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No.

**D.B.M. (Semester - I) (CBCS) Examination Oct/Nov-2017**  
**PRINCIPLES OF MANAGEMENT**

Day & Date: Thursday, 16-11-2017  
 Time: 10.30 AM to 01.30 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative. 07**

- 1) \_\_\_\_\_ needs satisfies the need of self-respect and prestige.
  - a) Basic
  - b) Social
  - c) Safety
  - d) Esteem
- 2) \_\_\_\_\_ function of management deals with managing the organization.
  - a) Organizing
  - b) Leadership
  - c) Planning
  - d) Staffing
- 3) \_\_\_\_\_ is a process of stimulating employees to get desired results.
  - a) Motivation
  - b) Communication
  - c) Controlling
  - d) Planning
- 4) In \_\_\_\_\_ leadership, complete freedom is given to employees.
  - a) Democratic
  - b) Autocratic
  - c) Free-rein
  - d) None of these
- 5) Management is a \_\_\_\_\_.
  - a) Planning
  - b) Science
  - c) Art
  - d) Art as well as science
- 6) \_\_\_\_\_ is a group of people working together to achieve set goals.
  - a) Controlling
  - b) Management
  - c) Organization
  - d) Plans
- 7) \_\_\_\_\_ is the assessment, evaluation or checking the performance of employees.
  - a) Performance Appraisal
  - b) Organizing
  - c) Planning
  - d) Staffing

**B) Fill in the Blanks: 07**

- 1) \_\_\_\_\_ is the process of determining future course of action in advance.
- 2) \_\_\_\_\_ refers to the art of getting things done through others.
- 3) \_\_\_\_\_ refers to imparting job knowledge to employees.
- 4) \_\_\_\_\_ organization structure also known as Scalar Chain.
- 5) \_\_\_\_\_ is the right to give orders and power to exact obedience.
- 6) \_\_\_\_\_ is the process of stimulating people to apply for job.
- 7) In theory X people have \_\_\_\_\_ attitude towards work.

**Q.2 Write short notes. (Any 2) 14**

- a) Types of plans.
- b) Tools for measuring organizational Performance.
- c) Levels of management.

- Q.3 Write short notes. (Any 2)** **14**
- a) Theory 'Z' by William Ouchi.
  - b) Authority & Responsibility.
  - c) Financial & Non financial incentives.
- Q4 Write long answers. (Any one)** **14**
- a) Define Organizing. Explain the principles of organizing & line & staff relations in organizing.
  - b) Define planning. Explain steps in planning process.
- Q5 Write long answer. (Any one)** **14**
- a) What is organizational performance? Explain tools for measuring organizational performance.
  - b) Define Leadership. Explain the various Leadership styles in detail.



- Q.2 Write short notes. (Any two)** **14**
- a) Merits of study of Business Environment.
  - b) Impact of Technology and the Society.
  - c) Importance of Business Environment.
- Q.3 Write short notes. (Any two)** **14**
- a) Explain – Economic Factors.
  - b) Merits of MNC's.
  - c) Nature of Globalization.
- Q4 Write Long Answers ( any one)** **14**
- a) What is Business Environment? Explain the Micro factors of Environment?  
**OR**
- b) Explain State Intervention?
- Q5 Write Long Answers (any one)** **14**
- a) Explain the concepts of LPG?  
**OR**
- b) Explain the Impact of Socio – Cultural Environment on Business?

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**D.B.M. (Semester - I) (CBCS) Examination Oct/Nov-2017**  
**FINANCIAL AND COST ACCOUNTING**

Day & Date: Saturday, 18-11-2017  
Time: 10.30 AM to 01.00 PM

Max. Marks: 70

- Instructions:** 1) Q. No. 1 is compulsory.  
2) Figures to the right indicate full marks.  
3) Use of calculators is allowed.

**Q.1 A) Select correct alternative** **07**

- 1) \_\_\_\_\_ is final A/C statement.
 

a) Balance sheet	b) Cash A/c
c) Bank A/c	d) Ledger A/c
- 2) Net profit is ascertained by preparing \_\_\_\_\_.
 

a) Profit & Loss A/c	b) Budget
c) Balance Sheet	d) Trading A/c
- 3) Sales – Variable Cost = \_\_\_\_\_.
 

a) Profit	b) Contribution
c) Fixed Cost	d) Loss
- 4) \_\_\_\_\_ is the principle book of accounts.
 

a) Ledger	b) Journal
c) Balance sheet	d) Profit & Loss A/c
- 5) Furniture is \_\_\_\_\_ type of A/c.
 

a) Nominal	b) Personal
c) Real	d) None
- 6) Summary of all functional budgets is called as \_\_\_\_\_ budget.
 

a) Zero based	b) King size
c) Master	d) Summarized
- 7) Drawings are deducted from \_\_\_\_\_.
 

a) Capital	b) Cash
c) Net profit	d) None

**B) Fill in the Blanks :** **07**

- 1) \_\_\_\_\_ refers to decrease in value of assets over a period of time due to its wear & tear.
- 2) Income received in advance is shown on \_\_\_\_\_ side of balance sheet.
- 3) Debit all expenses and losses credit all income gains and profit is the rule of \_\_\_\_\_.
- 4) Amount which is not recoverable from customer is known as \_\_\_\_\_.
- 5) \_\_\_\_\_ discount is not recorded in books of accounts.
- 6) PV Ratio=\_\_\_\_\_.
- 7) SLM stands for \_\_\_\_\_.

