

CHOICE BASED CREDIT SYSTEM**MASTER OF BUSINESS ADMINISTRATION FIRST SEMESTER DEGREE****EXAMINATION MAY 2025****Principles and Practice of Management****Duration:3 Hours****Max Marks:70****Section- A****I. Answer any Five of the following :****5×10= 50**

1. What are the key contributions of Neoclassical Theory in management practices?
2. Analyze different techniques of decision-making and their impact on managerial effectiveness.
3. How does staffing contribute to an organization's success, and why is it an ongoing process? Provide examples.
4. How does leadership contribute to managerial success, and what are its key functions and importance?
5. Assess the advantages and limitations of controlling and how it influences decision-making in an organization.
6. Discuss the role of globalization in shaping diversity, inclusion, and cross-cultural management in organizations.

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

7. Zenith Tech Solutions, a leading software development firm, has been experiencing a decline in employee productivity and job satisfaction over the past year. Despite offering competitive salaries, many employees have expressed frustration over their work environment, lack of recognition, and limited career growth opportunities. The company's HR department conducted an internal survey, which revealed that employees felt demotivated due to unclear career paths, lack of appreciation for their work, and minimal involvement in decision-making processes. The CEO, Michael Reed, decided to analyze the situation using different motivation theories to develop an effective strategy. He considered Maslow's Hierarchy of Needs, which suggests that employees need to fulfill basic physiological needs (salary, job security), social needs (teamwork, positive work culture), and self-actualization

needs (growth opportunities, challenges). He also looked at Herzberg's Two-Factor Theory, which distinguishes between hygiene factors (salary, job security, company policies) and motivators (recognition, achievement, growth). Additionally, he explored Theory X and Theory Y, which explain how different management styles affect motivation—Theory X assumes employees need strict supervision, while Theory Y suggests employees are self-motivated and perform better with autonomy. Michael now faces a critical decision: Should he implement a more structured rewards and recognition system, focus on improving job roles and career development, or adopt a leadership approach that gives employees more autonomy? His decision will determine whether the company can restore employee motivation and productivity in the long run.

Questions

- (a) How can Maslow's Hierarchy of Needs be applied to understand the motivational issues at Zenith Tech Solutions? **(5 Marks)**
- (b) Using Herzberg's Two-Factor Theory, identify the hygiene factors and motivators that might be affecting employee morale at the company. **(5 Marks)**
- (c) Based on Theory X and Theory Y, what leadership approach should the company adopt to improve employee motivation? Justify your answer with examples. **(10 Marks)**

CHOICE BASED CREDIT SYSTEM

MASTER OF BUSINESS ADMINISTRATION FIRST SEMESTER DEGREE

EXAMINATION MAY 2025

Corporate Financial Reporting and Analysis

Duration: 3 Hours

Max Marks: 70

Section- A

I. Answer any Five of the following :

5×10= 50

1. The balance sheet of a company as on March 31, 2024 is given below:

Particulars	Rs.	Rs.
Cash	21,000	
Accounts Receivables	45,000	
Inventory	5,000	
Prepaid rent	1,000	
Accounts Payable		12,500
Share Capital		50,000
Profit and Loss Account		9,500
Total	72,000	72,000

Following is the summary of the transactions that occurred during April

- a) Collections of accounts receivables Rs. 42,000
 - b) Payments of accounts payable Rs. 10,000
 - c) Acquisition of inventory on credit Rs. 44,000
 - d) Inventory costing Rs. 35,000 was sold on credit for Rs. 42,500
 - e) Recognition of rent expense for April Rs. 5,000
 - f) Wages paid in cash for April Rs. 40,000
 - g) Dividends declared and disbursed to shareholders in April Rs. 90,000
- Prepare the ledger accounts and Trial balance as on April 30, 2024 after including the opening balances.

2. Yogi Ltd. Company purchased a second-hand machinery on 1st January 2009 for Rs. 3,70,000 and immediately spent Rs. 20,000 on its repairs and Rs. 10,000 for installation.

On 1st July 2010, it purchased another machine for Rs. 1,00,000

On 1st July 2011, it sold off the first machine for Rs. 2,50,000 and bought another Rs. 3,00,000.

Depreciation was provided on the machine @10% on original cost annually on 31st December.

With effect from 1st January 2012, the company changed the method of providing depreciation and adopted the WDV method and rate of depreciation was 15% p.a. Prepare Machinery Account for 4 years.

