

1st Year (Sem-II) BBA, University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: MANAGERIAL ECONOMICS
Paper Code: MAN 201 (CBCS Syllabus)

Time: 2 hours**Full Marks: 100****Attempt all questions; each question carries equal marks.**

IMPORTANT INSTRUCTIONS

Total time of exam is 3 hours, and this includes the submission of the answer script. Students will have to hand write the answers using plain A-4 paper and a blue/black pen. Student's Name, Class roll number (as mentioned in the list uploaded on the website) and Page numbers has to be mentioned on each page of the answer script.

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1.
 - a) Define price elasticity, income elasticity and cross price elasticity of demand.
 - b) Discuss the different methods of measuring price elasticity of demand.
 - c) What is the relationship between two goods if cross price elasticity is negative?
 - d) What is meant by monopoly power in a market?
 - e) How is monopoly power measured?
 - f) How is monopoly power related to the Price Elasticity of demand for a good? Explain.
(3+6+1+2+2+6=20)

2.
 - a) Define Price Consumption Curve.
 - b) Discuss the derivation of the demand curve for commodity 'X' using price consumption curve.
 - c) Define Income Consumption Curve (ICC).
 - d) What is the shape of ICC when (i) both 'X' & 'Y' are normal goods; (ii) 'X' is a normal good, 'Y' is an inferior good; (iii) 'X' is an inferior good and 'Y' is a normal good.
(2+10+2+6=20)

3.
 - a) Differentiate between short run and long run in production.
 - b) With the help of a suitable diagram explain the relation between the different short run cost curves.
 - c) Define isocost and isoquant.
 - d) What are the properties of isoquants?
 - e) With the help of a diagram explain ridge lines.
(2+6+2+4+6=20)

- 4.
- a) Define perfect competition and state its characteristic features.
 - b) How is a monopolistic competition different from perfect competition?
 - c) Derive using appropriate diagram the short run supply curve of a perfectly competitive firm.
 - d) Explain with suitable illustration why notion of a supply curve does not exist for a monopolist.

(3+1+8+8=20)

- 5.
- a) Define Oligopoly.
 - b) Explain using suitable illustrations how firms under a duopoly decide on their optimal output solution under Cournot's assumption.
 - c) Let the market demand curve is given by $P = 30 - Q$, where $Q = Q_1 + Q_2$, Q_1 and Q_2 being the output of firm 1 and 2 respectively and P being the price per unit of output under duopoly. Find the market equilibrium output for both firms using Cournot's assumption.

(1+10+9=20)

1st Year (Sem-II) BBA, University Examination, 2021
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: BUSINESS ACCOUNTING
Paper Code: MAN 202 (CBCS Syllabus)

Time: 2 hours**Full Marks: 100****Attempt all questions; each question carries equal marks.****IMPORTANT INSTRUCTIONS**

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1.
 - a) How would you analyze the financial position of a company from the point of view of Short Term Creditors? Critically explain the statement.
 - b) Following is the Balance sheet and Income statement of M/s Standard Ltd. as on 31.03.2019.

Income Statement of M/s. Standard Ltd. for the Year ending 31st March, 2019

Particulars	Amount (Rs.)
Sales	12,00,000
Less: Cost of Goods Sold	8,00,000
Gross Profit	4,00,000
Less: Expenses	2,20,000
Net Profit	1,80,000

Balance Sheet of M/s. Standard Ltd. as on 31st March, 2019

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Equity Capital (50,000 shares of Rs.10 each)	5,00,000	Fixed Assets	6,50,000
Debenture	2,80,000	Stock	2,00,000
Profit	1,80,000	Debtors	1,50,000
Creditors	1,20,000	Cash	75,000
Outstanding Salary	20,000	Prepaid Rent	25,000
	11,00,000		11,00,000

You are required to calculate Ratios for:

- (i) Testing Liquidity and
- (ii) Testing Profitability

(10+10=20)

2.

- a) Prepare Trading, Profit & Loss Account and Balance sheet as on 31.03.2018 of M/s. Jaiswal Company Ltd. from the following Trial Balance and adjustment entries.

Particulars	Dr.	Cr.
	Amount (Rs.)	Amount (Rs.)
Sales	-----	800000
Wages	40000	-----
Furniture & Fixture	250000	-----
Purchases	450000	-----
Capital	-----	977000
Salaries	170000	-----
Sundry Creditors	-----	75000
Sundry Debtors	205000	-----
Return	10000	8000
Cash at Bank	136600	-----
Plant & Machinery	523000	-----
Stock	60400	-----
Rent	15000	-----
TOTAL	1860000	1860000

Additional Information:

- a) Closing Stock was valued at Rs.75000 on 31st March 2018.
 - b) Depreciate Plant & Machinery by 5%, Furniture & Fixture by 7.5%.
 - c) Outstanding Wages was Rs.4000 & Prepaid Rent was Rs.1500.
 - d) Goods worth Rs.5000 were destroyed by Fire. Insurance company settled claim of Rs.3500.
- b) Accounts are prepared in a Vertical form as it helps non accounting persons to understand it better. Critically explain advantages of preparing accounts in a Vertical form.

