

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: BUSINESS COMMUNICATION

Day : Wednesday
Date : 19/11/2025

W-25912-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.:

- 1) Section-I Attempt **ANY FOUR** questions. Each question carries **07** marks.
- 2) Section-II Question 7 is compulsory, it carries **12** marks. Attempt **ANY ONE** question from rest of the **TWO** questions in Section-II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO) and (iii) Blooms Taxonomy level (BL).

SECTION-I

28 Marks

- | | | CO | BL |
|-----|---|-----|-----|
| Q.1 | How has technology brought a change in the nature of communication? Relate to a business case. (07) | CO3 | BL2 |
| Q.2 | Write about the various challenges to inter and intra organizational communications. (07) | CO1 | BL3 |
| Q.3 | Explain the various needs of oral communication in a business context. (07) | CO2 | BL4 |
| Q.4 | What are the different types of Business reports? Write a brief business report on the performance of a new product in the market. (07) | CO1 | BL6 |
| Q.5 | Bring about the significance of listening in a business context. What are the barriers to listening? (07) | CO1 | BL1 |
| Q.6 | Write short notes on (ANY TWO): (07) | | |
| a) | Qualities of a skillful presenter | CO3 | BL2 |
| b) | Types of Feedback | CO2 | BL5 |
| c) | Y network flow of communication | CO1 | BL5 |
| d) | Non verbal communication in a Job interview. | CO1 | BL4 |

SECTION-II

22 Marks

- | | | | |
|-----|--|-----|-----|
| Q.7 | Write e-mails:- (12) | CO1 | BL1 |
| | i) Congratulating your team on achieving sales target for the quarter. | | |
| | ii) Mail to your senior HR manager for scheduling the job interview. | | |
| Q.8 | What are the objectives of motivational messages? Write any 2 such messages. (10) | CO2 | BL4 |
| Q.9 | What are the features of a good resume? Draft an interesting resume for yourself. (10) | CO3 | BL1 |

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: BUSINESS ENVIRONMENT

Day : Monday
Date : 17/11/2025

W-25911-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.

- 1) Section – I attempt any **FOUR** questions. Each question carries **07** marks.
- 2) Section – II question **07** is **COMPULSORY**, it carries 12 marks. Attempt any **ONE** question from rest of the **TWO** questions in Section – II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) Figures, indicating **FULL** marks.
(ii) Course outcome number (CO) and (iii) Blooms Taxonomy level (BL).

SECTION – I

		28 Marks
Q.1	What are the techniques of environmental forecasting?	(07) CO1 B1 2
Q.2	Differentiate between National Income and GDP?	(07) CO2 B1 2
Q.3	Why is the state intervention necessary to regulate the business activities?	(07) CO2 B1 3
Q.4	How does socio-cultural factors affect the business environment?	(07) CO3 B1 5, B1 6
Q.5	How can innovation play a role in renewing business and staying competitive?	(07) CO3 B1 2
Q.6	Write short notes on any TWO :	(07)
a)	GDP	CO2 B1 6
b)	Nature and scope of business environment	CO1 B1 3
c)	EXIM policy	CO3 B1 5

SECTION – II

		22 Marks
Q.7	Suppose you are a top management of MNC in your home country. Use your knowledge and creativity to create a 'New' social responsibility project for your country which can support society and generate more profit of the company in the long term. Give the brief detail about social responsibility activities beneficial to both society and firm.	(12) CO3 B1 4
Q.8	Write the meaning, features, benefits and challenges of Globalisation.	(10) CO3 B1 5, B1 6
Q.9	How technological environment affects the businesses?	(10) CO3 B1 3

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: STATISTICAL TECHNIQUES

Day : Saturday
Date : 15/11/2025

W-25910-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.

- 1) Section-I -Attempt Any **FOUR** questions. Each questions carries 07 marks.
- 2) Section- II- Question 7 is **COMPULSORY**, it carries 12 marks. Attempt any one question from rest of the **TWO** questions in section II, it carries 10 marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks. (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION - I

Q.1 Calculate Mean, Median and Mode for following data. (07) CO2 BL3

No. of days absent	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45
No. of students	29	224	465	582	634	644	650	653	655

Q.2 Explain: How statistics is useful in the decision making in Business Environment? (07) CO1 BL2

Q.3 A bag contains 20 tickets marked with numbers 1 to 20. One ticket is drawn randomly. Find the probability that it will be a multiple of- (07) CO5 BL3
i. 2 or 5 ii. 3 or 5

Q.4 Draw ogive curves of the data and find the median. (07) CO3 BL6

Weekly wages	0-20	20-40	40-60	60-80	80-100
No. of workers	10	20	40	20	10

Q.5 Find 7th Decile and 70th Percentile. (07) CO2 BL3

Wages	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No. of persons	1	3	11	21	43	32	9

Q.6 Write short notes on any two:-

(07) CO BL1
1

- a) Standard Deviation
- b) Scatter Plot
- c) Random Experiment

SECTION - II

Q.7 From the following data construct two Regression Equations and Interpret your results. (12) CO4 BL6

