

Enrollment Number: _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: APGDF	Numerical Code: 0049
Subject Code	: APGDF – 201	Numerical Code: 0252
Subject	: Strategic Management	Total Marks : 70
Date	: 20/01/2015	Times : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Discuss the causes for growing concern for social responsibilities.
2. Explain in detail the components of external environment.
3. What do you mean by diversification strategy? Discuss in detail the types of diversification strategy.
4. Explain in detail BCG portfolio matrix.
5. What is meant by strategic management? Explain its process in detail.

Section B (20)

Answer the following (any four)

1. Behavioural issue in strategy implementation
2. Types of leadership
3. Reason for strategic alliances
4. Role of HRM
5. Organizational conflict
6. SWOT analysis

Section C

(A) Choose correct answer. (10)

- 1 Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities.
a) strategy-formulation b) strategy-implementation
c) long-range planning d) short-range planning
- 2 The means by which long-term objectives will be achieved are
a) mission statements b) strategies c) vision statements d) long-term goals
- 3 Following is not an element of strategy
a) goal b) scope c) resource d) logic
- 4 Strategy Implementation conducted by;
a) Top Management b) Middle Management
c) Lower Management d) Middle and lower level management
- 5 ETOP stands for,
a) Environmental threat and opportunity profile
b) Environmental threat and opportunity product
c) Environmental time and opportunity profile d) None of the above
- 6 Grand strategy means;
a) General plan for minor action b) General plan for major action
c) General plan for motive action d) None of the above

- 7 Direction policy matrix is developed by;
a) Gold Chemical, USA b) Silver Chemical, UK
c) Shell Chemicals, UK d) Mckinsey & co.
- 8 Following is the example of intangible Assets;
a) Human resources b) Technological resources
c) Information resources d) All of the above
- 9 Which of the following is not a part of macro environment?
a) Suppliers b) Laws and policy c) Social values d) demographics
- 10 What do cash cows symbolize in BCG matrix?
a) Invest b) Stable c) Liquidate d) None of the above

(B) True/False

(10)

1. Strategic analysis and strategic choice are important element of strategic management.
2. According to Michael porter the nature and degree of competition in an industry depends on five forces.
3. Capacity planning is a process of forecasting demand and then deciding what resources will be required to meet that demand.
4. The word strength implies competitive advantages and other distinct competencies.
5. Conglomerate merger is a combination of two or more firms unrelated to each other.
6. Financial strategies outline the steps to keep costs under check and improve operational strategy.
7. Downsizing means eliminating the business that is unrelated to firm's core business.
8. Firms can acquire core competence through low investment in technology.
9. Strategy implementation is a minor issue.
10. Obtaining formal and informal support of higher management is downward appeals.

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Term End Examination January-2015

Course : APGDF

Numerical Code: 0049

Subject Code : APGDF-204

Numerical Code: 0255

Subject : Management Control System

Total Marks : 70

Date : 23/01/2015

Time : 03.00 to 06.00

Section A

(30)

Answer the following (any three)

1. Describe the 'Quantitative Techniques'.
2. What is Responsibility Centre? Explain about Revenue and Expenses Centre.
3. Discuss "The strategic planning process".
4. State the detailed information on Business Unit strategy and its mission.
5. Write a brief note on 'The Financial service sector and its General characteristics'.

Section B

(20)

Answer the following (any four)

1. Project Planning
2. Just - In - Time Techniques
3. Variable cost
4. Corporate level strategy
5. Management control
6. Insurance companies

Section C

(A) Choose correct answer.

(10)

- 1 The process expenditures that will influence the operation of a firm over a numbers of years is called _____.
a) Investment b) Capital Budgeting c) Net present valuation d) Dividend valuation
- 2 Fixed cost is
a) Salary b) Wages c) Material d) None of these
- 3 Which is a responsibility center?
a) Expenses b) Ratio c) Control d) Plan
- 4 Strategic planning is a framework to develop
a) Annual budget b) Capital Budget c) Both (a) (b) d) None of these
- 5 Which of the following defines what business or businesses the firm is in or should be in?
a) Corporate strategy b) Business strategy
c) Function strategy d) National strategy
- 6 Profitability is expressed by an equation that is the product of two ratio?
a) $\frac{\text{Revenue} - \text{Exps}}{\text{Revenues}} \times \frac{\text{Revenues}}{\text{Investment}} = \text{Return on investment}$
b) $\frac{\text{Revenue}}{\text{Investment}} \times \text{Exps.} = \text{Return investment}$
c) Both (a) & (b)
d) None of these

