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M G University first semester MBA question papers 2013

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G 8961

(Pages : 2)

Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

BUSINESS MATHEMATICS

(2010 and 2011 Admissions)

Time : Three Hours

Maximum : 60 Marks

Answer **all** *questions.*
All questions carry equal marks.

1. (a) If $A = \begin{bmatrix} 2 & 3 & 1 \\ 3 & 4 & 1 \\ 3 & 7 & 2 \end{bmatrix}$ find A^{-1}.

Or

(b) If $\vec{a} = 2\vec{i} + 3\vec{j} - 4\vec{k}$, $\vec{b} = 3\vec{i} + \vec{j} + 2\vec{k}$ and $\vec{c} = -2\vec{i} - \vec{j} + \vec{k}$ find :

(i) $\vec{a} \cdot \vec{b}$.

(ii) $\vec{a} \times \vec{b}$.

(iii) $\vec{a} \cdot (\vec{b} \times \vec{c})$.

2. (a) The demand curve for a monopolist is given by $x = 100 - 4p$.

(i) Find the total revenue, average revenue and marginal revenue.

(ii) At what level of x, the marginal revenue is equal to zero ?

Or

(b) If $c(x)$ rupees is the total cost of manufacturing x toys and $c(x) = 500 + \frac{50}{x} + x^2/10$, find the average cost and the marginal cost when $x = 20$.

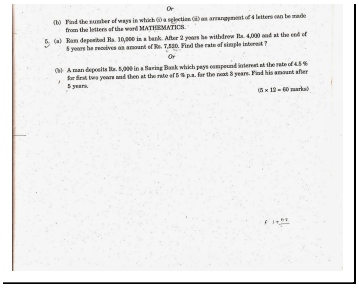
3. (a) The total cost function of a firm is given by $c = 0.04\,q^3 - 0.9\,q^2 + 10\,q + 10$. Find :

(i) Average cost and Marginal cost.

(ii) Value of q at which average variable cost is minimum.

Or

Turn over



G 8969 (Pages : 3) Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

ACCOUNTING FOR MANAGEMENT

(New Scheme—2012 Admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** questions.

All questions carry equal marks.

1. (a) Describe different accounting concepts and accounting conventions.

Or

(b) What is accounting equation ? What are the different types of accounts and state the rules of accounting for recording the business transaction ? What are the different types of cash books.

2. (a) Illustrative the following transaction. Post them into ledger and prepare the Trial Balance :

July 2010		Rs.
1	Ramesh commenced business with cash and building	1,000 / 50,000
2	Deposited into bank	9,000
3	Purchased goods for cash	500
6	Bought furniture for personal use	1,400
7	Drew from bank for office use	1,000
10	Goods sold to Jayanthi	600
12	Bought goods of Jagannath	410
14	Received cash from Jayanta	590
	Allowed him discount	10
18	Paid trade expenses	600
22	Paid wages	200

3. (a) Find out all possible ratios and evaluate the performance and efficiency of management

Liabilities	Rs.	*Assets*	Rs.
Capital 40,000 shares	40,00,000	Land and Building	30,00,000
Reserve	18,00,000	Plant and Machinery	16,00,000
Creditors	20,00,000	Stock	29,60,000
Profit and Loss	6,00,000	Debtors	14,20,000
6% Debentures	6,00,000	Cash and Bank	6,20,000
	96,00,000		96,00,000

PROFIT AND LOSS A/C

To opening Stock	19,90,000	By sales	1,70,00,000
Purchase	1,09,05,000	Closing stock	29,85,000
Direct Expenses	2,85,000		
Gross Profit	68,00,000		
	1,99,80,000		1,99,80,000
To administrative Expenses	30,00,000	Gross Profit B/d	68,00,000
selling and Distribution	9,00,000	Non Operating Income	1,80,000
Financial Expenses	3,00,000		
Non Operating Expenses	80,000		
Net Profit	30,00,000		
	69,80,000		69,80,000

Or

(b) Explain the need and procedures for preparing cash flow statement and explain how its is different from fund flow statement.

