Duration: 2 Hours   **Marks: 80**

Instructions: 1) All questions are compulsory.
2) Figure to the right indicate maximum marks to the questions.
3) Answer sub -questions in Question no1 and Question no 2 in not more than 100 words each.
4) Answer Question no 3 to Question no 6 in not more than 400 words each.

Q1. **Write short note on any 4 of the following**   (4x4 =16Marks)
    a) Corporate Social Responsibility towards Consumers
    b) Need for business ethics
    c) Measures to overcome resistance to change
    d) Features of Business Ethics
    e) Need for Corporate Social Responsibility
    f) Barriers to Ethical Business

Q2 **Write short note on any 4 of the following**   (4x4 =16Marks)
    a) Individual Conflict
    b) BOD
    c) Powers and functions of directors
    d) Formal Groups
    e) Reasons for Change
    f) Causes of conflict

Q3.a) Explain the factors that determine Ethical and Unethical behaviours.   (12 Marks)
                  OR
   b) Discuss the corporate social responsibility towards its government and employees.
                                                (12 Marks)

Q4 a) Explain the various steps involved in the process of managing change   (12 Marks)
                  OR
   b) Explain the various factors affecting Resistance to change   (12 Marks)

Q5a) Explain the change process in an organisation in detail   (12 Marks)
                  OR
   b) Explain the merits and demerits of Informal groups   (12 Marks)

Q6 a) Explain group behaviour in the conduct of committees   (12 Marks)
                  OR
   b) Suggest measures to make committees effective   (12 Marks)

Duration: 2 hours   **Max. Marks: 80 marks**

Instructions: *Figures to the right indicate maximum marks.*
Start each question on a fresh page
All questions are compulsory

Q1. Write short notes on (Any 4)   (16)
    a. Four features of Monopoly.
    b. Loss leader pricing.
    c. Collusive Oligopoly.
    d. Going rate pricing.
    e. Customary pricing method.
    f. Revenue curves of a firm in perfect competition.

Q2. Write short notes on (Any 4)   (16)
    a. Safety margin.
    b. Sources of business risks.
    c. Social cost benefits analysis.
    d. Major objectives of the profit policies of the firm.
    e. Meaning & nature of profit.
    f. Limitations of break even analysis.

Q3. A) Explain how the firms attain equilibrium under monopolistic competition. Explain the importance of selling costs in monopolistic competition.   (12)

OR

B) Explain the short run or long run equilibrium of a firm under perfect competition. (12)

Q4. A) Explain the full cost pricing method and marginal cost pricing method and list their merits and demerits.   (12)

OR

B) Explain the following   (6x2=12)
   . i) Market skimming price and market penetration price.
   ii) Pricing over the life cycle of the product.

Q5. A) What is Break Even Analysis? Explain the Break Even point with the help of a diagram and list the different uses of BEA.
(12)

OR

B) i) Calculate the break even point in sales units and sales in rupee from the following information   (6)
    Price per unit Rs. 20/-
    Variable Cost
    Per unit   Rs. 8/-
   Total fixed Cost Rs. 12,000/-

P.T.O

B) ii) Calculate the safety margin based on budgeted sales and actual sales in terms of percentage value and money value.   (6)

Q6. A) What is cost of capital? Explain the different methods used to estimate cost of capital for projects.   (12)

OR

B) Explain briefly   (6x2=12)

   i) Pay back method of project evaluation.

   ii) Profit limiting factors affecting the firms profit.

Duration:2 hours   Max.Marks:80

INSTRUCTIONS:
1. All questions are compulsory.
2. Start each new question on a fresh page.
3. Figures to the right indicate full marks
4. Graph paper is provided by request.

Q.1   Attempt the following: (5 X 4 = 20)

a   Find the equation of a line having slope 5 and passing through the point $(0,1)$.
b   Find the derivative of the following w.r.t x if

$$\text{i)} \quad y = x^8 + 30 + \frac{1}{x^4} \qquad\qquad \text{ii)}\ y = 3^x + e^x$$

c   If $f(x) = 2x$ and $g(x) = x + 10,$ find $f(g(x))\ and\ g(f(x)).$
d   Evaluate the following integrals:

$$\text{i)} \quad \int \left(e^x + 5 + \frac{1}{x} + x^2\right) dx$$

OR

Q.I   Attempt the following: (5 X 4 = 20)

