

**Course Code: CO2 11**  
**Title: CONTEMPORARY MANAGEMENT CONCEPTS AND THOUGHT**  
**Code: CO2 11 /SDE-A/2018-19**  
**Assignment Coverage: All Modules**  
**Maximum Marks: 15**

**Attempt any three questions. Give answers to each question in not less than 5 pages.**

1. Critically evaluate different theories of motivation ( 5 marks)
2. Discuss the different approaches to leadership.( 5marks)
3. Define human resource. Explain the scope of human resource management. (5 marks)
4. 'Marketing starts even before production'. Explain. ( 5 marks)
5. Explain the finance functions of modern financial management. (5 marks)

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**Title: CONTEMPORARY MANAGEMENT CONCEPTS AND THOUGHT**  
**Code: CO2 11/SDE-C/2018-19**  
**Case Study Coverage: All Modules**  
**Maximum Marks: 10**

**Attempt any one case in not less than 10 pages.**

1. Torpedo & Co. is a leading retail firm having more than 200 retail stores throughout the country. It has a marketing manager and 10 regional sales managers. Each regional sales manager supervises the work of 20 branch/store managers in his region. Each branch/store manager in turn supervises all the sales persons working in his store. According to Mr. Torpedo, the company policy has always been to permit a person to stand on his/her own feet. With so many people to supervise, a manager can't indulge in poking into subordinate's business.

**Questions:**

1. Which type of span of control does Torpedo & Co. follows?
  2. What are the advantages and disadvantages of the company's approach?
  3. If the number of subordinates for each manager is reduced to five, what effect will it have on the company?
2. At a monthly meeting of the board of directions of the Ravi Paper works, the Managing director, Mr. S. Chakravarthi mooted a scheme to set up a paper plant in a remote tribal district of Madhya Pradesh. Obviously Mr. Chakravarthi had done his home work carefully, because the scheme looked fool- proof and a terrific proposition from the point of view of profitability. The plant was to come up within four months. Finance was to be no problem. The requisite plant and machinery was available. Easy availability of cheap labour was assured. Over and above all this, Mr. Chakravarthi had a team of dedicated officers who would spare no effort to give shape to his scheme within the stipulated time. So far so good. But what was to follow members of the board asked Mr. Chakravarthi. He said that in the normal course the plant would take 12 months to come up, but that was mainly because the road to the area was a

circuitous one. If the board could sanction expenditure on the construction of a direct road, linking the area to a nearby town, the period of installation would be halved. True, the responsibility for the road building was that of the State Government but if one look into account the profit to be earned during the period that would be saved on the installation of the plant, as also the goodwill this gesture would earn among the people of the area and the government, the cost to be incurred by the company would seem negligible. The members of the board okayed the scheme but keep their fingers crossed until happy enough, the scheme was accomplished, on the dot, within the scheduled time.

Questions:

- 1) Do you find any leadership qualities in Mr. Chakravarthi?
- 2) What must be at the root of the infectious sense of confidence displayed by Mr. Chakravarthi?

<p>Course Code: <b>CO2 12</b> Title: <b>MANAGEMENT INFORMATION SYSTEM</b> Code: <b>CO2 12 /SDE-A/2018-19</b> Assignment Coverage: <b>All Modules</b> Maximum Marks: <b>15</b></p>
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**Attempt any five questions. Give answers to each question in not less than 2 pages.**

1. What is Database and Database Management System? What are the main characteristics of DBMS? What kind of facilities DBMS offer to the users?
2. Define System Development Life-Cycle Model.  
Describe briefly its different models with diagrams?
3. What do you mean by Organization? Discuss the level and nature of the business and information requirements?
4. What is information system? Discuss its elements and types?
5. Simon defined decision making to comprise three phases: Intelligence, Design and Choice. With the aid of examples, explain each of these phases.
6. (a) What are the characteristics of the Transaction Process System? What role do they play in the business processes?  
(b) What are the characteristics of MIS? How do MIS differ from TPS?
7. (a) Discuss various approaches for building an information system.  
(b) Briefly discuss the various stages in System Development Process.

