

RegularM.Com - I
Sem - I
[Time : 2 Hours]10/1/2022
[Marks : 60]

Please check whether you have got the right question paper.

- N.B: 1. All the questions are compulsory .
2. Figures to the right indicate full marks

1. Answer any **Two** of the following : 15
 - a) Explain the need and importance of Business Ethics.
 - b) Discuss in detail about Ethics Committee.

OR

 - c) Describe the various approaches to Business Ethics.
 - d) Discuss the Gandhian approach of Trusteeship.

2. Answer any **Two** of the following : 15
 - a) Write a note on Ethical practices in finance and accounting.
 - b) Discuss unethical practices in ~~advertising~~ advertising.

OR

 - c) Define Corporate Governance. Explain its features.
 - d) Discuss the elements of good corporate governance.

3. Answer any **Two** of the following : 15
 - a) Write a note on Corporate Philanthropy.
 - b) Explain in detail the importance of CSR in contemporary society.

OR

 - c) Comment on the future of CSR in India.
 - d) Discuss the models for implementation of CSR.

4. a. State whether the following statements are True or False: 5
 - a) Business Ethics is different from Business Law.
 - b) Ads in poor taste are ethical in nature.
 - c) Timely payment of dues helps to build good relations with suppliers.
 - d) CSR brings social change in the society.
 - e) Renewable energy results in greater carbon emissions.

- b. Fill in the blanks with appropriate options: 5
 - i. Duty theory is a type _____ theory.
(Deontological, Teleological, Utilitarian)
 - ii. _____ refers to fair and just treatment to all stakeholders.
(Equity, MBO, Sealar Chain)
 - iii. Triple bottom line consists of three main elements-People, Planet and _____
(Production, Profit, Period)
 - iv. The Ethical Trading Initiative was initiated in _____ in 1998.
(England, USA, France)
 - v. SA 8000 guidelines are in respect of working conditions in the _____.
(NGO, Supply Chain, Government)

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C. Match the Pairs:

	Group A		Group B
1.	Source of Ethics	a)	Good working conditions.
2.	Promotion Ethics	b)	Religion.
3.	CSR towards Employees	c)	Fair Advertising.
4.	Analytical Model	d)	Account Ability Organizations
5.	AA 1000	e)	J. R. P. Daza.

5

OR

15

89. Write short notes (any three)

- SA 8000.
- Functions of UNDP.
- Major Codes on CSR.
- UN Global Compact Principles.
- CSR through Triple Line in Business.

6/1/2020

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(2 Hours)

[Total Marks : 60]

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- N.B.:**
- 1) All questions are Compulsory.
 - 2) Figures to the right indicate full marks.
 - 3) Draw neat diagrams wherever necessary.

1. a) Explain Bandwagon and Snob effects on market demand. (08)
 - b) Describe the determinants of supply in brief. (07)
- OR**
- c) Explain minimum floor and maximum ceiling pricing control. (08)
 - d) Explain the consumer's equilibrium with the help of indifference curve and price line. (07)

2. a) State and explain the law of variable proportion. (08)
 - b) Discuss various types of internal and external economies of scale. (07)
- OR**
- c) Diagrammatically explain least cost factor combination for a given output. (08)
 - d) From given information calculate TC, AFC, AVC, AC and MC if TFC is 50. (07)

Q (Units)	0	1	2	3	4	5	6
TVC (₹)	0	10	18	24	36	50	80

3. a) Explain the short run equilibrium of a firm under perfect competition. (08)
- b) Discuss the Dumping as an international price discrimination in the world market. (07)

OR

- c) Explain the reasons behind collusive oligopoly with reference to cartel with suitable diagram. (08)
- d) Read the following paragraph and answer the given questions. (07)

Ajay and Amay are arrested by city police in bank robbery case. The police do not have enough evidence to charge them of robbery. Both the suspects were interrogated separately in different rooms and not allowed in any kind of communication between them. However, the evidence is such that if both the suspects do not confess each will get 3 years of maximum sentence in prison. The officers promised each suspects that by confessing he or she will go free while the other suspects who does not confess will receive a full 20 years of sentence. If both suspects confess each one will get a mild punishment of 5 years.

Questions:

- i) Discuss the dilemma of both suspects
- ii) What is the dominant strategy available to both suspects?
- iii) Prepare a pay-off matrix for suspects Ajay and Amay.

