M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Digital Marketing and E–Commerce

ACCOUNTING FOR MANAGERS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. All the following items are classified as fundamental accounting assumptions except
   (a) Consistency   (b) Business entity.
   (c) Going concern   (d) All of these

2. A Bank Reconciliation Statement is prepared with the help of:
   (a) Bank statement and bank column of the Cash Book.
   (b) Bank statement and cash column of the Cash Book
   (c) Bank column of the Cash Book and cash column of the Cash Book.
   (d) Both (a) and(b)

3. A debit to an account may
   (a) increase expense
   (b) decrease an asset.
   (c) increase a liability
   (d) increase income

4. Gross profit is the difference between:

   (a) sales and purchases

   (b) sales and cost of sales.

   (c) sales and total expenses

   (d) sales and total liabilities

5. For companies having profits, the overall maximum limit for managerial remuneration as per Section 198 of the Companies Act, 2013 is

   (a) 11% of net profit   (b) 10% of net profit

   (c) 5% of net profit   (d) 20% of net profit

6. Which of the following is not a current liability as per Schedule Ill?

   (a) Bank overdraft

   (b) Net deferred tax liability

   (c) Dividend declared.

   (d) None

7. While preparing cash flow statement, conversion of debt to equity

   (a) Should be shown as a financing activity.

   (b) Should be shown as an investing activity.

   (c) Should not be shown as it is a non-cash transaction

   (d) Both (a) and (b)

8. As per AS 3 on Cash Flow Statements, cash received by a manufacturing company from sale of shares of ABC Company Ltd. should be classified as

   (a) Operating activity (b) Financing activity

   (c) Investing activity (d) Trade activity

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9. Accounting Standards for non-corporate entities in India are issued by

   (a) Central Govt.

   (b) State Govt.

   (c) Institute of Chartered Accountants of India.

   (d) Both (a) and (b)

10. Global Standards facilitate

    (a) Cross border flow of money.

    (b) Comparability of financial statements.

    (c) Both (a) and (b)

    (d) None

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Journalise the following transctions:

    2020 February

    1   Cash sales made to A for Rs.50,000

    2   Credit sales made to B for Rs. 10,000

    3   Goods returned by A and cash paid to him Rs.10,000

    4   Goods returned by B for Rs.2,000

    5   Goods purchased from C by giving a cheque for Rs.4,000

    6   Sales made to D and received a cheque for Rs.3,000.

    Or

    (b) State the concept of Accounting.

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12. (a)

	Rs.
Opening Inventory	1,00,000
Purchases	6,72,000
Carriage Inwards	30,000
Wages	50,000
Sales	11,00,000
Returns inward	1,00,000
Returns outward	72,000
Closing Inventory	2,00,000

Required

From the above information, prepare a Trading Account of M/s. ABC Traders for the year ended 31st March, 2020 and Pass necessary closing entries in the journal proper of M/s. ABC Traders.

Or

(b) Difference between the Trading account and Profit and loss account.

13. (a) Explain salient features of a company in brief.

Or

(b) Due to inadequacy of profits during the year ended 31st March, 2022, XYZ Ltd. proposes to declare 10% dividend out of general reserves. From the following particulars, ascertain the amount that can be utilized from general reserves, according to the Companies (Declaration of dividend out of Reserves) Rules, 2014 :

	Rs.
17,500 @9% Preference shares of Rs. 100 each, fully paid up.	17,50,000
8,00,000 Equity shares of Rs. 10 each, fully paid up	80,00,000
General Reserves as on 1.4.2021	25,00,000
Capital Reserves as on 1.4.2021	3,00,000
Revaluation Reserves as on 1.4.2021	3,50,000
Net profit for the year ended 31st March, 2022	3,00,000

Average rate of dividend during the last three years has been 12%.

