

6. How will you manage stress?
 7. What is classical conditioning theory?
 8. Explain the process of control in organisations.
-

Reg. No. :

D 1533

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/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. Outline the functions of management.
2. Explain the Fayol's principles.
3. Discuss the merits and demerits of organisation.
4. Write a note on theories of personality.
5. What are the merits of M.B.O.? Explain.

7. Explain the role of managerial economist in business economy.
8. Explain short run and long run cost function.

Reg. No. :

D 1534

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/ First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain demand curve and the determinates of demand.
2. Explain different types of production function.
3. Explain the different market structure and its characteristics.
4. Explain cost-volume-profit analysis with an example.
5. Describe the effects of inflation on output and distribution of income.
6. Explain the concept of Macro economic policy and discuss its various goals and objectives.

Reg. No. :

D 1535

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/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)

| Particulars | Amount | Particulars | Amount |
|------------------|---------------|-------------|---------------|
| General expenses | 1,760 | | |
| Purchases | 41,448 | | |
| Debtors | 16,800 | | |
| Sales returns | 840 | | |
| | <u>75,488</u> | | <u>75,488</u> |

Adjustments :

Provide depreciation on machinery 10% p.a. Rent outstanding Rs. 500. Closing stock Rs. 3,500. Tax prepaid Rs. 100.

2. From the Balance sheets of Ayesha Co Ltd. Prepare funds flow statement including a schedule of changes in working capital for the ended 31.12.2011.

| Liabilities | 2010 | 2011 | Assets | 2010 | 2011 |
|-----------------------|-----------------|-----------------|----------|-----------------|-----------------|
| Share capital | 70,000 | 74,000 | Cash | 9,000 | 7,800 |
| Debentures | 12,000 | 6,000 | Debtors | 14,900 | 17,700 |
| Reserve for bad debts | 700 | 800 | Stock | 49,200 | 42,700 |
| Trade creditors | 10,360 | 11,840 | Land | 20,000 | 30,000 |
| Profit and loss a/c | 10,040 | 10,560 | Goodwill | 10,000 | 5,000 |
| | <u>1,03,100</u> | <u>1,03,200</u> | | <u>1,03,100</u> | <u>1,03,200</u> |

Additional information :

- (a) Dividend paid Rs. 3,500 and
(b) During the year land purchased was for Rs. 10,000.

1. From the following Trial balance as on 31.12.2010 prepare Trading and Profit and Loss account and a Balance sheet as on that date :

| Particulars | Amount | Particulars | Amount |
|--------------------|--------|-------------------------|--------|
| Stock on 1.01.2010 | 5,840 | Capital | 17,000 |
| Cash in hand | 192 | Discount received | 320 |
| Drawings | 2,840 | Bank overdraft | 960 |
| Rent | 480 | Provision for bad debts | 420 |
| Machinery | 3,800 | Sales | 47,624 |
| Tax paid | 600 | Creditors | 8,000 |
| Bad debts | 888 | Purchase returns | 1,164 |

5. (a) X Co Ltd; issues Rs. 50,000, 8% debentures at par, tax rate applicable to the company is 60%.
- (b) A Co Ltd; issues Rs. 50,000, 8% debentures at a premium of 10% tax rate applicable to the company is 50%
- (c) B Co Ltd; issue Rs. 50,000, 8% debentures at a discount of 5%, the tax rate applicable for the company is 35%
- Compute cost of debt capital for the above cases.
6. Discuss the various methods used for risk factor in capital budgeting decisions.
7. Explain the various tools and techniques used for inventory management.
8. Critically analyze the functions of financial manager in a large scale industrial establishment.

3. The following cost data are available from the books for the year ended 31.12.2011 :

| | |
|------------------------------------|--------------|
| Direct material | Rs. 9,00,000 |
| Direct wages | Rs. 7,50,000 |
| Profit | Rs. 6,09,000 |
| Selling and distribution overheads | Rs. 5,25,000 |
| Administrative overheads | Rs. 4,20,000 |
| Factory overheads | Rs. 4,50,000 |

Prepare a cost sheet indicating the prime cost; works cost; cost of sales and sales value.

4. The sales turnover and profit during two years were as follows :

| Year | Sales (Rs.) | Profit (Rs.) |
|------|-------------|--------------|
| 2010 | 1,50,000 | 20,000 |
| 2011 | 1,70,000 | 25,000 |

Calculate :

- (a) Profit volume ratio
- (b) Break even point sales
- (c) Sales required to earn a profit of Rs. 40,000 and
- (d) Profit made when sales are Rs. 2,50,000.

5. Write short notes on :
- (a) Psychological pricing
 - (b) Franchising
 - (c) Latest Trends in Packaging
 - (d) Skimming pricing.
6. Describe various factors influencing Design of distribution channel?
7. Discuss the concept of customer relationship marketing. Highlight its importance in the globalised scenario.
8. Explain demographic characteristics of Indian consumer market.

Reg. No. :

D 1536

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is MIS? Explain why is it needed.
2. Explain the different stages of Product Life cycle and Strategies to followed for each stage.
3. What are the factors that influence Buyer Behaviour? Discuss.
4. Explain the steps involved in new product development with examples.

6. What are the types of interview? Explain.
 7. Discuss the importance of Job analysis and Job specification.
 8. Explain the recent trends in Human Resources Management.
-

Reg. No. :

D 1537

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

(5 × 20 = 100)

1. Outline the functions of Human Resource Management.
2. Explain the steps in selection process.
3. Describe the methods of performance appraisal.
4. What are the salient features of Factories Act, 1948?
5. List out the steps in collective bargaining.

