



ARKA JAIN University, Jharkhand

1st Semester Examination – 2017-18

Subject : Principles of Management
Subject Code : 1001
Time : 3 Hours

Course: BBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B, C & D**
- **Part-A** is compulsory. It contains **TEN** questions.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part-D** is compulsory

PART A

All questions are compulsory

Q1. a) Choose the correct option:

(5x1=5)

1. Gathering a pool of candidates for hiring is called
 - a. Recruitment
 - b. Selection
 - c. Advertisement
 - d. None of the above
2. Principles of Scientific management were formulated by
 - a. Henri Fayol
 - b. Elton Mayo
 - c. Frederick Winslow Taylor
 - d. Elton John
3. 14 Principles of management were proposed by
 - a. Henri Fayol
 - b. Elton Mayo
 - c. Frederick Winslow Taylor
 - d. Elton John
4. Directing includes
 - a. Supervision
 - b. Motivation
 - c. Communication
 - d. All of the above

5. Corporate Social Responsibility activities benefit the organization by
- Increase in sales
 - Lowering the cost of raw materials
 - Providing Tax incentives
 - None of the above

b) Write short notes on the following:

(5x2=10)

- Briefly discuss any 2 objectives of Planning.
- Briefly describe Organizing.
- What do you understand by Staffing?
- Explain Directing.
- Briefly explain Controlling.

PART- B

Q2. Answer any four:

(4x5=20)

- Explain the dual nature of Management?
- What are the features of perfect planning?
- Explain: Workload Analysis and Workforce Analysis.
- Define controlling and also mention its features.
- What do you understand by Corporate Social Responsibility?
- What is span of management? Calculate the value of "T" when $n=7$

PART- C

Answer any three:

(3x10=30)

- Q3. Differentiate between Scientific and administrative theory of management.
- Q4. Define RECRUITMENT & SELECTION. Also describe Sources of RECRUITMENT and of SELECTION.
- Q5. Define performance. Mention different factors influencing performance.
- Q6. Differentiate between Traditional & Professional Management System.
- Q7. Differentiate between FORMAL & INFORMAL groups in an organization.
- Q8. Explain LINE & STAFF relationship.

PART- D

Case Study

(5 marks)

Q9 'Agile Ltd.' is a well-known automobile manufacturing company in India. The company plans to increase the sale of its sedan cars by 20% in the next quarter. In order to achieve the desired target, the marketing team of the company considers the impact of policy of the government towards diesel vehicles and the level of competition in this segment of cars. They explore the various available option like offering more discount to dealers and customers, providing more customer friendly finance options, lucky draws on test drives, increasing advertising, offering more of free accessories on the purchase of the car, etc. a thorough analysis of the various available options is done keeping in view the relative viability of each option. The company decides to pursue the option of offering more discount to dealers and customers in order to boost the sale of sedan cars. In order to implement the plan,, they determine the various discount packages and communicate the same to their product dealers. To make the prospective consumers aware about the new available benefits, advertisements are made through various sources of print and electronic media. The market analysts of the company keep a close watch on the revenue from the sedan cars to study the effect of new initiatives by the company to promote its sales.

In context of the above case, answer the following questions:

1. Name the function of management described in the above paragraph.
2. Identify and explain the various steps involved in process the function of management as identified in part (a) by quoting lines from the paragraph.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Business Communication-I

Course: BCA/BSCIT/BA
BCOM /BBA

Subject Code : 1002

Full Marks : 70

Time : 3 Hours

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

(10x1=10)

I) Choose the correct option:

- Grapevine communication flows in which direction?
 - Upward
 - Downward
 - Horizontal
 - Any direction
- Feedback is given by _____
 - Sender
 - Receiver
 - Encoder
 - None of the above
- Barrier in communication that arise due to multiple meanings of one word is called
 - Technical barrier
 - Semantic barrier
 - Psychological barrier
 - Physical barrier
- Which of these is not a part of Non-verbal communication?
 - Letter
 - Gesture
 - Eye contact
 - Handshake
- Distortion is a type of _____
 - Motivation
 - Barrier

