

**NCRD's Sterling Institute of Management Studies,
Nerul, Navi Mumbai**
SEMESTER END EXAMINATION FY MMS SEM - I December 2017

Sub: - Effective and Management Communication

Date: 14/12/2017

Time: 11am to 2.00 pm

Day: Thursday

Marks: 60 Marks

Roll No:

Instructions: Question No. 1 is compulsory. (Total 20 Marks)

Attempt Any Four Questions from the Rest. (Total 40 Marks)

Q.1 Solve the following questions:

(a) There is a problem in the road outside your house. Write a letter to your local corporator. In your letter

- Introduce yourself
- Explain what the problem is
- Tell the corporator what you would like to be done

(b) Draft a detailed resume describing your personal details, qualifications, experience, key skills, etc.

Q2 Write short notes on: (Any two)

- (a) Features of a good debate
- (b) 3C's of communication
- (c) Body Language

Q3 Explain in detail (Any two)

- (a) What are the different Do's and Don'ts of Group Discussion?
- (b) Explain Different types of Resume in your own words.
- (c) What are the different barriers of Communication?

Q4 Answer in brief (Any two)

- (a) Explain the impact of technology on Business Communication

- (b) How can one achieve an effective meeting?
- (c) What is paralanguage? Explain

Q5 Answer in brief: (Any two)

- (a) How can one become a convincing and forceful public speaker?
- (b) What are paraverbal messages? Explain with an example
- (c) What are then common mistakes made while writing a report?

Q6 Answer in detail: (Any two)

- (a) Communication is the process of sending and receiving information. Explain the communication process in the light of this statement. Draw the communication cycle to support your answer
- (b) What are the different participant roles in a meeting?
- (c) What are the different models of communication?

Q7 Write short notes on (Any two)

- (a) Intercultural Sensitivity
- (b) Types of Letters
- (c) Standard practices for writing an E-mail

**NCRD's Sterling Institute of Management Studies,
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SEMESTER END EXAMINATION FY MMS SEM – I December 2017

Sub: - Managerial Economics

Date: 13 Dec 2017

Time: 11am to 2.00 pm

Day: Wednesday

Marks: 60 Marks

Roll No:

Instructions: Question No. 1 is compulsory. (Total 20 Marks)

Attempt Any Four Questions from the Rest. (Total 40 Marks)

Q. 1 Compulsory Question

- a) What is Monopoly?
- b) What are the causes of Monopoly ?
- c) State the Characteristics of Monopoly.
- d) Also discuss advantages & disadvantages of Monopoly.

Q. 2 Define Managerial economics. Discuss the scope of Managerial economics.

Q. 3 What are the types of Demand?

Q.4 Discuss in detail "Demand". Also, state factors affecting Demand.

Q.5 What is the Law of Demand? State the assumptions as well as expectations to the law of Demand.

Q.6 What is Profit Management ? Discuss the role of Profit in Market Economy.

Q.7 State Laws of returns to scale. Discuss in detail economies & diseconomies of scale.

Q.8 What is Elasticity? Discuss in detail Price Elasticity of Demand, Income Elasticity of Demand, Cross elasticity of demand & Promotional Elasticity of Demand.

Q. 9 Discuss in detail Capital Rationing, Capital Budgeting, Net Present Value(NPV), Internal Rate of Return(IRR).

**NCRD's Sterling Institute of Management Studies,
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SEMESTER END EXAMINATION FY MMS SEM – I December 2017

Sub: - Financial Accounting

Date: 11/12/2017

Time: 11am to 2.00 pm

Day: Monday

Marks: 60 Marks

Roll No:

Instructions: Question No. 1 is compulsory. (Total 20 Marks)

Attempt Any Four Questions from the Rest. (Total 40 Marks)

Q.1 A) Define accounting. Explain accounting concepts in detail.