4. (a) Estimate the budgeted cost of sales for 75% capacity and 100% Capacity based on the following data for 50% capacity :

	Rs. per unit
Material	100
Labour	50
Variable Expenses (Direct)	10

Administrative Expenses (50% fixed)	40,000
Selling and Distribution (60% Fixed	50,000
Present Production (50%) Capacity	1,000 units

Or

(b) What is margin of safety, breakeven point, and cost volume profit analysis ? Explain CVP is useful for managerial decision-making ?

Compulsory

5. Arun Sai Ltd. uses standard costing system and their results for the month of December 1966 are as follows :

Budgeted total overhead	Rs. 50,000 (Fixed 30,000 and variable 20,000)
Budgeted hours	20,000
Budgeted output	2 units per hour
Actual overhead	Rs. 52,000 (Fixed 30,500 and variable 21,500)
Actual hours	16,000
Actual output in units	30,000

Compare overhead variance.

(5 × 12 = 60 marks)

G 8971 Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

COMPUTER APPLICATION IN BUSINESS

(New Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Part A

1. (a) What do you mean by Computer architecture ?

Or

(b) Describe systems software, application software and embedded software.

2. (a) What are the different software packages available for efficient management of business operations ?

Or

(b) State the important functions and features of MS Office.

3. (a) Explain database creation, sorting, indexing and reporting functions with examples.

Or

(b) Explain different computer networks and data communication methodologies available in the current scenario.

4. (a) Explain the role played by internet in business transactions.

Or

(b) Discuss ERP and its role in solving business problems.

(4 × 12 = 48 marks)

Part B (Compulsory)

5. From the following information, prepare students mark statement with sum, average, result and class :—

S.No.	*Name*	*OR*	*Statistics*	*Accounts*
MB146	Murali	50	76	65
MB157	Ramesh	50	67	80
MB159	Ravi	78	94	64
MB163	Rupesh	74	67	78
MB181	Stani	78	67	56

(12 marks)

G 8971

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

COMPUTER APPLICATION IN BUSINESS

(New Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Part A

1. (a) What do you mean by Computer architecture ?

Or

(b) Describe systems software, application software and embedded software.

2. (a) What are the different software packages available for efficient management of business operations ?

Or

(b) State the important functions and features of MS Office.

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4. (a) Explain the role played by internet in business transactions.

Or

(b) Discuss ERP and its role in solving business problems.

(4 × 12 = 48 marks)

Part B (Compulsory)

5. From the following information, prepare students mark statement with sum, average, result and class :—

S.No.	*Name*	*OR*	*Statistics*	*Accounts*
MB146	Manik	50	76	65
MB157	Ramesh	55	67	80
MB159	Ravi	78	94	64
MB163	Rupesh	74	67	78
MB181	Stani	78	67	56

(12 marks)

G 8963

Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

DATA PROCESSING

(2010 and 2011 admissions)

Time : Three Hours Maximum : 60 Marks

Answer all questions.
All questions carry equal marks.

1. (a) Explain the advantages and disadvantages of computer.

Or

(b) Distinguish Hardware and Software. Write a note on computer architecture.

2. (a) What are the different types of Operating systems ? State the methods of creating spread sheet in MS Office Excel.

Or

(b) Explain the features of font, font, alignment, copy, edit and print options of MS Office.

3. (a) What are database functions ? Explain the procedure of database creation and indexing.

Or

(b) Explain the procedure of sorting and reporting in database.

4. (a) Write a detail note on network topologies. State the significance of computer network.

Or

(b) What are the criteria to be considered when selecting a communication system ? Explain the different types of network communication.

5. (a) Explain the contributions of www in business community. Write a note on present status of internet.

Or

(b) Explain TCP congestion control technique. State the importance of e-mail.

(5 × 12 = 60 marks)

G 8958

Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

ECONOMICS FOR BUSINESS

(2010 and 2011 admissions)

Time : Three Hours Maximum : 60 Marks

Answer all questions.
All questions carry equal marks.

1. (a) Explain the features, benefits and limitations of Micro economics.

