

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: MANAGEMENT CONCEPTS & APPLICATIONS

Day : Monday
Date : 25/11/2024

W-25906-2024

Time : 02:00 PM-05:00 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 | What are the four managerial functions and how do they interrelate with each other? | (07) | CO
CO2 | BL
BL5 |
| Q.2 | What is planning? Explain the steps involved in planning. | (07) | CO2 | BL6 |
| Q.3 | Explain how formal organization is different from informal organization. | (07) | CO4 | BL3 |
| Q.4 | Explain the concept of functional authority. How do you delegate authority? | (07) | CO2 | BL4 |
| Q.5 | Define Leadership. Explain the different styles of leadership. | (07) | CO5 | BL3 |
| Q.6 | Write short notes on (ANY TWO): | (07) | | |
| | a) Barriers to effective delegation | | CO2 | BL3 |
| | b) Line and staff relationship | | CO3 | BL5 |
| | c) Management by Objectives (MBO) | | CO2 | BL6 |

SECTION-II

22 Marks

- | | | | | |
|------------|---|------|-----|-----|
| Q.7 | Decision making is fundamental function of the management. Do you agree? Justify. | (12) | CO2 | BL5 |
| Q.8 | Suggest a suitable control process for an organization providing logistic support. | (10) | CO1 | BL1 |
| Q.9 | Explain managerial aspects pertaining to planning when organizing and conducting events of large scale such as trade show, Industry fair etc. | (10) | CO1 | BL1 |

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
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SUBJECT: MANAGEMENT CONCEPTS & APPLICATIONS

Day : Monday
Date : 25/11/2024

W-25906-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B:

- 1) Attempt ANY FOUR questions from Section – I and Attempt ANY TWO questions from Section – II.
- 2) Figures to the right indicate FULL marks.
- 3) Answer to both the sections should be written in SAME answer book.

SECTION-I

- | | | |
|----------------------------|--|------|
| Q.1 | Define management. What is scientific management? | (15) |
| Q.2 | Discuss in detail the various functions of management. | (15) |
| Q.3 | What is planning? Discuss the steps involved in planning. | (15) |
| Q.4 | What is organizing? Explain in detail the departmentalization. | (15) |
| Q.5 | Write the short note on the following (Any Two) | (15) |
| a) Controlling | | |
| b) Leadership | | |
| c) Delegation of Authority | | |

SECTION -II

- | | | |
|-----|--|------|
| Q.6 | You have been assigned the responsibility of coordinating the cultural festival in your office. Bring out the varied planning, organizing, staffing and control functions you will decide on. | (20) |
| Q.7 | You have been appointed as the consultant for the new start-up company going to launch different new-generation mobile based games and applications. Prepare an environmental analysis report. | (20) |
| Q.8 | What does the word "budget" mean to you? Draw a correlation between the 'controlling' function of management and budgeting. | (20) |

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: FINANCIAL & MANAGEMENT ACCOUNTING

Day : Wednesday
Date : 27/11/2024

W-25908-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) ~~Figures to the right indicate FULL marks.~~
- 3) ~~Answers to both the sections should be written in the SAME answer book.~~
- 4) Use of non-programmable calculator is allowed.

SECTION - I

- Q.1** Define Financial Accounting. Explain the objectives and scope of Financial Accounting. (15)
- Q.2** Write a detailed note on International Financial Reporting Standards (IFRS) for small and medium enterprises. (15)
- Q.3** How the costs are classified on the following basis? Elaborate with example (15)
i) Element wise
ii) Function wise
- Q.4** Describe the functions of Management Accounting with example. (15)
- Q.5** Explain the following terms :
i) Margin of Safety
ii) Profit Volume Ratio
iii) Break Even Analysis
- Q.6** Write short notes on ANY TWO of the following: (15)
a) Accounting cycle
b) Cash Budget
c) Matching of Cost and Revenue concept

SECTION - II

- Q.7** Pass journal entries in the books of Mr. Pankaj (20)

2023	
April 1	Purchased machinery worth Rs. 25,00,000 from Amrut Ltd.
April 2	Paid for travelling expenses Rs. 58,000.
April 4	Sold goods worth Rs. 28,00,000 to Aman Ltd. at 3% trade discount.
April 5	Received rent Rs.25,000 from Ram Ltd.
April 6	Paid cash to Sarika Rs. 28,000 in full settlement of her account Rs. 30,000.
April 7	Sold furniture worth Rs. 5,00,000 for Rs. 4,80,000 to Aman Ltd.
April 8	Purchased goods worth Rs. 12,00,000 from Nita Ltd. at 5% trade discount.
April 10	Withdrawn cash for personal use Rs. 28,000.

