COURSE FILE

B.Tech II YEAR - I SEMESTER

SUBJECT CODE: 8ZC01

ECONOMICS, ACCOUNTANCY & MANAGEMENT SCIENCE

(ECM, IT & ME)

SMS, SNIST

ACADEMIC YEAR 2021-22

Course Objectives:

1. To understand the basics of Managerial Economics at Micro level, Demand analysis and production analysis in particular.
2. To understand cost concept, Revenues and Market structure
3. To understand and identify various basic concepts of Accounting, Double entry system and Book keeping.
4. To understand the concepts of Capital expenditure, Revenue expenditure and Final accounts.
5. To make student understand the basics of Management, its principles and various functions performed in organization.
6. To make student learn about various personality traits, perception, attitudes of individuals working in organization.

PROGRAM OUT COMES:

a. Graduate will demonstrate knowledge in fundamentals of mathematics, science and engineering.

b. Graduate will demonstrate an ability to identify, formulate and solve problems in key areas of Engineering

c. Graduate will demonstrate an ability to design and conduct experiment, analyze and interpret data Engineering.

d. Graduate will demonstrate ability in conducting investigations to solve problems using research based knowledge and methods to provide logical conclusions.

e. Graduate will demonstrate skills to use modern engineering and IT tools, softwares and equipment to analyze the problems in the society.

f. Graduate will show the understanding of impact of engineering solutions on the society to assess health, safety, legal, and social issues.

g. Graduate will demonstrate the impact of professional engineering solutions in environmental context and to be able to respond effectively to the needs of sustainable development.

h. Graduate will demonstrate the knowledge of Professional and ethical responsibilities.

i. Graduate will demonstrate an ability to work effectively as an individual and as a team member/leader in multidisciplinary areas.

j. Graduate will be able to critique, writing samples (abstract, executive summary, project report), and oral presentations.

k. Graduate will demonstrate knowledge of management principles and apply these to financial and project management in multidisciplinary environments.

l. Graduate will recognize the need of self education and ability to engage in life - long learning.

Program outcome	**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**
Course Objectives												
Co 1									L			
Co 2												
Co 3											M	
Co 4											M	
Co 5									H			
Co 6									H			

a	b	c	d	e	f	g	h	i	j	k	l
								x	x	x	x

L	T	P/D	C
2	1	0	2

8ZC01 ECONOMICS, ACCOUNTANCY, AND MANAGEMENT SCIENCE (EAMS)

UNIT-1
INTRODUCTION TO MANAGERIAL ECONOMICS:

Definition, Nature and scope of Managerial Economics, Macro Economics consumer's Equilibrium. Theory of Demand, Demand function, Determinants, exceptions - Price Elasticity of Demand and Demand forecasting. Theory of supply, Production function and Economies of scale.

UNIT- 2
INTRODUCTION TO COST, REVENUE AND MARKET STRUCTURE:

Cost Analysis, types of costs, Revenue Analysis, Break-even Analysis (BEA)-Determination of Break-Even Point (simple problems). Market structures: Types of competition, Features of Perfect competition, Monopoly, Monopolistic Competition and oligopolistic competition.

UNIT-3

INTRODUCTION TO FINANCIAL ACCOUNTING: Meaning and Definition of Accounting, principles of Accounting, Double-Entry system of Accounting, Book Keeping, introduction to Journal, Ledger and its types, Introduction to Trial balance, problems and solutions of trial balance.

UNIT-4

INTRODUCTION TO FINAL ACCOUNTS:

Introduction to Final Accounts, Concepts of classifications of Revenue and Capital expenditures, Final accounts: Trading account, Profit and Loss Account, Balance sheet, Problems and solutions of Final accounts with adjustments.

UNIT-5

INTRODUCTION TO MANAGEMENT:

Management- Definitions, Fayol's principles of Management, Levels of Management, functions of management. Planning: types of planning, planning process; Organizing: Organizational Design and structure, staffing; Directing;, Controlling: Basic control process.