v   Find the coordinates of the point dividing the segment joining the points
         $(1, 2), (3, 4)$ internally in the ratio 2:5.
w   Find the derivative of the following w.r.t x if

$$\text{i)} \quad y = x^{-6} - \sqrt{x} \quad \text{ii)}\ y = x(logx).$$

x   If $f(x) = x^2 + 3$ and if $f(x + 1) = f(x - 1),$ find $x.$
y   Evaluate the following integrals:

$$\text{i)}\int_1^6 \left(logx + \frac{3}{x}\right) dx$$

Q.2   Attempt the following: (5 X 4 = 20)

a   Find $\displaystyle\lim_{x\to 2} \frac{x^2+4x-12}{x-2}$.

b   If the total cost function is given by $C=4x^2 +5$, find the average cost and marginal
         cost when x=5.
c   Solve graphically, the following L.P. Problem.
         Maximize z$= 800x + 300y$
         subject to : $4x + 6y \le 120,\ 10x + 3y \le 180,\ x \ge 0, y \ge 0.$

d   For the function $f(x, y) = x^2 + y^2$. Find $f_x\ and\ f_y$ at $(1, 2)$.

OR

Q.II   Attempt the following: (5 X 4 = 20)
V   If f is continuous at $x = 3$ where
$$f(x) = x^2 - x + a \qquad 0 \le x \le 3$$
$$= 5x \qquad 3 < x \le 4$$
        find a.

W   Find out when $f(x) = x^3 - 27x + 10$ is increasing and decreasing on **R**.

X   Formulate the LPP:
        A company produces soft drinks that have a contract which requires that a minimum
        of 80 units of the chemical A and 60 units of the chemical B to be present in each
        bottle of the drink. The chemicals are available in a prepared mix from to two
        suppliers S and T. Supplier S has a mix of 4 units of A and 2 units of B that cost Rs.
        10. Supplier T has a mix of 1 unit of A and 1 unit of B that costs Rs. 4. How many
        mixes from S and T should the company purchase to minimize the cost and honor the
        contract requirements?

y   For $f(x, y) = 2x^2 + 3xy$, find $f(x, y)$, when
           (i) $x = 2$ (ii) $y = 1$ (iii) $(x, y) = (2,1)$.

Q.3   Attempt the following: (5 X 4 = 20)

a   Find the simple interest on the amount Rs. 2000 invested for 2 years at rate of 10%
        per annum?
b   Find the equation of a line passing through the point (0, 6) and B (-5,0).

c   The marginal cost function of manufacturing x units of a product is $5 + 16x - 3x^2$.
        Find the total cost function if fixed cost is Rs. 100.
d   If $y = 6x^2 + 2x + 1$. Find $\frac{d^2y}{dx}$.

OR

Q.III   Attempt the following: (5 X 4 = 20)
V   Find the present value of an annuity of Rs. 3,500 per year for 3 years at 12% per
        annum.
W   Show that P(1,4), Q (4,6) and R (10,10) are collinear.
X   If a marginal revenue function is given as $MR = 10x^2 + 6x - 3$, find an
        expression for the total revenue function (TR).
y   Find the extreme values of the function $f(x) = x^4 - 4x$.

Q.4   Attempt the following: (5 X 4 = 20)

a   A bank has decided to collect Fixed Deposit at the rate of 12% p.a., to be
         compounded half yearly basis. Find the effective rate of interest.

b   Find the equation of the line through (3,1) and parallel to the line with equation 2x-y=4.

c   If marginal revenue (MR) =50 and the elasticity of demand w.r.t price is 5, find the price.

d   If the demand function for a certain commodity is $80 - 3x^2$, find the demand consumer's surplus at $x = 5$.

OR

Q.IV   Attempt the following   (5 X 4 = 20)

v   Find the sum borrowed by Mohit from a bank on compound interest at 5% per year, to be calculated annually, if he had to pay back Rs. 26,460 after 2 years

w   AB is the diameter of a circle with center C. If A= (1,-2) and C= (-3,4), find the coordinates of B.

x   A manufacturer sells x items at a price p=310-x.The total cost of producing these items is C(x) =x^2 +30x+5. Find x for which the profit is maximized.

y   Evaluate: $\int_1^2 (1 + x^2 - x^3)dx$.