



1st Semester End Term Examination: Feb - 2023.

Subject : Entrepreneurship Development

Roll No:

Course : MBA

Full Marks : 70

Time : 3 Hours.

Instructions to the Candidates:

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) One of these does not include Type of Entrepreneur-
 - a) Innovator
 - b) Philosopher
 - c) Imitator
 - d) Fabian
- ii) An individual who starts, creates and manages a new business can be called
 - a) Leader
 - b) Professional
 - c) Manager
 - d) Entrepreneur
- iii) Which could provide an individual with the motivation to start a new business venture?
 - a) The Financial Rewards
 - b) A Desire to be Independent
 - c) Risk Taking
 - d) All of the Above
- iv) Size of Firm is not decided by -
 - a) Capital
 - b) Technology Version
 - c) Value of Product
 - d) Volume of Raw Material Consumed

6. What are difference between Private Ltd and Public Ltd Company?
7. What is partnership deed?

PART - C

Answer any TWO out of FOUR

[2x15=30]

- 8 Idea is the starting point of any business - explain its importance and implementation
9. How do Entrepreneurs contribute in the economy of Nation explain
10. Write down the various stages in Life cycle of any company.
11. Write note on reasons for Sickness of any firm.

- v) A new venture's business plan is important because _____.
a) It helps to persuade others to commit funding to the venture.
b) Can help demonstrate the viability of the venture
c) Provides a guide for business activities by defining objectives.
d) All of the above

vi) Which of the following shows the process of creating something new:

- a) Business model
b) Modeling
c) Creative flexibility
d) Innovation

viii) A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded

- as: a) a
a) Ecopreneur
b) Technopreneur
c) Intrapreneur
d) Social Entrepreneur

ix) Why should an entrepreneur do a feasibility study for starting a new venture:

- a) To identify possible sources of funds
b) To see if there are possible barriers to success
c) To estimate the expected sales
d) To explore potential customers
x) Seed capital assistance is _____:
a) A long-term assistance.
b) Initial assistance
c) A help for the purchase of seeds.
d) A short-term assistance.

xi) While planning for Resources the Entrepreneur has to -

- a) Determine Resources Required Vs Resources Available
b) Total situation Comparison
c) Plan for Insurgency
d) None of the Above

xii) Headquarters of EDI is situated in

- a) New Delhi
b) Ahmedabad
c) Mumbai
d) Chennai

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. What is Entrepreneurship? How do you differentiate between Entrepreneur and Intrapreneur?
2. Explain the characteristics of an Entrepreneur.
3. Write Note on Venture Capital and Angel Finance
4. Write note on reasons for Sickness of any firm.
5. Write note on "Factors influencing entrepreneurship".



1st Semester End Term Examination: Feb - 2023.

Subject : Quantitative Techniques **Roll No:**

Course : MBA

Full Marks : 70 **Time : 3 Hours.**

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) In a simultaneous throw of a die, the probability of getting a prime number ?
a) 1/3 b) 1/2
c) 2/3 d) 3/4
- ii) As a general rule, the _____ is the best measure of central tendency because it is more precise
a) Mean b) Median
c) Mode d) Range
- iii) Following are the marks obtained by 8 students in statistics. Calculate the arithmetic mean.

Marks	15	18	16	25	22	24	23	37
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- a) 27.5 b) 18.5
c) 19.5 d) None of These
- iv) It is defined as a statistical measure which is used to calculate the average deviation from the mean value of the given data set.

5. Distinguish between Karl Pearson's coefficient of correlation and spearman's rank correlation coefficient?
6. What do you mean by "Measures of Central Tendency" or 'Averages'? Describe their objects and functions
7. Calculate the median from the following data

Wages (in Rs.)	No. of Persons
0-10	15
10-20	20
20-30	25
30-40	20
40-50	16
50-60	14

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. A bag contains 4 white, 2 black, 3 yellow and 3 red balls. What is the probability of getting a white or red ball at random in a single draw of one?
9. Find the Mean from the following frequency distribution:

Marks	Frequency
0-7	19
7-14	25
14-21	36
21-28	72
28-35	51
35-42	43
42-49	28

10. Construct index number by simple average of price relatives method for 2021 taking the price of 2020 as base from the data given below

Commodities	Prices of 2020 (in Rs.)	Prices of 2021 (in Rs.)
A	30	45
B	40	50
C	60	72
D	80	88
E	10	13

11. A firm manufactures two types of products Coke and Dew, sell them at a profit of Rs. 5 on coke and Rs. 7 on Dew. Each product is processed on two machine X and Y. Coke requires 2 minutes of processing on machine X and 3 minutes on machine Y. Dew requires 3 minutes on machine X and 5 minutes on machine Y. The machine X is available not more than 3 hours 30 minutes while machine Y is available for 5 hours and 10 minutes during any working day. Formulate a linear programming problem (LPP)?