B) Journalize following transaction in the books of Unique Traders for the month of May 2017

- 1 Started business with Cash Rs. 700000/- and Machinery Rs. 175000/-
- 3 Purchased goods from Sharma Traders Rs. 120000/- and paid Rs. 50000/-
- 5 Purchased computer Rs. 35000/-
- 7 Deposited in to bank Rs. 100000/-
- 8 Sold goods Rs. 20000/-
- 8 Sold goods to Ramesh Rs. 75000/- and received cheque of Rs. 25000/-
- 9 Paid Rs. 68000/-to Sharma Traders as full payment.
- 10 Paid rent Rs. 8500/-
- 12 Ramesh became insolvent and paid only 80% amount
- 14 Paid salary Rs. 15000/-

Q. 2 What is Funds Flow Statement. Explain sources and applications of funds in detail.

Q. 3 Prepare necessary ledgers from following information in the books of Ratan & Co. For the month of Dec. 2016.

1 Started business with Cash Rs. 1000000/- and Furniture Rs. 200000/-

2 Deposited in to bank Rs. 200000/-

3 Purchased goods from Aniket Traders Rs. 150000/- and paid Rs. 70000/- by cheque

5 Sold goods Rs. 20000/-

7 Sold goods to Ganesh Rs. 90000/- and received of Rs. 40000/-

9 Paid Rs. 50000/-to Aniket Traders

10 Paid electricity bill Rs. 2700/-

12 Ganesh paid Rs. 30000/-

14 received commission Rs. 1500/-

17 Paid salary Rs. 17000/- by cheque.

Q. 4 Explain cost accounting and its objectives in detail.

Q. 5 Patil & Co. Purchased a machinery on 1st Oct. 2013 for Rs. 200000/-. New machinery is Purchased on

1st Jan. 2014 for Rs. 50000/-. Machinery purchased on 1st Oct. 2013 sold for Rs. 110000/- on

31st Dec.2015. New Machinery Purchased on 1st January 2016 for Rs. 100000/-.

Depreciate Machinery by 20% using Written Down Value Method.

Prepare Machinery account and depreciation account for 2013-14, 14-15, 15-16 financial year.

Q.6 What is Final Accounts. Explain its components in detail.

Q.7 Answer any two. (5 marks each)

A) Straight Line Method of Depreciation.

B) Ethical Issues in Accounting.

C) Fixed Assets and Current Assets.

**NCRD's Sterling Institute of Management Studies,
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SEMESTER END EXAMINATION FY MMS SEM – I December 2017

Sub: - Negotiation and Selling Skills

Date: 09/12/2017

Time: 11am to 2.00 pm

Day: Saturday

Marks: 60 Marks

Roll No:

Instructions: Question No. 1 is compulsory. (Total 20 Marks)

Attempt Any Four Questions from the Rest. (Total 40 Marks)

Q.1

Reynolds & Reynolds
TEAM SELLING

In the past, warranty work accounted for as much as 70 percent of an auto dealership's service load. That number is steadily dropping to around 30 percent. Because of this large decline, dealerships must now proactively target service retention and loyalty among new car buyers. That's where the sales team of Reynolds & Reynolds comes in.

Reynolds helps dealerships become more effective at retaining new car buyers as service customers and building loyalty among the customers to keep them coming back. They help dealers to better understand their customer base, figure out who their most profitable customers are, and then target them with focused incentives to get the customers back into the dealerships when service is needed.

The Opportunity

Bob Sherman, a Minneapolis-area sales associate with Reynolds, and his regional sales manager, Tim O'Neill, along with Chuck Wiltgen, marketing specialist, met with representatives from Ben Frothingham's American Ford Dealership. American Ford was in need of a new retention plan to boost service sales, and Reynolds provided them with one. The group effectively presented their marketing strategies and tied up the deal successfully.

Sherman established the contact with American Ford's service department and discussed their options. His next call was more promising and he talked with them more about a new initiative from Ford called "Quality Care Maintenance." They gave him negative feedback, so he suggested that they meet with his boss, Tim O'Neill. By the close of the third meeting, American Ford agreed to have reports run on their customer retention rate and their database system.

Pre-call Planning

Before the call, Sherman, O'Neill, and Wiltgen discussed details of the opportunity, roles each would play, and any possible concerns that they anticipated. They decided that Sherman would discuss the reports with the customer, and Chuck would be the implementation guy. Tim would be there for backup. Because they had been working

together so long, they basically already knew how to present their information.

