

Uttar Pradesh Technical University

**Model Question Paper
(Based on Revised Syllabus)**

MBA First Semester Examination, 2008-09

MBA012 : Managerial Economics

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

- 1- Managerial Economics is considered to be
 - (a) Macro economics
 - (b) Applied microeconomics
 - (c) International economics
 - (d) None of the above

- 2- Policy decisions are normally taken at
 - (a) Top level management
 - (b) Middle level management
 - (c) Top level management
 - (d) None of the above

- 3- In case of substitute products
 - (a) As the price of the substitute products rises, the demand for the commodity rises
 - (b) As the price of the substitute products rises, the demand for the commodity falls
 - (c) As the price of the one commodity falls, the demand for another commodity rises
 - (d) As the price of the one commodity rises, the demand for another commodity rises

- 4- Law of supply states that
 - (a) When the price falls, the supply will also fall
 - (b) When the price falls, the supply increases
 - (c) When the price increases, the supply falls
 - (d) None of the above

- 5- Sloping downward or negative slope of demand curve states that
 - (a) Less units would be bought if price is reduced
 - (b) More units would be bought if price is increased
 - (c) More units would be bought if price is reduced
 - (d) None of the above

- 6- Law of demand states that
 - (a) Higher the prices, more would be the quantity demanded
 - (b) Higher the prices, lower would be the quantity demanded
 - (c) Both (a) & (b)
 - (d) None of the above

- 15- Innovation theory of profit was developed by
 (a) Joseph Schumpeter
 (b) Marshall
 (c) Prof. Henry
 (d) Prof. H.Speight
- 16- The price effect is
 (a) It is the effect on the quantity demanded exclusively as a result of change in price.
 (b) The price change in one commodity lead to the substitution of one product with another
 (c) It is the effect on the quantity demanded exclusively as a result of change in income provided all the prices remain constant
 (d) None of the above
- 17- There are ----- methods of measurement of national income.
 (a) 3
 (b) 4
 (c) 5
 (d) None of the above
- 18- Demands forecasting assists in
 (a) Maintaining its market share
 (b) Maintaining market position
 (c) Identification of various factors affecting demand
 (d) all of the above
- 19- Profits can be maximized
 (a) By increasing cost
 (b) By reducing profit Margin
 (c) By lowering cost of production
 (d)None of the above
- 20- Indifference curve is also known as
 (a) Iso-utility curve
 (b) Maximum utility curve
 (c) Minimum utility curve
 (d) None of the above

PART II

(30)

Q.2

From the following data, find out the estimated demand of TV sets for the next three years

| Years | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|------------------------------|------|------|------|------|------|------|------|------|------|------|
| Demand of TV sets (In Lakhs) | 40 | 44 | 43 | 50 | 56 | 52 | 60 | 59 | 63 | 68 |

OR

Suppose individual demand schedule for A, B and C are given as follows

| Price(Rs.) | A's Demand | B's Demand | C's Demand |
|------------|------------|------------|------------|
| 5 | 80 | 40 | 20 |
| 10 | 40 | 20 | 10 |
| 15 | 20 | 10 | 5 |
| 20 | 10 | 5 | 0 |
| 25 | 0 | 0 | 0 |

Find

- (A) Market demand schedule
- (B) Market demand curve
- (C) Elasticity when price falls from Rs.15 to Rs.10
- (D) Elasticity when price rises from Rs.10 to Rs.15

PART III

(12½x 4)

Q.3 What is Managerial Economics? Explain its fundamental concepts and scope.

OR

“Managerial Economics serves as a link between traditional economics and decision science for business decision making”. Elucidate

Q.4 Explain the concept of elasticity of demand and its types. Discuss its application in decision making

OR

Explain the meaning & characteristics of production function. How will you define economies of scale?

Q.5 How is the price of a commodity determined in a perfectly competitive market? Illustrate and explain how firms under perfect competition find their equilibrium.

OR

Define oligopoly. What is basic difference between oligopoly and monopolistic competition? In which of the two kinds of markets price and output are indeterminate and why?

Q.6 What is National Income and how is it measured? Explain any one method of measuring national income.

OR

Write short notes on the following:

- (a) Inflation
- (b) Business Cycle

Uttar Pradesh Technical University
Model Question Paper
(Based on Revised Syllabus)
MBA First Semester Examination, 2008-09

MBA 013 ACCOUNTING AND FINANCIAL ANALYSIS

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

1. Debentures are _____
 - a. Long-term Liability
 - b. Short-term Liability
 - c. Asset
 - d. None of the above

2. A person who owes money to the firm is called a _____
 - a. Creditor
 - b. Debtor
 - c. Lender
 - d. None of the above

3. The asset of a business on 31st March, 2008 are worth Rs. 50,000 and its capital is Rs. 35,000. Its liability on that date shall be Rs _____
 - a. 85,000/-
 - b. 15,000/-
 - c. 35,000/-
 - d. 10,000/-

4. The system of recording transactions based on dual aspect concept is called _____
 - a. Double account system
 - b. Double entry system
 - c. Single entry system
 - d. None of the above

5. The convention of conservatism, when applied to the balance sheet, results in _____
 - a. Understatement of assets
 - b. Understatement of Liabilities
 - c. Overstatement of capital
 - d. None of the above.

