

GES/SBVC/SEMESTER END EXAM/NOVEMBER 2023-24
PROGRAMME: FYBBI
SUBJECT: PRINCIPLES OF MANAGEMENT
Time: 7.30 AM - 10.00 AM

SEMESTER: I
DATE: 3/11/2023
Marks: 75

Note: 1. All questions are compulsory with internal choice.
2. Figures to the right indicate full marks.

Q.1) (A) Fill in the blank with correct alternative. (Any8)

(8 marks)

1. Management is ____.
i. Tangible ii. Intangible iii. Rigid iv. Visible
2. CK pralhad is best known for ____.
i. MBO ii. Strategic intent iii. Marketing research iv. Accounts
3. Esprit de corps means ____.
i. Team work ii. Team spirit iii. Team group
4. Communication is a two way ____.
i. Dealing ii. Traffic iii. Movement iv. Challenge
5. Controlling measures ____ performance.
i. Actual ii. Expected iii. Calculated
6. ____ empowers e-customers.
i. SWOT ii. PEST iii. CRM
7. Informal organisation is ____.
i. Written ii. Documented iii. Unwritten
8. Full fledged organizations ____ departments.
i. Create ii. Remodel iii. Remove iv. Drop
9. Kiran Mazumdar Shaw is basically ____.
i. Research scholar ii. Chartered accountant iii. Doctor
10. Present governor of RBI is ____.
i. Dr Manmohan Singh ii. Urjit Patel iii. V.Y.Reddy iv. Shaktikanta Das

Q1. (B) State true or false (Any 7)

(7 marks)

1. Management is a continuous process.
2. Vijay Govind Rajan work as a Consultant to general motors.
3. Staffing improves job satisfaction.
4. Banks consider self control to be the best.
5. Every Bank outlines standards of performance.
6. Full-fledged organisation does not respond to changes in the environment.
7. IRDA ensures highest possible security to policy holders.
8. The leadership of Tata group was taken over by JRD Tata from the hands of Ratan Tata.
9. Godrej is consumer friendly group.
10. World Bank provides more funds to develop countries and less to poor countries.

Q2A) What are the Features of management?

(8 Marks)

Q2B) Explain the Levels of management and its Functions?

(7 Marks)

Or

Q2C) Explain the 14 principles of management?

(15 Marks)

Q3A) What are the Steps in Planning process?

(8 Marks)

Q3B) What are the Staffing process in Banking Companies?

(7 Marks)

Or

Q3C) What are the Risk management in Banking sector?

(8 Marks)

Q3D) How to Motivate employee in Insurance sector?

(7 Marks)

P.T.O

Q4A) What are the Steps in Designing Organisation structure?

(8 Marks)

Q4B) What are the Features of Matrix organisation?

(7 Marks)

Or

Q4C) Explain the Organisation structure in Insurance Companies.

(8marks)

Q4D) Explain the Role of Varghese Kurian.

(7 Marks)

Q5A) Explain the Contribution of Vijay Govind Rajan

(8 Marks)

Q5B) Explain Objective and Functions of IMF?

(7Marks)

Or

Q5. Write short note: (Any 3)

(15 marks)

1. Directing
2. KYC
3. JRD Tata
4. Hinduja group
5. Departmentation

PROGRAMME : F.Y.BBI

SEMESTER : I

COURSE : BUSINESS COMMUNICATION I

MARKS : 75

DATE : 06 /11 /2023

TIME: 7.30am to 10.00am

Note: 1. All questions are compulsory.
2. Figures to right indicate marks.

Q.1 A Fill in the blanks using suitable option (Any 8) (8)

1. The Latin word _____ is the source for the word of communication.
a. Communicare b. common c. communis
2. _____ is the opinion given by one to another regarding how to do something or deal with something.
a. Motivation b. Warning c. advice
3. Visual communication uses _____ to communication message.
a. Layout b. Signs c. Chart
4. _____ is the common feature of Horizontal Communication
a. Ego-clashes b. Mistrust c. one-way communication
5. Bias and prejudice are _____ which disrupt communication.
a. Physical b. psychological c. language
6. Slanting means to _____ message.
a. Correct b. distort c. response
7. Good listening is not a negative or passive behavior it is a _____ activity.
a. Positive b. trustful c. discipline
8. All successful writers of business letters adopt _____.
a. You' attitude b. I' attitude. c. 'Me' attitude
9. _____ letter part shows identity of sender.
a. Header's address. b. Insider's address. c. Subject line
10. _____ is a kind of personal essay that makes out a strong case the applicant.
a. Resume b. letter of Recommendation c. Statement of purpose

