

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS**  
**UNIVERSITY EXAM SUMMER 2024 EXAMINATION TIME TABLE**  
**UG & PG REGULAR REMEDIAL SEMESTER-2 AND UG & PG REMEDIAL SEMESTER 1 (OLD & NEP)**

Sr. No	Date	TIMINGS	Subject Name and Class							
			BA(H) NEP SEM - 2 REGULAR	BBA(H) NEP SEM - 2 REGULAR & REMEDIAL	BA(H) NEP SEM-1 REMEDIAL	BBA(H) NEP SEM-1 REMEDIAL	BBA OLD SEM-1 REMEDIAL	BCOM OLD SEM 1 REMEDIAL	MBA SEM - 1 (NEW SCHEME) REMEDIAL	MBA SEM - 1 (OLD SCHEME) REMEDIAL
1	01-07-2024	10:30 AM to 12:30 PM	History of English Literature (BA230201)	Organisational Behaviour (BBA230201)	----	----	----	----		
	MONDAY	2:00 PM to 4:00 PM		----	Introduction To Psychology (BA230102)	Principles of Management (BBA230101)	Orientation Program in Start-up and Entrepreneurship** (12300009)	Orientation Program in Start-up and Entrepreneurship** (12300009)	Principles and Practices of Management (MBA102PPM)	Principles of Management (16040104)
2	02-07-2024	10:30 AM to 12:30 PM	Social Psychology (BA230202)	Fundamentals of Economics (BBA230202)	----	----	----	----		
	TUESDAY	2:00 PM to 4:00 PM		----	Fundamentals of Economics (BA230103)	Financial Accounting (BBA230102)	Principles of Management (14020101)	Principles of Management (14020101)	Marketing Management (MBA103MM)	Marketing Management (16040108)
3	03-07-2024	10:30 AM to 12:30 PM	Mathematical Methods of Economics-I (BA230203)	Financial Management (BBA230203)	----	----	----	----		
	WEDNESDAY	2:00 PM to 4:00 PM		----		Marketing Management (BBA230103)	Principles of Micro Economics (14020102)	Principles of Micro Economics (14020102)	Organization Behaviour (MBA104ORB)	Organization Behaviour (16040105)
4	04-07-2024	10:30 AM to 12:30 PM	Foundation in Statistical Methods (BA230204)	Foundation in Statistical Methods (BBA230204)		----	----	----		
	THURSDAY	2:00 PM to 4:00 PM		----	Office Automation (BA230104)	Office Automation (BBA230104)	Business Mathematics (14020103)	Business Mathematics (14020103)	Production and Operation Management (MBA105POM)	Business Research Methods (16040116)
5	05-07-2024	10:30 AM to 12:30 PM	Logical and Critical Thinking (AEC230202)	Logical and Critical Thinking** (AEC230202)		----	----	----		
	FRIDAY	2:00 PM to 4:00 PM		----		Communication Skills** (AEC230101)	----	Financial Accounting (14010107)	Accounting For Managers (MBA106AFM)	Financial Statement Analysis (16040107)
6	08-07-2024	10:30 AM to 12:30 PM	Identifying Entrepreneurial Opportunities (SEC230202)	Identifying Entrepreneurial Opportunities** (SEC230202)		----	----	----		
	MONDAY	2:00 PM to 4:00 PM		----		Foundation of Entrepreneurship** (SEC230101)	----	----	Entrepreneurship and Startups (MBA107EAS)	Managerial Economics (16040105)
7	09-07-2024	10:30 AM to 12:30 PM	Environmental Studies (VAC230201)	Environmental Studies** (VAC230201)		----	----	----		
	TUESDAY	2:00 PM to 4:00 PM		----		Indian Economy & Business Model (IKS230101)	General Business Awareness-1* (16040103)	General Business Awareness-1* (16040103)	Managerial Economics (MBA101MAE)	General Business Awareness-1* (16040103)
8	10-07-2024	10:30 AM to 12:30 PM					Computing Skills* (16040102)			Computing Skills* (16040102)
	WEDNESDAY	2:00 PM to 4:00 PM					Soft Skills* (16040101)			Soft Skills* (16040101)

NOTE: \* is the indication of Practical/Presentation/Viva based examination in the particular subject  
 \*\* is the indication of Combined subject with other courses/department and They may be practical or theory.





SWARNIM STARTUP & INNOVATION UNIVERSITY				
SWARNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS				
UNIVERSITY EXAM SUMMER 2024 EXAMINATION TIME TABLE				
UG & PG OLD REMEDIAL SEMESTER-2 (OLD SCHEME)				
Sr. No	Date	TIMINGS	Subject Name and Class	
			BCOM OLD SEM 2 REMEDIAL	BBA OLD SEM 2 REMEDIAL
1	01-07-2024	10:30 AM to 12:30 PM	Principles of Macro Economics (14010201)	Principles of Macro Economics (14020201)
	MONDAY			
2	02-07-2024	10:30 AM to 12:30 PM	Business Statistics (14010202)	Marketing Management (14020202)
	TUESDAY			
3	03-07-2024	10:30 AM to 12:30 PM	Elements of Commerce (14010203)	Management Accounting
	WEDNESDAY			
4	04-07-2024	10:30 AM to 12:30 PM	Auditing (14010204)	Organizational Behavior (14020204)
	THURSDAY			
5	05-07-2024	10:30 AM to 12:30 PM	Management accounting (14010205)	Corporate Social Responsibility (14020205)
	FRIDAY			
6	08-07-2024	10:30 AM to 12:30 PM	Corporate Social Responsibility (14010206)	Communication Skills - 2 (14020206)
	MONDAY			
7	09-07-2024	10:30 AM to 12:30 PM	Basic Program in Entrepreneurship (12300010)	Basic Program in Entrepreneurship (12300010)
	TUESDAY			
8	10-07-2024	10:30 AM to 12:30 PM		Summer Internship - 1 (14020207)*
	WEDNESDAY			

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

Swarnim School of Management, Commerce and Liberal Arts

**MBA – SEMESTER 1(NEW)**

**UNIVERSITY REMEDIAL EXAMINATION –SUMMER 2024**

**Date: 18/06/2024**

**Subject Code: MBA101MAE**

**Subject Name: Managerial Economics**

**Time: 2:00PM-4:00 PM**

**Total Marks: 50**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

<b>Q.1</b>	<b>Objective Questions</b>	<b>05</b>	
<b>(a)</b>			
1.	National Income is: a) The total income earned by all individuals in a country. b) The total income earned by all firms in a country. c) The total income earned by all individuals and firms in a country. d) The total income earned by all factors of production in a country.		C5
2.	Which phase of the business cycle is characterized by high levels of economic activity, increased consumer spending, and low unemployment rates? a) Trough b) Expansion c) Peak d) Recession		C5
3.	The Law of Demand assumes which of the following to remain constant? a) Consumer preferences b) Income of consumers c) Price of substitutes d) All of the above		C2
4.	The main aim of liberalization, privatization, and globalization is to: a) Centralize economic power in the hands of the government. b) Enhance economic growth and efficiency through market-oriented policies. c) Limit international trade for domestic self-sufficiency. d) Encourage state control over the means of production.		C5
5.	Which of the following is a microeconomics issue? a) Inflation rate b) Unemployment in the economy c) Price determination of a specific good d) GDP growth rate		C1
<b>Q.1</b>	<b>Define the following term</b>	<b>05</b>	
<b>(b)</b>			
1.	Kinked Demand Curve		C5
2.	Isocost Curve		C3
3.	Expand NNP		C2
4.	Globalization		C5
5.	Duopoly		C4
<b>Q.2</b>	<b>Any two out of three</b>		
<b>(a)</b>	Explain the various phases of the business cycle? What distinguishes each phase from the others?	<b>5</b>	C5



(b)	Explain the difference between gross national product (GNP), gross domestic product (GDP). How do these metrics differ in their calculations and significance?	5																										
(c)	In this competitive world, managerial economics bridges the gap between economic theory and business practice – Discuss.	5	C1																									
Q.3	Any two out of three	5	C2																									
(a)	What are Inferior Goods? Write two cases where of demand curve slopes upward.	5	C4																									
(b)	Discuss the various methods of measuring national income	5	C1																									
(c)	Differentiate between Macro and Micro Economics with examples.																											
Q.4	Any two out of three	5	C2																									
(a)	Discuss the main determinants of a cost function and also state the relationship between production & cost in the short-run.	5	C3																									
(b)	Explain the relationships between different cost curves, such as total cost, average cost, and marginal cost.																											
(c)	What are key differences between perfect competition and monopolistic competition? Explain with examples.	5	C4																									
Q.5	<p>Case Study:</p> <table border="1"> <thead> <tr> <th>Commodity</th> <th>Original Price</th> <th>New Price</th> <th>Original Demand</th> <th>New De</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>14</td> <td>16</td> <td>54</td> <td>49</td> </tr> <tr> <td>B</td> <td>6</td> <td>9</td> <td>14</td> <td>12</td> </tr> <tr> <td>C</td> <td>96</td> <td>100</td> <td>44</td> <td>39</td> </tr> <tr> <td>D</td> <td>10</td> <td>8</td> <td>29</td> <td>34</td> </tr> </tbody> </table> <p>Questions:</p> <p>(a) Calculate price elasticity demand for A, B, C, D.</p> <p>(b) Which commodity has more elasticity of demand and which commodity has less elasticity of demand?</p>	Commodity	Original Price	New Price	Original Demand	New De	A	14	16	54	49	B	6	9	14	12	C	96	100	44	39	D	10	8	29	34	10	C2
Commodity	Original Price	New Price	Original Demand	New De																								
A	14	16	54	49																								
B	6	9	14	12																								
C	96	100	44	39																								
D	10	8	29	34																								

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**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS**  
**BBA-(H) SEMESTER-1 REMEDIAL EXAMINATION – SUMMER- 2024**

Subject Code: IKS230101

Date: 18/06/2024

Subject Name: Indian Economy & Business Model

Total Marks: 25

Time: 2:00 to 3:00

Instructions:

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Q.1	Objective Question (MCQ)	MARKS	CO (Course Outcomes)
		05	
1.	Which one is a contributor in Indian GDP during 0 CE? A. Automobile B. Science & Technology C. Cement D. All of the above		C1
2.	Role of _____ plays vital role in contributing funds in Indian Businesses. A. Mothers/Grand mothers B. Wives C. Sisters D. All of the above		C3
3.	Foreign traveler noted _____ crop/crops in a year in India A. One B. Two C. Three D. More than three		C1
4.	For classical India, state or society tolerating the hunger of even a single individual is a _____ A. Unthinkable sin B. Punishable crime C. Both D. None of the above		C1
5.	In the Indian business system, most of the funds are generated by _____ A. Unorganized sector B. Organized Sector C. Government D. Banking System		C3
Q.2	Any two out of three		
	(a) Discuss GDP of India and other Countries between 1700 to 1950	05	C1
	(b) Ethics in ancient economical condition	05	C1
	(c) List out features of western economic models and explain in brief	05	C2
Q.3	Any two out of three		
	(a) Write a note on: Socialism	05	C2
	(b) List out all Features of Indian Business Models & explain in brief	05	C3
	(c) Discuss India as an Economic power in 21st Century	05	C3



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**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
Swarnnim School of Management, Commerce and Liberal Arts  
BA/BBA/BCA/BSCIT-SEMESTER II  
UNIVERSITY EXAMINATION – SUMMER 2024

Date: 09/07/2024

Subject Code: VAC230201

Subject Name: Environmental Studies

Total Marks: 25

Time: 1 Hour

Instructions:

