

CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION JUNE 2024
MASTER OF BUSINESS ADMINISTRATION
Corporate Financial Reporting and Analysis

Duration:3 Hours

Max Marks:70

Section- A

I. Answer any Five of the following :

5×10= 50

1. Mr. Ram operates two Bank Accounts which are maintained in the columnar Cash Book itself. You are required to draw up a proforma of the Cash Book and record therein the following transactions relating to 29th February 2022 and close the Cash Book for the day.
- (a) Opening Balances: ₹150. National Bank ₹11,240 (Overdraft) Overseas Bank ₹ 35,460.
 - (b) Received cheque for ₹1,250 in respect of sales for realising, for which the National Bank charged ₹12 and credited the balance.
 - (c) Purchased goods for ₹3,210 and a cheque issued on the Overseas Bank. The Bank charged ₹13 for collection of the cheque to the concerned party.
 - (d) Paid ₹45 for office expenses and ₹16 for stationery.
 - (e) Out of cash sales of ₹13,265 a sum of ₹10,000 was deposited in the National Bank.
 - (f) A purchase of ₹15,000 was made from Mr. Martin, who sent the documents relating to the goods through the Overseas Bank for 90% of their value. The Bank charged ₹115 for releasing the documents.
 - (g) Withdrew ₹5,000 from the Overseas Bank.
 - (h) A Bill Receivable for ₹10,000 was discounted with the Overseas Bank which charges 1% towards discounting.
 - (i) Deposited ₹5,000 in National Bank.
 - (j) A demand draft was purchased for ₹3,000 from a bank after paying ₹2 towards their charges and paid to the Electricity Department as deposit.
 - (k) An amount of ₹1,500 was withdrawn from the Overseas Bank and paid salaries.
 - (l) Manager's salary of ₹1,000 was paid by cheque drawn on National Bank.
 - (m) Interest of ₹122 and ₹50 was credited and debited respectively by the Overseas Bank and National Bank
 - (n) Overseas Bank collected dividends of ₹1,250 and sent a credit note.
 - (o) An amount of ₹1,500 was transferred from Overseas Bank to the National Bank.

2. Examine the different methods of depreciation.

3. Prepare a Bank Reconciliation Statement from the following Particulars-

Particulars	(₹)
1. Bank overdraft as per Cash Book	8000
2. Cheque deposited into Bank, but no entry was passed in cash book	300
3. Cheque received, but not sent to bank	1000
4. Credit side of bank column cast short of the cash book	100
5. Insurance premium paid directly by bank under standing advice	500
6. Bank Charges entered in cash book twice	10
7. Cheques deposited returned back, but no entry passed in the cash book	400
8. Cheques "Issued" returned back on account of technical grounds	300
9. Bills directly collected by bank and credited in the pass book	2000
10. Bank charges debited by bank	12
11. Cheques received entered twice in the cash book	500
12. Bills discounted dishonoured and debited in the pass book	4000

4. From the following balances taken from the books of Mr. Azad, prepare a trading, profit and loss account for the year ending 31st December 2022.

Stock on 31st December 2022 was valued at ₹12,500

Particulars	₹
Sales	2,95,900
Purchases	81,100
Returns inward	6,600
Returns outward	1,100
Carriage inward	8,200
Carriage outward	5,600
Wages	46,100
Interest on investment	2,600
Insurance	800
Rates and taxes	1,300
Trade expenses	700
Sundry expenses	150
Stationary	400
Sales commission	850
Miscellaneous receipts	1,200
Repairs and renewals	450

Stock on 1st January 2017	22,000
Salaries	19,500
Manufacturing Expenses	32,000
Maintenance expenses	3,500
Showroom expenses	5,000
Power and fuel	12,000
Discount allowed	1,100
Office expenses	6,400
Audit fees	750

5. Calculate Cash Flow from Operating Activities from the following details:

Particulars	31st March, 2023(₹)	31st March, 2022(₹)
Surplus	81,000	61,000
Trade Receivables	26,000	32,000
Provision for Depreciation	35,000	25,000
Inventories	75,000	55,000
Outstanding Rent	11,000	20,000
Goodwill	29,000	37,000
Prepaid Insurance	1,100	2,100
Trade Payables (Creditors)	13,500	19,500

6. The Balance Sheet of Punjab Auto Limited as on 31-12-2020 was as follows:

From the below, Compute (A) The Current Ratio, (B) Quick Ratio, (C) Debt-Equity Ratio, and (D) Proprietary Ratio

Particular	₹	Particular	₹
Equity Share Capital	45,000	Plant and Machinery	24,000
Capital Reserve	8,000	Land and Buildings	40,000
8% Loan on Mortgage	32,000	Furniture & Fixtures	16,000
Creditors	16,000	Stock	12,000
Bank overdraft	4,000	Debtors	12,000
Taxation:		Investments (Short-term)	4,000
Current	4,000	Cash in hand	17,000
Future	4,000		
Profit and Loss A/c	12,000		
	1,25,000		1,25,000

Section- B (compulsory)

II. Answer The Following Questions :

1×20= 20

7. From the following details furnished by Globe Traders for the year ended on 31-3-2020, prepare its balance sheet as on that date.