P.T.O.

Q.8

Mihir Ltd has applied budgetary control for cost control. It is working at 60% capacity manufacturing 12,000 units. The cost structure of the company is as follows :

Particulars	Cost Per Unit
Direct Material	150
Direct wages	120
Factory overheads (20% fixed)	80
Administrative overheads (100% fixed)	50
Selling overheads (40% fixed)	40

Prepare a Flexible Budget at 80% and 100% level of activity.

Q.9

Aman Ltd. has given the following details Calculate

(20)

- Labour cost variance
- Labour rate variance
- Labour efficiency variance
- Labour mix variance

	Standard Time	Standard Rate	Actual Time	Actual Rate
Labour skilled	8000 hours	Rs.500/ hour	8100 hours	Rs.520/hour
unskilled	5000 hours	Rs.200/hour	4800 hours	Rs.190/hour

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271124-e-iom-konkur

(STUDENTS ADMITTED FOR ACADEMIC YEAR 2024 & ONWARDS)
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: FINANCIAL & MANAGEMENT ACCOUNTING

Day : Wednesday
Date : 27/11/2024

W-25908-2024

Time : 02:00 PM-05:00 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 are Accounting Concepts? Explain the following Concepts (07) CO1 BL6
with suitable examples.
- a) Matching of Cost and Revenue Concept
b) Going Concern Concept
- Q.2 Classify Costs based on Controlling/Decision-Making Criteria and (07) CO2 BL3
discuss each category in detail.
- Q.3 Describe the need for International Financial Reporting Standards (07) CO3 BL5
(IFRS) for Small and Medium Enterprises (SMEs).
- Q.4 What is Variance Analysis? Explain Material Variances and identify (07) CO6 BL2
the reasons for their occurrence.
- Q.5 Ascertain 'Marginal Cost' 'Contribution' and 'Profit' (07) CO6 BL2

Particulars	Cost Per Unit (Rs.)
Direct Materials	100
Direct Labour	40
Other Variable costs	20
Production	20,000 units
Total Fixed Cost Rs.	2,00,000
Selling Price Rs.	225 per unit

- Q.6 Write short notes on ANY TWO (07)
- a) Convention of Materiality CO1 BL5
b) Break Even Point (BEP) CO4 BL5
c) Branches of Accounting CO1 BL5

P. T. O.

SECTION – II

22 Marks

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

Particulars	Debit	Credit
Capital		2,20,000
Land and Building	87,000	
Plant and Machinery	17,500	
Goodwill	20,000	
Drawings	22,600	
Cash in Hand	1,795	
Stock of 1 st April, 2023	27,000	
Wages	10,000	
Purchases (Less Return)	69,000	
Carriage Inward	6,00	
Traveller Commission and Expenditure	6,000	
Insurance Premium	2,000	
Office Equipments	3,000	
Carriage Outward	1,400	
Sales (Less Return)		84,000
Salary	5,000	
Bank Charges	1,05	
Loan		1,500
Debtors	40,000	
Creditors		7,500
Total	3,13,000	3,13,000

Adjustments:

- Closing stock is Rs. 86,000
- Wages of Rs. 800 is prepaid
- Outstanding Salaries Rs. 2,000
- Create R.D.D. at the rate of 10% on Debtors
- Depreciation on Plant & Machinery 10% and Office Equipments 15%

- Q.8 UVR Ltd Company wishes to arrange overdraft facilities with its (10) CO5 BL1 Banker during the period April – June 2024.

- Prepare a Cash Budget for the above period from the following data indicating the extent for the bank facilities the company will require at the end of each month. Provide your recommendations.

