

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2008.

First Year

PRINCIPLES OF MANAGEMENT AND  
ORGANISATIONAL BEHAVIOUR

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

1. What are the functions of management? What functions do you consider more important among them and why?
2. Discuss the different elements of planning.
3. Discuss the relative merits and demerits of centralisation and decentralisation.
4. Discuss Maslow's need hierarchy. How does the theory hold good in Indian context?

5. "A good leader is not necessarily a good manager". Discuss this statement and compare leadership with managership.

6. Distinguish between beliefs, attitudes and values. What are their sources?

7. Discuss the nature and significance of perception with some examples from work settings.

8. What is personality? What are its major determinants?

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2008.

First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Marketing activities should be carried out under a well throughout philosophy of efficiency, effectiveness and social responsibility" How do marketing managers make a conscious effort to achieve the above desired goals.

2. "In a hyper competitive economy with increasingly rational buyers, a company can win by creating and delivering super value" How value chain succeeds in creating five value capabilities? Explain.

www.asinstitute.in

3. How can a firm choose and communicate an effective positioning in the market? What marketing strategies are appropriate at each stage of the product life cycle?

4. What is a brand? How companies attempt to build brand identify? What are the different brand building tools?

5. What environmental forces influence global market selection? How pricing policy should be under global competition?

6. How do firms identify the types of intermediaries available to carry on its channel work? Illustrate with examples. What is selective distribution?

7. Analyse an advertisement, which you liked most, in terms of message, execution, style, tone, format and the impact it may cause.

8. What are the tools available to help companies monitor and improve their marketing skills? What steps a company can take to build a strong customer focused culture?

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2008.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "If demand is elastic, it will pay a businessman to change relatively low prices, If demand is inelastic, he would be better off with higher price" – Discuss.
2. What are the determinants of demand? Explain different types of elasticity of demand.
3. Explain the Cobb-Dougllass production function with suitable illustration.
4. Describe the Cost-output relationship in short run as well as long run.

5. What is the difference between 'perfect competition' and 'Monopolistic Competition'? Show how price is determined under monopolistic competition.

6. "The concept of equilibrium is an indispensable tool in modern economic analysis" – Discuss.

7. Illustrate the cost – volume – profit ratio with suitable examples.

8. "Higher trade deficit leads to huge burden on Indian Economy and its has been sealing ever since liberalisation. This may lead to unfavourable balance of payments to the country or induce economic growth of our country" – comment.

**Reg. No. :** .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

**RESEARCH METHODS FOR MANAGEMENT**

Time : Three hours                      Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe briefly the various types of Research.
2. How will you define a Research problem? What are the features of a good Research design?
3. What are the characteristics of a good measurement tool?
4. Explain different sampling techniques.
5. Describe the steps of Research process.

6. What is Research design? Discuss various Research designs.

7. Write a detailed note on Cluster Analysis.

8. What is synopsis? Discuss in detail the design of the research report.

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2008.

First Year

RESEARCH METHODS FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Describe the different steps involved in Research process.
2. Briefly explain some of the important designs used in experimental design.
3. Explain the various scaling techniques in measuring the variables.
4. Explain various aspects involved in questionnaire design.
5. Briefly explain different types of sampling techniques with examples.

www.asinstitute.in

6. Explain the various methods of factor analysis.
7. Explain the salient features of SPSS and outline how SPSS is used in Research analysis.

8. Describe, in brief, the layout of a research report, covering all relevant points.

\_\_\_\_\_

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours Maximum 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the concept of Human Resource Management and how it relates to the Management process.
2. What items are typically included in the job description? What items are not shown?
3. Briefly describe each of the following possible types of interviews : Unstructured panel interview, structured sequential interviews and job related structured inter views.

4. Describe the pros and cons of five management development methods.
5. Explain career - related factors to keep in mind when making the employee's first assignments.
6. Should the job evaluation depend on an appraisal of the job holder's performance? Why? Why not?
7. You are applying for a job as a manager and are at the point of negotiating salary and benefits. What questions would you ask your prospective employer concerning benefits. Describe the benefits package you would try to negotiate for yourself.
8. What is meant by good faith bargaining? When is bargaining not in good faith?

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2008.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

www.asinstitute.in (5 × 20 = 100)

Answer any FIVE questions.

All questions carry equal marks.

1. What is meant by strategic human resource management and what exactly is HR's role in the strategic planning process?
2. Discuss how equal employment laws apply to personnel planning and recruiting activities.
3. What are the various types of employment tests normally taken by the industrial organisation?
4. Explain the need for training in an industrial organisation.

