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

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**End Semester Examination – Nov/Dec – 2018**

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

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1 | a. | Explain negotiation process in detail. | CO2 | 10 |
| b. | Discuss the roles and responsibilities of the RBI. | CO1 | 10 |
| (OR) | | | | |
| 2 | a. | Write about Maslow’s theory of needs and explain with a diagram. | CO2 | 10 |
| b. | Discuss the various types of budget plans. | CO2 | 10 |
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| 3 | a. | How does monetary policy impact the Indian economy? | CO1 | 10 |
| b. | Discuss the linkage between money supply and influence. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | Discuss the issues faced in using technology in marketing. | CO2 | 10 |
| b. | Discuss the key elements of good business plans. | CO3 | 10 |
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| 5 | a. | How do you motivate a team for commitment? Explain. | CO3 | 10 |
| b. | Elaborate on the various types of inflation. | CO1 | 10 |
| (OR) | | | | |
| 6. | a. | Discuss Blake and Mouton’s Managerial Grid, with suitable examples. | CO2 | 10 |
| b. | Discuss the key elements of a personal budget and good practices for ensuring financial stability. | CO2 | 10 |
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| 7. | a. | What are the different types of selling? Explain | CO2 | 10 |
| b. | Define team .What are the advantages and disadvantages of teams? | CO3 | 10 |
| (OR) | | | | |
| 8. | a. | How does technology influence business growth.? | CO1 | 10 |
| b. | Elaborate on the various sources of revenue, as represented in the Union Budget. | CO1 | 10 |
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|  | | **Compulsory:** |  |  |
| 9. |  | Mr.Maran is having a heated discussion with his colleague, Mr.Mathi regarding the autocratic tone of his superior Mr.Maran 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 |