NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: V**
	Programme: BSc Economic **Course Name: International Economics** **Course Code: SML341** 15 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q.1 What is Immiserizing growth? Does size of the nation matter for it? (2.5,2.5)

Q.2 Show using a diagram, effect of an import tariff on importing nation's welfare. What is the economic interpretation of deadweight loss in this case?(3,2)

Q.3 What is trade diversion and trade creation? Show that there would be trade creation in trade diversion. (4,1)

Q. 4 What is hedging? How does forward contract in exchange rate works as a hedging instrument? (2,3)

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	Question paper for Minor Test II	Review Date:
	School of Management	Semester: V
	Programme: BBA Course Name:Cost Accounting Course Code :SML 311 15 OCT 2016	Maximum Marks: 20 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All Questions are compulsory. **Each question carries 4 marks**
2. Marks are indicated against the questions.
3. Log tables/Steam table/IS Codes/Charts/Calculator permitted.

Q-1: Explain the two types of labour costs with examples.

Q-2: Explain the causes of normal and abnormal idle time.

Q-3: A factory has three production departments A, B and C and two service departments S1 and S2. The overhead costs of each department is as under:-

Departments	Costs(Rs)
A	10,000
B	9,000
C	12,000
S1	6,000
S2	7000

The Costs of service departments are to be apportioned as under:

	A	B	C	S1	S2
Dept S1	30%	20%	30%	-	20%
Dept S2	40%	40%	20%	-	-

Compute the overhead costs of each production department.

Q-4:
From the following information, calculate labour turnover by the three methods.
No. of workers as on 1" Jan. 2003 = 7,600
No. of workers as on 31" Dec. 2003 = 8,400
During the year, 80 workers left while 320 workers were discharged, 1,500 workers were recruited during the year of these, 300 workers were recruited because of exits and the rest were recruited in accordance with expansion plans.

Q-5:Define and classify the various overhead costs with the help of examples.

*** ONLY those applicable to be typed on the Question Paper.**

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test 2** **October 2016**	Review Date:
	School of Management	Semester: Odd- III Session: (July-Dec)
	Programme: MBA **Course Name: Marketing of Services** 15 OCT 2016 **Course Code : SML 607**	Maximum Marks: 20 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All sections are compulsory.
2. Marks are indicated against the questions.

Q1. You are planning to open a Coaching Institute which prepares aspiring engineers for various competitive exams. Explain which method of market research would you adopt for designing the service organization and why? Once the desired institute is started, how would you assess and ensure service quality to your customers? **(5)**

Q2. Mr. Rakesh is suffering from skin allergy for last one week. One fine morning an advertisement of Dr. Batra's Homeopathy catches his attention that claims of healing people and changing their lives since1982..



It treats medical conditions across all health segments such as child healh, hair problems, skin problems and women health problems. It is certified by various associations. What factors may influence Rakesh's decision to visit Dr. Batra's clinic and driving his expectation levels as a customer. **(5)**

Q3. You went to see the movie "MS Dhoni-The Untold Story" with your friends in DT City Centre Mall.



What would be the various moments of truth that would influence your perception about and experience with DT Cinemas. Which factors other than your perception about DT Cinemas would determine your overall satisfaction as a customer who was looking for a quality time with his friends? **(5)**

Q4. How an organization can prevent negative feelings of its customer resulting from poor delivery of service? Explain. **(5)**

NCU THE NORTHCAP UNIVERSITY™	**Minor Test- II**	
	School of Management	**Semester:**
	Programme: Open Elective/M.Tech / B.Tech / Pre-PhD **Course Name:** Materials Management **Course Code:** SML617 15 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**
		Sheet 1 of 1
Note: 1. Attempt all questions. **2.** Each question Carries equal marks.		

Q1. An item is demanded in a production unit at a uniform rate of 24000 units/ year. The item costs ₹ 500/unit and the inventory carrying cost is 2% of unit price per item/month. Ordering cost is estimated to be ₹ 3000/order and is assumed to be independent of the order size. For an EOQ-ROP policy; find the EOQ and ROP if the replenishment lead time is 2 months. How will be the total system cost be reduced if the e-procurement process is introduced by the Company which will reduce the ordering cost to ₹ 1000/ order and lead time to 0.5 month?

Q2. An expensive material is required in the manufacturing process at the rate of 1000 tonnes/month. The item costs ₹ One lakh per tonne and inventory carrying cost is ₹ 5000 per tonne per month. Processing a purchase order costs ₹ 10,000/ order because of stricter control on purchases. The supplier has agreed to supply this material at the rate of 2000 tonnes/month out of which consumption takes place and the remainder is used to build stock.

A. Find the EOQ and total system cost / year if no shortages are allowed.

B. If planned backlogging is allowed at the opportunity cost of ₹ 20,000/tonnes short/month; how much reduction in total cost is possible?

Q3. (a) What is sensitivity analysis of EOQ model? What insight does it offer to practising manager?

(b) If multiple items are procured from the same vendor; how much cost will be reduced in operating an inventory system with EOQ policy by coordinating the procurement process?

Q4. (a) Differentiate between 'all unit discount' and 'incremental discount' policy for procurement problems with price break and comment on their relative motivational power to induce a higher order quantity.

(b) A vendor responds to a procurement situation with the following offer:

(i) Purchase price: ₹ 250/unit if order quantity is less than 500 units.

(ii) Purchase price: ₹ 225/unit if order quantity is 500 units or more.

The procurement manager identified that demand for their item is 1000 units/month and the carrying cost is 3% of the unit price per item /month. The ordering cost is estimated to be ₹ 3000/ order. What is the optimal inventory ordering policy for this situation?

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	Question paper for Minor Test II	Review Date:
NCU THE NORTHCAP UNIVERSITY	School of Management	Semester: Odd III Session: (July-Dec.)
	Programme: B-Tech **Course Name: Engineering Economics** **Course Code : SML 200** 15 OCT 2016	Maximum Marks: 20 Duration : 1 hr.
		Sheet 1 of 1

Note: 1. All sections are compulsory.
2. Marks are indicated against the questions.

Course Outcomes

- CO1: To familiarize the students with the basic concept of economic theory.
- CO2: To correlate economic theory and business.
- CO3: To develop application oriented skills.

Q1. Explain the Law of Variable proportions with the help of graph. (6)

Q2. Explain Producers Equilibrium in the long-run using Isoquants analysis. (6)

Q3. Explain the shapes of short run cost curves. Analyze the relationship between Average cost (AC), Average Variable cost (AVC), and Marginal cost (MC) curves. (8)

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NCU THE NORTHCAP UNIVERSITY	**Minor Test- II**	
	School of Management	**Semester: I**
	Programme: B.COM **Course Name: Fundamentals of Management** **Course Code: SML115** 15 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. Explain the internal and the external sources of recruitment. (2+2=4)

Q2. Discuss the following types of departmentation along with suitable examples- (3+3=6)

a) Departmentation by Product

b) Departmentation by Territory

Q3. Identify any **four** factors that will help you to decide whether your organization should go for centralization or decentralization. (4)

Q4. Differentiate between the terms Training and Development. Discuss any two on-the-job and any two off-the-job training methods. (2+2+2=6)

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	Question paper for Minor Test 2	Review Date:
NCU THE NORTHCAP UNIVERSITY	School of Management	Semester: Even V
	Programme: B.COM Course Name: MARKETING RESEARCH Course Code : SML 329 15 OCT 2016	Maximum Marks: 15 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All sections are compulsory. *
2. Marks are indicated against the questions.
3. Use of calculators is permissible
4. Course Outcomes are given below:

CO 1 To be able to translate a marketing problem into a feasible research question;
CO 2 To have a general understanding of the strengths and weaknesses of alternative research designs
CO 3 To be aware of the many sources of marketing information and the various means for gathering such information
CO 4 To be more sensitive to the biases and limitations of marketing data and basic data analysis
CO 5 To have a general understanding of univariate and basic bivariate data analysis techniques
CO 6 To be able to design and execute a basic survey research project.

Question Number	Question Details	Marks	COs
1	The college bookstore tells prospective students that the average cost of its textbooks is $52 with a standard deviation of $4.50. A group of smart statistics students thinks that the average cost is higher. In order to test the bookstore's claim against their alternative, the students will select a random sample of size 100. Assume that the mean from their random sample is $52.80. Perform a hypothesis test at the 5% level of significance and state your decision.	3	CO5
2	A certain chemical pollutant in the Genesee River has been constant for several years with mean $\mu = 34$ ppm (parts per million) and standard deviation $\sigma = 8$ ppm. A group of factory representatives whose companies discharge liquids into the river is now claiming that they have lowered the average with improved filtration devices. A group of environmentalists will test to see if this is true at the 4% level of significance. Assume that their sample of size 50 gives a mean of 32.5 ppm. Perform a hypothesis test at the 4% level of significance and state your decision	3	CO5
3	A manufacturing process produces ball bearings with diameters that have a normal distribution with known standard deviation of .04 centimeters. Ball bearings with diameters that are too small or too large are undesirable. In order to test the claim that $\mu = 0.50$ centimeters, perform a two-tailed hypothesis test at the 5% level of significance. Assume that a random sample of 25 gave a mean diameter of 0.51 centimeters. Perform a hypothesis test and state your decision.	3	CO5

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Standard Normal Probabilities