6. A withdrawal of cash from business by the proprietor, Ram Kumar, should be credited to _____
 - a. Ram's Account
 - b. Cash Account
 - c. Sales Account
 - d. Capital Account

7. Interest on Drawings is _____
- Expenditure for the business
 - Expenses for the business
 - Gain for the business
 - Loss for the business
8. Outstanding Salaries are shown in _____
- Trading Account (Debit Side)
 - Profit & Loss Account (Credit Side)
 - Balance Sheet (Asset Side)
 - Balance Sheet (Liability Side)
9. Depreciation is the process of _____
- Apportionment of the cost of the asset over its useful life.
 - Valuation of assets.
 - Maintenance of asset in a state of efficiency.
 - None of the above.
10. The Diminishing Value Method means a method by which _____
- The rate of depreciation falls year by year
 - The amount on which depreciation is calculated falls year by year
 - The rate as well as the amount to which it is applied falls year by year
 - None of the above
11. Buying goods for cash would _____
- Increase the gross profit percentage
 - Increase the current ratio
 - Decrease the current ratio
 - Have no effect on current ratio
12. Which of the following is a type of Vertical Analysis of Financial Statement?
- Comparative Balance Sheet
 - Common Size Statement
 - Trend Analysis
 - Benchmarking
13. Which accounting ratio would indicate ability to pay short term obligations?
- Debt Service Coverage Ratio
 - Current Ratio
 - Net Profit Ratio
 - Debtors Turnover Ratio
14. In the balance sheet of the company the items Goodwill is shown under the headings _____
- Current Asset
 - Loans and Advances
 - Liability
 - Fixed Asset
15. Which accounting ratio will be useful in indicating the "Low capacity utilization" _____
- Fixed Asset Turnover Ratio
 - Debt – Equity Ratio
 - Current Ratio and Quick Ratio
 - Debtor's Turnover Ratio

16. In a Cash Flow Statement, which of the following would appear as a cash inflow ____?

- a. Repayment of Bank Loan
- b. Depreciation of Current Year
- c. Amount received as a result of selling fixed asset
- d. Redemption of debentures by conversion

17. "Decrease in Working Capital" is a _____?

- a. Source of Fund
- b. Application of Fund
- c. Reserve
- d. None of the above

18. In a Cash Flow Statement, which of the following would appear as a cash outflow ____?

- a. The payment for investments purchased
- b. Amount received on issue of new shares
- c. Debentures held as investment being converted into shares
- d. None of the above

19. Which of the following transactions will result in fund flow ?

- a. Cash collected from debtors
- b. Purchase of machinery by issue of debentures
- c. Old furniture, the book value of which is 5000/- discarded and written off in the Profit and Loss Account
- d. None of the above transactions will result in funds flow

20. Cash from Operation is equal to _____?

- a. Net Profit plus Increase in Outstanding Expenses
- b. Net Profit plus Increase in Debtors
- c. Net Profit plus Increase in Stock
- d. None of the above

PART II

(30)

Q.2 Hritik Arora, the proprietor of a small trading concern, Hritik Enterprises, had the following opening balances on April 1, 2008 : Cash 27000/- (ie., In hand 15000/- & At bank 12000/-) ; Stock 13000/-, Fixed Assets 9000/- ; Sundry Debtors 5000/- (ie., Vijaylakshmi 1500/-, Anubha 2000/- & Madhulika 1500/-) ; Sundry Creditors 4000/- (ie., Ashu 4000/-) ; Loan 10000/- (from Sanidhya).

The following transactions took place during the month of April 2008.

1. Purchased goods worth 4000/- and deposited 5000/- into bank
2. Received 1450/- from Vijaylakshmi in full settlement by cheque
3. Purchased goods from Bindiya worth Rs. 5000/-.
4. Purchased equipment from Shahzad worth Rs. 5000/-.
5. Sold goods to Rekha, Rs. 15500/-
6. Paid to Bindiya 4650/- in full settlement by cheque
7. Paid rent 750/- and salary 1200/-
8. Took home goods worth 600/- from shop for personal use.

You are required to journalise the opening balances and the transactions occurring in the month of April. Also prepare cash ledger and determine closing balance of cash on April 8, 2008.

OR

From the following Balances of Pioneer Enterprises on March 31, 2008, prepare final accounts:

| Name of Account | Balance | Name of Account | Balance |
|--------------------|------------|------------------------------|------------|
| Debtors | 35,000/- | Sales | 1,70,000/- |
| Opening stock | 30,000/- | Bills Payable | 40,000/- |
| Land and Buildings | 1,00,000/- | Furniture | 35,000/- |
| Capital | 3,17,000/- | Advertisement | 10,000/- |
| Rent (Cr.) | 5,000/- | Rates and Taxes | 8,000/- |
| Cash in Hand | 16,000/- | Salaries | 20,000/- |
| Cash at Bank | 43,000/- | Drawings | 20,000/- |
| Wages | 30,000/- | Purchases | 1,00,000/- |
| Bills Receivables | 22,500/- | Plant and Machinery | 57,000/- |
| Discount (Dr.) | 2,000/- | Repairs | 3,000/- |
| Bad Debts | 2,000/- | Provision for doubtful debts | 1,500/- |

Adjustments:

1. The value of closing stock was 70,000/-
2. Depreciate Land & Building @ 10%, Plant & Machinery @ 15% and Furniture @ 5%
3. Outstanding Wages 5000/-
4. Interest on Capital to be paid @ 6% on Capital
5. New Provision for Doubtful Debts @ 5% on Debtors
6. Manager is entitled to a Commission of 5% on net profits before charging such commission

Q.3 From the following Balance Sheets and Additional Information prepare Schedule of Changes in Working Capital and Funds Flow Statement

| Liabilities | 2007 | 2008 | Assets | 2007 | 2008 |
|--------------------------|-----------------|-----------------|------------------|-----------------|-----------------|
| Share Capital | 100000/- | 100000/- | Goodwill | 12000/- | 12000/- |
| General Reserve | 14000/- | 18000/- | Building | 40000/- | 36000/- |
| Profit & Loss A/c | 6000/- | 3000/- | Plant | 37000/- | 36000/- |
| Creditors | 8000/- | 5400/- | Investments | 10000/- | 11000/- |
| Bills Payable | 1200/- | 800/- | Stock | 30000/- | 23400/- |
| Provision for tax | 16000/- | 18000/- | Bills Receivable | 2000/- | 3200/- |
| Prov. for Doubtful Debts | 400/- | 600/- | Debtors | 18000/- | 19000/- |
| | | | Cash | 6600/- | 15200/- |
| TOTAL | 155600/- | 155800/- | TOTAL | 155600/- | 155800/- |

Additional Information:

1. Depreciation charged on Plant was 4000/- and on Building was also 4000/-.
2. Provision for Taxation of 19000/- was made during the year 2008.
3. Interim Dividend of 8000/- was paid during the year 2008.

