

MBA 1st Semester Examinations, 2025 (CDOE)

Internal Assessment

Each question carries equal marks.

Subject: MANAGEMENT PROCESS AND ORGANISATION THEORY

Paper: MBA1101

Answer all the questions.

Marks: 20

1. As a student of management, do you think that planning is a necessity? Give reasons in support of your answer.
 2. Explain the various limitations found in Taylor's Scientific Management Theory.
 3. Briefly explain the impact of the three different styles of leadership on organizational climate.
 4. Write a short note on Matrix organization structure.
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Subject: MANAGERIAL ECONOMICS

Paper: MBA1102

Answer all the questions.

Marks: 20

FreshBite Foods Pvt. Ltd. Is a mid-sized company producing packaged healthy snacks. The firm is planning expansion due to rising demand in urban markets driven by increasing income levels and health awareness.

However, the company is facing multiple challenges:

- Demand fluctuates with **price changes and consumer preferences**, and competition from similar brands is increasing.
- Management is unsure whether to increase production using more labour or invest in automated machinery.
- Costs have been rising due to higher wages and raw material prices, and the firm is evaluating whether expanding production will reduce average costs.
- The market is characterized by **product differentiation and intense competition**, where firms rely on branding and advertising.
- Despite moderate profits, management is focusing more on **increasing sales and market share**, while also expanding managerial perks and organisational spending.

Questions:

1. Explain how factors such as price, income, and competition influence the demand for FreshBite's products.
 2. As a manager, how would you decide between increasing labour or investing in machinery? Explain using any two production concepts you have studied.
 3. How do costs affect a firm's expansion decision? Discuss with reference to opportunity cost, economies of scale, and economies of scope.
 4. Explain why FreshBite's may prioritise sales growth over profit maximization, with reference to managerial theories.
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Subject: ORGANISATIONAL BEHAVIOUR

Paper: MBA1203

Answer all the questions.

Marks: 20

1. "Understanding OB helps managers predict employee behaviour." Critically evaluate.
 2. Evaluate the role of financial and non-financial incentives in motivating employees.
 3. Evaluate methods to change negative employee attitudes.
 4. "Positive attitudes lead to better organizational outcomes." Critically examine.
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Subject: FUNDAMENTALS OF MARKETING MANAGEMENT

Paper: MBA1405

Answer all the questions.

Marks: 20

1. Explain the key features of marketing.
 2. Discuss the essential qualities of an effective marketing manager.
 3. Briefly explain the components of the marketing mix (4Ps).
 4. Write a short note on the concept and significance of green marketing.
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Subject : ACCOUNTING FOR MANAGERS

Paper : MBA 1504

Answer all the questions.

Marks : 20

1. Discuss the significance of inventory valuation in financial accounting and reporting.
 2. Distinguish between Straight line method and Diminishing method of charging depreciation.
 3. Explain the classification of cost as per: (a) Behavioural classification, (b) Element-wise classification.
2.5+2.5
 4. What do you mean by Break-even Point? Draw a break-even chart to reflect it various elements.
2+3
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Subject: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Paper: MBA1606

Answer all the questions.

Marks: 20

1. Provide a write-up on potential appraisal.
 2. Briefly discuss the role of career anchor in career planning.
 3. Training provided to employees of an organisation should be tailor-made, not ready-made---
Comment.
 4. Briefly discuss the role of job evaluation in competition management.
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Subject: FUNDAMENTALS OF PRODUCTION AND OPERATIONS MANAGEMENT

Paper: MBA1707

Answer all the questions.

Marks: 20

1. (a) Every entrepreneur is faced with the problem of deciding the best site for location of his plant or factory. Comment.
(b) Briefly discuss the impact of environmental and legal factors on location decisions.
 2. (a) The accuracy of a labour standard is to be within 5%, and the confidence level is 95%. The standard deviation of a sample is 2 and the mean is 8. Compute the sample size required.
(b) Discuss the role of customer satisfaction in TQM.
 3. (a) Explain the role of forecasting in aggregate planning.
(b) Briefly discuss the Just-In-Time (JIT) inventory system.
 4. (a) Elucidate the significance of lead time in MRP planning.
(b) What is the role of sustainability in smart manufacturing systems?
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Subject: INDIAN ETHOS AND BUSINESS ETHICS

Paper: MBAE1108

Answer all the questions.

Marks: 20

1. Explain how Indian ethos can contribute to sustainable and ethical decision-making in times of global economic and political instability in the world.
2. Discuss the importance of ethical leadership in today's business environment.

3. What does integrating ethical principles into everyday business practices mean? Explain briefly.
 4. Assume that a manufacturing company continues to operate using outdated technology that causes significant pollution. Although it generates high profits, the local community is facing health issues. Keeping this in mind, what CSR responsibilities does the company have in this situation? Suggest suitable actions.
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