- c. Process
- d. None of these
- vi. Leave application is an example of
 - a. Horizontal communication
 - b. Downward communication
 - c. Upward communication
 - d. Informal communication
- vii. Show cause notice is an example of
 - a. Horizontal communication
 - b. Downward communication
 - c. Upward communication
 - d. Informal communication
- viii. A person who continuously scolds others is considered to be in
 - a. Adaptive child ego state
 - b. Critical parent ego state
 - c. Adult ego state
 - d. Little professor ego state
- ix. A person who is always very submissive in nature and complies with every imposition is considered to be in
 - a. Adaptive child ego state
 - b. Critical parent ego state
 - c. Natural child ego state
 - d. Little professor ego state
- x. The questions which can be answered in one word are called _____
 - a. Open ended question
 - b. Closed ended question

II) Write short notes on the following:

(5x2=10)

- i. Psychological barrier
- ii. Body language
- iii. Emotional appeal in public speech
- iv. Good Listener
- v. Receiver

PART B

Q.2) .Answer any Four

(4x5=20)

- i. Explain the characteristics of Adult ego state.
- ii. Explain how difference in hierarchy may lead to barrier in communication.
- iii. Differentiate between Formal and Informal communication
- iv. Differentiate between Oral and Written communication
- v. What are the advantages of Grapevine communication?
- vi. What are the drawbacks of Diagonal communication?

PART C

.Answer any Three

(3x10=30)

- Q.3)** How can we overcome barriers in communication?
- Q.4)** Explain all the ego states of Transaction analysis.
- Q.5)** What are the principles of effective communication?
- Q.6)** Explain the process of communication with the help of a diagram.
- Q.7)** How would you prepare for an effective public speech?
- Q.8)** Explain the SOFTEN approach(non-verbal communication) in your own words.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : English
Subject Code : 4001
Time : 3 Hours

Course: BBA
Full Marks : 70
Pass Marks : 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & B** is compulsory.
- **Part - C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A] Fill in the Blanks

(5x2=10)

- O no! it is an ever-fixed _____
That looks on _____ and is never shaken;
It is the _____ to every wand'ring bark,
Whose worth's unknown, although his _____ be taken.
- Whose herds with _____, whose fields with bread,
Whose _____ supply him with attire,
Whose trees in s _____ yield him shade,
In _____ fire.
- O well for the _____ boy,
That he shouts with his _____ at play!
O well for the _____ lad,
That he sings in his boat on the bay!
- Some men a forward motion _____;
But I by backward steps would _____,
And when this _____ falls to the urn,
In that state I came, _____.
- "I have been _____, and now am not too old;
And I have seen the _____ forsaken,
His health, his _____ - and his quality taken.
This is not what we were formerly _____."

B] Answer in brief all

(5x2=10)

- i. 'Some men a forward motion love. And I by backward steps would move'; why does the poet long to travel back? With reference to the poem 'The Retreat' where does he want to go?
- ii. How does Mrs. Slater plan to outshine the Jordans? What does it reveal about her character?
- iii. "Love's not time's fool"; explain this quote with reference to the Sonnet 116.
- iv. What is the meaning of the expression "foot of thy crags" in the poem "Break, Break, Break"?
- v. How would you justify the title of Henry Vaughan's poem "The Retreat"?

PART B

Q.2) All questions are compulsory

(5 marks)

i. Do as directed

- a) The voice of the singers _____ sweet. (is/was)
- b) The packet, with all its contents _____ stolen. (was/were)
- c) Leela and I, neither of us _____ to go out. (wants/want)
- d) The bouquet of flowers _____ faded. (have/has)
- e) Savings in the bank _____ a great profit. (is/are)
- f) Neither his mother nor his father _____ alive. (is/are)
- g) Oil and water _____ not mix. (do/does)
- h) Each of the boys _____ rewarded. (was/were)
- i) The United States _____ a super-power. (is/are)
- j) The law in most lands _____ not prescribe that we should be polite. (do/does)

ii. Read the following passage carefully and answer questions

(5 marks)