- a) Mean Deviation
b) Quartile Deviation
c) Standard Deviation
d) Mode
- v) In Coefficient of correlation lies between
a) 0 and +1
b) 0 and -1
c) -1 and +1
d) 0 and infinity
- vi) The probability of drawing a king card from a deck of cards is:
a) 1/52
b) 1/26
c) 4/13
d) 1/13
- vii) Probability of getting odd number in a single throw of dice is
a) 1/6
b) 1/3
c) 1/4
d) 1/2

viii) A feasible solution of LPP

- a) Must satisfy all the constraints simultaneously
b) Need not satisfy all the constraints, only some of them
c) Must be a corner point of the feasible region
d) None of These

- ix) Determine the value of median from the following items Runs : 110, 115, 140, 117, 109, 113, 120
a) 140
b) 117
c) 115
d) 120

- x) The algebraic sum of the deviations of a frequency distribution from its mean is always,
a) Greater than zero
b) Less than zero
c) Zero
d) All of the above

- xi) The linear function of the variables which is to be maximize or minimize is called
a) Constraints
b) Objective function
c) Decision variable
d) None of the above

- xii) If AM of 'a, a+13, a+16, a+19 and a+22' is 50, then a is equal to;
a) 16
b) 26
c) 27
d) 47

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Linear programming is one of the most frequently and successfully applied 'operation research techniques to managerial decisions. Elucidate this statement with some examples..
3. Two cards are drawn from a pack of 53 cards. What is the probability the both the cards are King?
4. Calculate Mean deviation from the following data:

X	40	50	60	70	90	100	150
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ARKAJAIN
University
Jharkhand

1st Semester End Term Examination: Feb - 2023.

Subject : Marketing Management **Roll No:**
Course : MBA
Full Marks : 70 **Time : 3 Hours.**

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Which of the following is not part of Marketing Mix?
- a) Product
 - b) Planning
 - c) Promotion
 - d) Place
- ii) _____ is the Father of Modern Marketing
- a) Peter Drucker
 - b) Lester Wunderman
 - c) Philip Kotler.
 - d) Anderson Maslow
- iii) Marketing is a process that aims at
- a) Profit Making
 - b) Satisfying Needs of People
 - c) Production of right goods
 - d) Services to sell products
- iv) "T" in STP stands for
- a) Temporary
 - b) Target

- v) Which of the following element is a part of 'Selling'?
- Let the Seller beware
 - Let the buyer beware
 - Begins before production
 - Customer first then product
- vi) Which of the following the characteristic of 'Product Concept'? Customers will favour
- Widely available products
 - Most expensive products
 - Most needy products
 - Product with most innovative idea
- vii) What elements comprise of a Market
- Ability to buy
 - Willingness to buy
 - Virtual Location
 - All the above
- viii) What is the full form of USP?
- Unique Selling Purchase
 - Unique Segmentation Positioning
 - Unique Selling Proposition
 - Universal Selling Proposition
- ix) Strategic Marketing planning establishes the
- Resource base
 - Additional sales
 - Tactical plans
 - Basis for any strategy
- x) _____ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.
- Stakeholder analysis
 - Market sampling
 - Environment Scanning
 -
- xi) Which of the concept of marketing focuses on the welfare of society?
- Selling Concept
 - Holistic Concept
 - Marketing Concept
 - Selling Concept
- xii) Which of the following Statements is TRUE?
- Marketing and Selling
 - Industry is a collection of buyers are interchangeable terms
 - Market is only a physical place
 - Marketing is societal Process

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Place decisions leads to success of Marketing - How?
- Explain steps in Personal Selling.
- What are the Industrial Products? Give example.
- Explain STP
- Development of USP help in Marketing explain how?
- Marketing is an important function in Business Management - Justify.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Explain Maslow's Law of Need Hierarchy.
- What are the Product Life Cycle explain in detail.
- You are given a FMCG product - Toilet soap. Develop a Marketing plan for the product
- Correct Segmentation and Positioning helps to develop right Marketing Plan - explain.



ARKAJAIN
University
Jharkhand

1st Semester End Term Examination: Feb - 2023.