Stage 1: Report

After two reports were run to determine just who the dealership's customer base was, the three met with Carol Bemis, the dealership's new parts and service director, and Brad Greenberg, service manager. Sherman opened the meeting by recapping the set of mutual expectations and handing out copies of the reports. Sherman had calculated that in the previous year, the dealership lost \$144,000 from customers who did not return for service. Sherman calls this the "lost opportunity" for that year. He explained that if American Ford had done business with every one of its new car customers from the past five years, the service department would have brought in an additional \$1.3 million. O'Neill and Wiltgen confirmed these figures, and Tim recommended that the company run these reports every 90 days to use as a diagnostic tool.

Stage 2: Analysis

Sherman then shared the database information with Bemis and Greenberg. He discussed with them the number of customers they have on the database that were considered active, meaning that they had been in for service in the previous six months. The report also divided the customers into where they come from, broken down into area codes and the top nine nearby zip codes.

They discussed problems they were having with their marketing strategies, and they all came to the conclusion that the dealership needed service reminders. In response to specific questions, the Reynolds sales team explained that (1) with more than 100 different coupons, mailers could be easily customized to suit changing needs; (2) mailings to customers could be sorted by area code, American Ford service advisor, or zip code; (3) the American Ford logo could be placed on the new mailers; and (4) copies of all the coupons available for use could be made available for Bemis and Greenberg to review.

Stage 3: Program

The Reynolds team then helped them to figure out the best way to implement "Preferred Customer Card" program. Sherman explained that in other dealerships with the program, they generally have the service advisors ask the customers up front if they have the card. If they do, the advisor knows that the customer is already in the database and does not need to be added to the list. Reynolds calls this "data hygiene," meaning they are helping companies cleanse their databases so that their service reminder program really hits the mark.

Stage 4: Returns

The team then presented Bemis and Greenberg with Reynolds's "Direct Drive" program. This program allows the dealership to customize its mailings for the customers who are active and those who are inactive. It also sorts customers by vehicle so that each customer will receive a mailing that is specifically designed for his or her needs.

This suggestion rolled the conversation over to the topic of cost. Sherman went over the monthly fees for the Direct Drive program and the costs per mailer and phone call for service reminders. Greenberg and Bemis discovered that they were spending about the

same amount on the poor results they were getting from their current vendor. Sherman then calculated that if the dealership did implement the program, they could gain \$30,750 of additional business in a single month with only a 5 percent response rate.

Stage 5: Close

After Greenberg looked over the figures, he showed genuine enthusiasm for what Reynolds could do for American Ford. O'Neill added that his company's programs cover all angles of the customer base—the actives, inactives, and new customers. Bemis and Greenberg agreed to move forward with the service reminder program for the entire database of active customers. They also decided to go with the Direct Drive program to target their inactive customers. This was more progress than the Reynolds team had expected from the account. The meeting closed with Greenberg and Wiltgen hammering out the fine print of the agreement, while O'Neill, Sherman, and Bemis set up a timetable for the next step in the process.

Questions

1. How is the effectiveness of team selling demonstrated by the Reynolds team, and what are some of the disadvantages to this method in this particular case?
2. How did the Reynolds team successfully execute the following critical roles in sales: client access, client education/persuasion, and fulfillment?

Section II

Q.2 Management in Action: It's Just What I Need

Jim Baker, your neighbour, is a regional sales manager for a large firm that manufactures consumer goods. Jim's company is repeatedly written up as one of the top ten sales forces in America in *Sales and Marketing Management* magazine. Jim's firm, in fact grosses more than \$ 20 billion per year in sales.

As a sales manager, you are always interested in what Jim is doing because it frequently gives you good management ideas. Since your company is not a competitor and is much smaller than Jim's, he freely shares ideas and sales training materials with you. He also knows you don't tell anyone about his help.