**Q2 Attempt (Any 2)**

**14**

- a) Journalize the following transactions in the books of Mr. Vinod:  
 July -1 Vinod started business with cash Rs. 1,00,000/-, Furniture- Rs. 35,000/- and Stock Rs.20,000/-  
 July- 3 Purchased goods for Cash Rs. 10,000/- from Mr. Ravi.  
 July- 5 Sold goods for cash 15,000/-  
 July- 15 Purchased goods from Krishna Rs. 12,000/-  
 July- 22 Purchased Machinery Rs. 18,000/- and paid installation of Rs. 2,000/- for it.  
 July- 28 Sold goods to Vijay for Rs. 11,000/-  
 July-31 Withdraw cash for personal use Rs. 2000/-
- b) M/s India Ltd. Purchased Machinery for Rs. 1,00,000 on 1<sup>st</sup> April, 2008. On 1<sup>st</sup> Oct 2008 additional machinery was purchased for Rs. 50,000/-.  
 The firm provides depreciation @ 10%p.a under straight line method on 31<sup>st</sup> March every year. Prepare Machinery and depreciation account for three years i.e. 2008-09, 2009-10, 2010-11.
- c) Break Even point.

**Q.3 Attempt (Any-2)**

**14**

- a) Trail Balance  
 b) Types of depreciation  
 c) CVP Analysis

**Q.4 a) Prepare Cash Budget for the Month of May to July on the basis of following information:**

**14**

Month	Sales Rs.	Purchases Rs.	Wages Rs.	Manufacturing Expenses	Office Expenses	Selling Expenses
March	60,000	36,000	9,000	4,000	2,000	4,000
April	62,000	38,000	8,000	3,000	1,500	5,000
May	64,000	33,000	10,000	4,500	2,500	4,500
June	58,000	35,000	8,500	3,500	2,000	3,500
July	56,000	39,000	9,500	4,000	1,000	4,500
August	60,000	34,000	8,000	3,000	1,500	4,500

**You are given following Information:**

- 1) Plant Costing Rs. 16,000/- is due for delivery in July payable 10% on delivery & balance after 3 months.
  - 2) Advance Tax of Rs. 8,000/- is payable in March & June.
  - 3) Period of Credit Allowed: By Supplier – 2 Months & To customers- 1 Month.
  - 4) Lag in Payment of all Expenses 1 Month.
- Prepare a Cash Budget for 3 Months starting on 1<sup>st</sup> May, 1998 when there was a Cash of Rs. 8,000/-

**OR**

- b) What is Cost Accounting? Explain the importance and objectives of cost accounting?

- Q.5 a)** From the following Trail Balance of Mr. Ashok, you are required to prepare a Trading, Profit & Loss Account for the Year ended on 31<sup>st</sup> March, 2010 and Balance Sheet as on that date. **14**

Trail Balance as on 31/03/2010

Particulars	Debit Rs.	Credit Rs.
Capital		90,000
Drawings	3,000	
Stock (01/04/2009)	45,000	
Octroi duty	800	
Purchases & Sales	2,00,000	3,12,000
Returns	6,000	2,000
Salaries	10,000	
Carriage Outward	1,400	
Wages	14,000	
Insurance	2,000	
Discount Received		600
Postage	800	
Debtors & Creditors	60,000	64,000
Furniture	35,000	
Cash in hand	10,000	
Machinery	80,000	
Rent & Taxes	6,000	
Printing & Stationary	2,000	
Bank Overdraft		7,400
<b>Total</b>	<b>4,76,000</b>	<b>4,76,000</b>

**Adjustments:**

- 1) Closing Stock was valued at cost Rs. 40,000 while its market price was Rs. 45,000.
- 2) Depreciate Machinery by 5%.
- 3) Salary Rs. 2000 and wages Rs. 1000 were outstanding.
- 4) Insurance Rs. 500 was prepaid.

**OR**

- b)** Define Accounting. State the importance of accounting and also explain the importance of financial statements for business organization.

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**D.B.M. (Semester - I) (CBCS) Examination Oct/Nov-2017**  
**BUSINESS COMMUNICATION**

Day & Date: Monday, 20-11-2017  
 Time: 10.30 AM to 01.00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative given in the bracket. 07**

- 1) The word "Communication" is derived from \_\_\_\_\_ language.
  - a) Greek
  - b) German
  - c) Latin
  - d) French
- 2) \_\_\_\_\_ is the persons (s) form whom the communication is intended.
  - a) Sender
  - b) Channel
  - c) Feedback
  - d) Receiver
- 3) Wrong choice of medium & communication load is examples of \_\_\_\_\_.
  - a) Organizational barrier
  - b) Socio-psychological barrier
  - c) Physical barrier
  - d) Semantic barrier
- 4) \_\_\_\_\_ is the return message or response from the communicate to the communicator.
  - a) Means
  - b) Encoding
  - c) Feedback
  - d) Decoding
- 5) The sender sends the message through a selected \_\_\_\_\_.
  - a) Passage
  - b) Goals
  - c) Ideas
  - d) Medium
- 6) \_\_\_\_\_ means anything in the message or channel that distracts the sender while encoding or distracts the receiver while decoding.
  - a) Noise
  - b) Task
  - c) Audience
  - d) Machine
- 7) The barriers arising out of different interpretations of words used in language are called \_\_\_\_\_ barriers.
  - a) Semantic
  - b) Physical
  - c) Psycho-Sociological
  - d) Cultural

**B) State the following statements true or false. 07**

- 1) Telephonic conversion is not the method of oral communication.
- 2) Self centered attitudes are included in socio-psychological barriers.
- 3) An interview is an example of face to face communication.
- 4) The function of the receiver is not decode the message.
- 5) Non-verbal communication can be completely controlled.
- 6) Conciseness means expressing much in a few words.
- 7) There is full indention in full block form of letter.