Q1.B) State whether the following statement are True or False (Any 7) (7)

1. Feedback is the first link in the communication process.
2. Date in business letter is optional part.
3. Poor working conditions act as a source of motivation.
4. The Inside address is optional part of a business.
5. Email is a slow means of Communication.
6. Manager should be good listener.
7. Sharing of confidential documents of the company is unethical. ~~is~~
8. A sign and signal are the different.
9. Grapevine is a informal communication.
10. Using someone else's work without permission is called human rights violation.

Q.2A Explain Communication process with diagram. (8)

B Explain advantages and disadvantages of oral communication. (7)

OR

Q.2P Explain advantages and disadvantages of Vertical Communication (7)

Q Explain Business Meal Etiquette (7)

- Q.3A Explain Semantic Barriers to communication. Suggest methods to overcome them. (8)
B Explain the importance of listening skills. (7)

OR

- Q.3P Explain the term Business Ethics with special reference to Personal Integrity at the workplace. (8)
Q What are the advantages of using Internet? (7)

- Q.4A Draft a letter of Application with Curriculum vitae for the post of an Accountant Assistant for star media house .minimum qualification with graduate in good Accounting skill .Apply to Box no. 2345, the Times of India, Mumbai.
(Use complete block Layout.) (15)

OR

- Q.4P Mr. Rattan has been offered the post of IT Administrator in Dastto IT firm.
Draft a letter of Job Acceptance on his behalf. (Use Modified Block Layout.) (8)
Q Ms. Smita Singh has been working As Sales Manager with Kalavati Industries, Mumbai Since last six year and would now like to resign from the post to seek a better career opportunity. Draft a resignation letter on his behalf. Use Semi block form. (7)

- Q5. Read the following passage and answer the questions below: (15)

I am one of those people who love the desert. It brings peace to my mind after the daily battle for one's bread. When tired of fighting, the green countryside never lets me forget my worries: everywhere I see flowers, trees, birds and insects struggling before my eyes, each striving to win even if his own life is the death of another.

In the desert, however, the sun is the master; all others retire before his merciless rays. Only where there is water the desert world gives a rich home to trees and flowers; But in a desert, one must go a long way to find water, otherwise it would not be a desert, so those who love the peace of a treeless and grassless place stand on the top of a rocky mountain and see nothing around them. Sunlit desert. There is no sign of effort or emotion to disturb them. Then strengthens the soul, without rest and in a calm mind. They may return to the struggle for existence in the cities.

1. What does the author love about the desert?
2. How does the green countryside make the author feel?
3. Who is the master in the desert?
4. What does the desert world give a rich home to?
5. How does the desert strengthen the soul?

OR

- Q5. Write Short note on (any 3) (15)

1. Boosting morale of Employee.
 2. Environmental Barriers
 3. FAX as a modes of communication.
 4. Corporate Social Responsibility.
 5. Patents and Intellectual Property Rights
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NOTE: 1.All question are compulsory

2. Figures to right indicated marks

Q.1 (A) Choose the correct alternative (Any EIGHT)

(08)

- (1) Scheduled caste are not found in _____
a) Mizoram b) Meghalaya c) Maharashtra
- (2) _____ number of languages are recognised by constitution of India
a) 20 b) 22 c) 18
- (3) The eightfold path the fourth Noble truth and the concept of Nirvana are associated with the religion of _____
a) Jainism b) Islam c) Buddhism
- (4) The term secular was added to the Preamble by the _____ amendment
a) 42nd b) 41st c) 40th
- (5) The most popular symbol of Bahai faith in India is the _____
a) Lotus Temple b) Krishna Temple c) Unity of Liberty
- (6) In government aided higher education institution _____ is reserved for person with disability
a) 1% b) 2% c) 5%
- (7) _____ was formed as a separate state for Andhra Pradesh
a) Goa b) Kerala c) Telangana
- (8) Right to privacy is now a _____ in constitution.
a) Fundamental right b) Fundamental duty c) Economic Policy
- (9) _____ water dispute involves the state of Karnataka & Tamil Nadu
a) Krishna b) Godavari c) Cauvery
- (10) Zenda Avesta is the religious book of _____
a) Judaism b) Zoroastrianism c) Hindu