3. On 31st January 2024, the passbook of Shri Ram Lal Sharma shows a debit balance of Rs.41,000.

Prepare bank reconciliation statement from the following particulars:-

- 1) Cheques amounting to Rs.15,000 were drawn on 27th January 2024. Out of which cheques for Rs.11,000 were encashed up to 31-1-2024
- 2) A wrong debit of Rs.800 has been given by the bank in the pass book
- 3) A cheque for Rs.200 was credited in the passbook but was not recorded in the cash book
- 4) Cheques amounting to Rs.21,000 were deposited for collection. But cheques for Rs.7,400 have been credited in the passbook on 5th February 2024
- 5) A cheque for Rs.1000 was debited in the passbook only
- 6) Interest on overdraft and bank charges amounted to Rs.100 were not entered in the cash book
- 7) A cheque of Rs.500 debited in the cash book omitted to be banked.

4. From the following particulars, prepare a Balance Sheet as on 31st December 2021.

	Rs.
Capital	50,000
Drawings	10,000
Land and Buildings	20,000
Machinery	18,000
Furniture	5,000
Motor Van	12,000
Cash in Hand	2,000
Bank Overdraft	4,000
Sundry Debtors	6,000
Bills Receivables	4,000
Sundry Creditors	9,000
Bills Payable	5,000
Loans(Cr.)	6,000
Investments	10,000
Net Profit	22,000
Closing Stock	12,000

5. From the following profit and loss account, calculate the net cash flow from operating activities using the Indirect Method.

	Rs.	Rs.		Rs.	Rs.
To Opening Stock		22,500	By Sales		
To Purchases			Cash	42,500	
Cash	25,000		Credit	1,75,000	2,17,500
Credit	90,000	1,15,000	By Closing Stock		17,500
To Wages			By dividend from investment		5,000
Paid	26,000				
Outstanding	5,000	31,000			
To Salaries					
Paid	15,000				
Outstanding	5,000	20,000			
To Rent paid		4,000			
To Depreciation		12,500			
To write-off preliminary expenses		8,000			
To taxation provision		5,000			
To Net profit		22,000			
		2,40,000			2,40,000

Additional Information

1. Tax paid during the year Rs. 25,000
 2. The opening and closing balances of debtors are Rs. 24,000 and Rs. 29,000
 3. The opening and closing balances of creditors is Rs. 22,500 and Rs. 20,000
6. Explain the various techniques of Financial Statement Analysis.

Section- B (compulsory)

II. Answer The Following Questions :

1×20= 20

7. The Income statements and balance sheets of Alpha Company and Beta Company, taken from their annual reports for the year ended December 31st 2023 is given
Income Statement for the year 2023.

	Alpha Company Rs.	Beta Company Rs.
Sales	80,00,000	70,00,000
Cost of Goods Sold	60,00,000	47,00,000
Selling ,General and Administrative Expenses	12,00,000	19,00,000
Interest on Debt		70,000
Income before Taxes	8,00,000	3,30,000
Income Taxes	3,90,000	1,60,000
Net Income	4,10,000	1,70,000
Dividend Declared	1,00,000	70,000

Condensed Balance Sheets as on 31st December 2023

Liabilities & Equity	Alpha Company (Rs.)	Beta Company (Rs.)	Assets	Alpha Company (Rs.)	Beta Company (Rs.)
Accounts Payable	7,10,000	4,00,000	Cash	3,00,000	3,00,000
Taxes Payable	3,90,000	1,60,000	Accounts Receivable	8,00,000	6,50,000
Long Term Debt	-	14,00,000	Inventory	13,00,000	8,50,000
Common Equity	22,00,000	8,00,000	New Plant & Equipment	21,00,000	15,00,000
Retained Earnings	12,00,000	5,40,000			
Total Liabilities & Equity	45,00,000	33,00,000	Total Assets	45,00,000	33,00,000

On the basis of the available information , which do you consider to be

1. More Liquid
2. More Solvent
3. More Profitable

Explain your conclusions.

CHOICE BASED CREDIT SYSTEM**MASTER OF BUSINESS ADMINISTRATION FIRST SEMESTER DEGREE
EXAMINATION MAY 2025****Economics for Managerial Decision Making****Duration: 3 Hours****Max Marks: 70****Section- A****I. Answer any Five of the following :****5×10= 50**

1. Explain the law of demand and discuss factors that shift the demand curve.
2. Elaborate on the Supply of Labor and various causes affecting the shift in the Supply of Labor? What is a monopoly in labor markets?
3. Illustrate and explain the cost curves of a firm, highlighting the significance of Marginal Cost (MC) and Average Total Cost (ATC). Use diagrams to support your response.
4. Analyze and explain the Six Debates over Macroeconomic Policy.
5. Discuss the role of government policies in influencing economic growth. How do policies related to savings, education, and property rights impact a country's long-term growth?
6. Analyze the effects of unemployment on an economy and society.