Tonight, Jim shows up at your door with a new piece of computer software his salespeople will use for such things as computer leads, reports, forecasting, call-back reminders, and product and customer histories. You had been looking for a program like this for months, but none had offered this wide range of features together in one piece of software. Though you had considered having someone program and create a customized software package that would include all of the features your sales force needs, estimates for this customized software package were well out of the range of your company's budget. However Jim's package is similar to what the customized package would have offered you. It is exactly what you need. Unfortunately, this cost is too high for you to buy it. Jim says you can make copies. He says, "who cares about this stuff? No one gets caught anyway. You are not hurting anyone. It will be great help to you.

What Do You Do?

Duplicate copies of software for each of your salespeople and yourself.

Is the copying ethical in Sales and why?

Q.3 (5 Marks Each)

A) Explain Negotiation. And the process of Negotiation.

B) What is Selling? Explain the seven step model of selling process.

Q.4. (5 Marks Each)

A) "Selling to Customers is the prime most objective of any firm ", if you agree comment on it.

B) Explain the two types of Negotiation.

Q.5 (5 Marks Each)

A) Explain the concepts in Negotiation – BATNA, ZOPA.

B) What are the qualities of a Good Negotiator.

Q.6 (5 Marks Each)

A) Selling to Peers is easy than selling to Superiors. Elaborate.

B) Differentiate between B2C and B2B marketing

**NCRD's Sterling Institute of Management Studies,
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SEMESTER END EXAMINATION FY MMS SEM – I December 2017

Sub: - Organizational Behaviour

Date: 8.12.2017

Time: 11am to 2.00 pm

Day: Friday

Marks: 60 Marks

Roll No:

**Instructions: Question No. 1 is compulsory. (Total 20 Marks).
Attempt Any Four Questions from the Rest. (Total 40 Marks)**

Que.1 A What are the major behavioral science disciplines that contribute to OB? Discuss the challenges and opportunities for Organizational Behaviour. "Behaviour is generally predictable, so there is no need to formally study OB." Why is this statement wrong? (10 Marks)

Or

Define Personality? Discuss the determinants that shape the personality of an individual. "Personality reflects individual differences. Though it is consistent and enduring, yet it can be changed." Comment (10 Marks)

Que.1 B Briefly explain the following concepts :- (Any 5 Concepts @ 2 Marks = 10 Marks)

- i. Machiavellianism
- ii. Differentiate between Organizational Culture & Climate
- iii. Type A and Type B Personality
- iv. Formula for Change
- v. Brainstorming
- vi. Managerial Grid
- vii. Johari Window

Attempt Any Four Questions

Que.2 Define motivation and explain various types of motives. How various motivation theories have been classified? From the following theories explain any two :- (10 Marks)

- a. Equity Theory
- b. Job Design Theory
- c. Victor-Vroom Theory
- d. Herzberg's Hygiene Theory/ Two Factor Theory

Que.3 Write the difference between a Leader and a Manager. Discuss various leadership styles and their impact on employees. Does leadership make any difference to the effectiveness of an organization? Defend your position. (10 Marks)

Que.4 Define perception. Explain the process of perception with diagrammatic presentation. Why do you mean by perceptual errors? Briefly explain Halo Error and Stereotyping. (10 Marks)

Que. 5 Define organization structure. How it is different from organization design? Discuss key elements of organization structure with suitable examples. (10 Marks)

Que.6 Explain Attribution Theory. Discuss Fundamental Attribution Error and Self- Serving Bias. Why managers must understand attribution theory? (10 Marks)

Or

What do you mean by defense mechanism? Explain various types of defense mechanism with suitable examples. Why it is important for a manager to understand defense mechanism? (10 Marks)

Que.7 Write a Short Note. (Any two @ 5 Marks = 10 Marks)

a) Types of Power

b) Matrix Structure

c) Significant Personality Traits

d) Cummings & Worley Model

**NCRD's Sterling Institute of Management Studies
Nerul, Navi Mumbai**

SEMESTER END EXAMINATION FY MMS SEM- I December 2017

Sub: - Business Statistics

Date: 7th Dec., 2107

Time: 11:00 am to 2:00 pm

Day: Thursday

Marks: 60 Marks

Roll No:

Instructions:

Question No.1 is compulsory. (Total 20 Marks)

Attempt Any Four Questions from Ques 2 to Ques 7 (10 Marks each)