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Que. No.		Marks	CO (Course Outcomes)
		05	
<b>Q.1 Objective Questions (MCQ)</b>			<b>C3</b>
1	The uses of CFCs are - a) Insulators c) Refrigerants	b) Aerosol propellants d) All of the above	<b>C1</b>
2	The First layer in Atmosphere is... a) Stratosphere c) Ozone Layer	b) Mesosphere d) Troposphere	<b>C2</b>
3	The Degradation of Forest called a) Deforestation c) Both of these	b) Desertification d) None of the above	<b>C3</b>
4	Nitrogen Gas Available in the Atmosphere in ____ % a) 68% c) 28%	b) 78 % d) 70 %	<b>C2</b>
5	Who coined Term of Ecology a) Ernst Haeckel c) Thomas Carlyle	b) AG Tansley d) None of the above	
<b>Q.2 Any two out of three</b>		<b>05</b>	<b>C1</b>
(a)	What is Environment? Kindly brief the Atmosphere component.	<b>05</b>	<b>C2</b>
(b)	What is Eutrophication	<b>05</b>	<b>C1</b>
(c)	Explain Causes of Deforestation		
<b>Q.3 Any two out of three</b>		<b>05</b>	<b>C1</b>
(a)	Explain in detail of Water Pollution.	<b>05</b>	<b>C3</b>
(b)	Write in detail about Global Warning	<b>05</b>	<b>C2</b>
(c)	Malthusian Theory		

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Seat No.: \_\_\_\_\_

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**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL OF BUSINESS**

BBA/BCOM - SEMESTER- 2<sup>nd</sup> REMEDIAL UNIVERSITY EXAMINATION - SUMMER 2024

Subject Code: 12300010

Date: 16/06/2024

Subject Name: Basic Program in Entrepreneurship

Total Marks: 50

Time: 02.00pm to 04.00pm

Instructions:

1. Answers to Question No. 1 is compulsory. Attempt any Four (4) from remaining Six (6) questions.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

**Q.1 (a) Objective Question (MCQ)**

**MARKS**  
**05**

1. The function of entrepreneur are:  
A. To imagine a business idea B. To study project feasibility  
C. To setup enterprise D. All the above
2. .... refers to identifying, defining and making a representation of new process to support the current business.  
A. Design B. Modeling C. Execute D. Optimization
3. Which of these is not a type of entrepreneurship?  
A. Small business entrepreneurship B. Scalable entrepreneurship  
C. Large scale entrepreneurship D. Intrapreneurship
4. Which of these is the first activity of a new business?  
A. Departure point B. Goal Orientation  
C. Business skill development D. None of the above
5. Under the ..... business model a company buy a product from Seller.  
A. Leasing B. franchise C. marketing D. Premium

**05**

**(b) Objective Question (MCQ)**

1. The use of informal networks by entrepreneurs to gather information is known as .....  
A. Secondary research. B. Entrepreneurial networking. C. Informal parameters. D. Marketing
2. Good sources of information for an entrepreneur about competitors can be obtained from .....  
A. Websites. B. Product information leaflets. C. Company reports and published accounts.  
D. All the above.
3. In Scamper P stand for .....  
A. Put in another way B. Put to another use C. Put to other D. Put to scamper
4. Sources of idea Generation are ..... And ..... From where you get your idea.  
A. People and promotion B. People and Places C. People and plan  
D. People and idea
5. The purpose of all good small business strategy is .....  
A. to increase turnover. B. to increase profitability.  
C. to achieve competitive advantage. D. to achieve stated objectives.

**Q.2 (a) Write Down Creative Problem-Solving Tools? Explain all Points**

**05**

**(b) What is the meaning of scamper? Explain all Points.**

**05**

**Q.3 (a) What is Feasibility Analysis?**

**(b) Explain types of Feasibility Analysis.**

**Q.4 (a) What is Mind Mapping? Explain.**

**05**

**(b) How to write effective business model.**

**05**

**Q.5 (a) Explain Creative Problem-Solving and Design Thinking**

**05**

**(b) Explain Brainstorming.**

**05**

**Q.6 (a) How to write a business overview with example**

**05**

**(b) Explain Reverse Thinking.**

**05**

**Q.7 (a) Explain Market Research?**

**05**

**(b) Write down types of Market Research.**

**05**



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS**  
**SMCLA SEMESTER-1 REMEDIAL EXAMINATION -SUMMER 2024**

**Date: 17/06/2024**

**Subject Code: SEC230101**

**Subject Name: Foundation of Entrepreneurship**

**Total Marks: 25**

**Time: 02:00 PM TO 04:00 PM**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Q.1	Objective Question (MCQ)	MARKS	CO (Course Outcomes)
		<b>05</b>	
			<b>C1</b>
	1. Entrepreneur takes ----- risk. a. Calculated/ Moderate b. High c. Low d. None of the above		
	2. Social and economic development of a nation is the result of ----- a. Entrepreneur b. Operation c. Planning d. Government		<b>C1</b>
	3. The future of entrepreneurial ecosystem in India is ----- a. In dark b. Bright c. In difficult d. none of the above		<b>C1</b>
	4. What is the process by which individuals pursue opportunities without regard to resources they currently control? a. Start Up Management b. Entrepreneurship c. Financial Analysis d. Feasibility Planning		<b>C1</b>
	5. The term ' entrepreneur' has its origin in French word '-----' which basically means taker or go between. a. Entreprenre b. Entamer c. Argent d. None of these		<b>C1</b>
<b>Q.2</b>	<b>Any two out of three</b>		
	(a) Define and elaborate the concept of Intrapreneurship?	<b>05</b>	<b>C1</b>
	(b) Explain Character sticks/Traits of successful Entrepreneurs.	<b>05</b>	<b>C2</b>
	(c) Discuss need for studying characteristics/Traits of Entrepreneurs.	<b>05</b>	<b>C2</b>
<b>Q.3</b>	<b>Any two out of three</b>		
	(a) Define Types of Entrepreneurs and issues & Problems in entrepreneurs.	<b>05</b>	<b>C1</b>
	(b) Meaning and role of an Entrepreneur involves. Discuss	<b>05</b>	<b>C1</b>
	(c) Discuss Myths related to Entrepreneurship	<b>05</b>	<b>C2</b>



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

Swarnim School of Management, Commerce and Liberal Arts

MBA – SEMESTER (I)

UNIVERSITY EXAMINATION (REMEDIAL) – SUMMER 2024

Date: 17/06/ 2024

Subject Code: MBA107EAS

Subject Name: Entrepreneurship and Startups

Total Marks: 50

Time: 2 Hours

Instructions:

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

**Q.1 Multiple Choice Question**

Marks  
10  
CO  
(Course  
Outcome)  
1

- i What are the characteristics of startups?  
A. They operate in certain and stable markets  
B. They aim to solve a problem, create value, or disrupt an industry  
C. They require minimal creativity and execution  
D. They avoid competitive markets 1
- ii How does the 'Step-ladder technique' work in brainstorming?  
A. Everyone writes down ideas nonverbally  
B. Team members enter the room one by one to share ideas  
C. Ideas are shared rapidly in a set time frame  
D. All team members contribute one idea in turn 1
- iii Which section of a business plan addresses the question "Who will be your customers?"  
A. Business description  
B. Market analysis  
C. Competitor assessment  
D. Executive summary 1
- iv Which of the following best describes the role of an entrepreneur as defined by Joseph A. Schumpeter?  
A. Risk-bearer  
B. Organizer  
C. Innovator  
D. Investor 1
- v Who are characterized by their great caution and skepticism in experimenting any change?  
A) Drone Entrepreneurs  
B) Fabian Entrepreneurs  
C) Active Partners  
D) Corporate Entrepreneurs 1
- vi In the context of entrepreneurship, what does value creation entail?  
A. Only generating profits  
B. Introducing innovative products and services that contribute to the marketplace  
C. Reducing operational costs  
D. Following traditional business models 1



- vii Why is it important to have knowledge of the relevant tax regime and accounting norms before starting a business in India? 1  
 A) To avoid hiring an accountant  
 B) To ensure compliance and take advantage of tax benefits  
 C) To reduce the need for legal counsel  
 D) To simplify the process of opening a business bank account
- viii What does IEC code stand for in the context of starting a business in India? 1  
 A) Indian Export Code B) Import-Export Code  
 C) International Export Code D) Importer Exporter Code
- ix Which of the following is not listed as a characteristic of entrepreneurship? 1  
 A. Economic activity B. Risk aversion  
 C. Innovation D. Goal-oriented activity
- x What is the significance of having a GST registration for businesses in India? 1  
 A) It grants access to government subsidies for startups  
 B) It allows businesses to import and export goods freely  
 C) It enables businesses to charge and collect Goods and Services Tax (GST) on their sales  
 D) It provides exemption from income tax for a specified period

**Q.2 Any two out of three**

- |   |   |    |   |
|---|---|----|---|
| a | What are the three ways of winding up a company in India, and briefly describe each method?   | 05 | 2 |
| b | Discuss the factors that contribute to the emergence of startup opportunities in various sectors such as technology, healthcare, and agriculture. | 05 | 2 |
| c | Discuss the distinction between creativity and innovation in entrepreneurship. How does creativity serve as a prerequisite for innovation?        | 05 | 3 |

**Q.3 Any two out of three**

- |   |   |    |   |
|---|---|----|---|
| a | What functions do entrepreneurs perform within the entrepreneurial process? | 05 | 1 |
| b | What role do Indian startups play in shaping the Indian economy?            | 05 | 2 |
| c | Describe "Mind Mapping" as a visualization-based brainstorming technique.   | 05 | 2 |

**Q.4 Any two out of three**

- |   |   |    |   |
|---|---|----|---|
| a | Examine the influence of external factors such as regulatory environment and economic conditions on start-up survival and growth. | 05 | 2 |
| b | What are some common legal requirements and approvals necessary for launching a new venture?                                      | 05 | 2 |



- c Imagine you are a strategic advisor to a budding entrepreneur in India. How would you counsel them on potential exit strategies to gracefully conclude their venture if needed? 05 3
- Q.5 Evaluate the role of strategic financial planning in the success of new ventures. Discuss the potential pitfalls and challenges entrepreneurs may encounter when navigating the legal environment for new ventures in India. How can entrepreneurs proactively address these challenges to ensure compliance and minimize legal risks? 10 3 & 4

**OR**

Explore the concept of leadership succession in the context of new ventures, discussing the importance of grooming future leaders and managing transitions effectively to sustain organizational growth and continuity. How can entrepreneurs foster a culture of innovation within their organizations and continuously adapt to changing market demands?



Seat No.: \_\_\_\_\_

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**SWARNIMSTARTUP&INNOVATION UNIVERSITY**

Swarnnim School of Management, Commerce and Liberal Arts

MBA- SEMESTER (1)

UNIVERSITY EXAMINATION (REMEDIAL) – SUMMER2024

Subject Code: MBA106AFM

Date: 14/06/2024

Subject Name: Accounting for Managers

Total Marks: 50

Time: 2.00 PM to 4.00 PM

Instructions:

1. Question 1 and question 5 are compulsory.
2. Attempt any two questions from the Question 2 to Question 4.
3. Figures to the right indicate full marks.
4. Make suitable assumptions wherever necessary & mention them categorically.

Q.1 (a)	Multiple Choice Question	05	CO (Course Outcome) 1
i	Which of the following transactions is a transaction of special nature? (a) Goods purchased of ₹ 5,000 (b) Goods of ₹ 5,000 purchased from 'B' (c) Goods of ₹ 5,000 purchased through cheque (d) Goods destroyed by fire ₹ 5,000		1
ii	Which type of discount is not recorded in the cash book ? (a) None of the given (b) Discount received (c) Discount allowed (d) Trade discount		1
iii	What is sent by the customers along with goods returned by them ? (a) Debit note (b) Credit note (c) Bills receivable (d) Bills payable		1
iv	The matching concept ensures that: (a) Expenses are recorded when paid. (b) Revenue is recorded when received. (c) Expenses are matched with the revenue earned in the same period. (d) Transactions are recorded at the time of settlement.		1
v	Which method of depreciation involves allocating an equal amount of depreciation each year over the useful life of the asset? (a) Written down value method (b) Units of production method (c) Declining balance method (d) D) Straight line method		1
Q.1 (b)	Define the following terms i. Prudence Concept ii. Contribution iii. Rebate Vs Discount iv. Amortization v. Golden rule of accounting	05	1



**Q.2 Any two out of three**

- a From the following transactions, prepare bank and discount columnar cash book of Akhilesh : 05 1

2023

1. July 1 Opening bank overdraft ₹ 13,500.
2. 2<sup>nd</sup> July Goods of ₹ 5,000 sold to Premal, against which he issued a cheque of ₹ 4,950 in full settlement of account, which is immediately deposited in the bank.
3. 8<sup>th</sup> July Goods of ₹ 6,000 purchased and a cheque is issued for the necessary amount.
4. 10<sup>th</sup> July Cheque of ₹ 5,000 is received from Gitaben in full settlement of account of ₹ 5,060. 15 Cheque of ₹ 7,000 issued to Aradhana in full settlement of the debt of ₹ 7,015.
5. 20<sup>th</sup> July Goods of ₹ 16,000 sold to Kajol, for which she issued a cheque of the necessary amount, which is deposited in the bank.
6. 25<sup>th</sup> July Cash of ₹ 2,000 deposited in the bank.
7. 29<sup>th</sup> July Cheque issued by Kajol is dishonoured.