OR

Prepare Cash Flow Statement from the following information:

| Liabilities | 2007 | 2008 | Assets | 2007 | 2008 |
|-------------------------------------|----------------|-----------------|------------------------|----------------|-----------------|
| Equity Share Capital | 30000/- | 35000/- | Goodwill | 10000/- | 8000/- |
| General Reserve | 10000/- | 15000/- | Machinery | 41000/- | 54000/- |
| P & L A/c | 6000/- | 7000/- | 10% Investments | 3000/- | 8000/- |
| 10% Debentures | 15000/- | 25000/- | Stock | 4000/- | 5500/- |
| Sundry Creditors | 7500/- | 11000/- | Debtors | 8000/- | 19000/- |
| Bills Payable | 1000/- | 1500/- | Cash & Bank Balance | 12000/- | 13000/- |
| Prov. For Depreciation on Machinery | 9000/- | 13000/- | Discount on Debentures | 500/- | - |
| TOTAL | 78500/- | 107500/- | TOTAL | 78500/- | 107500/- |

Additional Information: Investments costing 3000/- were sold for 2800/- during 2008, and a new machine was purchased for 13000/-

Q.4 "The Accounting Equation is the basis for recording all transactions in Financial Accounting." Comment. On which basic accounting concept is this equation based? Illustrate your answer with at least five typical business transactions and their effect on the accounting equation.

OR

What do you understand by Accounting Principles? Discuss any eight principles in detail.

Q.5 What are adjustment entries and why are they required? Illustrate any five adjustment entries required in preparation of Company Final Accounts.

OR

An asset was purchased for Rs. 50,000/- on January 1, 2008. The asset is expected to last for ten years. What would be the book value of the asset after five years if it was depreciated according to (i) Straight Line Method (ii) Diminishing Balance Method @ 10% per annum? Show only tabular calculations. (Ledger entries not required)

Q.6 Discuss in brief the need for analysis of financial statements. With the help of suitable illustrations describe any two methods of analysis.

OR

From the following information calculate and comment upon:

| | | | | |
|--------------------------|---------------------------|--------------------------------|--------------------------------|--------------------------|
| (i) Gross Profit Ratio | (ii) Current Ratio | (iii) Debt – Equity Ratio | (iv) Acid Test Ratio | (v) Stock Turnover Ratio |
| Net Sales Rs. 30000/- | Current Assets Rs. 6000/- | Cost of Goods Sold Rs. 20000/- | Current Liabilities Rs. 2000/- | Net Profit Rs. 3000/- |
| Share Capital Rs. 5000/- | Debentures Rs. 8000/- | | | Stock Rs. 1000/- |

Q.7 What is "Cash Flow Analysis"? Compare Cash Flow Analysis and Funds Flow Analysis?

OR

Explain, with the help of suitable examples, the concept of "fund" and "flow of funds" as used in Funds Flow Analysis. Also bring out the significance of Funds Flow Analysis.

Uttar Pradesh Technical University

**Model Question Paper
(Based on Revised Syllabus)**

MBA First Semester Examination, 2008-09

MBA 014 ORGANIZATIONAL BEHAVIOUR

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

- 1 Which of the following is best defined as a consciously coordinated social unit, composed of two or more people, which functions on a relatively continuous basis to achieve a common goal or set of goals?
 - a. party
 - b. unit
 - c. team
 - d. community
 - e. organization
- 2 According to Luthans and his associates, which of the following is considered a part of traditional management?
 - a. disciplining
 - b. decision making
 - c. exchanging routine information
 - d. acquiring resources
 - e. investing
- 3 An OB study would be least likely to be used to focus on which of the following problems?
 - a. an increase in absenteeism at a certain company
 - b. a fall in productivity in one shift of a manufacturing plant
 - c. a decrease in sales due to growing foreign competition
 - d. an increase in theft by employees at a retail store
 - e. excessive turnover in volunteer workers at a non-profit organization
- 4 _____ is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations for the purpose of applying such knowledge toward improving an organization's effectiveness.
 - a. Organizational development
 - b. Human Resources Management
 - c. Organizational behavior
 - d. People management
 - e. Corporate strategy
- 5 Which of the following is not a core topic of organizational behavior?
 - a. motivation
 - b. attitude development
 - c. conflict
 - d. resource allocation
 - e. work design
- 6 All of the following are true about learning except that it _____.
 - a. involves change
 - b. can have a very short duration
 - c. requires a change in behavior

