Human Resource Management

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are **compulsory.**

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION I

1. Define human resource management. Explain the human resource planning process.   15

2. What is 'Personal Appraisal' ? Discuss the modern methods of 'personal appraisals'.   15

3. Define motivation. Explain any two theories of motivation.   15

4. What do you mean by 'Human Resource' policies ? Explain its types and the steps involved in the formulation of policies.   15

5. Explain the different 'approaches' of human resource valuation.   15

6. What is re-engineering ? Discuss the HR's role in the re-engineering process.   15

SECTION II

7. Explain the importance of human resource management.   5

8. 'Types of Training' - Explain in brief.   5

9. Give some suggestions for improving personal appraisals.   5

10. Explain the importance of 'motivation'.   5

11. Explain some measures to buildup high employee morale.   5

12. State the principles of human resource policies.   5

13. Explain in brief, the wage policy in developing economy.   5

14. What are the types of 'bargaining' ?   5

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CP1009/EE/20070512

Marketing Management

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are **compulsory.**

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION I

1. What is marketing ? Explain the functions of marketing.   15

2. What is diversification ? Discuss the various types of diversification strategies.   15

3. What is a Brand ? What factors are to be considered in building a brand ?   15

4. What is 'relationship marketing' ? Why is it important for companies now more than ever before ?   15

5. Do you think there will be an increase in 'global Indian brands' in the next five years ? Explain giving reasons.   15

6. What is innovation ? Explain the various steps in the innovation process.   15

SECTION II

CP1008/EE/20070511

Production and Operations Management

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are **compulsory.**

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION I

1. What are types of layout ? Explain in detail.   15

2. Define production planning and control. Discuss different techniques   15
   of production planning and control.

3. Explain functions of Purchase department. Discuss various methods   15
   of purchasing and explain the advantages and disadvantages of each
   method of purchasing.

4. Define the term 'method study'. Explain, in detail, the process of method   15
   study.

5. What do you mean by 'sales forecasting' ? Explain the importance of   15
   sales forecasting. What are the steps necessary for sales forecasting ?

6. What do you mean by 'operations research' ? Give any five techniques   15
   of operations research and discuss their essentials.

SECTION II

7. What are the objectives and areas of material handling ? 5

8. State any ten points of objectives of production planning and control. 5

9. Explain unplanned maintenance system. 5

10. Discuss the functions of the industrial engineers. 5

11. State the objectives of work measurement. 5

12. Explain the integrated approach to materials management. 5

13. Discuss the product development process. 5

14. Explain the different types of stores. 5

CP1007/EE/20070510

Research & Communications Methodology

Time : Three Hours　　　　　　　　　　　　　　　　　　**Marks : 100**

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are **compulsory.**

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION I

1. "Creative management, whether in public administration or private   15
   industry, depends on methods of inquiry that maintain objectivity.
   clarity accuracy and consistency." Discuss this statement and examine
   the significance of research.

2. Give your understanding of a good research design. Is a single researh   15
   design suitable in all research studies ? If not, why ?

3. Define the concept of experimental design and the conditions through   15
   which the reliability of an experimental design can be verified.

4. Explain how the data can be collected using schedules. Also explain its   15
   objectives.

5. Explain the concept of communication. How can communication be   15
   made effective ? Also, state the limitations of communication.

6. "The changing technology is also changing the communication in an   15
   organisation." Justify your answer

SECTION II

7.	What are the limitations of marketing research ?	5
8.	Write a note on current status of research in India.	5
9.	Define null hypothesis and alternative hypothesis.	5
10.	What are the main considerations necessary for selecting a scale ?	5
11.	Explain the internal-operational communication and personal communication.	5
12.	Explain briefly the steps in the process of communication.	5
13.	What are the steps to overcome the communication barrier ?	5
14.	Explain the principle of proposal.	5

CP1006/EE/20070509

Management and Organisational Behaviour

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are **compulsory.**

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION 1

1. Define 'management'. Explain the nature of management.   15

2. What is forecasting ? Enumerate the techniques of forecasting.   15

3. What is corporate planning ? Explain the corporate planning process.   15

4. Define the term 'organisation'. Explain the organisation process.   15

5. What is 'delegation' ? Explain the problems with delegation and discuss   15
   some measures to overcome them.

6. "Human behaviour is influenced by a variety of factors." Explain.   15

SECTION II

7. Outline the scope of management.   5

8. What are the disadvantages of management by objectives. (M.B.O.) ?   5

9. Enumerate the different approaches to corporate planning.   5

10. State the factors affecting 'span of management'. 5

11. Enumerate the advantages of centralisation. 5

12. What are the principles of direction ? 5

13. What are the stages in 'team development' ? 5

14. Write a note on 'business values'. 5

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CP1005/EE/20070508

Economics for Managers

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Answer to the two sections should be written in one and the same answer book.

