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



**End Semester Examination – Nov/Dec– 2017**

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| **Code :** | **17MS1002** | **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. | List any 4 traits of effective leaders. | CO2 | 2 |
| b. | Differentiate between fiscal policy and monetary policy. | CO1 | 2 |
| c. | Discuss the various types of connecting costs, with suitable examples. | CO3 | 6 |
| d. | Explain about features and utility of various types of work teams, with suitable examples. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Explain the impact of deflation on the economy. | CO1 | 2 |
| b. | Differentiate between charismatic leadership and democratic leadership. | CO2 | 2 |
| c. | Briefly write about the features and advantages of Goods and Service Tax. | CO1 | 6 |
|  | d. | Elaborate on Blake & Mouton’s Managerial Grid, with suitable examples. | CO2 | 10 |
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| 3. | a. | With reference to Herzberg’s motivation theory, list any 4 hygiene factors. | CO2 | 2 |
|  | b. | Differentiate between distributive bargaining and integrative bargaining. | CO3 | 2 |
|  | c. | Describe the various applications of technology in marketing. | CO3 | 6 |
|  | d. | Elaborate on the various measures undertaken by the RBI in controlling inflation. | CO1 | 10 |
| (OR) | | | | |
| 4. | a. | With reference to personal budgeting, name any 4 schemes/tools provided by banks for saving. | CO3 | 2 |
|  | b. | Briefly explain about Unique Selling Proposition (USP). | CO3 | 2 |
|  | c. | Explain about currency circulation in India with suitable diagrams. | CO1 | 6 |
|  | d. | Compare and contrast Mclelland’s need theory and Maslow’s Need Hierarchy theory. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | With reference to the Union Budget, what is a deficit? | CO1 | 2 |
|  | b. | Differentiate between nominal income and real income. | CO1 | 2 |
|  | c. | Explain the various roles and responsibilities of the RBI. | CO1 | 6 |
|  | d. | Explain the various types of selling,with suitable examples. | CO3 | 10 |
| (OR) | | | | |  |  |  |  |
| 6. | a. | List the various stages of the team building/formation. | CO2 | 2 |
|  | b. | Differentiate between sales and marketing. | CO3 | 2 |
|  | c. | Explain how factors of production influence the operations of a business, with suitable examples. | CO1 | 6 |
|  | d. | With reference to the Union Budget, explain the various sources of tax revenue for the government. | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | With reference to a business plan, what is a feasibility study? | CO3 | 2 |
|  | b. | Differentiate between GDP and GNP | CO1 | 2 |
|  | c. | Describe the various good practices to be followed while maintaining a personal budget. | CO3 | 6 |
|  | d. | Explain the various leadership styles, with suitable examples. | CO2 | 10 |
| (OR) | | | | | . |  |  |  |
| 8. | a. | With reference to Union Budget, name any 4 products subsidized by the Union Government. | CO1 | 2 |
|  | b. | List the various characteristics of a market economy. | CO1 | 2 |
|  | c. | Based on motivation theories, what are the measures an organization can undertake to improve employee motivation? | CO2 | 6 |
|  | d. | Describes the various causes and types of inflation. | CO1 | 10 |
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|  | | **Compulsory**. |  |  |  |
| 9. |  | Akhilhas a desire to start a new business venture and needs a sum of 5 lakh rupees. He is considering starting up a food business catering to high school students, between the ages of 15 to 17. For receiving a loan, Akhil needs to present a business plan to the bank official. He has approached you to help him draft the business plan.  Frame a business plan based on the above mentioned details. | CO3 | 20 |

ALL THE BEST