

BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION, 2024

(2nd Year, 3rd Semester)

SUBJECT: MACROECONOMICS**PAPER CODE: MAN 301**

Time : 3 hours

Full Marks : 100

Answer *any five* of the following questions.

5×20=100

1. i) Explain the circular flow of income in a Four-Sector Model.
- ii) Calculate national income by using both income and expenditure methods.

Particulars	Rs. (in Crore)
1. Compensation of Employees	1200
2. Net Factor Income from Abroad	-20
3. Net Indirect Taxes	120
4. Profit	800
5. Private Final Consumption Expenditure	2000
6. Net Domestic Capital Formation	770
7. Consumption of Fixed capital	130
8. Rent	400
9. Interest	620
10. Mixed Income of Self-Employed	700
11. Net Exports	-30
12. Govt. Final Consumption Expenditure	1100

- iii) State the difficulties incurred in the measurement of national income.
- iv) State any two precautions required while measuring National Income using the Value-Added Method. 5+8+5+2=20

2. i) Explain the concept of the Cambridge Approach to the quantity theory of money.
- ii) Derive and explain the Classical aggregate demand curve.
- iii) Explain the impact of an expansionary fiscal policy in the Classical model of macroeconomics. 6+6+8=20

3. i) If the government decreases the tax rate how it will affect equilibrium income and interest rate in the IS-LM model?

ii) Explain the three motives of Liquidity Preference.

iii) Derive aggregate demand curve from the IS-LM Model. 6+8+6=20

4. i) What do you mean by Exchange Rate? Explain the components of demand and supply in the market for foreign exchange.

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- ii) Explain diagrammatically the concepts of “Fixed Exchange Rate” and “Flexible Exchange Rate”.
- iii) If an economy is experiencing Flexible Exchange Rate and Imperfect Capital Mobility, how an expansionary monetary policy will affect the equilibrium income and interest rate?

6+6+8=20

5. Discuss with suitable illustrations the impact of a (i) fiscal policy and (ii) a monetary policy in the domestic economy under a fixed exchange rate regime.

10+10=20

6. i) Explain the Quantity Theory of Money using Fisher’s Income Approach.

ii) Diagrammatically explain the shape of the Phillips Curve in the long run.

iii) What are the social cost and the effects of inflation in an economy?

6+6+8=20

7. i) Differentiate between cost push inflation and demand pull inflation?

ii) What is stagflation?

iii) Explain the different causes for stagflation.

iv) Discuss the negative impacts of inflation on the economy.

6+2+8+4=20

8. Write short notes on any **five** of the following questions :

5x4=20

i) Adaptive Expectations

ii) Spot Rate and Forward Rate

iii) Keynesian Cross

iv) Current Account and Capital Account

v) Classical and Keynesian theories of labour supply

vi) Paradox of Thrift

vii) Rational Expectations

viii) Components of Balance of Payment.

BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION, 2024

(2nd Year, 3rd Semester)

SUBJECT: PRINCIPLES OF MARKETING**PAPER CODE: MAN 302**

Time : 3 hours

Full Marks : 100

Question No. 15 is compulsory. Answer **any eight (8)** from the rest.

1. How is Porter's Five Forces Model helpful in scanning marketing environment? 10
2. a) What is branding?
b) What are the characteristics of a good brand?
c) State the differences between packaging and branding. (2+4+4)
3. a) What is promotion mix?
b) Illustrate the various factors determining the promotion mix. 2+8
4. a) Define packaging?
b) What are the various levels of packaging?
c) What are the characteristics of a good packaging strategy? 2+4+4
5. a) Name a few tools/techniques used for conducting sales promotion.
b) What are the essential qualities of a good salesman? 5+5
6. What do you understand by product differentiation? What are the bases on which product differentiation can be done? 10
7. Who are are marketing intermediaries? Write a brief note on various types of intermediaries involved in marketing channels. 10
8. Briefly discuss about any five distinct channels of marketing with suitable examples. 10
9. 'Integrated Marketing Communication is the quintessential aspect of a brand building exercise' – confer a list of promotional tools with explanation and examples which could ideally build a brand. 10
10. Explain with reasons the principle branding decisions for an online food aggregator like Zomato or Swiggy? 10
11. How have the government policies on price of petrol and diesel impacted the passenger car scenario in India in recent years? 10
12. Discuss with the help of an example the application and importance of BCG matrix. 10
13. State two important variables used in demographic segmentation and explain how the segmentation is carried out, citing examples. 10

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BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION, 2024

(2nd Year, 3rd Semester)

SUBJECT: MANAGEMENT ACCOUNTING**PAPER CODE: MAN 303**

Time : 3 hours

Full Marks : 100

Attempt **any five** questions, each question carries equal marks.