Current ratio	1.75
Quick Ratio	1.25
Stock Turnover ratio	9
Gross profit ratio	25%
Average collection period of credit sales	1.5 months
Reserves and surplus : Capital	0.2
Cost of sales : Fixed assets	1.2
Debt : Equity	0.6
Fixed assets : Net worth	1.25

The firm sells its products only on credit. Credit sales for the year ended 31-3-2020 amounted to ₹120 lakhs.

22MBAH102

Reg No :

CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION JUNE 2024
MASTER OF BUSINESS ADMINISTRATION
Economics For Managerial Decision Making

Duration:3 Hours

Max Marks:70

Section- A

I. Answer any Five of the following :

5×10= 50

1. Analyze the interdependence and various factors influencing gains from trade.
2. Explain the concepts of income inequality and poverty.
3. Examine how price ceilings and price floors impact market dynamics and consumer welfare from an economic standpoint.
4. Differentiate the national income accounting expenditure and the product approach. Describe the challenges associated in measuring national income.
5. Explain how unions affect the natural rate of unemployment.
6. Describe the inflation-unemployment trade-off in further detail.

Section- B(compulsory)

II. Answer The Following Questions :

1×20= 20

7. Explain the theory of consumer choice in Economics.

CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION JUNE 2024
MASTER OF BUSINESS ADMINISTRATION
Managing People

Duration:3 Hours

Max Marks:70

Section- A

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

1. Critically analyze the role of HR in driving organizational change.
2. Explain the concept of talent management and its relevance in organizational success.
3. Analyze common rater errors that can occur during performance appraisals.
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 implications of a multicultural workforce in a globalised economy.

Section- B(compulsory)

II. Answer The Following Questions :**1×20= 20**

7. You are in-charge of a small department and have three subordinates – Yogesh, Pawan and Kapil. The key to the success of your department is to keep these employees as motivated as possible. Here is a brief summary profile on each of these subordinates. Yogesh is the type of employee who is hard to figure out. His absenteeism record is much higher than average. He greatly enjoys his family and thinks they should be central to his life. He believes in hippie culture. As a result, the things that the company can offer him really inspire him very little. He feels that the job is simply a means of financing his family's basic needs and little else. Overall, Yogesh does adequate job and is very conscientious, but all attempts to get him to do more have failed. He has charm and his friendly, but he meets the

minimal standards of performance. Pawan is in many aspects different from Yogesh. Like Yogesh, he is a likeable guy, but unlike Yogesh, Pawan responds well to the company's rules and compensation schemes and has a high degree of personal loyalty to the company. The problem with Pawan is that he will not do very much independently. He does well with what is assigned to him, but he is not very creative. He is also a shy person who is not very assertive when dealing with people outside the department. This impacts his performance to certain extent because he cannot immediately sell himself to other departments of company as well to top management. Kapil, on the other hand, is a very assertive person. He will work for money and would readily change jobs for more money. He really works hard for the company but expects the company also to work for him. In his present job, he feels no qualms about working a 60-hour week, if the money is there. Even though he has a family and is supporting his elder father, he once quit a job when his employer didn't give him a raise on the basis that he was already making too much. He is quite a driver.

A manager at his last place of employment indicated that, although Kapil did do an excellent job for the company, his personality was so intense that they were glad to get rid of him. His former boss noted that Kapil just seemed to be pushing all the time. If it wasn't for more money, it was for better fringe benefits; he never seemed satisfied.

QUESTIONS:

- (a) Explain motivations of Yogesh, Pawan & Kapil by using one or more motivation theories? (8 Marks)
- (b) Who does perceive money as being a direct reward and motivation for performance? (6 Marks)
- (c) How does the equity theory applicable on the motivation levels of Yogesh, Pawan and Kapil? (6 Marks)

CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION JUNE 2024
MASTER OF BUSINESS ADMINISTRATION
Principles of Marketing Management

Duration:3 Hours

Max Marks:70

Section- A

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

1. Consider the three key forces driving the new marketing realities. How are they likely to change in the future? What other major trends or forces might affect marketing?
2. Explain the role of cultural, social, and personal factors play in consumer behaviour.
3. Explain how service firms can manage quality effectively.
4. Explain the key aspects of selling process.
5. Explain the key principles in building and managing private labels.
6. Summarize the strategies a company can use to defend its market position.