UNIT-6

INTRODUCTION TO ORGANIZATIONAL BEHAVIOR: Definition, Nature and Scope, Perception – Perceptual selectivity and organization, -**,** Perceptual Distortions Attribution analysis Attribution theories, Johari Window and Transactional Analysis Personality and Attitudes, Determinants of personality Formation of Attitudes.

Essential Readings:

1. A R Aryasri: Managerial Economics & Financial Accounting, Tata Mc Graw Hill
2. A R Aryasri: Management Science, Tata Mc Graw Hill

Suggested Readings:

1. S A Siddiqui & A S Siddiqui, Managerial Economics & Financial Analysis, New Age
2. Accountancy – I Tulasian Tata Mcgraw Hill Co
3. Koontz &Weihrich: Essentials of Management, 6/e, TMH, 2005

LECTURE SCHEDULE

S.NO	UNIT	NO. OF PERIODS	TOPIC TO BE COVERED
1	**I**	**8**	Introduction to Economics, Definition & Micro & Macro
2			Introduction to Managerial Economics, Meaning
3			Nature, Scope & Importance of Managerial Economics
4			Introduction to Demand, Law of Demand, Definition, Determinants of Demand, Exemptions to law of Demand
5			Types of Demand, Introduction to Elasticity of Demand
6			Types of Price Elasticity of Demand
7			Demand Forecasting Techniques, Introduction to supply
8			Production Function and Economies of scale
9	**II**	**10**	Introduction to costs, Types of costs, Cost Analysis
10			Introduction to Revenue, Revenue Analysis
11			Introduction to Breakeven Analysis, Determinants of BEP
12			BEP Analysis using graphical and mathematical model
13			Simple problems on Breakeven point
14			Introduction to Market, Market Structure
15			Classifications of Market, Perfect competition, Features
16			Price-output determination under perfect competition
17			Price-output determination under Monopoly Market
18			Price-output determination under Monopolistic competition
19	**III**	**11**	Introduction to Financial Accounting, Definition
20			Accounting Meaning, Advantages and limitations
21			Accounting cycle process, Introduction to Double entry system-Advantages & Limitations
22			Introduction to Booking , Book keeping vs. Accounting
23			Introduction to Types of Accounts, Golden Rules
24			Introduction to Journal Book, Journal format
25			Introduction to Ledger Book, Ledger format
26			Ledger Types and Balancing process
27			Introduction to Trial Balance, Advantages of Trial Balance
28			Trial Balance Preparation Methods
29			Simple Problems on Trial Balance
30		**9**	Introduction to Final Accounts

31	IV		Introduction to capital expenditure & Revenue expenditure
32			Final Accounts-Trading, P/L and Balance sheet
33			Trading, P/L and Balance sheet Format
34			Trading Account proforma-Direct expenses, Revenues
35			Profit & Loss Account proforma -Indirect expenses, Incomes
36			Balance sheet proforma-List of Assets and Liabilities
37			Introduction to Adjustments and their treatment
38			Final Accounts –Adjustment problems with solution
39	V	12	Introduction to Management, Meaning & Definition
40			Introduction to Management, Meaning & Definition
41			Functions of Management, Principles of Management
42			Functions of Management, Principles of Management
43			Levels of Management-Top, Middle & Lower level
44			Scientific management Principles –F.W.Taylor
45			14 Principles of management-Henry Fayol
46			Maslow’s Need Theory
47			Types of Planning, Planning process
48			Introduction to Organization, Organization structure
49			Types of Organization structure with suitable examples
50			Types of Organization structure with suitable examples
51	VI	9	Introduction to Organizational Behavior
52			Need and significance of Organizational behavior
53			Introduction to Perception , Perceptual selectivity and organization
54			Perceptual Distortions Attribution analysis
55			Perceptual Distortions Attribution analysis
56			Attribution theories, Johari Window
57			Transactional Analysis Personality
58			Transactional Analysis Personality
59			Determinants of personality Formation of Attitudes
60			Determinants of personality Formation of Attitudes