Course Code: **CO2 12**  
Title: **MANAGEMENT INFORMATION SYSTEM**  
Code: **CO2 12 /SDE-A/2018-19**  
Case Study Coverage: **All Modules**  
Maximum Marks: **10**

**Attempt any 2 cases in not less than 10 pages.**

1. A medium-sized financial services organization is seeking a replacement MIS Manager to restore confidence in the MIS function and to lead a redevelopment of its corporate systems. The organization's current systems were developed about fifteen years previously, but new system is needed to meet changing business requirements.

The MIS department has begun some redevelopments, but these have failed due to misunderstandings over who should be involved at each stage of the development process. Also, because the costs of the redevelopments exceeded the perceived benefits, the management expects the replacement MIS manager to use some form of cost benefit analysis for all future projects.

As part of the selection process for the new MIS Manager, you have been asked to make a presentation to demonstrate your suitability for the position. Prepare notes for the presentation to clearly demonstrate your understanding of the following:

- a) The role of the MIS Manager and the personal qualities required.
  - b) The involvement of user staff and MIS staff in all the development stages, from initial system request to post implementation review.
  - c) The net present value (NPV) method of cost benefits analysis, including its advantages and disadvantages.
2. A large food retailing company has procured and implemented a new Human Resources (HR) system. The management reporting functions of the HR system are weak and senior management wants to improve fixed management reporting capabilities. The following options are being considered:

Option 1: The in-house development of a fixed reporting facility (using existing DBMS software) that would import data from the HR system.

Option 2: The procurement of a compatible software package that provides a set of standardized fixed reports directly off the HR data repository.

- a) Discuss the strengths and weaknesses of the two options. State any assumptions you make about the organization within your answer.
  - b) Irrespective of the strengths and weaknesses, senior management has selected option 2. There are three packages available to choose from. Explain, with the aid of examples, the process you would adopt to choose the most suitable package to purchase.
3. A firm of solicitors wishes to develop a knowledge-based system for use by its customers. Competing firms of solicitors only provide telephone or face-to-face advice. The solicitors would be responsible for entering the knowledge data and for answering any queries beyond the scope of the new knowledge-based system. The firm broadly agrees with this approach but is concerned that its reputation could suffer if the knowledge-based system gave the wrong advice. As you are an independent consultant brought in to advise the firm of solicitors.
- a) Describe knowledge-based systems and explain how such systems could be implemented.
  - b) Explain how the knowledge-based system should be tested.
4. A supplier takes an order at a table, and then enters it online via one of the seven terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a *salad*, the hot-item printer if it is a hot *sandwich* or the bar printer if it is a *drink*. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a supplier's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan

menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

**Questions:**

1. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?
2. What would make the system a more complete MIS rather than just doing transaction process?
3. Explain the probable effects that making the system more formal would have on the customers and the management.

<p>Course Code: <b>CO2 13</b> Title: <b>Research Methodology</b> Code: <b>CO2 13 /SDE-A/2018-19</b> Assignment Coverage: <b>All Modules</b> Maximum Marks: <b>15</b></p>
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**Attempt any five questions. Give answers to each question in not less than 2 pages.**

1. What do you mean by research? Discuss the significance of research in modern times.
2. Describe the different steps involved in a research process.
3. What is sampling? Discuss the different methods of sampling.
4. How do you prepare a research report?
5. What is meant by hypotheses? How do you test a hypothesis?
6. What is research design? Discuss the significance of research design.
7. What is data analysis? Discuss the different statistical tools used for data analysis.

Course Code: **CO2 13**  
Title: **Research Methodology**  
Code: **CO2 13/SDE-C/2018-19**  
Case Study Coverage: **All Modules**  
Maximum Marks: **10**

**Attempt any one case in not less than 10 pages.**

1. You are the brand manager for a shampoo brand in the market. You wish to conduct a research to find out what is the current perception of consumers about your brand vis-à-vis other brands. You also want to know what are the most important factors buyers consider while buying a brand of shampoo. The decisions you will take based on the above research are:
  - (1) Whether to reposition your brand?
  - (2) Whether to launch a new brand of shampoo?
  - (3) What are the major methods of doing primary research?
  - (4) Why is a survey the most commonly used technique for primary research?
2. Design a questionnaire for a pharmaceutical manufacturer who has launched a new hepatitis-B vaccine in the market six months ago. The survey is intended for doctors, is to be done nationally in India, and is required to test the doctors' awareness of the brand X vaccine launched by this company. There are two brands Y and Z in the market, made by competitors. The company also wants to know doctors' perception of the price, efficacy and side effects of the three vaccine brands. If possible, the company wants to know the consumers' perception about the brand and/or company (through doctors)