1. a) From the following information for the month of January prepare a Cost Sheet assuming a profit of 30% on sales.

Particulars	Amount (Rs)
Opening Stock of Raw Material	10000
Direct Wages	5000
Closing Stock of Raw Material	5000
Purchase of Raw Material	50000
Opening Stock of Work in Progress	8000
Factory Rent and rates	10000
Depreciation of Plant	5000
Bad Debt	2000
Donation	1000
Closing stock of Work in Progress	2000
Rent, Rates, and Insurance of Office	10000
Travelling Expense of Salesman	2000
Warehouse Rent	5000
Printing and Stationery	3000
Interest on debentures	2000

- b) Define Relevant Cost, Sunk Cost, Opportunity Cost and Differential Cost. $2\frac{1}{2} \times 4 = 10$

2. a) Prepare a stores ledger from the following transaction adopting the FIFO method of pricing out issues.

2022 August	1	Opening balance 300 units @ ₹ 3 per unit
	6	Purchased 500 units @ ₹ 4 per unit
	9	Issued for production 400 units
	12	Purchased 300 units @ ₹ 3.50 per unit
	15	Issued 300 units
	18	Purchased 200 units @ 3.25 per unit
	21	Issued 400 units

10

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- b) What is E.O.Q. Please explain with a simple diagram. 2+3=5
- c) Calculate the economic order quantity from the following information. Annual consumption of materials – 65,000 kgs ; Cost of Placing an Order – ₹ 40 ; Cost per one kg of materials – ₹ 12 ; Cost of carrying the stock 20% of cost. 5

3. Summarized below are the income and expenditure forecasts (in Rupees) for the period April to September, 2024:

Month	Credit Sales (₹)	Credit Purchases (₹)	Direct Wages (₹)	Other Expenses (₹)
April	14,000	9,600	2,400	2,900
May	14,800	10,000	2,000	2,600
June	15,200	8,800	2,800	3,100
July	13,600	9,200	1,800	2,400
August	12,800	9,400	2,200	2,400
September	14,400	9,000	2,000	2,400

Additional information:

- Expected cash sales per month assumed at Rs. 3,000.
- Expected cash purchases per month expected to be Rs. 2,000.
- Credit period extended to customers and granted by suppliers: 1 month
- Loan money of Rs. 12,000 expected to be received in September.
- Advance tax of Rs. 2,000 each is payable in April and July
- Lag in payment of direct wages: 1 month
- Lag in payment of other expenses: $\frac{1}{2}$ month
- Selling commission at 10% on credit sales to be paid after 1 month of actual sales
- No commission to be paid on cash sales
- Cash in hand on 1st June 2024 is Rs. 2,000

Prepare a cash budget for the 4 months starting 1st June 2024. 20

4. a) Fixed Cost ₹ 1,50,000, Variable Cost ₹ 4 per unit, Selling price ₹ 9 per unit and output 40,000 units. Determine the profit under following situations.
- a. With the above data.
 - b. With a 15% increase in output.
 - c. With a 15% increase in fixed cost.
 - d. With a 15% increase in variable cost.
 - e. With a 15% increase in selling price.

- b) AB Ltd. working at 50% capacity manufactures 20,000 units of a product. Cost price is ₹ 180 and Sale Price is ₹ 200. The break-up of the cost was as follows:

	Cost per unit (₹)
Materials	100
Wages	30
Factory Overheads	30 (50% fixed)
Administration Overheads	20 (40% fixed)

Now, at 50% working, raw material cost goes up by 2% and sales price falls by 2%. At 75% working, the material cost increases by 5% while sales price falls by 5%.

Prepare a statement to show profitability at 50% and 75% capacity. 10

5. a) The budgeted and actual sales with respect to two products X and Y are listed below.