- d. requires some form of experience
 - e. affects aptitude
- 7 Experiments performed by Pavlov led to what theory?
- a. classical conditioning
 - b. operant conditioning
 - c. social learning
 - d. method reproduction
 - e. behavior shaping
- 8 _____ refers to an individual's general attitude toward his or her job.
- a. Job satisfaction
 - b. Job involvement
 - c. Job stability
 - d. Organizational commitment
 - e. Social investment
- 9 Which of the following statements about personality is correct?
- a. Personality is always stable.
 - b. Personality is a part of a person.
 - c. Personality is an aggregate whole.
 - d. Personality is for the most part comprised of traits that cannot be measured.
 - e. Personality is the primary source of emotions in most people.
- 10 What is the term used for a general impression about an individual based on a single characteristic such as intelligence, sociability, or appearance?
- a. the contrast effect
 - b. personal bias
 - c. prejudice
 - d. the halo effect
 - e. projection
- 11 Motivation is best defined as a process that _____.
- a. results in a level of effort
 - b. intensifies an individual's efforts
 - c. accounts for an individual's efforts toward attaining a goal
 - d. meets an individual's needs
 - e. stabilizes over time
- 12 Which of the following theories was proposed by Douglas McGregor?
- a. Hierarchy of Needs Theory
 - b. Theories X and Y
 - c. Two-Factor Theory
 - d. ERG Theory
 - e. Expectancy Theory
- 13 What are the five stages of group development?
- a. generation, implementation, construction, production, termination
 - b. introduction, development, production, deterioration, adjournment
 - c. initiation, evolution, maturation, degeneration, termination
 - d. forming, storming, norming, performing, adjourning
 - e. acting, reacting, enacting, impacting, acting
- 14 Leadership is best defined as _____.
- a. the ability to influence a group in goal achievement
 - b. keeping order and consistency in the midst of change
 - c. implementing the vision and strategy provided by management
 - d. coordinating and staffing the organization and handling day-to-day problems
 - e. not a relevant variable in modern organizations
- 15 Which theory states that people are born with certain characteristics that predispose them to being leaders?
- a. Fiedler's perspective
 - b. characteristic theory

- c. LPC
 - d. contingency theory
 - e. trait theory
- 16 Power can be defined as _____.
- a. the ability to influence the behavior of others
 - b. the actualization of the dependency of others
 - c. congruence between the goals of the leader and those being led
 - d. downward influence on one's followers
 - e. upward influence on one's leaders
- 17 Which of the following types of power requires acceptance of the leader's authority by members of the organization?
- a. Personal
 - b. Organizational
 - c. Legitimate
 - d. Positional
 - e. Balanced
- 18 The _____ view of conflict argues that conflict is a natural and inevitable outcome in any group.
- a. human relations
 - b. interactionist
 - c. traditional
 - d. functional
 - e. human resources
- 19 Culture may be a liability because it is a barrier to _____.
- a. change
 - b. diversity
 - c. mergers and acquisitions
 - d. all of the above
 - e. none of the above
- 20 Resistance to change can be positive because _____.
- a. it provides a degree of stability to behavior and productivity
 - b. without some resistance, OB would take on characteristics of chaotic randomness
 - c. resistance can be a source of functional conflict
 - d. all of the above
 - e. none of the above

PART II

(30)

Q.2 Case Incident

FRUSTRATED AT AGE 30

Rama Rao is 30. But if you listened to him, you'd think he was 60 and washed-up. "I graduated college at a great time. It was 1996. I started as an analyst for Accenture, worked as a health-care IT consultant for two other firms, and then became chief technology officer." By 2001, Rama Rao was making INR 2 million a year plus bonus, driving an expensive BMW car, and optimistic about his future. But Rama Rao has become a statistic. He's one of 40 million Indians born between 1966 and 1975 whose peak earnings may be behind them. Rama Rao now makes INR 850,000 as a technology analyst at a hospital and is trying to adjust to the fact that the go-go years of the late 1990s are history.

Like many of his generation, Rama Rao is mired in debt. He owes INR 2.5 million on his home loans and has run up more than INR 500,000 on his credit cards. He faces a world very different from the one his father found when he graduated college in the early 1960s.

"The rules have changed. And we Generations Xers are getting hit hard. We had to go to college to get a decent job. But the majority of us graduated with high student debt. The good news was, when we graduated, the job market was great. I got a INR 100,000 hiring bonus on my first job! The competition by employers for good people drove salaries up. When I was 28, I was making more

money than my dad, who had been with the same company for over 20 years. But my dad has job security. And he has a nice retirement plan that will pay him a guaranteed pension when he turns 58. Now look at me. I don't know if I'll ever make INR 2 million thou again. If I do, it'll be in 20 or more years. I have no job security. I'm paying INR 20,000 a month on my college loans. I'm paying another INR 5000 a month on my credit card account. I've got 30 more payment on my BMW. And my wife says it's time for us to start a family. It would be nice to own a house, but how can I commit myself to a 30-year mortgage when I don't know if I'll have a job in six months."

"I'm very frustrated. I feel like my generation got a bad deal. We initially got great jobs with unrealistically high pay. I admit it; we were spoiled. We got used to working one job for six months, quitting, then taking another and getting ourselves a 25 or 30 percent raise. We thought we'd be rich and retired by 40. The truth is that we're now lucky to have a job and, if we do, it probably pays half what we were making a few years ago. We have no job security. The competition for jobs, combined with pressures by business to keep costs down, means a future with minimal salary increases. It's pretty weird to be only 30 years old and to have your best years behind you!"

Questions

1. Analyze Rama Rao using the Maslow need hierarchy.
2. If you were Rama Rao's boss, what could you do to positively influence his motivation?

PART III

(50)

Q3 What is Organizational Behaviour. What are the implications of Paradigm Shift in Organizational Behaviour?

Or

What are the three levels of analysis in OB Model? Explain the contingency model of OB?

Q4 How can you differentiate sensation with perception? Explain the process of perception.

Or

"Heredity determines personality", build arguments in support and against of the the statement.

Q5 Compare the Maslow's Hierarchy of needs with Herzberg's two factor theory.

Or

What are some of the needed skills for leader/manager? Briefly explain the Mintzbergs managerial roles

Q6 What are the bases of power. Explain the role of power in organization?