4. a) Chose the correct alternatives from the following and rewrite the statements:- (07)
- i) _____ is known as the theory of distribution.
 - a) Product pricing
 - b) Economic welfare
 - c) Factor pricing
 - d) Employment
 - ii) Cost owned by the entrepreneurs himself is known as _____ cost.
 - a) Explicit
 - b) Real
 - c) Implicit
 - d) Marginal
 - iii) _____ is an universal economic problem.
 - a) Wants
 - b) Resources
 - c) Scarcity
 - d) Abundance
 - iv) Market failure take place due do _____.
 - a) Externalities
 - b) Lack of merit goods
 - c) Monopoly power
 - d) All of the above
 - v) Macro-economics deals with _____.
 - a) Firm
 - b) Whole economy
 - c) Households
 - d) None of the above
 - vi) Production possibility curve consist _____ aspect of production management.
 - a) Opporrtunity cost
 - b) Scarcity
 - c) Choice
 - d) All of the above
 - vii) Marginal product is calculated by _____.
 - a) $\frac{\Delta TU}{\Delta Q}$
 - b) $\frac{\Delta TC}{\Delta Q}$
 - c) $\frac{\Delta TP}{\Delta Q}$
 - d) $\frac{\Delta TR}{\Delta Q}$

- b) Give precise meaning of the following :- (08)
- i) Incremental principle
 - ii) Economic cost
 - iii) Public goods
 - iv) Invisible hand

OR

4. Write short notes on any Three of the following :- (15)
- a) Scarcity and efficiency principle
 - b) Sources of market failure
 - c) Paradox of Bumper harvest
 - d) Learning curve
 - e) Sources of monopoly power

Regular

2/11/2020

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Note: 1. All questions are compulsory.

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- Q1 a. Define Strategic Management. Discuss briefly the process of strategic management. 15
b. "Strategy can be formulated on three different levels". Explain briefly

OR

With the help of examples, explain the various components of business environment in detail. 15

- Q2 a. Explain the turnaround strategy in detail. 15
b. Discuss General Electric (GE) Nine Cell Matrix as a technique of corporate portfolio analysis.

OR

What is budgetary control? Explain its advantages and limitations. 15

- Q3 a. What are the external factors influencing corporate renewal strategy? 15
b. Elaborate on the importance of the strategic alliance.

OR

Elucidate the advantages and limitations of the Information Technology sector in Indian business. 15

- Q4 A. Select the appropriate option and fill in the blanks 5

- 1) Dividend strategy is a ----- strategy.
(Marketing, Human Resource, Financial, Production)
- 2) ----- is a type of internal growth strategy.
(Merger, Acquisition, Foreign Collaboration, Diversification)
- 3) In ----- model there is a lack of cooperation on the part of the other party.
(Turnkey project, Turnaround, PPP, BCG)
- 4) For disaster response, financial support will be maintained through the -----
(Disaster Relief Emergency Fund, Disaster Remuneration Fund, Disaster Relief ecological Fund, Disaster Relief Environment Fund)
- 5) ----- is the fundamental radical design of business processes.
(Reconciliation, Retrenchment, Revolution, Reengineering)

- Q4 B. State whether the following statements are True or False: 5
- 1 Mission is a statement on organisational philosophy.
 - 2 ETOP is a technique used for analysing business environment.
 - 3 Private Public Partnership projects facilitates in economic growth of nation.
 - 4 Business Process Outsourcing is a part of Knowledge Process Outsourcing.
 - 5 Natural disasters are bound by borders of a nation or a state.

- Q4 C. Match the following: 5
- | | |
|---------------------------|---|
| 1 Functional Strategy | a. Riots |
| 2 Question marks | b. Promotion of entrepreneurship |
| 3 Strategic Alliance | c. High industry growth rate & Low market share |
| 4 Manmade disaster | d. Marketing Strategy |
| 5 Start-up India Movement | e. Joint Venture |

OR

- Q4 Write Short Notes on : (Any 3) 5
- 1 Reasons for growing outsourcing in India.
 - 2 Operational Reengineering.
 - 3 Problems of disaster management.
 - 4 Business start-ups.
 - 5 Growth prospects in Make in India model.