- 7 Which is the following is not an advantages of Management by objectives?
 a) Employee Commitment b) Better appraisal
 c) Self-control d) Success without planning
- 8 The following which is not the components of a computer integrated manufacturing system.
 a) Computer aided design b) Computer aided manufacturing
 c) Computer- aid structure d) All of above
- 9 The full form of 'PERT'
 a) Process evaluation and receive technique b) Program evaluation and review technique
 c) Process evaluation and review technique d) None of these
- 10 In project control information is structured by element of the project. The smallest element is called.
 a) Indirect cost b) Direct cost c) Work packages d) None of these

(B) True/False

(10)

1. Task control is not transactional oriented.
 2. Profit center is not the part of Responsibility center.
 3. Corporate strategy is about being in the right mix of businesses.
 4. General Motors used ABC analysis to formulate a component make or buy strategy.
 5. Budgets are an important tool for effective short-term planning and control in organization.
 6. The selling price variance is calculated by multiplying the difference between the actual price and standard price by actual volume.
 7. A Project organization is a permanent organization.
 8. The mission of the business unit influence the certainties that general managers face and the short-term various long term trade-offs that they make.
 9. Cycle time = Processing time + Strategy time + Movement time + Inspection time
 10. A project is set of activities intended to accomplish a specified and result of sufficient importance to be of interest to management.
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Term End Examination January-2015

Course	: APGDF	Numerical Code: 0049
Subject Code	: APGDF-208	Numerical Code: 0259
Subject	: Security Analysis & Portfolio Management	Total Marks : 70
Date	: 28/01/2015	Time : 03.00 to 06.00

Section – A

Attempt any three of the following (45)

1. What is Business? Discuss in detail basic forms of Business Ownership.
2. What is a share? What are the Rights of a Shareholder?
3. What is Fundamental Analysis? “Company Financial Statements are the Gold Mine of Information.” Explain this statement in the light of Fundamental Analysis of a Company.
4. What is Technical Analysis? Explain various Chart Types used for Technical Analysis.
5. Explain potential risk treatments. What are the four major categories of potential risk management?

Section – B

Attempt any five in brief (25)

1. Common Types of Preferred Stock
 2. Risk & Investment
 3. Speculation and its side effects
 4. Credit Derivatives
 5. Hedge Fund Indices
 6. Types of Mutual Funds
 7. Enterprise Risk Management
 8. Principles of Technical Analysis
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Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : APGDF

Numerical Code: 0049

Subject Code : APGDF-209

Numerical Code: 0260

Subject : Strategic Cost Management

Total Marks : 70

Date : 29/01/2015

Time : 03.00 to 06.00

Section A

(30)

Answer the following (any three)

1. From the following information prepare a statement showing net profit during march 2014 there was production of 1000 units.

	Rs.		Rs.
Materials consumed	88000	Office salaries	13000
Opening finished stock	16000	Office rent	7000
Closing finished stock	17000	Postage	2000
Sales	190000	Printing stationery	1000
Direct wages	32000	Salesmen's salary	3000
Factory wages	1000	Advertisement	2000
Carriage outward	1500	Factory rent	2000
Power coal	5000	Depreciation on machinery	3000
Bad debts	500		

2. Explain the concept of marginal costing? What are the characteristics of marginal costing?
3. What does the standard costing mean? What are advantages of standard costing?
4. What is essential budgeting? Explain in brief the limitations of budgeting.
5. Define advantages and limitations of process costing.

Section B

(20)

Answer the following (any four)

1. From the following information find out the amount of profit earned during the year using the marginal costing technique.

Fixed cost	5,00,000
Variable cost	Rs. 20 per unit
Selling price	Rs. 30 per unit
Output level	75000 units

2. From the following particulars find out the breakeven point.

Variable cost per unit	Rs. 30
Fixed expenses	Rs. 108000
Selling price per unit	Rs. 40

What should be the selling price per unit if the breakeven point should be brought down to 6000 units?

3. Write short note on sales cost variances.
4. Write a note on production budget.
5. Write short note on responsibility centre.
6. Write a note on batch costing.