	Budgeted sales		Actual sales	
	Units	Rs./unit	Units	Rs./unit
Product-X	800	200	900	220
Product-Y	1200	160	600	140

Calculate the following:

- i) Sales value variance
 - ii) Sales price variance
 - iii) Sales volume variance
 - iv) Sales mix sub-variance
 - v) Sales quantity sub-variance 3×5=15
- b) List some of the limitations of Standard Costing. 5
6. a) AR Ltd. has prepared the budget for the production of 1,00,000 units from a costing period as under :- (All Amounts are 'per unit')
- Raw materials – Rs. 12.00 ; Direct Labour – Rs. 1.50 ; Direct Expenses – Rs. 0.50 ; Works Overhead (70% fixed) – Rs. 10.00 ; Administration Overhead (70% fixed) – Rs. 1.60 ; Sales Overhead (80% fixed) – Rs. 0.80.
- Actual production in the period was only 60,000 units.
- Prepare budgets for the original and revised levels of output. 10
- b) Distinguish between fixed budget and flexible budget. 4
 - c) Write a note on zero base budgeting (ZBB). 6
7. a) What are the objectives of Activity Based Costing (ABC)? 5
- b) What are the steps involved in Target Costing? 5
 - c) What are the benefits of Life Cycle Costing (LCC)? 5
 - d) What is meant by internal and external failure cost in Quantity Costing? 5

8. Write short notes on **any four** of the following : 4×5=20
- Controllable and non controllable cost
 - Profit-Volume Ratio. (P-V Ratio)
 - Master Budget
 - Margin of Safety
 - Meaning of Transfer Price
 - Product Life Cycle

	Budgeted sales		Actual sales	
	Units	Rs/Unit	Units	Rs/Unit
Product-X	200	300	250	220
Product-Y	150	120	140	140

- Calculate the following:
- Sales value variance
 - Sales price variance
 - Sales volume variance
 - Sales mix sub-variance
 - Sales quantity sub-variance
7. a) List some of the limitations of Standard Costing
 b) AR Ltd. has prepared the budget for the production of 1,00,000 units from a costing period as under - (All Amounts are per unit.)
- Raw materials - Rs. 12.00 ; Direct Labour - Rs. 1.50 ; Direct Expenses - Rs. 0.75 ; Works Overhead (70% fixed) - Rs. 10.00 ; Administration Overhead (70% fixed) - Rs. 1.50 ; Sales Overhead (80% fixed) - Rs. 0.80
- Actual production in the period was only 60,000 units
- Prepare budgets for the original and revised levels of output
- Distinguish between fixed budget and flexible budget.
 - Write a note on zero base budgeting (ZBB).
 - What are the objectives of Activity Based Costing (ABC)?
 - What are the steps involved in Target Costing?
 - What are the benefits of Life Cycle Costing (LCC)?
 - What is meant by internal and external labour cost in Quantity Costing?

BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION, 2024

(2nd Year, 3rd Semester)

SUBJECT: PROJECT AND OPERATIONS MANAGEMENT**PAPER CODE: MAN 304**

Time : 3 hours

Full Marks : 100

Answer **any five** questions.

1. a) State the differences between Goods and Services. 8
- b) Describe in details the components of Lean Manufacturing. 12
2. a) State and explain the objectives of Facility Location. 10
- b) A textile manufacturer intends to set up a new plant and has to choose between two locations A and B, based on evaluation of seven major factors. The location rating as well as factor rating are given in the following table.

Sl. No.	Factor	Factor Rating	Location Rating	
			A	B
1	Access to rail and road transportation	65	80	40
2	Availability of cheap labours	75	50	60
3	Industrial relations climate	70	30	60
4	Proximity to suppliers	65	60	70
5	Size of the market	80	70	90
6	Uninterrupted power availability	85	90	80
7	Tax benefits and concessions	60	40	70

Calculate the score for both locations through factor rating method and comment which of the two locations is the most suitable. 10

3. a) Elaborate on the characteristics of i) Job shop and ii) Transfer line shop.
- b) Explain with a schematic sketch "Process layout" in a factory. What are its advantages and limitations?
- c) Explain with a schematic sketch "Product layout" in a factory. What are its advantages and limitations? (5+5)+5+5=20
4. a) Elaborate on the three (3) "Qualitative" methods of forecasting.
- b) Using the data presented in following table calculate the order forecast for "July, August and September" using '5-month Simple Moving Average method'.
- c) Calculate Mean Absolute Deviation for the forecasts of "July, August and September"
- d) Calculate the order forecast for "October" using 'Single exponential smoothing method'. Assume $\alpha = 0.8$ and use the forecast for September (calculated using '5-month Simple Moving Average method' in earlier problem).

