

MID-WESTERN UNIVERSITY  
FACULTY OF MANAGEMENT  
FINAL EXAMINATION: 2074  
BACHELOR OF BUSINESS STUDIES (BBS)  
SEMESTER – I

Subject: Principles of Management  
Full Marks: 60

Course Code: MGMT 311  
Time: 3:00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS (10 X2 = 20 MARKS)**

*Answer ALL questions.*

1. What is conceptual skill write in a sentence?
2. Define conflict in short.
3. List out any two functions of lower level management.
4. Write the meaning of decentralization in short
5. Show any two differences between theory X and theory Y
6. Give the meaning of contemporary approach.
7. Mention the types of control.
8. Introduce the laissez faire leadership style in short
9. State the meaning of social responsibility in short.
10. Point out any two disadvantages of group decision making.

**SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)**

*Answer any SIX questions.*

11. Give the meaning of business environment. Explain the components of internal environment. 2+6
12. Define decision making. Describe the process of decision making. 2+6
13. What is motivation? Explain the Maslow's hierarchy of need theory. 2+6
14. Briefly explain the important leadership qualities. 8
15. State the meaning of controlling. Describe the purpose of control. 3+5

**SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)**

*Answer any TWO questions.*

16. What is organizing? Explain the principles and signification of organization 3+5+5
17. Define management. Briefly explain the functions and emerging challenges of management. 3+5+5
18. What is communication? Describe the barriers of communication. 3+10



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SEMESTER – I

Subject: Business Communication  
Full Marks: 60

Course Code: MGMT 312  
Time: 3:00 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS (10 X1 = 10 MARKS)**

Answer **ALL** questions.

1. List out two objectives of communication.
2. Write at least two distinctions between verbal and non-verbal communication.
3. What are the two purposes of writing a proposal?
4. Give two reasons for writing business letter.
5. Enlist two things you'd do before you attend for job interview.
6. Write two optional components of business letter with example.
7. State two differences between traditional and modern means of communication.
8. Mention two transitional words and use them in your own sentences.
9. Write at least four commonly confused, misspelled and mispronounced words.
10. Define sentence fragment. Give two examples of sentence fragments.

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

Answer any **SIX** questions.

11. Define principles of effective communication illustrating 7C's.
12. Explain the process of communication with suitable diagram.
13. Choose the correct answer from the given alternatives:(8X1=8)
  - a) Either Gopal or Hari will ask .....(his/her/their) parents for picnic.
  - b) A sentence that is complete and meaningful is called ..... clause. (independent, dependent, compound)
  - c) \_\_\_\_\_ is the transitional word which is used for giving example. (in addition, for instance, consequently)
  - d) She had a lot of money, she decided to spend it.(comma splice)
  - e) Gita likes to swim, riding a bicycle and doesn't mind when someone asks her to play badminton. (parallel structure)
  - f) Ramesh bought a puppy to his sister called Tommy. (modifier)
  - g) When the bus reached the station, it was almost empty. (faulty pronoun reference)
  - h) The plane.....(decents, descents, dissents) before it reaches the airport.
14. Write short notes on: (Any two) (4X2=8)
  - a) Non-verbal communication
  - b) Vertical Communication
  - c) Behavioral interview

**SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

Answer any **TWO** questions.

15. Define Sales letter. Enumerate the objective and importance of writing sales letter. Prepare a sales letter including the following clues: You've opened a hotel in your locality. Mention all the facilities and luxuries it provides to the customers. Draft a sales letter including all the required components in full block format.(2+3+8)
16. Define resume. List out different styles and function of resume. Prepare a resume of your own including all the required topics. (2+3+8)
17. What is meeting minutes? Enlist important topics to be included while preparing meeting minutes. Draft a meeting minutes of your own including all the necessary headings. (2+3+8)

**Mid-Western University**  
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Semester End (Regular/Partial) Examination 2074

**Subject: Microeconomics (MGMT 313)**

FM: 60

Time: 3 Hours

Level: BBS

Semester: I

PM: 30

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*Candidates are required to answer the questions in their own words as far as practicable.*

**Group A**

**Very Short Answer Questions (10X1=10 Marks)**

1. Shows the scope of microeconomics.
2. Define shift in demand curve with the help of figure.
3. Make a supply curve when price elasticity of supply is perfectly inelastic.
4. Show the price line and PCC in case of normal goods.
5. Define accounting and economic cost in brief.
6. A firm produces 5 units of output, where its total fixed cost is Rs. 100 and total variable cost is Rs. 200. Find AFC and AVC.
7. What are the two essential conditions of market equilibrium in perfect competition market? Show with the help of figure.
8. Define increasing returns to scale with example.
9. What are the four important features of oligopoly market?
10. What do you mean by rent?

**Group B**

**Short Answer Questions (3 X 8 = 24 Marks)**

**Answer any THREE questions.**

11. What are the uses of microeconomics in business decision making?  
Discuss.
12. What is income effect? Illustrate income effect in case of normal goods and inferior goods.

13. Measure the price elasticity of demand by arc method when price change from A to C and C to A? What is the result? Interpret it.

Combinations	Price	Demand
A	25	500
B	50	400
C	75	300
D	100	200

14. What is the meaning of price discrimination? Discuss the different types of price discrimination.

**Group C**

**Long Answer Questions (2 x 13 = 26 Marks)**

**Answer any TWO Questions.**

15. What are the different types of price elasticity of demand? How price elasticity of demand is measured in total outlay method?
16. Explain the concept of total cost curve. Derive the total cost curve with the help of hypothetical schedule and curve.
17. Explain the concept of short run production function with one variable input. In which stage does a rational producer produce? Discuss.

