

cost amounts to Rs. 9 per unit and fixed Cost amounts to Rs. 1,60,000. The income tax rate is assumed to be 50%. You required to calculate the percentage increase in EPS.

- (a) Determine operating leverage at 80,000 units and 1,00,000 units
- (b) Determine financial leverage at 80,000 units and 1,00,000 units.

6. A Ltd. is producing articles mostly by manual labour and is considering replacing it by a new machine. There are two alternative models X and Y of the new machine. Prepare a statement of profitability showing the pay-back period from the following information:

	Machines	
	X	Y
Estimated life of machine	4 years	5 Years
Cost of machine	Rs. 9,000	1800
Estimated saving in scrap	Rs. 500	800
Estimated saving in direct wages	Rs. 6,000	8,000
Additional cost of maintenance	Rs. 800	1,000
Additional cost of supervision	Rs. 1,200	1,800

Ignore taxation.

7. What is working capital? What factors determines its requirements? Explain.
8. What are the factors influencing dividend policy?

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Q.P. Code : [07 DMB 03]

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M.B.A. DEGREE EXAMINATION, MAY 2011.

First Year

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, prepare final accounts for the year ending 31.3.2008.

	Dr.	Cr.
	Rs.	Rs.
Capital and drawings	1,200	20,000
Purchases and sales	2,000	4,200
Debtors and creditors	3,600	2,600
Plant and Machinery	12,000	
Horses and Carts	2,600	
Wages	800	
Cash at bank	2,600	

General expenditure	500	
Salaries	800	
Repairs	190	
Stock (1.4.07)	1,600	
Rent	450	
Manufacturing expenses	150	
Bills payable		2,350
Carriage	160	
Bad debts	500	
	<u>29,150</u>	<u>29,150</u>

The following adjustments are to be made :

- Closing stock Rs. 1,600.
- Depreciate Plant and Machinery 10% and horses and carts 15%.
- Allow interest on capital at 5% pa.
- Rs. 150 is due for wages.
- Rent paid in advance Rs. 50.

2. Statement of financial position of Ms. M.Varshitha is given below:

Liabilities	30.6.1999	30.6.2000	Assets	30.6.1999	30.6.2000
	Rs.	Rs.		Rs.	Rs.
A/C payable	29,000	25,000	Cash	40,000	30,000
Capital	7,39,000	6,15,000	Debtors	20,000	17,000

Liabilities	30.6.1999	30.6.2000	Assets	30.6.1999	30.6.2000
	Rs.	Rs.		Rs.	Rs.
			Stock	8,000	13,000
			Building	1,00,000	80,000
			Other fixed		
			Assets	6,00,000	5,00,000
	<u>7,68,000</u>	<u>6,40,000</u>		<u>7,68,000</u>	<u>6,40,000</u>

Additional information :

- There were no drawings.
- There were no purchases or sale of either building or other fixed assets.

Prepare a statement of Cash Flow Statement.

- The P.V. Ratio of a firm dealing in precision instrument is 50% and the margin of safety is 40%. You are required to work out the B.E.P. and the net profit if sales volume is Rs. 50,00,000.
- Discuss the role of financial manager in the modern business environment.
- The capital structure of Madan Ltd. Consists of equity share capital of Rs. 8,00,000 (shares of Rs. 100 each) and Rs. 8,00,000 of 12% debentures. Sales have increased from 80,000 units to 1,00,000 units; the selling price is Rs. 15 per unit, Variable

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Q.P. Code : [07 DMB 05]

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M.B.A. DEGREE EXAMINATION, MAY 2011.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Illustrate the HR management responsibilities of line and staff managers.
2. What are five things employers should keep in mind when using internet sites to find job candidates?
3. What are some typical on-the-job training techniques? What do you think are some of the main draw backs of relying on informal on the job training for breaking new employees into their job?

4. Describe the methods for enhancing diversity through career management.
5. Explain how to price management and professional jobs.
6. Name and define each of the main pay for time not worked benefits.
7. (List and explain four important factors in managing dismissals effectively.)
8. Explain the grievance procedure.

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Q.P. Code : [07 DMB 02]

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First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Managerial economics is essentially the application of microeconomic theory of business decision making. Discuss the statement.
2. Distinguish between :
 - (a) Demand function and demand schedule
 - (b) Individual demand and market demand
 - (c) Demand for normal goods and inferior goods with suitable examples.