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14. (a) Compute Cash from operations from the following:

	Rs.
Net Profit for the year 2006-07:	80,000
Depreciation written off on Fixed Assets	11,000
Profit on Sale of Building	22,000
Loss on Sale of Machine	13,000
Increase in Current Assets (except cash)	46,000
Increase in Current Liabilities	29,000

Or

(b) What are the elements of cash?

15. (a) Briefly explain disclosure requirements for investments as per AS-13.

Or

(b) State the need for financial reporting standard.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) You are required to prepare Trial Balance from the following as on 31st March 2020.

	Rs.		Rs.
Capital	52,000	Printing	240
Sales	1,01,200	Sundry debtors	31,000
Purchase returns	1,900	Purchases	72,000
Opening stock	22,000	Rent	560
Furniture	5,500	Carriage inwards	390
Sundry creditors	6,000	Bad debts	160
Investments	16,700	Postage	210
Salaries	1,800	Travelling expenses	770
Wages	1,300	Cash at bank	3,270
Sales returns	5,200		

Or

(b) Explain the scope of financial accounting.

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17. (a) Write a short notes on: (i) Interest on capital (ii) Interest on drawings (iii) provisions.

Or

(b) From the following Trial Balance as on 31.3.2021 and the adjustments given, prepare Trading and Profit and Loss Account for the year ending 31.3.2021 and the Balance Sheet as on 31.3.2021.

Particulars	Rs.	Particulars	Rs.
Opening Stock	15,000	Capial	25,000
Machinery	30,000	Purchase returns	1,000
Purchases	40,000	Bills payable	5,000
Sales returns	2,000	Sales	1,24,000
Wages	10,000	Sundry creditors	5,000
Salaries	5,000	Provisions for doubtful debts	500
Office rent	12,000	Provision for discount on debtors	100
Insurance	6,000		
Sundry debtors	20,000		
Cash	4,000		
Bank balance	15,600		
Bad debts	1,000		
	1,60,600		1,60,600

Adjustments:
(i) Closing stock at the year end was Rs.30,000
(ii) Further bad debts amounted to Rs. 500
(iii) 5% of the profit is to be appropriated for creating reserve fund
(iv) Create 5% provision for doubtful debts on debtors
(v) Create 2% provision for discount on debtors
(vi) Create 1% reserve on creditors.

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18. (a) Karthika Ltd had an Authorized capital of Rs.5,00,000 divided into 5,000 equity shares of Rs.100 each on March 31, 2017, 2,500 shares were fully called up. The following are the balances extracted from the ledger of the company as on 31ˢᵗ March 2022.

Particulars	Rs.	Particulars	Rs.
Stock	50,000	Advertising	3,800
Sales	4,25,000	Bonus	10,500
Purchases	3,00,000	Debtors	38,700
Wages	70,000	Creditors	35,200
Discount allowed	4,200	Machinery	80,500
Discount received	3,150	Furniture	17,100
Insurance upto June 30, 2017	6,720	Cash at bank	34,700
Salaries	18,500	Reserves	25,000
Rent	6,000	Loan from M.D	15,700
General expenses	8,950	Bad debts	3,200
Profit and loss account	6,220	Calls in arrears	5,000
Printing and stationery	2,400	Goodwill	1,00,000

Prepare the Trading and Profit and loss account for the year ended 31, March 2022 and the company's balance sheet as on that date, The following information is given:

(i) Closing stock Rs. 91,500

(ii) Depreciation to be charged on machinery and furniture @ 15% and 10% respectively.

(iii) Outstanding liabilities: wages Rs.5,200, Salary Rs. 1,200 and Rent Rs. 600

(iv) Dividend @5% on paid up share capital is to be provided.

Or

(b) Explain the Managerial remuneration.

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19. (a) What are the advantages and disadvantages of Cash flow statement?