Section C**(A) Choose correct answer.****(10)**

- 1 Work in process is
 - a) Raw material completely processed
 - b) Raw material in the processing stage
 - c) Work being carried out
 - d) None of the above
- 2 Breakeven analysis may be described as comparison between
 - a) Sales and cost
 - b) Production and sales
 - c) Fixed cost and variable cost
 - d) Variable cost and fixed cost
- 3 To obtain breakeven point in rupees total fixed cost is divided by
 - a) Variable cost per unit
 - b) Fixed cost per unit
 - c) Contribution per unit
 - d) P/V ratio
- 4 Margin of safety is
 - a) Sales contribution
 - b) Actual sales breakeven sales
 - c) Sales fixed assets
 - d) Fixed cost + variable cost
- 5 In which of the following industry, process costing is not implemented?
 - a) Soap industry
 - b) Dairy products
 - c) Rubber industry
 - d) Construction works
- 6 Contribution = _____.
 - a) selling price + Variable cost
 - b) Selling price – Variable cost
 - c) Fixed cost + Variable cost
 - d) Selling price – Fixed cost – Variable cost
- 7 The main objective of keeping cost account is
 - a) To determine the selling price
 - b) To keep the control over expenses
 - c) To get the information about the per unit cost
 - d) All of the above
- 8 In a cost sheet, income tax and donations are included in which cost of the following?
 - a) Factory overheads
 - b) Selling overheads
 - c) Administrative cost
 - d) None of the above
- 9 From the following, which item is not shown in cost sheet?
 - a) Materials
 - b) Carriage outwards
 - c) Salary
 - d) Dividend paid
- 10 Which costing system is used in cosmetic products manufacturing company?
 - a) Process costing
 - b) Batch costing
 - c) Job costing
 - d) Unit costing

(B) Answer in one & two sentence.**(10)**

1. What is prime cost?
 2. What is normal cost?
 3. What is breakeven point?
 4. Which formula is used to find out the margin of safety?
 5. Define degree of operating leverage CDOL.
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Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : APGDF

Numerical Code: 0049

Subject Code : APGDF-210

Numerical Code: 0261

Subject : Indian Financial System

Total Marks : 70

Date : 30/01/2015

Time : 03.00 to 06.00

Section A

(30)

Answer the following (any three)

1. What are the functions of financial markets?
2. What are the various functions of commercial bank? Explain in details.
3. What is the role of reserve bank of India? Explain in details.
4. Explain the significance and History of Indian capital market.
5. Give the differences between the state financial corporation and industrial finance corporation of India.

Section B

(20)

Answer the following (any four)

1. Explain the concept of financial system.
2. Explain the management of deposits business.
3. What is cash reserve ratio?
4. Explain the composition of the Indian money market.
5. Explain the stock exchange in India.
6. Explain the types of mutual funds.

Section C

(A) Choose correct answer.

(10)

- 1 The term _____ is used as an abbreviation for repurchase agreement or ready forward.
a) Repo b) RARE c) Rerf d) RAORE
- 2 _____ is the capacity of the banker to production cash on demand.
a) Liquidity b) Profitability c) Banking d) Reserve
- 3 Reserve bank was established in _____ in India.
a) 1947 b) 1935 c) 1953 d) 1938
- 4 A market functioning without any rules and regulations and without under the control of any authority is called _____ market.
a) organized b) Unorganized c) Money d) Capital
- 5 _____ has the authority to lay guidelines and supervise and regulate the working of mutual funds.
a) SEBI b) RBI c) UTI d) ALL
- 6 The _____ securities market also known as the gilt edged market.
a) Non-government b) Industrial c) Government d) Indian
- 7 The _____ act ends the monopoly of the government in the insurance sector.
a) SEBI b) Regulations c) IRDA d) RBI
- 8 Investment company cannot sell share units after its initial offering is called _____ mutual

funds.

- a) Open-End b) India's c) Simple d) Closed-End
- 9 _____ is India's first and largest mutual fund organization.
a) UIT b) MMMF c) RBI d) SEBI
- 10 Venture capital funds (VCFs) are part of the _____ market.
a) Secondary b) Money c) Capital d) Primary

(B) One or two sentence answer.

(10)

1. What is treasury bills?
 2. What is general utility services?
 3. Explain the meaning of money market.
 4. Who and when launched its maiden money market fund. (MMMF)
 5. Give the meaning of bank rate.
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