- Q2 Write Short Notes (Solve any 2) 14**  
a) E-mail.  
b) Group Discussion  
c) Cross-cultural barriers
- Q.3 Write Short Notes.(Solve any 2) 14**  
a) Process of communication.  
b) Various Layouts of Letter.  
c) Explain – Body Language.
- Q.4 Make an enquiry with a manufacturer of steel furniture for purchase of furniture for a college office 14**
- OR**
- Principles of Effective Communication.
- Q.5 Prepare a notice, Agenda & Minutes of Annual General Meeting of Shareholders 14**
- OR**
- Define Communication. Explain barriers of communication.

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**D.B.M. (Semester - I) (CBCS) Examination Oct/Nov-2017**  
**BUSINESS RESEARCH**

Day & Date: Tuesday, 21-11-2017  
 Time: 10.30 AM to 01.00 PM

Max. Marks: 70

**Instructions:** 1) Answer all questions.  
 2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative. 07**

- 1) In \_\_\_\_\_ type of questionnaire the researcher cannot draw a conclusion for a research topic.
  - a) Close ended
  - b) Open ended
  - c) Multiple – choice
  - d) All the above
- 2) The report writing is done according to \_\_\_\_\_.
  - a) Theory
  - b) Practical
  - c) Format
  - d) Table
- 3) \_\_\_\_\_ is the first step in sampling process.
  - a) Selection of sampling unit
  - b) Determining sample size
  - c) Collection of data
  - d) Defining the population
- 4) Market research has a validity constraint due to \_\_\_\_\_.
  - a) Time
  - b) Date & time
  - c) People
  - d) Money
- 5) \_\_\_\_\_ is used to collect the information from large population located in different area.
  - a) Survey
  - b) Schedule
  - c) Questionnaire
  - d) Data
- 6) \_\_\_\_\_ type of questions has only two alternatives to choose from.
  - a) Multiple choice
  - b) Dichotomous
  - c) Open ended
  - d) Close ended
- 7) \_\_\_\_\_ is done after interpretation.
  - a) Sampling
  - b) Report writing
  - c) Bibliography
  - d) None of these

**B) State whether true or false 07**

- 1) Reliability of research depends on source of data.
- 2) Report writing is first phase in business research.
- 3) Goal orientation & measurability are the characteristics of good sampling design.
- 4) Internet is a source of secondary data
- 5) Size of sample should not be too small or too large.
- 6) In research process the coding & decoding is done to keep secrecy.
- 7) Report writing is done by researcher itself.

**Q2 Write short notes on (any 2) 14**

- a) Data Interpretation of.
- b) Research process.
- c) Steps in sampling.

- Q.3 Write short notes on (any 2)** **14**
- a) Sampling size.
  - b) Scope of business research.
  - c) Validity & reliability of research.
- Q.4 Write long answer (any one)** **14**
- a) Layout of research paper.
  - b) Write a close ended questionnaire to conduct the marketing survey of two wheeler product.
- Q.5 Write long answers ( any one)** **14**
- a) Explain Report writing in brief.
  - b) What is secondary data? Explain various sources of secondary data.



- Q.3 Write short Note (Any 2)** **14**
- a) Subsidies
  - b) Tariffs.
  - c) International Liquidity and S.D.R.
- Q4 Write Long Answer.** **14**
- a) Define International Business? Explain the Approaches of International Business?
- OR**
- b) Define FDI? Explain the reason of FDI?
- Q5 Write Long Answer.** **14**
- a) Explain the International Business Environment?
- OR**
- b) Explain the Turnkey Project and Exporting?

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**D.B.M. (Semester - II) (New) (CBCS) Examination Oct/Nov-2017  
MARKETING MANAGEMENT**

Day & Date: Thursday, 16-11-2017  
Time: 02.30 PM to 05.00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks

**Q.1 A) Choose the correct alternative. 07**

- 1) In \_\_\_\_\_ is the face to face communication between salesman & customer to sale the product.
  - a) Personal selling
  - b) Advertising
  - c) Promotion
  - d) marketing
- 2) \_\_\_\_\_ is the process of satisfying customer needs with suitable products.
  - a) Marketing
  - b) Advertising
  - c) Pricing
  - d) Segmentation
- 3) \_\_\_\_\_ is a non paid format of communication in marketing.
  - a) Advertising
  - b) Promotion
  - c) Publicity
  - d) Mass media
- 4) \_\_\_\_\_ is the act designing & producing container for the product.
  - a) Retailing
  - b) Packaging
  - c) Manufacturing
  - d) distribution
- 5) \_\_\_\_\_ are the short term incentives that are offered to influence the customer for the act of purpose.
  - a) Sales promotion
  - b) Advertising
  - c) Bonus
  - d) Publicity
- 6) \_\_\_\_\_ is collective known as product, price, place, promotion.
  - a) Marketing
  - b) Marketing mix
  - c) Marketing channel
  - d) Market segmentation
- 7) Area, age, gender, marital status & income are included under \_\_\_\_\_ type of segmentation.
  - a) Geographical
  - b) Demographic
  - c) Economical
  - d) All the above

**B) State weather the statements are true or false. 07**

- 1) Giving price discount is a example of promotion.
- 2) Geographical market segment divides the market into separate geographical units.
- 3) Products are intangible, inseparable & variable in nature.
- 4) Media selection depends on its reach, frequency & cost.
- 5) Niche is a narrowly defined customer group who enjoys distinctive benefits.
- 6) Marketing deals with identifying & meeting human as well as social needs.
- 7) Price is not important for marketing of product.

