

CHOICE BASED CREDIT SYSTEM**MBA FIRST SEMESTER DEGREE EXAMINATION MAY/JUNE 2023****Corporate Financial Reporting and Analysis****Duration:3 Hours****Max Marks:70****Section- A****I. Answer any Five of the following :****(5×10= 50)**

1. Prepare Petty cash book on imprest system from the following particulars and prepare a ledger account.

Date	Particulars	Amount
2021 June 1	Received Petty cash payments	500
2	Paid for postage	50
5	Paid for stationary	25
8	Paid for advertisement	50
12	Paid for wages	20
16	Paid for carriage	15
20	Paid for Conveyance	22
25	Paid for travelling expenses	80
27	Paid for postage	50
28	Wages to office cleaner	10
30	Paid for telegrams	20
30	Sent registered notice to landlord	3

2. What do you mean by 'depreciation' and 'depreciable assets'? Discuss the need and main causes of depreciation.
3. From the following information of Mr. Prasad, prepare a bank reconciliation statement as on 31 December, 2019. Balance as per cash book ₹5,000.
- (a) Cheque issued in favour of Mr. Ram for ₹ 1,050 dated 30 December, 2019, not yet presented for payment.
- (b) Cheque paid into bank on 30 December 2019 for ₹ 1,750 not credited by the bank.
- (c) The bank has as, per advice, paid insurance premium ₹ 300 on 28, Dec., 2019 and the bank intimation was received on 5 January 2020.

(d) The bank received from customers ₹ 3,500 on 26 December 2019 but credit intimation was received on 10 January 2020.

(e) Bank charges charged by the banker ₹50 had not been entered in the cashbook.

(f) Interest on investments collected by the bankers and credited in the pass book amounted to ₹1,800.

(g) One outgoing cheque of ₹350 was recorded twice in the cash book.

4. From the following trial balance, prepare trading and profit and loss account for the year 31.12.2019

Particulars	Debit (₹)	Particulars	Credit (₹)
Plant and machinery	40,000	Purchases return	2,650
Freehold land	90,000	Sales	1,15,000
Loose tools	3,000	Capital	1,95,900
Stock	40,000		
Purchases	51,000		
Wages	20,000		
Carriage inwards	1,000		
Carriage outwards	500		
Coal and Coke	5,000		
Salaries	5,000		
Rent and Rates	2,800		
Discount allowed	1,500		
Sundry debtors	45,000		
Repairs	1,800		
Bad Debts	1,200		
Advertisement	500		
Sales returns	2,000		
Gas and water	200		
Oil and Grease	600		
Furniture and fixtures	1,200		
General expenses	800		
Printing and stationary	450		
	3,13,550		3,13,550

Adjustments:

a. Write off Depreciation on plant and machinery at 5%, loose tools at 15% and furniture and fixtures at 5%.

- b. Stock in hand on 31st December, 2019 amounted to ₹ 60,000.
- c. Provide on sundry debtors at 5% for doubtful debts.
- d. Wages outstanding ₹1,500 and salaries outstanding ₹450.

5. Compute Cash Flow from Operating Activities from the following information:

Particulars	Amount
Net Profit after Provision for Tax and Payment of Dividend	2,15,000
Provision for Tax	45,000
Final Dividend paid during the year	50,000
Depreciation	25,000
Loss on Sale of Machinery	10,000
Patents Amortised	30,000
Gain on Sale of Land	70,000
Income Tax Refund	30,000

6. Given below are some information regarding X Ltd. You are also provided with some key ratios for the particular industry to which X Ltd belongs. You are required to calculate the relevant ratios for X Ltd and compare them with the industry norms and give your comments on the performance of the company.

Balance Sheet of X Ltd as at 31-03-2020

Liabilities	₹	Assets	₹
Equity Share capital	25,00,000	Net fixed assets	15,00,000
10% Debentures	6,00,000	Cash	5,00,000
Sundry Creditors	4,00,000	Sundry Debtors	7,50,000
Bills payable	3,50,000	Stocks	12,50,000
Other current liabilities	1,50,000		
	40,00,000		40,00,000

The sales for the company for the year ending 31-03-2020 amounted to ₹60,00,000 and the gross profit was ₹17,00,000.