Sales	91	97	108	121	67	124	51	73	111	57
Purchase	71	75	69	97	70	91	39	61	80	47

Q.8 Calculate Standard Deviation, Variance and Coefficient of Variance. (10) CO2 BL3

Marks	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40
No. of Students	2	5	7	13	21	16	8	3

Q.9 Ranking of 10 trainers at the beginning (x) and at the end (y) of a certain course are given: (10) CO4 BL5

Trainer	A	B	C	D	E	F	G	H	I	J
X	1	6	3	9	5	2	7	10	8	4
Y	6	8	3	7	2	1	5	9	4	10

Calculate Spearman's Rank Correlation Coefficient and interpret your result.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: ORGANIZATIONAL BEHAVIOUR

Day : Thursday
Date : 13/11/2025

W-25909-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.:

- 1) Section-I Attempt **ANY FOUR** questions. Each question carries **07** marks.
- 2) Section-II Question 7 is compulsory, it carries **12** marks. Attempt **ANY ONE** question from rest of the **TWO** questions in Section-II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO) and (iii) Blooms Taxonomy level (BL).

SECTION-I

28 Marks

			CO	BL
Q.1	Explain the models of Organizational Behavior.	(07)	CO1	BL1
Q.2	Describe the components of attitude - in detail.	(07)	CO1	BL2
Q.3	Discuss the Maslow's Need Theory with it's criticism.	(07)	CO3	BL2
Q.4	Illustrate the Group Development process with an example.	(07)	CO4	BL3
Q.5	Point out the difference between Leader and Manager with an example each.	(07)	CO2	BL4
Q.6	Write short notes on (ANY TWO):	(07)		
	a) Causes of Stress		CO4	BL2
	b) Theory X and Theory Y		CO3	BL5
	c) Halo effect		CO1	BL3

SECTION-II

22 Marks

Q.7	"Cross cultural training program will contribute significantly in developing Unity in a team." Justify the statement.	(12)	CO4	BL5
Q.8	As a manager develop a plan to resolve conflict amongst your team members on the issue of workload distribution.	(10)	CO4	BL6
Q.9	"Effective Leaders align-employees in-a collective direction and enables them to work together to achieve the set goal with his/her guidance and support." Comment.	(10)	CO2	BL5

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: MANAGERIAL ECONOMICS

Day : Tuesday
Date : 11/11/2025

W-25907-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.:

- 1) Section- I – Attempt any **FOUR** questions. Each question carries **07** marks.
- 2) Section – II- Question 7 is **COMPULSORY**, it carries **12** marks. Attempt any **ONE** question from rest of the **TWO** questions in Section II, it carries **10** marks.
- 3) Answer to both the sections should be written in the **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO), and (iii) Blooms Taxonomy level (BL).

SECTION-I

28 Marks

			CO	BL
Q.1	Explain the Law of supply. What are its exceptions?	(07)	CO2	BL3
Q.2	Explain Long Run Average Cost.	(07)	CO4	BL3
Q.3	Describe the phases of a Business cycle.	(07)	CO5, CO6	BL6, BL5
Q.4	What is price elasticity of Demand? Explain its types.	(07)	CO2	BL6, BL5
Q.5	Explain the theory of profit maximization for a firm.	(07)	CO1	BL3
Q.6	Write short notes on any TWO :	(07)		
	a) Economies of scope		CO4	BL5
	b) Aggregate Demand and Aggregate Supply		CO5, CO6	BL6
	c) Price discrimination under Monopoly		CO4	BL3

SECTION-II

22 Marks

Q.7	A firm under Oligopoly faces the problem of price rigidity. Justify with the help of examples.	(12)	CO5, CO6	BL4
Q.8	Explain various cost concepts.	(10)	CO4	BL5, BL6
Q.9	Describe various instruments of Monetary Policy.	(10)	CO5, CO6	BL3 BL6

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: FINANCIAL & MANAGEMENT ACCOUNTING

Day : Saturday
Date : 08/11/2025

W-25908-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N. B. :

- 1) **Section – I** – Attempt **ANY FOUR** questions. Each question carries **07** marks.
- 2) **Section – II** – Attempt **Q. 7** is **COMPULSORY**, it carries **12** marks. Attempt **ANY ONE** question from rest of the **TWO** questions in **Section – II**, it carries **10** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) To the right of each question are mentioned (i) figures, indicating **FULL** marks, (ii) Course Outcome number (CO) and (iii) Blooms Taxonomy level (BL).