- Q.2 Write short notes. (Any two) 14**
- a) Product.
  - b) Buyer decision process.
  - c) Publicity.
- Q.3 Write short notes. (Any two) 14**
- a) Role of distribution in marketing.
  - b) Product life cycles.
  - c) Personal selling.
- Q4 Write Long Answers. (Any one) 14**
- a) Challenges & opportunities in international marketing.
  - b) Define segmentation. Explain various types of segmentation.
- Q5 Write Long Answers. (Any one) 14**
- a) Define marketing. Explain core marketing concepts.
  - b) Explain promotion in brief.

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**D.B.M. (Semester - II) (New) (CBCS) Examination Oct/Nov-2017**  
**HUMAN RESOURCE MANAGEMENT**

Day & Date: Friday, 17-11-2017  
 Time: 02.30 PM to 05.00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative. 07**

- 1) \_\_\_\_\_ means choosing the best suitable candidate for the job.
 

a) Recruitment	b) Selection
c) Training	d) Development
- 2) Human resource manager lies in \_\_\_\_\_ level of management of organization.
 

a) Middle	b) Lower
c) Top	d) None of these
- 3) \_\_\_\_\_ is the process of enhancing the skills & knowledge of employees towards the job.
 

a) Human Resource Management	b) Human Resource Planning
c) Recruitment	d) Training
- 4) \_\_\_\_\_ involves attracting and obtaining as many applications as possible from eligible job seekers.
 

a) Selection	b) Interview
c) Recruitment	d) None of these
- 5) \_\_\_\_\_ is an example of off-job training.
 

a) Class room method	b) Case study
c) Role play	d) All of above
- 6) \_\_\_\_\_ implies objective listing of the job title, tasks, and duties, involved in a job.
 

a) Job description	b) Specification
c) Design	d) None of these
- 7) \_\_\_\_\_ means evaluation of employee performance towards his job.
 

a) Training	b) Recruitment
c) Development	d) Performance appraisal

**Q.1 B) State whether following statements are TRUE/FALSE. 07**

- 1) Human Resource planning is the function of HR manager.
- 2) Job evaluation is done with the techniques of performance appraisal.
- 3) HR strategy should match with organizational objectives.
- 4) On job training is done while performing the job.
- 5) Employee suspension means permanent discharge from the job.
- 6) Job rotation means changing the job profile.
- 7) Selection process ends at the step of offering the job to the candidate.



- Q.2 Write short notes: (any two)** **14**
- a) Role of HR manager.
  - b) Job description.
  - c) Voluntary retirement scheme.
- Q.3 Write short notes: (Any two)** **14**
- a) Lay off.
  - b) Need and objective of training.
  - c) Types of training methods.
- Q.4 Write Long Answers: (Any one)** **14**
- a) Define Human Recruitment. Explain recruitment process in detail.
- OR**
- b) Role of changing technology in HR.
- Q.5 Write Long Answers: (Any one)** **14**
- a) Define selection. Explain the selection process in detail.
- OR**
- b) Duties & responsibilities of HR manager.

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**D.B.M. (Semester - II) (New) (CBCS) Examination Oct/Nov-2017**  
**PRODUCTION MANAGEMENT**

Day & Date: Saturday, 18-11-2017  
 Time: 02.30 PM to 05.00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.

2) Figures to the right indicate full marks

**Q.1 A) Choose the correct alternative. 07**

- 1) Continues manufacturing systems is mostly used for \_\_\_\_\_ product.
  - a) Appropriate
  - b) Semi-finished
  - c) Standard
  - d) Non-standard
- 2) \_\_\_\_\_ maintenance occurs when there is a work stoppage of machine.
  - a) Corrective
  - b) Preventive
  - c) Predictive
  - d) Routine
- 3) Ship building on Aircraft building unit is uses \_\_\_\_\_ type of layout.
  - a) Fixed position
  - b) Cellular
  - c) Product
  - d) process
- 4) In mass production manufacturing of product carried out on \_\_\_ scale.
  - a) Nominal
  - b) Large
  - c) Minimal
  - d) Small
- 5) \_\_\_\_\_ means step by step conversion of material to another either mechanically or chemically to the end product.
  - a) Maintenance
  - b) Production
  - c) Planning
  - d) Controlling
- 6) \_\_\_\_\_ may be under stood as a set of activities which help keep plant, machinery and other facilities in good condition.
  - a) Inspection
  - b) Quality
  - c) Material
  - d) Maintenance
- 7) A good \_\_\_\_\_ results in comfort, safety, efficiency, compactness and profits.
  - a) Material
  - b) Layout
  - c) Machine
  - d) None of these

**B) State the following statement True or False. 07**

- 1) In Intermittent Production System the facilities must be flexible enough to handle variety of products.
- 2) Production is the result of various types of output like men, material, machine and manufacturing services.
- 3) In continues production system the flow of production is continues.
- 4) Job production involves the manufacturing of mass quantity in single time.
- 5) The principle objective of proper plant layout is to maximize the production at the minimum of the costs.
- 6) ABC stands for always bad control.
- 7) Loading provides complete and correct information about the number of machines available and their operating characteristics.