Industry Norms Ratios considered

Current ratio	2.5
Sales/debtors	7.5
Sales/Stock	8.0
Sales/Total assets	2.5
Gross Profit ratio	35%

Section- B (Compulsory)

II. Answer The Following Questions :

(1×20= 20)

7. On 1st April 2018 a firm purchased a machinery for ₹2,00,000. On 1st October in the same accounting year additional machinery costing ₹1,00,000 was purchased. On 1st October 2019 the machinery purchased on 1st April 2018 having become obsolete, was sold off for ₹90,000. On 1st October 2020 new machinery was purchased for ₹2,50,000 while the machinery purchased on 1st October 2018 was sold for ₹85,000 on the same day. The firm provides depreciation on its machinery @ 10% per annum on original cost on 31st March every year. Show Machinery Account, Provision for Depreciation Account and Depreciation Account for the period of three accounting years ending 31st March, 2021.

CHOICE BASED CREDIT SYSTEM**MBA FIRST SEMESTER DEGREE EXAMINATION MAY/JUNE 2023****Economics For Managerial Decision Making****Duration:3 Hours****Max Marks:70**

Section- A**I. Answer any Five of the following : (5×10= 50)**

1. How does the elasticity of supply and demand affect the deadweight loss of a tax? What happens to the deadweight loss and tax revenue when a tax is increased?
2. What is Externality? Explain its types. Explain public goods and common property resources.
3. What is cost of production? Draw a marginal cost, average cost, and total cost of firm.
4. Explain the six debates over Macro economic policy.
5. Explain Saving Investment and Financial system.
6. What is Monetary policy? Explain the types and objectives of monetary policy.

Section- B (Compulsory)**II. Answer The Following Questions : (1×20= 20)**

7. Some goods can switch between being public goods and being private goods depending on the circumstances. For example, a fireworks display is a public good if performed in a town with many residents. Yet if performed at a private amusement park, such as Walt Disney World, a fireworks display is more like a private good because visitors to the park pay for admission. Another example is a lighthouse. Economists have long used lighthouses as an example of a public good. Lighthouses mark specific locations along the coast so that passing ships can avoid treacherous waters. The benefit that the lighthouse provides to the ship captain is neither excludable nor rival in consumption so each captain has an incentive to free ride by using the lighthouse to navigate without paying for the service. Because of this free-rider problem private markets usually fail to provide the lighthouses that ship captains need. As a result most lighthouses today are operated by the

government. In some cases, however, lighthouses have been closer to private goods on the coast of England in the 19th century, for example, some lighthouses were privately owned and operated. Instead of trying to charge ship captains for the service, the owner of the lighthouse charged the owner of the nearby port. If the port owner did not pay, the lighthouse owner turned off the light and ships avoided that port. In deciding whether something is a public good one must determine who the beneficiaries are and whether these beneficiaries can be excluded from using the good. A free rider problem arises when the number of beneficiaries is large and exclusion of any one of them is impossible. If a lighthouse benefits many ship captains, it is a public good if it primarily benefits a single port owner, it is more like a private good.

a. Light houses are public goods, Justify. (5marks)

b. What is the cost benefit analysis of public goods? Why it is important?(5marks)

c. Explain the different types of goods with examples(10marks)

CHOICE BASED CREDIT SYSTEM**MBA FIRST SEMESTER DEGREE EXAMINATION MAY/JUNE 2023****Managing People****Duration:3 Hours****Max Marks:70****Section- A****I. Answer any Five of the following : (5×10= 50)**

1. Explain what HR management is and how it relates to the management process.
2. Analyze the role of technology in the recruitment and selection process. Provide suitable examples.
3. Explain the concept of performance management and its significance in organizational success.
4. Evaluate the role of non-monetary benefits in enhancing employee satisfaction and engagement.
5. Discuss the strategies for resolving labor disputes and fostering productive labor relations.
6. Analyze the impact of cultural differences on HR practices in a global organization.

Section- B (Compulsory)**II. Answer the Following Questions : (1×20= 20)**

7. XYZ Company is a multinational organization operating in various countries. They are looking to revamp their recruitment strategy to attract top talent from diverse backgrounds. They want to ensure that their recruitment process aligns with their organizational values and goals.

