they were able to establish themselves in the domestic and national market for the indigenous product. During the fourth year of business they wanted to expand their market to the international level. They found they were not achieving the expected sales and the profit margin is low. Their financial consultant advocated 'economy of scale and financial engineering' operations. Presently several of their cell phones Lamda are now available in the go down.

The R and D wing of the company consisted of experts in the field. They had found a new chip, which had helped in manufacturing their recent innovative products Lamda cell phone. The researchers were sure their Lamda would sell like hot cakes since this was the only miniature phone in the market with the size 6 cm × 4.5 cm weighing just gms. The breakthrough was the new chip, which helped in bringing out this Lamda cell phone. Because of this chip they priced the product at 5 tomes the regular products. Unfortunately the sales target of the new innovative model was not up to the expectations. The customers lost their interest and the customer satisfaction was found low, as reported by the retailers.

Discuss :

1. What is the current status of the company ?
2. What are the changes required and why ?
3. What will be the strategic planning process that would you recommend in this juncture ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 05—ENVIRONMENT AND BUSINESS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Section A*Answer all the questions.**Each question carries 1 weightage.*

1. Distinguish macro environment from micro environment.
2. What is money market ?
3. What is IPR ?
4. What is Globalisation ?
5. What is Green Management ?
6. Distinguish FDI from FII.

(6 × 1 = 6 weightage)

Section B*Answer any four questions.**Each question carries 3 weightage.*

7. How does legal environment affect business policies in India ?
8. Describe the scope of FEMA and discuss the difference between the FERA and FEMA.
9. Explain the importance of values in business.
10. What do you mean by monetary policy ? Discuss its objectives and importance.
11. Examine the role of Multinational Corporations in Indian business scenario.
12. Explain Environmental Impact Assessment (EIA).

(4 × 3 = 12 weightage)

Turn over

Section C

Answer any three questions.

Each question carries 4 weightage.

13. Discuss the complexity and diversity of Business Environment in modern times.
14. Outline the need and importance of performing social responsibility functions by a business organisation.
15. "Monetary Policy and Fiscal Policy are complementary". Discuss the statement.
16. Critically evaluate the impact Information Technology in Banking sector.
17. What are business ethics ? Explain guidelines for managing workplace ethics.

(3 × 4 = 12 weightage)

Section D

Answer the following Compulsory question which carries 6 weightage.

18. The importance of a strong government in making suitable policies and institutional reforms can hardly be exaggerated. A market friendly government policy can lead to a major paradigm shift necessary for transition without tears. Government policies should be consistent, prompt and pro-people. However, in the case of East Asia, the government policies were not always pro-people. It was through democracy that such countries drove towards economic progress, and in many cases, human rights and freedom had to be restricted. This is the case especially in China. However, then a good and popular government makes the prospect of high quantitative growth often bleak. Thus, a trade-off seems to exist in the choice between good government and a good rate of economic growth. There is often a negative correlation between the two. However, it is the quality of life that matters and a high rate of economic growth is not necessarily the best rate to ensure the best quality of life. Transformational growth under capitalism may make people rich and free in some ways, but it may not make them happy, unless of course, happiness is defined in a special way. China's quantitative growth rate is high, but it also has the highest suicide rate in the world. In such a milieu of growth, public participation, human freedom, and human rights remain unrealized. In such a contest, the whole show of growth looks like staging Hamlet without the prince of Denmark.

- (i) Why is there a negative correlation between good government and high growth rate ?
- (ii) Can there be any trade-off between good government and a good rate of growth ?
- (iii) Why do you think China has the highest rate of suicide in the world ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021**(CUCSS)****M.B.A.****BUS 1C 04—ORGANIZATIONAL BEHAVIOUR****(2016 Admissions)****Time : Three Hours****Maximum : 36 Weightage****Section A***Answer all questions.**Each question carries 1 weightage.*

1. Define Culture.
2. What is Locus of Control ?
3. What is Perceptual Distortion ?
4. What is the relevance of Employee Turnover ?
5. What is Grape wine Communication ?
6. Define Learning.

(6 × 1 = 6 weightage)**Section B***Answer any four questions.**Each question carries 3 weightage.*

7. Explain the group formation process.
8. Explain organizational behaviour modification.
9. Explain Classical conditioning.
10. What is Transactional Analysis ?
11. State the measures to manage Resistance to Change ?
12. Explain the relevance of Virtual Teams ?

(4 × 3 = 12 weightage)**Turn over**

Section C

Answer any three questions.

Each question carries 4 weightage.

13. Elaborate the impact of leadership style on OB.
14. “ There are different types of groups in the same organisation”. Comment.
15. Elaborate OD intervention strategies.
16. Explain the factors influencing perceptual processing.
17. Bring out the various conflict resolution techniques.

(3 × 4 = 12 weightage)

Section D

Compulsory question.

6 weightage.

18. The Head of production at a manufacturing unit was giving the production department manager, Mr. Adithya a hard time for his work group, which was behind schedule for several months in a row in the targets. His contention was that with the consistent tardiness of the production crew the production process was getting delayed by the 15 minutes on an average, per member per day, and this was no way for the department to meet the assigned quotas. He was quite upset about this “lax management style” and made it very clear that unless he took necessary steps to deal with the tardiness problem, he would have to be replaced with another manager who would “manage the crew effectively”.