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Period	Actual Order (in nos.)	Forecast (in nos.)
February	200	
March	180	
April	170	
May	150	
June	140	
July	100	
August	210	
September	240	
October		

8+4+4+4=20

5. a) What are the differences between "Quality Control" and "Statistical Quality Control"?
- b) With the help of a sketch define what is a Control Chart and label it using usual notations.
- c) How the UCL and LCL of a control chart are arrived at?
- d) Show with sketches of Control Chart 'Trend' and 'Shift' of a process and mention their causes.
6. a) Explain Breakdown Maintenance and Preventive Maintenance, including their advantages and disadvantages.
- b) A company wishes to buy a machine and collects the following operational data from five manufacturers, as given in table below.

Machine Type	K	M	Q	T	W
MTTF (hrs)	115	129	157	135	145
MTTR (hrs)	8.0	11.2	19.6	8.5	10.1

Suggest which machine the company should buy, based on System Availability.

7. a) Explain Level Strategy and Chase Strategy.
- b) A Company has forecast of the demand for next six periods as follows.

Period	1	2	3	4	5	6
Forecast	220	240	310	400	500	280

The company engages 15 workers. Each worker produces 20 units per period.

Multiple overtimes can occur within a single period and the overtime production is 50 units per overtime.

The costs are:

Regular Time Cost: Rs. 250 per unit	Inventory Carrying Cost: Rs. 120 per unit
Overtime Cost: Rs. 400 per unit	Back Order Cost: Rs. 700 per unit

Prepare an Aggregate Plan and its Total Cost, considering that no inventory shall be carried beyond period 6.

10

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8. a) What is Acceptance Sampling? 4
- b) In which cases 100% inspection of the finished products is not possible? 4
- c) Write Short Notes on (any *two*): 4×3=12
- i) Producer's Risk & Consumer's Risk
 - ii) Process Layout
 - iii) Two Card Kanban System
 - iv) Job Shop Manufacturing
 - v) Assignable Causes of Process Variation

BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION, 2024

(2nd Year, 3rd Semester)

SUBJECT: IT TOOLS FOR BUSINESS**PAPER CODE: MAN 305**

Time : 3 hours

Full Marks : 100

Attempt **any five** questions, each question carries equal marks.

1. a) Compare and contrast between Database Designer and Database Administrator. 5+15=20
 b) Draw an ER diagram for an University Examination System. At least 5 entities should be used including an weak entity type. Also briefly explain the diagram. 5+15=20
2. What is RTF? What is the advantages of RTF? How can you replace multiple wrong words with correct ones at a time in MS Word? What is the difference between the margin and the gutter of MS Word? How many types of views are there in MS Word? 2+4+5+5+4=20
3. What is SQL? What are the advantages of utilizing SQL? Explain major DDL, DML & DCL commands with example. 3+5+12=20
4. a) Write down the steps to create a POWERPOINT presentation of 4 slides on "USE OF AI TOOLS IN BUSINESS". The presentation should contain animation, transition, design, layout. The design, transition, layout and animation of all slides should be different. 16+4=20
 b) What is the use of slide sorter window? 16+4=20
5. What is Mail Merge? What are the advantages of using Mail Merge? State the steps of Mail Merge? List out five major features of Word Package and explain how each of these five features is helpful in business. 2+4+4+10=20
6. a) What is the difference between Primary Key and Foreign Key? Give examples. Describe different data types available in MS Access.
 b) Write SQL query to create a table with the following details:
 Table name: EMPLOYEE

Field	Datatype	
Empno	Number(5)	Primary Key
Ename	Varchar2(30)	
Sal	Number(8)	
Desig	Varchar2(20)	
DOB	Date	

 c) Using SQL list the names of the employee whose salary is between 15000 and 20000.
 d) Using SQL display the maximum salary of employee working as a Salesman. (5+5)+(4)+3+3=20

7. a) What is the use of data validation in MS EXCEL?
- b) Compare and contrast between COUNT and COUNTA function in MS EXCEL?
- c) Write down the steps for doing auto filter in MS EXCEL with a suitable example.
- d) Compare and contrast between relative referencing and absolute referencing.

4+5+6+5=20

8. What is the difference between transition and animations? Explain different types of views available in Power Point. List out five major features of Power Point package and explain how each of these five features is help out in business.

4+6+10=20

9. List out five major features of Excel package and explain how each of these five features is help out in business. Explain with examples different Text functions available in Excel with its business applications.

10+10=20

10. Write short notes on **any four** :

4×5=20

- a) Pivot Chart in Excel
- b) Custom Shows in PowerPoint
- c) Macros in MS WORD
- d) IF Function in Excel
- e) VLOOKUP function in Excel
- f) Conditional Formatting in Excel
- g) Inserting Charts in Excel