Or

(b) From the following Balance Sheets as on 31-12-93 and 31-12-92, prepare a Cash Flow Statement:

Balance Sheets

Liabilities	1993	1992	Assets	1993	1992
	Rs.	Rs.		Rs.	Rs.
Share capital	1,50,000	1,00,000	Fixed assets	1,50,000	1,00,000
Profit and Loss account	80,000	50,000	Goodwill	40,000	50,000
General reserve	40,000	30,000	Stock	80,000	30,000
6% Debentures	60,000	50,000	Debtors	80,000	50,000
Creditors	40,000	30,000	Bills	20,000	30,000
Outstanding exp	15,000	10,000	Receivable	15,000	10,000
	3,85,000	2,70,000	Bank	3,85,000	2,70,000

20. (a) Explain the overview of IAS.

Or

(b) Distinguish between U.S. GAAPs and IFRS.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Digital Marketing and E-Commerce

ORGANIZATIONAL BEHAVIOUR

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

Choose the correct answer

1. OB is the study of ——————— in the organisation

    (a) Human   (b) Employer

    (c) Human Behaviour (d) Employees

2. OB focuses at 3 Levels

    (a) Individuals, Organisation, Society

    (b) Society, Organisation, Nation

    (c) Employee, Employer, Management

    (d) Individual, Groups, Organisation

3. Employees learn by observing the performance of the referent group (peers, supervisors and high performers) and the consequences of their actions is referred as.

    (a) Symbolizing   (b) Forethought

    (c) Observational   (d) Self-regulatory

4. ——————— is a Study of Group Behaviour

    (a) Anthropology   (b) Psychology

    (c) Physiology   (d) Sociology

5. ——————— embodies a team concept, is based on the principle of mutual contribution by employer and employees

   (a) Autocratic model (b) Custodial model

   (c) Supportive Model (d) Collegial Model

6. The field of organisational behaviour examines such questions as the nature of leadership, effective team development and

   (a) Interpersonal conflict resolution motivation of individuals

   (b) Organisational control; conflict management

   (c) Motivation of individuals; planning

   (d) Planning; development

7. Who is the developer of two Factors theory of Motivation?

   (a) Herzberg

   (b) Lawless, David. J.

   (c) A. H. Maslow

   (d) Porter, Lyman W. and Hackman

8. Motivation is not

   (a) A complex process (b) Related to satisfaction

   (c) An easy process   (d) A goal-directed behaviour

9. ——————— framework is based o the concept of Expectancy, demand and Intention of the human being.

   (a) Behaviouristic   (b) Expectancy

   (c) Cognitive   (d) Social learning

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10. OB Helps to understand behaviour of human in

    (a) Work place and Society

    (b) Work place only

    (c) Society only

    (d) Department only

                    Part B   (5 × 5 = 25)

                Answer **all** questions.

11. (a) Discuss the various factors that affect Organization.

                        Or

    (b) Explain the organizational behavior process.

12. (a) Highlight the advantages of formal and informal groups in organizational context.

                        Or

    (b) Write a short note on different types of informal groups.

13. (a) Explain the role of team leader in an organization.

                        Or

    (b) What factors characterized effective teams? Explain any one of them.

14. (a) Explain Maslow's theory of motivation.

                        Or

    (b) What are the types of Motivation?

15. (a) State the factors influencing organisational culture.

                        Or

    (b) Explain the recent trends in Organizational Behaviours.

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Answer **all** questions.

16. (a) Elaborate various challenges and opportunities in the field of OB.

Or

(b) Discuss various organizational behavior models in detail.

17. (a) Discuss how a formal group differs from an informal group. Also highlight the merits of formal and informal group in an organization.

Or

(b) Groups are essential mechanisms of socialization and a primary source of social order' – Elaborate.

18. (a) Define team. What kinds of individuals compose an effective team? Also, highlight distinguishing features of a team.

Or

(b) Team building requires good communication skills-verbal, listening and others- explain.

19. (a) What are the five levels of need hierarchy as identified by Maslow?

Or

(b) Discuss the various kinds of motivation.