Q.1 (B) State whether the following statements are True or False.(Any SEVEN)

(07)

- (1) Eve teasing is a form of social violence against women
- (2) Maharashtra was the first state to form on a linguistic basis
- (3) Defections is a major problem for all political parties in India.
- (4) Cataract is not related to blindness
- (5) Women are paid more than men in unorganised sector in India
- (6) According to Jesus Christ 'desire is the root cause of sorrow'
- (7) Sons of soil theory implies jobs for all in a state
- (8) In modern India percentage of rural population is more than Urban population
- (9) Glaucoma can be detected during pregnancy
- (10) Guru Nanak is the founder of Sikhism

Q.2. (A) Explain the characteristics of the urban India ?

(15)

OR

Q.2 (B) Explain the solutions on socio-economic problems of women in India.

(15)

Q.3 (A) Explain the inequalities caused by the caste system

(15)

OR

Q.3 (B) Explain the causes of physical disabilities.

(15)

Q.4 (A) Discuss linguist and suggest measures to resolve linguistic conflicts in India.

(15)

OR

Q.4 (B) Explain the characteristics or features of political parties in India.

(15)

Q.5 (A) Explain the causes of declining the gender ratio.

(15)

OR

Q.5 Write short notes on (Any 3)

(1) Preamble of Indian constitution

(2) Portrayal of women in India

(3) Peace and harmony

(4) Diversity as difference

(5) Women in politics

(15)

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- Note: 1. All questions are compulsory with internal choice.
2. Figures to the right indicate full marks.

Q. No Multiple Choice Questions. (Any 8) (8)

- 1 (A)
- is also known as managerial economics.
a. Macroeconomics b. Microeconomics c. Indian economy d. Business economics
 - cost arises due to unlimited wants limited resources.
a. Real cost b. Incremental cost c. Marginal cost d. Opportunity cost
 - Average cost = -----
a) $AFC+AVC$ b) $TFC+TVC$ c) TC/Q d) $TFC-TVC$
 - When demand forecasting is done for more than 5 year is called as ----- forecasting.
a) Short term b) Long term c) Medium term d) Active
 - is a curve which shows various combination of the two factors of production giving the same level of output.
a) Production b) Transformation c) Isoquant d) Indifference
 - Higher isoquants indicate ----- level of production.
a) Higher b) Lower c) Medium d) Neutral
 - Long run average cost curve is also called as ----- curve.
a. Right angled b. Envelope c. Application d) Optimum
 - A firms earn normal profit is determined at-----.
a) $AC = AR$ b) $AR > AC$ c) $AC < AR$ d) $AR=0$
 - refers to no profit no loss zone.
a) Learning point b) Equilibrium point c) Break-even point d) Optimum firm point
 - Price discrimination exists in ----- market structure.
a) Oligopoly b) Monopolistic competition c) Perfect competition d) Monopoly

(B) State whether the following statement is True or False. (Any 7) (7)

- Business economics is the application of economic theory and Business decision making.
- Opportunity cost arises due to unlimited wants and limited resources.
- Survey method of demand forecasting uses secondary data.
- Product differentiation is the unique feature of monopolistic competition.
- The relationship between amounts of input required to produce a certain amount of output is called as production function.
- Price is very flexible in oligopoly.
- Dumping is also known as international price discrimination.
- Economies of scale helps to reduce cost of production.
- A supply curve slopes downward.
- In monopoly, firm and industry are identical.