- b Following balances are taken from the books of YogiLal Ltd. on 31-3-2023. Prepare statement indicating equity and liabilities of balance sheet as at 31-3-2023 as per schedule-III of Companies Act, 2013. 05 02

Balance	(₹)
(1) 1,30,000 equity shares of ₹ 5 each	6,50,000
(2) General reserve	70,000
(3) Provident fund	3,60,000
(4) Creditors	86,000
(5) Public deposit	3,26,000
(6) Outstanding rent	13,000
(7) Provision for tax	68,000
(8) Other long-term liabilities	15,000
(9) Temporary loan (Credit balance)	12,000

- c Explain the purpose and components of final accounts for a company. How do these accounts help in assessing the financial performance and position of a company? 05 02

**Q.3 Any two out of three**

- a UV Ltd. presents the following information for November, 2023: Budgeted production of product P = 200 units. Standard consumption of Raw materials = 2 kg. per unit of P. Standard price of material A =Rs. 6 per kg. Actually, 250 units of P were produced and material A was purchased at Rs. 8 per kg and consumed at 1.8 kg per unit of P. Calculate the Material Cost Variances. 05 5

- b What is standard costing and how would you distinguish it from budgetary control? 05 5

- c What is labour variance? Explain the importance of it. 05 5

**Q.4 Any two out of three**

- a What do you mean by marginal costing? Discuss its usefulness and limitations. 05 4
- b What is contribution? How does it helps the management in taking managerial decisions? 05 4



c The cost information supplied by the cost accountant is as follows: 05 4

Sales 2,000 units @ Rs. 10 per unit	Rs. 2,00,000
Variable cost Rs. 6 per unit	Rs. 1,20,000
Contribution	Rs. 80,000
Fixed Cost	Rs. 30,000
Profit	Rs. 50,000

Calculate the (a) new sales quantity and (b) new selling price to earn the same profit if i) Variable cost increases by Rs. 2 per unit  
ii) Fixed cost increase by Rs. 10,000

Q.5 Prepare a Cash Budget from the data given below for a period of six months (July to December) 10 3

(1) Month	Sales (Rs.)	Raw Materials (Rs.)
May	75,000	37,500
June	75,000	37,500
July	1,50,000	52,500
August	2,25,000	3,67,500
September	3,00,000	1,27,500
October	1,50,000	97,500
November	1,50,000	67,500

(2) Collection estimates:

- Within the month of sale: 5%
- During the month following the sale: 80%
- During the second month following the sale: 15%

(3) Payment for raw materials is made in the next month.

(4) Salary Rs. 11,250, Lease payment Rs. 3750, Misc. Exp. Rs. 1150, are paid each month

(5) Monthly Depreciation Rs. 15,000

(6) Income tax Rs. 26,250 each in September and December.

(7) Payment for research in October Rs. 75,000 (8) Opening Balance on 1st July Rs. 55,000

OR

Q.5 Explain the concept of zero base budgeting. Discuss the necessary steps for the success of budgetary control system in an organisation. 10 3



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

**SWARNIM SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS**

**BA/BBA/BCA SEMESTER-1 REPEATER REMEDIAL EXAMINATION – SUMMER- 2024**

Subject Code: AEC230101

Subject Name: Communication Skills

Date: 10/06/2024

Time: 10:00 AM TO 12:00 PM

Total Marks: 25

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

**Q.1**

**Objective Question (MCQ)**

**MARKS**

- |   |    |
|---|----|
| 1. The term communication is derived from _____ word communicate.   | 01 |
| A) Latin    B) Greek    C) Indian    D) China   |    |
| 2. How many types of non-verbal communication?  | 01 |
| A) Three    B) Five    C) Four    D) Eight  |    |
| 3. What is full form of SWOT?   | 01 |
| A) Strengths, Weaknesses, Opportunities and Threats   |    |
| B) Strengths, Weaknesses, Opponent and Trainer  |    |
| C) Strengths, Weaknesses, Opportunities and Technique   |    |
| D) Strengths, Work, Opportunities and Threats   |    |
| 4. _____ is defined as the process by which meanings are perceived and understanding is reached among human beings. | 01 |
| A) Communication  |    |
| B) Message  |    |
| C) Statement  |    |
| D) Language   |    |
| 5. "Communication is an exchange of ideas, facts, opinions and emotion by two or more person" said by               | 01 |
| A) Chappel and Summer   |    |
| B) Keith Davis  |    |
| C) Newman and Summer  |    |
| D) None of the above  |    |

**Q.2 Any two out of three:**

- |  |    |
|--|----|
| (a) Discuss Verbal Communication with examples.                            | 05 |
| (b) Explain 7Cs of effective communication.                                | 05 |
| (c) Explain semantic barriers and psychological barriers in communication. | 05 |



**Q.3 Any two out of three:**

- |   |    |
|---|----|
| (a) Discuss in brief: Kinesics and Proxemics                                      | 05 |
| (b) What is role of the trainer in SWOT analysis?                                 | 05 |
| (c) Discuss the importance of attitude management and power of positive attitude. | 05 |

**\*\*\*Best of Luck\*\*\***



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

**SWARNIM SCHOOL OF BUSINESS**

**MBA – SEMESTER I**

**REMEDIAL EXAMINATION – SUMMER 2024**

**Subject Code: MBA105POM**

**Date: 13/06/2024**

**Subject Name: PRODUCTION AND OPERATIONS MANAGEMENT**

**Total Marks: 50**

**Time: 02:00 PM - 04:00 PM**

**Instructions:**

1. Answers to Question No. 1 is compulsory. Attempt any Four (4) from remaining Six (6) questions.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

**Q.1**

**Objective Question (MCQ)**

**MARKS  
05**

**(a)**

1. In Production Management, at every next level some \_\_\_\_\_ is added to the previous level.
  - a. Income
  - b. Profit
  - c. Loss
  - d. Value
2. Process layout is used for:
  - a. Repetitive processing
  - b. Intermittent processing
  - c. Both (A) and (B)
  - d. Neither (A) nor (B)
3. \_\_\_\_\_ is responsible for all the activities related to production of goods and services.
  - a. Production person
  - b. Production workers
  - c. Production personnel
  - d. Production manager
4. Which of the following is not the characteristic of Project Production?
  - a. Continuous flow of material
  - b. Highly mechanised material handling
  - c. Virtually zero manufacturing cycle time
  - d. All of the above
5. Which of the following functions of an organization consists of all activities directly related to production of a good or service?
  - a. Operations
  - b. Marketing
  - c. Accounting
  - d. Finance



(b)  
1. The competitive advantage in the production function can be achieved through \_\_\_\_\_.

- a. High wastage
- b. More cost
- c. Higher quality
- d. Lowest quantity

2. Production is the process by which raw materials and other inputs are converted in to \_\_\_\_\_.

- a. Finished Product
- b. Services
- c. Satisfaction
- d. Loyalty

3. A \_\_\_\_\_ is something which is offered to customers to satisfy their needs or wants.

- a. Process
- b. Price
- c. Promotion
- d. Product

4. \_\_\_\_\_ is defined as the ratio between output and input

- a. Production
- b. Productivity
- c. Batch production
- d. Job production.

5. All of the following decisions fall within the scope of operations management except for

- a. Financial analysis
- b. Design of products and processes
- c. Location of facilities
- d. Quality management

- |     |  |    |
|-----|--|----|
| Q.2 | (a) What is Production planning and control ?  | 05 |
|     | (b) What is Operations Management ? What are Objectives of Operations Management?  | 05 |
| Q.3 | (a) Explain relationship between product life cycle and process life cycle. Explain Product-Process Matrix with Diagram. | 05 |
|     | (b) Explain in detail Interface between the Operation Systems and Systems of other functional areas.                     | 05 |
| Q.4 | (a) Explain in detail Aggregate planning, advantages and disadvantages.  | 05 |
|     | (b) Explain Maintenance management objectives, Failure concept, and Reliability.   | 05 |
| Q.5 | (a) Explain Quality Control, Quality standard, Quality Circle.   | 05 |
|     | (b) Describe Material Resources Planning; and Manufacturing Resource Planning.   | 05 |
| Q.6 | (a) Explain Quantity Discount Models.  | 05 |
|     | (b) Explain Costs systems of inventory control ABC.  | 05 |
| Q.7 | (a) Explain Economic Order Quantity EOQ.   | 05 |
|     | (b) Write in detail about Operation Characteristics (OC) and its curve diagram.  | 05 |



SeatNo.: \_\_\_\_\_

EnrolmentNo.: \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**Swarnim School of Management, Commerce and Liberal Arts**  
**BBA- SEMESTER-I**

**UNIVERSITY REMEDIAL EXAMINATION-SUMMER 2024**

**Date: 13/06/2024**

**Subject Code: BBA230104**

**Subject Name: - Office Automation**

**Time: 02:00PM to 03:00 PM**

**Total Marks:-25**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Q.1(a)	MCQ	05	COs
	1 The two kinds of main memory are? A) Primary and secondary B) Random and sequential C) ROM and RAM D) All of above		C3
	2 What is the extension of MS-Word file? (A).dot (B).txt (C).xls (D).doc		C4
	3 ROM stands for..... (A) READ ONLY MEMORY (B) READY ONLY MEMORY (C) REAL ONLY MEMORY (D) NONE		C1
	4 The brain of computer is... (A) ALU (B) Control Unit (C) RAM (D) ROM		C1
Q.2	5 To produce high quality graphics (hardcopy) in color, you would want to use a/n (A) RGB monitor (B) Plotter (C) Ink-jet printer (D) Laser printer		C2
	Any two of three		
	(A) Explain block diagram of Computer?	05	C1
	(B) What is output device? Explain one type?	05	C3
Q.3	(C) Difference Between RAM and ROM?	05	C2
	Any two of three		
	(A) How would you add and remove buttons from toolbars in MS Office?	05	C4
	(B) Mention the steps you would take to create calculator in Excel?	05	C4
	(C) How would you convert text to shapes in PowerPoint?	05	C4

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# SWARNIM STARTUP & INNOVATION UNIVERSITY

SWARNIM SCHOOL OF BUSINESS

BBA - SEMESTER- 1<sup>st</sup> REMEDIAL EXAMINATION - SUMMER 2024

Subject Code: 14020103

Date: 13/06/2024

Subject Name: Business Mathematics

Time: 2:00pm To 4:00pm

Total Marks: 50

## Instructions:

1. Answers to Question No. 1 is compulsory. Attempt any Four (4) from remaining Six (6) questions.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

Q.1

### Objective Question (MCQ)

MARKS  
05

(a) Answer in brief of the following

1. If Two Matrices A & B then  $AB \underline{\hspace{1cm}} BA$   
A. = B. < C.  $\neq$  D. >
2. If All The Rows of a matrix A are converted into corresponding column the matrix so obtained is called \_\_\_\_\_  
A. Identity matrix B. Transpose of matrix  
C. Inverse matrix D. Symmetric matrix
3. Derivative of  $x^2-2$  with respect to x
4. If A is  $3 \times 1$  matrix and B is  $1 \times 3$  matrix then the order of AB is \_\_\_\_\_  
A.  $3 \times 1$  B.  $1 \times 3$  C.  $1 \times 1$  D.  $3 \times 3$
5. What principle is required to produce interest of birr 38.50 in two year at 3.5% per year ?  
A. Birr 650 B. Birr 550 C. Birr 450 D. Birr 300

(b) Answer in brief of the following

05

1. Derivative of  $20x$  with respect to x.
2. Formula for simple interest and compound interest.
3. Definition of Identity matrix and its example.
4. Definition of Derivatives
5. Definition of Transpose of matrix.