Section- B(compulsory)

II. Answer The Following Questions :**1×20= 20**

7. Read the case and answer the questions given below:

Avon: Evolution of a Beauty Giant

Avon, the venerable direct-sales beauty company, traces its roots back to 1886 when founder David McConnell pivoted from selling books to offering free perfume to female customers. This simple gesture led to the establishment of the California Perfume Company, later renamed Avon, after Shakespeare's birthplace. Avon revolutionized direct sales by empowering women to earn income outside the home, a groundbreaking concept in the late 19th century. Avon's success stemmed from its innovative direct-selling model, providing women with opportunities for entrepreneurship and financial independence. The iconic "Avon Ladies" became cultural icons through TV commercials in the 1950s and 1960s. Avon's continued adaptation, including affordable starter kits and regular campaigns, sustained its success over the years. For customers, Avon offers high-quality beauty products conveniently accessible through direct sales. Its sales force benefits from flexible earning opportunities and training support. Stakeholders appreciate Avon's

commitment to empowering women and its historic role in social and economic advancement. Personal selling evolved alongside technological advancements, with Avon initially slow to embrace online marketing and social media. However, recognizing the importance of digital platforms, Avon invested in IT infrastructure and training to enhance its sales force's digital capabilities. While social media and mobile communications reshape marketing, personal selling remains viable, complementing digital strategies by fostering personalized interactions and trust.

Questions:

- (a) What factors contributed to Avon's initial market success? How did these factors evolve over time? Explain. **(7 Marks)**
- (b) What is Avon's value proposition for its customers, its sales force, and its stakeholders? Explain. **(6 Marks)**
- (c) How did the role of personal selling change during the past several decades? Can personal selling continue to be a viable business model, given the ubiquity of social media and mobile communications? Explain. **(7 Marks)**

22MBAS105

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CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION JUNE 2024
MASTER OF BUSINESS ADMINISTRATION
Information Technology for Management

Duration:3 Hours

Max Marks:70

Section- A

I. Answer any Five of the following :

5×10= 50

1. What are the key management issues for managing innovations with IT?
2. Explain the different IT infrastructure required for an organisation for the smoothful functioning.
3. Briefly review how web pages are created and linked on the internet.
4. Evaluate the various components of a enterprise resource planning system.
5. What are the main components of a DSS? What are their roles?
6. Why do governments choose to use open source software?

Section- B(compulsory)

II. Answer The Following Questions :

1×20= 20

7. Neuro link, a private company founded by famous billionaire and CEO of Tesla, Elon Musk, introduced further advancements in AI brain technology with a pig named Gertrude. Gertrude had a wireless device implanted in her brain that was able to monitor a thousand neurons at a time, a significant advancement in neuroscience technology that could potentially become another tool for understanding the brain, as well as lead to other technological advancements. Prior to this device, only 300 neurons could be transmitted at a time, therefore this piece of tech was pretty ground-breaking. From the pig experiment, it became clear to the world that Neuro link was seriously invested in this area of neuro technology and had the tools and vision to potentially advance AI beyond what it had been capable of up to that point in time. "The initial goal of our technology is to help people with paralysis regain independence through the control of computers and mobile devices." Neuro link

states on their website. "Our devices are therefore currently being designed to one day give people the ability to communicate more easily via text or speech synthesis, to follow their curiosity on the web, or to express their creativity through photography, art, or writing apps." Neuro link.

Questions:

- a. How Neuro link made use of AI? Explain. (10 Marks)
- b. Examine how these advances can improve human life for the better? (10Marks)

CHOICE BASED CREDIT SYSTEM
MBA FIRST SEMESTER DEGREE EXAMINATION JUNE 2024
MASTER OF BUSINESS ADMINISTRATION
Corporate Communication Skills for Professionals

Duration:3 Hours

Max Marks:70

Section- A

I. Answer any Five of the following :

5×10= 50

1. You are the VP (Guest Interface) for a five-star hotel. Draft a communique for your staff on the appropriate body language to be used at work.
2. Zeus Computers, Mumbai is advertising for management trainees for their head office. Write a letter of application along with your resume for the post.
3. Explain the do's and don't of e-mail communication.
4. Explain the conversational mix with a series of 5 P's.
5. Explain the workplace attire for women.
6. A social media influencer, Sarah, posted negative comments about a local restaurant, accusing them of serving unsafe food and having poor hygiene standards. The restaurant owner, feeling defamed by these accusations, decides to take legal action against Sarah for damaging their reputation and business.
Questions:
(a) Discuss the legal elements required to prove defamation in this case. (5 Marks)
(b) What steps can Sarah take to defend herself against the defamation allegations? (5 Marks)

Section- B (compulsory)

II. Answer The Following Questions :

1×20= 20

7. "Clothes can suggest, persuade, connote, insinuate or indeed lie, and apply subtle pressure while their wearer is speaking frankly and straightforwardly of other matters." In the light of this statement, explain guidelines to corporate dressing.