3) Section I carries **60** marks and Section II carries **40** marks.

4) Attempt **any four** questions from Section I and **all** questions are **compulsory** from Section II.

5) Questions carrying 15 marks (as given in Section I) should be written in approximately 300-350 words.

6) Draw the neat diagrams wherever necessary.

7) Figures to the right indicate full marks.

8) Use of calculators is allowed.

SECTION I

1. State and explain the Law of Demand.   15

2. Define indifference curve. Explain the various properties of indifference   15
   curves

3. Discuss the law of variable proportions with the help of suitable   15
   examples.

4. What are the features of perfect competition ? Show graphically the   15
   long run equilibrium of the firm under perfect competition.

5. Critically examine the Keynesian theory of interest.   15

6. Write notes on the following :   15

   a) Internal Economics of scale

   b) Oligopoly

   c) Significance of Acceleration principle

SECTION II

7. Suppose a demand function is given as $D = 20 - 2P$ and a supply function is given as $S = -40 + 2P$. Compute the equilibrium price.   · 5

8. Demand function for a product is given as $Q = 10 - 0.5P$. Find point elasticity of demand when the price is Rs. 8 per unit.   5

9. Complete the following table   5

Output (units)	Total cost (Rs.)	Average cost (Rs.)	Marginal cost (Rs.)
1	240	–	– –
2	..	–	30
3	291	–	–
4	–	–	29
5	360	–	–

10. Distinguish between Explicit and Implicit Cost.   5

11. State the type of market structure which is likely to prevail in the following industries   5

Sr. No.	Name of the Industry	Number of firms
1	Sugar	650
2	Passenger Cars	02
3	Textiles	425
4	Computer	08
5	Railways	01

12. Suppose the consumption function of a two sector economy is given as $C = 200 + 0.6Y$. Compute the equilibrium level of income.   5

13. The consumption of function and investment of the community are given as follows :   5

     $C = 10,000 + .5Y$

     $I = 30,000$

Compute aggregate demand at the income level of Rs. 1,00,000

14. Compute investment multiplier if Marginal propensity to consume is 0.6.   5

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6. a) Solve the following assignment problem so as to minimize total cost. Also obtain the alternate solution. **10**

Machine	Job			
	i	ii	iii	iv
A	10	24	30	15
B	16	22	18	12
C	12	20	13	10
D	15	26	24	16

b) Explain 'Stratified Sampling Method'. **5**

SECTION II

7. State salient features of normal distribution. **5**

8. What is sampling ? Discuss the advantages of sampling. **5**

9. Distinguish between transportation problem and assignment problem. **5**

10. In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service time distribution is also exponential with an average of 36 minutes, calculate the following : **5**

a) traffic intensity.

b) mean queue size

c) waiting time of a goods train in the yard.

11. A soft drink manufacturing company has two bottling plants P and Q. Each plant produces three different soft drinks A, B, and C. The production capacities of the two plants in number of bottles per day are as follows : **5**

Soft drink	Plant P	Plant Q
A	3000	1000
B	1000	1000
C	2000	6000

A market survey indicates that during certain month there will be a demand for 24,000 bottles of A, 16000 bottles of B and 48,000 bottles of C. The operating cost per day of running plants P and Q are respectively Rs. 6,000 and Rs. 4,000. Formulate the above as LP problem so as to minimize total production cost.

12. The mean height of 50 male students who showed above average participation in college athletics was 173.23 cm with a standard deviation of 6.35 cm while 50 male students who showed no interest in such participation had a mean height of 171.45 cm with a standard deviation of 7.12 cm. Test the hypothesis that male students who participated in college athletics are taller than other male students. Use $\alpha = 0.05$.   5

13. Certain mass produced articles of which 0.5% are defective, are packed in cartons each containing 200 articles. What proportion of cartons are free from defective articles ? What proportion of cartons contain 2 or more defectives ?   5

14. In a bolt factory, machines A, B, C manufacture respectively 40%, 25%, 35% of the total output. Of their output 2%, 5%, 4% are defective bolts. If a bolt selected at random from the product is defective, what is the probability that it is produced by machine A ?   5

CP1004/EE/20070507

Quantitative Techniques in Management

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Answer **any four** questions from Section I.

4) All questions in Section II are **compulsory**.

5) Figures to the right indicate marks.

6) Answer to the two sections should be written in one and the same answer book.

7) Use of calculators, log tables and statistical tables is allowed.