(10+10=20)

3.

- a) State the important contents of Corporate Annual report. Describe any two contents in detail.
- b) "A Trial Balance is merely a proof of arithmetical accuracy." Explain this statement and bring out clearly the various classes of errors which a Trial Balance fails to disclose.

(10+10=20)

4.

- a) Write the following transactions in a Three Column Cash Book and bring down the balance:

Date	Particulars	Amount
2015 Dec 1	Cash in Hand	10000
Dec 1	Cash at Bank	9000
Dec 4	Received Cash from Ramesh	95
Dec 4	Allowed discount to Ramesh	5
Dec 7	Paid to Hari by cheque	330
Dec 7	Received Discount from Hari	10
Dec 18	Paid sundry expenses in cash	30
Dec 20	Withdrew from Bank for office use	100
Dec 25	Withdrew from bank for personal use	150

Dec 26	Bought goods by cheque	300
Dec 27	Sold goods for cash	200
Dec 28	Received cheque from Anand	300
Dec 29	Deposited the above cheque (Anand) in Bank	

- b) "Reducing balance method is a better method to calculate depreciation compared to straight line method". Critically explain the statement.

(10+10=20)

5.

- a) Journalize the following transactions:

Date	Particulars	Amount
2017 Jan 1	Started business with cash	80000
Jan 3	Purchased goods from Y	5000
Jan 6	Cash Sales	4000
Jan 7	Cash Purchases	400
Jan 11	Paid Y in full settlement of his claim in cash	4500
Dec 7	Sold goods to Hari	3000
Dec 18	Received from Hari in full settlement of his claim by cheque	2500
Dec 20	Paid salaries	1000
Dec 25	Received interest on investment by cheque	350
Dec 26	Paid rent by cheque	300
Dec 27	Sold goods for cash	200

- b) Explain any two Accounting concepts with examples?

(10+10=20)

1st Year (Sem-II) BBA, University Examination, 2021
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: ETHICS & CORPORATE SOCIAL RESPONSIBILITY
Paper Code: MAN 203 (CBCS Syllabus)

Time: 2 hours**Full Marks: 100****Attempt all questions; each question carries equal marks.**

IMPORTANT INSTRUCTIONS

Total time of exam is 3 hours, and this includes the submission of the answer script. Students will have to hand write the answers using plain A-4 paper and a blue/black pen. Student's Name, Class roll number (as mentioned in the list uploaded on the website) and Page numbers has to be mentioned on each page of the answer script.

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1.

Fact 1: Food ordering apps are being held in poor light for being home to numerous fake food shops. The users of these apps are left in dismay and they keep asking themselves if the restaurant closed down then how was it possible to order food online. The customers also wonder how were the delivery boys able to pick up the orders from the shops when shops had closed their businesses.

Fact 2: A blog post from an ex-employee of one such food ordering app accused the company of publishing self-written reviews on social media and also faking order volumes to stakeholders (investors and restaurant owners).

Taking cues from lessons learnt in values and ethics as well as the utilitarianism theory in ethics, critically evaluate the above two facts.

(20)

2.

- a) The coffee seller says, "it is world's best coffee". The dress seller says, "either her brand or none". Each player in the market has exaggerated claims. Each one in the industry claims to be the best. This is called puffery. Puffery is perfectly legal. Citing real examples of puffery, comment on its ethical aspect.
- b) The glass bangle factories in Firozabad are known far and wide for only one reason- the amazing glass bangles produced there are no less than pieces of art in their own right. All other thoughts that come to mind when one hears about these factories in Firozabad are that of despair, terrible work environment, exploitation, child labour and absence of care. Families in Firozabad depend on them for their livelihood. So you see, Firozabad is known for more of the wrong reasons than the only nice one. When demonetization wave set in, 90 percent of the factories shut down and lives of people turned upside-down. Critically comment on the scenario at Firozabad taking cues from lessons learnt in justice and fairness and/or rights and duties.

(10+10=20)

Page 1 of 2

- 3.
- A. Highlight the reasons as to why effective Corporate Governance results in enhancement of Organization's valuation.
 - B. Why does a good Corporate Governance attract global investors?

(10+10=20)

4.

In a fast changing and dynamic global business environment, corporate sectors are seen to be increasingly engaging into social and environmental responsibility projects within and outside their company (firm) jurisdictions.

Explain how corporate entities are devising their CSR strategies and how these strategies are aligned with sustainable development goals across countries?

(20)

5.

A woman claimed that she was offered a short term job as an IT support officer at a university in a telephone conversation, and after meeting with the manager and his assistant, the offer was withdrawn. She also claimed she was asked unnecessary questions at the meeting, and that the offer was withdrawn because she was a woman aged 50.

