

# CENTRAL UNIVERSITY OF HARYANA

Term End Examinations (Reappear) March 2023

**Programme: MBA**

**Session: 2022-23**

**Semester: 1st**

**Max. Time: 3 Hours**

**Course Title: Business Environment (Reappear)**

**Max. Marks: 70**

**Course Code: SLM MGT 01 102 GEC 3104**

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## **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is concept of business environment? Explain with example.
- b) What are vision and mission for business? Explain with examples.
- c) What is difference between macro and micro environment? Explain.
- d) Can population size impact the business environment? Explain with example.
- e) What is society? How can it influence business?
- f) What do you mean by the economic condition of a country? Can it influence the business?
- g) How can climate change impact the business environment? Explain.

Q 2. (2X7=14)

- a) What is the importance of customers and suppliers in external environment? How can they influence the functioning of a business? Explain with example.
- b) What is organizational structure? Discuss its importance and relevance in business environment. Explain with examples.
- c) How do you differentiate internal environment from external environment? Which one of these two is more difficult to handle for a business and why? Explain.

Q3. (2X7=14)

- a) What is demographic environment? Why should a business be considerate about it? How can it impact a business? Explain with example.
- b) Why political environment is given importance in business? What will happen if political environment is not considered while formulating the business strategy?
- c) How income level of residents of a nation impacts the business environment of that country? Explain your answer by giving at least two examples.



Q 4.

(2X7=14)

- a) Is understanding of culture important for business? If yes, why? If no, why not?  
Explain with examples.
- b) What is globalization and liberalization? How globalization and liberalization has impacted the business environment? Highlight any two positive changes liberalization and privatization has brought in businesses.
- c) What is concept of social environment? How can it impact business? What will happen if social environment is not taken in consideration in business?

Q 5.

(2X7=14)

- a) How technological advancements can impact the functioning of any business?  
Highlight any two examples where companies have benefited by keeping them updated with the technology
- b) Why sustainability is important in business practices? How can sustainability be attained in a highly dynamic business environment?
- c) What is legal environment? Explain its importance. Highlight any two examples where companies have benefited by keeping them updated with the technology.



# CENTRAL UNIVERSITY OF HARYANA

Term End Examinations March 2023

**Programme: MBA**

**Session: 2022-23**

**Semester: First**

**Max. Time: 3 Hours**

**Course Title: Business Statistics and Research Methods**

**Max. Marks: 70**

**Course Code: SLM MGT 01 104 C 3104**

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## **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Why Business Research is required? How do you see business without research?
- b) How do you differentiate probability and non-probability sampling techniques?  
Explain with examples.
- c) In which situation would you recommend the use of secondary data in research?  
Explain.
- d) What are syndicate services in primary data? Give examples.
- e) Differentiate reliability and validity? Discuss their importance.
- f) Discuss any two assumptions of regression analysis with its relevance.
- g) Discuss the relevance of research report in business research.

Q 2. (2X7=14)

- a) It is said about research that it helps in improved decision making. Do you agree with this statement? If Yes, Why? If no, why not? Explain with examples.
- b) In which situations would you recommend the exploratory and descriptive research and why? Explain your answer by giving relevant examples.
- c) Many people argue that pure research do not have much of the relevance as it is not solving any immediate problem. Do you agree with this? If yes, why? If no, why not? Explain with examples.

Q3. (2X7=14)

- a) Which type of data is usually collected in business research – survey data or experimental data? Give reasons for your choice. Explain with examples.
- b) Differentiate four types of scales in detail with examples. Which type of scale should be used in which situation?

- c) Why it is recommended to have multi-items in a questionnaire and avoid single-item measures? What happens if single-item measures are used in place of multi-item measures? Explain with examples.

Q 4.

(2X7=14)

- a) In which situation would you recommend use of focus groups? What difference you visualize if focus group is not used in this situation? Explain with examples.
- b) Why do we have three measures of central tendency? Was not one enough? In which situation would you recommend to use which type of central tendency? Explain with examples.
- c) What are projective tests? Are they better than survey methods? Give reasons and examples for your answer.

