

Reg. No. : .....

**D 2519**

**Q.P. Code : [07 DMB 01]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**First Year/First Semester**

**PRINCIPLES OF MANAGEMENT AND  
ORGANISATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Global planning. Explain about the nature and purpose of planning.
2. What is social responsibility and ethics? Explain its significance to the stake holders of the organization.
3. Define information technology. Explain its significance.
4. Discuss what is organizational culture. Discuss the role of departmentation and decentralization.

5. Explain the types of management ethics.
  6. Discuss in detail on various approaches of learning.
  7. What is conflict management? Discuss the conflict resolution strategies in detail.
  8. Discuss the dynamics and role of culture in organization and how is corporate culture different from organizational culture?
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Reg. No. : .....

**D 2520**

**Q.P. Code : [07 DMB 02]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss in detail the role and contributions of managerial economics in business decision making.
2. What are the types of demand? Enumerate the determinants of demand for FMCG.
3. Explain the COBB-Douglas production function with suitable illustrations.
4. Bring out the meaning of economics and diseconomics of scale. Explain their merit and de-merits.

5. Elucidate the characteristics of different types of market structure.
  6. Discuss the various methods of pricing.
  7. Explain the various pricing policies of business firms.
  8. Describe the various methods of measuring national income.
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Reg. No. : .....

**D 2521**

**Q.P. Code : [07 DMB 03]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**First Year/First Semester**

**ACCOUNTING AND FINANCE FOR MANAGERS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. From the following trial balance, you are required to prepare the trading and profit and loss account and balance sheet as on 31<sup>st</sup> December, 2010.

	Rs.		Rs.
Stock on 1.1.2010	27,000	Creditors	22,500
Furniture	1,500	Loan	10,500
Cycle	450	Capital	37,500
Lorry	45,000	Sales	1,95,000
Debtors	24,000	Returns outwards	3,000
Cash in hand	900	Discount earned	1,650

	Rs.		Rs.
Cash at bank	3,600	Bills payable	12,450
Purchases	1,35,000		
Bad debts	750		
Returns in wards	7,500		
Salaries	12,000		
Wages	16,500		
Rent	5,400		
Discount allowed	1,350		
Commission	1,050		
Postage	600		
	<u>2,82,600</u>		<u>2,82,600</u>

Adjustments:

- (a) Outstanding salaries Rs.4,000
  - (b) Create 5% provision for bad debts on debtors.
  - (c) Provide for 10% interest on capital
  - (d) Depreciate furniture at 10%, cycle at 5% and lorry at 20%.
  - (e) Closing stock was valued at Rs.36,000
2. A second hand machinery was bought on 1<sup>st</sup> January 2009 for Rs.30,000 and Rs.6,000 and Rs.4,000 were spent on its repairs and erection immediately. on 1<sup>st</sup> July 2010 another machinery was purchased for Rs.26,000. On 1<sup>st</sup> July 2011 the first machinery was sold for Rs.30,000. Depreciation is written off at 10% p.a. on the diminishing balance.  
Show the machinery A/c for the three years.

3. The following is the summarised profit and loss account of Jai products Ltd for the year ended 31<sup>st</sup> December.

Profit and Loss account

	Rs.		Rs.
Opening stock of materials	99,500	Sales	8,50,000
Purchase of materials	3,20,000	Stock of materials (closing)	89,000
Direct wages	2,25,250	Stock finished goods (closing)	60,000
Manufacturing expenses	14,250	Non-operating income interest	3,000
Selling and distribution expenses	30,000		
Administrative expenses	1,50,000	Profit on sale of shares	6,000
Finance charges	15,000		
Non-operating expenses:			
Loss on sale of assets	4,000		
Net profit	<u>1,50,000</u>		
	<u>10,08,000</u>		<u>10,08,000</u>

Work out the following ratios:

- (a) Gross profit ratio
- (b) Net profit ratio
- (c) Operating ratio.

4. The following are the summarised balance sheets of a company as on 31<sup>st</sup> December 2011 and 2012.

Liabilities	31.12.2011	31.12.2012
	Rs.	Rs.
Equity share capital	2,00,000	2,40,000
8% Debentures	50,000	—
Share premium	—	10,000
General reserve	30,000	50,000
Profit and loss account	48,000	68,000
Sundry creditors	1,30,000	1,50,000
Proposed dividend	20,000	24,000
Provision for depreciation:		
Plant machinery	1,40,000	1,50,000
Furniture	6,000	4,000
	<u>6,24,000</u>	<u>6,96,000</u>
Assets		
Land and buildings	1,05,000	1,50,000
Plant and machinery (atcost)	2,90,000	3,20,000
Furniture (at cost)	9,000	10,000
Inventories	1,30,000	1,05,000
Sundry debtors	75,000	85,000
Cash	15,000	26,000
	<u>6,24,000</u>	<u>6,96,000</u>



Additional information is as follows:

- (a) Furniture which cost Rs.5,000, written down. Value Rs.1,000 was sold during the year 2012 for Rs.2,000.
  - (b) Plant and machinery which cost Rs.20,000 and in respect of which Rs.13,000 had been written off as depreciation was sold during the year for Rs.3,000.
  - (c) The dividend of 2011 was paid during 2012 you are required to prepare (i) a statement of changes in working capital during 2012 and (ii) funds flow statement for the year 2012.
5. Prepare a flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50%, 60% and 70% capacity.