Subject : Organisational Behaviour

Roll No:

Programme : MBA

Full Marks : 70

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Organizational Behaviour is the study of.
 - a) Individuals.
 - b) Groups
 - c) Organisation
 - d) Individuals and groups within an organisation
- ii) Personality determinants are
 - a) Hereditary.
 - c) Environmental
 - b) Situational
 - d) All the above
- iii) Organisations are
 - a) Individuals with a goal
 - b) Groups with a goal
 - c) Group of individuals working towards a common goal
 - d) All the above

iv) A person, who is afraid of water, jumps in the river to save a drowning man
Which personality determinant is at work in the above situation?

- a) Hereditary
- b) Situational
- c) Genetic
- d) All the above

v) Perception is.

- a) An individual's opinion about reality
- b) Reality itself
- c) Opinion of reality by social scientists
- d) None of the above

vi) How many Hawthorn experiments were carried out in all?

- a) 01
- b) 03
- c) 04
- d) 05

vii) Hawthorn experiments were about knowing about people at work

- a) Their behaviour
- b) Their Grievances
- c) Working conditions
- d) None of the above

viii) Motivation is

- a) Encouraging individuals to perform better
- b) Creating better work conditions to improve performance
- c) Increasing salary
- d) All the above

ix) There are two types of people, one who are lazy, need to be told to work and perform better and other who are interested in working, this is explained by

- a) Theory X & Y
- b) Theory Beta & Gama
- c) Theory of Leadership
- d) Principle of Machiavelli

x) The concept of "Internal locus of Control" says

- a) An individual controls the outcome
- b) Environment controls the outcome
- c) Close associates control the outcome
- d) Destiny controls the outcome

xi) Situational leadership says

- a) The leader should change as per the team
- b) Should change the team as per the situation
- c) Both should change
- d) No one should change

xii) Organisational Culture is made of

- a) General practices
- b) Organisational artefacts
- c) Country culture dimension
- d) All the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What are personality determinants? Explain with example
3. What do you understand by the terms Halo Effect and Contrast Effect?
4. Explain the four Hawthorn experiments?
5. What is Maslow's need hierarchy theory?
6. Explain the managerial Grid.
7. Explain any four Hoffstede's cultural dimension

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain the concept of Perception and related common errors.
9. What is the difference between Organisational culture and organisational climate?
10. Explain a situation where you had wrong perception and what was the error?
11. Explain the conflict resolving process and the five outcomes related to it?



1st Semester End Term Examination: Feb - 2023.

Subject : Managerial Skills for Effectiveness **Roll No:**
Course : MBA
Full Marks : 70 **Time : 3 Hours.**

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) What are functional managers responsible for?
 - a) They are only responsible for a single area of activity
 - b) They hold the responsibility to the upper level of management and staff
 - c) They are responsible for complex organisational sub-units
 - d) They hold the responsibility of obtaining copyrights and patents for newly developed processes and equipment.
- ii) Which of the following is, NOT a manager's informative role
 - a) Disseminator's role
 - b) Spokesman role
 - c) Monitor's role
 - d) Disturbance's handler role
- iii) Management skills applies to managers at _____
 - a) Middle levels in an organization
 - b) Top levels in an organization
 - c) Executive levels in an organization
 - d) All levels in an organization

4. Explain the concept of creative thinking?
5. Discuss the functions of management in brief?
6. Discuss the steps involved in a planning process?
7. Discuss the competencies of a great manager?

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Discuss the importance of Time Management highlighting the importance of Time Management Skills?
9. Discuss the concept of Relationship building with respect to its significance and role of communication in relationship building?
10. Planning is looking ahead? Explain
9. Management - science or art? Explain

- iv) Controlling involve
 - a) Determining the Objective
 - b) Setting Standards of Performance
 - c) Identifying Activities for the Creation of Department
 - d) Directing the People towards Accomplishment of Common Goal
- v) Which one of the following is not correct in case of planning?
 - a) Planning is goal oriented
 - b) Planning is pervasive
 - c) Planning is discreet function
 - d) Planning is flexible
- vi) The problem-solving process begins with
 - a) Clarification of the situation
 - b) Establishment of alternatives
 - c) Identification of the difficulty
 - d) Isolation of the cause
- vii) Which one of the following is not correct in case of planning?
 - a) Planning is goal oriented
 - b) Planning is pervasive
 - c) Planning is discreet function
 - d) Planning is flexible
- viii) 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
- ix) Which of the following is a crucial aspect of strategic planning?
 - a) It is a broad concept that consists of business and corporate strategy
 - b) It is an overall concept that consists of strategy formulation and implementation
 - c) It is a broad concept that consists of environmental and internal analysis
 - d) It is a general concept that consists of business inputs and outputs
- x) Which one of the following is not included in "The Managerial Activities"?
 - a) Commanding
 - b) Controlling
 - c) Organizing
 - d) Accounting
- xi) -----is known as the Father of Scientific Management
 - a) F.W Taylor.
 - b) Henry Fayol
 - c) Robert Owen
 - d) None of these
- xii) -----is about grouping of jobs
 - a) Organising
 - b) Directing
 - c) Planning
 - d) Controlling

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Discuss the concept of Emotional Intelligence?
3. Discuss the concept of leadership?