**Mid-Western University**  
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Semester End (Regular/Partial) Examination 2074

**Subject: Cost Accounting (MGMT 314)**

FM: 60

Time: 3 Hours

Level: BBS

Semester: I

PM: 30

*Candidates are required to answer the questions in their own words as far as practicable.*

**Group A**

**Very Short Answer Questions (10X1=10 Marks)**

1. What do you mean by cost?
2. Write any two differences between financial accounting and cost accounting.
3. What is mixed cost?
4. Write any two reasons of holding inventory.
5. What is JIT inventory system?
6. Give the examples of fringe benefits.
7. You are given the following equation:  
 $Y = 15,000 + 2.5 X$   
Required: Total cost when the level of activity is 10,000 units
8. What do you understand by by-product?
9. Mention any two objectives of process costing.
10. List out the types of inventory.

**Group B**

**Short Answer Questions (3 X 8 = 24 Marks)**

**Answer any THREE questions.**

11. The data regarding the production units and costs of a company are as follows:

Operating machine hours	Repair and maintenance expenses (in Rs.)
150	350
250	450
350	550
450	650
550	750

Required: By using high and low point method

- a. Variable cost per unit
- b. Amount of fixed cost
- c. Operating machine hours when the repair and maintenance cost is Rs. 800

d. Estimated repair and maintenance expenses for the Operating 700 machine hours

12. Define incentive wages system and explain two methods of incentive wage system with examples.

13. From the following particulars, calculate the earnings of worker A and B under Straight piece rate and Taylor's Differential piece-rate system.

Standard production per hour                      8 units

Normal time rate of wages per hour    Rs. 4

**Differentials to be applied:**

80% of piece-rate for below standard

120% of piece-rate at or above standard

**In a day, working 9 hours:**

Output of A                      54 units

Output of B                      75 units

14. The following information is provided:

Purchase price per unit	Rs. 20
Daily consumption	600-800 units
Delivery period	4-6 days
Storage rate	2 % per annum
Interest rate	8 % per annum
Rent and insurance associated with stock	Rs.10 per unit
Working or operating days in a year	360 days
Transportation and receiving cost for goods	Rs. 200

Required:

a) Economic order quantity

c) Re-order level

b) No. of order in a year

d) Maximum stock

### Group C

#### Long Answer Questions (2 x 13 = 26 Marks)

Answer any TWO Questions.

15. Define cost accounting. Explain in detail why it is important to stakeholders.

16. G K Manufacturing Company produces and sells its product produced by consecutive processes. The Product of these processes are dealt with as under:

	Process X	Process Y	Process Z
Transfer to next process	60%	50%	-
Transfer to Warehouse for Sale	40%	50%	100%

In each process 10% of weight is lost and these possess scrap value of Rs. 3 per unit, Rs. 4 per unit and Rs.5 per unit from process X, Y and Z respectively.

The following particulars related to the period ending Chaitra, 2073:

Items	Process A	Process B	Process C
Materials introduced (Units)	1,000	-	-
Rate per unit	Rs. 20	-	-
Wages	Rs. 4,000	Rs. 2,000	Rs. 3,500
Other expenses	Rs. 3,300	Rs. 820	Rs. 1,300

The product of each processes transferred to warehouse were sold at cost plus 25% in each process. The administrative and selling expenses incurred Rs. 6,000 and Rs. 2,000 respectively.

Required: a) Process A, Process B, and Process C Account

b) Statement showing profit from sale

17. I) The details of cost and other information relating to two production departments are as under:

Particulars	Amount
Power	3,000 per month
Insurance premium on machine	3,500 per month
Rent	3,000 per month
Labour Welfare	1,000 per month
Repair and maintenance	500 per month

**Other information:**

Indirect costs per month:	Production Department	
	A	B
Materials in rupees	5,000	2,500
Labour in rupees	2,000	2,000
Value of the machine used in rupees	100,000	75,000
Number of employees	60	40
Horse power of machinery used	30	20
Area occupancy (in sq.mt.)	75	25
Operating machine hour per month	6,000	4,000
Depreciation rate per annum	12%	12%

Required:

- a) Apportionment of overhead cost to production departments A and B  
 b) Overhead rate per machine hour

II) What is job order costing? Write its objectives for producing industry.



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Semester End (Regular/Partial) Examination 2074

<b>Subject: Marketing Management (MGMT 315)</b>		FM: 60
Time: 3 Hours	Level: BBS	Semester: I
		PM: 30

*Candidates are required to answer the questions in their own words as far as practicable.*

**Group A**

**Very Short Answer Questions (10X1=10 Marks)**

1. Differentiate between selling concept and modern marketing concept.
2. List out the marketing process.
3. Point out the types of buying behavior.
4. What do you mean by product positioning?
5. Define market segmentation.
6. What do you understand by trade mark?
7. Write the features of service product.
8. Give any two reasons for price change.
9. What do you mean by indirect marketing channel?
10. Define sales promotion with examples.

**Group B**

**Short Answer Questions (3 X 8 = 24 Marks)**

**Answer any THREE questions.**

11. Specify some of the major trends and forces that are changing the marketing landscape.
12. What is target market? Describe its types.
13. What do you mean by pricing? Explain new product pricing strategy of a product.
14. "Advertising is an important part of marketing." Describe the considerations of selecting advertising media.

**Group C**

**Long Answer Questions (2 x 13 = 26 Marks)**

**Answer any TWO Questions.**

15. Write the concept of marketing and describe the channel design decision in marketing.
16. What do you mean by micro and macro environment? Describe the general process of business buying.
17. How do you define the new product? Explain the product life cycle process of a product.