There was once a sweet little girl who lived with her father and mother in a pretty little cottage at the edge of the village. At the further end of the wood was another pretty cottage and in it lived her grandmother. Everybody loved this little girl; her grandmother perhaps loved her most of all and gave her a great many pretty things. Once she gave her a red cloak with a hood which she always wore, so people called her Little Red Riding Hood. One morning Little Red Riding Hood's mother said, "Put on your things and go to see your grandmother. She has been ill; take along this basket for her. I have put in it eggs, butter and cake, and other dainties." It was a bright and sunny morning. Red Riding Hood was so happy that, at first, she wanted to dance through the wood. All around her grew pretty wild flowers

which she loved so well, and she stopped to pick a bunch for her grandmother. Little Red Riding Hood wandered from her path and was stooping to pick a flower when from behind her a gruff voice said, "Good morning, Little Red Riding Hood." Little Red Riding Hood turned around and saw a great big wolf, but Little Red Riding Hood did not know what a wicked beast the wolf was, so she was not afraid. "What have you in that basket, Little Red Riding Hood?" "Eggs and butter and cake, Mr. Wolf." "Where are you going with them, Little Red Riding Hood?" "I am going to my grandmother who is ill, Mr. Wolf." "Where does your grandmother live, Little Red Riding Hood?" "Along that path, past the wild rose bushes, then through the gate at the end of the wood, Mr. Wolf."

Then Mr. Wolf again said, "Good morning," and set off, and Little Red Riding Hood again went in search of wild flowers. At last he reached the porch covered with flowers and knocked at the door of the cottage. "Who is there?" called the grandmother. "Little Red Riding Hood," said the wicked wolf. "Press the latch, open the door, and walk in," said the grandmother. The wolf pressed the latch and walked in to where the grandmother lay in bed. He made one jump at her, but she jumped out of bed and into a closet. Then the wolf put on the cap which she had dropped and crept under the bedclothes. In a short while Little Red Riding Hood knocked at the door and walked in, saying, "Good morning, Grandmother. I have brought you eggs, butter and cake, and here is a bunch of flowers I gathered in the wood." As she came nearer the bed she said, "What big ears you have, Grandmother." "All the better to hear you with, my dear." "What big eyes you have, Grandmother." "All the better to see you with, my dear." "But, Grandmother, what a big nose you have." "All the better to smell with, my dear." "But, Grandmother, what a big mouth you have." "All the better to eat you up with, my dear," he said as he sprang at Little Red Riding Hood. Just at that moment Little Red Riding Hood's father was passing the cottage and heard her scream. He rushed in and, with his axe, chopped off Mr. Wolf's head. Everybody was happy that Little Red Riding Hood had escaped the wolf. Then Little Red Riding Hood's father carried her home, and they lived happily ever after.

Answer the following questions.

- a) Give a suitable title to the given passage.
- b) How did the girl's family show that they loved her?
- c) Why did the wolf ask the girl where her grandmother lived?
- d) What does the word dainties mean in the sentence, "I have put in it eggs, butter and cake, and other dainties?"
- e) Why do you think the wolf lets the grandmother escape into the closet?

PART C

Answer any four from the following question

(10x4=40)

- Q.3) What were Shakespeare's personal feelings about love?
- Q.4) What are the major themes of "The Retreat" by Henry Vaughan?
- Q.5) What are the characteristics of a happy life as described by Pope in the poem "Ode on Solitude"?
- Q.6) Not only are lives of young soldiers being taken in war, but also nationalism, pride and honor are being lost with the fallen. With reference to the poem 'Report on Experience,' explain your view point.
- Q.7) Mr. Able is very upset with the behavior of his daughters and takes certain decisions. Do you agree/disagree with his decisions, answer with logical reasons.
- Q.8) How does the author bring out the modern world's insensitivity to the old and dying?



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Business Accounting
Subject Code : 1010
Time : 3 Hours

Course: BBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory. It contains **FIFTEEN** questions.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **TWO** questions are to be answered.