Q.2 (a) Definition of Derivatives and its formula.

05

(b) Find the derivative of  $x^3-27$  &  $(x-1)(x-2)$ .

05

Q.3 (a) Find the derivative of  $\frac{x+1}{x-1}$

05

(b) Find the derivative of  $x^3-27$

05



- Q.4 (a) Find the derivative of 05  
(i)  $x^2 - 2$  at  $X=10$   
(ii)  $99x$  at  $x=1$   
(iii)  $5x+3$  at  $x=3$

- (b) Find the derivative of 05  
(i)  $\frac{1}{x}$  (ii)  $x^5 - 4x$

- Q.5 (a) If  $A = \begin{bmatrix} 1 & 2 \\ 3 & 5 \\ 2 & 1 \end{bmatrix}$  and  $B = \begin{bmatrix} 1 & 2 \\ 0 & 5 \\ 3 & 1 \end{bmatrix}$  then find 05  
(1)  $2A - 2B$  (2)  $3A - 2B$

- (b) If  $A = \begin{bmatrix} 1 & 2 & 1 \\ 3 & 2 & 3 \\ 1 & 1 & 2 \end{bmatrix}$  then find the inverse of matrix. 05

- Q.6 (a) If  $A = \begin{bmatrix} -4 & -3 & -3 \\ 1 & 0 & 1 \\ 4 & 4 & 3 \end{bmatrix}$  then prove that  $\text{adj}A = A$  05

- (b) If  $A = \begin{bmatrix} 2 & 3 & -1 \\ 5 & 0 & 4 \\ 2 & 2 & 1 \end{bmatrix}$  and  $B = \begin{bmatrix} -1 & 2 & 5 \\ 0 & 3 & 4 \\ 8 & 7 & 1 \end{bmatrix}$  then find  $AB$ . 05

- Q.7 (a) How long must one leave Birr 300 invested in order to 05  
earn Birr 28 interest at 3% per year?

- (b) At what rate will Birr 150 produce interest of Birr 20.25 in 05  
4.5 % year?

\*\*\*\*\*



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# SWARNIM STARTUP & INNOVATION UNIVERSITY

SWARNIM SCHOOL OF BUSINESS

MBA - SEMESTER- 1<sup>st</sup> REMEDIAL EXAMINATION – SUMMER 2024

Date: 13/06/2024

Subject Code: 16040110

Subject Name: BUSINESS RESEARCH METHODS

Total Marks: 50

Time: 2:00 to 4:00

**Instructions:**

1. Answers to Question No. 1 is compulsory. Attempt any Four (4) from remaining Six (6) questions.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

**Q.1 Objective Question (MCQ)**

**MARKS**  
**05**

- (a)
1. The data are collected from a group of respondents on a regular interval to carry out research is known as \_\_\_\_\_.  
A. Longitudinal  
B. Cross Sectional  
C. Exploratory  
D. Simple Random
  2. The GDP at factor cost data is an example of \_\_\_\_\_.  
A. Primary Data  
B. Secondary Data  
C. Both  
D. None
  3. Non-probability sampling does not include \_\_\_\_\_.  
A. Quota Sampling  
B. Cluster Sampling  
C. Snowball Sampling  
D. All of the above
  4. Roll number of a student is an example of \_\_\_\_\_ scale.  
A. Nominal Scale  
B. Ordinal Scale  
C. Interval Scale  
D. Ration Scale
  5. Exploratory design includes  
A. Descriptive design  
B. Causal design  
C. Secondary data  
D. Primary data

**05**

**(b)**

1. Research is a  
A. Systematic inquiry  
B. Structured inquiry  
C. Sampling inquiry  
D. Simple inquiry
2. \_\_\_\_\_ is an image or idea specially invented for a given study or research.  
A. Construct  
B. Dictionary definition  
C. Operational definition  
D. Concept



3. Research always starts with
    - A. A statement
    - B. A problem
    - C. A Hypothesis
    - D. A Variable
  4. Which one of the following, from the list of all identified elements of a population?
    - A. Sample
    - B. Sampling frame
    - C. Class
    - D. Cluster
  5. Editing is a part of \_\_\_\_\_
    - A. Field work process
    - B. Questionnaires process
    - C. Data preparation process
    - D. None of the above
- 
- |     |  |    |
|-----|--|----|
| Q.2 | (a) Define research and draw a chart of research process with explain the points be taken into consideration while formulating research problem. | 05 |
|     | (b) Describe data collection methods available with the researcher in research process.  | 05 |
| Q.3 | (a) What is non probability sampling? Explain Snowball and Judgmental sampling   | 05 |
|     | (b) What is probability sampling? Explain Stratified and Cluster sampling  | 05 |
| Q.4 | (a) Differentiate between qualitative research & quantitative research   | 05 |
|     | (b) Define variables. List out different kinds of Variables and give detail idea of IV & DV  | 05 |
| Q.5 | (a) Describe any five characteristics of scientific method   | 05 |
|     | (b) Write a note on: Factors affecting sample size determination   | 05 |
| Q.6 | (a) What is scale? Explain various types of scale  | 05 |
|     | (b) List out data preparation process and explain editing and coding in detail   | 05 |
| Q.7 | (a) Write a note on: Types of report   | 05 |
|     | (b) Describe different kinds of reasons of writing a research report   | 05 |

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SeatNo.: \_\_\_\_\_

EnrolmentNo. \_\_\_\_\_

**SWARNIMSTARTUP&INNOVATION UNIVERSITY**  
**Swarnim School of Management, Commerce and Liberal Arts**  
**BA/BBA – SEMESTER (II)**  
**UNIVERSITY EXAMINATION – SUMMER 2024**

**Subject Code: BA230204/BBA230204**  
**Subject Name: Foundation in Statistical Method**

**Date: 13/06/2024**  
**Time: 10:30AM to 12:30PM**  
**Total Marks: 50**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention the categorically.

**Q.1(a)** Answer the Following question.  
 Objective Question(MCQ)

- |    |  |                              |  |
|----|--|------------------------------|--|
| 1. | Var(aX + b) =                                |                              |  |
|    | A. Var(x) + b                                | B. a <sup>2</sup> Var(x) + b |  |
|    | C. a <sup>2</sup> Var(x)                     | D. Var(x)                    |  |
| 2. | How Many Types of Component of Time Series ? |                              |  |
|    | A. 1   | B. 2                         |  |
|    | C. 3   | D. 4                         |  |
| 3. | Null hypothesis : $\mu_1 \text{ — } \mu_2$   |                              |  |
|    | A. $\mu_1 < \mu_2$                           | B. $\mu_1 > \mu_2$           |  |
|    | C. $\mu_1 = \mu_2$                           | D. $\mu_1 \neq \mu_2$        |  |
| 4. | E(aX + b) =                                  |                              |  |
|    | A. a E(x) + b                                | B. E(x) + b                  |  |
|    | C. E(X)                                      | D. E(b)                      |  |
| 5. | E(X + Y) = E(X) + _____                      |                              |  |
|    | A. Y   | B. X                         |  |
|    | C. E(X)                                      | D. E(Y)                      |  |

**(b) Short Questions**

- |    |   |           |                         |
|----|---|-----------|-------------------------|
| 1. | Explain Positive and Negative Correlation.                                  | <b>05</b> | <b>CO</b>               |
|    |   | <b>01</b> | <b>(Course Outcome)</b> |
| 2. | Definition of Frequency distribution and Camulative Frequency distribution. | <b>01</b> | <b>C1</b>               |
| 3. | Full form of SRSWR & SRSWOR.  | <b>01</b> | <b>C1</b>               |
| 4. | Definition of Mean ,Varieance and Standard deviation.                       | <b>01</b> | <b>C2</b>               |
| 5. | Definition of Null hypothesis and Alternetive hypothesis.                   | <b>01</b> | <b>C4</b>               |

**Q.2 Any two out of three**

**(a)** A Random Variable X has the following distribution

X	-3	-2	-1	0	1	2
P(x)	0.01	0.1	0.2	0.3	0.2	0.15

Find (1)P(X ≥ 1) (2)P(X < 0) (3) E(X) and Var(X)

**(b)** Mean and standard deviation of a random variable X are 5 & 4 respectively.

Find E(X<sup>2</sup>) and Standard deviation of (5-3x).

*Pausabhi*



- (c) discrete random variable has the probability mass function given below: 05 C2

X	-2	-1	0	1	2	3
Y	0.2	k	0.1	2k	0.1	2k

Find k, mean, and variance.

Q.3 Any two out of three 10

- (a) From a Sample of 200 pairs of observation, the following quantities were calculated:  $\sum x = 11.34$ ,  $\sum x^2 = 12.16$ ,  $\sum y = 20.78$ ,  $\sum y^2 = 84.96$ ,  $\sum xy = 22.13$ . From the above data, Show how to compute the coefficients of the equation  $y = a + bx$ . 05 C3
- (b) Calculate 5 year moving average for number of students passing from a college. 05 C5

Year	Students	Year	Students
2003	330	2008	405
2004	312	2009	410
2005	315	2010	420
2006	305	2011	405
2007	402	2012	430

- (c) Calculate the two regression coefficient from the data and find the correlation coefficient 05 C3

X	2	4	5	6	8	11
Y	18	12	10	8	7	5

Q.4 Any two out of three 10

- (a) The standard deviations calculated from two random samples of sizes 9 and 13 are 2.1 and 1.8 respectively. Can the sample be regarded as drawn from normal populations with the same SD? (Use Critical value : 2.85) 05 C4
- (b) Ten objects are chosen at random from a large population and their weights are found to be in grams : 63, 63, 64, 65, 66, 69, 69, 70, 70, 71. Discuss the suggestion that the mean weight is 65 gm. (Use Critical value : 2.26) 05 C4
- (c) A dice is tossed 960 times and it falls with 5 upwards 184 times. Is the dice unbiased at a level of significance of 0.01? (Use Critical value : 2.58) 05 C4

Q.5 (A) The regression lines for the sample are  $x + 6y = 6$  and  $3x + 2y = 10$  10 C3

Find (i) sample means  $\bar{x}$  and  $\bar{y}$  and

(ii) The coefficient correlation between x and y

(iii) Also estimate y when x = 12

OR

B) For the following data, Show that 4 year centered moving average is equivalent to a 5 year weighted moving average with weights 1, 2, 2, 2, 1 10 C5

Year	Sales	Year	Sales
1983	7	1989	2
1984	6	1990	6
1985	1	1991	4
1986	5	1992	8
1987	3	1993	3
1988	7		



012  
Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**Swarnnim School of Business**  
**BBA- SEMESTER II REMEDIAL EXAMINATION**  
**SUMMER-2024**

**Subject Code: 14020204**

**Date: 13/06/2024**

**Subject Name: ORGANIZATIONAL BEHAVIOUR**

**Total Marks: 50**

**Time: 2 Hours**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.
3. Question 1 is compulsory.

**Q.1(a)**

**05**

- i According to Henry Mintzberg, a factory supervisor giving a group of high school students a tour of the plant may be termed as a \_\_\_\_\_.  
A) leader  
B) figurehead  
C) resource allocator  
D) negotiator  
E) disturbance handler
- ii \_\_\_\_\_ seeks to measure, explain, and sometimes change the behavior of humans and other animals.  
A) Meteorology  
B) Anthropology  
C) Sociology  
D) Psychology  
E) Social Psychology
- iii While sociology focuses on the individual, psychology studies people in relation to their social environment or culture (**True or False**).
- iv \_\_\_\_\_ refers to evaluative statements or judgments concerning objects, people, or events.  
A) Attitude  
B) Behavior  
C) Appearance  
D) Demeanor  
E) Performance
- v Employees with \_\_\_\_\_ strongly identify with and care about the kind of work they do.  
A) high job involvement  
B) high cognitive dissonance  
C) low psychological empowerment  
D) low organizational commitment  
E) high emotional contagion