SECTION I

1. a) Define the terms - equiprobable events, compound events, classical probability, exhaustive events, disjoint events.   5

    b) A bag contains 7 white and 9 black balls. Two balls are drawn in succession at random. What is the probability that one of them is white and the other is black ?   5

    c) In an army battalion 3/5 of the soldiers are known to be married. Find the probability that there are at least 3 married soldiers in a row of 5 soldiers.   5

2. a) Solve the following LP problem using Simplex Method.   10

    Maximize $Z = 14 x_1 + 11 x_2$

    Subject to $3x_1 + 4x_2 \leq 216$

    $5x_1 + 2x_2 \leq 192$

    $x_1, x_2 \geq 0$

    b) Give any two real situations where queuing theory can be applied. What happens if arrival rate is more than departure rate ?   5

3. Find the multiple regression equation of x_1 on x_2 and following data.

x_1	x_2	x_3
18	10	10
7	6	5
8	9	7
10	12	13
17	13	15

Also estimate value of X_1 when $X_2 = 11$ and $X_3 = 12$.

4. a) A steel company has three open hearth furnaces and l mills. Transportation costs (Rs. per quintal) for shipping furnaces to rolling mills are shown in the table below.

Furnace	Mills					Cap
	1	2	3	4	5	(in t
A	4	2	3	2	6	(
B	5	4	5	2	1	1
C	6	5	4	7	3	1
Demand (tons)	7	5	6	8	8	

Find the schedule to minimize total cost.

b) Explain the procedure to test the hypothesis $H_0 : \mu = \mu_0$ fo small sample.

5. a) The following table gives the ages and blood pressure employees.

Age (X) :	56	42	36	47	49
Blood pressure (Y):	147	125	118	128	145
Age (X)	42	59	52	43	55
B.P. (Y) :	140	155	160	149	150

Find the correlation coefficient between X and Y.

b) In a test given to two groups of students, the marks obtaine as follows :

Group I :	18	20	36	50	49	36	34	49	4
Group II :	29	28	26	35	30	44	46		

Examine the significance of difference between the means marks secured by the students of the two groups. Use 5% le significance.

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Business Law

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) From Section I answer **any four** questions. Section II is **compulsory**

3) Figures to the right indicate full marks.

4) Answers to the two sections should be written in one and the same answer book.

SECTION I

1. Define void agreement and discuss briefly, expressly declared void agreements under the Indian Contract Act.   15

2. Briefly explain the duties of an agent towards his principal. What are his rights against the principal ?   15

3. Define the term 'delivery', as used in a contract of scale and discuss the rules relating to delivery of goods.   15

4. Define and draw a specimen of promissory note. What are its essential elements ?   15

5. Discuss the powers of Consumer Forums namely District Forum, State Commission and National Commission under the Consumer Protection Act, 1986   15

6. Define a 'Public Company'. How does it differ from a Private Company ?   15

SECTION II

7. What are the essentials of a valid acceptance ?   5

8. Distinguish between a contract of guarantee and a contract of indemnity.   5

9. Discuss the essential characteristics of a contract of sale of goods.   5

10. What are the various ways in which one or more parties to a negotiable   5
    instrument is/are discharged from liability ? Discuss.

11. Define arbitration agreement. Discuss the requisites of a valid arbitration   5
    agreement.

12. Discuss the powers of 'Controller of Certifying Authorities' under the   5
    Information Technology Act, 2000.

13. Write the essential characteristics of a company.   5

14. What are the contents of Memorandum of Association ?   5

Information Technology for Managers

Time : Three Hours   **Marks : 100**

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries **60** marks and Section II carries **40** marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are **compulsory.**

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION I

1. Define the term computer. Explain the various characteristics of a computer.   15

2. What is multimedia ? What are the elements of multimedia ? Explain, in brief, the applications of multimedia.   15

3. What is Linux ? Explain the functions of Kernel and Shell.   15

4. List all types of network. How is internet different from all other types of network ? For what purpose is internet used ?   15

5. What is Windows Explorer ? What are the tasks we can do using windows explorer ?   15

6. What is cell ? What do you mean by absolute address and relative address ? Explain the data-sort feature of excel in brief.   15

SECTION II

7. Write short note on Auto Content Wizard. 5

8. What are the applications of data mining ? 5

9. List and explain in brief the various protocols used in internet. 5

10. Define and explain the term open-source software. 5

11. What are the functions of operating system ? 5

12. What are the key elements of Windows Desktop ? 5

13. Explain the pie-chart with suitable example. 5

14. Write a short note on E-mail. 5

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f) Stationery of Rs. 200 is unused for the current year.

g) Closing stock was Rs. 21,400.

