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

G:\logo and QP Template\logo 3 Feb 2018 final.tif

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

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **17MS1002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BASICS OF BUSINESS AND MANAGEMENT** | **Max. marks :** | **100** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | ‘Mixed economies are more effective than market economies’– Justify | CO1 | 5 |
| b. | With reference to McGregor’s theory, list the disadvantages of managers choosing the Theory X approach over the Theory Y approach. | CO2 | 5 |
| c. | With reference to business plans, discuss the aspects covered under technical profile and financial profile. | CO3 | 10 |
| (OR) | | | | |
| 2. | a. | Discuss various schemes available in banks for personal saving/investment. | CO2 | 5 |
| b. | With reference to Blake & Mouton’s managerial grid, compare and contrast the traits of leaders utilizing produce or perish style (9,1) and team management style (9,9). | CO2 | 5 |
| c. | Elaborate on the various types of government expenditure, as per the Union Budget. | CO1 | 10 |
|  |  |  |  |  |
| 3. | a. | Differentiate between monetary policy and fiscal policy, with suitable examples. | CO1 | 5 |
| b. | Write a short note on the various factors of production and explain how they impact the operations of a business. | CO1 | 5 |
| c. | Describe the impact of technology in marketing and highlight the challenges of utilizing social media in engaging customers. | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | With reference to Vroom’s Expectancy theory, differentiate between instrumentality and expectancy with suitable examples. | CO2 | 5 |
| b. | Briefly explain any five roles/responsibilities handled by the RBI. | CO2 | 5 |
| c. | Elaborate on the various types of inflation, with suitable examples | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Differentiate between inflation and deflation, with regard to impact on individuals, businesses and the overall economy. | CO1 | 5 |
| b. | Write a short note on the guidelines for succeeding in negotiation | CO2 | 5 |
| c. | Explain the process of currency circulation in India, with suitable diagrams. | CO1 | 10 |
| (OR) | | | | |
| 6. | a. | Briefly discuss the various challenges in managing connecting costs, with suitable examples. | CO2 | 5 |
| b. | Differentiate between plan expenditure and non plan expenditure, with suitable examples. | CO1 | 5 |
| c. | Compare and contrast the merits and demerits of utilizing autocratic and laissez faire styles of leadership and discuss their impact on employee motivation. | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | Differentiate between virtual teams and cross functional teams, with suitable examples. | CO2 | 5 |
| b. | ‘GDP is not an indicator of economic prosperity’ – Do you agree with this statement? Justify your answer with relevant examples. | CO1 | 5 |
| c. | Elaborate on Maslow’s Need Hierarchy theory, with suitable examples. | CO2 | 10 |
| (OR) | | | | |
| 8. | a. | Briefly discuss the impact of privatization on the Indian economy. | CO1 | 5 |
| b. | Differentiate between price based selling and hard selling, with relevant examples. | CO2 | 5 |
| c. | Discuss the impact of GST in India and explain its merits and demerits. | CO1 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Amit requires 5 lakh rupees to start a business. He is interested in establishing a coaching centre for aspirants seeking to take up competitive examinations such as GATE, GRE etc. In order to obtain a loan from the bank, he has to present a business plan and has requested you to help him draft the plan.  Prepare a business plan based on the details provided. | CO3 | 20 |