Or

(b) What is meant by business ethics ? Explain the need for ethical measurements in business.

2. (a) Explain theory of demand with an illustration. Write a note on Law of diminishing marginal utility.

Or

(b) Describe the price determination procedure in perfect completion market and monopoly market.

3. (a) Discuss the objectives and limitations of Fiscal and monetary economics.

Or

(b) Examine the significance and limitations of IS-LM curve analysis.

4. (a) What is meant by Debt management ? Explain the importance and tools of Debt management.

Or

(b) Write a note on Intellectual Property Right and Balance of Payments.

5. Compulsory :

As an Economist, critically make a comment on Schumpeter theory and Harrod-Domar model of planning.

(5 × 12 = 60 marks)

G 8969 (Pages : 3) Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

ACCOUNTING FOR MANAGEMENT

(New Scheme—2012 Admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** questions.

All questions carry equal marks.

1. (a) Describe different accounting concepts and accounting conventions.

Or

(b) What is accounting equation ? What are the different types of accounts and state the rules of accounting for recording the business transaction ? What are the different types of cash books ?

2. (a) Illustrate the following transaction. Post them into ledger and prepare the Trial Balance :

July 2010		Rs.
1	Ramesh commenced business with cash and building	1,000 / 50,000
2	Deposited into bank	9,000
3	Purchased goods for cash	500
6	Bought furniture for personal use	1,400
7	Drew from bank for office use	1,000
10	Goods sold to Jayanthi	600
12	Bought goods of Jagannath	410
14	Received cash from Jayanta	590
	Allowed him discount	10
18	Paid trade expenses	600
22	Paid wages	200

3. (a) Find out all possible ratios and evaluate the performance and efficiency of management

Liabilities	Rs.	*Assets*	Rs.
Capital 40,000 shares	40,00,000	Land and Building	30,00,000
Reserve	18,00,000	Plant and Machinery	16,00,000
Creditors	20,00,000	Stock	29,60,000
Profit and Loss	6,00,000	Debtors	14,20,000
6% Debentures	6,00,000	Cash and Bank	6,20,000
	96,00,000		96,00,000

PROFIT AND LOSS A/C

To opening Stock		19,90,000	By sales		1,70,00,000
Purchase		1,09,05,000	Closing stock		29,85,000
Direct Expenses		2,85,000			
Gross Profit		68,00,000			
		1,99,80,000			1,99,80,000
To administrative Expenses		30,00,000	Gross Profit B/d		68,00,000
selling and Distribution		9,00,000	Non Operating Income		1,80,000
Financial Expenses		3,00,000			
Non Operating Expenses		80,000			
Net Profit		30,00,000			
		69,80,000			69,80,000

Or

(b) Explain the need and procedures for preparing cash flow statement and explain how its is different from fund flow statement.

4. (a) Estimate the budgeted cost of sales for 75% capacity and 100% Capacity based on the following data for 50% capacity :

	Rs. per unit
Material	100
Labour	50
Variable Expenses (Direct)	10

Administrative Expenses (50% fixed)	40,000
Selling and Distribution (60% Fixed	50,000
Present Production (50%) Capacity	1,000 units

Or

(b) What is margin of safety, breakeven point, and cost volume profit analysis ? Explain CVP is useful for managerial decision-making ?

Compulsory

5. Arun Sai Ltd. uses standard costing system and their results for the month of December 1998 are as follows :

Budgeted total overhead	Rs. 50,000 (Fixed 30,000 and variable 20,000)
Budgeted hours	20,000
Budgeted output	2 units per hour
Actual overhead	Rs. 52,000 (Fixed 30,500 and variable 21,500)
Actual hours	16,000
Actual output in units	30,000

Compare overhead variance.

(5 × 12 = 60 marks)

G 8961 (Pages : 2) Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

BUSINESS MATHEMATICS

(2010 and 2011 Admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** questions.

All questions carry equal marks.

1. (a) If $A = \begin{bmatrix} 2 & 3 & 1 \\ 3 & 4 & 1 \\ 3 & 7 & 2 \end{bmatrix}$ find A^{-1}.