5. State the importance of executive development in the Indian context.

6. Write down the problems in performance appraisal. State the steps to make performance appraisal effective.

7. Discuss the time based incentive plans with their merits and demerits.

8. Define 'Discipline'. Explain in detail the procedure to be followed for initiating disciplinary action against an employee.

(c) During the year part of the fixed assets costing Rs. 10,000 was sold for Rs. 12,000 and the profit was included in P & L A/c. You are required to prepare cash flow statement for the year 2006.

8. Two projects M and N which are mutually exclusive are being under consideration. Both of them require an investment of Rs. 1,00,000 each. The net cash inflows are estimated as under:

Year	M Rs.	N Rs.
1	10,000	30,000
2	40,000	50,000
3	30,000	80,000
4	60,000	40,000
5	90,000	60,000

The company's targeted rate of return on investments is 12%. You are required to assess the projects on the basis of their present values, using

- NPV method and
- Profitability index method.

Present values of Re.1 at 12% interest for five years are given below:

1<sup>st</sup> year : 0.893; 2<sup>nd</sup> year : 0.797; 3<sup>rd</sup> year : 0.712;  
4<sup>th</sup> year : 0.636; 5<sup>th</sup> year : 0.567.

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Explain the need and significance of depreciation. State the difference between 'straight line method' and 'diminishing balance method' of providing depreciation.
2. What is meant by financial statement analysis? Discuss the various techniques of financial statement analysis.
3. What is budgetary control? Examine the role of budgeting in financial control.
4. Define the concept of cost of capital. Explain how would you determine the weighted average cost of capital of a firm.



5. What is capital structure? Explain the major determinants of capital structure.

6. The following balances are drawn from the books of M/S Arvind mills as on 31.12.2007.

Particulars	Amount Rs.
Land	1,00,000
Building	2,00,000
Sales returns	10,000
Purchase returns	5,000
Bank overdraft	15,000
Creditors	20,000
Wages	12,000
General expenses	5,000
Bad debts	1,000
Capital	2,81,000
Sales	3,00,000
Purchases	1,75,000
Stock (1.1.2007)	25,000
Debtors	50,000
Cash in hand	5,000
Salaries	10,000
Goodwill	15,000
Selling expenses	12,000
Insurance	1,000

Adjustments:

- Closing stock is Rs. 30,000.
- Provide for depreciation @ 10% on buildings.
- Write off further bad debts Rs. 1,000.
- Salaries yet to be paid Rs. 3,000.

You are required to prepare a trading and profit and loss a/c and balance sheet of M/s Arvind Mills.

7. The summarised balance sheets of Kannan Ltd., as on 31.12.2005 and 31.12.2006 are as follows :

Liabilities	2005 Rs.	2006 Rs.	Assets	2005 Rs.	2006 Rs.
Share capital	4,50,000	4,50,000	Fixed assets	4,00,000	3,20,000
General reserve	3,00,000	3,10,000	Investments	50,000	60,000
P/L a/c	56,000	68,000	Stock	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtors	2,10,000	4,55,000
Tax provision	75,000	10,000	Bank	1,49,000	1,97,000
Mortgage loan		2,70,000			
	<u>10,49,000</u>	<u>12,42,000</u>		<u>10,49,000</u>	<u>12,42,000</u>

Additional Information :

- Investments costing Rs. 8,000 were sold for Rs. 8,500.
- Tax provision made during the year was Rs. 9,000.

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, JUNE 2008.

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. Discuss the various mathematical models.
2. (a) What is Linear programming problem? What are its assumptions?  
(b) Solve the Linear programming problem by graphical method.

$$\text{Maximize } Z = 3X + 4Y$$

Subject to

$$2X + 3Y \leq 6$$

$$6X + 4Y \geq 24$$

$$X, Y \geq 0.$$

3. Explain the various methods to find initial solution for transportation problem with an example.

4. What is normal distribution? Explain the properties of normal distribution.

5. (a) What are the assumptions made in a waiting line model?

(b) Explain the structure of M/M/1 model for infinite population.

6. Write short notes on :

(a) Decision theory

(b) Decision trees.

7. Find the optimum order quantity for a product for which price breaks are as follows :

Quantity	Price per unit
$0 \leq Q_1 \leq 500$	10
$500 \leq Q_2$	9

The monthly demand for the product is 200 units, the cost of storage is 2% of the unit cost and the ordering cost is Rs. 350.

8. Two firms are competing for business under the conditions so that one firm's gain is another firm's loss. Firm A's pay off matrix is given below.

	Firm B		
	No Advertising	Medium Advertising	Heavy Advertising
Firm A			
No Advertising	10	5	(-2)
Medium Advertising	13	12	15
Heavy Advertising	16	14	10

Suggest optimal strategies for two firms and the net outcome thereof.