Q 5.

(2X7=14)

- a) What is concept of hypothesis testing? How is it relevant in research? Explain your answer.
- b) In which cases would you recommend the use of ANOVA? Discuss the logical sequence of application of ANOVA with relevance of each step.
- c) Discuss the relevance of factor analysis in research. Why and when do we need it? How do you see analysis without factor analysis? Explain with example.

**CENTRAL UNIVERSITY OF HARYANA**

Term End Examinations, March 2023

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<b>Programme:</b> MBA	<b>Session:</b> 2022-23
<b>Semester:</b> First	<b>Max. Time:</b> 3 Hours
<b>Course Title:</b> Personality Development and Communication Skills	<b>Max. Marks:</b> 70
<b>Course Code:</b> SLMMGT 01 105 C 3104	

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**Instructions:**

1. Question Number 1 has seven sub parts and students need to answer any four. Each sub part carries three and half marks.
2. Question Number 2 to 5 have three sub parts and students need to answer any two of each question. Each sub part carries seven marks.

**Question No. 1**

- a) Differentiate *perception* from *attitude* with the help of suitable examples.
- b) Write a short note on *Social Learning theory*.
- c) *Self-motivation is the key to success*. Do you agree with this statement? Justify your view point.
- d) Discuss the major 4Ps which can help to improve the presentation skills.
- e) List out some of the ways to strengthen *verbal communication* in organisations.
- f) How *extempore* is different from *debate*? Justify with your views.
- g) *Circular and memorandum are two sides of same coin*? Do you agree with this? Justify.

**Question No. 2**

- a) Discuss the psychological factors which affect the behavior of individuals in the organisations. Also briefly explain its repercussions on the organizational performance.
- b) What do you understand by personality of an individual? Discuss various types of personality which have been observed by the psychologists. Which one you feel is the best amongst all and why?
- c) Write an essay on the model *Johari Window*.

**Question No. 3**

- a) What do you understand by professionalism? Discuss the role and influence of professionalism in the growth of individuals as well as organizations. Cite few examples of highly professional organisations which might have influenced you.

- b) Define and discuss the term *Team Dynamics*. Also explain the skills needed for effective teamwork in the organisations.
- c) Differentiate *positive conflict* from *negative conflict* and elaborate various stages of conflict, Give suitable examples to justify your answer.

**Question No. 4**

- a) How *verbal communication* is different from *non-verbal communication*? According to you, which one of the above communication is more effective and why? Justify.
- b) Write short note on the following: i) Role Play      ii) Quiz
- c) Discuss the importance of oral communication in the organisations and briefly explain the major techniques to improve and strengthen it at personal as well as at organizational level.

**Question No. 5**

- a) You are the HR Manager of a company and going to publish the monthly newsletter of the company. Write a *notice* to all the departments of the company inviting to submit write-ups for the newsletter.
- b) Define and discuss how a *circular* is different from a *notice*. Draft a sample circular to inform the employees of your organisation about the revised working hours of the company.
- c) You are the Personal Assistant to CEO of the company. Write an email to all the departmental heads about an urgent meeting to be chaired by CEO. Also in the capacity of Marketing Head, write an answer to the same mail about your inability to attend the meeting.



**CENTRAL UNIVERSITY OF HARYANA**

Term End Examinations, March 2023

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<b>Programme:</b> MBA	<b>Session:</b> 2022-23
<b>Semester:</b> I	<b>Max. Time:</b> 3 Hours
<b>Course Title:</b> Personality Development and Communication Skills	<b>Max. Marks:</b> 70
<b>Course Code:</b> SLMMGT 01 105 C 3104	

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## CENTRAL UNIVERSITY OF HARYANA

Jant- Pali, Mahendergarh (Haryana)

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<b>Name of Examination</b>	M B A (Term End Examination: March 2023)
<b>Year &amp; Session</b>	2022--24 ; Semester-I
<b>Course</b>	Managerial Economics
<b>Course Code</b>	SLM MGT 01 102 C 3104
<b>Time</b>	3 hours
<b>Max. Marks</b>	70

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**Note:** 1. *Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.*

2. *Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.*

Q.1

- a) Compare the shape of MR and AR curve in monopoly
- b) Name few commodities whose elasticity of demand is least.
- c) Explain the concept of agency problem.
- d) Differentiate micro and macroeconomics.
- e) Explain the concept of consumer equilibrium.
- f) What is the shape of supply curve and reasons for the same?
- g) What do you mean by marginal rate of technical substitution?