Months	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
February	1,82,000	1,24,800	17,000
March	1,94,000	1,44,000	19,000
April	1,10,000	2,43,000	11,000
May	1,76,000	2,46,000	10,000
June	1,28,000	2,68,000	15,000

- b) 50 % of Credit Sales are realized in the month following the sales and the remaining 50 % in the second month following the sales.
- c) Creditors are paid in the month following the month of Purchases.
- d) Cash at bank as on 1st April, 2024 Rs. 20,000
- e) It is presumed that workers are paid on 1st of the following month.

Q.9 Journalize the following transactions in the book of Ankush for (10) CO2 BL4 2024, by applying the principles of double entry book keeping.

	Particulars
1 st July	Invested in business Rs. 10,00,000 cash and Furniture for Rs. 2,00,000
2 nd July	Deposited cash in SBI Rs. 1,00,000
3 rd July	Purchased furniture worth Rs. 7,50,000 from Rachana Ltd.
4 th July	Purchased goods of Rs. 3,00,000 from Pritam Ltd.
5 th July	Returned goods of Rs. 20,000 to Pritam Ltd. on account of being defective.
6 th July	Sold goods to Mehta Ltd. Rs. 1,00,000 at 5 % Trade Discount.
7 th July	Paid Rs 2,60,000 to Bharat Ltd. in full settlement of their account showing balance 2,80,000
8 th July	Paid office Salary Rs. 75,000 by cheque.
9 th July	Withdrawn cash of Rs. 10,000 for personal use.
10 th July	Received Interest Rs. 10,000.

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(FOR THE STUDENTS ADMITTED ACADEMIC YEAR 2024 & ONWARDS)
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: MANAGERIAL ECONOMICS

Day : Friday
 Date : 29/11/2024

W-25907-2024

Time : 02:00 PM-05:00 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 nature, scope and importance of managerial economics.	(07)	CO1	BL5
Q.2	Elaborate classification of costs under managerial economics.	(07)	CO4	BL6
Q.3	State the Law of demand. What are its exceptions?	(07)	CO2	BL6, BL5
Q.4	Define production function. What is importance of production function in managerial decision making?	(07)	CO3	BL3
Q.5	Explain the Price – output determination under perfect competition.	(07)	CO4	BL6
Q.6	Write short notes on any TWO:	(07)		
a)	Economies of scale		CO4	BL2
b)	Investment function		CO5	BL6
			CO6	
c)	Oligopoly		CO5	BL6

SECTION-II

22 Marks

Q.7	Explain different types of elasticity of demand. Illustrate the use of elasticity of demand in managerial decision making.	(12)	CO2	BL4
Q.8	How can monetary policy and fiscal policy be used to influence the economy?	(10)	CO6	BL3
Q.9	Explain the theory of value maximization of a firm.	(10)	CO1	BL5

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For the Students admitted academic year 2024 & onwards)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-I : WINTER : 2024

SUBJECT: ORGANIZATIONAL BEHAVIOUR

Day : Monday
Date : 02/12/2024

W-25909-2024

Time : 02:00 PM-05:00 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 contribution to Organizational Behavior made by major behavioral science disciplines.	(07)	CO1	BL1
Q.2	Point out some major Job Attitudes with suitable examples.	(07)	CO1	BL4
Q.3	Illustrate ERG Theory of motivation in detail.	(07)	CO3	BL3
Q.4	Discuss the process of Group Development with an example.	(07)	CO1	BL2
Q.5	Make a List of Traits of an effective leader with explanation.	(07)	CO2	BL4
Q.6	Write short notes on (ANY TWO):	(07)		
a)	Workforce Diversity		CO4	BL2
b)	Challenges before Organizational Behavior Manager		CO1	BL5
c)	Types of Values		CO4	BL5

SECTION-II

22 Marks

Q.7	"Determinants of personality is contributing in shaping the personality of an individual." Justify the statement.	(12)	CO1	BL5
Q.8	Design a draft for your employees to make them understand how to resolve the conflict effectively?	(10)	CO4	BL6
Q.9	As a manager, what steps you will take to counter resistance to change shown by your team members on change in shift timings?	(10)	CO4	BL6

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: ORGANIZATIONAL BEHAVIOUR

Day : Monday
Date : 02/12/2024

W-25909-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the section should be written in the **SAME** answer book.