Critically examine the situation, and highlight the measures to be undertaken to minimise similar incidents. (give appropriate justifications)

(20)

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SUBJECT: BUSINESS COMMUNICATION

Paper Code: MAN 204 (CBCS Syllabus)

Time: 2 hours

Full Marks: 100

Attempt all questions; each question carries equal marks.

IMPORTANT INSTRUCTIONS

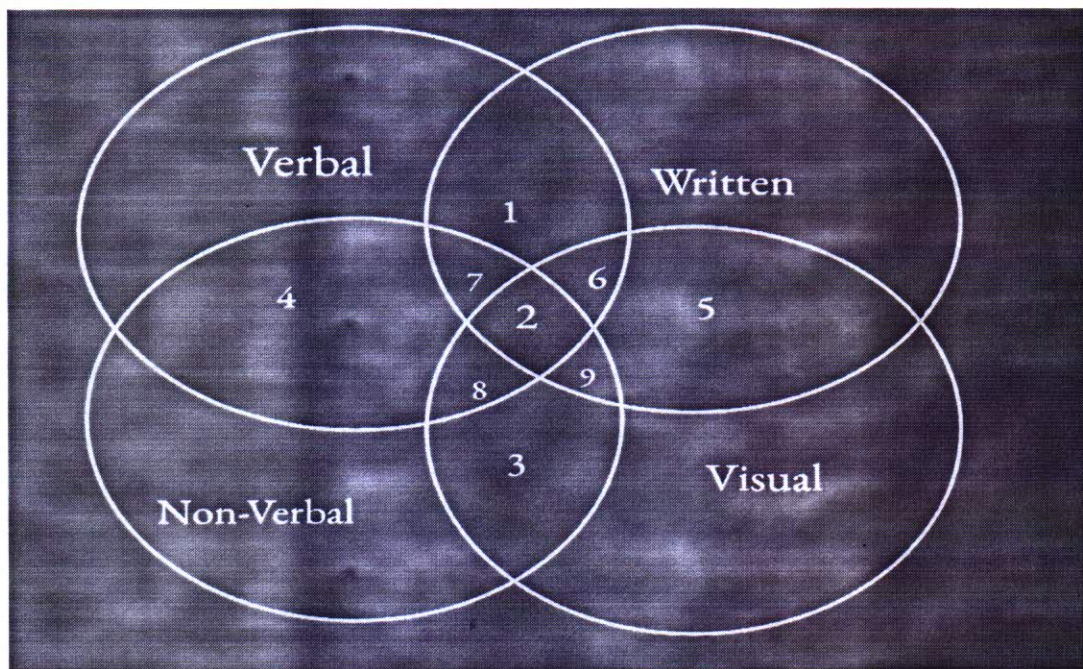
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1.
 - i. What are five qualities every cover letter must have? Elaborate with case-specific examples.
 - ii. Write a notice which declares that students are now no longer required to sit for end semester examinations as per new UGC rules.
 - iii. What is a sales letter? When is it used? Give three points of difference between a sales letter and an advertisement.

(10+5+5=20)

2.
 - i. In the following diagram, give examples of the intersection of the several types of communication marked from 1-9.



- ii. Which form of communication is best suited for a scenario where one person has to address a fairly large crowd, like a classroom? Defend your choice by comparing it to three other forms of communication.
- iii. Name a barrier of communication that would be the most relevant in the following scenarios
 - a) Computer-based interview
 - b) Political rally
 - c) Inter-country vigilance
 - d) Classroom lectures
 - e) Group meeting with employees

(9+6+5=20)

3.

- i. What are the essential elements in a Business Report?
- ii. While writing a Business report if the reader is belligerent towards the report, which approach of report writing would be a better choice? Defend your logic.
- iii. Out of the five available formats for a Business Report, why are manuscripts the ones whose examples are scarce on the internet? Give four reasons, by comparing it with the other formats of Report Writing.

(6+6+8=20)

4.

Identify at least ten mistakes (grammatical, spelling, construction and so on) in the following passage and correct each of them:

It is said that exams are often the harbingers of anxiety. Once the question paper is send, the examiners have no choice but to attempt the paper and hope to pass. In the twenty first century, exams are held by schools colleges and universities. Students are required to give all exams and pass away with flying colours. In an organized forum, a timely schedule is maintained which is inductive of the discipline and stricture of the organization. But not all exams are equally taxing, some can prove to be funny for the applicants as try to test out the mettel of students in a real life scenario. Therefore it cannot be said that exams are a totally waste of time.

(20)

5.

- i. Person A has interpersonal skills. Person B has public speaking skills. Person C has a great grasp of technology and can make great slides. Who would be in a better position to get a job where the interview includes a group discussion, a presentation and a personal interview? Defend your choice by showing how these skills help in each of these scenarios.
- ii. What are five tips one should keep in mind while making oral presentations?
- iii. Give three differences between a planned presentation and an extempore, highlighting which one you would prefer, and why (Assuming every applicant would be given the same set of rules and instructions)?

(10+5+5=20)