

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Business Law and Ethics

Paper Code – MB – 104

Open Elective – I

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Capacity to contract
- 2 Promissory Note
- 3 Prospectus
- 4 Rights of consumers
- 5 Intellectual Property Rights

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Define 'Contract'. Write about classification of contracts.
OR
b) What is breach of contract? What are the remedies for breach of contract?
- 7 a) Outline the important features of contract of agency.
OR
b) What is meant by Negotiable Instrument? What are its characteristics?
- 8 a) Define 'Company'. Examine the process involved in the formation of company.
OR
b) What is Articles of Association? Briefly write about the contents of Articles of Association.
- 9 a) Explain the functions of Consumer Councils in India.
OR
b) Outline the reasons for Environmental Pollution. Suggest measures to prevent it.
- 10 a) "Social Responsibility of Business is gaining more importance in today's business environment" – Discuss.
OR
b) What do you understand by Business Ethics? Examine the need and significance of following business ethics.

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Fundamentals of Technology Management

Open Elective – I

Paper Code – MB – 104

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Provisions of Technology Policy
- 2 Transfer Agreements
- 3 Technology Assessment (TA)
- 4 Diffusion strategy
- 5 Technology Mission

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Examine the role and importance of Technology Management in the present day business environment.
OR
b) What are the different strategies involved in Technology Management?
- 7 a) What is Technology Innovation? Outline the various dimensions of Technology Innovation.
OR
b) What is Technology Forecasting? Examine its need and significance.
- 8 a) Explain about different modes of Technology Transfer.
OR
b) Discuss about the code of conduct required for Technology Transfer.
- 9 a) What do you understand by Technology Absorption? Outline the constraints of Technology Absorption.
OR
b) Do you support the concept of importing technology from outside into India? What are the pros and cons of it?
- 10 a) "R&D has been neglected in India for quite a long time". Discuss.
OR
b) Write a detailed note on "Technology Gaps".

FACULTY OF MANAGEMENT
M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Managerial Economics

Open Elective – I
Paper Code – MB – 104

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.
Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 Discounting Principle
- 2 Cross Elasticity of Demand
- 3 Economies of Scale
- 4 Price Discrimination
- 5 Inflation

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding 4 pages each.

- 6 a) What is Managerial Economics? Discuss the basic economic tools in Managerial Economics.
OR
b) Discuss the importance of profit maximization as a goal of the firm.
- 7 a) What is utility? Explain law of Marginal Utility.
OR
b) What is price elasticity of demand? Discuss its importance in business decision making.
- 8 a) What is Production Function? Explain Cobb-Douglas Production Function.
OR
b) Explain the different cost concepts useful for managerial decision making.
- 9 a) Explain the price and output determination in perfect competition.
OR
b) Write a short note on:
 - i) Administered Pricing
 - ii) Peak load Pricing
 - iii) Transfer Pricing
 - iv) Penetration Pricing
- 10 a) What is National Income? Explain various methods of measuring National Income.
OR
b) State the different stages of business cycle. What measures can be taken to solve the problems arising out of business cycle.