3. Define and explain isoquant. What are the properties of isoquants? How do they compare with the properties of indifference curves?
4. What are the assumptions of long-run cost output relationship? Why is long-run cost output curve U-shaped? Explain.
5. State the necessary conditions for price discrimination under monopoly? Explain various types of price discrimination.
6. What problems do the depreciation and capital gains cause in measuring profit? What are the methods of resolving the problems?
7. Distinguish between net-product method and factor income method. Which of these methods is followed in India? What are the problems of measuring national income in India?
8. What are the causes of different kinds of disequilibrium in the balance of payments? Suggest measures to correct an adverse balance of payments.

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Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

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First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the relative importance of all environmental forces affecting the marketing system of a firm.
2. Explain the need, characteristics and components of marketing information system.
3. Critically evaluate the role of branding and packaging in the marketing of products.
4. Write a full note on : (a) Multistage approach to pricing (b) Cost-plus or mark-up pricing (c) Discounts (d) Premium pricing trend.

5. (a) Discuss the importance of channel of distribution and the factors governing the channel choice.
(b) Comment on the changing pattern of retail trade in India.
6. (a) Discuss the relative position of advertising objectives as communication tool and as a sales tool.
(b) Explain the functions of sales management and how salesmen are supervised and controlled.
7. Comment on the rapidly changing marketing environment in India from the perspective of rural markets.
8. Write a detail note on CRM.

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Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2011.

First Year

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain in detail the functions of Management.
2. Discuss the trait theory and identify the traits of an effective leader.
3. Explain the system and process of controlling.
4. Diagnose the managerial skills and roles in organizations.
5. How would you respond to the following statement "whenever possible, the manager should hire people with an external locus of control"?

6. Outline and explain various approaches to the concept of learning.
7. Highlight and discuss the physiological, psychological and behavioral consequences of stress.
8. Identify the importance of change in business organizations.

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You are required to :

- (a) Draw the project network corresponding to normal time
 - (b) Determine the critical path and the normal duration and cost of the project
 - (c) Crash the activities so that the project completion time reduces to 9 weeks.
4. Explain M/M/1 model with illustration.
 5. Explain the following :
 - (a) Probability
 - (b) Conditional probability
 - (c) Addition theorem of probability
 - (d) Multiplication theorem of probability.
 6. Define Normal distribution. Explain the characteristics of normal distribution.
 7. Enumerate and explain the applications of inventory models with suitable practical examples.
 8. Describe how would you determine the best decision using EMV criterion with a decision tree.

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Q.P. Code : [07 DMB 06]

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M.B.A. DEGREE EXAMINATION, MAY 2011.

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. (a) Find the mean, median and mode for the following data :

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

- (b) A company manufactures two types of cloth, using three different colours of wool. One yard length of type A cloth requires 4 OZ of red wool, 5 OZ of green wool and 3 OZ of yellow wool. One yard length of type B cloths requires 5 OZ of red wool, 2 OZ of green wool, and 8 OZ of yellow wool. The wool available for manufacture is 1000, OZ of red wool, 1000, OZ of green wool and 1200, OZ of yellow wool. The manufacturer can make a profit of Rs. 5 on one yard of type A cloths and Rs. 3 on one yard of type B cloths. Find the best combination of the quantities of type A and type B cloth which gives him maximum profit by solving the linear programming problem by graphical method.

2. (a) Obtain an initial feasible solution to the following transportation problem by using Vogel's approximation method.

	D	E	F	G	Available
A	11	13	17	14	250
B	16	18	14	10	300
C	21	24	13	10	400
Requirement	200	225	275	250	

- (b) The Head of the department has five jobs A, B, C, D, E and five sub-ordinators V, W, X, Y and Z. The number of hours each man would take to perform each job is as follows :

A	3	5	10	15	8
B	4	7	15	18	8
C	8	12	20	20	12
D	5	5	8	10	6
E	10	10	15	25	10

How should the jobs be allocated to minimize the total time?

3. The table below provides cost and time estimates for a seven activity project.

Activity (i, j)	Time estimates (week)		Direct cost estimates (000)	
	Normal	Crash	Normal	Crash
A : 1, 2	2	1	10	15
B : 1, 3	8	5	15	21
C : 2, 4	4	3	20	24
D : 3, 4	1	1	7	7
E : 3, 5	2	1	8	15
F : 4, 6	5	3	10	16
G : 5, 6	6	2	12	36

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Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2011.

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. What is a research? Explain its types.
2. How will you identify a research problem?
3. Discuss the types of scales used in research.
4. Explain the types of probability and non-probability sampling.
5. List out the steps used in applying f-test. Explain.
6. What are the types of report? Discuss.
7. Outline the various precautions for writing report.

8. Write short notes on :

- (a) Pilot study
 - (b) Case study.
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