Q 2

- a) Suppose you are CEO of an Indian MNC, how you will apply knowledge of managerial economics in your decision making?
- b) What is the concept of agency problem? How will you resolve such problems in your company?
- c) Define law of diminishing marginal utility. Discuss its assumptions and limitations with examples.

Q 3

- a) What is elasticity of demand? Explain different degrees of elasticity of demand with suitable example and diagrams.
- b) Explain law of demand. Discuss various assumptions and limitations of law of demand.

c) Define demand forecasting. Discuss different methods of demand forecasting.

Q 4

a) Define economies of scale. Discuss various reasons for economies of scale.

b) Explain laws of return to a factor. Discuss various laws of return to a factor with suitable examples.

c) Define production function. Discuss nature of different factors of production.

Q 5

a) Explain the concept of consumer protection. Discuss different rights of a consumer as per recent law.

b) Explain the price and output determination in perfect competition market with suitable data and diagram.

c) Write a detailed note on phenomenon of liberalisation, privatisation and globalisation in Indian economy in view of present context.

**CENTRAL UNIVERSITY OF HARYANA**  
Jant- Pali, Mahendergarh (Haryana)

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<b>Name of Examination</b>	M B A (Term End Examination: March 2023)
<b>Year &amp; Session</b>	2022--24 ; Semester-I
<b>Course</b>	Managerial Economics
<b>Course Code</b>	SLM MGT 01 102 C 3104
<b>Time</b>	3 hours
<b>Max. Marks</b>	70

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**Note:** *1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.*

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- e) Explain the concept of consumer equilibrium.
- f) What is the shape of supply curve and reasons for the same?
- g) What do you mean by marginal rate of technical substitution?

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- a) Suppose you are CEO of an Indian MNC, how you will apply knowledge of managerial economics in your decision making?
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- a) What is elasticity of demand? Explain different degrees of elasticity of demand with suitable example and diagrams.
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- a) Define economies of scale. Discuss various reasons for economies of scale.



- b) Explain laws of return to a factor. Discuss various laws of return to a factor with suitable examples.
- c) Define production function. Discuss nature of different factors of production.

Q 5

- a) Explain the concept of consumer protection. Discuss different rights of a consumer as per recent law.
- b) Explain the price and output determination in perfect competition market with suitable data and diagram.
- c) Write a detailed note on phenomenon of liberalisation, privatisation and globalisation in Indian economy in view of present context.





**CENTRAL UNIVERSITY OF HARYANA**  
**First Semester Term End Examinations, March , 2023**

**Programme: Master of Business Administration (MBA)**

**Semester: First**

**Course Title: Financial and Management Accounting**

**Course Code: SLM MGT 01 103 C3104**

**Max. Time: 3 Max.**

**Marks: 70 Hours**

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**Instructions:**

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.
2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

**Question 1:** Write short notes on the following:

1. Current Assets and Current Liabilities
2. Historical Cost Concept
3. Cost Accounting versus Financial Accounting
4. Nominal Accounts
5. Break-even Point
6. Fixed Cost versus Variable Cost.
7. Current Ratio

**Question 2:**

1. Explain the role of Financial Accounting for various stakeholders and what are the various limitations related to it?
2. Define the term 'Account' and name the type of Accounts? Also explain with examples.
3. Differentiate between Cost accounting, Management Accounting and Financial Accounting?