**Q.1(b)**

**05**

- i Job satisfaction describes a positive feeling about a job, resulting from an evaluation of its characteristics. (**True or False**).
- ii \_\_\_\_\_ is the degree to which employees believe the organization values their contribution and cares about their well-being.  
A) Psychological empowerment  
B) Employee engagement  
C) Perceived organizational support  
D) Organizational commitment



- E) Job involvement
- iii \_\_\_\_\_ is the study of societies to learn about human beings and their activities.
- A) Anthropology  
B) Psychology  
C) Sociology  
D) Psychiatry  
E) Social psychology
- iv According to the managerial roles, the role of a(n) \_\_\_\_\_ is to make or approve significant organizational decisions and assign human, physical, and monetary assets.
- A) disseminator  
B) liaison  
C) entrepreneur  
D) resource allocator  
E) disturbance handler
- v The perception of a target is unaffected by the perceiver's personality or past experiences. (True or False)

- Q.2(a) What are the major behavioral science disciplines that contribute to OB? 05
- (b) What is the job characteristics model? How does it motivate employees? 05
- Q.3(a) Elaborate the theories of group behaviour- Exchange Theory 05
- (b) What are the sources of emotions and moods? 05
- Q.4(a) What are the various managerial skills in the workplace? 05
- (b) Explain the Big Five personality model? 05
- Q.5(a) What are some early theories of motivation? How applicable are they today? 05
- (b) Explain any 2 theory of leadership 05
- Q.6(a) Describe Myers-Briggs Type Indicator (MBTI) 05
- (b) Elaborate the types of conflicts 05
- Q.7(a) Describe the properties of a group 05
- (b) Define:
- Personality
  - Emotions
  - Motivation
  - Organization Behavior

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SeatNo.: \_\_\_\_\_

EnrolmentNo. \_\_\_\_\_

**SWARNIMSTARTUP&INNOVATION UNIVERSITY**  
**Swarnnim School of Management, Commerce and Liberal Arts**  
**BA/BBA – SEMESTER (II)**  
**UNIVERSITY EXAMINATION – SUMMER 2024**

Subject Code: BA230204/BBA230204

Date: 13/06/2024

Subject Name: Foundation in Statistical Method

Time: 10:30AM to 12:30PM

Total Marks: 50

**Instructions:**

- Figures to the right indicate full marks.
- Make suitable assumptions wherever necessary & mention the categorically.

Q.1(a) Answer the Following question. Objective Question(MCQ)		Marks 05	CO (Course Outcome) C1														
1.	Var(aX + b) = A. Var(x) + b C. a <sup>2</sup> Var(x) B. a <sup>2</sup> Var(x) +b D. Var(x)	01	C5														
2.	How Many Types of Component of Time Series ? A. 1 C. 3 B. 2 D. 4	01	C4														
3.	Null hypothesis :μ <sub>1</sub> ____ μ <sub>2</sub> A. μ <sub>1</sub> < μ <sub>2</sub> C. μ <sub>1</sub> = μ <sub>2</sub> B. μ <sub>1</sub> > μ <sub>2</sub> D. μ <sub>1</sub> ≠ μ <sub>2</sub>	01	C1														
4.	E(aX + b) = A. a E(x) + b C. E(X) B. E(x) + b D. E(b)	01	C1														
5.	E(X + Y) = E(X) + _____ A. Y C. E(X) B. X D. E(Y)	01	C1														
(b) Short Questions		05															
1.	Explain Positive and Negative Correlation.	01	C3														
2.	Definition of Frequency distribution and Camulative Frequency distribution.	01	C1														
3.	Full form of SRSWR & SRSWOR.	01	C1														
4.	Definition of Mean ,Varieance and Standard deviation.	01	C2														
5.	Definition of Null hypothesis and Alternative hypothesis.	01	C4														
Q.2 Any two out of three		10															
(a)	A Random Variable X has the following distribution	05	C2														
<table><tr><td>X</td><td>-3</td><td>-2</td><td>-1</td><td>0</td><td>1</td><td>2</td></tr><tr><td>P(x)</td><td>0.01</td><td>0.1</td><td>0.2</td><td>0.3</td><td>0.2</td><td>0.15</td></tr></table>				X	-3	-2	-1	0	1	2	P(x)	0.01	0.1	0.2	0.3	0.2	0.15
X	-3	-2	-1	0	1	2											
P(x)	0.01	0.1	0.2	0.3	0.2	0.15											
Find (1)P(X ≥ 1) (2)P(X<0) (3) E(X) and Var(X)																	
(b)	Mean and standard deviation of a random variable X are 5 & 4 respectively. Find E(X <sup>2</sup> ) and Standard deviation of (5-3x).	05	C2														



- c) discrete random variable has the probability mass function given below:

05

C2

X	-2	-1	0	1	2	3
Y	0.2	k	0.1	2k	0.1	2k

Find k, mean, and variance.

10

**Q.3 Any two out of three**

05

C3

- (a) From a Sample of 200 pairs of observation, the following quantities were calculated:  $\sum x = 11.34$ ,  $\sum x^2 = 12.16$ ,  $\sum y = 20.78$ ,  $\sum y^2 = 84.96$ ,  $\sum xy = 22.13$ . From the above data, Show how to compute the coefficients of the equation  $y = a + bx$ .
- (b) Calculate 5 year moving average for number of students passing from a college.

05

C5

Year	Students	Year	Students
2003	330	2008	405
2004	312	2009	410
2005	315	2010	420
2006	305	2011	405
2007	402	2012	430

- (c) Calculate the two regression coefficient from the data and find the correlation coefficient

05

C3

X	2	4	5	6	8	11
Y	18	12	10	8	7	5

10

**Q.4 Any two out of three**

05

C4

- (a) The standard deviations calculated from two random samples of sizes 9 and 13 are 2.1 and 1.8 respectively. Can the sample be regarded as drawn from normal populations with the same SD? (Use Critical value : 2.85)
- (b) Ten objects are chosen at random from a large population and their weights are found to be in grams : 63, 63, 64, 65, 66, 69, 69, 70, 70, 71. Discuss the suggestion that the mean weight is 65 gm. (Use Critical value : 2.26)
- (c) A dice is tossed 960 times and it falls with 5 upwards 184 times. Is the dice unbiased at a level of significance of 0.01? (Use Critical value : 2.58)

05

C4

05

C4

- Q.5 (A)** The regression lines of the sample are  $x + 6y = 6$  and  $3x + 2y = 10$

10

C3

Find (i) sample means  $\bar{x}$  and  $\bar{y}$  and

(ii) The coefficient correlation between x and y

(iii) Also estimate y when x = 12

OR

**B)** For the following data, Show that 4 year centered moving average is equivalent to a 5 year weighted moving average with weights 1, 2, 2, 2, 1

10

C5

Year	Sales	Year	Sales
1983	7	1989	2
1984	6	1990	6
1985	1	1991	4
1986	5	1992	8
1987	3	1993	3
1988	7		



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

Swarnim School of Management, Commerce and Liberal Arts

BBA (Honours) – SEMESTER 1(NEW)

UNIVERSITY REMEDIAL EXAMINATION –SUMMER 2024 3/7/24

Subject Code: BBA230103

Date: 12/06/2024

Subject Name: Marketing Management

Time: 2:00PM-4:00 PM

Total Marks: 50

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Q.1 Objective Questions		Marks	CO (Course Outcome)
(a)		05	
1.	Who is the Father of Modern Marketing? a) Philip Kotler b) Peter F Drucker c) Abraham Maslow d) Raymond Kroc		C1
2.	Which one is not a part of the 4 P's? a) Product b) People c) Price d) Place		C2
3.	Typically profit is negative in which stage of the product life cycle? a) Growth b) Maturity c) Introduction d) Decline		C3
4.	_____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception		C4
5.	_____ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales. a) Advertising. b) Branding. c) Personal selling. d) None of these.		C5
Q.1 Define the following term		05	
(b)			
1.	Marketing Management		C1
2.	Product		C2
3.	New Product Development		C3
4.	Targeting		C4
5.	Distribution Channel.		C5
Q.2 Any two out of three			
(a)	Define Marketing. Discuss the importance of marketing.	5	C1
(b)	Discuss the 4 Ps of marketing mix.	5	C2
(c)	Difference between Sales & Marketing	5	C2



<b>Q.3 Any two out of three</b>	<b>5</b>	<b>C3</b>
(a) Define Branding. Discuss the importance of Branding.	<b>5</b>	<b>C3</b>
(b) Describe different stages of PLC with diagram.	<b>5</b>	<b>C4</b>
(c) Define the Consumer behavior. Discuss Factors Affecting of Consumer Behavior.	<b>5</b>	<b>C4</b>
<b>Q.4 Any two out of three</b>	<b>5</b>	<b>C4</b>
(a) Discuss the consumer buying process.	<b>5</b>	<b>C4</b>
(b) Short note on: - Positioning	<b>5</b>	<b>C5</b>
(c) Define Promotion. Discuss Tools of Promotion.	<b>10</b>	<b>C5</b>
<b>Q.5 Case study – Raymond's experiment with khadi</b>		

Raymond is a significant textile business worldwide known for its fabric quality and fitting suits. The brand now plans to customize its fabric to suit the Indian market. For this, the market experts narrow down to the traditional Indian material- "Khadi".

Khadi is a hand-woven, light, and comfortable fabric with some rich cultural and historical significance. Raymond, in its latest marketing strategy, tried to integrate Khadi in modern fashion. The marketing team adopted innovative advertising ideas to make their product more appealing and relatable.

This case study titled "Raymond: Giving a new spin to Khadi" discusses the deal between the company and the govt. Body. Khadi Village and Industries Commission (KVIC) is an organization that overlooks the production and distribution of khadi in India.

The case study highlights how Raymond breaks the general perception of Khadi, presenting differently. It also outlines the practical challenges faced by the brand to successfully launch the khadi line.

**Question: -**

- (1) List down the traditional textile advertising strategies.
- (2) Discuss the new marketing strategy of Raymond.

**OR**

- (1) Outline the challenges Raymond would face
- (2) Explore the deal between Raymond and KVIC

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## SWARNIM STARTUP & INNOVATION UNIVERSITY

SWARNIM SCHOOL OF BUSINESS

MBA I SEMESTER REMEDIAL-EXAMINATION – SUMMER 2024

Subject Code: MBA104ORB

Date: 12.06.2024

Subject Name: Organisational Behaviour

Total Marks: 50

Time: 2 Hr

### Instructions:

1. Answers to Question No. 1 and 5 are compulsory.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

Q.1(a)

05

- |     |  |            |
|-----|--|------------|
| i   | Trait theories most accurately predict _____.<br>A) distinguishing features of an effective leader<br>B) differences between an effective and an ineffective leader<br>C) success of a leader<br>D) emergence of a leader                              | CO1<br>CO2 |
| ii  | According to Henry Mintzberg, a factory supervisor giving a group of high school students a tour of the plant may be termed as a _____.<br>A) leader<br>B) figurehead<br>C) resource allocator<br>D) negotiator<br>E) disturbance handler              | CO1<br>CO2 |
| iii | The perception of a target is unaffected by the perceiver's personality or past experiences. (True or False)   | CO1<br>CO2 |
| iv  | The affective component of attitude is the emotional, or feeling, segment of an attitude. State TRUE or FALSE  | CO1<br>CO2 |
| v   | Employees with _____ strongly identify with and care about the kind of work they do.<br>A) high job involvement<br>B) high cognitive dissonance<br>C) low psychological empowerment<br>D) low organizational commitment<br>E) high emotional contagion | CO1<br>CO2 |

Q.1(b) Explanation of Terms

05

CO1  
CO2

1. Social Identity Theory
2. Trait Theory
3. Personality
4. Organization behavior
5. Emotions



- Q.2 Any two out of three**
- (a) What are the sources of emotions and moods? 5 CO1,CO2
  - (b) What is the job characteristics model? How does it motivate employees? 5 CO1,CO2
  - (c) Explain the 3 Step Model of Change 5 CO1,CO2
- Q.3 Any two out of three**
- (a) What is the various Mintzberg's Managerial Roles? 5 CO1,CO2
  - (b) What are the basis of power? 5 CO1,CO2
  - (c) Elaborate the theories of group behaviour- Exchange Theory and Punctuated equilibrium. 5 CO1,CO2
- Q.4 Any two out of three**
- (a) What is perception and explain its role in individual decision making w.r.t- The Rational Model, Bounded Rationality, and Intuition? 5 CO1,CO2
  - (b) How do employees learn culture 5 CO2,CO6
  - (c) Explain the Big Five personality model 5 CO1,CO2
- Q.5** Agreeable people tend to be kinder and more accommodating in social situations, which you might think could add to their success in life. However, one downside of agreeableness is potentially lower earnings. Research has shown the answer to this and other puzzles; some of them may surprise you.