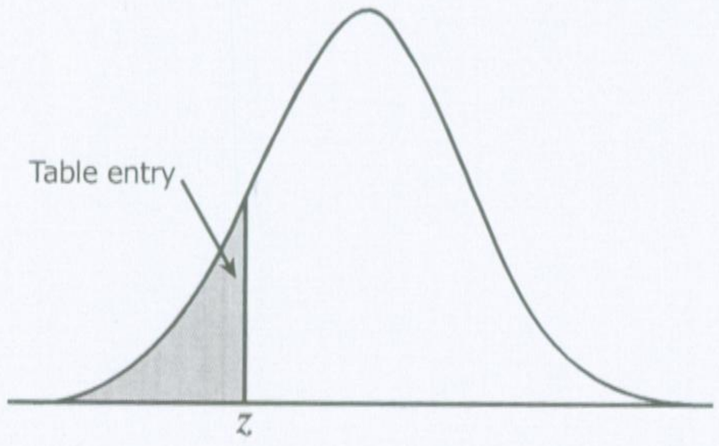


Table entry for z is the area under the standard normal curve to the left of z.

z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
−3.4	.0003	.0003	.0003	.0003	.0003	.0003	.0003	.0003	.0003	.0002
−3.3	.0005	.0005	.0005	.0004	.0004	.0004	.0004	.0004	.0004	.0003
−3.2	.0007	.0007	.0006	.0006	.0006	.0006	.0006	.0005	.0005	.0005
−3.1	.0010	.0009	.0009	.0009	.0008	.0008	.0008	.0008	.0007	.0007
−3.0	.0013	.0013	.0013	.0012	.0012	.0011	.0011	.0011	.0010	.0010
−2.9	.0019	.0018	.0018	.0017	.0016	.0016	.0015	.0015	.0014	.0014
−2.8	.0026	.0025	.0024	.0023	.0023	.0022	.0021	.0021	.0020	.0019
−2.7	.0035	.0034	.0033	.0032	.0031	.0030	.0029	.0028	.0027	.0026
−2.6	.0047	.0045	.0044	.0043	.0041	.0040	.0039	.0038	.0037	.0036
−2.5	.0062	.0060	.0059	.0057	.0055	.0054	.0052	.0051	.0049	.0048
−2.4	.0082	.0080	.0078	.0075	.0073	.0071	.0069	.0068	.0066	.0064
−2.3	.0107	.0104	.0102	.0099	.0096	.0094	.0091	.0089	.0087	.0084
−2.2	.0139	.0136	.0132	.0129	.0125	.0122	.0119	.0116	.0113	.0110
−2.1	.0179	.0174	.0170	.0166	.0162	.0158	.0154	.0150	.0146	.0143
−2.0	.0228	.0222	.0217	.0212	.0207	.0202	.0197	.0192	.0188	.0183
−1.9	.0287	.0281	.0274	.0268	.0262	.0256	.0250	.0244	.0239	.0233
−1.8	.0359	.0351	.0344	.0336	.0329	.0322	.0314	.0307	.0301	.0294
−1.7	.0446	.0436	.0427	.0418	.0409	.0401	.0392	.0384	.0375	.0367
−1.6	.0548	.0537	.0526	.0516	.0505	.0495	.0485	.0475	.0465	.0455
−1.5	.0668	.0655	.0643	.0630	.0618	.0606	.0594	.0582	.0571	.0559
−1.4	.0808	.0793	.0778	.0764	.0749	.0735	.0721	.0708	.0694	.0681
−1.3	.0968	.0951	.0934	.0918	.0901	.0885	.0869	.0853	.0838	.0823
−1.2	.1151	.1131	.1112	.1093	.1075	.1056	.1038	.1020	.1003	.0985
−1.1	.1357	.1335	.1314	.1292	.1271	.1251	.1230	.1210	.1190	.1170
−1.0	.1587	.1562	.1539	.1515	.1492	.1469	.1446	.1423	.1401	.1379
−0.9	.1841	.1814	.1788	.1762	.1736	.1711	.1685	.1660	.1635	.1611
−0.8	.2119	.2090	.2061	.2033	.2005	.1977	.1949	.1922	.1894	.1867
−0.7	.2420	.2389	.2358	.2327	.2296	.2266	.2236	.2206	.2177	.2148
−0.6	.2743	.2709	.2676	.2643	.2611	.2578	.2546	.2514	.2483	.2451
−0.5	.3085	.3050	.3015	.2981	.2946	.2912	.2877	.2843	.2810	.2776
−0.4	.3446	.3409	.3372	.3336	.3300	.3264	.3228	.3192	.3156	.3121
−0.3	.3821	.3783	.3745	.3707	.3669	.3632	.3594	.3557	.3520	.3483
−0.2	.4207	.4168	.4129	.4090	.4052	.4013	.3974	.3936	.3897	.3859
−0.1	.4602	.4562	.4522	.4483	.4443	.4404	.4364	.4325	.4286	.4247
−0.0	.5000	.4960	.4920	.4880	.4840	.4801	.4761	.4721	.4681	.4641

Standard Normal Probabilities

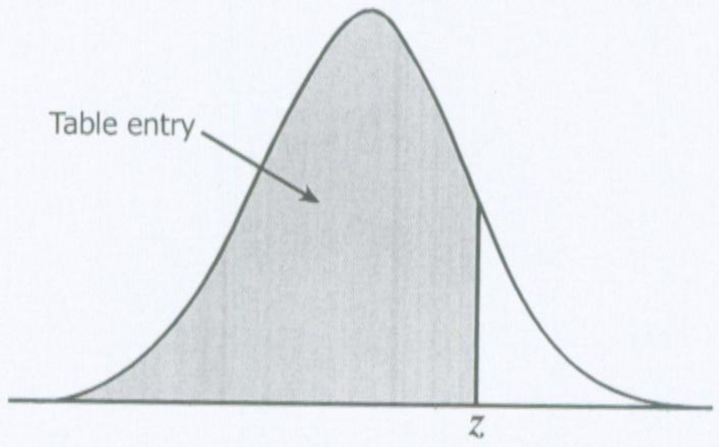


Table entry for z is the area under the standard normal curve to the left of z.

z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.5000	.5040	.5080	.5120	.5160	.5199	.5239	.5279	.5319	.5359
0.1	.5398	.5438	.5478	.5517	.5557	.5596	.5636	.5675	.5714	.5753
0.2	.5793	.5832	.5871	.5910	.5948	.5987	.6026	.6064	.6103	.6141
0.3	.6179	.6217	.6255	.6293	.6331	.6368	.6406	.6443	.6480	.6517
0.4	.6554	.6591	.6628	.6664	.6700	.6736	.6772	.6808	.6844	.6879
0.5	.6915	.6950	.6985	.7019	.7054	.7088	.7123	.7157	.7190	.7224
0.6	.7257	.7291	.7324	.7357	.7389	.7422	.7454	.7486	.7517	.7549
0.7	.7580	.7611	.7642	.7673	.7704	.7734	.7764	.7794	.7823	.7852
0.8	.7881	.7910	.7939	.7967	.7995	.8023	.8051	.8078	.8106	.8133
0.9	.8159	.8186	.8212	.8238	.8264	.8289	.8315	.8340	.8365	.8389
1.0	.8413	.8438	.8461	.8485	.8508	.8531	.8554	.8577	.8599	.8621
1.1	.8643	.8665	.8686	.8708	.8729	.8749	.8770	.8790	.8810	.8830
1.2	.8849	.8869	.8888	.8907	.8925	.8944	.8962	.8980	.8997	.9015
1.3	.9032	.9049	.9066	.9082	.9099	.9115	.9131	.9147	.9162	.9177
1.4	.9192	.9207	.9222	.9236	.9251	.9265	.9279	.9292	.9306	.9319
1.5	.9332	.9345	.9357	.9370	.9382	.9394	.9406	.9418	.9429	.9441
1.6	.9452	.9463	.9474	.9484	.9495	.9505	.9515	.9525	.9535	.9545
1.7	.9554	.9564	.9573	.9582	.9591	.9599	.9608	.9616	.9625	.9633
1.8	.9641	.9649	.9656	.9664	.9671	.9678	.9686	.9693	.9699	.9706
1.9	.9713	.9719	.9726	.9732	.9738	.9744	.9750	.9756	.9761	.9767
2.0	.9772	.9778	.9783	.9788	.9793	.9798	.9803	.9808	.9812	.9817
2.1	.9821	.9826	.9830	.9834	.9838	.9842	.9846	.9850	.9854	.9857
2.2	.9861	.9864	.9868	.9871	.9875	.9878	.9881	.9884	.9887	.9890
2.3	.9893	.9896	.9898	.9901	.9904	.9906	.9909	.9911	.9913	.9916
2.4	.9918	.9920	.9922	.9925	.9927	.9929	.9931	.9932	.9934	.9936
2.5	.9938	.9940	.9941	.9943	.9945	.9946	.9948	.9949	.9951	.9952
2.6	.9953	.9955	.9956	.9957	.9959	.9960	.9961	.9962	.9963	.9964
2.7	.9965	.9966	.9967	.9968	.9969	.9970	.9971	.9972	.9973	.9974
2.8	.9974	.9975	.9976	.9977	.9977	.9978	.9979	.9979	.9980	.9981
2.9	.9981	.9982	.9982	.9983	.9984	.9984	.9985	.9985	.9986	.9986
3.0	.9987	.9987	.9987	.9988	.9988	.9989	.9989	.9989	.9990	.9990
3.1	.9990	.9991	.9991	.9991	.9992	.9992	.9992	.9992	.9993	.9993
3.2	.9993	.9993	.9994	.9994	.9994	.9994	.9994	.9995	.9995	.9995
3.3	.9995	.9995	.9995	.9996	.9996	.9996	.9996	.9996	.9996	.9997
3.4	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9998

NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: V**
	Programme: B.Sc. (Economics Hons.) **Course Name: Contemporary Issues in Indian Economy(CIIE)** **Course Code: SML-227** 15 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q.1 Briefly explain the key macroeconomic parameters which determine the health of economy of a country? Also explain with example/s, the major external factors which do impact the macro Economic parameters of India? (5)

Q.2 "Poverty in India has declined over the years yet significant measures are required for its reduction" Elaborate. Also define the terms Poverty, BPL and APL categories and various initiatives taken by the GOI for poverty reduction with special reference to PM Jan Dhan Yojna and SHG s ? (5)

Q. 3. Briefly discuss the role of RBI's Monetary Policy in the monetary and financial stability in India with special reference to its role in containing inflation and stimulating economic growth? Also explain the Repo and Reverse Repo mechanism as liquidity adjustment facility mechanism for the Banks in India? (5)

Q.4 Explain the following:
a) Impact of economic reforms -1991 on the industry in India?
b) MGNREGA scheme

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Date:	Date:

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	Question paper for Minor Test I	Review Date:
	School of Management	Semester: Odd-I Session: (July-Dec)
	Programme: BBA Course Name: Marketing Management I Course Code : SML 135	Maximum Marks: 20 Duration : 60 mins
		Sheet 1 of 1

15 OCT 2016

Note: 1. All sections are compulsory. *
2. Marks are indicated against the questions.

Q.1. Roshni, a 25 year old girl wishes to buy a gift for her brother Archit who is a 30 year old working man. Choose an item which Archit might love using. Considering the buyer and end consumer in this case are two different people, answer the following:

i) Name any 2 factors that might influence the buying decision process of Roshni?
ii) In what part of the consumer buying matrix, the chosen item will fall and why?
iii) Explain the Consumer Buying Process of choosing the final item by Roshni.

(2+1+4=7 Marks)

Q.2. i) What is a Black Box? Explain with an example how cognitive dissonance affects the black box.

ii) What is S.C.A.R.? What are the steps performed in conducting a good and in-depth marketing research?

ii) Name any 2 Research Instruments, 2 Contact Methods used in Marketing Research.

(3+3+2=8 Marks)

Q.3. i) Name the two studies conducted to study the Internal Environment of a company and the External Environment that might affect an organization.

ii) Choose your favourite Brand/Product. Mention its Marketing Mix and conduct a study of the internal environment of this Brand/Product. Use relevant examples wherever necessary.

(1+4= 5 Marks)

Issued by:	Approved by:
Date:	Date:

15 OCT 2016

NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**NCU** **School of Management**	**Review Date** **2016**
	Minor Test -2	**Semester: III**
	Programme: BBA **Course Name: Indian Legal System** **Course Code: SML 205** **October , 2016**	**Session: (July-Dec)** **Maximum Marks:20** **Duration :1hr**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q.1 The power of Judiciary to review and determine validity of a law or an order may be described as the power of "Judicial Review." It means that the constitution is the Supreme law of the land and any law inconsistent there with is void. The term refers to "the power of a court to inquire whether a law executive order or other official action conflicts with the written constitution and if the court concludes that it does, then it declare the requisitive unconstitutional and void."

a) What are the prime functions of judicial review?
b) What are the Limitations to the principle of judicial review?

(5+5 Marks)

Q.2 Law and Morals have same origin but still all moral values are not Law and all law does not include moral values. Explain the differences between Law and Morals. **(5 Marks)**

Q.3 What is Philosophy by Micheal Sandel? **(5 Marks)**

NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: III**
	Programme: B.Com(H) **Course Name: Macroeconomics** **Course Code: SML215** 15 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. Discuss the effectiveness of fiscal and monetary policy in liquidity trap situation. [5]

Q2. 'Unanticipated increase in money supply reduces unemployment'. Elaborate. [8]

Q3. 'There exists trade-off between unemployment and inflation'. Explain. [3]

Q4. Write short notes on:
i) Tobin's Q
ii) Capital stock adjustment model

NCU-FRM-29

NCU THE NORTHCAP UNIVERSITY	**Minor Test-II**	**Review Date: 01/03/2017**
	School of Management	**Semester: I Odd**
	Programme: MBA **Course Name: Business Statistics** **Course Code : SML507** 15 OCT 2016	**Session: July-Dec 2016** **Maximum Marks: 15** **Duration: 1hr**
		Sheet 1 of 1

Note: 1. All questions are compulsory
2. Marks are indicated against the questions.

	COs	Marks
Q1. The starting salary of a graduate in a given company is shown below (in 1000s of Rupees) 41 38 39 45 47 41 44 41 37 42 Find the Pearson's coefficient of skewness of distribution	CO3	5
Q2. Given below is a data set which mentions the ages of 50 richest persons in USA in year 2009 89, 89, 87, 86, 86, 85, 83, 83, 82, 81, 80, 78, 78, 77, 76, 73, 73, 73, 72, 69, 69, 68, 67, 66, 66, 65, 65, 64, 63, 61, 61, 60, 59, 58, 57, 56, 54, 54, 53, 53, 51, 51, 49, 47, 46, 44, 43, 42, 36, 35 Assume appropriate number of classes. Draw the following (a) Frequency histogram. (b) Frequency polygon	CO3	5
Q3. Given below is a data set which mentions the number of nuclear power plants in top 15 nuclear - power producing countries 6 7 8 10 11 15 17 18 18 19 20 31 54 59 104 (a) Find an outlier, if any (b) Find interquartile range	CO4	5

NCU THE NORTHCAP UNIVERSITY™ (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	Odd Semester
	School of Law	Semester: I
	Programme: BBA LLB (Hons.) **Course Name: Information Technology for Decision Making** **Course Code: SML112** **September, 2016** 15 OCT 2016	Session: 2016-17 Total Marks: 15 Duration: 1 Hour

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q.1 Alliance drugs limited is operating in the pharmaceutical industry with number of drugs formations in the form of tablets, capsules, powder and syrup. All these are ethical drugs and are available to the paitents on the prescription of registered medical practitioner only. Besides, the company has some over the counter products that are available to any person without having prescriptions. The company markets the product through network to wholesaler who in turn have retailer network. However company is not satisfied by its present distribution system. It wants to have more reliable system to manage its distribution network efficiently. What advice will you offer to the company?

(5 Marks)

Q.2

(a) Choose one common product available for purchase on the internet and from local retailers. Find two sites and two retail stores that sell the product. Compare the price of the item including shipping and taxes. Would you expect the price to be the same? Justify the differences, if any.

(b) Discuss CRM and its process cycle

(2.5+2.5 Marks)

Q3. A medium-size regional hospital has to be set up for Health segment for an organization. The Escorts hospital is located in the central portion of Delhi. Its constituents reside in the state and consist of both rural, suburban, and city residents. The 149-bed facility is a state-of-the-art institution. Services offered include Emergency Department, Intensive Care Unit (ICU), Obstetrics, Open Heart Surgery, and Pediatrics. Additional components of General Hospital consist of an Imaging Center, a Rehabilitation Hospital, Four Primary Care Clinics, a Health and Fitness Center, a Wound Healing Center, regional Therapy Centers, and Home Care.

There are more than 120 physicians on the active medical staff, over 1,400 employees and in excess of 100 volunteers. In short, it is representative of many similar patient care facilities around the nation and the world. As such, it provides a rich environment for the investigation of using the SDLC in health care institution. Write the requirements for setting up the hospital

(5 Marks)

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NCU THE NORTHCAP UNIVERSITY	**Minor Test- II**	Odd Semester
	School of Management	Semester: IV Session: 2016-17
	Programme: BBA (Reappear) **Course Name: ORGANIZATIONAL BEHAVIOUR** **Course Code: SML206** **September, 2016** 15 OCT 2016	Total Marks: 15 Duration: 1 Hour
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions.		

1. Briefly discuss the following theories of motivation: - 2*5=10

   a. Maslow's need hierarchy theory
   b. Vroom's Expectancy Theory

2. Differentiate between the following perception errors and give two business situations for each to explain the underlying concept: - 5

   a. Recency Effect
   b. Primacy Effect

ALL THE BEST

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**NCU** **School of Management** **Minor Test 2** **Programme: BBA** **Course Name: Business Law** **Course Code: SML 208** **October, 2016**	**Review Date 2016** **Semester: IV** **Session: (Jan-June)** **Maximum Marks: 20** **Duration 1 hr** **Sheet 1 of 1**

15 OCT 2016

1. **Discuss the legal remedy in the following cases:**

   - **A contract to supply 100 kg of tea leaves for Rs 8000 to B on April .If A does not supply the tea leaves on the appointed day. What is the remedy in this case?**

   - **Shanker is a painter, who announces the display of his paintings on 17 April, 2016. He gave all his paintings for framing but the framer could not deliver the paintings on 17 April, even when the knowledge of exhibition was given to him. Discuss the remedy which Shanker has in this case.**

   - **Rahul breaks his contract to marry Priya, Does Priya has any legal remedy?**

   - **What is the remedy in a case, where monetary compensation is not an adequate relief?**

   - **What is the remedy in a case where one party planning to avoid a contract or there is anticipation of breach?**

   (10 Marks)

2. **Explain the essential legal characteristics which a company acquires after registration?**

   (5 Marks)

3. **Explain the Steps for Incorporation of a company?**

   (5 Marks)

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	Question paper for Minor Test II	Review Date:
NCU THE NORTHCAP UNIVERSITY	School of Management	Semester: Odd V Session: (July-Dec-2016)
	Programme: B.COM V Course Name: Indirect Taxation Course Code : SML315 15 OCT 2016	Maximum Marks: 20 Duration : 1.00 hr
		Sheet 1 of 1

Note: 1. All questions are compulsory. *
2. Marks are indicated against the questions.
3. Log tables/Steam table/IS Codes/Charts/Calculator/Reference books permitted.*

Question 1 **(5 Marks)**

ABC Architects entered into a contract with BTC Group of Hotels to design the architecture of one of its hotels at an agreed consideration of Rs. 20 lakh. Out of the total consideration, it asked BTC Group of Hotels to pay Rs.12,50,000 to its material supplier-Khanna Manufacturers. Will the payment of part of consideration by the service receiver to a third party on behalf of the service provider be included in the value of taxable services?

