Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May– 2017**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **16MS1001** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BASICS OF BUSINESS MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | What is stagflation? | CO1 | 2 |
| b. | Differentiate between leadership and management. | CO2 | 2 |
| c. | Write a short note on the negotiaton process. | CO2 | 6 |
| d. | Discuss the roles and responsibilities of the RBI. | CO1 | 10 |
| (OR) | | | | |
| 2. | a. | Name any 4 traits of good leaders. | CO2 | 2 |
| b. | What are the types of subsidies? | CO1 | 2 |
| c. | Diagrammatically represent currency circulation in India. | CO1 | 6 |
| d. | Compare and contrast McLelland’s Need theories and McGregor’s Theory X & Y. | CO2 | 10 |
| 3. | a. | What is a feasibility study? | CO3 | 2 |
|  | b. | Differentiate between plan expenditure and non plan expenditure. | CO1 | 2 |
|  | c. | Discuss the key benefits of chosing transformational style of leadership, compared to transactional style. | CO2 | 6 |
|  | d. | How does monetary policy impact the Indian economy? | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | What are shortcomings of virtual teams? | CO2 | 2 |
|  | b. | What is Unique Selling Proposition (USP)? | CO3 | 2 |
|  | c. | Write a short note on the types of money supply in India. | CO1 | 6 |
|  | d. | Discuss the issues faced in using technology in marketing. | CO2 | 10 |
| 5. | a. | Discuss the key elements of good business plans. | CO3 | 15 |
|  | b. | How does the social impact of a business influence its future growth. | CO3 | 5 |
| (OR) | | | | |
| 6. | a. | Elaborate on the various types of inflation. | CO1 | 10 |
|  | b. | Discuss Blake & Mouton’s Managerial Grid, with suitable examples. | CO2 | 10 |
| 7. | a. | Discuss the key elements of a personal budget and good practices for ensuring financial stability. | CO2 | 10 |
|  | b. | Describe the various connecting costs. | CO2 | 5 |
|  | c. | Discuss the challenges faced in managing connecting costs. | CO2 | 5 |
| (OR) | | | | |
| 8. | a. | Write a short note on factors of production. | CO1 | 5 |
|  | b. | Differentiate between command economy and market economy. | CO1 | 5 |
|  | c. | Elaborate on the various sources of revenue, as represented in the Union Budget. | CO1 | 10 |
|  | | **Compulsory:** |  |  |
| 9. |  | Nikhil is having a heated discussion with his colleague, Avinash regarding the autocratic tone of his superior. Nikhil argues that the only suitable style of leadership is one that favors employees over company results. According to you, is there only one suitable leadership style or does leadership depend on the setting/situation. Explain your viewpoint with suitable examples. | CO2 | 20 |