5. The expenses for a budgeted production of 10,000 units in a factory are as per below : 15

	Per unit Rs.
Materials	70
Labour	25
Variable overheads	20
Fixed overhead (Rs. 1,00,000)	10
Variable Expenses (Direct)	05
Selling Expenses (10% Fixed)	13
Distribution Expenses (20% Fixed)	07
Administrative Expenses (Rs. 50,000)	05
Total cost per unit	155
(To make and sell)	

Prepare a budget for production of

a) 8,000 units

b) 6,000 units

c) Indicate the cost per unit at both the levels.

Assume that administration expenses are fixed for all levels of production.

6. The Balance Sheet of MH Ltd. as on 31.12.2005 and 31.12.2006 are given below : 15

Liabilities	2005	2006	Assets	2005	2006
Share Capital	1,00,000	1,60,000	Fixed Assets	1,52,000	2,00,000
Retained Earning	70,250	85,300	Inventory	93,400	89,200
Provision for Depreciation	60,000	40,000	Prepaid Exp.	3,950	3,000
6% Debentures	50,000	--	Debtors	30,800	21,100
S. Creditors	28,000	48,000	Bank	28,100	20,000
	3,08,250	3,33,300		3,08,250	3,33,300

The following additional information for the year 2006 is also available

a) Net profit Rs. 27,050.

b) Depreciation charged Rs. 10,000

c) Cash dividend paid during year Rs. 12,000.

d) An addition to the building was made during the year at a cost of Rs. 78,000 and fully depreciated equipment costing Rs. 30,000 was discarded. No salvage realised.

Prepare a Cash Flow Statement.

SECTION II

7. A project of Rs. 20,00,000 yielded annually a profit of Rs. 3,00,000   5 after depreciation @ 12.5% and is subject to Income Tax @50%. Calculate payback period.

8. From the following information compute the following variances.   5

   a) Material Cost Variance   b) Material price Variance

Material	Standard		Actual	
	Units	Price (Rs.)	Units	Price (Rs.)
X	40	10	20	35
Y	20	20	10	20
Z	20	40	30	30

9. From the following calculate P/V Ratio, B.E.P. and Margin of Safety.   5

	Rs.
Sales	1,00,000
Fixed Cost	20,000
Variable Cost	60,000

10. Differentiate between Cash and Mercantile System of Accounting.   5

11. What do you mean by 'Bonus Shares' ?   5

12. Write a note on 'Zero-Base Budgeting'.   5

13. State any five objectives of Accounting.   5

14. Point out any five elements involved under Activity Based Costing.   5

CP1001/EE/20070504

Accounting & Finance for Managers

Time : Three Hours   Marks : 100

Instructions to Candidates :

1) There are **two** sections.

2) Section I carries 60 marks and Section II carries 40 marks.

3) Attempt **any four** questions from Section I.

4) In Section II all questions are compulsory.

5) Figures to the right indicate full marks.

6) Answers to the two sections should be written in one and the same answer book.

7) Use of calculator is allowed.

SECTION I

1. Define Accounting. Point out the various functions of Accounting.   15

2. Explain the meaning of Financial Management. What are its objectives ? Explain its functions.   15

3. Discuss the various methods of evaluating investment proposals.   15

4. Following is the trial balance of Mr. Deskumar for the year ended 31.3.2006. Prepare Trading P&L A/c for the year ended 31.3.2006 and the Balance Sheet as on that date.   15

Trial Balance

Name of the Account	Debit Rs.	Credit Rs.
Insurance	2,000	
Goodwill	10,000	
Buildings	80,000	
Machinery at cost	1,00,000	
Depreciation fund on Machinery		10,000

RDD		800
Outstanding printing charges		1,200
Outstanding wages		1,700
Sales		81,200
Purchase Return		7,500
Capital		3,62,500
Furniture	40,000	
Debtors	31,300	
10% Investments (Purchased on 1.1.2006, face value Rs. 20,000)	21,200	
Fixed Deposit with Bank of India	12,000	
Stationery	1,600	
Bank Balance	8,300	
Stock on 1.4.2005	17,400	
Purchases	87,300	
Salaries	19,200	
Advertising	4,200	
Prepaid Insurance	400	
Wages	11,200	
Sales Returns	8,400	
Bills receivables	5,600	
Electricity charges (office)	4,800	
	4,64,900	4,64,900

Adjustments :

a) Depreciate Machinery at 10% on cost price and furniture is revalued at Rs. 35,000.

b) Write off Rs. 1,300 as bad debts and provide 5% on debtors for doubtful debts.

c) Interest on Fixed Deposit with Bank of India is outstanding for the year at 11% p.a.

d) Bank charges Rs. 20 which appear in the pass book are not recorded in the cash book.

e) A part of the building is sublet and rent receivable is outstanding to Rs. 4,000.