QUESTION BANK

UNIT – 1: INTRODUCTION TO MANAGERIAL ECONOMICS

Short Answer Questions:

1. *Define Economics?*
2. *What is Managerial Economics?*
3. *Define law of Demand*
4. *Define Law of supply*
5. *What is Elasticity of Demand?*

Essay Type Questions:

1. *What is managerial economics? Explain its focus areas*

2. *Point out the importance of managerial economics in decision making.*

3. *Explain the various factors that influence the demand for a computer.*

4. *What are the contributions and limitations of economic analysis to business decision making?*

5. *State and Explain the Law of Demand. What are its exceptions?*

6. *What is the significance of demand analysis to the manager of a business firm? Explain.*

7. *Discuss the nature and scope of Managerial economics.*

8. *Define Law of Supply and explain through diagramme.*

9. *Show the significance of economic analysis in business decisions*

10. *Managerial economics is the study of the allocation of resources available to a firm or other unit of Management among the activities of that unit. Explain.*

UNIT – 2: INTRODUCTION TO COST, REVENUE AND MARKET STRUCTURE

Short Answer Questions:

1. *Define Cost*
2. *What is BEP Analysis?*
3. *Define Equilibrium concept*
4. *Why Price = AR = MR?*
5. *Price Discrimination?*

Essay Type Questions:

1. Explain the following with reference to production function,

(a) Marginal rate of Technical substation

(b) Variable proportions of factors

2. Explain the following concepts

(a) Explain the utility of Break-Even Analysis in managerial decision-making.

(b) How do you explain breakeven chart? Explain.

3. Why does the Law of Diminishing Returns operate? Explain with the help of assumed data and also represent in a diagram.

4. A company reported the following results for two periods.

Perio d	Sales in Rs.	Profit in Rs.
I	20,00,000	2,00,000
II	25,00,000	3,00,000

Ascertain the BEP, P V Ratio, Fixed Cost and margin of safety.

5. What cost concepts are mainly used for managerial decisions? Illustrate.

6. Explain the utility of Break-Even Analysis in managerial decision-making.

7. Explain the following

(a) Internal Economies (b) External Economies.

8. Explain the role of time factor in the determinations of price. Also explain price output determination in case of perfect competition.

9. How an individual firm behaves under perfect competition. Also explain the firm and industry equilibrium under perfect competition.

10. Discuss the main features of monopolistic competition.

UNIT – 3: INTRODUCTIONT O FINANCIAL ACCOUNTING

Short Answer Questions:

1. Defline Accounting ?

2. what is Book keeping ?
3. Business Entity concept ?
4. Going concern concept ?
5.Golden rules of Accounting

Essay Type Questions:

1. *Define Accountng ? Explain the advantages and Limitations of Accounting ?*
2. *Explain the Principles of Accounting (Accounting concepts & Conventions)*
3. *Explain the Advantages and limitations of Double entry system ?*
4. *Defline Accounts, Explain various types of Accounts with golden rules*
5. *Explain Accounting process in detailed*

UNIT – 4: INTRODUCTION TO FINAL ACCOUNTS
Short Answer Questions:

1. Direct expenses vs Indirect expenses ?

2. what is Gross profit ?

3. What is Net Loss ?

4. Accounting Equation ?

5.List of Assets and Liabilities

Essay Type Questions:

1. Prepare Trading and Profit and Loss account for the year ended 31.12.2003 and a Balance Sheet as on that date from the following Trail Balance.