Course Code: **CO2 14**  
Title: **PLANNING AND DEVELOPMENT ADMINISTRATION**  
Code: **CO2 14 /SDE-A/2018-19**  
Assignment Coverage: **All Modules**  
Maximum Marks: **15**

**Attempt any three topics each in 4-5 pages**

1. Define Fiscal policy. Explain various instruments of Fiscal policy.
2. Prepare a note on factors responsible for slow growth of National income in India.
3. Explain planning Commission with its major functions.
4. Discuss the process of Planning in India. Give its main characteristics
5. Explain the role of Public sector in the development of Indian economy

Course Code: **CO2 14**

Title: **PLANNING AND DEVELOPMENT ADMINISTRATION**

Code: **CO2 14 /SDE-A/2018-19**

Case Study Coverage: **All Modules**

**Maximum Marks: 10**

**Attempt any one case in not less than 10 pages.**

1. Mixed economy is the outcome of the compromise between the two diametrically opposite schools of thought—the one which champions the cause of capitalism and the other which strongly pleads for the socialization of all the means of production and of the control of the entire economy by the state. Thus, the concept of mixed economy accepts the possibility of the co-existence of private enterprise and public enterprise. India is regarded as a good example of a mixed economy. Under the Directive Principles of the Indian Constitution, it has been laid down that the State should strive “to promote the welfare of the people by securing and protecting as effectively as it may a social order in which justice, social, economic and political, shall inform all the institutions of national life.” In India, comprehensive national planning is required to fulfil some broad social and economic objectives. Without planning the country would not be able to initiate a process of quick economic growth.

### **Objectives of planning in India**

In India, the First Five year plan began in the year 1951-52. Although the objectives of these plans were different, we can identify some of the basic long-term and broad objectives of Indian planning. These are:

- (i) **Raising the growth rate:** The economic planning in India was to bring about rapid economic growth through the growth in agriculture, industry, power, transport and communications and different other sectors in our economy. Further, the growth in real national income was considered to be the basis for an increase in per Capita real income and an improvement in the physical quality of life for the maximum number of people.
- (ii) **Raising the investment-income ratio:** Growth in investment as a proportion of national income was also one of the important long-term objectives of Indian five year plans.
- (iii) **Achieving self-reliance:** This objective was considered to be an important objective for keeping the growth activity free from political pressures of dominant capitalist countries of the world. India had to import a huge quantity of food grains from abroad for a considerable period. Again, she had to depend on foreign countries for the import of heavy machinery, transport equipment, machine tools, electrical instruments, etc. This was required for the expansion of the industrial sector and for building a strong infrastructural base in India after independence. Hence, it was quite natural that the developed capitalist countries, supplying food grains, machinery and capital to India, used to take full advantage of their strong bargaining power, by imposing different conditions while extending such help. In many cases, the domestic economic policies are also influenced by such conditions. Because of all these reasons, a self-reliant economic

growth became a major objective of economic planning in India, particularly since the inception of the Third Five Year Plan.

- (iv) **Removing unemployment:** Removal of unemployment and underemployment can be regarded as a precondition for the elimination of poverty.
- (v) **Reducing the incidence of poverty:** Various plan documents have all along indicated that the policy of the Government of India is to reduce the incidence of poverty. The problem of poverty has been conceived as one of low productivity of a large section of the people. Hence, to remove these handicaps of the poor and to integrate them in the growth process, alleviation of poverty became one of the broad objectives of Indian planning. So, the long run objective was to free the economy from the vicious circle of poverty which encircles the economy, not only with poor purchasing power, low savings, low capital formation, low productivity and low level of national output, but also with a poor physical quality of life.
- (vi) **Reducing income inequalities:** Indian planners visualized the creation of a socialistic pattern of society where each member of the society would get equal opportunities in the fields of education, health, nutrition, occupation, etc. Hence, they felt the need for reducing income and wealth inequalities in our society. These inequalities have their roots in the feudal system. Hence, reduction in income and wealth necessitated the abolition of semi-feudal relations of production in Indian villages. Thus; the objective was to abolish the 'Zamindari' system, impose ceilings on land-holdings and distribution of surplus land among the landless in rural areas.