Or

Discuss the five stages of conflict process in an organization

Uttar Pradesh Technical University

Model Question Paper

(Based on Revised Syllabus)

MBA First Semester Examination, 2008-09

MBA 015 BUSINESS STATISTICS

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

- Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)**
- Identify the discrete variable from the following.
(a) Length of a room. (b) Temperature of a Patient. (c) Height of a Person.
(d) Age on last birthday.
 - The difference between the upper and the lower limits of a class is called
(a) Class mid-point (b) Class boundary (c) Class interval (d) Class frequency
 - The most suitable average that can be calculated from a frequency distribution with open end classes is
(a) Arithmetic mean (b) Geometric mean (c) Median (d) Mode
 - Measure of dispersion which is affected most by extreme observations is
(a) Range (b) Quartile deviation (c) Mean deviation (d) Standard deviation
 - The Empirical relationship between Mean , Median and Mode is
(a) $\text{Mode} = 3\text{Median} - 2\text{Mean}$ (b) $\text{Median} = \text{Mode} + 2\text{Mean} / 3$
(c) $\text{Mean} = 3\text{Median} - \text{Mode} / 2$ (d) All are correct
 - Cyclical fluctuations in a time series are caused by
(a) Strikes and lockouts (b) Floods (c) Wars (d) None of these
 - Which Index Number satisfies the factor reversal test
(a) Marshall Edgeworth (b) Fisher (c) Kelly's fixed base (d) Laspeyres' index
 - Which one of the following is a example of negative correlation
(a) The family income and expenditure on luxury items (b) Price and demand of a commodity
(c) Heights and weights (d) None of these.
 - Which of the following statements is true regarding Karl Pearson's coefficient of correlation(r)
(a) $0 < r < 1$ (b) $0 < r < -1$ (c) $-1 < r < 1$ (d) None is true.
 - Correlation coefficient is the----- between the two regression coefficients
(a) Arithmetic Mean (b) Harmonic Mean (c) Geometric Mean (d) Median
 - The probability that a non-leap year should have fifty- three Sundays
(a) $1/7$ (b) $2/7$ (c) $3/7$ (d) None of these

12. The mean of Binomial distribution with parameters n and p is
(a) n/p (b) np (c) p/n (d) None of these
13. For the Poisson distribution
(a) Mean > Variance (b) Mean < Variance (c) Mean = Variance
(d) Mean and variance are not related
14. For the Normal distribution
(a) Mean > Median > Mode (b) Mean = Median = mode (c) Mean > Median > Mode
(d) None of these
15. The total area covered under the normal curve is
(a) more than one (b) Less than one (c) equal to one (d) None of these
16. The Standard deviation of the sampling distribution of a statistic is known as
(a) Sampling error (b) Unbiased error (c) Biased error (d) Standard error
17. Which of the following is considered as a large sample test
(a) Student t-test (b) F- test (c) Z-test (d) Kolmogrov- Smirnov test
18. Which of the following is a Non – parametric test
(a) Z-test (b) F-test (c) Chi – square test (d) None of these
19. The degrees of freedom for a single sample of size n is given by
(a) n (b) $n-1$ (c) $n-2$ (d) none of these
20. A Population divided into two mutually exclusive and exhaustive classes with respect to one or more attribute is called
(a) Dichotomous classification (b) Manifold classification (c) Threefold classification (d) None of these

PART II

(30)

- Q.2 For the following frequency distribution
- | | | | | | | |
|--------------|-----|------|-------|-------|-------|-------|
| Income (Rs): | 0-5 | 5-10 | 10-15 | 15-20 | 20-25 | 25-30 |
| Frequency: | 5 | 7 | 10 | 8 | 6 | 4 |

Find (a) Mean (b) median (c) Mode (d) Standard deviation (e) Coefficient of variation (C.V)

OR

Regression equations of two variables X and Y are as follows

$$3X + 2Y = 26 \text{ and } 6X + Y = 31$$

Find (a) The means of X and Y

(b) Regression Coefficients of X on Y and Y on X

(c) Coefficient of correlation between X and Y (d) Estimated value of Y when $X=5$

(e) Ratio of variances of X and Y

- Q.3 A Company has two plants to manufacture scooters. Plant I manufactures 80 percent of the scooters and plant II manufactures 20 percent. At plant I , 85 out of 100 scooters are rated as of standard quality. At plant II , only 65 out of 100 scooters are rated as of standard quality. What is the probability that a scooter selected at random came from
- (a) Plant I , if it is known that the scooter is of standard quality
 - (b) Plant II, if it is known that the scooter is of standard quality

OR

Out of a sample of 120 persons in a village , 76 persons were administered a new drug for preventing influenza and out of them , 24 persons were attacked by influenza. Out of those who were not administered the new drug , 12 persons were not affected by influenza:

Prepare;

- (a) 2x2 contingency table showing actual and expected frequencies.
- (b) Use Chi – square test for finding out whether the new drug is effective or not.
(At 5% level for one degree of freedom , the value of Chi square is 3.84)

PART III

(12½ x 4)

- Q.4 Differentiate between central tendency and dispersion. Mention the requisites of a good Average.. Lay down the merits and demerits of Mean , Median and Mode.

OR

Define the term Standard deviation. How it differs from Mean deviation. Why Standard deviation is considered as a better measure than Mean deviation , give reasons.

- Q.5 What do you mean by an index number . Describe the various uses of index numbers. Differentiate between fixed base and chain base methods for constructing index numbers.

OR

Below are given the figure of production (in thousands tons) of a sugar factory:

| | | | | | | | | |
|------------|---|------|------|------|------|------|------|------|
| Year | : | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 |
| Production | : | 77 | 88 | 94 | 85 | 91 | 98 | 90 |

- (i) Fit a straight line trend by the method of 'least squares' and show the trend values.
- (ii) What is the monthly increase in production ?

- Q.6 Explain the Addition and Multiplication theorems of Probability with the help of various formulae. How the concept of probability is helpful in business decision making, explain.

OR

Describe the chief properties of Normal distribution with the help of its diagram.

Lay down some practical applications of normal distribution.

- Q.7 Differentiate between Census and sample survey method. Differentiate between probability and non – probability sampling methods in brief.

OR

Describe the term Statistical Hypothesis. Explain the hypothesis testing procedure in detail.