	Debit Rs.	**Credit Rs.**
Purchases	45,000	
Debtors	60,000	

Interest earned		*1,200*
Salaries	*9,000*	
Sales		*96,300*
Purchases returns		*1,500*
Wages	*6,000*	
Rent	*4,500*	
Sales returns	*3,000*	
Bad debts written off	*2,100*	
Creditors		*36,600*
Capital		*31,800*
Drawings	*7,200*	
Printing and stationary	*2,400*	
Insurance	*3,600*	
Opening stock	*15,000*	
Office expenses	*3,600*	
Furniture and fittings	*6,000*	
	1,67,400	*1,67,400*

Adjust the following

(a) closing stock Rs.20,000

(b) Write off furniture @ 15% per annum.

2. (a) What is Trial Balance? Why it is prepared?

(b) From the following list of balances prepare a Trial Balance as on 30-6-2003

		Rs.			*Rs.*

i.	Opening stock	1,800	xiii.	Plant	750
ii.	Wages	1,000	xiv.	Machinery tools	180
iii.	Sales	12,00 0	xv.	Lighting	230
iv.	Bank loan	440	xvi.	Creditors	800
v.	Coal and coke	300	xvii	Capital	4,00
vi.	Purchases	7,500	xviii.	Misc. receipts	60
vii.	Repairs	200	xix.	Office salaries	250
viii.	Carriage	150	xx	Office furniture	60
ix.	Income tax	150	xxi.	Patents	100
x.	Debtors	2,000	xxii.	Good will	1,50
xi.	Leasehold premises	600	xxiii.	Cash at bank	510
xii.	Cash in hand	20			

3. Record the following transactions in the suitable form of cash book

2004 Jan 1	Started business with	20,00 0
2	Paid for purchase of machinery from M/s Ram and Co.	3,000
3	Paid insurance premium	200
5	Paid rent for the month of Dec'2003	500

8	*Paid cash for purchase of goods*	*3,000*
10	*Sold goods for cash*	*4,00*
12	*Drew cash for personal use*	*500*
14	*Paid Arun Rs.400 in full settlement of Rs.500*	
15	*Received cash from Karuna Rs.1000 in full settlement of Rs.1,050*	

Also prepare cash account.

4.The following figures have been extracted from the records of Fancy Stores a proprietary concern as on 31-12-2003

Furniture	*15,000*	*Insurance*	*6,000*
Proprietors capital a/c	*54,000*	*Rent*	*22,000*
Cash in hand	*3,000*	*Sundry debtors*	*60,000*
Opening stock	*50,000*	*Sales*	*6,00,000*
Fixed deposit	*1,34,600*	*Advertisement*	*10,000*
Drawings	*5,000*	*Postages and telephone*	*3,400*
Provision for bad debts	*3,000*	*Bad debts*	*2,000*
Cash at bank	*10,000*	*Printing and stationery*	*9,000*
Purchases	*3,00,000*	*General charges*	*13,000*
Salaries	*19,000*	*Sundry debtors*	*40,000*
Carriage inwards	*41,000*	*Deposit from customers*	*6,000*

Prepare Trading, Profit and loss account and balance sheet after taking into consideration the following information.

(a) Closing stock as on 31st March was Rs.10,000

(b) Salary of Rs. 2,000 is yet to paid to an employee.

5. *The Trial Balance of Prasad Laboratories on 31st December, 2002 is given below:*

Debit balances	*Rs*	*Credit balances*	*Rs*
Plant	*160000*	*Capital account*	*200,000*
Purchases	*136,000*	*Sales*	*254000*
Sales returns	*2,000*	*Purchase returns*	*2,550*
Opening stock	*60,000*	*Discounts received*	*1,600*
Discount allowed	*700*	*Sundry creditors*	*50,000*
Bank Balance	*4150*		
Sundry debtors	*90,000*		
Salaries	*13,600*		
Wages	*20,000*		
Frieght	*3,900*		
Rent, rates and taxes	*4,000*		
Advertisement	*13,800*		
	508150		*508150*

Adjust the following:

(a) Closing stock Rs. 30,000 (b) Rent paid in advance Rs. 500

(c) Depreciate Plant @ 10% per annum

6. During January 2003 Narayan transacted the following business.

Date		Rs.
1	Commenced business with cash	40000
2	Purchased goods on credit from Shyam	30000
3	Received cash from Murthy as advance for Goods ordered by him	3,000
4	Paid wages	500
5	Goods returned to Shyam	200
6	Goods sold to Kamal	10000
7	Goods returned by Kamal	500
8	paid into bank	500
9	Goods sold for cash	750
10	Bought goods for cash	1000
11	Paid salaries	700
12	Withdrew cash for personal use	1000

7. *From the following Trial Balance of Vikram Foundary Works, prepare Trading Ac-count and Profit and Loss Account for the year ending 31st March 2003. Also prepare a Balance Sheet as on that date.*

Dr	*Rs*	*Cr*	*Rs*
Electricity	*12,000*	*Interest*	*14,000*
Land	*1,40,000*	*Discount*	*6,000*
Interest	*16,000*	*Sales*	*8,00,000*
Wages	*50,000*	*Returns*	*10,000*
Opening Stock	*20,000*	*Sundry creditors*	*60,000*
Rent	*24,000*	*Capital*	*3,02,000*
Office expenses	*30,000*	*Bills payable*	*15,000*
Buildings	*4,00,000*		
Salaries	*90,000*		
Power, gas and water	*30,000*		
Returns	*20,000*		
Furniture	*15,000*		
Sundry debtors	*60,000*		

Adjustments:

(a) Outstanding salaries Rs.10,000

(b) Closing stock Rs. 80,000

(c) Depreciate building at 10 per cent per annum

(d) Interest received in advances Rs. 2,000

8. *Prepare Trading and profit and loss account for the year ended 31.12.2001 and a*

Balance Sheet as on that date from the following Trial Balance.

	Dr, Rs.	Cr Rs.
Furniture	6,500	
23Plant and machinery	60,000	
Buildings	75,000	
Capital		1,25,000
Bad debts	1,750	
Reserve for bad debts		3,000
Sundry debtors	40,000	
Sundry creditors		24,000
Stock(1.1.2001)	34,600	
Purchases	54,750	
Sales		1,54,500
Bank overdraft		28,500
Sales returns	2,000	
Purchases returns		1,250
Advertising	4,500	
Interest	1,180	
Commission received		3,750
Cash in hand	6,500	
Salaries	33,000	

General expenses	*7,820*	
Car expenses	*9,000*	
Taxes and insurance	*3,500*	
	3,40,00 0	*3,40,00 0*

9. *(a) How do you know that given Trial balance is correct or not ?*

(b) From the following Leger Account balances prepare a Trial Balance as on

31-12-2002

		Rs.			*Rs.*
i	*Opening Stock*	*15,60 0*	*xvi.*	*Insurance*	*400*
ii.	*Freehold premises*	*30,00 0*	*xvii*	*Bad reserve*	*300*
iii	*Plant and Machinery*	*9,000*	*xviii.*	*Commission Received*	*3,000*
iv	*Wages*	*2,000*	*xix.*	*paid*	*1,000*
v.	*Sundry debtors*	*12,00 0*	*xx*	*Bad debts*	*300*
vi	*Carriages inwards*	*180*	*xxi*	*Office expenses*	*1,500*
vii	*Carriage outwards*	*200*	*xxi*	*Salaries*	*2,000*
viii	*Factory expenses*	*1,600*	*xxiii.*	*Traveling expenses*	*200*
ix.	*Royalty*	*200*	*xxiv.*	*Legal expenses*	*200*
x.	*Purchase of machinery*	*15,00 0*	*xxv.*	*Cash at bank*	*840*
xi	*Office rent*	*1,400*	*xxvi.*	*Cash in hand*	*800*

xii.	*Capital*	*16,000*	*xxvii*	*Loan taken*	*6,000*
xiii.	*Discount Allowed*	*800*	*xxviii*	*Office rent*	*800*
xiv.	*Discount received*	*720*	*xxix*	*Net sales*	*66,000*
xv	*Sundry creditors*	*4,000*			