Question 2 **(5 Marks)**

The value of taxable services determined by the person responsible to pay service tax cannot be rejected by the Department. Examine the validity of the statement.

Question 3 **(5 Marks)**

An individual acts as a referee in a football match organized by Sports Authority of India. He has also acted as a referee in another charity football match organized by a local sports club, in lieu of a lump sum payment. Discuss whether he is required to pay any service tax.

Question 4 **(5 Marks)**

High Alps Cable Car Co. runs a cable car to transport pilgrims uphill to a mountain top where a holy shrine is situated. Examine whether High Alps Cable Car Co. is required to pay any service tax.

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	Odd Semester
	School of Management	Semester: I
	Programme: B.Sc. Economics (H) **Course Name: Statistics for Economics I** **Course Code: SML 129** **October, 2016**	Session: 2016-17 Total Marks: 20 Duration: 1 Hour
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions. 3. Use of calculator is permitted.		

15 OCT 2016

Q1. What do mean by statistically independent and dependent events? Explain by giving example.

[5 marks]

Q2. In a single throw of two dice, find the probability of getting

a) a total of 11 b) a total of 8 or 11 c) same number on both the dice

[5 marks]

Q3. A departmental store has been the target of many shoplifters during the past month, but owing the increased security precautions, 250 shoplifters have been caught. Each shoplifter's sex is noted, also noted is whether he/she was a first time or repeat offender. The data is summarized in the table below:

Sex	First-time Offender	Repeat Offender
Male	60	70
Female	44	76

Assuming that an apprehended shoplifter is chosen at random, find:

a) The probability that the shoplifter is male.
b) The probability that the shoplifter is a first-time offender given that the shoplifter is male.
c) The probability that the shoplifter is female, given that the shoplifter is a repeat offender.
d) The probability that the shoplifter is female, given that the shoplifter is a first-time offender.

[6 marks]

Q4. Explain Bayes theorem by giving suitable example.

[4 marks]

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Date:	Date:

17 OCT 2016

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NCU THE NORTHCAP UNIVERSITY	**Minor II, October 2016**	**Review Date:**
	School of Management	**Semester: Odd/I** **Session: (July-Dec, 2016)**
	Programme: B.Com **Course Name: Business Mathematics** **Course Code: SML-121**	**Maximum Marks: 15** **Duration: 1 hour**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

1. What is a continuous function? Check the continuity of $f(x)$ at $x = 1/3$ and $x = 1$, where

$$f(x) = \begin{cases} \frac{1}{3} - x, & 0 < x \leq \frac{1}{3} \\ \frac{4}{3} - 4x, & \frac{1}{3} \leq x < 1 \\ x^2 - 4x, & 1 \leq x \leq 2 \end{cases}$$ (3)

2. Find dy/dx if

(i) $y = log(x^2 cos3x)$

(ii) $x^3 + 7x^2y + yx = 5$

(iii) $\frac{x^{1/2}(4-3x)^{2/3}}{(5-2x)^4/5(7+5x)^{3/4}}$ (4)

3. What is a function? Describe its various types. (2)

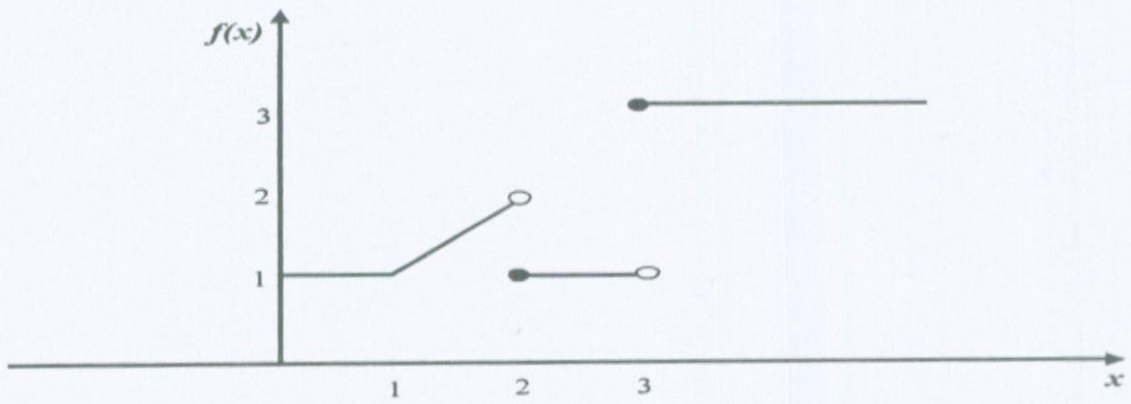
4. Plot the following functions

(i) $y = 2x^2 - 2$

(ii) exponent function with base 2.

Also write their domain and range. (2+2)

5. Find the left and right limits at $x = 1, 2, 3$ for the following function: (2)



NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: V**
	Programme: B.Sc (H) Economics **Course Name: Economic Forecasting Models** **Course Code: SML 345** 17 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**
Note: 1. All questions are compulsory. 2. Each question is of 5 marks.		

Q1. Given the following:

$Y_t = \Phi Y_{t-1} + \mathcal{E}_t$

Determine whether the series is stationary or not?

Q2. Given the following Capital Adjustment Model:

$K_t - K_{t-1} = (K^*_t - K_{t-1})$

How would you estimate above model?

Q3. How would you test if a series has a unit root or not?

Q4. The demand for a product in each year is given below:

Year	1996	1997	1998	1999	2000
Demand('000)	15000	16000	18000	20000	21000

What will the forecast for 6th year? Answer using Exponential smoothing with smoothing constant of 0.4.

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester:**
	Programme: OPEN ELECTIVE **Course Name: Sales & Distribution Management** **Course Code: SML 512** 17 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Attempt all the questions. Support your answer with relevant examples.

Q1. What is Sales Strategy ? Discuss various steps of sales strategy. (5 marks)

Q2. Explain any two forecasting techniques (5 marks)

Q3. Is digital marketing a boom or gloom, share your perspective (5 marks)

Q4. Consider you are a entrepreneur; develop a distribution channel for your business. (5 Marks)

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: I**
	Programme: MBA **Course Name: Managerial Economics** **Course Code: SML 503** 17 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

CO 2	Demand-Supply Applications
CO 3	Concept and application of utility analysis
CO 4	Concept and application of indifference curve
CO 5	Demand Forecasting

Q1. Explain the following briefly :
a) Rationing as a consequence of price ceiling
b) Hicks approach for decomposition of the price effect into income and substitution effect.

CO 2+4 6 marks

Q2. a) A consumer consuming two commodities A and B is in equilibrium. The prices of A and B are Rs. 10 and Rs. 20 respectively and the marginal utility of product B is 50. What will be the marginal utility of product A?

b) MU_x of X is 40 and MU_y of Y is 30. If the price of Y is Rs. 9, find out the price of X at equilibrium?

CO 3 4 marks

Q3. Which factors will you take into consideration for forecasting sales for the following products?
a) Wristwatches b) Ice-creams

CO 5 4 marks

Q4. The price of a CD is Rs. 8 and the price of a tape is Rs. 10. Deepika has a budget of Rs. 80 and has already purchased 4 CDs. As a result, she has Rs. 48 more to spend on additional CDs and tapes. Draw her budget line. If her remaining expenditure is made on 1 CD and 4 tapes, show Deepika's consumption choice on the budget line as a point of consumer equilibrium.