11. Following is the Trial Balance extracted from the books of Rohit Traders. You are required to prepare Trading A/c Profit & Loss A/c for the year ending on 31st March 2019 and Balance Sheet as of that date after Considering the additional information given below. Trial Balance as of 31st March 2019

Particulars (Debit)	Amount(Rs)	Particulars(Credit)	Amount (Rs)
Rohit's Drawings	5,000	Capital	2,00,000
Opening stock	30,000	Sales	1,64,000
Wages	5,000	Returns outward	2,400
Purchases	60,000	Creditors	40,000
Trade Expenses	800	Discount	1,600
Royalties	1,600	Bill payable	13,600
Salaries	20,000		
Debtors	80,000		
Plant & Machinery	56,000		
Printing & Stationary	2,400		
Bad debts	900		
Discount	1,200		
Furniture	16,000		
Advertisement	3,000		
Carriage outwards	600		
Computers	1,20,000		
Bills Receivables	16,000		
Cash in hand	1,100		
Cash at Bank	2,000		
	4,21,000		4,21,600
Adjustments:			
1. Closing stock is valued at Rs 40,000 at Cost Price and Rs 44,000 as Market Price.			
2. Provide Depreciation on Plant & Machinery, Furniture, Computers @ 5%, 10%, 15% respectively.			
3. Salaries are paid for 10 months only.			

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain the accounting principles with suitable example.
 9. Rahul is an entrepreneur his new start up required Fixed cost worth Rs. 10 Lakhs and variable cost Rs 20 per unit. Selling price for his product is Rs.120 per unit. Compute break even point for the enterprise both in units as well as in amount. Explain the concept of Break Even Point graphically using the aforementioned figures.

Particulars	Note No.	31st March 2012 (Rs)	31st March, 2011 (Rs)
I. EQUITY AND LIABILITIES			
1. Shareholders Funds			
(a) Share Capital		12,00,000	8,00,000
(b) Reserves and Surplus (Surplus, i.e., Balance in Statement of Profit and Loss)		3,50,000	4,00,000
2. Non-Current Liabilities			
Long term Borrowings		4,40,000	3,50,000
3. Current Liabilities			
Trade Payables		60,000	50,000
Total		20,50,000	16,00,000
II. ASSETS			
1. Non-Current Assets			
(a) Fixed Assets			
(b) Tangible Assets		12,00,000	9,00,000
2. Current Assets			
(a) Inventories		2,00,000	1,00,000
(b) Trade Receivables		3,10,000	2,30,000
(c) Cash and Cash Equivalents		3,40,000	3,70,000
Total		20,50,000	16,00,000
Prepare a Cashflow Statement after taking into account the following adjustments			
1. The Company paid interest Rs. 36000 on its long term borrowings			
2. Depreciation charged on tangible fixed assets was Rs 120000			



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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Liabilities and Assets amount to Rs 50,000 and 8000 respectively. The difference amount shall represent
 a) Creditors b) Profit
 c) Debentures d) Capital
- ii) In common size statement analysis of Balance Sheet, which item is taken as base of 100?
 a) Shareholder's Funds b) Total Assets
 c) Total Non-Current Assets d) Total Current Assets
- iii) Working capital 6, 00,000, total obligation to pay back: 27, 00,000, non-current Liability 24, 00,000. Calculate current ratio
 a) 2:1 b) 3:1
 c) 4:1 d) None
- iv) Current ratio is 2:1. On the sale of fixed asset (book value) for Rs. 18000, state whether the current ratio will
 a) Decline b) Increase
 c) Not change d) Can't Say