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

7. Unemployment is a major economic issue that affects both individuals and the overall growth of a country. When people are unable to find work, it leads to a loss of income, lower living standards, and increased financial stress. In India, unemployment rates fluctuate due to factors like economic slowdowns, automation, and lack of skilled workers. From an economic perspective, high unemployment reduces consumer spending, which slows down business growth. When companies sell fewer products, they cut down on production, leading to more job losses. Governments also struggle as tax revenue decreases while the demand for welfare programs, such as Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), increases. The social effects of unemployment are equally concerning. Joblessness often leads to poverty, crime, and mental health issues.

Youth unemployment is particularly problematic in India, as many graduates find it difficult to get jobs matching their skills. This has led to an increase in underemployment, where people take jobs that are below their qualifications. The Indian government has launched initiatives like Skill India, Start-up India, and Atmanirbhar Bharat to promote employment opportunities. However, challenges like slow economic recovery, lack of investment in rural areas, and rapid technological changes continue to impact job creation.

Questions

- (a) Explain how unemployment affects economic growth. Use examples from India to support your answer. **(5 Marks)**
- (b) Discuss the social consequences of unemployment. How does it impact individuals and society as a whole? **(5 Marks)**
- (c) What steps can the government take to reduce unemployment? Suggest policy measures that can create more job opportunities in India. **(10 Marks)**

CHOICE BASED CREDIT SYSTEM
MASTER OF BUSINESS ADMINISTRATION FIRST SEMESTER DEGREE
EXAMINATION MAY 2025
Human Resource Management

Duration:3 Hours

Max Marks:70

Section- A

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

1. Outline the key functions of Human Resource Management and explain how it is linked to the management process.
2. Apply the principles of effective interviewing to design an interview strategy for selecting candidates for a senior management position. Include key questions and evaluation criteria.
3. Your company wants to improve employee retention. Apply your knowledge to suggest three specific strategies that the HR team can use.
4. Distinguish between monetary and non-monetary incentives and explain the role of these incentives in employee motivation.
5. Distinguish between employee recognition programs and employee involvement programs as methods of managing employee relations.
6. Explain why Human Resource Management (HRM) is important for small businesses.

Section- B (compulsory)

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

7. Enron, once a highly admired energy giant, was known for its innovative business strategies and rapid financial growth. However, behind the success, a toxic organizational culture was brewing—one that prioritized profits at any cost and discouraged employees from questioning unethical practices. The company's leadership, including CEO Jeffrey Skilling and CFO Andrew Fastow, fostered a culture of aggressive risk-taking and financial manipulation. Employees were rewarded for maximizing short-term profits, often through accounting loopholes and deceptive reporting. Those who raised concerns were sidelined or ignored. As a

result, Enron's true financial health remained hidden, and its stock price soared—until investigative journalists and regulators uncovered the truth. Billions in fake profits, hidden debts, and accounting fraud led to Enron's bankruptcy in 2001, wiping out employees' retirement savings and shaking public trust in corporations.

1. How did Enron's organizational culture contribute to unethical decision-making?
2. What could have been done to prevent the unethical practices at Enron?
3. If you were an employee at Enron and realized financial misconduct, how would you have responded?

CHOICE BASED CREDIT SYSTEM**MASTER OF BUSINESS ADMINISTRATION FIRST SEMESTER DEGREE****EXAMINATION MAY 2025****Marketing Management****Duration:3 Hours****Max Marks:70****Section- A****I. Answer any Five of the following :****5×10= 50**

1. What is market analysis? Explain the key components of market analysis and their significance in formulating marketing strategy.
2. Explain the Black Box Model and the Learning Model of Consumer Behaviour. How do these models help marketers understand consumer decision-making?
3. Examine the role of packaging and labeling in product marketing. How can packaging act as a strategic tool to attract and retain customers?
4. Compare and contrast the different tools of Integrated Marketing Communication with suitable examples.
5. What is the significance of private labels in today's retail market? Explain how this trend benefits both consumers and retailers.
6. What is sustainable marketing? Discuss its key principles and explain how it contributes to long-term brand value.

Section- B (compulsory)**II. Answer The Following Questions :****1×20= 20****7. Salesforce.com: Revolutionizing CRM through the Cloud**

Salesforce.com, founded in 1999 by Marc Benioff, transformed the customer relationship management (CRM) industry with its vision: "The End of Software." The company replaced expensive, on-premise CRM software with a cloud-based, subscription model known as on-demand CRM—a game-changer for businesses of all sizes.

Before Salesforce.com, CRM software from companies like Oracle or SAP required costly licenses, hardware, installation, and training, with full deployment taking 18–24 months. Total costs for 200 users could exceed \$1.8 million/year, and nearly 60% of implementations failed due to complexity and lack of usability.