Uttar Pradesh Technical University

**Model Question Paper
(Based on Revised Syllabus)**

MBA First Semester Examination, 2008-09

MBA 016 MARKETING MANAGEMENT

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

- 1) "Consumers may share a strong need that cannot be satisfied by an existing product"
The above mentioned statement indicates :
a) Nonexistent Demand
b) Latent Demand
c) Unwholesome Demand
d) Full Demand
- 2) "The concept that consumers will favour those products that offer the most quality , performance, or innovative features" is :
a) Product Concept
b) Production Concept
c) Selling Concept
d) Marketing Concept
- 3) "Many people want a BMW Sports Car but only a few of them are willing and able to buy one" , the statement indicates :
a) Needs
b) Wants
c) Demand
d) Desire
- 4) "Mr. Stephen Brown, an American needs a Veggie Burger for breakfast."
The statement indicates :
a) Wants
b) Bundle
c) Product
d) Price
- 5) " The _____ concept is based on the development , design and implementation of marketing programs , processes, and activities that activities that recognize their interdependencies."
a) Holistic Marketing
b) Relationship Marketing
c) B to B Marketing
d) B to C Marketing
- 6) Henry Ford offered Model -T Ford in one colour black. His offering is an example of _____ as in engages in mass production, mass distribution , and mass promotion.
a) Mass Marketing
b) Differentiated Marketing
c) Customised Marketing
d) Services Marketing
- 7) In _____ , consumer preference remain scattered throughout the market space and consumers vary greatly in their preferences .
a) Homogeneous Preferences
b) Heterogeneous Preferences
c) Diffused Preferences
d) Clustered Preferences

- 8) "Bajaj Wave DTS-I is a scooter targeted for women. It uses _____
Variable of Demographic Segmentation.
- a) Income
b) Age
c) Loyalty Status
d) Gender
- 9) User Status, Usage Rate and Occasions are variables of _____
Segmentation.
- a) Geographic
b) Psychographic
c) Behavioral
d) VALS
- 10) _____ involves three activities : market
segmentation, market targeting and market positioning.
- a) Targeting
b) Scanning
c) Distributing
d) Designing
- 11) The various levels starting from Core Benefit and going up to Potential
Product are constituents of _____.
- a) Distribution Levels
b) Product Levels
c) Consumer Levels
d) Manufacturing Levels
- 12) Harley Davidson Motorcycles, Montblanc pens, Apple Computers, American
Holidays are marketed on the basis on style. Which of the following concepts
of marketing is applied to sell them:
- a) Differentiation
b) Value Addition
c) Demand Forecasting
d) Reminder Advertising
- 13) Product Line Stretching can be done in which of the following ways:
- a) Down Market Stretch
b) Up Market Stretch
c) Two Way Stretch
d) All three Options
- 14) The slogan " Intel Inside, launched by many companies such as Dell, IBM,
Compaq, HCL is an application of concept of :
- a) Ingredient Branding
b) Consumer Affluence
c) Innovation Opportunity
d) Labelling
- 15) The various stages of Product Life Cycle are :
- a) Introduction
b) Growth
c) Maturity and Decline
d) All the three.
- 16) The various levels of distribution channels are :
- a) 0 level
b) 1 and 2 level
c) 3 level
d) All options.
- 17) Retailing Operations in India are :
- a) Very Highly Organized
b) Highly Organized
c) Less Organized
d) Not at all organized
- 18) Which of the following are methods of Advertising Budget Allocation:
- a) Percentage of Sales Method
b) All you can Afford Method
c) Competitive Parity
d) All.

- 19) HUL excels in which of the following :
- | | |
|---------------------|---------------------|
| a) B to B Marketing | b) B to C Marketing |
| c) Rural Marketing | d) All |
- 20) A Sales Manager undergoing Personal Selling should have which qualities:
- | | |
|---------------------|-----------------------|
| a) Motivation | b) Negotiation skills |
| c) Product know how | d) All |

PART II

(30)

Q.2 TOYOTA – ALWAYS AHEAD

Toyota may have gotten its start in automaking by being a fast follower, but it is now the innovator. In 1936, Toyota admitted following Chrysler's land-mark Airflow and patterning its engine after a 1933 Chevrolet engine. But by 2000, when it introduced the first hybrid electric-gasoline car, the Prius, Toyota was the leader. In 2002, when the second-generation Prius hit showrooms, dealers received 10,000 orders before the car was even available; GM followed with an announcement that it would enter the hybrid market with models of its own.

Toyota's strategy for the Prius was to build an environmentally friendly car that reduced the footprint on the environment by reducing energy consumption, greenhouse gas emission rates, and smog emission rates. Toyota president Fujio Cho sees environmental performance as essential to the future of cars.

Introducing such leading-edge products present marketing challenges. For example, the marketing messages must educate consumers that the Prius doesn't need to be plugged in, as an electric car does. The marketing messages must also communicate the value of fuel efficiency, not just for fuel savings for customers, but for the environment as well. "Every gallon of gas burned releases 20 pounds of carbon dioxide into the atmosphere. The general public still lags in appreciating the global warming significance of that", said Dave Hermance, executive engineer for environmental engineering at Toyota's Technical Centre in Los Angeles.

Toyota offers a full line of cars for the U.S. market, from family sedans to sport utility vehicles to trucks to minivans. Toyota also has products for different price points, from lower-cost Scions to mid-priced Camrys to the luxury Lexus. Designing these different products means listening to different customers, building the cars they want, and then crafting the marketing to reinforce each make's image. For example, Toyota spent four years carefully listening to teens before launching the Scion for first-time car buyers. It learned, for instance, that Scion's target age group of 16-21 years-olds wanted personalization. To meet that preference, Toyota will build the car mono-spec at the factory and let customers at dealerships choose from over 40 customization elements, from stereo components to wheels and even floor mats. Toyota markets the Scion at music events and will have showrooms where "young people feel comfortable hanging out and not a place where they just go share at a car", said Scion vice president Jim Letz.