First, and perhaps most obvious, agreeable individuals are less adept at a type of negotiation called distributive bargaining. Distributive bargaining is less about creating win-win solutions and more about claiming as large a share of the pie as possible. Because salary negotiations are generally distributive, agreeable individuals often negotiate lower salaries for themselves than they might otherwise get. Second, agreeable individuals may choose to work in industries or occupations that earn lower salaries, such as the "caring" industries of education and health care. Agreeable individuals are also attracted to jobs both in the public sector and in nonprofit organizations. Third, the earnings of agreeable individuals also may be reduced by their lower drive to emerge as leaders and by their tendency to engage in lower degrees of proactive task behaviors, such as thinking of ways to increase organizational effectiveness.

While being agreeable certainly doesn't appear to help your paycheck, it does provide other benefits. Agreeable individuals are better liked at work, more likely to help others at work, and generally happier at work and in life. Nice guys and gals may finish last in terms of earnings, but wages do not define a happy life and, on that front, agreeable individuals have the advantage.

- a. Do you think employers must choose between agreeable employees and top performers? Why or why not? 5
- b. Can you think of some job situations in which agreeableness is an important virtue and some in which it is harmful to job performance? 5



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

Swarnim School of Business

**MBA- SEMESTER I UNIVERSITY EXAMINATION -SUMMER 2024**

Subject Code : 16040106

**Date: 12/06/2024**

Subject Name: **ORGANIZATIONAL BEHAVIOUR**

Time: 2 Hours

**Total Marks: 50**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

10

**Q.1**

- i Status refers to the \_\_\_\_\_.  
a. impact that support of group norms has on workplace civility  
b. adjustment of one's behavior to align with the norms of the group  
c. socially defined position or rank given to groups or group members by others  
d. existence of roles that are at variance with one another  
e. acceptable standards of behavior within a group that are shared by the group's members
- ii Which of the following is an environmental force that shapes personality?  
a. Gender  
b. Height  
c. Experience  
d. Brain size
- iii Trait theories most accurately predict \_\_\_\_\_.  
a. distinguishing features of an effective leader  
b. differences between an effective and an ineffective leader  
c. success of a leader  
d. roles to be played by the leader  
e. emergence of a leader
- iv Sociable, talkative, assertive etc. are features of  
a. introversion  
b. agreeableness  
c. extroversion  
d. conscientiousness
- v \_\_\_\_\_ cause change  
a. Technology  
b. World politics  
c. Competition  
d. all of above
- vi Which of the following is true, in general, in regard to groups?  
a. A group is characterized by the independence of its members.  
b. A group typically lacks definite roles and structures.  
c. A group influences our emotional reactions.  
d. An informal gathering cannot be considered a group.  
e. The membership of a group does not affect how its members treat outsiders.
- vii Henry Hutchins is discontent with his job but believes that his supervisor is a good man who will do whatever is necessary to reduce his dissatisfaction with the job. He has decided to just wait and give his supervisor some time until conditions improve. Henry's response to this problem is termed as \_\_\_\_\_.  
a. exit    b. voice    c. loyalty    d. neglect    e. ratification
- viii The sum of ways in which an individual reacts to and interacts with others.  
a. Personality  
b. Decision Making  
c. Perception  
d. Motivation
- ix As a manager, one of James's duties is to present awards to outstanding employees within his department. Which Mintzberg managerial role is James acting in when he does this?  
a. leadership role  
b. liaison role  
c. monitor role  
d. figurehead role



x	Organizational commitment is defined as _____.	
	a. the degree to which employees identify with the organization they work for and its goals	
	b. the state of discord caused by opposition of values between people working together	
	c. the degree to which an employee's sense of cognitive dissonance is related to his/her job	
	d. the employee's degree of disagreement or differential opinions about organizational practices	
	e. the degree to which employees believe their work impacts their organization significantly	5
Q.2(a)	What is Attitude and its Dimensions	5
(b)	Explain any 2 theories of motivation	5
Q.3(a)	Explain any Personality model	5
(b)	Define (any 2) – i Stress      ii personality      iii team	5
Q.4(a)	Differentiate between i. Group vs Team      ii formal vs informal groups	5
(b)	What are Constructive and Destructive conflict	5
Q.5(a)	Elaborate social, economic, technological, organizational change	5
(b)	What is Organization Behavior	5
Q.6(a)	Elaborate the motivation theory of Herzberg	5
(b)	What are the causes of stress	5
Q.7(a)	Define learning organization	5
(b)	What are the various types of conflict	5

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

Swarnim School of Management, Commerce and Liberal Arts

MBA – SEMESTER 1(NEW)

UNIVERSITY REMEDIAL EXAMINATION –SUMMER 2024

**Subject Code:** MBA103MAM

**Date:** 11/06/2024

**Subject Name:** Marketing Management

**Total Marks:** 50

**Time:** 2:00PM-4:00 PM

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Q.1 Objective Questions		Marks	CO (Course Outcome)
(a)		05	C1
1.	The term marketing refers to: a) New product concepts and improvements b) Advertising and promotion activities c) A philosophy that stresses customer value and satisfaction d) Planning sales campaigns		
2.	Typically profit is negative in which stage of the product life cycle? a) Growth b) Maturity c) Introduction d) Decline		C2
3.	_____ is the oral presentation in a conversation with one or more prospective buyers for the purpose of making sales. a) Advertising. b) Branding. c) Personal selling. d) None of these.		C3
4.	_____ as the systematic design, collection, analysis and reporting of data and findings relevant to a specific market situation facing the company. a) Marketing Research b) Marketing Planning c) Data Collection d) None of the above		C5
5.	_____ is a strategy designed to cultivate customer loyalty, interaction and long-term association with the company. a) Viral marketing. b) Relationship marketing. c) Social marketing. d) De-marketing.		C5
Q.1 Define the following term		05	
(b)			
1.	Marketing Management		C1
2.	Product Life Cycle		C2
3.	Sales Promotion		C3
4.	Marketing Organizations		C4
5.	Relationship Marketing		C5
Q.2 Any two out of three			
(a)	Define Marketing. Discuss the nature of marketing.	5	C1
(b)	Discuss the elements of marketing mix with examples.	5	C1
(c)	Define product. Discuss product classification in detail.	5	C2



<b>Q.3</b>	<b>Any two out of three</b>		
(a)	Draw a neat diagram showing all the stages of the product life cycle. Describe different stages of PLC with suitable examples.	5	C2
(b)	Define Promotion Mix. Discuss it's elements.	5	C3
(c)	Define Distribution. Discuss it's level.	5	C3
<b>Q.4</b>	<b>Any two out of three</b>		
(a)	Define Marketing Research. Discuss process of marketing research.	5	C4
(b)	Write a short note on: - Green Marketing.	5	C5
(c)	What is international marketing? Discuss it's benefit.	5	C5
<b>Q.5</b>	<b>Case Study – Coca-Cola collaborates with App Annie.</b>	10	C2

Coca-Cola is a beloved beverage brand enjoying worldwide recognition and profit. Other than its trademark soft drinks, the company also has several sister brands under its name. Over the years, Coca-Cola has developed into a tech-savvy, modern business, thanks to its innovation strategies.

The latest app developed by Coca-Cola includes the Coca-Cola Freestyle for customers, Coke Notify Service Request for retailers. Read the case study titled "Coca-Cola relies on App Annie to amaze and delight its customers"

The study describes the significant challenges faced by the brand and how it overcomes them with remarkable success. Towards the end, you also learn about the future prospects of the company.

**Question: -**

- (1) Explain the background of Coca-Cola, and why is it such a relevant brand.
- (2) List down the various sister brands and companies under Coca-Cola

**OR**

- (1) Discuss the innovation strategies that the brand adopts
- (2) Summarize the challenges faced by Coca-Cola

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

**SWARNIM SCHOOL OF COMPUTING & IT**

**BBA (H) – SEMESTER (I)**

**REGULAR /REMEDIAL EXAMINATION – SUMMER 2024**

**Date: 11/06/2024**

**Subject Code: BBA230102**

**Subject Name: Financial Accounting**

**Time: 2.00 P.M – 4.00 P.M**

**Total Marks: 50**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

		MARKS	CO (Course Outcome)
<b>Q 1</b>	<b>Objective Question (MCQ)</b>		
(A)		05	1
1.	Journal is a ..... of accounting transactions. (a) original book (b) main book (c) closing book (d) other book		1
2.	Goodwill is which type of asset and what is the type of its balance? (a) Tangible asset, debit balance (b) Fictitious asset, credit balance (c) Tangible asset, credit balance (d) Intangible asset, debit balance		1
3.	Where to record capitalized income? (a) Debit side of Income-Expenditure Account (b) Credit side of Income-Expenditure Account (c) Added to Capital fund in Balance Sheet (d) Deducted from Capital fund in Balance Sheet		1
4.	Which balance of the following balances of trial balance is shown in the Profit and Loss Account? (a) Salary-Wages (b) Wages-Salary (c) Outstanding Salary-Wages (d) Outstanding Wages-Salary		1
5.	In which of the following scenarios is royalty paid? (a) A tenant pays rent to a landlord for an apartment. (b) A publisher pays an author based on the number of books sold. (c) A company pays a subscription fee for software usage. (d) An employee receives a salary from their employer.		1
<b>Q 1</b>	<b>Short Questions (Briefly Explain)</b>	05	
(B)			
1	Short Working		1
2	Specific purpose fund		1
3	Drawings		1
4	Prudence Concept		1
5	Revenue Deferred Expenditure		1



**Q.2 Any two out of three**

- (a) Discuss the concept of royalty. How lessee records the transactions in their books? 05 1, 3
- (b) The Bihar Coal Co. Ltd. holds a lease of coal mines for a period of twelve years, commencing from 1<sup>st</sup> April 2006. According to the lease, the company is to pay Rs.7.50 as royalty per ton with a minimum rent of Rs. 150,000 per year. Short workings can, however, be recovered out of the royalty in excess of the minimum rent of the next two years only. For the year of a strike the minimum rent is to be reduced to 60%. The output in tons for the 6 years ending 31st March, 2012 is as under :  
2006-07 :10,000; 2007-08 :12,000; 2008-09:25,000; 2009-10: 20,000; 2010-11: 50,000; and 2011-12: 15,000 (strike).  
Prepare the necessary journal entries in the books of Landlord. 05 1, 3
- (c) What is minimum rent (or dead rent) in the context of royalty agreements? Illustrate its importance with an example. 05 1, 3

**Q.3 Any two out of three**

- (a) Prabir and Mihir doing business separately as building contractors undertake jointly to build a skyscraper for a newly started public limited company for a contract price of Rs 1,00,00,000 payable as Rs. 80,00,000 in cash and the balance by way of fully paid equity shares of the new company. A Bank A/c was opened for this purpose in which Prabir paid Rs. 25,00,000 and Mihir Rs. 15,00,000. The profit sharing ratio was agreed as 2:1 between Prabir and Mihir. The transactions were:  
(a) Advance received from the company Rs. 50,00,000 (b) Wages to contractors Rs. 10,00,000 (c) Bought materials Rs. 60,00,000 (d) Material supplied by Prabir Rs. 10,00,000 (e) Material supplied by Mihir Rs. 15,00,000 (f) Architect's fees paid from Joint Bank account Rs. 21,00,000 The contract was completed and the price was duly paid. The joint venture was duly closed by Prabir taking all the shares at Rs. 18,00,000 and Mihir taking over the balance material for Rs. 3,00,000. Prepare the Joint Venture A/c. 05 1, 3
- (b) Differentiate between Consignment and Joint Venture. 05 1, 3
- (c) Explain the accounting procedure in Joint Venture, When no separate books are maintained. 05 1, 3