- v) If Revenue from Operations in 2014-15 is Rs. 40,000 and in 2015-16 it is Rs. 1,00,000, which of the following is correct?
- Net decrease of Rs. 60,000 and negative change percent of 150
 - Net increase of Rs. 60,000 and positive change percent of 150
 - Net increase of Rs. 60,000 and positive change percent of 40
 - Net decrease of Rs. 60,000 and negative change percent of 60
- vii) Which of the following is shown under financing activity?
- Interest paid
 - Commission received
 - Cash received against sale of goods
 - Cash paid for purchase of goods
- viii) If Current ratio is 2:1, and Bills receivable endorsed to creditors was dishonoured state whether the current ratio will
- Decline
 - Increase
 - Not change
 - Can't Say
- ix) The balance of good's account is transferred to
- Stock Account
 - Profit & Loss A/c
 - Balance Sheet
 - Trading Account
- x) Goodwill is a
- Current Asset
 - Fixed Asset
 - Fictitious asset
 - None of the above
- xi) Balance Sheet is an account
- True
 - Can't say
 - False
 - None of the above
- xii) Direct expenses are recorded in
- Profit & Loss account
 - Income & Expenditure account
 - Trading account
 - Balance Sheet
- xiii) In case of sole proprietorship, Expense against Owner's Life insurance premium will be treated in
- Profit & Loss A/C
 - Trading A/C
 - Drawings
 - None of the above.

PART - B

Answer any FOUR out of SIX

[4x7=28]

- What do you mean by depreciation? Why it needs to be provided?
- What is cash flow statement? And why cash flow statement is important for any business. State the limitations if any.
- JD started up a new sole proprietorship based business out of his savings of Rs 20000. His father gave him Rs 80000 which he invested in the business. He had to pay Rs 5000 as a security deposit with his landlord in addition to that he paid Rs 2000 as rent for the month. RD a close friend provided furniture worth Rs 5000 for the business. With regards to goods JD negotiated with many suppliers and finally agreed to a deal with Ram (one of the suppliers). The terms of the agreement were '50-50' i.e. 50% credit 50% cash. JD bought goods from Ram in 5 batches during the month all transactions of the value of Rs 10000 each. Due to decrease in sales JD had to return 1 batch of goods. JD's Father asked for Rs 10000 which he had to

adhere to. He paid Rs 3000 as insurance premium (1000 for his life and 2000 for the shop). Ram was paid Rs 15000 as full settlement pertaining to transactions of the month.

Pass necessary Journal entries.

- Define accounting. Explain the need, scope, advantages and disadvantages.
- From the following particulars extracted from the financial statements of XYZ Ltd compute:

a) Current Ratio	b) Quick Ratio	c) Debt equity Ratio	d) Total assets to debt ratio
Trade Receivable	1,00,000	Debtenture	2,00,000
Prepaid Expenses	10,000	Inventories	40,000
Cash & cash Equivalents	30,000	Expenses Payable	40,000
Short-term Investment	20,000	Equity share	1,00,000
Machinery	70,000	Reserve & Surplus	50,000
Bills Payable	20,000	Furniture	1,70,000
Sundry Creditors	40,000		

7. Prepare Comparative Statement from the following Balance sheet.

Particulars	Note No.	31st March 2019 (Rs)	31st March, 2018 (Rs)
I. EQUITY AND LIABILITIES			
1. Shareholders Funds			
(a) Share Capital		3,26,000	2,44,000
(b) Reserves and Surplus		1,00,000	1,00,000
2. Non-Current Liabilities			
Long term Borrowings		6,96,000	4,38,000
3. Current Liabilities			
Trade Payables		2,98,000	78,000
Total		14,20,000	8,60,000
II. ASSETS			
1. Non-Current Assets			
(a) Fixed Assets		5,68,000	4,30,000
(b) Non-Current Investments		6,000	4,000
2. Current Assets			
(a) Trade Receivables		6,46,000	3,76,000
(b) Cash and Cash Equivalents		2,00,000	50,000
Total		14,20,000	8,60,000



1st Semester End Term Examination: Feb - 2023.

Subject : Managerial Economics
Course : MBA
Full Marks : 70

Roll No:
Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of **Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result in the Cancellation of the Papers.**

PART - A

Multiple Choice Questions

[12x1=12]

1. i) Economics deals with
- Unlimited wants and limited resources
 - Limited wants and limited resources
 - Limited wants and unlimited resources
 - Unlimited wants and unlimited resources
- ii) Shape of indifference curve issloping.
- Upward
 - Horizontal to the x-axis
 - Downward
 - Vertical to the y-axis
- iii) Total product (TP) is maximum when Marginal product (MP) is
- 0
 - 1
 - Both a & b
 - None of these
- iv) The distinction between variable cost and fixed cost is relevant only in
- Long run
 - Medium run
 - Short run
 - None of these