Mr. Adithya consider himself as an able leader and is confident about his good group of workers. He realises that they are bored with their work and are dejected on the incentive plans. Hence they seem to take things easy and coming late to work by a few minutes everyday. Mr. Adithya is also aware that they were leaving the workplace a few minutes early in the evenings. In spite of all this, he pretended not to notice the irregularities. He thinks that once the workers started their work, they proceeded to execute their jobs very satisfactorily and in fact, often helped to meet rush orders whenever they know that their manager was under pressure.

- (a) Do you consider Mr. Adithya as a good leader ? Why ?
- (b) Suggest the intervention strategies appropriate for the firm.

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 03—BUSINESS LAWS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all the questions.**Each question carries 1 weightage.*

1. What is meant by voidable contract ?
2. What is Nudumpactum ?
3. What is private placement ?
4. What is statutory Company ?
5. Define Public Company.
6. Who is a holder in due course ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. What are the different modes of discharge of a contract ?
8. Explain contract of bailment.
9. What is memorandum of association ? What are the different forms of memorandum prescribed by Companies Act 2013 ?
10. Explain the rights of partners in a partnership firm.
11. What is the procedure for seeking information under RTI Act 2005 ?
12. Define Company. Explain different types of company form of business.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Explain void, voidable and illegal contract.
 14. "A person disqualified from law cannot be entered into a valid contract". Explain.
 15. Define unpaid seller. What are the rights of an unpaid seller ?
 16. What is meant by negotiable instrument ? Explain the characteristics.
 17. Explain the role of consumer protection councils.
- (3 × 4 = 12 weightage)

Part D

Answer the compulsory question. 6 weightage.

18. Define Contract, explain the essentials of a valid contract.
- (6 × 1 = 6 weightage)

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FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 02—MANAGEMENT THEORY AND BUSINESS ETHICS

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is Espirit De Corps ?
2. Differentiate Staff and line function.
3. What is Storming ?
4. What is meant by Esteem Needs ?
5. State the relevance of Work Ethos.
6. What is Ethical dilemma ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Explain Contributions of Marry Parker Follet.
8. Elaborate the various types of decisions with examples.
9. Discuss the methods of job evaluation.
10. Explain the principles of direction.
11. What is the role of Ethics Committee ?
12. State the merits and demerits of committee form of management.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three questions.
Each question carries 4 weightage.*

13. Critically evaluate Herzberg theory.
14. Compare Trait theory and Contingency theory of leadership.
15. Discuss the role of international organizations in promoting ethical practices.
16. Discuss the legal framework of Corporate Governance in India.
17. Explain the change management strategies.

(3 × 4 = 12 weightage)

Part D

Compulsory question.
Carries 6 weightage.

18. In a setback to Nestle India Ltd, in 2019, the Supreme Court of India lifted a stay on the proceedings of a class-action suit filed by the Central government against the maker of Maggi noodles. The National Consumer Disputes Redressal Commission (NCDRC) can now continue proceedings against Nestle India, based on the results of tests of Maggi noodle samples conducted by the Central Food Technological Research Institute (CFTRI) in Mysuru. In December 2015, the top court had stayed NCDRC proceedings against Nestle India and directed the testing of the noodles by CFTRI. In April next year, Nestle cleared all tests and Maggi was declared safe for consumption.

The government had approached the consumer court alleging unfair trade practices, false labelling and misleading advertisements by Nestle and sought a compensation of ₹ 640 crore under the provisions of the Consumer Protection Act, 1986. The apex court's ruling means that Nestle may have to review its packaging and change the way it advertises the noodles brand. Senior advocate Abhishek Manu Singhvi, appearing for Nestle, told the court that the Mysuru-based lab had found the noodles to contain lead "within permissible limits" and that it could not be ascertained whether the monosodium glutamate (MSG) in it was natural or added. The 2015 Maggi ban was a big blow to the Indian arm of the Swiss foods company, which took a hit of more than ₹ 500 crore as it recalled and destroyed more than 35,000 tonnes of noodles from 3.5 million retail outlets in June 2015. "Nestle had seen favourable outcomes from international and national labs for its Maggi samples before it hit the market. I do not see any major issue hitting the company in this regard," said Abneesh Roy, senior vice-president at Edelweiss Securities.

- a) Discuss the relevance of this case on the backdrop of increasing demands for better business practices.
- b) Whether a multinational company is supposed to follow different food safety standards in different countries ?

(1 × 6 = 6 weightage)

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 1C 01—BUSINESS COMMUNICATION

(2016 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is Verbal Communication ?
2. Define 'Kinesics'.
3. What is para-language ?
4. Distinguish between internal and external communication.
5. What is 'Letter of agency' ?
6. What do you mean by noise in communication ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. What are the principles of effective listening ?
8. Bring out the differences between visual communication and telecommunication.
9. How to conduct interviews ? Discuss the etiquettes of conducting an interview.
10. Write a note on the elements of meeting presentations.
11. Explain the importance of ' circulars '.
12. Discuss the role of social media in Business Communication.

(4 × 3 = 12 weightage)