SECTION - I

- Q.1** Discuss the meaning and importance of organisational behaviour in present business context. (15)
- Q.2** What are values? Explain how they are shaped and their types. (15)
- Q.3** Describe the term motivation. Explain Porter and Lawler's model in detail. (15)
- Q.4** Elucidate the characteristics of effective team with suitable examples. (15)
- Q.5** Discuss the theoretical foundation of MBTI and explain its usage in personality assessment. (15)
- Q.6** Write short note on any **TWO** of the following: (15)
- a) Trait theory of leadership
 - b) Reinforcement in learning
 - c) Work force diversity

SECTION - II

- Q.7** Describe key drivers and trends changing the business landscape in present business context. (20)
- Q.8** Evaluate the approaches and strategies for managing conflicts within organisation. (20)
- Q.9** Imagine you are working with team members from diverse culture. What kind of perceptual errors would impact the interpersonal behaviour? (20)

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(FOR THE STUDENTS ADMITTED ACADEMIC YEAR 2024 & ONWARDS)
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-I : WINTER : 2024
SUBJECT: STATISTICAL TECHNIQUES

Day : Wednesday

Date : 04/12/2024

W-25910-2024

Time : 02:00 PM-05:00 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 Discuss the applications of Statistics in various disciplines (07) CO1 BL2

Q.2 Given below is the frequency distribution of marks obtained by 90 students. Compute Mean, Mode and Median. (07) CO2 BL3

Marks	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69
No. of Students	6	14	12	10	10	9	9	10	5	4	1

Q.3 An urn contains 8 white and 3 red balls. If two balls are drawn at a random, find the probability that- (07) CO5 BL3
i. Both are White ii. Both are Red iii. One of each colour

Q.4 From the following data draw Histogram and Frequency Polygon. (07) CO3 BL6

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90
Frequency	4	6	7	14	16	14	8	6	5

Q.5 Calculate Standard Deviation, Variance and Coefficient of Variation. (07) CO2 BL3

No. of 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.6 Write short notes on any two:-
a) Random Experiment

(07) CO1 BL1

- b) Positional Averages
- c) Scatter Plot

SECTION - II

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

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 First Quartile and Third Quartile. Further Compute (10) CO2 BL3
Quartile Deviation.

X	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40
Frequency	1	3	7	15	23	16	8	3

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

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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041224-e-ion-kolapur

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: BUSINESS ENVIRONMENT

Day : Friday
Date : 06/12/2024

W-25911-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N. B. :

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

SECTION – I

- Q. 1** What is the nature and structure of Indian economy? State its importance in business environment? (15)
- Q. 2** Describe the importance of environmental forecasting. What different techniques of environment forecasting are available to forecast the business environment? (15)
- Q. 3** Differentiate between GATT and WTO. (15)
- Q. 4** What are the aims of International Monetary Fund? How does it effect on balance of payment of nation? (15)
- Q. 5** What is technological environment? How technology helps in government promotional facilities? (15)
- Q. 6** Write short notes on **ANY TWO** of the following: (15)
- a) Social Audit
 - b) Trade Policy
 - c) FEMA

SECTION – II

- Q. 7** How would you argue that the success of a business enterprise is significantly influenced by its environment? Justify your answer with various factors of internal and external environment of business. (20)
- Q. 8** What is globalization? What are the challenges and benefits of globalization? (20)
- Q. 9** Describe social – cultural environment. What different factors of this environment affecting the business? (20)

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(For the Students admitted during the academic year 2024 onwards)

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)

M.B.A. Sem-I : WINTER : 2024

SUBJECT: BUSINESS ENVIRONMENT

Day : Friday

Date : 06/12/2024

W-25911-2024

Time : 02:00 PM-05:00 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 is Business Environment? What are different types of Business Environment? | (07) | CO1 | Bl 6 |
| Q.2 | Differentiate between monetary policy and fiscal policy. | (07) | CO2 | Bl 5 |
| Q.3 | What is the role of government regulations in shaping the business environment? | (07) | CO2 | Bl 2 |
| Q.4 | How does technology affect the business environment? | (07) | CO3 | Bl 3 |
| Q.5 | Write in detail about Corporate Governance. | (07) | CO3 | Bl 5 |
| Q.6 | Write short notes on any TWO : | (07) | | |
| a) | Consumer Rights | | CO3 | Bl 6 |
| b) | WTO | | CO3 | Bl 6 |
| c) | Environmental forecasting | | CO1 | Bl 5 |