Questions:

- a. Analyze the current recruitment process of XYZ Company and identify its strengths and weaknesses. How can they improve the process to attract a diverse pool of talented candidates? **(10 marks)**
- b. Design a comprehensive recruitment strategy for XYZ Company that incorporates both traditional and innovative methods to ensure the selection of qualified candidates. **(10 marks)**

CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION MAY/JUNE 2023
Principles of Marketing Management

Duration: 3 Hours

Max Marks: 70

Section- A

I. Answer any Five of the following :**(5×10= 50)**

1. Describe the marketing management orientations that guide marketing strategy.
2. Explain the buying decision process.
3. Explain how service firms can manage quality effectively.
4. Discuss the role of product packaging as a communication tool.
5. Discuss the marketing decisions that retailers face.
6. Explain how a company gains market position.

Section- B (Compulsory)

II. Answer the Following Questions :**(1×20= 20)****7. Read the case and answer the questions given below:**

The origins of Uber trace back to 2008, when Travis Kalanick and Garrett Camp, both start-up entrepreneurs were having trouble finding a taxi on a snowy winter day. The two were inspired to create a smart-phone app that would call a taxi cab. Returning to San Francisco, Camp bought the domain name Uber Cabcom, and the company officially launched two years later. Uber Cab was initially a private luxury car service for San Francisco and Silicon Valley executives. Interested customers first had to e-mail Kalanick for access to the application. After entering their payment information, customers were able to summon a private black car. Unlike traditional black car services, the Uber Cab app allowed passengers to track the arriving car's location and also guided the driver to the rider's destination.

Uber began building traction almost immediately after the app launched. Executives were particularly drawn by the sheer convenience of Uber. Most executives had to book an expensive private car well in advance. Uber allowed them to quickly book a ride wherever they were. Uber Black was priced lower than private limousines but was more expensive than a typical cab ride. By the end of the year, Uber had

dropped the Cab from its name and had thousands of users riding around San Francisco. As Uber attracted more and more customers and drivers, investors also became interested in the company. In February 2011, Uber raised \$11 million from venture-capital firm Benchmark. Convinced that the concept it had created could scale, Uber began to expand across the nation and worldwide. In May of 2011, Uber launched in New York City. Later that year, Uber launched its service in Paris.

In 2012, Uber introduced a new service called uberX, a cheaper version that allowed drivers to use their personal vehicles instead of black cars to pick up passengers. The qualifications to be an uberX driver were much less strict than those for UberBlack, which required that drivers be licensed limousine operators and that their vehicles meet Uber's criteria for a black car service. All uberX drivers needed were a driver's license, auto insurance, and a clean driving record. UberX was priced at around 10 percent less than the cost of a traditional taxi. In 2014, Uber revealed its UberPOOL service, which paired riders who were going in the same direction so they could share a ride. Uber's version of carpooling saved customers around 50 percent of the cost of a taxi cab ride.

The key to Uber's success is its ease of use. Riders simply need to download the app, create an account and enter their payment information. The app displays available drivers nearby. To summon one, riders simply input their destination and press a button to be matched with a driver. The customer can track the location of the matched driver, view the driver's name and car information, and look at the driver's quality rating. Customers are able to refuse drivers with low ratings. Like riders, drivers have the right to refuse customers with sufficiently low ratings. The driver app also shows locations with higher numbers of customers requesting rides. Within minutes of being matched with a driver, the customer can be on his or her way.

At the end of the ride, the cost is automatically deducted from the rider's payment method with Uber retaining 25 percent of the fare in addition to a booking fee—a flat fee that covers regulatory, safety, and operational costs. Prices are determined by the time and distance of the ride. To balance supply and demand, Uber also charges a Surge Pricing Premium during times with high rider traffic, a practice that are required to undergo more stringent background checks can multiply the normal fare by as much as seven times, and purchase a license (medallion) to legally drive customers, Uber's surge pricing has been met with some customer dissatisfaction and concerns on price fairness.