PART A

Q1. All questions are compulsory:-

A] Choose the correct answer :

(5x1)

- a) Which of the following is not a type of Current Asset?
i) Debtors ii) Bills Receivable iii) Cash in hand iv) Bank overdraft
- b) Which of the following expense is posted in Profit & Loss account?
i) Carriage Inward ii) Salaries iii) Wages iv) Power & Fuel
- c) Which of the following is an external user of accounting information?
i) Government ii) Shareholder iii) Employees iv) Management
- d) Which concept says that the business will continue to exist for a long period of time?
i) Dual Aspect ii) Accounting Period iii) Cost iv) Going concern
- e) Which convention says that all anticipated losses should be recorded, but all anticipated or unrealized gains should be ignored
i) Full Disclosure ii) Conservatism iii) Timeliness iv) Materiality

B] Fill in the blanks with the most appropriate word:

(5x1)

- a) When the proprietor withdraws goods or money from the business for personal use, it is called as _____.
- b) When goods are distributed by way of free samples _____ account is debited.
- c) Under _____ method of depreciation, the value of asset decreases faster.
- d) _____ is prepared to reconcile the balances of cash book and pass book.
- e) As per the golden rule of nominal account, all _____ are credited.

CJ Very Short answer question:

(5x2= 10)

- a) Write any two advantages of accounting.
- b) Discuss any two objectives of preparing triple column cash book.
- c) Define Trial Balance?
- d) What is the need for preparing final accounts?
- e) What do you mean by Current Assets?

PART B

Q2. Answer any four questions:

(4x5=20)

- i. Discuss any five errors which can be reconciled by preparing a bank reconciliation statement
- ii. Prepare a format of balance sheet in the order of permanence
- iii. From the following information, calculate the amount of annual depreciation chargeable for a machine:
 - Acquisition cost of the machine - Rs. 80,000
 - Freight charges for bringing the machine to the factory - Rs. 3,500
 - Wages paid for installation of the machine - Rs. 5,500
 - Estimated repairing charges per year - Rs. 900
 - Estimated Scrap Value - Rs. 12,000
 - Estimated Useful life of the machine - 7 years
- iv. Pass any five different journal entries involving 'Bank' account and explain it with proper narration.
- v. Discuss the Historical cost concept in detail
- vi. Following is the extract of Trial Balance taken from the books of a trader for the year ended 31.03.2016

Name of Account	Debit (in Rs.)	Credit (in Rs.)
Bad Debts	3,000	
Provision for Bad & Doubtful Debts		1,900
Debtors	60,000	

Further Information:

- i) Write off further bad debts to the extent of Rs. 1,000
- ii) Create a provision of 10% on doubtful debts.

You are required to show how the above will be dealt in final accounts.

PART C

Answer any two questions:

(2x15=30)

Q3. From the following Trial Balance as on 31st March 2016, prepare a Trading and Profit and Loss Account for the year ended 31st March 2016 and Balance Sheet as on that date:

<u>Particulars</u>	<u>Dr.</u> <u>Amount (Rs.)</u>	<u>Cr.</u> <u>Amount (Rs.)</u>
Capital		63,450
Drawings	10,000	
Stock (1.4.2015)	28,000	
Sales and Sales Return	4,000	64,000
Purchase and Purchases Return	36,000	2,000
Plant and Machinery	10,000	
Building	10,000	
Debtors and Creditors	50,000	56,000
Bank Loan		25,000
Interest on Loan	3,000	
Bad Debts	450	
Salaries	9,000	
Wages	9,000	
Office General Expenses	1,200	
Office Rent	1,800	
Insurance	1,000	
Travelling Expenses	2,500	
Cash in Hand	1,500	
Cash at Bank	26,000	
Furniture and Fittings	7,000	
	2,10,450	2,10,450

The following additional information is given:

- a) The stock on 31st March 2016 was valued at Rs. 50,000.
- b) Provide Depreciation @ 5% p.a. on Plant and Machinery; Furniture and Fittings @ 15% p.a. and Buildings @ 2% p.a.
- c) Create 5% Provision for Bad and Doubtful Debts.
- d) Outstanding Wages Rs. 3,000

Q 4:

A Company purchased on 1st January 2002, a second hand machine for Rs. 30,000 and immediately spent Rs. 20,000 on overhauling it. On 1st July 2002, additional machine at a cost Rs. 25,000 was purchased. On 1st July 2004 the machine purchased on 1st January 2002 became obsolete and was sold for Rs. 10,000. On that date a new machine was purchased at a cost of Rs. 60,000.

Depreciation was provided annually on 31st December at 10% per annum on the reducing balance method. Show the Machine Account as it would appear in the books the company for the years 2002 to 2004.