Or

(b) If $\vec{a} = 2\vec{i} + 3\vec{j} - 4\vec{k}$, $\vec{b} = 3\vec{i} + \vec{j} + 2\vec{k}$ and $\vec{c} = -2\vec{i} - \vec{j} + \vec{k}$ find :

(i) $\vec{a} \cdot \vec{b}$. (ii) $\vec{a} \times \vec{b}$.

(iii) $\vec{a} \cdot (\vec{b} \times \vec{c})$.

2. (a) The demand curve for a monopolist is given by $x = 100 - 4p$.

(i) Find the total revenue, average revenue and marginal revenue.

(ii) At what level of x, the marginal revenue is equal to zero ?

Or

(b) If $c(x)$ rupees is the total cost of manufacturing x toys and $c(x) = 500 + \frac{50}{x} + \frac{x^2}{10}$, find the average cost and the marginal cost when $x = 20$.

3. (a) The total cost function of a firm is given by $c = 0.04\,q^3 - 0.9\,q^2 + 10\,q + 10$. Find :

(i) Average cost and Marginal cost.

(ii) Value of q at which average variable cost is minimum.

Or

Turn over

(b) The daily cost of Production c for x units of an assembly is given by $c(x) = 12.5x + 6,400$.

(i) If each unit is sold for Rs. 25, determine the minimum number of units that should be produced and sold to ensure no loss.

(ii) If the Selling Price is reduced by Rs. 2.50 per unit, what should be the break-even point ?

(iii) If it is known that 500 units can be sold daily, what price per unit should be charged to guarantee no loss ?

4. (a) In a certain city, 3 daily newspapers, the 'Times', the 'Express' and the 'Daily' are mainly read. 42 % of the literates from the city read 'Times', 51 % read 'Express', 66 % read 'Daily', 30 % read both 'Times' and 'Express', 28 % read both 'Express' and 'Daily', 36 % read both 'Daily' and 'Times', and 8 % read none of these papers. Find the percentage of people who read all the three newspapers.

Or

(b) Find the number of ways in which (i) a selection (ii) an arrangement of 4 letters can be made from the letters of the word MATHEMATICS.

5. (a) Ram deposited Rs. 10,000 in a bank. After 2 years he withdrew Rs. 4,000 and at the end of 5 years he receives an amount of Rs. 7,830. Find the rate of simple interest ?

Or

(b) A man deposits Rs. 5,000 in a Saving Bank which pays compound interest at the rate of 4.5 % for first two years and then at the rate of 5 % p.a. for the next 3 years. Find his amount after 5 years.

(5 × 12 = 60 marks)

G 8971

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

COMPUTER APPLICATION IN BUSINESS

(New Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Part A

1. (a) What do you mean by Computer architecture ?

Or

(b) Describe systems software, application software and embedded software.

2. (a) What are the different software packages available for efficient management of business operations ?

Or

(b) State the important functions and features of MS Office.

3. (a) Explain database creation, sorting, indexing and reporting functions with examples.

Or

(b) Explain different computer networks and data communication methodologies available in the current scenario.

4. (a) Explain the role played by internet in business transactions.

Or

(b) Discuss ERP and its role in solving business problems.

(4 × 12 = 48 marks)

Part B (Compulsory)

5. From the following information, prepare students mark statement with sum, average, result and class :—

S.No.	Name	OR	Statistics	Accounts
MB146	Murali	50	76	65
MB157	Ramesh	50	67	80
MB159	Ravi	78	94	64
MB163	Rupesh	74	67	78
MB181	Stani	78	67	56

(12 marks)

G 8971

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

COMPUTER APPLICATION IN BUSINESS

(New Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Part A

1. (a) What do you mean by Computer architecture ?

Or

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(b) State the important functions and features of MS Office.

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4. (a) Explain the role played by internet in business transactions.