	At 60% capacity
Variable overheads	Rs.
Indirect material	6,000
Indirect labour	18,000
Semi-variable overheads:	
Electricity (40% fixed 60% variable)	30,000
Repairs (80% fixed 20% variable)	3,000
Fixed overheads:	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

6. Define marginal costing. Explain the differences between marginal costing and absorption.
  7. Discuss the objectives and functions of financial management.
  8. Explain the factors which affect the dividend policy of a firm. What are the procedures for payment of dividends?
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Reg. No. : .....

**D 2522**

**Q.P. Code : [07 DMB 04]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**First Year/First Semester**

**MARKETING MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. What is Marketing Information System? Explain its scope and benefits to the organization.
2. Write a detailed note on changing marketing practices in the new liberalized economy.
3. Describe the role of branding, packaging, targeting and positing of product in service sector.
4. Explain in detail about the pricing policies.
5. What is Global Target market selection? Explain in detail on distribution and promotional policy.

6. Explain in detail about channel dynamics. How is it implemented in various industries?
  7. Define Telemarketing. Explain in detail on Integrated marketing communication mix.
  8. What is customerism? Why is CRM considered important in retaining customers?
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Reg. No. : .....

**D 2523**

**Q.P. Code : [07 DMB 05]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

**HUMAN RESOURCE MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the Evaluation and objectives of HRM?
2. Explain the role of human resource manager in an organisation.
3. Explain the different stages in the selection process.
4. Define "Training" and "Development", difference between the training and development.
5. Define "Performance appraisal". Difference between the potential appraisal and performances appraisal.

6. Explain the objectives of compensation management.
  7. Explain the various financial and non financial incentives? Discuss.
  8. Explain the common policies of union and management in collective bargaining.
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Reg. No. : .....

D 2524

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Find the mean, median and mode for the following data and verify the empirical relation.

Class	Frequency
1-10	3
11-20	7
21-30	13
31-40	17
41-50	12
51-60	10
61-70	8
71-80	8
81-90	6
91-100	6

2. What do you know from optimization model? Illustrate various optimization models in OR.
3. Define transportation problem. Illustrate modification method for finding optimum solution of the transportation problem.
4. What is assignment model? Explain the Hungarian method for finding efficient solution for assignment model.
5. Brief out network model. Enumerate its applications in business with suitable examples.
6. Write a note on :
  - (a) Crashing
  - (b) Resource planning
  - (c) Resource levelling
  - (d) Waiting line model.
7. A factory employing a large number of workers finds that over a period of time, the average absentee rate is three workers per shift. Calculate the probability that in a given shift
  - (a) Exactly two workers will be absent
  - (b) More than four workers will be absent ( $e^{-3} = .04979$ ).
8. What is meant by simulation? Illustrate the Monte Carlo simulation.



Reg. No. : .....

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/  
RESEARCH METHODS AND STATISTICAL  
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)  
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

3. (a) What are the tests of sound measurement?  
Explain in detail. (15)

(b) Explain in brief the different types of scale. (5)

4. What is sampling design? Explain the different types of sampling design.

5. (a) Explain with examples the different methods of data collection. (15)

(b) A population is divided into three strata so that  $N_1 = 5000$ ,  $N_2 = 2000$  and  $N_3 = 3000$ .

Respective standard deviations are :

$$\sigma_1 = 1, \sigma_2 = 18 \text{ and } \sigma_3 = 5$$

How should a sample of size  $n = 84$  be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)

6. (a) Differentiate between parametric and non-parametric tests. (5)

(b) Explain the different types of parametric tests. (15)

7. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing values of mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process on the basis of sample results? Use 5 per cent level of significance For the purpose.
8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)
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Reg. No. : .....

**D 2533**

**Q.P. Code : [11 DMB 15]**

(For the candidates admitted from 2011 onwards)

**M.B.A. DEGREE EXAMINATION, MAY 2014.**

**First Year/First Semester**

**CORPORATE COMMUNICATION**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Explain the components of business communication.
  2. Describe the skills for corporate communication.
  3. What are the processes of crises communication?
  4. Explain the format of business report.
  5. What tips can you give us on preparing and delivering a successful team presentation?
  6. Briefly explain the types of business meeting.
  7. What are the tools of media relation?
  8. Describe the elements of financial communication.
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Reg. No. : .....

**D 2534**

**Q.P. Code : [11 DMB 16]**

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

**OPERATIONS MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain and differentiate between production management and operations management.
2. (a) Explain the production aspects of product design.  
(b) Explain the key differences between a prototype and a production design?
3. Calculate the break-even point for the following. Production manager of a unit wants to know what quantity he can use automatic machine as against semi-automatic machine.

Data	Automatic	Semi-automatic
Time for the job	2 minutes	5 minutes
Set up time	2 hours	1.5 hours
Cost per hour	Rs. 20	Rs. 12

4. Explain the different types of facility layout.
5. A Manufacturing operation wants to reduce its manufacturing lead time from 12 days to 4 days. If jobs are arriving at an average rate of 12 per day and the operation can produce an average of 12.083 jobs per day, what new production rate would allow a lead time of only 4 days? How much would work-in-process (WIP) inventory be reduced with the new production rate?
6. Explain the various techniques of inventory control.
7. What is lean production? What is its relevance to JIT?
8. Distinguish and explain inspection and quality control.