**Question 3:**

1. Distinguish between Ledger and Journal.
2. Journalise the following transactions in the books of Mr. Roy 2013

**April 1** He started business with a capital of – Plant 10,000, Bank 8,000, Stock 12,000

**April 2** Bought furniture for resale 5,000

**April 3** Bought furniture for Office decoration 3,000

**April 3** Paid rent out of personal cash for 2,000

**April 8** Sold furniture out of those for resale 6,000

**April 12** Paid Salary to Mr. X for 1,200

**April 15** Purchased goods from Mr. Mukherjee for cash 3,000

**April 18** Sold goods to Mr. Sen on credit for 8,000

**April 20** Mr. Sen returned goods valued 1,000

**April 22** Received cash from Mr. Sen of 6,500 in full settlement

**April 28** Bought goods from Mr. Bose on credit for 5,000

**April 30** Returned goods to Mr. Bose of 500 and paid to Mr. Bose 4,000 in full settlement.

3. What is GAAP? Explain the various Accounting Principles and Conventions?

**Question 4:**

1. What is a Balance Sheet? Describe the revised Performa of Balance Sheet stated in Schedule VI?
2. The current ratio provides a better measure of overall liquidity only when a firm's inventory cannot easily be converted into cash. If inventory is liquid, the quick ratio is a preferred measure of overall liquidity. Explain.
3. Differentiate between Cash Flow and Fund Flow Statement?

**Question 5:**

1. "Marginal costing is not a system of costing such as process costing, job costing, operating costing, etc. but a technique which is concerned with the changes in costs and profits resulting from changes in the volume of output". Comment on the statement.
2. Differentiate between the traditional Budgeting and Zero base Budgeting. Which one is more effective and why ?
3. Describe the steps involved in Budgetary Control technique?

**CENTRAL UNIVERSITY OF HARYANA**

Term End Examinations, March 2023

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<b>Programme:</b> MBA	<b>Session:</b> 2022-23
<b>Semester:</b> First	<b>Max. Time:</b> 3 Hours
<b>Course Title:</b> Principles of Management	<b>Max. Marks:</b> 70
<b>Course Code:</b> SLM MGT 01 101 C 3104	

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**Instructions:**

1. Question Number 1 has seven sub parts and students need to answer any four. Each sub part carries three and half marks.
2. Question Number 2 to 5 have three sub parts and students need to answer any two of each question. Each sub part carries seven marks.

**Question No. 1**

- a) Write short note on the *History of Management Thought*.
- b) How *size and complexity* are related in business organisations? Justify.
- c) Differentiate *monitoring* from *evaluation* with the help of relevant examples.
- d) *Power is the capacity to command*. Comment on this statement by citing examples.
- e) Distinguish *programmed decisions* from *non-programmed decisions* by citing suitable examples.
- f) Write short note on *Reinforcement Theory of Motivation*.
- g) How *transformational leaders* are different from *transactional leaders*? Comment.

**Question No. 2**

- a) Discuss the contribution of F.W. Taylor in the development of management thoughts. Also describe the reason for criticism of his contribution.
- b) Who propounded the concept 'Bottom of Pyramid'? Write a detailed note about its essence and contribution in context of business growth and opportunities.
- c) Discuss and explain the elements of *micro* as well as *macro* environment that directly or indirectly affects the performance of organisations.

**Question No. 3**

- a) Distinguish efficiency from effectiveness and elucidate their relationship through a diagram and impact on organizational performance. Support your answer with an industry based example.

- b) Discuss the meaning and essence of organizational structure. Also diagrammatically explain some of the prominent structures used by leading business organisations.
- c) Write a detailed note on the principles of management propounded by Henri Fayol.

**Question No. 4**

- a) Write a detailed note on the Alderfer's ERG theory of motivation.
- b) Discuss the importance of delegation in the organisations and explain the obstacles which may come on the way to effective implementation of delegation. Also suggest the ways to overcome such obstacles.
- c) What are the basic factors which led to the development of BCG Matrix? Discuss whether this model can be applied in contemporary business environment or not. Justify.

**Question No. 5**

- a) Discuss and elaborate the *Managerial Grid Theory of Leadership*.
- b) Throw light on the possible patterns of communication in the organisations and also explain which pattern is most suitable in present business scenario and why.
- c) Discuss the contribution of C.K. Prahalad in the field of management.