CO 4 6 marks

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NCU THE NORTHCAP UNIVERSITY	**Minor II, October 2016**	**Review Date:**
	School of Management	**Semester: Odd/I** **Session: (July-Dec, 2016)**
	Programme: BBA **Course Name: Business Mathematics** **Course Code: SML-105**	**Maximum Marks: 15** **Duration: 1 hour**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

1. Find the nature of roots and roots of the equation $x^2 + 15x + 56 = 0$. (1 + 2)

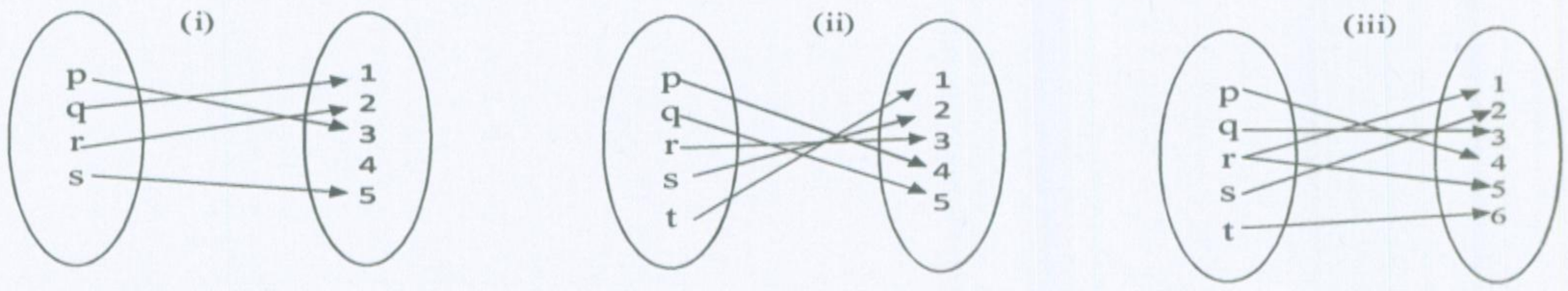
2. Solve the following system of linear equations: (3)

$$2x + 4y = 7, 3x + 5y = 9$$

3. Plot the following functions: (3)

(i) $f(x) = -2x + 3$
(ii) $f(x) = x^2 - 4x + 3$

4. Identify the following as injective/surjective/bijective functions: (3)



5. Formulate the table of $sin\theta$ and $cos\theta$ for $\theta = 0^o, 30^o, 45^o, 60^o, 90^o$ and evaluate the following:

(i) $sin90^o$ - $cos60^o$
(ii) $cos30^o$ - $2sin60^o$ + $tan45^o$ (2+1)

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	Question paper for Minor Test II	Review Date:
NCU THE NORTHCAP UNIVERSITY	School of Management	Semester: Even III
	Programme: B.COM Course Name: PRINCIPLES OF MARKETING MANAGEMENT Course Code : SML 221 17 OCT 2016	Maximum Marks: 15 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All sections are compulsory. *
2. Marks are indicated against the questions.
3. Course Outcomes are given below:

CO 1: Demonstrate clear understanding of marketing concepts and process.
CO 2 :Exhibit proficiency in assessing marketing environment characteristics and formulating potent strategies for meeting challenges/opportunities posed by the various environmental factors.
CO3 :Evaluate various business portfolios and suggest appropriate marketing strategies for a variety of businesses and products.
CO4 :Demonstrate competencies in analyzing consumer & business markets.
CO5 :Design effective and integrated marketing mix for goods/services that creates, communicates & delivers superior values to the customers and captures value from them in return.
CO6 :Define and apply knowledge of key concepts such as: Market Segmentation, Target Market selection, Positioning & Differentiation.

Question Number	Question Details	Marks	COs
1	Discuss the concept of need and motivation and its impact on marketing.	3	CO1
2	Discuss in brief the role of promotion in marketing effort of a company. Also write a short note on public relations.	3	CO2
3	Define personal selling and discuss its objectives	3	CO6
4	What do you mean by brand valuation? How brand valuation can be done? What are the variables responsible for brand valuation?	3	CO6
5	Explain the role of advertising in consumer behavior	3	CO5

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: V**
	Programme: B.Sc. (Economics Hons.) **Course Name: Economic Growth and Development(EGD)** **Course Code: SML-229** 17 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions.		

Q. 1.Explain the importance of FDI for an emerging economy like India ? Also discuss its role in key economic sectors like Infrastructure –Roads and Highways, Airport , Telecom etc for enhancing GDP , technological upgradation and employment ? (5)

Q.2 "Agriculture sector is very important in the economy of a country and it has to keep pace with Increasing population for a country like India"-
Elaborate highlighting the major concerns in Agriculture sector in India and the initiatives taken by the Government of India to address these concerns? (5)

Q.3 "Make in India is an initiative of the GOI for giving a boost to the manufacturing sector in India" Explain the key features of the make in India scheme and its potential impact in enhancing growth of manufacturing sector, employment, technological development and exports? (5).

Q.4. Explain the following with suitable examples:
a) Economic Growth, b) Social Sector Growth, c) Balanced Growth, d) Inclusive Growth? (5)

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Major Test**	**Review Date:**
	School of Engineering /Management/ Law	**Semester: I Odd*** **Session: (July-Dec)**
	Programme: BSc (Eco) **Course Name: Mathematics for Economics-I** **Course Code : SML127** 17 OCT 2016	***Maximum Marks: 20** ***Duration : 1Hrs**
		Sheet 1 of __

Note: 1. All questions are compulsory or as applicable
2. Marks are indicated against the questions.
3. Log tables/Steam table/IS Codes/Charts/Calculator/Reference books permitted.* Tick only applicable

1. $z = x^3 + 3x^2y^2 + y^3$
Find $\frac{\partial z}{\partial x}$, $\frac{\partial z}{\partial y}$ and second order partial derivatives (5)

2. $Q = AK^{\alpha}L^{\beta}$
Find out AP and MP of labour and Capital (5)

3. Show that $z = 60x + 34y - 6x^2 - 4xy - 3y^2 + 5$ has a single stationary point at $x=4$, $y=3$ and that this ~~has~~ is a maximum. (5)

4. $z = 4x^2 + 3xy + 6y^2$ optimize the function subject to the constraint $x+y=56$ use the Lagrange Multiplier Method (5)

NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: III**
	Programme: MBA **Course Name: Industrial Relations & Labour Legislations** **Course Code: SML625** 17 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. Define Industrial Disputes under the Industrial Dispute Act, 1947. What are the various statutory methods to resolve the disputes? (10 marks)

Q2. "The keystone of the Factories Act is safety first and safety last." Comment. Explain the health, welfare and safety measures guaranteed in the Factories Act, 1948. (6 marks)

Q3. Discuss the obligations of the employer towards the apprentice under the Apprenticeship Act, 1961. (4 marks)

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test II**	**Review Date: 01/03/2014**
	School of Management	**Semester: Odd / I Session: (July-Dec)**
	Programme: MBA **Course Name: Marketing Management** **Course Code : SML 509** 17 OCT 2016	**Maximum Marks: 20** **Duration : 1 hr**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. *The first step in the market research process is defining the problem. When you first hear this statement it sounds strange – how can the firm not know its own problem? The following firm is looking to undertake some market research, but they first need to define the research problem – can you help them?*

Rahul: I think we all know why we're here. Our last advertising campaign, which cost over Rs. 1 Crore, has not had any real impact on our sales levels. We need to find out what went wrong and fast!
Myra: Well to do that we will need to conduct some market research; I'll brief the research agency straight after this meeting.
Robin: But what are they going to research? This situation could have been caused by a number of factors. For instance, it could have been the media buy, or the ads themselves, or the fact that we just used television ads without any other support.
Sophia: Maybe it wasn't the ads at all. It could have been more aggressive competitor activities over the past few months.
Gautam: Or maybe it was something that we did. Did we change our pricing during the period? Did we reduce sales promotions because the money was going into heavy advertising instead?
Wilson: I'll have to check those details, but it's a possibility. If we did reduce our sales promotions, then maybe we don't have a problem at all. Perhaps our advertising has increased the value of the brand and we are now selling the same as before without the need to offer discounts and incentives.
Mitchell: OK, there are a number of possibilities. Let's start by making a list of all of the possibilities. Then we'll review the list and identify the most likely problem areas for further research.

QUESTIONS

i. What are the possible problem areas that the firm should be investigating?
ii. How would you define the market research problem for this firm?
iii. What kind of Market Research (Causal, Descriptive or Exploratory) should they conduct to solve this research problem?
iv. What would be the implications of defining a market research problem incorrectly?

(4*2 = 8 marks)

Q2. Which of the following characteristics affecting consumer behavior would most influence the purchase of a New House: Social class, age, and life cycle stage or Motivation and Learning? Why?

(2+4=6 marks)

Q3. Discuss the process you might go through to book a long haul flight to an exotic destination from your home country in terms of the consumer buying process. **(6 marks)**

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	Question paper for Minor Test II	Review Date:
	School of Management	Semester: Odd III Session: (July-Dec.)
	Programme: BBA Course Name: Business Economics-III Money, Banking, and Taxation Course Code : SML 203	Maximum Marks: 20 Duration : 1 hr.
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

17 OCT 2016

Course Outcomes:
CO1: To understand the key concepts of money and monetary standards.
CO2: To develop the theory of money demand and money supply.
CO3: To appreciate the relationship between money and inflation.
CO4: To acquire an understanding of the institutional structure of the banking system.
CO5: To know the role of Central bank and its operating techniques to control money supply.

Q1. Distinguish between demand-pull and cost-push inflation. (4) CO3

Q2. Write a short note on: (3*2=6)

a. Phillips curve CO3

b. Liquidity trap CO2

Q3. Discuss the Keynesian Approach to the demand for money. (6) CO2

Q4. Is inflation bad for the economy? Discuss. (4) CO3

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18 OCT 2016

NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test II**	Review Date: 01/03/2014
	School of Management	Semester: III * Session: (July-Dec)
	Programme: BBA (Sem III – A&B) **Course Name: Human Resource Management** **Course Code : SML201**	*Maximum Marks: 20 *Duration :1hr
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Each question carries 5 marks.
3. **Supplement your answers with examples.**

CO3: Understand the importance of alignment of human resource processes and practices with the business strategy.
CO4: Understand and relate the different processes of HRM contributing to organizational performance.