Q 5:

The following balances were extracted from the books of Bala Gopal, on February 28, 2015.

Bala Gopal's capital	12,00,000	Stock 01-04-2014	2,00,000
Motorcycle	40,000	Trade Payables	3,10,000
Freehold Property	15,80,000	Travelling Expenses	15,000
Purchases	18,00,000	Investments	2,00,000
Return outwards	50,000	Rent from subletting	24,000
Repairs to Property	10,000	Shop fittings	12,000
Postage	2,000	Delivery Van	4,80,000
Interest on Investments	16,000	Interest on Krishna's Loan	25,000
Trade Receivables	8,50,000	Cash in hand	36,000
Loan by Mrs. Bala Gopal to the business	1,00,000	Bank of India (overdraft)	1,20,000
Loan from Krishna	2,50,000	Income Tax	20,000
		Sales	32,00,000

The following transactions were recorded during the month of March 2015:

- i) Credit purchases of goods for Rs. 1,20,000.
- ii) Sales Return for Rs. 20,000 and Purchase Return for Rs. 8,000.
- iii) Credit sales of goods worth Rs. 2,50,000

You are required to prepare a Trial Balance as at March 31, 2015.

Q 6:

You are required to prepare a Bank Reconciliation Statement from the following particulars as on January 31, 2010:

- i) Dr. Balance as per Pass Book Rs. 7,500
- ii) The credit column of the pass book was overcast by Rs. 390.
- iii) Out of the total cheques drawn for Rs. 26,000 in the month of January 2010, cheques aggregating to Rs. 16,000 were encashed within the month; cheques aggregating to Rs. 6,000 were encashed in the next month, and the rest have not been presented at all.
- v) Bank charges debited Rs. 200 and dividends collected Rs. 350 has been entered only in pass book.
- vi) A customer directly deposited a cheque of Rs. 1,250 in our bank account. As the cashier was unaware about it, it was omitted from cash book.
- vi) Annual interest of Rs. 1,980 earned on investments made duly entered in pass book was omitted from the cash book.
- vii) Out of the cheques deposited for Rs. 15,000 in the month of December 2010, cheques worth Rs. 8,000 were credited in the subsequent month in the pass book.

Question 7:

Discuss any three Accounting Principles in detail.



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Managerial Economics

Subject Code : 1009

Time : 3 Hours

Course: BBA

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B, C & D**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part- D** is compulsory.

PART A

Q1. All questions are compulsory:-

Multiple Choice Questions:

(5x1=5)

- Total Cost per unit of output is:
 - Average Cost
 - Marginal Cost
 - Fixed Cost
 - Variable Cost
- Which of the following is not an example of micro economics:
 - Income of an individual
 - National Income
 - Consumption of an individual
 - Expenditure of an individual
- Which of the following is not the reasons for the rightward shift of demand curve:
 - Increase in income of the consumer
 - Shift of taste and preferences towards the product
 - Decrease in the price of commodity
 - Increase in the price of substitute good
- When TP is maximum, MP is:
 - Zero
 - Increasing
 - Decreasing but positive
 - Negative
- Which of the following is not the feature of perfect competition:
 - Large number of buyers and sellers
 - Product Differentiation
 - Free Entry and Exit
 - Firms are price takers and not price makers

Very Short Questions

(5x2=10)

- What is the scope of economics?
- What is supply schedule?
- Give the phase in which a rational producer operate in the short-run. Why?
- What is opportunity cost?
- What are the conditions of firm's equilibrium under perfect competition?

PART B

Q2. Attempt any 4 out of 6 questions.

(5x4=20)

- i) Explain the characteristics of micro economics.
- ii) Explain the point method of measuring elasticity of demand.
- iii) What are the two types of production function?
- iv) Why long-run average cost is called envelope curve. Explain with the help of diagram.
- v) Distinguish between perfect competition and monopoly.
- vi) What are the economies and diseconomies of scale?

PART C

Attempt any three questions.

(3x10=30)

Q3. What is supply? What are the factors affecting supply

Q4. What is the difference between 'Increase in demand' and 'Extension of demand'.

Q5. What type of changes take place in total product and marginal product when there are

- a. Increasing returns to a factor
- b. Decreasing returns to a factor
- c. Negative returns to a factor

Why do these changes take place?