Salesforce's Disruptive Innovation:

Salesforce.com offered web-based CRM that users could access on any internet-connected device. Priced at \$65/month per user, this lowered the cost for 200 users to just \$156,000/year. Clients could start immediately, skip infrastructure investments, and cancel anytime.

By stripping away unnecessary features, Salesforce focused on core functions like sales automation, digital marketing, and customer support, delivering a user-friendly, intuitive interface. The platform adapted continuously based on user behavior and feedback.

Salesforce also launched Customer 360, an AI-powered, all-in-one platform that unified marketing, sales, commerce, and analytics—giving businesses a complete view of their customers. Tools like Force.com let external developers build and host custom apps, while Chatter, its private enterprise social network, improved internal collaboration.

Expanding Reach and Maintaining Leadership:

Salesforce.com gained traction among small and mid-sized firms due to its affordability and ease of use, but it also appealed to large enterprises with its scalability and innovation. While traditional vendors followed suit with cloud CRM offerings, Salesforce kept its competitive edge through ongoing innovation and user-centered design.

Questions

1. Why has Salesforce.com been so successful? What did the company do particularly well when it created and expanded Salesforce.com's offerings?
2. What are some of the challenges Salesforce.com faces moving forward?
3. What other products and services might Salesforce.com expand into next? Why?

CHOICE BASED CREDIT SYSTEM**MASTER OF BUSINESS ADMINISTRATION FIRST SEMESTER DEGREE
EXAMINATION MAY 2025****Legal Aspects of Business****Duration: 3 Hours****Max Marks: 70****Section- A****I. Answer any Five of the following :****5×10= 50**

1. Explain the exceptions to the rule, 'A contract without consideration is void'.
2. Defend the various grounds of termination of agency under law of agency.
3. Explain the essential elements of Endorsement.
4. Analyse the various contents of Article of Association of a company.
5. Explain the two types of anti-competitive agreements between enterprises.
6. Explain the different types of intellectual property.

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

7. POLANI Limited (hereinafter referred to as P) is a foreign company engaged in manufacturing of a wide range of food products, including foods for infants, children and invalids, malted milk, biscuits, toffees, etc. under the trademark POLANI, of which it claims to be the original registered owner. The trademark 'POLANI' was registered in India in relation to foods for infants, children as well as malted milk as early as 1973, for biscuits in 1981 and in respect of toffees in 1986. P is also the owner of copyright of POLANI label and is exclusively entitled to reproduce and alter the features of the POLANI label in any material form as it deems fit. Kaustubh Confectionery (hereinafter referred to as K) started manufacturing a similar look-alike product, namely, toffees under the trademark 'POLANI' infringing the trademark rights enjoyed by 'POLANI'. K also reproduced the label of P thereby amounting to the infringement of the copyright of the latter. P contended that since the consumers of the product under the trademark POLANI included infants, children and adults it was the obligated to ensure that the quality and standard of the product met the prescribed requirements under the law. They further stated that they ensured that the products under the trademark POLANI were made under strict hygienic conditions. Accordingly, if K is permitted to use the challenged trademark

POLANI, the right of which was never granted neither permitted by P, the latter was at all times at a risk of facing the consequences of K's conduct and unauthorized use. Hence they filed for a suit seeking to permanently restrain K from infringing the P's trademark POLANI and also its copyrights which it enjoyed over the product. A Single Judge Bench of the High Court found out that P was indeed the original registered owner of the trademark POLANI in respect of food for children, malted milk, biscuits and toffees and all other products as a result of prior marketing and registration. With regards to toffees registration was done in India in 1986. And the company carried out various advertisements of its products under the trademark POLANI and thereby enjoyed sufficient goodwill and reputation for its products in India. The court ruled that use of the label and trademark POLANI by K in respect of toffees is very likely to cause confusion among the people. It would thereby lead to deception, majorly as a result of K having copied the trademark POLANI and also its label as and how it appears on the products manufactured and marketed by P. Accordingly, the court restrained K from manufacturing and selling toffees or other related goods under the trademark POLANI or under any other name that is similar in expression to P's trademark POLANI. Further the court barred K from reproducing, printing or publishing any label which was a mere reproduction or imitation of K's POLANI label, thereby protecting the latter's copyright to the label. Answer the following questions:

(a) What is Copyright? Discuss whether the above-mentioned facts create an apt case for the infringement of Copyright or not? Support your answer with reasons.

(10 marks)

(b) Is the Trademark law being applicable in the above-mentioned facts. State the provisions under which protection could be granted in the above case and state their application with the reasons your answer.

(10 marks)