20. (a) Narrate the effect of technology and social values in organizational behavior.

Or

(b) List the indicators of organizational effectiveness. Discuss the way of achieving organizational effectiveness.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Digital Marketing and E Commerce

FUNDAMENTALS OF DIGITAL MARKETING & E-COMMERCE

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which of the following is involved in the digital marketing process?
   (a) RSA
   (b) Voice Broadcasting
   (c) Podcasting
   (d) All of the above

2. What is not true about digital marketing?
   (a) Digital marketing is any form of marketing products or services that involves electronic devices.
   (b) Digital marketing can be done online
   (c) Digital marketing cannot be done online
   (d) Digital marketing is often referred to as online marketing, Internet marketing or web marketing

3. Which of the following correctly defines the main concept behind Conversion Optimization?
   (a) Rapidly making significant changes to check which one possesses the fastest results
   (b) Making insignificant incremental changes over time to check which one possesses the best results
   (c) Making numerous changes on your website to check the result
   (d) Frequently changing the websites layout to see if it appeals to more audience

4. What is the correct abbreviation of SERP?

   (a) Search Engine Result Page

   (b) System Engine Random Page

   (c) Search Estimate Result Page

   (d) System Estimate Random Page

5. The hyperlink refers to a _____

   (a) Inbound link   (b) Outbound link

   (c) IFTTT link   (d) KPI link

6. Which of the following tactics can harm your search rankings?

   (a) Adding navigation links to your pages template

   (b) Using text that is the same color as your pages background

   (c) Linking to your site from other websites

   (d) None of the above

7. The most effective AdWords ad headlines _____

   (a) include the company name or website domain name

   (b) do not contain the most important keywords

   (c) directly relate to the keywords being searched

   (d) are written in all capital letters

8. The formula of Pay-per-click is?

   (a) Advertising cost ($) + Ads clicked (#)

   (b) Ads clicked (#) / Advertising cost ($)

   (c) Advertising cost ($) / Ads clicked (#)

   (d) Ads clicked (#) * Advertising cost ($)

9. CTR stands for _____

   (a) Click through rate

   (b) Checking through rate

   (c) Click time rate

   (d) None

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10. Which of the following features corresponds to the role of the lead nurturing platform?

(a) A/B Testing

(b) Campaigning

(c) Landing Page Creation

(d) All of the above

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) State the concept of Digital marketing.

Or

(b) What are the difference between Market research and Market reality?

12. (a) Briefly explain Search engine on page optimization.

Or

(b) Why is SEO important to business?

13. (a) List out the guidelines of SEO.

Or

(b) Write a short notes on:

(i) Inbound links

(ii) Link building

14. (a) What are the research tools used in PPC?

Or

(b) What is scheduling and explain its importance?

15. (a) Explain the process of search campaign management.

Or

(b) What are the importance of targeting in campaign management?

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Part C $(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Determine how Digital Marketing is useful in various organizations.

Or

(b) Elaborate on the scope and Characteristics of digital marketing.

17. (a) Discuss about the tools used in SFO web master.

Or

(b) Explain the concept of SEO in detail.

18. (a) What is the role of SEO in Digital Marketing?

Or

(b) Explain the Four Pillars of SEO.

19. (a) Identify how the PPC effectively works in digital marketing.

Or

(b) Analyze the strength of Pay per click in Digital marketing.

20. (a) Write a short notes on: (i) CPA (ii) CTR (iii) Bidding (iv) Landing pages.

Or

(b) How to set up a successful digital marketing campaign?

————————————

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C–1292		Sub. Code
		30215

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Digital Marketing and E Commerce

STATISTICS FOR BUSINESS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** questions.

