

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?

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.

D 1534

Reg. No. :
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.

7. ✓ Explain the role of managerial economist in business economy.

8. ✓ Explain short run and long run cost function.

4. ✓ Madras Corp Ltd; has prepared the following budget estimates for the year 2010-2011.

Sales Unit 15,000; Fixed expenses Rs. 34,000; Sales value Rs. 1,50,000; Variable cost Rs. 6 per unit. Calculate :

- (a) Profit Volume Ratio, Break Even Point and Margin of safety
 - (b) Calculate the revises Profit volume ratio, BEP and Margin of safety in cash of the following cases
 - (i) Decrease of 10% in Selling Price
 - (ii) Increase of 10% in variable cost.
5. A firm has sales of Rs. 20,00,000; Variable cost of Rs. 14,00,000 and Fixed cost of Rs. 4,00,000 and Debt of Rs. 10,00,000 at 10% rate in interest.
- What are the Operating, Financial and Combined Leverages?

6. ✓ What do you understand by Working Capital? What factors would you take into considerations in estimating the working capital need of a concern?

7. Discuss the various aspects or dimensions of Receivable Management.

8. ✓ What different forms of securities can Public Ltd company issue? Discuss their significance in detail in relation to the financial structure of a company.

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D 2518

D 2518

Q.P. Code : [07 DMB 03]

Reg. No. :

(For the candidates admitted from 2007 onwards)

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

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 of Ms. Ayesha. Prepare Trading and Profit and Loss Account for the year ended 31st March 2011 and a Balance Sheet as on that date :

Particulars	Debit (Rs.)	Credit (Rs.)
Capital	-	1,20,000
Sales	-	75,000
Sundry Creditors	-	10,500
Purchases	45,000	
Salaries	6,000	

Particulars	Debit (Rs.)	Credit (Rs.)
Rent	4,500	
Insurance premium	900	
Drawings	15,000	
Machinery	84,000	
Bank	13,500	
Cash	13,500	
Stock (1.4.2010)	15,600	
Sundry debtors	7,500	
	<u>2,05,500</u>	<u>2,05,500</u>

Adjustment Required :

- (a) Stock on 31.3.2011 – Rs. 14,700
 - (b) Salaries Unpaid – Rs. 1,000
 - (c) Rent prepaid – Rs. 750
 - (d) Create 5% provision on bad debts on sundry debtors.
2. The ratio relating to Coimbatore Ltd : are given as follows :
- Gross profit Ratio : 15%; Stock Velocity : 6 months;
 Debtors Velocity : 3 months; Creditors Velocity : 3 months.

Gross profit for the year ending 31.3.2011 amounts to Rs. 60,000. Closing stock is equal to Opening stock.

Find out :

- (a) Sales
- (b) Closing Stock
- (c) Sundry Debtors and
- (d) Sundry Creditors.

3. For production of 10,000 electrical automatic irons, the following are budgeting expenses :

Particulars	Per Unit (Rs.)
✓ Direct materials	60
✓ Direct wages	30
✓ Variable overheads	25
✓ Fixed Overheads (Rs. 1,50,000)	15
✓ Variable expenses (direct)	5
Selling expenses (10% fixed)	15
Administrative expenses (Rs. 50,000 rigid for all levels of Production)	5
Distribution expenses (20% fixed)	5
Total cost per unit	<u>160</u>

Prepare a budget for production of 6,000 and 8,000 irons and calculate the cost per unit.

Reg. No. :

D 2530

Q.P. Code : [11 DMB 151]

(For the candidates admitted from 2011 onwards)

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

First Year

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. ✓ Communication is the life blood of an organization. Elaborate the statement with suitable examples.
2. Explain why communicating clearly across cultures is important to business.
3. ✓ Briefly explain the process of intra and inter personal communication.
4. ✓ What is a Report? What are the different types of Reports?

5. Briefly explain the various functions and phases of financial communication.

6. Tables, flow charts, organization charts etc are the visual aids which can make the report more effective. Discuss.

7. Today no executive can survive without learning the art of making presentations. Do you agree? Why?

8. State suggestions regarding appearance and dress for interviews.

Reg. No. :

D 2520

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

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

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. ✓ Explain about functions of Human Resource Manager.
2. ✓ Write short notes with an example for the following :
 - (a) Job analysis.
 - (b) Job description and
 - (c) Job specification.
3. ✓ Elucidate on various tests used in Selection Process.

4. "360 degree performance appraisal is a modern approach towards performance appraisal".
Comment.

5. Bring out the health, safety and welfare measures as per Factories Act, 1948.

6. Explain about various incentive plans.

7. Highlight on Process of collective bargaining.

8. ✓ How will you plan and conduct interview?

D 2517

Q.P. Code : [07 DMB 021]

Reg. No. :

(For the candidates admitted from 2007 onwards)

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

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. ✗ Elaborate the elasticity of demand? And explain demand curve and determinants of demand.
2. ✓ Discuss in detail about Short run and Long run Production function.
3. Explain Short run Cost and Long run cost function. Describe the economies and diseconomies of scale.
4. ✓ What are the methods of computing National income and problems in measuring India's National income.