1) Explain the features of Job Description and Job Specification. How would you prepare a job description? Explain through an example. (CO3)

2) Explain what Action Plan needs to be taken, in the context of Human Resource Planning, in each of following situations, when: (CO3)
   - Demand > Supply
   - Supply > Demand
   - Supply = Demand

3) Explain seniority based promotion vs merit based promotion. (CO4)

4) Discuss three possible forms of employee separations. (CO4)

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	Question paper for Minor Test II	Review Date:
	School of Management	Semester: Odd (V) Session: (Jul - Dec)
NCU THE NORTHCAP UNIVERSITY	Programme:B.COM Course Name: Management Accounting 18 OCT 2016 Course Code : SML 319	Maximum Marks: 20 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All sections are compulsory.
2. Marks are indicated against the questions.
3. Simple calculator permitted.

Question 1:

Costa Limited sold 2,75,000 units of its products at Rs.37.50 per unit. Variable costs are Rs.17.50 per unit. Fixed costs are incurred uniformly throughout the year and amount to Rs.35,00,000.

Required:

1. Estimate the break even quantity
2. Estimate the break even sales value
3. Estimate the P/V Ratio
4. Estimate the number of units that must be sold to earn an after tax income of Rs.2,50,000. Assume 40% corporate income tax.

(5 marks)

Question 2:

Explain and illustrate break even chart with a suitable example.

(5 marks)

Question 3:

From the following data compute the labour rate variance, efficiency variance and labour cost variance.

Standard – 48 hours @ Rs.3 per hour
Actual – 50 hours @ RS.3.50 per hour

(5 marks)

Question 4:

What is variance analysis? Where is it used? Explain the different bases for classification of variance and sub variances?

(5 marks)

----------End of Question Paper----------

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Date:	Date:

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test II**	**Review Date: 01/03/2014**
	School of Management	**Semester: Odd / V** **Session: (July-Dec)**
	Programme: BBA **Course Name: Marketing Management - II** **Course Code : SML 305** 18 OCT 2016	**Maximum Marks: 20** **Duration : 1 hr**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. Describe an example of a product or service that is targeted at your University. Using the concept of concept development and testing, explain how would you how would you develop and conduct a concept test for tis product or service of your choice?

(6 marks)

Q2. Elaborate the factors to be considered while setting a price for a product by a watch manufacturing company.

(5 marks)

Q3. Explain the following with relevant examples:

a. Captive product pricing
b. Promotional pricing
c. Market Penetration Pricing

(3*3=9 marks)

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	Question paper for Minor Test II	Review Date:
	School of Management	Semester: Odd III Session: (July-December) 2016
	Programme: MBA Course Name: Supply Chain Management Course Code : SML-610 18 OCT 2016	Maximum Marks: 20 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All sections are compulsory.
2. Marks are indicated against the questions.
3. Calculator permitted.

Course Outcomes (COs)	
CO 1	Coherently understand Supply Chain Management as a systems approach to managing the entire flow of information, materials, and services from raw materials suppliers
CO 2	Knowledge about the purchasing process and the role of strategic sourcing, logistics.
CO 3	Understanding about various aspects of production planning, construct a materials requirements plan, determine a master production schedule, and forecast future demand given historical data.
CO 4	Develop understanding of the distribution issues in supply chain management, including logistics and customer relationship management.
CO 5	Coherently understand the importance of inventory management and managing production across the supply chain
CO 6	Comprehend about the role of internet Technologies and Electronic Commerce in Supply Chain operations.

Q.1 What do you understand by internal integration and external integration in a supply chain? Why is it tougher to achieve external integration compared to internal integration? **(5) CO1**

Q.2 What are the main causes of bullwhip effect? How does the centralized demand information help in reducing the bullwhip effect? **(5) CO1**

Q.3 What do you understand by a push-pull supply chain? Indicate with examples the matching of supply chain strategy with the nature of products and industry. **(5) CO4**

Q.4 What do you understand by 3PL? What are the advantages and disadvantages of employing the services of 3PL service providers? Substantiate your answer with examples. **(5) CO4**

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: I**
	Programme: MBA **Course Name: Human Resource Management** **Course Code: SML505** 18 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. You work for a medium size, high tech firm that faces intense competition on a daily basis. Change seems to be the only constant in your workplace, and each worker's responsibilities shift from project to project. Suppose you have the major responsibility for filling the job openings at your company. How would you go about recruiting and selecting the best people? How would you identify the best people to work in the environment? (10 marks)

Q2. Performance problems seem all too common in your workplace. People do not seem to be putting forth the needed effort and interpersonal conflict on the work team seems to be a constant. Is training the answer? If so, what kind of training should be done? What other actions may be appropriate? (6 marks)

Q3. Would you design a performance appraisal system based on behaviors, outcomes or both? Why would you design it this way? (4 marks)

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test 2**	
	School of Engineering /Management	**Semester: Odd** **VII*/Odd III** ***Session: (Jul-Dec)**
	Programme: B-Tech EEE **Course Name: Project Management** **Course Code: SML614** 18 OCT 2016	***Maximum Marks: 20** ***Duration :1 hr**
		Sheet 1 of 1

Note: 1. All questions are compulsory. *
2. Marks are indicated against the questions.

Course Objectives:

1. To understand Project Budgeting and its techniques
2. To understand Project Scheduling

Q1. Write short notes on: **(2x 4=6marks)**

a. Gantt Chart
b. Network and Milestone
c. Zero Based Budgeting

Q2. Explain the Types of Project Budgeting and Explain them in detail. **(3 marks)**

Q3. Epson limited conducted a project for measuring the endurance of their batteries. The activities and their time estimates are shown below:

Activity	to	tm	tp
1-2	3	6	9
1-3	4	5	12
1-4	4	6	8
1-7	2	4	6
2-4	6	10	20
2-6	3	4	5
2-7	5	9	13
3-4	3	7	1
4-5	2	4	6
5-6	4	6	8
3-7	2	5	8
6-7	4	5	6

a. Draw Network Diagram **(1 mark)**
b. Find estimated time, standard deviation **(4 marks)**
c. Calculate event slacks and determine critical path **(4 marks)**
d. Compute the probability of completing the project in 35 weeks **(2 mark)**

(z-chart appended to the paper)

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: I**
	Programme: BBA **Course Name: Principles of Management** **Course Code: SML133** 18 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. Discuss the process of Human Resource Planning. Explain two techniques of demand and supply forecasting. (10 marks)

Q2. Explain the internal and the external sources of recruitment. (5 marks)

Q3. Define organization structure. Explain tall and flat organizational structure with examples. (5 marks)

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test II**	Review Date:
	School of Management	Semester: ODD II Session: (July-Dec)
	Programme: B.Com **Course Name: Financial Accounting** **Course Code : SML 117** 18 OCT 2016	Maximum Marks: 20 Duration : 60 Minutes
		Sheet 1 of 1

Note: 1. All sections are compulsory.
2. Calculators are permitted in the exam.

Q 1. From the following figures extracted form the books of Shri Govind, you are required to prepare a Trading and Profit and Loss Account for the year ended 31st March, 1990 and a Balance Sheet as on the date after making the necessary adjustments: (10 Marks)

Shri Govind's Capital	2,28,800	Stock 1.4.89	38,500
Shri Govind's Drawings	13,200	Wages	35,200
Plant and Machinery	99,000	Sundry creditors	44,000
Freehold Property	66,000	Postage & Telegrams	44,000
Purchases	1,10,000	Insurance	1,540
Returns outwards	1,100	Gas and Fuel	1,760
Salaries	13,200	Bad debts	2,970
Office expenses	2,750	Office rent	2,860
Office furniture	5,500	Freight	9,900
Discounts A/c (Dr.)	1,320	Loose tools	2,200
Sundry debtors	29,260	Factory lighting	1,100
Loan to Shri Krishana @		Provision for D/D	880
10% p.a. – balance on 1.4.89	44,000	Interest on loan to Shri Krishna	1,100
Cash at bank	29,260	Cash on hand	2,640
Bills payable	5,500	Sales	2,31,400

Adjustments:

(1) Stock on 31st March, 1990 was valued at Rs. 72,600.
(2) A new machine was installed during the year costing Rs. 15,400 but it was not recorded in the books as no payment was made for it. Wages Rs. 1,100 paid for its erection have been debited to wages account.
(3) Depreciate Plant and Machinery by 33 1/3%; Furniture by 10%; Freehold property by 5%.
(4) Loose tools were valued at Rs. 1,760 on 31.3.1990.
(5) Of the Sundry Debtors Rs. 660 are bad and should be written off.
(6) Maintain a provision of 5% on Sundry debtors for doubtful debts.

Q 2 Briefly explain the following (2 Marks each)

(i) Income expenditure and profit and loss account
(ii) Convention of conservatism.

Q 3. H Enterprises purchased on 1/4/95 certain machinery for Rs. 72,800 and paid Rs. 2,200 on its installation. On 1-10-95, another machinery for Rs. 25,000 was acquired.