1. The entire upper part of a table is known as

    (a) Caption   (b) Stub

    (c) Box head   (d) Body

2. Statistics is concerned with

    (a) Qualitative information

    (b) Quantitative information

    (c) (a) or (b)

    (d) Both (a) and (b)

3. If two events cannot occur simultaneously in the same trial then they are

    (a) mutually exclusive events

    (b) simple events

    (c) favourable events

    (d) none

4. The most important continuous probability distribution is known as

    (a) Binomial distribution

    (b) Normal distribution

    (c) Chi-square distribution

    (d) Sampling distribution

5. The purpose of hypothesis testing is to

    (a) test how far the mean of a sample is from zero

    (b) determine whether a statistical result is significant

    (c) determine the appropriate value of the significance level

    (d) derive the standard error of the data

6. ———— is the test of Goodness of fit.

    (a) t test   (b) z test

    (c) chi-square test   (d) anova

7. Interest paid (earned) on both the original principal borrowed (lent) and previous interest allowed (earned) is often referred to as ————?

    (a) Compound interest

    (b) Double interest

    (c) Simple interest

    (d) Present value

8. To find the present value of a sum of Ps. 10,000 to be received at the end of each year for the next 5 years at 10% rate, we use

    (a) Present value of a single cash flow table

    (b) Present value of annuity table

    (c) Future value of a single cash flow table

    (d) Future value of annuity table

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9. The two lines of regression become identical when

(a) r = 1   (b) r = –1

(c) r = 0   (d) (a) or (b)

10. For finding correlation between two attributes, we consider

(a) Pearson's correlation coefficient

(b) Scatter diagram

(c) Spearman's rank correlation coefficient

(d) Coefficient of concurrent deviations

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the different types of data.

Or

(b) Mark scored by 30 students are given below.

41 55 48 47 53 48 33 32 42 55

44 38 60 65 71 80 41 53 47 48

55 20 31 34 42 51 35 35 26 25

Convert the marks in to a continuous series of class-interval of 10.

12. (a) State the concept of Standard Error.

Or

(b) A discrete random variable x follows Poisson distribution. Find the values of

(i) $P(X = \text{at least } 1)$

(ii) $P(X \le 2 / X \ge 1)$

You are given $E(x) = 2.20$ and $e^{-2.20} = 0.1108$.

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13. (a) What are the uses of Chi-square test?

Or

(b) The following data present the yields in quintals of common ten subdivisions of equal area of two agricultural plots.

Plot 1 6.2 5.7 6.5 6.0 6.3 5.8 5.7 6.0 6.0 5.8

Plot 2 5.6 5.9 5.6 5.7 5.8 5.7 60. 5.5 5.7 5.5

Test whether two samples taken from two random populations have the same variance.

14. (a) Rs. 2,000 is invested at annual rate of interest of 10%. What is the amount after two years if compounding is done (i) Annually (ii) Semi-annually (iii) Quarterly (iv) monthly.

Or

(b) Difference between simple interest and compound interest?

15. (a) What are the uses of correlation?

Or

(b) Find regression lines

X 3 5 6 8 9 11

Y 2 3 4 6 5 10

Part C $(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Which tool under Excel can we use for statistical analysis?

Or

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(b) Particulars regarding the income of two villages are given below:

	Village X	Village Y
Numbers of persons	600	500
Average income (Rs.)	175	186
Variance of income (Rs.)	100	81

   (i) In which village is the variation in income greater?

   (ii) What is the combined standard deviation of the village X and village Y put together?

17. (a) Explain the different types of sampling.

Or

(b) In a sample of 500 workers of a factory, the mean wage and SD of wages are Found to be Rs.500 and Rs. 48 respectively. Find the number of workers having wages:

   (i) more than Rs. 600

   (ii) less than Rs. 450

   (iii) between Rs. 548 and Rs. 600

18. (a) Briefly explain the different types of hypothesis.

Or

(b) From the adult male population of seven large cities random samples of married and unmarried men as given below were taken. Can it be said there is a significant variation among the people of different cities in the tendency to many?