When the Uber's growth in the decade after the company launched East Coast was

experiencing heavy snow in 2013, customers has been staggering. In 2019, Uber was available in over submitted screen shots of their surged bills on social media; 700 metropolitan areas worldwide. Uber is estimated to have some were as high as \$400 for a single ride. Despite customer concerns more than 100 million worldwide users, and it generated over concerns, Uber has retained surge pricing as a source \$11 billion in revenue in 2018. Uber's combination of customer segmentation and as an incentive to attract pricing has completely transformed transporters to specific locations during times of high demand across the world. In addition to car ridesharing, Uber's rapid expansion across the world has been met has branched off into food delivery service with the creation with opposition from policy makers and the taxi industry. of UberEATS. The company has also announced plans to introduce an aerial ridesharing service called Uber Elevate and whether Uber should be subject to the same laws that taxi and limousine services are. Uber has been partially banned in France, Italy, and Finland, and in some other locations.

Questions:

- a. What were the key factors that contributed to Uber's phenomenal market success? (6 Marks)
- b. What was Uber's customer value proposition? What role did Uber's pricing play in its ability to attract riders? (7 Marks)
- c. Is surge pricing fair? What alternative strategies could Uber use to balance supply and demand? (7 Marks)

CHOICE BASED CREDIT SYSTEM**MBA FIRST SEMESTER DEGREE EXAMINATION MAY/JUNE 2023****Information Technology for Management****Duration:3 Hours****Max Marks:70****Section- A****I. Answer any Five of the following : (5×10= 50)**

1. How does the widespread adoption of the internet revolutionize and transform the operational strategies and structures of contemporary organizations at an advanced level of analysis?
2. How are the three decision-making levels different? Give examples of each.
3. What is e-governance? How is it different from e-commerce?
4. What factors influence technology selection?
5. What is a DSS and how can it help managers?
6. How does workplace monitoring affect workers?

Section- B (Compulsory)**II. Answer the Following Questions : (1×20= 20)**

7. Habibi Watches sells trendy watches and other apparel online in the United Arab Emirates. As a purchase requires registration, the company has been able to acquire a lot of customer data. Information regarding a customer's previous purchases and email and home addresses is therefore easily obtainable.

Questions:

- a. How can information systems help Habibi Watches attract more attention from existing customers? **(7 marks)**
- b. How can management decisions be made regarding quality of customer service, product quality, etc. using information systems? **(7 marks)**
- c. Can Customer Relationship Management be implemented in Habibi watches? Elaborate. **(6 marks)**

CHOICE BASED CREDIT SYSTEM**MBA FIRST SEMESTER DEGREE EXAMINATION MAY/JUNE 2023****Corporate Communication Skills for Professionals****Duration:3 Hours****Max Marks:70****Section- A****I. Answer any Five of the following : (5×10= 50)**

1. What workplace etiquette should be followed to enhance the listening environment?
2. Assume that you are a Customer Service Manager in an organization. You receive a letter by a customer seeking replacement of the product purchased recently from you. Draft a reply letter offering replacement instead of refund.
3. Explain the "10 foot rule" as applicable to cell-phone etiquette.
4. Explain the conversational mix with a series of 5 P's.
5. Explain the workplace attire for women.
6. What is legal communication? Briefly explain defamation, invasion of privacy, misrepresentation & fraud, and copyright.

Section- B (Compulsory)**II. Answer the Following Questions : (1×20= 20)**

7. Imagine you are the CEO of a clothing line company. Take the following information and write a business memo to your marketing staff to inform them that the company is planning to change the traditional advertising plan to a digital one. Explain to them the importance of this plan and its impact on the company's profit in the long-term. You need to acknowledge that the implementation of the new digital marketing plan will demand more hours out of the marketing team and promise them that their extra time will be financially reimbursed.
 - The correspondence was sent by you, the CEO, on 18/09/2022.
 - The company's name and address is: Fashion Line Company, Ltd. Screen Building, Floor 21. Birla Road, Mumbai.
 - The memo was sent to the company's Marketing team, with a copy to the company's HR Director, Sanjay Kumar.
 - The memo was typed by your secretary, Suresh Nayak.
 - There is an enclosure of the new digital marketing plan.