1. Explain the role of mixed economy in India
  2. Development should not be achieved without planning-comment.
  3. Discuss the importance and objectives of economic planning.
2. National income of India constitutes total amount of income earned by the whole nation of our country and originated both within and outside its territory during a particular year. The National Income Committee in its first report wrote, **"A national income estimate measures the volume of commodities and services turned out during a given period, without duplication."**The estimates of national income depict a clear picture about the standard of living of the community. The national income statistics diagnose the economic ills of the country and at the same time suggest remedies. The rate of savings and investment in an economy also depends on the national income of the country.
- The economic wealth or well-being of a country does not only depend upon the possession of resources, it also depends upon the optimum utilization of resources is more important.
  - The **consumer** may refer to an individual or enterprise that purchases goods and services for their personal use or for industrial or household use.
  - When goods are used for further production, they lose their original characteristics and get transformed into other commodities.
  - An item that is meant for the final use and will not pass through any more stage of production or transformation is called a final good or an end product.

Moreover, the national income measures the flow of all commodities and services produced in an economy. Thus the national income is not a stock but a flow. It measures the total productive power of the community during given period. Further, the National Income Committee has rightly observed, "National income statistics enable an overall view to be taken of the whole economy and of the relative positions and inter-relations among its various parts".

- National Income is the total value of all final goods and services produced by the country in certain year. The growth of National Income helps to know the progress of the country.
  - The total amount of income accruing to a country from economic activities in a year's time is known as national income. It includes payments made to all resources in the form of wages, interest, rent and profit.
  - From the modern point of view, national income is defined as "the net output of commodities and services flowing during the year from the country's productive system in the hands of the ultimate consumers."
1. Evaluate the role of national income in enhancing standard of living of the people.
  2. Explain the concepts and methods of measuring national income in India.
  3. National income measures the flow of all commodities and services produced in an economy. Comment.

**Course Code: CO215**

**Title: ADVANCED CORPORATE ACCOUNTING**

**Assignment Code: CO2-15/SDE-C/2018-19**

**Assignment Coverage: All Modules**

**Maximum Marks: 15**

**Attempt any three topics each in 4-5 pages**

1. What is Investment Account? State the features, need, importance and objectives of investment account. Explain the different types of investments and quotations. Also give journal entries. (5 marks)
2. Explain briefly various IFRS in force (5 marks)
3. Define a Holding company. Explain accounting treatment relating to Minority Interest; Pre acquisition and Post acquisition Profit; Bonus issue; Unrealized Profit; Revaluation of Assets and Liabilities; Elimination of Common items and Declaration of various kinds of Dividends.
4. How Liquidation is different from Winding up? What are the different Modes of Winding up? (5 marks)
5. Explain various steps in the loss of stock by fire. Illustrate.

**Course Code: CO215**  
**Title: ADVANCED CORPORATE ACCOUNTING**  
**Case analysis Code: CO215 /SDE-C/2018-19**  
**Coverage: All Modules**  
**Maximum Marks: 10**

**Attempt any one case each in 4-5 pages**

1. Under the Insolvency and Bankruptcy Code, liquidation procedures cannot be initiated by creditors as a first resort on payment default. Instead, the code prescribes that a financial or operational creditor can initiate the corporate insolvency resolution process in case of failure by the corporate debtor to pay at least Rs100,000. In addition, the corporate debtor can initiate the corporate insolvency resolution process.
  - What are the eligibility criteria for initiating liquidation procedures?
  - Are any entities explicitly barred from initiating such procedures?
  - How the liquidator appointed and what is the extent of his or her powers and responsibilities?
  - What is the extent of the court's involvement in liquidation procedures?
2. IFRS Standards bring transparency by enhancing the international comparability and quality of financial information, enabling investors and other market participants to make informed economic decisions. Critically evaluate.
3. H Limited acquired 80 % of the shares of S Limited on 31<sup>st</sup> March 2018. How will you accommodate the following in Consolidated Financial statement?
  - Minority interest
  - Intercompany holdings
  - Bonus issued out of post acquisition profit
  - Proposed dividend and
  - Debentures held within the group.