Q6. What is Cost? What is the behavior of total cost curves in the short run?

With the help of diagram and table, explain the relation between Marginal Cost and Average Cost.

Q7. How equilibrium price and output is determined under perfect competition?

Q8. What is Revenue? Explain the relation between Average and Marginal revenue under

- d. Perfect Competition
- e. Imperfect Competition

PART D

Q9. Case Study: Government intervention

The price of raw sugar recently reached its highest level since 1981 due to problems with supply. Historically, raw sugar has traded at between 10 and 12 US cents per pound at the New York Board of Trade. But the price increased to over 18 cents last month.

Growing demand in Brazil for sugar to be turned into ethanol for fuel, coupled with a sharp fall in Indian production have both been factors in the price increase.

Sugar production in India for 2008-09 fell 45% year-on-year due to less rain in the monsoon season damaging a number of agricultural crops.

The London-based International Sugar Organisation predicts that global consumption of sugar is likely to outstrip production by 9m tonnes next year, forcing food companies and governments to dig into stockpiles. In the US, snack producers including Mars, Nestlé and Krispy Kreme Doughnuts put pressure on the US government to relax import controls, warning that otherwise they might run out of sugar.

Commentators predict that most shoppers will be unaffected because sugar is such a small part of a consumer's typical spending in a week that no one will notice an increase in price.

Questions

1. Explain, using supply and demand analysis, why the price of sugar has been increasing recently. **(2 marks)**
2. Do you think a) the supply and b) the demand for sugar is price elastic or inelastic? Justify your choices. **(2 marks)**
3. How might companies such as Mars and Nestlé react to an increase in the price of sugar? **(1 mark)**



ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Business Awareness
Subject Code : 1003
Time : 3 Hours

Course: B.COM/BBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B, C & D**
- **Part- A & D** is compulsory.
- **Part - B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part - C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

I) Identify the following logos and name their companies: [3x1]

i.



ii.



iii.



II) From the following taglines identify the names of the respective brands/companies: [2x1]

- Zindagikesaathbhi, Zindagikebaadbhi
- Clear Hai!

III) Write short notes on the following: [5x2]

- Who is called an Entrepreneur?
- Give examples of four different types of Services.
- Name any four industries that are functioning in Jamshedpur.
- Name top 4 players in the Indian Telecommunication industry.
- Differentiate between Profit and Revenue. Illustrate with an example.

PART B

Q.2) Answer any Four [4x5]

- Differentiate between Product and Service.
- Explain the two types of Market Shares with suitable examples.
- What was the problem in Positioning Tropicana in the market? What should they do to recover?
- If you were planning to compete with Patanjali in the FMCG sector how would you go about it?
- According to you, what are the qualities of an Entrepreneur?
- Explain the various works of development Tatas are doing in Jamshedpur.

PART C

Answer any Three

[3x10]

Q.3)

Company	Revenue	Units sold
Company A	10,00,000 INR	500
Company B	15,00,000 INR	700
Company C	20,00,000 INR	900
Company D	18,00,000 INR	750

From the above data calculate the following:

- Market share of each company on the basis of Value
- Market share of each company on the basis of Volume

Q.4)

Company	Units sold	Price per unit	Cost per unit
Company A	1000	10	7
Company B	900	12	6
Company C	1200	8	5
Company D	800	15	8

From the above data calculate the following:

- Revenue of each company
- Profit of each company

Q.5) Discuss the life of Mr. Ratan Tata as an entrepreneur.

Q.6) Discuss on the business activities of Linde India Limited.

Q.7) Explain why Trivago chose to go against celebrity endorsement and used one of their own employees for their ads.

Q.8) What mistakes did Complian do and how can they recover?

PART D

Q.9) Read the following case and answer this question :-

[1x5]

What strategies did Xiaomi undertake to grab a huge market share in the Indian market and beat other smart phone manufacturers?

How China's handset maker Xiaomi came first in India ?

A maverick, defines Merriam-Webster, is an individual who does not go along with a group or party. Of the over 4,70,000 words in the American dictionary, that is the one Manu Jain, the India head of Xiaomi, world's fifth largest smartphone maker, chooses to define himself. "I am a maverick. I challenge status quo," says the 36-year old, underlining the risk-taking streak in his nonconformist personality. "I have done exactly the opposite of what other mobile brands in India have been doing," he claims...

