Reg. No. : ....

D 1759　　　　　Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2010.

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 balances extracted from the books M/s. Ayesha and Co. on 31st March 2009, prepare the trading and profit and loss account and the Balance sheet as on 31st March 2009.

	Rs.
Stock on 1st April 2008	500
Machinery	2,250
Purchases	19,500
Wages	1,800
Insurance	2,675

	Rs.
Debtors	15,500
Stationary	225
Returns inward	650
Cash at Bank	2,375
Cash in Hand	250
Sales	25,000
Bills payable	1,500
Creditors	9,825
Capital	8,950
Returns outwards	250
Commission (cr.)	200

The closing stock was valued at Rs. 12,500.

2. Distinguish between Management Accounting and Financial Accounting.

3. Explain the main steps in budgetary control with reference to a large manufacturing concern.

4. X Ltd presents the following information and you are requested to calculate funds from operations :

Profit and Loss Accounts

Dr	Rs.	Cr	Rs.
To Operation expenses	1,00,000	By Gross profit	2,00,000
To Depreciation	40,000	By Gain on sale of plant	20,000
To Loss on sale of land	10,000		

Dr	Rs.	Cr	Rs.
To Advertisement	5,000		
To Discount	500		
To Good will	12,000		
To Net Profit	52,500		
	2,20,000		2,20,000

5. What are the requisites of a good costing system?

6. The operating results of a company for the last two years are as follows :

	Sales (Rs.)	Profit (Rs.)
2008	2,70,000	6,000
2009	3,00,000	15,000

You are required to calculate

(a) P/V ratio

(b) Fixed cost

(c) Breakeven point.

7. Explain the new role of financial manager in the modern business environment.

8. Explain the determinants of capital structure of a public limited company.

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Reg. No. : ....

D 1787

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2010.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you understand by strategic human resource management? How does it differs from traditional personnel management?

2. Bring out the difference between recruitment and selection. Explain the various methods of selection.

3. Explain the important features of interviews. State the advantages and limitations of interview technique.

4. What do you understand by management development? Explain the various techniques of management development.

5. Discuss the role of performance appraisal in the development of employees and the organization.

6. What are the types of promotions? Explain their merits and demerits.

7. What is job evaluation? Explain its role in the determination of compensation system in an organization.

8. What is meant by grievance? Explain the contributions of grievance redressal procedure for smooth industrial relation.

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Reg. No. : ....

D 1757

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2010.

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 the discipline which deals with the application of economic theory to business management". Comment.

2. How does the analysis of demand contribute to business decision making? Give your answers with suitable examples.

3. State and illustrate the Cobb-Douglas production function.

4. Explain the relationship between marginal cost, average cost, and total cost assuming a short run non-linear cost function.

5. Why is the firm under perfect competition a price taker and not a price maker? Explain.

6. Discuss the uses and limitations of break even analysis.

7. Describe the various methods of measuring national income.

8. Elucidate the main functions of monetary and fiscal policies. Which of the two policies is more effective in controlling trade cycles in a developed economy?

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(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2010.

First Year

MARKETING MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) Explain the process of defining and delivering customer value in marketing.

    (b) Analyse the prevailing marketing environment and strategic planning of organisations.

2. (a) Bring out the various positioning and differentiation strategies.

    (b) Illustrate the steps in new product development.

3. (a) List and explain the various types of marketing channels.

   (b) Discuss the importance of logistics decisions in marketing.

4. (a) Explain the marketing communication process and mix with suitable examples.

   (b) What are the advantages and disadvantages of direct marketing?

5. (a) What are the competitive strategies adopted for market leaders, challengers and nichers?

   (b) Illustrate the process of data warehousing and data mining in CRM.

6. (a) List and explain the customer attraction and retention strategies.

   (b) Distinguish between global pricing and domestic pricing.

7. (a) Explain the various aspects of product line decisions of consumer goods.

   (b) Discuss the nature and significance of packaging.

8. Write short notes on the following :

   (a) Publicity

   (b) Marketing Information System

   (c) HMS

   (d) Telemarketing.

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Reg. No. : 09 NIS 5273

D 1758   Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2010.

First Year

PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain any four factors affecting span of management.

2. How do you institutionalise ethics in organisations?

3. State any four considerations that govern future managerial practices.

4. How can the controls be 'Tailored' to individual managers? Give one example.

5. Explain the organisational behaviour responses to global and cultural diversity.

6. Discuss the various managerial implications of perception learning.

7. Discuss the various aspects of conflict management.

8. What are the approaches for managing organisational change?

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D 1624

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2010.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. What is a linear programming problem? Explain how will you formulate linear programming problem with an example.

2. What is a travelling salesmen problem? How will you solve travelling salesmen problem?

3. Discuss the applications of probability in business.

4. Differentiate PERT and CPM. Explain the time estimates and slack calculations in PERT model.

5. Write short notes on :

   (a) Decision theory

   (b) Decision trees

   (c) Pay off tables.

6. Find out the mean, median and mode for the following data :

x :	0-10	10-20	20-30	30-40	40-50	50-60
$f(x)$:	12	18	6	13	15	10

7. Solve the transportation problem and find the optimal solution.

	A	B	C	Supply
W	8	16	16	152
X	32	42	36	164
Y	16	32	48	154
Demand	144	204	82	

8. For the following game find the optimal strategies for player A and B and value of game using principle of dominance.

Player A, Player B:

$$\begin{array}{c|cccc} & B_1 & B_2 & B_3 & B_4 \\ A_1 & 7 & 6 & 8 & 9 \\ A_2 & -4 & -3 & 9 & 10 \\ A_3 & 3 & 0 & 4 & 2 \\ A_4 & 10 & 5 & -2 & 0 \end{array}$$

D 1625

Q.P. Code : [07 DMB 07]

M.B.A. DEGREE EXAMINATION, MAY 2010.

(For the candidates admitted from 2007 onwards)

First Year

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

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the meaning, definition and characteristics of scientific research.

2. What are the steps in research process? Explain in detail.

3. What is hypothesis? Describe different types of hypothesis.

4. Discuss the significance of experimental design in research.

5. What is validity? Describe different types of validity.

6. What is a questionnaire? What are the points keep in mind while designing a questionnaire for telephone survey?

7. What are the application areas for cluster analysis in marketing? Discuss the main difference between hierarchical clustering and K-means clustering.

8. What is report writing? Explain the steps in report writing.

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