Answers with relevant examples, charts/graphs/diagrams carry more weight

Q1. (a) Discuss in brief (ANY FOUR) (2x4=8 marks)

- (i) Secondary Data (ii) Type I Error (iii) Pie Chart (iv) Mutually Exclusive Events
(v) Disadvantages of A.M. (vi) Multiple Regression (vii) Scatter Diagram

(b) A box contains 15 pieces of electronic component, 7 of which are of brand X, and 8 are of brand Y. Two pieces are picked up at random, one after the other, without replacement. Find the probability that both are of brand X? (3 marks)

(c) The following gives age profile of the members of a library in a city. Find the Mode. (3 marks)

Age (Years): 10 – 20 20 – 30 30 – 40 40 – 50 50 – 60 60 – 70

No. of Members: 11 19 35 42 25 18

(d) Explain how to find the Geometric Mean of 12, 52, 7, and 38 in EXCEL. Also find the value using the formula. (3 marks)

(e) A Salesman makes a sale on the average to 40 % of the customers he contacts. If

5 customers are contacted today, using Binomial Distribution, find the probability that he makes sales to exactly 3 customers. (3 marks)

Q2. (a) An FMCG company is testing a new hair shampoo at all India level. The response from the Customers from the four Zones, about repeating the purchase of that new hair shampoo are as follows: (5 marks)

Decision	North	East	West	South
Will not buy	60	45	55	50
Will Buy	40	55	45	50

Use Chi-Square test to ascertain whether the response to repeat purchase is Different in the four zones.

Given the table value of Chi-Square at 5 % level of significance:

For 8 d.f. = 15.507 3 d.f. = 7.815

(b) In a hospital, the weights of the babies are monitored for the first six months of the life of the baby.

Age (in Months)	1	2	3	5	6
Weight (in lbs)	5	7	8	10	12

Using linear regression, estimate the weight of a baby 4 months old. (5 marks)

Q3. (a) XYZ Co. is a company manufacturing chemicals. The below table gives the Salary (Rs. '000 pm) of the employees. Find the Standard deviation. (7 marks)

Salary	20 – 25	25 – 30	30 – 35	35 – 40	40 – 45	45 – 50	50 - 55
Employees	170	110	80	45	40	30	25

(b) Explain Poisson Distribution and its applications (3 marks)

Q4. A test was given to 5 students chosen at random, from Std. XI class of three colleges X, Y, and Z from a city. Their scores were found to be:

College X	College Y	College Z	
	90	70	60
	70	40	50
	60	50	60
	50	40	70
	80	50	60

Perform the ANOVA test to find if there is any significant difference between the Scores of the students in the three colleges. (10 marks)

Given the following table values of F distribution at 5 % level of significance

$$F(2,12) \text{ df} = 3.89 \quad F(3,15) \text{ df} = 3.29$$

Q5. (a) PQR Co. a manufacturer of parts of machines, claimed that at least 95 % of the Parts supplied by him to his customers are within the specifications. Inspection of a random sample of 200 parts, revealed that 18 were not able to meet the specifications. Test the claim at 5 % level of significance. (4 marks)

(b) How to use EXCEL to obtain Karl Pearson Coefficient of Correlation? (2 marks)

(c) A company has two factories to produce scooters : one at Belgaum and the other at Bhopal. The factory at Belgaum manufactures 70 % of the demand, while the rest comes from Bhopal. At Belgaum 80 % of the scooters produced are of standard quality, whereas at Bhopal 90 % of the scooters produced are of standard quality.

One scooter is picked up t random from the company's warehouse and is found to be of standard quality. Using Bayes' theorem, find the probability that the scooter as produced at Bhopal. (4 marks)

Q6. (a) The following gives the daily Sales (Rs. '000) of shops in a small city. Find the Arithmetic Mean and the 57th Percentile. (3,3 marks)

Daily Sales :	20 – 25	25 – 30	30 – 35	35 – 40	40 – 45	45 – 50
No. of Shops :	10	20	20	15	15	20

(b) 8 officers of a bank were given training in HR and IT fields. The officers were given tests in these two fields and marks obtained by them are :