5. ✗ Discuss the role of fiscal policy and Monetary Policy in developing economy.

6. ✓ Explain the different methods of Pricing with example.

7. ✓ Explain the Profit Policies of Public sector and Private sector companies. Describe the investment analysis.

8. ✓ Explain the nature and scope of managerial economics. And describe the Role of Managerial economics in business decision making.

Reg. No. :

D 2519

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

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

First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain and compare the Five Marketing Philosophies.
2. Explain GE Business Grids Contribution towards Strategic Marketing.
3. What are the four types of Buying behaviour?
4. Describe the role of Product and Service Branding, Packaging, Labeling and Product Support Services.
5. Explain the Channel Management Decisions.

6. Write a detail note on Socially responsible Marketing Communication.

7. Explain Customer Relationship levels and Tools.

8. Explain Marketing Challenges and Nicher Strategies.

Reg. No. : 12NFM 52AB

D 2516

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

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

First Year

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Management. Explain about the Social Responsibility of the Organization to its Stakeholders.
2. Discuss the Various Levels of Management and its functions.
3. Elucidate on Various Types of Organization.
4. Highlight on factors influencing Personality.
5. Bring out the process of planning.

6. Explain various types of Organizational Culture.

7. Highlight on the Sources of Job Stress and Strategies to reduce the same.

8. Enlighten on various approaches of Learning.

Reg. No. : 522Ab

D 2531

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

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

First Year

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. ✓ Explain the types of production systems with a neat diagram.
2. ✓ Elaborate on the types of Layouts with examples.
3. ✓ Discuss how aggregate production planning is related to Master Production Schedule.
4. What are the factors influencing effective capacity and what are all the factors favouring overcapacity and under capacity? Discuss.
5. ✓ Discuss the steps involved in conducting ABC analysis and classify the following items into A, B and C. The company records provide the following information.

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Item	Annual Usage in numbers	Cost (Rs. Per unit)
G1	40,000	.07
G2	1,95,000	.11
G3	4,000	.10
M1	1,00,000	.05
M2	2,000	.14
M3	2,40,000	.07
M4	16,000	.08
P1	80,000	.06
P2	10,000	.07
P3	5,000	.09

Discuss the components of ordering cost and shortage cost.

6. The average demand rate for a particular raw material for a company is estimated to be 1000 items per month. The distribution of demand rate is found to be normally distributed with a standard deviation of 200. The average lead time for the procurement of raw material has been observed in the past to be approximately 3 months and the normally approximated lead times have a standard deviation of 1 month. If the service level is to be 95% determine the required level of safety stock in situation where in both demand rate and lead time varies.

7. What are the approaches of TQM?
 8. What do you understand by ISO 9000 series of standards and what are the benefits of these standards?

D 2521

Q.P. Code : 107 DMB 061

Reg. No. :

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. What are central measures? bring out their merits and demerits.

2. Solve the following LPP by graphical method.

Objective function $Z = 0.6x_1 + 0.8x_2$ is minimised

Subject to the constraints

$$20x_1 + 30x_2 \geq 900$$

$$40x_1 + 30x_2 \geq 1200$$

$$x_1, x_2 \geq 0$$

3. Describe the Transportation problem. Illustrate any one of the three methods for finding initial feasible solution of the Transportation problem.

4. What is an Assignment Problem? Discuss its managerial applications with suitable examples.

5. How does the PERT help a business manager in decision making? Explain with illustrations.

6. What do you mean by waiting line model? explain M/M/1 model for infinite population.

7. Define 'Probability'. Discuss the applications of addition and multiplication rule in management.

8. A Company uses annually 48,000 units of raw material costing Rs. 1.20 per unit. Placing each order costs Rs. 45 and inventory carrying costs are 15% per year of the average inventory values.

(a) Find EOQ

(b) Suppose the company follows the E.O.Q policy and its operates for 300 days a year, that the procurement time is 12 days and the safety stock is 500 units, find the reordering level, the maximum, the minimum and average inventory.

Reg. No. : 524b

D 25222

Q.P. Code : 107 DMB 071

(For the candidates admitted from 2007 onwards)

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

RESEARCH METHODS FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. ✓ Enumerate research process in detail and enlist characteristics of good research. (20)
2. ✓ Explain following with examples:
(a) Concepts (5)
(b) Constructs (5)
(c) Deduction (5)
(c) Induction (5)
3. Explain Thurstone scale and Likert scale with appropriate example.

4. ✓ Write in brief

- (a) Pilot study
- (b) Coding and Editing
- (c) Steps in sampling
- (d) Validity
- (e) Test to measure reliability

5. Explain construction of questionnaire in details. (20)

6. ✓ Discuss experimental research design in detail. (20)

7. Discuss in brief:

- (a) Factor analysis (10)
- (b) Cluster analysis. (10)

8. ✓ Discuss contents of report in detail and from a report of your choice with all contents. (20)