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(4 × 12 = 48 marks)

Part B (Compulsory)

5. From the following information, prepare students mark statement with sum, average, result and class :—

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MB157	Ramesh	50	67	80
MB159	Ravi	78	94	64
MB163	Rupesh	74	67	78
MB181	Stani	78	67	56

(12 marks)

G 8963

Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

DATA PROCESSING

(2010 and 2011 admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** *questions.*

All questions carry equal marks.

1. (a) Explain the advantages and disadvantages of computer.

Or

(b) Distinguish Hardware and Software. Write a note on computer architecture.

2. (a) What are the different types of Operating systems ? State the methods of creating spread sheet in MS Office Excel.

Or

(b) Explain the features of font, font, alignment, copy, edit and print options of MS Office.

3. (a) What are database functions ? Explain the procedure of database creation and indexing.

Or

(b) Explain the procedure of sorting and reporting in database.

4. (a) Write a detail note on network topologies. State the significance of computer network.

Or

(b) What are the criteria to be considered when selecting a communication system ? Explain the different types of network communication.

5. (a) Explain the contributions of www to business community. Write a note on present status of internet.

Or

(b) Explain TCP congestion control technique. State the importance of e-mail.

(5 × 12 = 60 marks)

G 8958

Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2012

First Semester

ECONOMICS FOR BUSINESS

(2010 and 2011 admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** questions.
All questions carry equal marks.

1. (a) Explain the features, benefits and limitations of Micro economics.

Or

(b) What is meant by business ethics ? Explain the need for ethical measurements in business.

2. (a) Explain theory of demand with an illustration. Write a note on Law of diminishing marginal utility.

Or

(b) Describe the price-determination procedure in perfect competition market and monopoly market.

3. (a) Discuss the objectives and limitations of Fiscal and monetary economics.

Or

(b) Examine the significance and limitations of IS-LM curve analysis.

4. (a) What is meant by Debt management ? Explain the importance and tools of Debt management.

Or

(b) Write a note on Intellectual Property Right and Balance of Payments.

5. Compulsory :

As an Economist, critically make a comment on Schumpeter theory and Harrod-Domar model of planning.

(5 × 12 = 60 marks)

G 8960

(Pages : 4) Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

FINANCIAL ACCOUNTING

(2010 and 2011 admissions)

Time : Three Hours Maximum : 60 Marks

Answer all questions.
All questions carry equal marks.

1. (a) What is meant by Accounting ? What is Double entry system ? Explain various accounting concepts, principles and conventions.

Or

(b) For the following transactions, pass necessary journal entries, prepare all ledger accounts and prepare Trial balance :

Date	Transactions	Amount Rs.
January 1	Prabu started a business with cash	10,000
4	Bought goods from Krishna	6,750
7	Cash purchase	3,000
10	Cash sales	4,000
13	Bought goods from Krishna	2,000
16	Sold goods to Magila	5,000
18	Paid cash to Krishna	2,850
19	Sold goods to Magila	500
24	Paid Krishna on account	2,400
26	Received cash from Magila	1,650
27	Paid salaries	1,250
30	Received cash from Magila	200

2. (a) What is Human Resource Accounting ? Explain its various approaches and importance.

Or

(b) A second-hand machine was purchased on 1.1.2006 for 40,000. Overhauling and installation expenses for the same machine amounted to Rs. 10,000. Another machine was purchased on 1.7.2009 for Rs. 20,000. On 1.7.2010, the machine installed on 1.1.2006 was sold for Rs. 25,000. Repairing charges for the machine sold on 1.7.2010 were Rs. 1,000. On the same date another machine was purchased for Rs. 30,000 and commissioned on 30.9.2010. The company has adopted calendar year as its financial year. Under the existing practice, the company provides depreciation at 10% p.a. on original cost. In 2011, it has been decided that depreciation will be charged on the diminishing balance at 15% p.a. The change is not to be made with retrospective effect. Show Machinery Ale from 2006 to 2012.

Turn over

3. (a) Explain the differences between Income and Expenditure account and Receipts and Payment account.