- Q.2 Write short notes. (Any two)** **14**
- a) Intermittent production system.
  - b) Product layout.
  - c) ABC analysis
- Q.3 Write short notes. (Any two)** **14**
- a) Continues Production System.
  - b) VED analysis.
  - c) Process layout
- Q4** a) Explain the various functions of production Planning and Control (PPC). **14**
- OR**
- b) Explain the scope of production management. **14**
- Q5** a) Define Plant Maintenance. Explain various types of plant maintenance. **14**
- OR**
- b) What is Scheduling? Explain various elements of Scheduling? **14**

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**D.B.M. (Semester - II) (New) (CBCS) Examination Oct/Nov-2017**  
**FINANCIAL MANAGEMENT**

Day & Date: Monday, 20-11-2017  
 Time: 02.30 PM to 05.00 PM

Max. Marks: 70

- Instructions:** 1) Q. No. 1 is Compulsory.  
 2) Figures to the right indicate full marks.  
 3) Use of calculators is allowed.

**Q.1 A) Choose the correct alternative. 07**

- 1) \_\_\_\_\_ Debentures are those debentures that are transferable by delivery only.
  - a) Bearer
  - b) Registered
  - c) Mortgaged
  - d) Convertible
- 2) \_\_\_\_\_ represents the hybrid form of financing.
  - a) Equity
  - b) Debentures
  - c) Term Loan
  - d) Preference share
- 3) Current assets do not include \_\_\_\_\_.
  - a) Raw Material
  - b) Goodwill
  - c) Prepaid expenses
  - d) Cash
- 4) Acid test ratio is also called as \_\_\_\_\_.
  - a) Liquid
  - b) Current
  - c) Working Capital
  - d) Debt Equity
- 5) \_\_\_\_\_ refers to that portion of company's net earnings that are paid out to the equity shareholders.
  - a) Authorized Capital
  - b) Dividend
  - c) Stock Split
  - d) Paid up Value
- 6) \_\_\_\_\_ is/are discounted technique of capital budgeting.
  - a) Profitability Index
  - b) A & B
  - c) Net present Value
  - d) None of these
- 7) \_\_\_\_\_ Shareholders enjoys Voting rights.
  - a) Equity
  - b) A & B
  - c) Preference
  - d) None

**Q.1 B) Fill in the blanks with appropriate word: 07**

- 1) \_\_\_\_\_ & \_\_\_\_\_ maximization are the goals of financial management.
- 2) Current Ratio =  $\frac{\text{Current Assets}}{\text{Current Liabilities}}$
- 3) Net profit Ratio =  $\frac{\text{Net Profit}}{\text{Sales}} \times 100$
- 4) Sales – Cost of Goods Sold = \_\_\_\_\_.
- 5) PI = \_\_\_\_\_.
- 6) \_\_\_\_\_ shareholders are the last claimant of dividend and return of capital.
- 7) \_\_\_\_\_ shares are distributed as free of cost to existing shareholders.

**Q.2 Attempt (Any – 2) 14**

- a) Discuss Preference Shares in detail.
- b) Bonus Shares.
- c) Structure of Finance department.

**Q.3 Attempt (Any 2) 14**

- a) Calculate PBP and ARR.
  - 1) Cost of Machine : 4,00,000
  - 2) Estimated Life: 5 Years.
  - 3) Scrap Value: Nil
  - 4) Tax Rate: 50%

Year	CFAT (Rs.)
1	90,000
2	1,15,000
3	1,65,000
4	2,40,000
5	1,40,000

- b) Current Ratio: 3.25  
Liquid Ratio: 2.75  
Net Working Capital: 6,75,000  
Bank Overdraft: 75,000  
Calculate: Current Assets, Current Liability, liquid Liability and Stock.
- c) Pay Back period

**Q.4 Prepare an estimate of working capital requirement from the following information of a trading concern: 14**

- a) Project annual sales 1,00,000 units.
- b) Selling Price Rs. 8 Per Unit.
- c) Percentage net profit on sales 25%
- d) Average credit period allowed to customers – 8 weeks
- e) Average credit period allowed by suppliers – 4 weeks
- f) Average stock holding in terms of sales requirement – 12 weeks
- g) Allow for 10% for contingencies.

**OR**

Define Financial Management. Explain the importance & objectives of financial Management.

**Q.5 Explain dividend policy. Also explain the determinants of dividend policy. 14****OR**

Define Equity Shares. Explain in detail features of equity shares.