In contrast, Toyota's marketing strategy for the Lexus line focuses on perfection. The tagline for the global strategy is "Passionate Pursuit of Perfection". Dealerships offer white-glove treatment. Toyota markets Lexus globally and understands that each country defines perfection differently. In the United States, for example, perfection and luxury mean comfort, size and dependability. In Europe, luxury means attention to detail and brand heritage. Therefore, although the core of Lexus marketing is similar (a consistent Lexus visual vocabulary, logo, font and overall communication), the advertising varies by country.

A big reason behind Toyota's success is its manufacturing. Toyota's combination of manufacturing speed and flexibility is world class. Its plants can make as many as eight different models at the same time, which brings Toyota huge increases in productivity and market responsiveness. Toyota is in the midst of integrating its assembly plants around the world into a single giant network. The plants will customize cars for local markets and be able to shift production quickly to satisfy any surges in demand from markets worldwide. With a manufacturing network, Toyota can build a wide variety of models much more inexpensively. That build whole new assembly operations, "If there's a market or

market segment where they aren't present, they go there", said Tatsuo Yoshida, auto analyst at Deutsche Securities Ltd. And with consumers increasingly fickle about what they want in a car, such market agility gives Toyota a huge competitive edge.

Toyota's sales rose in every region of the world in 2003, and the company earned \$146 billion. It edged past Ford Motor Co., to become the world's second-largest carmaker, and its market cap of \$110 billion is more than that of GM, Ford and Daimler Chrysler combined. Toyota is now eyeing the top spot with a goal of surpassing GM as the world's largest carmaker by 2010.

Discussion Questions

1. What have been the key success factors for Toyota ?
2. Where is Toyota vulnerable ? What should it watch out for ? How should it go further forward ?

PART III

(50)

- Q.3 Procter and Gamble intends to launch a new range of detergents in India. Ideally it should undergo a process of Marketing Research.

With reference to above, discuss the process of Marketing Research.

OR

"Marketing Environment largely affects the profit of the company".

With reference to above statement explain the various factors which affect Marketing Environment.

- Q.4 "HUL is highly successful because of its strategy of proper segmentation". Do you agree with the above statement. Also discuss the various bases of segmentation.

OR

Explain Product and Service Differentiation with examples.

- Q.5 Elucidate the various stages of the New Product Development. Taking the example of 'Nano Car'.

OR

Explain Brand Management with reference to Brand Equity, Brand Resource and Brand Reinforcement. Give examples to support your answer.

- Q.6 Explain the various channels of distribution of Consumer Products. Also discuss the various factors which affect channel distribution.

OR

"A proper combination of elements of Promotion-Mix is necessary for success of an organization".

Elaborate the above statement and discuss the various elements of Promotion-Mix.

Uttar Pradesh Technical University

Model Question Paper

(Based on Revised Syllabus)

MBA First Semester Examination, 2008-09

MBA 017 COMPUTER APPLICATIONS IN MANGEMENT

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

1. The address of the cell at 27th column and 30th row in a worksheet will be:
a) 27,30
b) AB27
c) AD27
d) AA30
2. An application receiving data is called
a) Server application
b) Client application
c) Both (a) & (b)
d) None of the above
3. To paste text from the clipboard in the document being edited, press the key(s):
a) Ctrl X
b) Ctrl V
c) Ctrl A
d) Ctrl P
4. Indicate which, of the following best describes the term SOFTWARE
a) Operating system program only
b) Application program only
c) Both (a) & (b)
d) None of the above
5. A typical materials management system contains following transaction files:
a) Receipts from vendors
b) Issues to shop floors
c) Rejected materials returned to vendors
d) All the above
6. is volatile memory.
a) RAM
b) ROM
c) both (a) & (b)
d) None of the above
7. The language that the computer understands, without requiring any translation, is called
a) Assembly Language
b) High Level Language
c) Machine Language
d) None
8. PARAM is an example of computers.
a) Mainframe computer
b) Super computer
c) Micro computer
d) None of the above
9. After a table has been created, which of the following operations cannot be performed?
a) Insert rows in a table
b) Delete & Insert columns
c) Split the table into two tables
d) None of the above

10. Creating form letters using MailMerge involves
- a) Creating the main document
 - b) Creating the main document & data source
 - c) Inserting merge fields in the main document and merging the main document with the data source.
 - d) Both (b) and (c)
11. Dot matrix printer speed is specified in terms of
- a) BPS
 - b) CPS
 - c) BPI
 - d) CPI
12. In files records are stored one after the other serially.
- a) Serial files
 - b) Sequential files
 - c) Random Access files
 - d) None of the above
13. SQL is a language.
- a) Assembly language
 - b) Machine language
 - c) Query language
 - d) Both (a) & (c)
14. A tuple is equivalent to a:
- a) record
 - b) File
 - c) database
 - d) data Item
15. Which of the following is not a logical database structure:
- a) tree
 - b) relational
 - c) network
 - d) chain
16. The process of converting analog signals into digital signals so they can be processed by a receiving computer is referred as:
- a) modulation
 - b) demodulation
 - c) synchronization
 - d) None of the above
17. TCP/IP are an example of :
- a) service available on Internet
 - b) Protocols
 - c) Both (a) & (b)
 - d) None of the above
18. Individuals who intend to pursue career as an Information System Manager should have :
- a) technical expertise in information systems
 - b) human relation skills
 - c) ability to communicate in written form
 - d) All of the above
19. EDI stands for
- a) Electrical Data Interchange
 - b) Electronic Data Interchange
 - c) Both (a) & (b)
 - d) None of the above
20. indiamarkets.com is an example of
- a) B2B E-commerce
 - b) B2C E-commerce
 - c) C2C E-commerce
 - d) None of the above

PART II

(3)

Q.2 How you create a chart, using the chart wizard. After you have created a chart, how do you modify it?
List down the various types of charts that you can create in Excel.