Or

(b) Akila commenced business as a cloth merchant on 1st April, 2012, with a capital of Rs. 10,000. On the same day, she purchased furniture for cash Rs. 3,000. From the following particulars obtained from her books kept by single entry, you are asked to prepare a Trading and Profit and Loss account for the year ending 31st March, 2013 and a balance sheet as on that date :

	Rs.
Sales (inclusive of cash Rs. 47,000)	1,17,000
Purchase (including of cash Rs. 14,000)	95,000
Akila's drawings	11,200
Salaries of staff	12,000
Bad debts written off	500
Business expenses	10,700

Akila took worth Rs. 500 from the shop for private use and paid Rs. 200 to her son, but omitted to record these transactions in her books. On 31st March 2013, her sundry debtors were Rs. 5,500. Sundry creditors Rs. 13,600 and Stock in hand Rs. 15,500.

4. (a) What are the differences between Hire-purchase and Instalment purchase system ?

Or

(b) From the following information, find the claim under a "Loss of Profits Policy.

	Rs.
Sales in 2009	1,00,000
Sales in 2010	1,20,000

Adjustments :

(a) Closing stock on 31st March, 2012 was Rs. 35,000.

(b) Depreciate Plant and Machinery, Tools and Furniture by 10% and Land and Buildings by 5%.

(c) Provide Rs. 1,500 for wages.

(d) Advertisements prepaid are Rs. 500.

(e) Provide 5% on Debtors against bad debts and 2% against discounts.

(5 × 12 = 60 marks)

G 8970

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

LEGAL ENVIRONMENT OF BUSINESS

(*New* Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** *questions.*
All questions carry equal marks.

1. (a) Describe the principles of natural justice.

   Or

   (b) What are the different sources of law ?

2. (a) "All agreements are not contracts but all contracts are agreements." Discuss the statement explaining the essential elements of valid contract.

   Or

   (b) What is an offer ? State the rules of a valid offer.

3. (a) What is a promissory note ? What are its essential elements ?

   Or

   (b) Define cheque. How is it differing from Bill of Exchange.

4. (a) Describe the features of different types of companies.

   Or

   (b) What is a 'prospectis' ? What are its contents ?

5. (a) Define the following terms used in the Consumer Protection Act, 1986, complaint, consumer, restrictive trade practice, unfair trade practice, consumer rights.

   Or

   (b) Write short notes on : consumer disputes redressal agencies.

6. (a) What do you understand by the winding up of a company ? What are the different modes of winding up ?

   Or

   (b) State the functions of the cyber appellate tribunal.

(6 × 10 = 60 marks)

G 8968

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

MANAGERIAL COMMUNICATION

(New Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** *questions.*
All questions carry equal marks.

1. (a) Communication is a process that involves six basic principles, discuss in detail.

   Or

   (b) Crises can come in many shapes and forms, but each will require a special commitment to communication to be resolved successfully, discuss with appropriate examples.

2. (a) What are the efforts needed in an organisation to sharpen interpersonal and group communication skills as they relate to conducting world business ?

   Or

   (b) List three strategies for communicating with people for whom English is not their first language.

3. (a) Discuss three suggestions for coping with speaker anxiety that are common in public speaking.

   Or

   (b) Briefly explain any three specific situations where listening will be an important part in business organisations.

4. (a) If you are the customer, who found a soft drink bottle contained insects inside the sealed bottle, wants to send a complaint to the soft drink manufacturer. Draft a letter.

   Or

   (b) If you want to appoint a dealer in a district for selling toothpaste. Prepare the contract between you. (You are the official of the company) and the dealer.

5. *Compulsory* :

   If you are conducting a series of seminar on behalf a marketing company, which wants to promote a new kitchen mixer/grinder, which can run in batteries. The company needs detailed procedure and related agenda. Prepare an agenda and procedure for conducting a seminar series

G 8967

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

MANAGERIAL ECONOMICS

(*New* Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

Answer **all** *questions.*
All questions carry equal marks.

1. What economic conditions are relevant in managerial decision-making ? How these conditions are changing with respect to Indian subcontinent in the recent times ?