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On 1/4/96, the first machinery was sold at rs. 50,000 and on the same date a fresh machinery was purchased at a cost of Rs. 45,000. Depreciation was annually provided on 31st March at 10% p.a. on written down value. On 1/4/97, however, the firm decided to change method of providing depreciation and adopted the method of providing depreciation @ 10% p.a. on the original cost with retrospective effect. Ascertain the value of machinery as on 31/3/98. (8 Marks)

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	Minor Test- II	
NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**School of Management**	**Semester: Odd I** **Session: 2016-17**
	Programme: MBA * **Course Name: Financial Management** **Course Code : SML 511** 18 OCT 2016	**Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory. *
2. Marks are indicated against the questions.
3. Calculator permitted.*

Question 1)

Effects of Transactions on the Accounting Equation (Assets= Liabilities + Stockholders' Equity) (5 marks)

Required: For each transaction below, indicate the effect on Assets, Liabilities, and Stockholders' Equity. **You must fill in each item for your answer to count.** Use the following symbols for your answers:

Increase	+
Decrease	—
Increase & Decrease	+, –
No Effect	NE

Note: You do not have to copy the table. Write S. no. and entries under the heads:

S. No	ASSETS	LIABILITIES	STOCKHOLDERS' EQUITY
1)	+	NE	+

		ASSETS	LIABILITIES	STOCKHOLDERS' EQUITY
Ex.	Borrowed cash from bank.	+	+	NE
1.	Issued common stock for cash.			
2.	Performed services to customers for cash.			
3.	Paid current month's rent on building.			
4.	Purchased supplies on credit.			
5.	Performed services to customers on credit.			
6.	Paid for supplies purchased in #4.			
7.	Received cash from customers for services to be performed next month.			
8.	Collected for services performed for customers in #5.			
9.	Received utility bill to be paid next month.			
10.	Declared and paid cash dividend.			

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a) Prepare a Common size Balance Sheet for the year ended March 31, 2015 and a Common size Income Statement for the year ended March 31, 2015. **(8 marks)**

b) Calculate the following ratios for XYZ, Ltd. as of the year ended March 31, 2015. **(7 marks)**

i) Current Ratio
ii) Inventory Turnover Ratio
iii) Accounts Receivables Turnover Ratio
iv) Debt ratio
v) Times Interest Earned
vi) Return on Assets
vii) Return on Equity

Inventory turnover = Cost of goods sold/ Average inventory
Accounts receivable turnover = Net credit sales / Average accounts receivable
Debt ratio= Total liabilities / Total assets
Return on Assets = (Net income + interest expense) /Average total assets

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	Question paper for Minor Test II	Review Date:
	School of Management	Semester: B.sc Vth and Bcom III
NCU THE NORTHCAP UNIVERSITY	Programme: Course Name: Financial management Course Code : SML 219 18 OCT 2016	Maximum Marks: 20 Duration : 60 mins
		Sheet 1 of 1

Note: 1. All Questions are compulsory.
2. Marks are indicated against the questions.
3. Log tables/Steam table/IS Codes/Charts/Calculator permitted.

1) The following data is collected from the financial statements of a company PQR

Sales (150,000 units)	Rs. 2,250,000
Variable Costs	Rs. 1,050,000
Fixed Costs	Rs. 450,000
Interest paid	Rs. 350,000
Tax rate	40%
Common shares outstanding	100,000

Calculate the degree of operating leverage (DOL), Degree of financial leverage (DFL) and Degree of Combined Leverage (DCL) of the company PQR. What is the EPS?

(7 marks)

2) A company's capital consists of debt in the form of bonds and equity in the form of common shares. There are no other components in the capital structure. It has 500,000 shares of common stock outstanding with a market price of Rs. 40 per share. It has 8,000 bonds outstanding (Face Value Rs. 1000), and each selling for Rs. 1,250. The bonds mature in 20 years, have a coupon rate of 10% and pay coupons annually. The firm's beta is 1.3, the risk free rate is 6%, and the market risk premium is 8%. The tax rate is 40%. Calculate the WACC of the company?

(You may use the approximate formula to calculate the cost of debt and CAPM to calculate the cost of equity. Use market value weights to calculate WACC)

(7 marks)

3) Write Short Notes on: (3 marks x 2 = **6 marks**)

a) CAPM (Capital Asset Pricing Model)

b) Business Risk and Financial Risk

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: I**
	Programme: BBA-I Sem. **Course Name: Business Economics** **Course Code: SML 103** 18 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

(b) Explain with graph, the effect of decrease in both Demand & Supply on market equilibrium.

(CO1) (2+3)

Q.2. Define an Isoquant. Explain the properties of Isoquants.

(CO2) (1+4)

Q.3. Explain the law of Variable proportions with the help of graph.

(CO3) (5)

Q.4. (a) Define MRS_{XY}.
(b) Sonia has a limited income which she spends on goods X & Y. The market price of X is Rs.15 &Y is Rs. 20 per unit. When she draws a budget line, it terminates on X axis at 50 units. Find Sonia's income & the slope of budget line. Find the equation for budget line.

(CO3) (1+4)

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Question paper for Minor Test II**	**Review Date: 01/03/2014**
	School of Management	**Semester: III** *** Session: (Jul-Dec),2016**
	Programme: MBA **Course Name: Performance Management** **Course Code : SML 631** 18 OCT 2016	***Maximum Marks: 20** ***Duration :1hr**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Each question carries 5 marks.
3. **Supplement your answers with examples.**

Course Outcomes
- CO3: Understanding factors contributing to effective employee performance.
- CO4: Analyzing the different ways of evaluating employees' performance.
- CO5: Understanding the importance of metrics in the context of employee performance

1) Explain "Goal Setting" and "Motivation" in the context of managing employee performance. (CO3)

2) "The performance of an employee can be evaluated by anyone!" What is the reason for adopting this kind of performance appraisal system and what is the contribution of different appraisers to the process of performance appraisal? (CO4)

3) In conducting a performance appraisal, the production manager of a firm gave high rating to all the employees of his department, irrespective of their performance. The General Manager of the firm did not like the way in which the employees were being appraised because he himself could distinguish between the performers and the non-performers, and he could also see that the non-performers had got the same as the performers. What is the pitfall that is evident in the performance appraisal by the production manager and how can it be avoided, especially in today's world of competition? Is it an ethically acceptable appraisal? (CO4)

4) Explain how different performance dimensions vary with respect to the nature of organization, citing examples from two industries (could be FMCG and Service or any other).(CO5)

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	Question paper for Minor Test 2	Review Date: 19/10/2016
	School of Management	Semester: Odd I/II/III/IV* * Session: (July-Dec)
	Programme: BSc (Eco)/ BBA/B.COM/MBA*(Open Elective) Course Name: Consumer Behaviour Course Code: SML633 19 OCT 2016	*Maximum Marks: 20 *Duration :1hr
		Sheet 1 of 1

Note: 1. All questions are compulsory. *
2. Marks are indicated against the questions.
3. Log tables/Steam table/IS Codes/Charts/Calculator/Reference books permitted.*

Q1. Explain the personality traits used to differentiate between consumer innovators and non innovators? (3 Marks)

Q2. Explain classical conditioning and its strategic application in marketing context? (3 Marks)

Q3. Draw the model for theory of reasoned action. Explain the functional approach as a strategy for attitude change? (2marks +4marks)

Q4. What is opinion leadership? Explain the characteristics of opinion leader? (3 marks)

Q5. Explain traditional family life cycle stages in detail? (5marks)

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor II**	**Review Date: 3rd October 2016**
	School of Management	**Semester: Odd V** **Session: (July-Dec)**
	Programme: BBA **Course Name: Computer Based Management Information Systems** **Course Code : SML 307**	***Maximum Marks:20** ***Duration :1 hour**
		Sheet 1 of 1
Note: 1. All questions are compulsory. * 2. Marks are indicated against the questions.	19 OCT 2016	

Q1.a) Differentiate between File systems and DBMS? (CO2) 4 marks

b) Differentiate between strong entity and weak entity. (CO2) 2 marks

Q2. What is UML? Explain 4 types of UML diagram with examples. (CO3) 4 marks

Q3 Discuss the responsibilities of DBA along with the services provided by DBA. (CO3) 4 marks

Q4.a) Suppose you are given the following requirements for a simple database for the National Hockey League (NHL): (CO2) 3 marks

1. the NHL has many teams,
2. each team has a name, a city, a coach, a captain, and a set of players,
3. each player belongs to only one team,
4. each player has a name, a position (such as left wing or goalie), a skill level, and a set of injury records,
5. a team captain is also a player,
6. a game is played between two teams (referred to as host_team and guest_team) and has a date (such as May 11th, 1999) and a score (such as 4 to 2).

Construct an ER diagram for the NHL database.

b) Discuss 3 types of implementation database models. (CO3) 3 marks

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NCU THE NORTHCAP UNIVERSITY	**Minor Test- II**	
	School of Management	**Semester: I** **Session: 2016-17**
	Programme: MBA. **Course Name:** Management Principles & Practices. **Course Code:** SML 501.	**Total Marks: 20** **Duration: 1 Hour**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Each question is of 4 marks.

19 OCT 2016

1. Write the similarities between contingency and systems approach. How do varying situations in a dynamic environment alter the leadership styles of a manager? (CO4)
2. Give a detailed account of attributes of organizational culture. (CO2)
3. What is managerial planning? Explain various types of planning. (CO4)
4. Explain how MBO is an effective way of setting goals. What are SMART objectives? (CO5)
5. Explain how SWOT analysis and BCG matrix are useful tools in strategic planning process. (CO5)

NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	Odd Semester
	School of Law	Semester: III
	Programme: BCOM (Hons.) **Course Name: Corporate Law** **Course Code: SML 217** **October, 2016** 19 OCT 2016	Session: 2016-17 Total Marks: 20 Duration: 1 Hour
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions.		

Q.1 Members and Shareholders are the terms that are often used interchangeably. There are certain rights that are enjoyed by the shareholders by virtue of their share holding. Briefly explain the same rights.

(4 Marks)

Q.2 The office of Registrar is a public office & consequently MOA and AOA are public documents. The doctrine of constructive notice shields the company's position in respect of the documents being available to all. Mention about the Doctrine of Constructive Notice and how it safeguards the interest of company.