OR

- a) How will you copy data in the range A1:B6 to F1:G6 (5+1)
- b) It is required to enter a series – 1, 3, 5, 7,, 51 in column A starting from row 1. How will you enter this series using the minimum number of steps? How will you enter the name of 12 months (January through December) in Column B starting from cell B1 using the minimum number of steps.
- Q.3 a) Explain the use of the following with reference to MS-Word: (5+10)
- i. Header & Footer
 - ii. Template
 - iii. Page Setting
 - iv. Font size
 - v. Bullets & Numbering
- b) i. Write all steps required in Windows to install new application software.
ii. Write all steps required to change screen saver in Windows. What settings you will have to set to activate screen saver, if the system remain idle for 5 minutes.

PART III

(12½ x 4)

Q.4. Explain B2C e-commerce of a customer reserving airline tickets from his home or place of work.

OR

Write in detail about the use of Information Technology in Finance.

Q.5 What do you understand by the term ISP? What services does an ISP provide?

OR

What is URL? Why is it an essential part of world wide web.

Q.6 What are Computer Languages? Differentiate in between Machine Language and High Level Language.

OR

What is an Operating System? Distinguish in between Single user and multi-user operating system.

Q.7 What is DBMS? What are its components? Discuss in detail.

OR

What is MS-Access? Discuss in detail about the features of MS-ACCESS.

Uttar Pradesh Technical University
Model Question Paper
(Based on Revised Syllabus)
MBA First Semester Examination, 2008-09

MBA 018 COMMUNICATION FOR MANAGEMENT

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

1. The act of translating symbol of communication into their ordinary meanings.
a) Acting b) Receiving
c) decoding d) Encoding
2.communications take place between people who work in different departments and at different levels within an organization.
a) Horizontal b) Diagonal
c) Upward d) Downward
3. Intentionally screening the information and passing only such information which will look favourable to the receiver :
a) Editing b) Hiding
c) Filtering d) Distorting
4.refers to transmission of information concerning the effect of any act of communication:
a) Two-way traffic b) Clarity
c) Speed d) Feedback
5. An interview conducted to express rebuke or disapproval :
a) Reprimand b) Stress
c) Grievance d) Orientation
6.listening takes place when the listener on receiver is constrained by various physiological and psychological factors :
a) Selective b) Active
c) Comprehending d) Passive
7.means the study of the role of body movements such as winking, shrugging in communication.
a) Kinesics b) Proxemics
c) Chronemics d) Posture
8.is a self introduction to promote yourself and to be able to sell yourself successfully.
a) Sales letter b) Goodwill letter
c) Report d) Curriculum vitae

9. It is a form of oral communication in which a person shares factual information with a particular audience.
- a) Lecture b) Discussion
c) Presentation d) Explanation
10.is a mental process of evaluation of thought content in terms of relative importance of ideas in the context of total message.
- a) Halo effect b) Cognitive Dissonance
c) Slant d) Abstracting
11. A report which analyses the facts, draws conclusions and make recommendations is
- a) Investigative b) Informative
c) Special reports d) Routine reports
12. A concise and accurate official record of the decision taken at the meeting of the company:
- a) Notice b) Agenda
c) Memo d) Minutes
13. Is the optional section at the end of the report, and includes highly specialized information that may still be of interest to the reader.
- a) Bibliography b) Appendix
c) Conclusion d) Footnotes
14. Ais properly dated, is written in a direct style and is as brief as possible
- a) Short report b) Agenda
c) Notice d) Memo
15. It is used in presentations to show the comparison between work that has been scheduled and work that has actually been accomplished in relation to time.
- a) A single line graph b) Gantt chart
c) Pictograms d) Pie charts
16. A non-verbal message conveyed through bodily movements is known as:
- a) Conscious movement b) Kinesics
c) Leakage d) Meta communication
17.consists of very informal words, phrases or meanings not regarded as standard and often used by a specific profession, class and so on:
- a) Colloquialism b) Slang
c) Regional words d) Semi-formal tones
18. The process of communication passes through.....stages:
- a) Seven b) Four
c) Five d) Six
19. A.....is a written account of real or simulated managerial problems, dilemmas and situations calling for solutions :
- a) Letter b) Report
b) Case d) Notice
20. Case studies which describe and illustrate an organizations experience and efforts to overcome different problems and situations are.....cases.
- a) Cases in detail b) Factual cases
c) Theoretical cases d) Identical cases

PART II

(30)

- Q.2 Write a letter to a candidate who has appeared for an interview and has been short listed to report ?

Or

You have arranged a dinner for your important clients in connection with the visit of your general manager. Draft a suitable invitation letter.

- Q.3 As the accountant of your company you have been asked by your director to prepare a report to examine the desirability of introducing accounting machines in your department. State the purpose of such machines and their advantages which you will put before your director.

Or

Write a formal report as a marketing manager to your company's Vice-President marketing on the reasons you have investigated for the sudden fall in demand for your products. You can assume the place, company and product

PART III

(12½ x 4)

- Q.4 In business communication courtesy and clarity are as important as conciseness and completeness. Discuss ?

Or

What is the objective of interviews ? List out the various types of interviews relevant to a business organization ?

- Q.5 "When you lack confidence in a situation that your body language will shout out to others that you are unsure of yourself !" Discuss some of the ways in which your body language will betray your lack of confidence?

Or

Our normal conversation is filled with error. Typically it is crude and awkward. So why make out writing sound conversational. Discuss ?

- Q.6 Discuss the various forms of a business letter and state with reasons which one of them is most desirable ?

Or

What are the academics benefit of a case study and what abilities are involved in analyzing a case ?

- Q.7 Often it is difficult to know where to begin when you are preparing a presentation. what do you think is the first thing you should consider and why ?

Or

Why do we need meeting ? What are the necessary steps to be taken before calling a meeting ?