**Q.4 Any two out of three**

- (a) Explain about the receipts and payments account? 05 5
- (b) From the given below trail balance of Suresh Youth Club, prepare an Income-Expenditure Account as of that day: 05 5

Trial Balance as on 31-3-2015 of Suresh Youth Club

Name of Account	Debit ₹	Credit ₹
Colourwork expense	9,000	—
Stationery-Printing	2,000	—
Capital Fund	—	36,000
Donation received	—	2,000
Cash balance	3,000	—
Bank overdraft	—	1,000
12% Loan (from 1-4-'14)	—	15,000
Furniture	8,000	—



Building of club	35,000	—
Lifetime subscription	—	2,000
Taxes-Insurance	2,500	—
Honorarium to secretary	6,000	—
Entrance fees	—	6,000
Sports equipment	10,000	—
Subscription received in advance	2,000	—
Salary-wages	9,000	—
Outstanding salary	—	1,000
Legal expenses	600	—
Subscription	—	25,000
Interest on loan	900	—
Electricity expense	1,000	—
Electric fittings	4,000	—
Locker rent	—	1,000
	91,000	91,000

Adjustment:

- (1) Subscription outstanding ₹ 2,000 for the year 2014-'15.
- (2) 23 Colourwork expense is to be carried forward to next year.
- (3) Unused stationery is of ₹ 100.
- (4) Provide 10 % depreciation on building, sports equipment and furniture of club.
- (5) Consider amount of donation as revenue income.
- (6) Prepaid insurance is of ₹ 200.

- (c) Explain with illustrations the method of preparing Income and Expenditure Account from the Receipts and Payments Account and other information.

**Q.5 Any two out of three**

Prepare final accounts from the Trial Balance and adjustments of Nirali as on 31 - 3-2024 :

Trial Balance of Nirali as on 31-3-2024

Name of the Account	Debit ₹	Credit ₹
Capital	—	2,70,000
Drawings	16,200	—
Land and Building	1,80,000	—
Machinery	1,26,000	—
Furniture	22,500	—
Leasehold Building (Date: 1-4-2023 for five years)	45,000	—
Sales	—	4,50,000
Purchase Return	—	10,800
Debtors	81,000	—
12% Loan from Dattu (Date : 1 - 10-2023)	—	27,000
Purchase	1,80,000	—
Sales return	9,000	—
Freight - Octroi	13,500	—
Sundry expenses	3,150	—
Insurance premium	14,200	—
Bad Debts	12,080	—
Bad Debts Reserve	—	12,600
Discount Reserve on Debtors	—	450
Commission received	—	6,000
Goods Stock (Date: 1-4-2023)	9,900	—



Salary		
Wages	42,000	--
Creditors	6,600	--
Dead Stock	--	28,200
Bank Overdraft	4,500	--
Cash Balance	--	18,900
Carriage Inward	36,720	--
Carriage Outward	6,000	--
Bills	7,500	--
Discount	12,000	7,000
	5,100	2,000
Total	8,32,950	8,32,950

Adjustments :

- (1) Closing stock as on 31-3-2024 was valued at ₹ 50,000.
- (2) Fire occurred in business on 31-1-2024 due to which goods of ₹ 8,000 were destroyed and the insurance company accepted a claim of 70%.
- (3) Out of debtors, ₹ 6,000 are not recoverable so they are to be written off. Provide Bad debt reserve 5 % and discount reserve 2 %.
- (4) Credit purchases of ₹ 6,000 and Credit purchase return of ₹ 1,000 were not recorded.
- (5) Calculate depreciation, at 10 % on fixed assets.
- (6) Insurance premium includes ₹ 3,200 for the next year.
- (7) 50% commission is received.

OR

From the following information, you are required to prepare Trading and Profit and Loss Account and Balance Sheet

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Raman's Capital	2,28,800	Stock 1.4.2013	38,500
Raman's Drawings	13,200	Wages	35,200
Plant and Machinery	99,000	Sundry Creditors	44,000
Freehold Property	66,000	Postage and Telegram	1,540
Purchases	1,10,000	Insurance	1,760
Purchase Return	1,100	Gas and Fuel	2,970
Salaries	13,200	Bad Debts	660
Office Expenses	2,750	Office Rent	2,860
Office Furniture	5,500	Freight	9,900
Discount Allowed	1,320	Loose Tools	2,200
Sundry Debtors	29,260	Factory Lighting	1,100
Loan to Mr. Kumar at 10% p.a balance on 01.04.2013	44,000	Provision for bad and doubtful debts	880
Cash at Bank	29,260	Interest on Loan to Mr. Kumar	1,100
Bills Payable	5,500	Cash-in-hand	2,640
		Sales	2,31,440

Additional Information:

- i. Stock on 31.3.2014 was valued at Rs.72,600
- ii. A new machine was installed during the year costing Rs.15,400 but it was not recorded in the books as no

10

2, 3, 4



- payment was made for it. Wages Rs. 1,100 paid for its erection have been debited to wage account
- iii. Depreciation on plant and machinery by 33.33% ; furniture by 10% ; Freehold property by 5%
  - iv. Loose Tools were valued at Rs.1,760 on 31.3.2004
  - v. Of the sundry debtors Rs.600 are bad and should be written off
  - vi. Maintain a provision of 5% on sundry debtors for doubtful debts
  - vii. The manager is entitled to a commission of 10% of the net profit after charging such commission

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIMSTARTUP&INNOVATION UNIVERSITY**  
**Swarnnim School of Management, Commerce and Liberal Arts**

**BBA(H)- SEMESTER II**

**UNIVERSITY EXAMINATION-~~SUMMER~~ 2024**

**Subject Code: BBA230202**  
**Subject Name: Fundamentals of Economics**

**Date: 02/07/2024**

**Time: 2 Hours**

**Total Marks: 50**

**Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

- Q. No. 1 (a) MCQ (Answer Any - 5) Marks - 5**
- |   |   |   |  |
|---|---|---|--|
| 1 | The most fundamental economic problem is                        | (A) Security  | (B) Abundance of Wealth                        |
|   |   | (C) Health  | (D) Scarcity                                   |
| 2 | Economics is the study of                                       | (A) The distribution of surplus goods to those in need.       | (B) Affluence in a morally bankrupt world.     |
|   |   | (C) Ways to reduce want to eliminate the problem of scarcity. | (D) The choices we make because of scarcity.   |
| 3 | Which relationship is defined by Law of Demand?                 | a) Income and price of a commodity                            | b) Price and quantity of a commodity           |
|   |   | c) Income and quantity demanded                               | d) Quantity demanded and quantity supplied     |
| 4 | Low elasticity of demand shows that the commodity is            | A. A necessity  | B. A luxury                                    |
|   |   | C. Has little importance in total budget                      | D. (a) and (c) above                           |
| 5 | Price elasticity of demand measure                              | A. Change in price caused by changes in demand                | B. The rate of change of sales                 |
|   |   | C. The responsiveness of demand to price changes              | D. The value of sales of a given price         |
| 6 | Which of the following is not an instrument of monetary policy? | A. Taxation   | B. Bank rate                                   |
|   |   | C. Open-market operations                                     | D. Credit rationing                            |
| 7 | If we compare GDP and GNP, then                                 | A. $GNP = GDP - \text{net income from abroad}$                | B. $GNP = GDP + \text{net income from abroad}$ |
|   |   | C. $GNP = NNP - \text{net income from abroad}$                | D. $GNP = NNP + \text{net income from abroad}$ |
- Q. No. 1 (b) Explain the following Terms Marks - 5**
1. Micro and Macro Economics
  2. Demand Curve
  3. Opportunity Cost
  4. Budget

*Paavabhi*



5. Inflation

Q. No. 2

Answer Any Two

Marks - 10

- A Explain – Positive and Normative Economics
- B Types of Demand
- C Types of Inflation

Q. No. 3

Answer Any Two

Marks - 10

- A Business Cycle and its Phases
- B Instruments of Monetary Policy
- C Types of Revenues

Q. No. 4

Answer Any Two

Marks - 10

- A Explain – Determinants of Supply
- B Differentiate Micro and Macro Economics
- C Explain – Real Cost, Money Cost and Opportunity cost with relevant examples

Q. No. 5

In the modern world, govt. aims at maximizing the welfare of the people and the country. It requires various infrastructure and economic welfare activities. These activities require huge govt. spending through appropriate planning and policy. Budget provides a solution to all these concerns. Budget is prepared by the government at all levels.

Marks – 10

Estimated expenditure and receipts are planned as per the objectives of the government. In India, budget is prepared by the parliament on such a day as the president may direct. The parliament approves the budget before it can be implemented. The receipts and expenditures as shown in the budget are only the estimated values for the upcoming fiscal year, and not the actual figure.

Discuss the importance of Budget considering the Pros and Cons of it.

Or

The Reserve Bank of India, an apex institution that control the entire financial market. It's one of the major functions is to maintain the foreign Reserves exchange. Also, it intervenes in the foreign exchange market to stabilize the excessive fluctuations in the foreign exchange rate.

In other words, it is the central bank's job to control a country's economy through monetary policy; if the economy is moving slowly or going backward, there are steps that central bank can take to boost the economy. When the opposite occurs, and the economy is growing, the central bank will use various methods to keep that growth. Discuss your views with tools and techniques used by central bank in both the cases.



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL MANAGEMENT, COMMERCE AND LIBERAL ARTS**  
**MBA SEMESTER-1 REMEDIAL EXAMINATION – SUMMER 2024**

**Subject Code: MBA102PPM**

**Date: 10/06/2024**

**Subject Name: Principles & Practices of Management**

**Total Marks: 50**

**Time: 02:00 AM TO 04:00 PM**

**Instructions:**

1. All question are compulsory.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

Q.1	Objective Question (MCQ)	MARKS	CO (Course Outcomes)
(a)		05	
1.	Which one of the following statements is not correct? A. Management is a goal-oriented process. B. Management is a continuous process. C. Management is a dynamic process. D. Management is a rigid process.		C1
2.	Organizing as a function of management involves deciding a A. What activities and resources are required B. Who will do a particular task C. Where will it be done D. All of the above		C2
3.	Identify the correct sequence of the steps involved in the staffing process. A. Recruitment, Estimating the Manpower Requirements, Placement, and Orientation, Selection B. Estimating the Manpower Requirements, Selection, Placement, and Orientation, Recruitment C. Selection, Estimating the Manpower Requirements, Recruitment, Placement, and Orientation D. Estimating the Manpower Requirements, Recruitment, Selection, Placement, and Orientation		C3
4.	_____ is increasing Leadership rapidly: A. Strategy B. Command C. Control D. Getting others to follow		C4
5.	Controlling is known as a backward-looking function because _____. A. It relates to a future course of action. B. It is like a post-mortem of the past activities C. To find out deviation, it aims at improving future performance. D. All of the above		C3
(b)	<b>Short Questions</b>	05	
1.	Define Management as Profession		C1
2.	Define Planning.		C2
3.	What do you mean by Directing?		C3
4.	Define the meaning of controlling.		C4
5.	What is decision making?		C4



- Q.2 Any two out of three**
- (a) Explain various scope of management with consideration of today's era. 05
  - (b) Discuss management thoughts of different school in brief. 05
  - (C) Explain contribution of various authors in management domain. 05

- Q.3 Any two out of three**
- (a) Discuss about Line & Staff structure of Organization. 05
  - (b) Explain steps of decision-making process. 05
  - (C) Explain methods/techniques of decision making. 05

- Q.4 Any two out of three**
- (a) Define meaning of staffing along with steps. 05
  - (b) Explain importance of directing. 05
  - (C) Discuss various controlling techniques. 05

- Q.5 Any one out of two**
- (a) Give meaning of leadership. Explain attributes of a good leader. 10
  - (b) A shoe manufacturing company wants to become a market leader. For this a detailed planning is required. The first step taken by the firm is to set targets for the three months duration for selling maximum number of shoes in the market which they set as 2,50,000. 10

The team doesn't want to make any mistake so they decide to do proper planning. They decide to chalk out alternative plans so that they can arrive at the best possible plan. However the team is surrounded with doubts. To remove doubts it goes for judging the plans to get the most profitable one. The plan is taken to the whole organization and the concerned persons. Ultimately it is put into action. Without much caring for the results the company starts working on the other project simultaneously.