(4 Marks)

Q3. Persons contracting with company are presumed to know provisions of MOA and AOA but it's not part of their duty to see whether the company actually carries out its own internal regulations. The Doctrine of indoor management has certain exceptions attached to it. Throw some light on the same exceptions in brief.

(4 Marks)

Q4. Section 2(70) mentions prospectus as a document calling the public to apply in the company. However there are certain companies who depict wrong or misrepresent their position in prospectus. What are the remedies provided to investors in regard to misrepresented information in prospectus?

(4 Marks)

Q5. Section 44 of the Companies Act, 2013 mentions about transfer of shares or other interest in a company. In the view of the above section explain the procedure for transfer for shares by Private Limited Company.

(4 Marks)

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NCU THE NORTHCAP UNIVERSITY™ (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: III**
	Programme: MBA **Course Name: Retail Management** **Course Code: SML 635** 19 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions.		

Attempt all the questions. Support your answer with relevant examples.

Q1. What is Merchandising ? Discuss various steps of Merchandise Planning Process. (5 marks)

Q2. Explain effective cash flow management strategies (5 marks)

Q3. What are the benefits and elements of Supply chain management (5 marks)

Q4. Discuss components of market demand potential & site selection. (5 Marks)

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NCU THE NORTHCAP UNIVERSITY	**Minor Test- II**	Odd Semester
	School of Management	Semester: III Session: 2016-17
	Programme: MBA **Course Name: RECRUITMENT AND SELECTION** **Course Code: SML337** **September, 2016**	Total Marks: 20 Duration: 1 Hour
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions.		

19 OCT 2016

1. Are orientation and onboarding similar? Justify and briefly discuss the purpose of both. 5

2. You are currently handling the Recruiter profile at MakeMyTrip India Pvt Ltd and are currently hiring for the following profile: -

   Executive / Sr. Executive - Customer Delight
   MakeMyTrip (India) Pvt Ltd
   1 - 6 yrs Gurgaon
   Job Description
   - Handling customer escalations through gap analysis with a resolution TAT of 24 hours. Sharing root cause analysis (RCA) and steps for process enhancement
   - Responding to customer queries/grievances on social media
   - Track and manage all customer issues on various social media channels
   - Ensuring acknowledgement and response to the customer with resolution
   - Tracking all cases and maintaining a dashboard sharing the trend of customer cases online
   - Sharing the case synopsis of every case post resolution

   Your task is to identify any two specific areas / categories for which you would want to ask some competency based questions and for these frame three questions each. 6

3. Design an orientation feedback form for the three day orientation programme that you conducted for a group of 25 new employees who joined you at the position of CRM. These people have been hired from management institutes across Gurgaon. 4

ALL THE BEST

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: V**
	Programme: BSc Economic **Course Name: Environmental Economics** **Course Code:** SML343 19 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q.1 Show that the prediction of coase theorem may not hold true in case of incomplete information. (10)

Q.2 Show that equilibrium outcome may not be pareto efficient in case of externality. (5)

Q.3 What are the advantages and disadvantages of market based and command and control based instruments of abating pollution? (5)

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: III, V**
	Programme: B.Tech (CSE) **Course Name: Principles & Practices of Management** **Course Code: SML 340** 19 OCT 2016	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Each question carries 5 marks.

1. Explain in detail the steps involved in staffing process.

2. Explain
   a. Various forms of departmentalization
   b. Methods of on-the job and off-the job training

3. Differentiate between
   c. Job Description and Job Specification
   d. Line and staff authority

4. Mc Donalds has introduced the following motivation and recognition schemes for their employees.
   - Service awards, recognizing employees' service at five-year intervals
   - Employee of the quarter
   - Employee of the year
   - President's Award: global scheme for support staff
   - Ray Kroc Award: for business managers
   - Champion of the month, ultimately feeding into employees of the year scheme
   - Restaurant bonus schemes: one for all employees and one for managers, based on restaurant performance

   a. What is the importance of motivation in enhancing the performance of the employees?
   b. Explain Herzberg's two factor theory in detail. Identify the hygiene and motivation factors from the motivational schemes offered by Mc Donalds.

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test II**	**Review Date:**
	School of Management	**Semester: I**
	Programme: BBA **Course Name: Financial Accounting** 19 OCT 2016 **Course Code :SML 107**	**Maximum Marks: 20** **Duration : 60 mins**
		Sheet 1 of 1

Note: 1. All Questions are compulsory. **Each question carries 4 marks**
2. Marks are indicated against the questions.
3. Log tables/Steam table/IS Codes/Charts/Calculator permitted.

Ques 1. Enter the following transactions in the cash book with cash and bank coloumn: (5 Marks)

Date	Particulars	Amount
1 jan 2010	Cash in hand	5000
	Cash at Bank	13000
3 jan	Bought goods for cash	4500
5 jan	Received Cash from Rakesh	9000
8 jan	Received a Cheque from Amit and deposited in bank	11000
11 jan	Paid wages by Cheque	7000
13 jan	Cash deposited into bank	5000
14 jan	Sold goods for cash	8000
15 jan	Bought furniture	3000
16 jan	Paid Carriage on furniture	100
17 jan	Received a Cheque from Mohan	2000
19 jan	Deposited the Mohans Cheque into Bank	
21 jan	Bought goods from ram on credit	9000
23 jan	Sold goods to Rahul	15000
24 jan	Paid Ram by cheque	9000
25 jan	Received cash rs 7000 and rs 8000 by cheque from Rahul which was immediately banked	
27 jan	Withdrew cash from Bank for office use and personal use	3000 and 2000
29 jan	Paid charity	500
31 jan	Cheque received from Rahul dishounoured	

Qut 2. Prepare Trading and profit and loss with balance sheet from the following information: (Marks 10)

The closing stock at 31 march 2016 was valued at Rs 25000

Debit Balance	Amount	Credit Balance	Amount
Stock (1-4-2016)	20000	Sundry Creditors	15000
Purchase	75000	Purchase return	3000
Sales return	8000	Sales	250000
Freight	7500	Commission	3300
wages	36500	Capital	170000
salaries	12000	Interest on Bank Deposits	2000
repairs	1200	B/P	6200
Trade Expenses	4000		
Rent and taxes	24000		
Cash in hand	5700		
B/R	4000		
Debtors	55000		
Plant and Machinery	160000		
Withdrawals	16600		
Bank Deposits	20000		
	449500		449500

Ques 3. Explain the following in Details: (5 Marks)

a. **Classification of Assets**
b. **Difference in Trial Balance and Balance Sheet**

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NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: V, VII**
	Programme: B.Tech (ECE, EEE) **Course Name: Entrepreneurship** **Course Code: SML 300**	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**
Note: 1. All questions are compulsory. 2. Marks are indicated against the questions. 19 OCT 2016		

1. Discuss the various sources of financing an entrepreneurial idea. Why debt financing is a preferred choice of entrepreneurs over equity? (3)

2. Give a detailed account of sources of entrepreneurial support. (2)

3. What kind of Intellectual property rights protect the following: (6)
   a. Mc Donalds Golden Arches
   b. Chetan Bhagat's – 2 States
   c. Pharmaceutical drug for AIDS
   Briefly explain each one of them.

4. Write short notes on:
   (i) Collaterals (1)
   (ii) Credit scoring (1)
   (iii) Copyright infringement (1)
   (iv) Venture capitalist (1)

5. Prepare a business model canvas (Osterwalder) for the popular professional networking portal- Linkedin. (5)

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NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test II**	**Review Date:**
	School of Management	**Semester: Even III**
	Programme: BBA **Course Name: MARKETING MANAGEMENT I** **Course Code : SML 207**	**Maximum Marks: 15** **Duration : 60 mins**
		Sheet 1 of 1

Note: 1. All sections are compulsory. *
2. Marks are indicated against the questions.

19 OCT 2016

Question Number	Question Details	Marks
1	What is consumer behavior? Discuss in brief its importance and application in marketing with illustrations.	3
2	What is group dynamics? Write in brief different types of groups.	3
3	What is advertising? What are different advertising media?	3
4	What is sales promotion? Discuss in brief some important tools of sales promotion.	3
5	What is the difference between promotion mix and marketing mix?	3

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Date:	Date:

NCU THE NORTHCAP UNIVERSITY (FORMERLY ITM UNIVERSITY, GURGAON)	**Minor Test- II**	
	School of Management	**Semester: III/V**
	Programme: BBA **Course Name: Introduction to IT and Computer Skills** **Course Code: SML 101**	**Session: 2016-17** **Total Marks: 20** **Duration: 1 Hour**

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1) State the differences between
a) Distributed OS and Batch OS.
b) Intranet and Extranet.
c) LAN, MAN and WAN

(3 * 3 marks)

Q2) Discuss different modes of transmission with diagram. (3 marks)

Q3) Write short notes on
a) DNS
b) E-Commerce

(2*4 marks)

----------End of question paper----------

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NCU-FORM-29

NCU THE NORTHCAP UNIVERSITY	**Question paper for Minor Test II**	**Review Date:**
	School of Management	**Semester: Odd I** **Session: (July-Dec.)**
	Programme: BBA-LL.B **Course Name: Managerial economics** **Course Code : SML 112**	**Maximum Marks: 20** **Duration : 1 hr.**
		Sheet 1 of 1

Note: 1. All questions are compulsory.
2. Marks are indicated against the questions.

Q1. Explain the properties of indifference curve and show how consumer attains equilibrium in ordinal utility approach. (10)

Q2. Explain the relationship between average cost curve and marginal cost curve. (5)

Q3. Why does the short run TC curve not start from the point of origin? (5)

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