City	A	B	C	D	E	F	G	Total
Married	170	285	165	106	153	125	146	1150
Un married	40	125	35	37	55	35	33	360
	210	410	200	143	208	160	179	1510

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19. (a) Mr.Y wishes to determine the present value of the following cash flows discounted at 10%.

Year	1	2	3	4	5
Cash flow	Rs. 500	Rs. 1000	Rs. 1,500	Rs. 2,000	Rs. 2,500

Or

(b) Write a short notes on: (i) Time value of money (ii) Annuity (iii) Present value

20. (a) How would you find the regression equations?

Or

(b) The following data relate to the test scores obtained by eight salesman in an aptitude test and their daily sales in thousands of rupees:

Sales man	1	2	3	4	5	6	7	8
Scores	60	55	62	56	62	64	70	54
sales	31	28	26	24	30	35	28	24

Compute correlation co efficient.

———————

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C–1293	Sub. Code
	30216

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Digital Marketing and E-Commerce

BUSINESS ORIENTED COMPUTER APPLICATIONS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which option displays the total number of cells, formulas, charts, tables, sheets, etc. in a Workbook?
   (a) Workbook Statistics
   (b) Statistics
   (c) Excel Statistics
   (d) Workbook Analysis

2. Under which Tab, the chart options are available in MS Excel?
   (a) Data   (b) Insert
   (c) Review   (d) View

3. What is the keyboard shortcut to display the Format Cells dialog box in MS Excel?
   (a) CTRL + F
   (b) ALT + 1
   (c) CTRL + SHIFT + F
   (d) CTRL + 1

4. The fill function can be ——————— to complete formulas in a range.

   (a) Single clicked   (b) Double-clicked

   (c) Triple clicked   (d) Right clicked

5. The Software which contains rows and columns is called —————

   (a) Spreadsheet   (b) Word processing

   (c) Database   (d) None of the above

6. What type of chart is useful for comparing values over categories?

   (a) Pie Chart   (b) Column Chart

   (c) Line Chart   (d) Dot Graph

7. Which of these is not a type of function used in Excel by a business analyst?

   (a) Logical Functions

   (b) Financial Functions

   (c) Lookup Functions

   (d) Index Functions

8. Which does a business analyst find more convenient to use when working on excel?

   (a) Mouse   (b) Trackpad

   (c) Joystick   (d) Keyboard

9. What dialog box allows you to change a field name in a PivotTable?

   (a) Field Options   (b) Field Pane

   (c) Field Settings   (d) Field Structure

10. Merge cells option can be applied from

    (a) Format Cells dialog box Alignment Tab

    (b) Formatting toolbar

    (c) Both of above

    (d) None of above

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Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) How to create different footers or headers in MS Excel?

Or

(b) How do you align data in cells using Excel?

12. (a) How do you format data and time in Excel?

Or

(b) How to validate and protection of worksheet?

13. (a) Write the difference between pie chart and bar graph.

Or

(b) Discuss in detail about :

(i) Regression and trend lines

(ii) Sparklines

14. (a) State the uses of dynamic ranges.

Or

(b) Point out the strength of array in business modeling.

15. (a) Discuss the steps to connecting to SQL server in tables.

Or

(b) What is hierarchy and create a hierarchy using pivot tables?

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Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Draw and explain about Toolbars in MS Excel.

Or

(b) Write a short notes on :
(i) Headers and footers
(ii) Page layout
(iii) Merge cells.

17. (a) What are the steps to creation of ranging names and labelling ranges?

Or

(b) Explain about IF and LOOKUP functions.

18. (a) How to create sparklines and formatting a sparklines in detail?

Or

(b) How do you edit and remove duplicate tables in Excel? Explain.

19. (a) Discuss about the uses of one way and two way data tables.

Or

(b) Explain the functions of business modelling in MS Excel.

20. (a) Write notes on DAYS360, TODAY, NOW and WORKDAY.

Or

(b) What is Power pivot ribbon and explain the steps to installing power pivot?

————————

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