<b>Seat No.</b>	
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Set **P**

**D.B.M. (Semester - II) (New) (CBCS) (Examination Oct/Nov-2017)**  
**ORGANISATIONAL BEHAVIOUR**

Day & Date: Tuesday, 21-11-2017  
 Time: 02.30 PM to 05.00 PM

Max. Marks: 70

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative.****07**

- 1) \_\_\_\_\_ is a group of people working together to achieve common goals.
  - a) Organization
  - b) Behavior
  - c) Culture
  - d) None
- 2) \_\_\_\_\_ refers to an individual's pleasurable or positive emotional state towards his or her job.
  - a) Job Involvement
  - b) Job satisfaction
  - c) Organizational Commitment
  - d) Job association
- 3) \_\_\_\_\_ is generally accepted beliefs, value, behavioral norms, morals & ways of doing business that are unique to each organization.
  - a) Group Behavior
  - b) Organization Behavior
  - c) Organizational Culture
  - d) Work Teams
- 4) \_\_\_\_\_ is the characteristic patterns of behavior and modes of thinking that determine a person's adjustment to the environment.
  - a) Perception
  - b) Team work
  - c) Personality
  - d) Commitment
- 5) \_\_\_\_\_ teams work across time and space boundaries but connected through web links
  - a) Self Managed
  - b) Cross Functional
  - c) Lead
  - d) Virtual
- 6) \_\_\_\_\_ group is composed of a supervisor and subordinates who report directly to that supervisor.
  - a) Command
  - b) Project
  - c) Committee
  - d) Task
- 7) \_\_\_\_\_ is one the building of Organisation structure.
  - a) Group
  - b) Coordination
  - c) Culture
  - d) Behavior

**Q.1 B) Fill in the banks.****07**

- 1) \_\_\_\_\_ is the study of human behavior at organization.
- 2) \_\_\_\_\_ is the process of grouping of similar activities in organisation.
- 3) \_\_\_\_\_ is giving meaning to the environment around us.
- 4) \_\_\_\_\_ have positive synergy.
- 5) \_\_\_\_\_ is person's favorable or unfavorable feeling towards any object, event or person can be changed.
- 6) \_\_\_\_\_ indicates organizational hierarchy and authority structure.
- 7) \_\_\_\_\_ is an attitude showing employee's loyalty towards organization.

- Q.2 Write short notes: (any two)** **14**
- a) Importance of OB.
  - b) Formation of Teams.
  - c) Personality.
- Q.3 Write short notes: (Any two)** **14**
- a) Effect of Organisation structure on human behavior.
  - b) Departmentalization.
  - c) Organizational Culture.
- Q.4 Write Long Answers: (Any one)** **14**
- a) Explain the perception process.
- OR**
- b) Explain the formal organization and informal groups and their groups and their interaction.
- Q.5 Write Long Answers: (Any one)** **14**
- a) Explain the four building blocks of organization.
- OR**
- b) Explain the formation of teams.

Seat No.	
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**D.B.M. (Semester - II) (Old) Examination Oct/Nov-2017**  
**MARKETING MANAGEMENT**

Day & Date: Thursday, 16-11-2017  
Time: 02.30 PM to 05.30 PM

Max. Marks: 80

Instructions: 1) All questions are compulsory.  
2) Figures to the right indicate full marks

**Q.1 A) Choose the correct alternative. 08**

- 1) \_\_\_\_\_ is a process of identifying customer needs and satisfying them with suitable products/services.
  - a) Marketing Management
  - b) Marketing
  - c) Market
  - d) Segmentation
- 2) \_\_\_\_\_ is any name, sign, symbol which helps to identify product.
  - a) Physical Evidence
  - b) Publicity
  - c) Brand
  - d) Packaging
- 3) \_\_\_\_\_ is a non-paid form of communication to promote products.
  - a) Sales promotion
  - b) Advertisement
  - c) Publicity
  - d) Personal Selling
- 4) \_\_\_\_\_ refers to making homogenous parts of heterogeneous market.
  - a) Market Segmentation
  - b) Consumer Behaviour
  - c) Marketing Environment
  - d) Marketing Management
- 5) \_\_\_\_\_ means to study who, what, when, how and why of customer actions.
  - a) Market Segmentation
  - b) Consumer Behaviour
  - c) Marketing Environment
  - d) Marketing Management
- 6) \_\_\_\_\_ is the face to face interaction between sales representative & consumer for the sake of selling products.
  - a) Sales promotion
  - b) Advertisement
  - c) Publicity
  - d) Personal selling
- 7) \_\_\_\_\_ is a group of actual & potential buyers.
  - a) Marketing Management
  - b) Marketing
  - c) Market
  - d) Segmentation
- 8) \_\_\_\_\_ goods are offered directly to end users.
  - a) Industrial
  - b) Business
  - c) Consumer
  - d) None of these

**B) Fill in the blanks. 08**

- 1) \_\_\_\_\_ is the monetary value of product charged to consumer.
- 2) \_\_\_\_\_ is wrapper or container of product.
- 3) \_\_\_\_\_ is the product with intangible features.
- 4) Modern marketing is \_\_\_\_\_ focused.
- 5) \_\_\_\_\_ are the tools used by marketer to achieve goals.
- 6) \_\_\_\_\_ is also called as Product Assortment.
- 7) \_\_\_\_\_ marketing deals with undertaking marketing activities beyond national boundaries.
- 8) \_\_\_\_\_ refers to planning and implementing marketing activities to achieve profitability and customer satisfaction.



- Q.2 Write short notes. (Any four) 16**
- a) Opportunities in International Marketing.
  - b) Physical Distribution.
  - c) Market Targeting.
  - d) Advertising.
  - e) Consumer Psychology.
- Q.3 Write short notes. (Any four) 16**
- a) Channels of Distribution.
  - b) Publicity.
  - c) Branding.
  - d) Problems of service marketing.
  - e) Product packaging.
- Q.4 Write Long Answers. (Any two) 16**
- a) Explain the characteristics of services.
  - b) Explain the factors affecting consumer behavior.
  - c) Explain the functions of marketing.
- Q5 Write Long Answers. (Any two) 16**
- a) Explain the bases for market segmentation.
  - b) Explain the functional approaches of marketing.
  - c) Explain the challenges and opportunities of International marketing.

