

Programme : EMBA
Semester : I

Subject Code: 101

Subject : PRINCIPLES OF MANAGEMENT

Attempt any TWO questions from the following

Q.1. Define the term management? What are the approaches to management?

Q.2. What are the functions of management?

Q.3. What are necessary Managerial skills the role?

Q.4. Write short notes on the following:

- a) Need for levels of Management
- b) Managerial Ethics with its types

Q.5. Write short notes on the following:

- a) Programmed Decisions
- b) Formal V/s Informal Organisation

Q.6 Write in detail Functional Structure with its advantages and disadvantages.

Q.7 Write short notes on the following:

- a) Line and Staff Conflict
- b) Nature of Line and Staff Relationship

Q.8 Write short notes on the following:

- a) Delegation of Authority
- b) Sources of Recruitment

Q.9 Write on term Communication and barriers of communication in an organization.

Q10. Explain the Behavioral Approach in brief.

Subject Code: 102

Subject : BUSINESS COMMUNICATION

Attempt any TWO questions from the following

Q.1. Write short notes on the following:

- a) Describe qualities of well written application letter with its various sections
- b) Technical Report Writing

Q.2. Write on Technical communication in detail

Q.3. Write in detail on elements of Report and its necessity.

Q.4 Write short notes on the following:

- a) Four steps in writing a report
- b) Memos

Q.5 Write about the case to Practice Strategic Management with its different sections in detail?

Q.6 Write on the term listening and its barriers in detail

Q.7 What are the principles of Effective Strategic Communication.

Q.8 What are the characteristics of Nonverbal Communication? What are the components of Nonverbal Communication?

Q.9 Explain the different approaches to negotiation. What are the major elements in negotiation preparation?

Q.10 Explain the different methods of speaking. What are the strategies of analyzing the audience?

Subject Code: 103

Subject : MANGIERIAL ECONOMICS

Attempt any TWO questions from the following

Q.1. Discuss the salient features and significance of managerial economics.

Q.2. What is Law of Demand? State the determinants and factors influencing individual and Market demand.

Q.3. What are the important methods of demand forecasting?

Q.4 Write on how economics contributes to Managerial Functions with the scope and objective of Managerial economics?

Q.5 Write short notes on the following:

- a) The Law of Supply
- b) Concept of Elasticity of Demand
- d) Types of Price Elasticity
- e) Factors influencing Elasticity of Demand

Q.6 Write short notes on the following:

- a) Demand Forecasting
- b) Production function with its elements

Q.7 Write on Estimation of Production Functions

Q.8 What is Perfect Competition and characteristics of Perfect Competition

Q.9 Define various types of Monopoly with its features.

Q.10 Define Selling Costs in detail.

Subject Code: 104

Subject: MARKETING MANAGEMENT

Attempt any TWO questions from the following.

Q.1. What is marketing process? What is its scope?

Q.2. Explain the impact of the following on the marketing management of a firm: (a) Demography, (b) Economic, Social and Cultural Environment.

Q.3. Market segmentation is important for target markets. Elaborate with examples.

Q.4 Write short notes on the following:

- a) Branding
- b) Product Life Cycle

Q.5 Write short notes on the following:

- a) Write about term wholesalers with its functions, characteristics in detail
- b) Distribution

Q.6 Write in details on Communication in context of Marketing.

Q.7 What are the types of salesperson with requisite skills and its responsibility and process with strategies

Q.8 Define Relationship Marketing with its scope and application.

Q.9 Define term customer relationship marketing in detail with its importance.

Q.10 What is segmentation and marketing

Subject Code: 105

Subject : Financial Accounting

Attempt any TWO questions from the following

Q.1. Define Accounting. Explain the importance of accounting.

Q.2. Explain the following concepts : a) Business Entity (b) Going concern (c) Money measurement (d) Accounting period

Q.3. Explain the advantages and limitations of cash flow statement

Q.4 Write short notes on the following:

- a) What is Single Entry System of Book Keeping, its features and advantages and disadvantage?
- b) What is Double Entry System of Book Keeping, its features and advantages and disadvantage?

Q.5 Write short notes on the following:

- a) Journal
- b) Ledger

Q.6 Write short notes on the following:

- a) Trial Balance
- b) Profit and Loss Account

Q.7 Nature of Analysis and interpretation of Financial Statement

Q.8 What is Financial Report, types of financial report with its essential.

Q.9 Write short notes on the following:

- a) Financial ratio and its type
- b) Cash Flow statement

Q.10 Differentiate between Fund Flow Statement and Cash Flow Statement.