Sample this: At a time when rivals were deeply entrenched in brick-and-mortar stores across the country, Jain shunned it. Xiaomi India, launched in July 2014, took the online route to sell products. "People labelled us crazy.

Xiaomi's Pole Vault

Started
India
operations
in **July**
2014

Had a
meagre **3%**
market
share in
2015

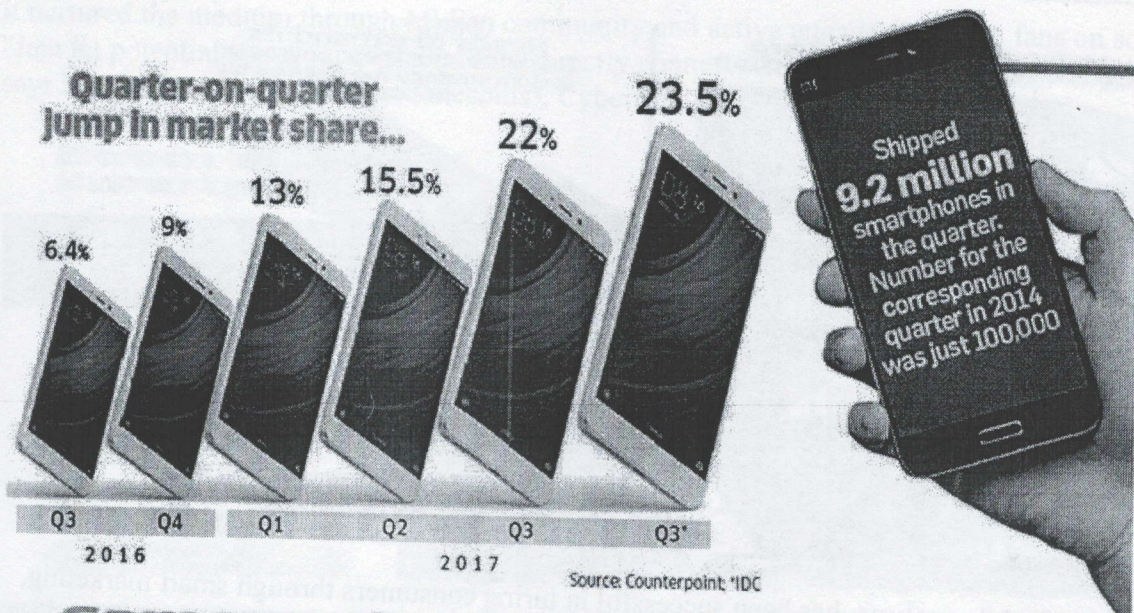
Leapfrogs from 6.4% in
third quarter of last year
to **23.5% in Q3 of 2017**,
making it top of the charts
along with Samsung.

Clocked a
revenue of
\$1 billion in
2016, claims
to be profitable

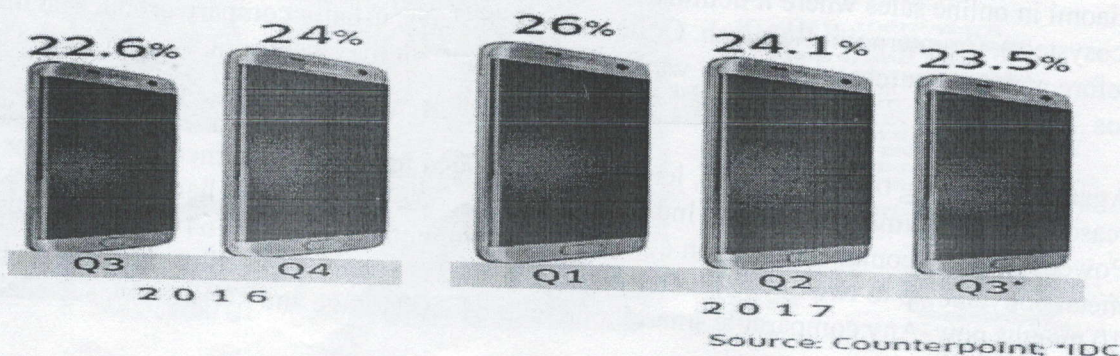
Now, India is
its **biggest**
market
after
China

We didn't care. We just wanted to experiment," recalls Jain. When competitors were splurging millions of dollars on advertising and in hiring Bollywood biggies to market their products, Jain bet on word-of-mouth. "We never had the Khans, but we had our blockbuster fans," he grins. While opponents aggressively pushed handsets to make money, Xiaomi took a different route. "We don't make money from hardware. Monetising software is the trick," says Jain, who is also the global vice-president of the company. ..