Seat No.	
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Set **P**

**D.B.M. (Semester - II) (Old) Examination Oct/Nov-2017**  
**HUMAN RESOURCE MANAGEMENT**

Day & Date: Friday, 17-11-2017  
Time: 02.30 PM to 05.30 PM

Max. Marks: 80

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative. 08**

- 1) \_\_\_\_\_ is broad concept.
  - a) Human Resource Management
  - b) Personal Management
  - c) Human Resource Planning
  - d) None of these
  
- 2) \_\_\_\_\_ level human resource manager handle employees relations Effectively.
 

a) Top	b) Middle
c) Lower	d) None of these
  
- 3) \_\_\_\_\_ is the process of forecasting a firms future demand and Supply of the right type of people in the right number.
  - a) Human Resource management
  - b) Human Resource Planning
  - c) Selection
  - d) None of these
  
- 4) \_\_\_\_\_ involves attracting and obtaining as many applications as possible from eligible job seekers.
 

a) Selection	b) Interview
c) Recruitment	d) None of these
  
- 5) \_\_\_\_\_ is the crucial step in the Human Resource Management.
 

a) Recruitment	b) Planning
c) Job specification	d) None of these
  
- 6) \_\_\_\_\_ implies objective listing of the job title, tasks, duties, involved in a job.
 

a) Job description	b) Specification
c) Design	d) None of these
  
- 7) \_\_\_\_\_ refers to process of imparting specific skills.
 

a) Training	b) Development
c) Education	d) None of these
  
- 8) \_\_\_\_\_ is an example of off the job training.
 

a) Job enrichment	b) Job rotation
c) Lecture method	d) All of the above

- Q.1 B) State whether following statements are TRUE/FALSE. 08**
- 1) A human relation is a function of Human Resource Management.
  - 2) Job enrichment loads the job vertically.
  - 3) Human Resource Planning improves the standards, skills and knowledge of Employees.
  - 4) Company pay package is important factor of recruitment.
  - 5) Employee training is different from Management Development.
  - 6) Management development does not provide Managerial Skills to employees.
  - 7) Job rotation means changing the job location.
  - 8) Lay off is a temporary separation of an employee from the organization.
- Q.2 Write short notes: (any four) 16**
- a) Characteristics and qualities of Human Resource Manager.
  - b) Retirements & separation.
  - c) Role of Hr manager.
  - d) Types of training.
  - e) Job Rotation.
- Q.3 Write short notes: (Any four) 16**
- a) Objectives of Training.
  - b) Evolution of HRM.
  - c) Implications of VRS.
  - d) Structure of HR department.
  - e) Evolution of training programme.
- Q.4 Write Long Answers: (Any two) 16**
- a) Define Human Resource Management. Explain functions of Human Resource Management.
  - b) Define Recruitment. Explain its sources.
  - c) Role of changing technology in HR.
- Q.5 Write Long Answers: (Any two) 16**
- a) Labour policies & implications of VRS.
  - b) Define selection and explain its process
  - c) Job Description

Seat  
No.Set **P**

**D.B.M. (Semester - II) (Old) Examination Oct/Nov-2017**  
**PRODUCTION MANAGEMENT**

Day & Date: Saturday, 18-11-2017  
 Time: 02.30 PM to 05.30 PM

Max. Marks: 80

**Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks

**Q.1 A) Choose the correct alternative. 08**

- 1) \_\_\_\_\_ system whose function is to convert a set of inputs into a set of desired outputs.
  - a) Production
  - b) Quality
  - c) Inventory
  - d) Materials
- 2) A \_\_\_\_\_ layout involves the arrangement of machines in one line depending on the sequence of operations.
  - a) Process
  - b) Product
  - c) Job shop
  - d) Batch
- 3) \_\_\_\_\_ implies formulation, coordinating & determining of activities in a manufacturing system.
  - a) Product planning
  - b) Inventory planning
  - c) Marketing Planning
  - d) Dispatching
- 4) \_\_\_\_\_ determines the sequence of operations to be performed in the production process.
  - a) Estimating
  - b) Scheduling
  - c) Routing
  - d) Loading
- 5) ABC analysis is one of the effective techniques of \_\_\_\_\_ management.
  - a) Inventory
  - b) Financial
  - c) Human Resource
  - d) None of these
- 6) \_\_\_\_\_ maintenance activities that are carried out according to a predetermined schedule.
  - a) Predictive
  - b) Planned
  - c) Routine
  - d) None of these
- 7) The fixed quantity of material ordered whenever stock reaches the reorder point known as \_\_\_\_\_.
  - a) Economic Order Quantity
  - b) Fixed Order Quantity
  - c) Inventory Catalogue
  - d) None of these
- 8) The term \_\_\_\_\_ includes raw material, work in progress, finished goods & Spares.
  - a) Financial
  - b) Inventory
  - c) Human Resource
  - d) None of these

- B) State the following statements true or false. 08**
- 1) VED stands for very essential diagram.
  - 2) In periodic Review System inventory is ordered based on fixed period.
  - 3) The term production planning includes raw material, work in process, finished goods etc.
  - 4) In fixed order quantity system order in constant each time.
  - 5) In Fixed position layout major components remain in a fixed location.
  - 6) Receiving & Inspection operation relates to the production planning & control.
  - 7) Product layout is known for Flexibility.
  - 8) Production management refers to the application of management principles to the production function in a factory.