   Or

2. Suppose that macroeconomic forecasters predict that the economy will be expanding in the near future. How might managers use this information ?

3. Governments have generally been far more successful in organizing and raising wages in skilled trades such as carpentry than in unskilled trades. Use the laws of derived demand to explain why.

   Or

   Should this firm be concerned if macroeconomic forecasters predict a recession ? Explain.

5. What are the major issues that must be considered in measuring inputs for regression analysis of production functions ?

   Or

6. A firm experiences increasing returns to scale, that is, doubling all its inputs more than doubles its output. What can be inferred about the firm's *short-run* costs ?

7. Why would a firm choose to remain in an industry in which it makes an economic profit of zero ?

   Or

G 8965

Reg. No.....

Name.....

M.B.A. DEGREE (REGULAR) EXAMINATION, MARCH 2013

First Semester

PRINCIPLES OF MANAGEMENT

(New Scheme—2012 admissions)

Time : Three Hours Maximum : 60 Marks

All questions are Compulsory.
All questions carry equal marks.

1. (a) Discuss the characteristics of a sound policy.

   Or

   (b) Discuss the limitations of planning.

2. (a) Planning is the basis, delegation is the key, information is the guide and action is the essence of control. Discuss.

   Or

   (b) Explain the process of MBO. What are the prerequisites for installing MBO programme.

3. (a) Distinguish between delegation of authority and decentralization. What should be done to ensure effective delegation of authority in a business enterprise ?

   Or

   (b) Compare organizational structure and organizational design.

4. (a) What is organizational leadership ? How can leadership be effective ?

   Or

   (b) Who is a charismatic leader ? What are the different traits of charismatic leaders made success in the business ?

5. Case study (Compulsory) :

G 8956 (Pages : 2) Reg. No.....

Name.....

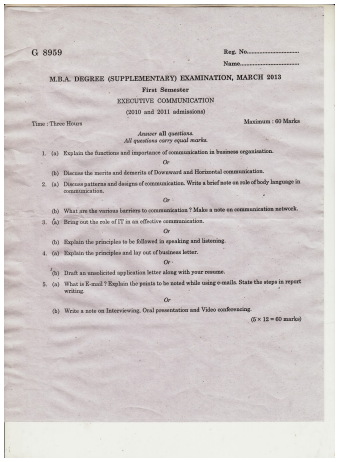
M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

From Gema's point of view, instead of simplifying his job no production manager by taking care of purchasing for him, the purchasing department has developed a formal set of procedures that has resulted in so much time commitment on his part as he had previously spent in placing his

G 8966 (Pages : 2) Reg. No.....

Name.....



G 8959

Reg. No.....

Name.....

M.B.A. DEGREE (SUPPLEMENTARY) EXAMINATION, MARCH 2013

First Semester

EXECUTIVE COMMUNICATION

(2010 and 2011 admissions)

Time : Three Hours Maximum : 60 Marks

Answer all questions.

All questions carry equal marks.

1. (a) Explain the functions and importance of communication in business organization.

Or

(b) Discuss the merits and demerits of Downward and Horizontal communication.

2. (a) Discuss patterns and designs of communication. Write a brief note on role of body language in communication.

Or

(b) What are the various barriers to communication ? Make a note on communication network.

3. (a) Bring out the role of IT in an effective communication.

Or

(b) Explain the principles to be followed in speaking and listening.

4. (a) Explain the principles and lay out of business letter.

Or

(b) Draft an unsolicited application letter along with your resume.

5. (a) What is E-mail ? Explain the points to be noted while using e-mails. State the steps in report writing.

Or

(b) Write a note on Interviewing, Oral presentation and Video conferencing.

(5 × 12 = 60 marks)

Posted by MARIAN LIBRARY at 03:31

2 comments:

Dazzle Dinil 11 January 2015 at 03:51

sir
iam doing off campus MBA from MG unversity in Finance and HR.can u pls share its question papers if available

Reply

Replies

Swati Gopal 11 March 2015 at 00:45

if you have question papers of HRM and marketing management plz share

Reply

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Art of Life Art of Management

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