It's a string of such unusual moves that has propelled Xiaomi to the top of the heap in a little over three years of setting foot in India. From a meagre 3% market share in 2015, the Chinese brand — billed as the Apple of China — leapfrogged to 23.5% in the third quarter of this year to share the top slot with Samsung. From shipping just 1,00,000 units in Q3 of 2014, Xiaomi has surged to 9.2 million units in the same quarter this year.



Samsung's stagnation means little competition for Xiaomi



Less is More

Mi Community, an official forum for Xiaomi to interact with users, has over 2.9 million registered users since its launch in June last year. The platform not only facilitates bonding with users, it also helps Xiaomi incorporate the feedback from users in its products. Take dual-SIM smartphone Redmi Y1 with a micro SD card. "Over 90% of Mi fans wanted such a feature," says Jain, adding that users can access two WhatsApp accounts on all dual-SIM smartphones of the brand, the only company to offer such a feature. Jain says if Xiaomi had not managed to build a cult following in India, similar to what the brand did in parent country China, then it could not have reached where it is today.

While Xiaomi launched only two phones in its first year, it had three models in 2015. In 2017, the company has launched eight phones so far. "Each phone is a bestseller," claims Jain, adding that while others focused on having a wider portfolio, Xiaomi opted for a leaner and meaner look. "We never launched 40-50 phones like other brands. That really helped a lot," he concedes. The company prefers less not only in the number of products but also in the size of its operations. For the first two months after joining Xiaomi, Jain neither had an office nor any team. Working from home and cafes made it daunting to convince potential business partners to come on board. Renting a six-seater room and transforming it into a tiny office in the third month didn't make things easier. While visitors, shocked to see Jain serve tea and coffee personally, feared Xiaomi .. was a Ponzi scheme, Jain figured out a way to handle the perennial question on the size of his team. "I am the head, the tail and the one-man army," he began to reply.

Cut to November 2017 and a lot has changed. Xiaomi has over 300 people on its rolls. The company has forayed into offline and is making inroads into the hinterland in what be its biggest opportunity and challenge.

What has not changed, says Jain, over three years is the nature of Xiaomi's business model. Think of Xiaomi as a three layered company. First, it's a technology company like Google or Facebook as it has its own operating system that is built over Android. Second, it's a ..

The Hat-tricks

What perhaps made the going easy for the fledgling startup is an aging leader: Samsung. From having a market share in the heady 30s till a few years back, Samsung has been slipping. What has made matters worse for the South Korean company is that it is battling on two fronts: it is facing onslaught from a battery of Chinese players such as Vivo and Oppo at the lower and middle end of the market, and is getting knocked by Apple and OnePlus . at the higher end. Samsung, says Pathak of Counterpoint Research, must come up with a different value proposition to regain the attention of consumers. Though it has an offline edge over Xiaomi, it's going to be a very close race between the two.

Technology analyst Deepak Kumar agrees that Samsung faces a real threat from Xiaomi. It must act on multiple fronts to protect its turf, says the founder analyst at B&M Nxt. From devising new pricing strategies and strengthening channel partners to a repositioning to appeal to young buyers looking for value-for-money, Samsung needs to get its act together.

Meanwhile, Jain is getting ready with his new act: not behaving like an arrogant leader. "One needs to keep one's feet on the ground, shun arrogance and stay away from overconfidence," he says. Xiaomi, Jain maintains, will always act like a nimble startup: aggressive in execution, nimble in decision-making, and maverick in risk-taking.

Though it's yet to be seen if the gambit pays off in the long run, for the time being, it's been a great show, Xiaomi.