D 1538

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

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) From the frequency distribution given below.
Find mean, mode and median.

Class Intervals : 50-52 53-55 56-58 59-61 62-64

Frequencies : 5 10 21 8 6

- (b) What are the basic characteristics and major assumptions of a linear programming model?

2. (a) Maximize $z = 4x_1 + 2x_2$

Subject to the constraints :

$$2x_1 + 3x_2 \leq 18$$

$$x_1 + x_2 \geq 10$$

$$x_1, x_2 \geq 0.$$

Solve this by graphical method.

- (b) "Each linear programming problem that has a feasible region has an infinite number of solutions". Discuss.

3. Find the optimum solution for the following transportation problem.

| Investment made at the beginning of the year | Net return data (in paise) of selected investments | | | | Amount available (lacs) |
|--|--|----|----|----|-------------------------|
| | P | Q | R | S | |
| 1 | 95 | 80 | 70 | 60 | 70 |
| 2 | 75 | 65 | 60 | 50 | 40 |
| 3 | 70 | 45 | 50 | 40 | 90 |
| 4 | 60 | 40 | 40 | 30 | 30 |
| Max. investment (lacs) | 40 | 50 | 60 | 60 | 210/230 |

4. A firm produces four products. There are four operators who are capable of producing any of these four products. The processing time varies from operator to operator. The firm records 8 hours a day and 30 minutes for lunch. The processing time in minutes and the profit for each of the product are given below :

| Operators | Products | | | |
|-----------------------|----------|----|----|----|
| | A | B | C | D |
| 1 | 15 | 9 | 10 | 6 |
| 2 | 10 | 6 | 9 | 6 |
| 3 | 25 | 15 | 15 | 9 |
| 4 | 15 | 9 | 10 | 10 |
| Profit (Rs. per unit) | 8 | 6 | 5 | 4 |

Find the optimal assignment of product to operators.

5. Write a note on ;
- Critical path
 - Slack time
 - Total float
 - Free float
 - Independent float.

- Define 'Normal distribution'. List out its characteristics.
- What is EOQ model? What managerial information can be obtained by analysing the EOQ model? State the major assumptions of the EOQ model.
- Explain the Monte-Carlo simulation with suitable example.

4. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.
5. "Processing of data implies editing, coding, classification and tabulation" – Elaborate.
6. At a certain date in a large city 400 out of a random sample of 500 men were found to be smokers. After the tax on tobacco had been heavily increased, another random sample of 600 men in the same city included 400 smokers. Was the observed decrease in the proportion of smokers significant? Test at 5 per cent level of significance.
7. The values in one sample are 53, 38, 69, 57, 46, 39, 73, 48, 73, 74, 60 and 78. In another sample they are 44, 40, 61, 52, 32, 44, 70, 41, 67, 72, 53 and 72. Test at the 10% level the hypothesis that they come from populations with the same mean. Apply U-test.
8. Explain the significance of a research report and narrate the various steps involved in writing such a report.

Reg. No. :

D 1539

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by research? Explain the scope and significance of research in recent context.
2. "Empirical research in India in particular creates so many problems for the researchers" – Discuss.
3. Describe some of the important research designs used in experimental hypothesis testing research study.

5. What is a Report? State the main points to be considered in drafting a report.
 6. Table, flow charts, organization charts etc are the visual aids which can make the report more effective. Discuss.
 7. Explain various presentation skills under corporate communication.
 8. A resume for a Job is a sales tool Comment.
-

Reg. No. :

D 1547

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Management is the art of getting things done through others. What role does communication play in this?
2. Define culture and explain its effects on cross cultural, communication.
3. What is meant by media of communication? Broadly discuss the relative merits and demerits of any one medium of communication.
4. When do you think a strong drive for action is appropriate in a Brand Promotion Communication? When do you think a weak drive is appropriate?

store would also like to know the number of orders that will be made annually and the time between orders, given that the store is open for 300 days in year.

6. Distinguish between P and Q systems of inventory and what are the cases that exist in each of the systems. Discuss.
7. What are the management principles in quality assurance? Explain.
8. A videogame manufacturer purchases a 4-inch plastic disk from a supplier. Where $\alpha = 0.30$ inch. The manufacturer wishes to design a sampling plan that limits the risk of accepting shipments with an average diameter of ≤ 3.900 inches to .01 and also limits the chance of accepting disks of ≥ 4.100 inches to 0.01. The sample size should also be large enough to limit the risk of rejecting a lot that really averages 4.000 inches to 0.10.
 - (a) Find the appropriate Sampling plan (i.e n and c values)
 - (b) Construct the OC curve for this sampling plan. What is the probability of accepting a lot that averages (i) 3.920 inches, (ii) 3.959 inches, (iii) 4.000 inches, (iv) 4.041 inches?

Reg. No. :

D 1548

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the various functions of operations and how are they linked to other parts of an organization?
2. Explain process selection with a suitable example.
3. Explain the activities involved in long range capacity planning decision.
4. Discuss the information flow for planning and control with MRP.
5. A Carpet discount store in Coimbatore stocks carpet in its warehouse and sells it through an adjoining showroom. The store wants to determine the optimal order size and total inventory cost for the carpet, given an estimated annual demand of 10,000 yards of carpet, an annual carrying cost of 7.5 per yard and an ordering cost of 1500. The