SECTION – II

22 Marks

- | | | | | |
|-----|--|------|----------|------------|
| Q.7 | Polythene bags have adverse effect on the natural environment. Hence court has passed an order to ban on polythene bags. To replace the polythene bags, government has taken initiative to give subsidy to jute industry with innovative techniques. People are ready to use jute bags and protect the environment. Find out various factors considered in above case which affect the business environment. | (12) | CO2, CO3 | Bl 4 |
| Q.8 | What are benefits and challenges of Globalisation? | (10) | CO3 | Bl 3, Bl 6 |
| Q.9 | Discuss the impact of culture on businesses with various examples. | (10) | CO3 | Bl 5, Bl 6 |

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MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: BUSINESS COMMUNICATION

Day : Monday
Date : 09/12/2024

W-25912-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.

1. Attempt ANY FOUR questions from Section – I and ANY TWO questions from Section II
2. Figures to the right indicate FULL marks.
3. Answers to both the sections should be written in SAME answer book.

SECTION – I

- Q.1 Write about any 3 types of interviews that are used in a Business Organisation. (15)
- Q.2 You are applying for a work visa to Denmark. Write a cover letter to support that. (15)
- Q.3 'Business strategy must match the communication strategy'. Give reasons. (15)
- Q.4 Differentiate between intra and inter organizational communication. Draw a flow chart to explain. (15)
- Q.5 Explain any 5 key points to prepare for a Job interview. (15)
- Q.6 Write Short Note on ANY THREE of the following : (15)
- a) Process of communication
 - b) Techniques for effective communication
 - c) Speech writing
 - d) Positive or Neutral messages

SECTION – II

- Q.7 Write 2 Emails for the given context. (20)
- i) Congratulations to your junior for achieving the quarterly sales targets.
 - ii) To all team members for giving them added responsibilities in sales.
- Q.8 What are the various intra organizational communication challenges? (20)
- Q.9 What are the various networks of communication? Write about any 3. (20)

(FOR THE STUDENTS ADMITTED ACADEMIC YEAR 2024 & ONWARDS)
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-I : WINTER : 2024
SUBJECT: BUSINESS COMMUNICATION

Day : Monday
Date : 09/12/2024

W-25912-2024

Time : 02:00 PM-05:00 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

- | | | | | |
|------------|--|------|--------------------------|--------------------------|
| Q.1 | Explain the flow of communication in an organization. What are the barriers to communication? | (07) | CO
CO2 | BL
BL5 |
| Q.2 | Write a slogan and a circular for the given context:-
i) Christmas eve dinner after the office hours today (circular)
ii) Stress free work life (slogan) | (07) | CO3 | BL1 |
| Q.3 | What is the significance of feedback in the process of communication? Give examples. | (07) | CO1 | BL2 |
| Q.4 | State the differences between internal business communication and external business communication. Give examples. | (07) | CO3 | BL1 |
| Q.5 | Analyze the role of technology in communication in the business context. Has it made communication easier or difficult? Give reasons. | (07) | CO3 | BL2 |
| Q.6 | Write short notes on (ANY TWO):
a) SQ3R Technique of Reading
b) Memos
c) Netiquette
d) Negative messages | (07) | CO1
CO2
CO2
CO2 | BL5
BL6
BL5
BL5 |

SECTION-II

22 Marks

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|------------|---|------|-----|-----|
| Q.7 | Business is all about selling, either products or services. What is the role of communication in selling? | (12) | CO1 | BL3 |
| Q.8 | What are the various aspects of a job interview that should be followed by you? | (10) | CO2 | BL5 |
| Q.9 | Describe with examples the various types and steps of a Business report? | (10) | CO1 | BL6 |

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