Officer :	A	B	C	D	E	F	G	H
Marks in HR :	70	65	71	62	58	69	78	64
Marks in IT :	91	76	65	83	90	64	55	48

Find the Spearman's Rank Correlation Coefficient. (4 marks)

Q7. Write short notes on : ANY TWO (2x5=10 marks)

(a) Non-Probability Sampling techniques (b) Testing of Hypothesis

(c) Applications of Statistics

(d) Decision making under Uncertainty

**NCRD's Sterling Institute of Management Studies,
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SEMESTER END EXAMINATION SY MMS SEM – I DECEMBER, 2017

Sub: - perspective management

Date:

Time: 11am to 2.00 pm

Day:

Marks: 60 Marks

Roll No:

Instructions: Question No. 1 is compulsory. (Total 20 Marks)

Attempt Any Four Questions from the Rest. (Total 40 Marks)

Q1: SOLVETHE FOLLOWING CASESTUDY:

ABC BANK

Akash is the supervisor of a busy clerical section set up in ABC Bank six month ago. He has six clerks under his supervision; one senior clerk and five junior clerk has different regular tasks to perform all of which interlink and each of which is understood by the senior clerk. He covers for them occasionally and it's competent in every job, although he lacks sufficient experience and knowledge to tackle more complex technical matters.

Akash, on the other hand, cannot only do all the clerical jobs in the section, but also taken sole responsibility for more complicated work. He supervises the output of all staff very closely, so closely, that they joke about it to the senior clerk and complain to each other about Akash's constant attention. this leads to resentment on the part of the senior clerk, who feel that his authority is constantly undermined.

As a rule, all the clerks complete their day's work between 4.30 p.m. and 5.00p.m. however, Akash, on the other hand, rarely finishes his work before 6.30 p.m. and also has little time for lunch, because he so busy checking the work of his subordinates as well as completing his own.

Recently, the section had a bad work, when Akash was off work due to illness. The senior clerk had never had a chance to deputies for Akash and therefore was simply unable to handle Akash's more difficult work.

Because of Akash's normal methods of operation, the senior clerk had no experience of effectively supervising the activities of the section. On several occasions the manager had to step

into solve time-consuming problems. Some of which infact could not be solved at all without the presence of Akash.

On his return to his work, Akash was told by the manager in no uncertain terms of the damage caused by the inefficiency and disorganization of his section. His poor performance as a supervisor meant that his section ran very badly in his absence. Akash's reaction was one of shock and dismay. He felt that he had worked hard, put in extra efforts, was unaware of the quality of his section's work and concerned to save his staff excessive effort. In his distress, however, he assured his manager that such a situation would never arise again.

QUESTIONS:

- 1) Identify The Problems In The Case?
- 2) What, If You Were Akash's Manager, Would You Do To Help Akash?
- 3) What Would You Do If You Were The Senior Manager?
- 4) As Akash, What Would Be Your Course Of Action To Ensure That Such Situations Never Arise?

Q2 SOLVE ANY TWO THE FOLLOWING

A: Give meaning and definition of management and explain its nature?

B: define and explain SQ? What are the element and characteristics of SQ?

C: Define quality its characteristics?

Q3 SOLVE ANY TWO THE FOLLOWING

A: What is crisis management? What are the different types of crisis?

B: What is mind control? Explain significance of positive thinking?

C: What are the different types of plans?

Q4: SOLVE ANY TWO THE FOLLOWING

A: What do you means by strategy? What are its level and importance?

B: Define change management and challenges of change management?

C: Write short note on: managerial grid

Q5: SOLVE ANY TWO THE FOLLOWING

A: Define leadership and what are the basic qualities of required by successful leaders?

B: Discuss recent trends in perspective management?

C: Explain in detail Kurt Lewin's model of change management?

Q6: SOLVE ANY TWO THE FOLLOWING

A: Define manager and explain role of manager?

B: list importance and limitation of crisis management?

C: Define ethics and factors influencing business ethics?

Q7: SOLVE ANY TWO THE FOLLOWING

A: Define social responsibility and explain need for social responsibility?

B: what is autocratic leadership style and list its advantages and disadvantages?

C: Explain the strategies of growth in Indian companies?