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**D 2021**

**Q.P. Code : [07 DMB 07]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2012.

First Year

RESEARCH METHODS FOR MANAGEMENT

Time : Three hours [www.asinstitute.in](http://www.asinstitute.in) Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is research? Discuss the scope and significance of research.
2. Explain the various problems in research.
3. Describe the scale construction techniques.
4. Discuss the types of probability sampling. What are its merits and demerits?
5. What is factor analysis? What are its applications?

6. Outline the steps in writing research report.
  7. Explain the rules for using tables, charts and diagrams.
  8. Describe the applications of statistical package for social science (SPSS) in data analysis.
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3. (a) What is meant by Transportation problem?  
Give an example. (10)

(b) Illustrate the Assignment model. (10)

4. A small assembly plant assembles PCs through a interlinked stages according to adjoining precedence/process :

(a) Draw an arrow diagram (network) representing above assembly work.

(b) Tabulate earliest start, earliest finish, latest start and latest finish time for all the stages.

(c) Find the critical path and the assembly duration.

(d) Tabulate total float, free float and independent float.

5. (a) Explain M/M/1 model for infinite population. (10)

(b) In a particular single-server system, if the arrival rate,  $\lambda = 5$  per hour and service rate,  $\mu = 8$  per hour. Assume the conditions for use of the single channel queuing model, find out :

(i) The probability that the server is idle.

(ii) The probability that there are atleast two customers in the system.

(iii) Expected time that a customer is in the queue. (10)

6. (a) Define probability. Give an example. (5)

(b) Illustrate applications of addition and multiplication rule of probability in practical situation. (15)

7. How do you calculate EOQ in inventory model with price breaks? Explain with suitable illustration.

8. What is meant by Simulation? Explain Monte Carlo method of simulation.

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D 2020

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2012.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

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(5 × 20 = 100)

1. (a) What are central measures? State their applications in business. (10)
- (b) Explain the probabilistic model with an example. (10)

2. Using Graphic method, find the maximum value of

$$Z = 7x_1 + 10x_2$$

Subject to the constraints :

$$x_1 + x_2 \leq 30,000$$

$$x_2 \leq 12,000$$

$$x_1 \geq 6,000$$

$$-x_1 \geq x_2$$

$$x_1, x_2 \geq 0.$$

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**D 2018**

**Q.P. Code : [07 DMB 04]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2012.

First Year

MARKETING MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Distinguish Marketing Management and sales management.
2. Describe the four elements of marketing mix.
3. Explain the wholesalers services to retailers.
4. Explain the factors to be considered while selecting an advertising agency.
5. Comment on the rapidly changing marketing environment in India from the Perspective of global markets.

6. Explain the factors influencing marketing concept.
  7. Discuss how the product life cycle is managed under various stages.
  8. Describe the sources of new product ideas.
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**D 2019**

**Q.P. Code : [07 DMB 05]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2012.

First Year

**HUMAN RESOURCE MANAGEMENT**

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Human Resource Management and discuss the difference between personnel management and HRM.
2. Explain in detail the process of recruitment and selection of the employees.
3. Discuss the importance of manpower planning and elaborate its objectives.
4. Explain the need of training and further discuss why the training programmes are evaluated?

5. Discuss the various components of compensation structure. Give an account of various factors to be taken into consideration for determining compensation structure.
6. What are the statutory welfare measures in labour welfare?
7. What are the obligations and rights of a registered trade union?
8. Discuss the impact of labour standards and the Indian constitution on labour legislation in India.

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**D 2181**

**Q.P. Code : [11 DMB 15]**

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2012.

First Year

**CORPORATE COMMUNICATION**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define communication. Explain the types of Business communication.
2. Explain business meetings and how cross-cultural communication affects communication.
3. Discuss the concept and factors which effect media.
4. Explain the importance of crisis communication. How can it be solved?
5. What are the characteristics of business reports? Explain the difference types of reports.

6. What are charts? Explain the process of writing and documenting the report.
7. Discuss the importance of team presentation. Explain how it can be made effective using visual aids.
8. Explain the procedure of preparing a resume. What are the steps in preparing for employment interview?