Identify the steps in the planning process which have been applied by the organization in the above case?

\*\*\*Best of Luck\*\*\*



Enrollment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL MANAGEMENT, COMMERCE AND LIBERAL ARTS**  
**BBA SEMESTER-1 REMEDIAL EXAMINATION – SUMMER 2024**

**Subject Code: BBA230101**  
**Subject Name: Principles of Management**  
**Time: 02:00 PM TO 04:00 PM**

**Date: 10/6/2024**  
**01/7/2024**  
**Total Marks: 50**

**Instructions:**

1. All question are compulsory.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

**Q.1**

**Objective Question (MCQ)**

	MARKS	CO (Course Outcomes)
(a)		
1. Henri Fayol is known as _____ A. The father of general management B. The father of shop floor management C. The father of scientific management D. All of the above	05	C1
2. _____ is about deciding in advance what should be done. A. Organizing B. Directing C. Planning D. controlling		C2
3. Which of the following is the correct meaning of concentration of decision-making authority? A. Span of management B. Centralisation C. Decentralisation D. None of the above		C3
4. Identify the style of leadership in which the superior uses file forces from within the groups in order to establish control. A. Autocratic leadership B. Democratic leadership C. Laissez-faire leadership D. Authoritarian leadership		C4
5. Which of the following is not important for controlling function? A. It ensures order and discipline. B. It restricts coordination in action. C. It helps in judging the accuracy of standards. D. It improves employee motivation.		C5
(b) Short Questions		
1. Define meaning of Management	05	C1
2. List down the steps of decision making		C2
3. Define meaning of Staffing.		C3
4. What is co-ordination		C4
5. Explain meaning of Controlling		C5



<b>Q.2 Any two out of three</b>				
(a)	Explain Management as Art VS management as science.	05		
(b)	Discuss levels of management along with basic functions.	05		
(C)	What is planning? Explain nature of planning.	05		
<b>Q.3 Any two out of three</b>				
(a)	Explain steps of planning process.	05		C
(b)	Define meaning of organization along with its process.	05		C2
(C)	Explain difference between Formal vs. Informal Organizations	05		C3
<b>Q.4 Any two out of three</b>				
(a)	Explain various principles of Directing.	05		C4
(b)	Discuss about various Techniques of Coordination	05		C4
(C)	Discuss various steps of controlling along with real life examples	05		C5
<b>Q.5 Any one out of two</b>				
(a)	Discuss various methods/techniques of controlling.	10		C5
(b)	Rajeev is a middle lever manager. He keeps all his subordinates under a lot of discipline. His employees however complain of wastage of time and efforts as they feel that nothing is being assigned in a proper way and a proper place, also no proper schedule is made for working.	10		C1
	1. Which principle of management is violated here? How and Why?			
	2. What would be your suggestion to the Manager?			
	3. Give conclusion.			

\*\*\*Best of Luck\*\*\*



Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**  
**SWARNIM SCHOOL OF MANAGEMENT, COMMERCE AND LIBERAL ARTS**  
**BBA/B.Com SEMESTER- 2 REMEDIAL EXAMINATION – SUMMER 2024**

Subject Code: 14020201/ 14010201

Date: 10-06-2024

Subject Name: Principles of Macroeconomics

Time: 2:00 PM to 4:00 PM

Total Marks: 50

**Instructions:**

1. Answers to Question No. 1 is compulsory. Attempt any Four (4) from remaining Six (6) questions.
2. Make suitable assumptions, wherever necessary.
3. Figures to the right indicate full marks of the question.
4. Draw sketches, figures etc., whenever required.

**Q.1**

**Answers the questions**

**MARKS**

- |            |  |           |
|------------|--|-----------|
| <b>(A)</b> | <b>Objective Question (MCQ)</b>  | <b>05</b> |
| 1.         | Disposable income= -----<br>a) Income-Consumption      b) Income-Tax<br>c) Income-Loan payments      d) None of the above  | 01        |
| 2.         | The Great Depression was started on -----<br>a) 1829    b) 1900<br>c) 1929    d) 1947  | 01        |
| 3.         | Saving is a function of -----<br>a) Consumption    b) Investment<br>c) Income            d) Demand   | 01        |
| 4.         | Who propounded psychological law of consumption<br>a) Adam Smith    b) Ricardo<br>c) Keynes            d) Pigou  | 01        |
| 5.         | The average income of a country is called-----<br>a) Per capita income    b) Disposable income<br>c) Inflation rate        d) Real national income                                   | 01        |
| <b>(B)</b> |  | <b>05</b> |
| 1.         | In classical theory of employment, there is the possibility of: -----<br>a) Voluntary unemployment    b) No unemployment<br>c) Involuntary unemployment    d) Disguised unemployment | 01        |



2. The main objective of monetary policy in India is-----  
 a) Growth with Stability      b) Reduce Poverty & Achieve Stability      01  
 c) Overall Monetary Stability d) None of These
3. Macroeconomics does not study -----,      01  
 a) whole economy b) national income  
 c) aggregate supply d) product pricing
4. The low point in the business cycle is referred to as the -----      01  
 a) Expansion. b) Boom.  
 c) Trough.      d) Peak.
5. What is Cost-Push inflation?      01  
 a) Increasing money supply b) Increasing indirect tax  
 c) Population increase      d) expenditure increase unnecessarily.
- Q.2 (a) Explain Say's Law of market.      05  
 (b) Explain the limitations of Macroeconomics.      05
- Q.3 (a) Explain the phases of trade cycles.      05  
 (b) What is GDP? Explain any three measuring methods of national income.      05
- Q.4 (a) Explain the circular flow of income and expenditure in a two-sector economy      05  
 (b) What is Monetary policy? Explain the instruments of monetary policy.      05
- Q.5 (a) What is money? Explain the functions of money      05  
 (b) Explain the investment multiplier. How does it work?      05
- Q.6 (a) What is Employment? Explain the types of employment.      05  
 (b) Explain the components of balance of payments      05
- Q.7 (a) Explain the absolute consumption theory of Keynes.      05  
 (b) Explain the instruments of Fiscal policy.      05

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Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**SWARNIM STARTUP & INNOVATION UNIVERSITY**

Swarnnim School of Management, Commerce and Liberal Arts

**BBA (H) – SEMESTER (II)****UNIVERSITY EXAMINATION – SUMMER/WINTER 2024****Subject Code: BBA230201****Date: 01/07/2024****Subject Name: Organization Behavior****Time: 2 Hours****Total Marks: 50****Instructions:**

1. Figures to the right indicate full marks.
2. Make suitable assumptions wherever necessary & mention them categorically.

Q. No.	Attribute		Marks	CO (Course Outcome)
Q.1(a)	Three levels of organization behavior are		05	CO1; 2,3,6
1	A. Individuals, Organization, Society	B. Society, Organization, Nation		
	C. Employee, Employer, Management	D. Individual, Groups, Organization.		
2	Which of the following is not a contributing discipline of OB			
	A. Anthropology	B. Psychology		
	C. Physiology	D. . sociology		
3	Which type of personality do people like real-life examples and getting facts while missing the prime logic, possibly as per MBTI?			
	A. Intuition	B. Thinking		
	C. Sensing	D. Introversion		
4	...Leaders are born and cannot be made relates to which theory of leadership:			
	A . Trait theory.	B. Behavioral theory		
	C. Path Goal Theory	D.LMX theory		
5	Factors which can cause stress are.			
	A. Individual Factors	B. Organizational Factors		
	C. Environmental Factors	D.. All the above.		
Q.1 (b) 1 to 5	Explain in short: Machiavellianism Socialization. Terminal Value Emotional Intelligence. BATNA		05	CO2; CO1
Q.2				
(a)	Change is the only permanent thing in life. Explain in detail Kurt Lewin model of Change.		5	CO5
(b)	Detail the process of formation of perception and briefly mention errors made in the process of perception.		5	CO2
(c)	Informal power has a long-lasting effect as compared to formal power. Discuss the various sources of power and types of power.		5	CO4





Q.3		5	CO3
(a)	Leadership may be the solution to all the problems and uncertainty. Justify the statement by defining leader and the successful traits of a leader	5	CO3
(b)	A strong culture leads in building a strong organization. Validate the statement by underpinning the concept of organization culture and detailing the process of socialization.	5	CO4
(c)	Explain the model of O.B and briefly explain the various disciplines from which the study of O.B is derived.	5	CO1
Q.4			
(a)	List and discuss 2 prominent factors which leads to the stress in your life and suggest ways by which you can resolve the stress.	5	CO6
(b)	Differentiate between team and group and discuss in short various types of teams in the organization.	5	CO2
(c)	Job Satisfaction is needed necessity for the growth of an organization. Define job satisfaction and suggest ways by which job satisfaction can be brought in the employees.	5	CO2
Q.5	<p style="text-align: center;"><b>Case lets:</b></p> <p>Atul Engineering works specializes in the installation of heating and air conditioning equipment.in a metropolitan area of about one million people. Although the company usually installs nationally known equipment, it engages in limited manufacturing of certain components needed for commercial installation. Since it was established some forty years ago, the company has earned a reputation for quality work.</p> <p>Rishi has been with the company as sales representative for two years. During this period, he believes that the company has missed several opportunities to obtain lucrative contracts because. of the conditions under which he is forced to operate.</p> <p>Particularly in the case of commercial installation, he does not have the authority to make any decision or commitments during preliminary contract negotiations. He must postpone discussion of price, completion time and credit terms until after each of the technical experts in these areas has studied the job and made formal commitments. By this time, some competing firm has already completed negotiations and gels the contract. Rishi considers this a continuing problem and feels hampered.</p> <p>Q a. What is the problem in this case?</p> <p>Q b. Do you think the change in the organization set up would increase organization performance. If yes suggest ways which should be adopted to make the organization more effective.</p>	10	CO5
Q.5	<p style="text-align: center;"><b>Case Lets</b></p> <p>Mathew builds piano from scratch. He is a consultant to a piano manufacturer. He is on call and works about one week a month, including some travel, to solve problems of customers. He also rebuilds about a dozen grand pianos every year for special customers; but, according to Mathew, the most satisfying part of his life is his hobby of building pianos from the beginning. "It's the part that keeps a man alive," he says, the challenge of the work is what lures Mathew look forward. He derives satisfaction from precision and quality, and he comments, "Details make the difference. When you cut a little corner here and the little corner there, you've cut a</p>	10	CO2



big hole. A piano is like human body; all the parts are important.”

Mathew has a substantial challenge in making a whole piano. His work combines skills in cabinet making, metalworking, and engineering, with knowledge of acoustics and a keen ear for music. It requires great precision because a tiny misalignment would ruin a piano's tune. It also requires versatility. Keyboard must be balanced to respond to touch of a finger; the pin block, on the other hand, must withstand up to 20tons of pressure. In addition, the bird had to make many of his own piano construction tools.

Mathew has built forty pianos in his thirty-four-year career. Though construction takes nearly a year, he sells his piano at the same price of a commercial piano. He is seeking not money but challenge and satisfaction. He says, “The whole business is a series of closed doors. You learn one thing, and there's another closed door waiting to be opened.” Mathew says his big dream is to build a grand piano: “it is one thing I haven't done yet and want to do.

a. Differentiate between needs and wants. Explain any motivation theory which can be applied in this case.

5

b What motivating techniques can be used by Mathew to motivate the piano workers so that every piece turns out to be best.

5

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