- Q.2 Write short notes. (Any 4) 16**
- a) Process Layout.
  - b) Fixed Position Layout.
  - c) ABC Analysis.
  - d) Breakdown Maintenance.
  - e) Cellular Layout.

- Q.3 Write short notes. (Any 4) 16**
- a) Product Layout.
  - b) Assembly Line Production.
  - c) VED Analysis.
  - d) Preventive Maintenance.
  - e) Types of Inventory Management System.

- Q.4 Solve any two. 16**
- a) Fixed Order Quantity System.
  - b) Functions of Production Planning.
  - c) Continuous Manufacturing System.

- Q.5 Solve any two. 16**
- a) Periodic Review System.
  - b) Functions of Production Control.
  - c) Intermittent Manufacturing System.



- Q.2 a)** A steel Ltd. Is considering projects, requiring initial cash outlay of Rs. 10,000/- each and have a life of five years. The companies required rate of return is 10% and pays 50% tax. The project will be depreciated on a SLM basis. The profit before depreciated and taxes are as follows. **08**

<b>Year</b>	1	2	3	4	5
<b>EBDT (Rs.)</b>	6,000	3,000	2,000	5,000	5,000

You are required to calculate following:

- 1) Payback period of each project
- 2) NPV and Profitability index

- b)** Objectives of financial Management. **08**

- Q.3 a)** Functions of Finance Manager **08**

- b)** Current Ratio: 2.4  
Liquid Ratio: 1.6  
Net Working Capital: 2,80,000

**Calculate:** **08**

- 1) Current Assets,
- 2) Current Liability,
- 3) Liquid Asset and stock.

- Q.4** Prepare an estimate of working capital requirement from the following information of a trading concern: **16**

- a) Project annual sales 1,00,000 units.
- b) Selling Price Rs. 8 Per Unit.
- c) Percentage net profit on sales 25%.
- d) Average credit period allowed to customers-8 weeks.
- e) Average credit period allowed by suppliers-4 weeks.
- f) Average stock holding in terms of sales requirement-12 weeks.
- g) Allow for 10% for contingencies.

**OR**

Explain the different discounted and non discounted techniques of capital budgeting.

- Q.5** Explain dividend policy. Also explain the determinants of dividend policy. **16**

**OR**

Explain the different Long terms Sources of finance in detail.

Seat  
No.

Set P

**D.B.M. (Semester - II) (Old) Examination Oct/Nov-2017  
ORGANISATIONAL BEHAVIOUR**

Day & Date: Tuesday, 21-11-2017  
Time: 02.30 PM to 05.30 PM

Max. Marks: 80

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q.1 A) Choose the correct alternative.**

08

- 1) \_\_\_\_\_ is the study & application of knowledge how people act / behave within organization.
 

a) Organization behavior	b) Culture
c) Personality	d) None of the above
- 2) \_\_\_\_\_ is the sum total of ways in which an individual reacts & interacts with other & environment.
 

a) Perception	b) Attitude
c) Organization	d) Personality
- 3) \_\_\_\_\_ is a cognitive process of interpretation.
 

a) Group	b) Team
c) Attitude	d) Perception
- 4) \_\_\_\_\_ is the degree to which employees immerse themselves in their jobs.
 

a) Job Involvement	b) Job Satisfaction
c) Organizational Commitment	d) Job association
- 5) \_\_\_\_\_ is generally accepted beliefs, values, behavioral norms, morals & ways of doing business that are unique to each organization.
 

a) Group Behavior	b) Organization Behavior
c) Organizational Culture	d) Work Teams
- 6) \_\_\_\_\_ is the established pattern of relationships among various components of organisation.
 

a) Hierarchy	b) Organisational Structure
c) Culture	d) None of the above
- 7) \_\_\_\_\_ groups are formed by organization.
 

a) Informal	b) Team
c) Formal	d) Commitment
- 8) \_\_\_\_\_ is an employee attitude reflecting his loyalty towards organisation.
 

a) Organizational Commitment	b) Job association
c) Job Involvement	d) Job Satisfaction



- Q.1 B) State whether following statements are TRUE/FALSE. 07**
- 1) Individual, Group & Structure are the parts of OB.
  - 2) Groups are more effective than Teams.
  - 3) Attitude of individual differ from person to person.
  - 4) Human behavior is highly predictable.
  - 5) Perception of a person can be changed.
  - 6) Organizational structure is a skeleton of organization.
  - 7) Job Involvement is a negative attitude of an employee towards organization.
  - 8) Organizational founders are the base of organizational culture.
- Q.2 Write short notes: (any four) 16**
- a) Importance of Teams.
  - b) Fundamental concepts of OB.
  - c) Organisational Culture.
  - d) Dimensions of attitude.
  - e) Organisational commitment.
- Q.3 Write short notes: (Any Four) 16**
- a) Team work.
  - b) Coordination.
  - c) Development of personality.
  - d) Social perception.
  - e) Job satisfaction.
- Q.4 Write Long Answers: (Any two) 16**
- a) Explain the perception process.
  - b) Explain the formal organization and informal groups and their interaction.
  - c) Explain the historical background of OB.
- Q.4 Write Long Answers: (Any two) 16**
- a) Explain the four building blocks of organization.
  - b) Explain the formation of teams.
  - c) Explain the various organizational structures.