10. *What do you understand by Double Entry Book Keeping? What are its advantages?*

11. *Prepare the Trading and Profit & Loss Account and Balance Sheet of Ramakrishna & Company for the year 2001 from the following:*

	Dr	*Cr*
	Rs	*Rs*
Ramakrishna capital account		*50,000*
Stock, 1st January 2001	*12,400*	
Cash	*3,400*	
Sundry Debtors	*18,200*	
Purchases	*1,22,600*	
Sales		*1,87,200*
Returns outwards		*3,600*

Returns inwards	*1,000*	
Freight inwards	*7,400*	
Freight outwards	*14,400*	
Salaries	*21,000*	
Rent	*12,000*	
Sundry Creditors		*8,000*
Miscellaneous dues		*200*
Drawings Account	*12,600*	
Furniture and Fittings	*21,600*	
Depreciation of furniture and fittings	*2,400*	
	2,49,000	*2,49,000*

The Closing Stock on 31st December 2001 was valued at Rs.15,600/-.

UNIT– 5: INTRODUCTION TO MANAGEMENT

Short Answer Questions:

1. *Define management*
2. *What are the levels of management*
3. *Explain need for staffing?*
4. *What is planning?*
5. *What is organizing?*
6. *Explain need for controlling?*

Essay Type Questions:

1. *Define management and write in detail about the functions of management?*
2. *Explain organizational structures*
3. *Write about Fayol's 14 principles*
4. *Explain Maslow's motivational theory*

UNIT 6: INTRODUCTION TO ORGANIZATIONAL BEHAVIOR

Short Answer Questions:

1. *Define OB*
2. *What is perception?*
3. *Differentiate perception and attitude?*
4. *Explain the purpose of Transaction analysis?*
5. *What are situational attributes?*
6. *What are personal attributes?*

Essay Type Questions:

1. *Define OB and write its nature and scope*
2. *Write factors influencing personality*
3. *Describe in detail about Transactional Analysis*
4. *Explain Johari window and write its importance*
5. *Discuss about Attribution Theory?*

MODEL QUESTION PAPER

Sreenidhi Institute of Science and Technology
(An Autonomous Institution)

Code No: 8ZC01

B.Tech II-Year I-Semester Examinations, (Regular)

Economics, Accountancy &Management Science

Time:3 Hours
Max. Marks: 70

Note: a) No additional answer sheets will be provided.

b) All sub-parts of a question must be answered at one place only, otherwise it will not be valued.

c) Assume any missing data.

Part - A

Max.Marks:20

ANSWER ALL QUESTIONS

S.No	Coverage		Marks
1	From Unit-I	Define Law of Demand?	[2M]
2	From Unit-II	What is Equilibrium Price?	[2M]
3	From Unit-III	Define Accounting?	[2M]
4	From Unit-IV	List out Assets and Liabilities?	[2M]
5	From Unit-V	What is POSDCORB?	[2M]
6	From Unit-VI	Define Personality?	[2M]
7	From Unit-I / II	What is Breakeven Point?	[2M]
8	From Unit-III / IV	Write the Golden rules of Accounting?	[2M]
9	From Unit-V / VI	List out the determinants of Personality?	[2M]
10	From Any Unit in which two questions are not given	Write the formula for Preparation of Trial Balance?	[2M]

Part – B

Max.Marks:50

ANSWER ANY FIVE QUESTIONS. EACH QUESTION CARRIES 10 MARKS.