SECTION – I

28 Marks

- Q. 1** What is Financial Accounting? Explain the End Users of Accounting Statements, by citing suitable examples. (07) CO1 BL6
- Q. 2** Distinguish between Financial and Management Accounting. (07) CO4 BL3
- Q. 3** What is Budgetary Control? Describe the Objectives of Budgetary Control. (07) CO4 BL5
- Q. 4** What is Marginal Costing? Describe its Features and analyze its Advantages. (07) CO6 BL5
- Q. 5** Ascertain 'Marginal Cost' 'Contribution' and 'Profit' (07) CO6 BL2

Particulars	Cost Per Unit (Rs.)
Direct Materials	50
Direct Labour	20
Other Variable costs	10
Production	20,000 units
Total Fixed Cost Rs.	5,00,000
Selling Price Rs.	125 per unit

- Q. 6** Write short notes on **ANY TWO** (07)
- a) Material Variances CO5 BL5
 - b) Types of Budget CO5 BL2
 - c) Opportunity Cost CO5 BL6

P. T. O.

SECTION – II

- Q.7 From the following Trial balance of Ms. Sheetal, Prepare Final Accounts as on 31st March, 2024. You are required to appraise and comment on the financial position of the business. (12) CO2 BL2

Particulars	Debit	Credit
Capital		2,00,000
Patents	87,000	
Plant and Machinery	17,500	
Goodwill	20,000	
Drawings	22,600	
Cash at Bank	1,795	
Stock of 1 st April, 2023	27,000	
Wages	10,000	
Purchases (Less Return)	69,000	
Carriage Inward	6,00	
Sales Commission	6,000	
Advertisement	2,000	
Office Equipments	3,000	
Carriage Outward	1,400	
Sales (Less Return)		84,000
Salaries	5,000	
Bank Charges	1,05	
Dividend		1,500
Debtors	30,000	
Unsecured Loans		17,500
Total	3,03,000	3,03,000

Adjustments:

- Closing stock is Rs. 1,50,000
- Advertisement of Rs. 200 is prepaid
- Outstanding Carriage Outward Rs. 2,00
- Create R.D.D. at the rate of 5% on Debtors
- Depreciation on Office Equipments 10%

- Q. 8 You are required to identify the following Labour Variances (10) CO6 BL4

- Labour Cost Variance (LCV)
- Labour Rate Variance (LRV)
- Labour Efficiency Variance (LEV)

Also interpret the results.

	Standard		Actual	
	Time	Rate per hr.	Time	Rate per hr.
Skilled	50	Rs. 500	55	Rs.520
Semiskilled	75	Rs.400	70	Rs.410
Total	125		125	

Q.9 Journalize the following transactions in the book of Amey for 2024, (10) CO2 BL2 by applying the principles of double entry book keeping.

	Particulars
1 st July	Started Business Rs. 5,00,000 cash and Furniture for Rs. 1,00,000
2 nd July	Deposited cash in Axis Rs. 20,000
3 rd July	Purchased Loose tools worth Rs. 2,50,000 from Rakesh Ltd.
4 th July	Sold goods of Rs. 3,00,000 to Raghav Ltd.
5 th July	Returned goods of Rs. 20,000 from Raghav Ltd. on account of being defective.
6 th July	Purchased goods from Madhav Ltd. Rs. 2,00,000 at 5 % Trade Discount.
7 th July	Paid Rs 2,40,000 to Bharat Ltd. in full settlement of their account showing balance 2,55,000
8 th July	Paid office rent Rs. 25,000 by cheque.
9 th July	Withdrawn cash of Rs. 20,000 for personal use.
10 th July	Received Interest Rs. 10,000.

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER: 2025
SUBJECT: MANAGEMENT CONCEPTS & APPLICATIONS

Day : Thursday
Date : 06/11/2025

W-25906-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 50

N.B.

- 1) Section – I- Attempt **ANY FOUR** questions. Each question carries **07** marks.
- 2) Section-II- Question 7 is **COMPULSORY**, it carries **12** marks. Attempt any one questions from rest of the two questions is Section-II, it carries **10** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) To the right of each questions are mentioned- **i)** figures, indicating **FULL** marks, **ii)** Course Outcome number (CO) and **iii)** Blooms Taxonomy level (BL).

SECTION-I

28 Marks

- | | | | | |
|-----|--|------|-----------|-----------|
| Q.1 | Give an account of Henry Fayol's 14 principles of Management. | (07) | CO
CO3 | BL
BL5 |
| Q.2 | Define Planning. Briefly explain the basic steps in the planning process? | (07) | CO2 | BL6 |
| Q.3 | Define the terms: authority, responsibility and accountability? What are the sources of authority? | (07) | CO1 | BL6 |
| Q.4 | Describe the steps in rational decision making process? | (07) | CO2 | BL5 |
| Q.5 | Define Leadership. Explain the different styles of leadership. | (07) | CO5 | BL3 |
| Q.6 | Write short notes on (ANY TWO): | (07) | | |
| | a) Delegation of Authority | | CO5 | BL4 |
| | b) Bases of Departmentalization | | CO2 | BL4 |
| | c) Management by Exception | | CO6 | BL5 |

SECTION-II

22 Marks

- | | | | | |
|-----|---|------|-----|-----|
| Q.7 | Explain the various management functions to be carried out for the launch of new product of your company. | (12) | CO2 | BL4 |
| Q.8 | Explain the various activities to be carried out by your department for launching a product based on its acceptability as well as negative feedback on the said product. | (10) | CO1 | BL1 |
| Q.9 | A retail outlet is selling electronic equipments and fashion accessories. Given that the sales revenue has tremendously increased due to customer response and acceptability. Because of this, operations have become slightly complex for the owner. Suggest a suitable control process for the retail outlet. | (10) | CO1 | BL1 |