- Q.2 (A) Discuss the law of demand in detail. (8)
- (B) What is demand forecasting? discuss its significance (7)

OR-

- (C) Given demand function for Apple given as $Q_a = 500 - 5P_a$.
 1) Calculate quantity demanded at 5,10,15,20,25 and derive the demand schedule.
 2) With the help of above schedule, draw demand curve.
 3) calculate the price elasticity of demand when price changes from 15 to 25.
- (D) Discuss the demand curve in different market structures with diagram. (7)
- Q. 3 (A) Define isoquant. And discuss its features in detail with diagram (8)
- (B) Define economies scale and discuss internal economies of scale. (7)

OR

- (C) Given TFC as Rs.100, calculate TC, AVC, ATC, AFC and MC from the information given below- (8)

Units	1	2	3	4	5	6
TVC	60	80	120	180	260	380

- (D) Explain the Law of Returns to scale with diagram. (7)
- Q. 4 (A) Explain price and output determination in monopolistic market structure. (8)
- (B) Discuss the difference between perfect and monopoly market structure. (7)

OR

- (C) Discuss the collusive oligopoly model of price determination (Cartel formation) (8)
- (D) Explain the advantages and disadvantages of advertising in monopolistic market (7)
- Q. 5 (A) Discuss full cost pricing method with example. (8)
- (B) What is price discrimination? Discuss its degree (7)

OR

- Q. No. 5 Write a short note on (Any 3) (15)
- Importance of business economics
 - Price elasticity of demand
 - Price leadership
 - Learning curve
 - Dumping

N.B: 1. Figures to the rights indicate marks.
 2. Graphs to be provided wherever needed.

Q.1 (A) Choose the correct the answers: (any 8) (8 marks)

- 1) Calculate of number 2,3,4,5 is _____.
 a) 2.5 b) 3.5 c) 4 d) none of these
- 2) Calculate the median of number 2,3,4,5,6 is _____.
 a) 4 b) 5 c) 6 d) none of these
- 3) The median of number 10, 15, 7, 9 is _____.
 a) 9.5 b) 10 c) 15 d) 12.5
- 4) The mode of the number is 2, 3, 2, 4, 2, 4, 5, 2, 5 is _____.
 a) 2 b) 3 c) 4 d) 5
- 5) The value of 0! Is _____.
 a) 1 b) 2 c) 0 d) does not define
- 6) The value of 2! Is _____.
 a) 1 b) 2 c) 0 d) does not define
- 7) if price of pen is RS. 3,4,5,6,7,10 then the Range is _____.
 a) 5 b) 7 c) 8 d) 13
- 8) The coefficient of correlation is between _____.
 a) $-1 < r < 1$ b) $-1 \leq r \leq 1$ c) $0 < r < 1$ d) $-1 < r < 0$
- 9) The value of 7C_3 is _____.
 a) 35 b) 17 c) 8 d) 13
- 10) The value of 7P_3 is _____.
 a) 35 b) 17 c) 8 d) none of this

(B) State whether the following are true or false. (ANY 7) (7 Marks)

1. Insurance premiums can be paid monthly.
2. Mode can be located using histogram.
3. Probability of an event cannot be zero.
4. The arithmetic mean of 4 and 6 is 5.
5. EMV stands for expected monetary value.
6. EOI stands for expected opportunity loss.
7. Quartiles cannot be located graphically.
8. Value of 5! Is 120.
9. Number od way to arrange the word "CODE" is 120.
10. Sum of all the probability is equal to one.

Q. 2 (A) Calculate mean income for the following data. (7 marks)

Income In Rs.	100-200	200-300	300-400	400-500	500-600	600-700
No. Of Person	120	200	170	220	100	90

(B) Calculate Median for the following data.

(8marks)

Class Interval	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100	100-120
Frequency	5	7	20	27	18	15	8	7	5	3

OR

(C) Calculate mean for the following data:

(8 marks)

CLASS	12	13	14	15	16	17
FREQUENCY	4	7	20	9	6	4

d) Calculate median for the following data:

(7 marks)

CLASS	12	13	14	15	16	17
FREQUENCY	4	7	20	9	6	4

Q. 3 (A) Calculate mode of following data:

(7 marks)

WEEKLY WAGE	110-120	120-130	130-140	140-150	150-160
NO. OF WORKERS	40	39	49	30	45

(B) Calculate Q_3 of following data:

(8 marks)

class	110-120	120-130	130-140	140-150	150-160
frequency	40	39	49	30	45

OR

(c) Calculate D_7 of following data:

(7 marks)

class	110-120	120-130	130-140	140-150	150-160
frequency	40	39	42	30	45

(d) Calculate P_{73} of following data:

(8 marks)

class	110-120	120-130	130-140	140-150	150-160
frequency	12	30	42	39	21

Q4) A) Calculate quartile deviation and coefficient of quartile deviations
Of following data: (8 marks)

<i>class</i>	100-200	200-300	300-400	400-500	500-600
<i>frequency</i>	12	25	42	39	21

(B) Calculate standard deviation the following data: (7 marks)

<i>CLASS INTERVAL</i>	0-20	20-40	40-60	60-80	80-100
<i>FREQUENCY</i>	5	5	20	15	5

OR

(c) Find mean deviation from mode for the following data: (8 marks)

<i>CLASS INTERVAL</i>	20-22	22-24	24-26	26-28	28-30
<i>FREQUENCY</i>	15	51	52	35	15

(d) Find mean deviation from median for the following data: (7 marks)

<i>CLASS INTERVAL</i>	00-20	20-40	40-60	60-80	80-100
<i>FREQUENCY</i>	15	50	200	150	52

Q. 5 (A) Write short notes on: (Any 3) (15 marks)

- Index numbers of agricultural production.
- Different types of ogives.
- Limitations of index numbers.
- Consumer price index number for agriculture laborers.

OR

(B) Write the merits demerits of (Any 3) (15 marks)

- Range
- Quartile
- Mean
- Median
- Mode

NOTE:1) All question are compulsory

2) Figures to right indicated marks

Q.1 (A) Choose the correct alternative (Any EIGHT) (08)

- (1) _____ are business organisation that acts as mobilisation and depositors of the saving
a) Financial market b) Financial services c) financial institution d) Financial instrument
- (2) SLR cannot be less than _____ % of demand & time liabilities of a bank.
a) 20% b) 25% c) 30% d) 35%
- (3) NABARD is the apex institution looking after _____ finance
a) Industrial b) Fishing c) Agriculture d) Housing
- (4) What is the fundamental factor on which the premium of life insurance is based upon
a)Rate of birth b) Rate of mortality c) Growth of Population d) None of these
- (5) The environment of insurance in India is _____
a) Adverse b) Favourable c) Complicated d) None of these
- (6) The report of financial system submitted by Narasimham committee in _____
a) 1990 b) 1991 c) 1997 d) 1998
- (7) ALM is recognised in India as a _____
a) Strategic Approach b) Systematic Approach c) Turnaround Approach d) None of these
- (8) IRDA regulates the investment of funds by _____ companies.
a)Banking b) Insurance c) Communication d) IPO
- (9) The following is not the method to measure the interest rate risk _____
a) GAP analysis b) Duration Analysis c) Market risk d) Technical Analysis
- (10) _____ insurance forms the lifeline of several commerce & trade activities.
a) Medical b) Trade c) General d) Marine

Q.1 (B) State whether the following statements are True or False.(Any SEVEN) (07)

- (1) Imperial Bank of India is known as RBI today
- (2) Banking Regulation Act was passed in 1947.
- (3) In any insurance contract, the insurable interest is immaterial.
- (4) Third pillar talks about market discipline.
- (5) Risk reduction is not possible in insurance sector.
- (6) RBI is apex financial institution
- (7) Cash in hand does not include the balance with the RBI
- (8) Cheque is not a negotiable instrument.
- (9) The objective of commercial bank is not to make profit.
- (10) Medical Insurance forms the lifeline of several commerce & trade activities.

Q.2. (A) Explain the financial service in day to day use. (08)

Q.2 (B) Explain in detail different financial instruments (07)

OR

Q.2 (C) Explain features of Banking company (08)

Q.2 (D) Explain in detail about financial market (07)

Q.3 (A) Explain the functions & role of insurances. (15)

OR

Q.3 (B) Explain role of RBI. (15)

Q.4 (A) Explain the functions of banking company (08)
Q.4 (B) Explain distribution system of life insurance product. (07)

OR

Q.4 (C) Explain in detail risk management rules and types of risk in Insurances (08)

Q.4 (D) Explain in detail the inspections of banks (07)

Q.5 (A) Explain in detail departments of RBI (08)

Q.5 (B) Explain the classification of NPA (07)

OR

Q.5 Write short notes on (Any 3)

(1) Functions of IRDA (15)

(2) CRR & SLR

(3) Narasimhan committee

(4) Malhotra committee

(5) BANKING OMBUDSMAN

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