S.No		Coverage		Marks
11.	a)	From Unit-I	Define Managerial economics? Explain the Nature and scope of Managerial economics?	[5M]
	b)	From Unit-I	What is Law of Demand? Explain the determinants of Demand?	[5M]
12.	a)	From Unit-II	Define Market, Explain various features and classifications of market	[5M]
	b)	From Unit-II	From the following data , you are required to calculate 1) BEP in Units 2) BEP in Value 3) P/V Ratio	[5M]

<table>
<tr><td></td><td></td><td></td><td>4) No of Units required to earn 2,00,000 profit
Selling price per unit -50
Variable cost per units -20
Fixed cost 100000</td><td></td></tr>
<tr><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>13.</td><td>a)</td><td>From Unit-III</td><td>Define Accounting? Explain various Accounting concepts and conventions?</td><td>[5M]</td></tr>
<tr><td></td><td>b)</td><td>From Unit-III</td><td>From the following Business Transactions prepare Journal entries
01/01/2020 Mr.Ravi started Business with 10 Lakhs
02/01/2021 Purchased goods worth 2 Lakhs
03/01/2021 Goods sold for cash 3 Lakhs
04/01/2021 Salaries paid through cheque 75000/-
05/01/2021 cash Deposited into SBI Bank 50,000/-</td><td>[5M]</td></tr>
<tr><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>14.</td><td>a)</td><td>From Unit-IV</td><td>Explain the difference between capital expenditure and revenue expenditure?</td><td>[5M]</td></tr>
<tr><td></td><td>b)</td><td>From Unit-IV</td><td>From the following Trial balance Prepare Trading Account
<table>
<tr><th>Debit balances</th><th>Rs</th><th>Credit balances</th><th>Rs</th></tr>
<tr><td>Plant</td><td>160000</td><td>Capital account</td><td>200,000</td></tr>
<tr><td>Purchases</td><td>136,000</td><td>Sales</td><td>254000</td></tr>
<tr><td>Sales returns</td><td>2,000</td><td>Purchase returns</td><td>2,550</td></tr>
<tr><td>Opening stock</td><td>60,000</td><td>Discounts received</td><td>1,600</td></tr>
<tr><td>Discount allowed</td><td>700</td><td>Sundry creditors</td><td>50,000</td></tr>
<tr><td>Bank Balance</td><td>4150</td><td></td><td></td></tr>
<tr><td>Sundry debtors</td><td>90,000</td><td></td><td></td></tr>
</table></td><td>[5M]</td></tr>
</table>

			Salaries *13,600* *Wages* *20,000* *Frieght* *3,900* *Rent, rates and taxes* *4,000* *Advertisement* *13,800* *508150* *508150*	
15.	a)	From Unit-V	Define management? Explain the functions of management?	[4M]
	b)	From Unit-V	Explain 14 Principles of management outlined by Henry Fayol?	[6M]
16.	a)	From Unit-VI	Explain the concept of Johari window through examples?	[4M]
	b)	From Unit-VI	Define Personality? Explain determinants of personality?	[6M]
17.	a)	From Unit-I/II	Explain the External economies of scale?	[4M]
	b)	From Unit-III/IV	Explain Accounting cycle concept ?	[3M]
	c)	From Unit-V/VI	Explain any three types of organizational structures through examples?	[3M]
18.	a)	From Unit I	Explain various types of price elasticity of Demand?	[5M]

	b)	From Unit I	Define Demand forecasting? Explain various methods of demand forecasting	[5M]

-- 00 -- 00 --

NOTE :

1. Please ensure their above distribution of questions.
2. Please see that the Part – A questions are within the **scope of the syllabus**, which can be written by students in about 3 minutes.
3. Please see that the Part – B questions are within the **scope of the syllabus**, which can be written by students in about 25 to 30 minutes.
4. Kindly solve the numerical questions so that the inadequacy of the data can be avoided.
5. Please give weightage for each bit in case you give more than one bit in a question. **The above distribution and the scope shall be ensured**.
6. Please use **Font name**: Arial and **font size**: 12 to save the question paper

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