Reg. No. : ....

D 501   Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2015.

First Year/First Semester

PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. Discuss the nature, purpose and strategies of planning.

2. Define the term group dynamics. State its attributes.

3. Explain the various personality theories.

4. Clarify the process of measurement of attitude of the employees.

5. Discuss the implications of learning on managerial performance.

6. Define the term stress. Explain its consequences.

7. As a team leader, what are the steps you would take towards effective team building and team functioning?

8. Briefly explain the values of organisational development.

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D 502

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

First Year/First Semester

MANAGERIAL ECONOMICS

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. Explain the fundamental concepts of managerial Economics and various steps involved in decision making process.   (20)

2. Define Elasticity of demand and also mention its various types with suitable examples.   (20)

3. Explain the law of variable proportions with its various stages. What are the basic assumptions behind this law?   (20)

4. Bring out the meaning of Economies and Diseconomies of scale. Explain their merits and de-merits.   (20)

5. What are the different forms of market structure? Compare any two market structure.   (20)

6. Discuss the various methods of pricing.   (20)

7. Describe the impact of inflation on output and distribution of income.   (20)

8. Critically evaluate the role of Fiscal policy in the context of Liberalization in India.   (20)

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6. Explain the concept of capital budgeting and what is its practical utility?

7. What are the major determinants of capital structure?

8. Explain briefly the essentials of a sound working capital management.

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Reg. No. : ....

D 503　　　　　　Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

First Year/First Semester

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours　　　　　Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. From the following Trial Balance of Ayesha & Co, Prepare Trading and Profit and Loss Account and Balance Sheet as on 31st Dec 2014.

Debit Balance	Rs.	Credit Balance	Rs.
Cash in hand	2,400	Capital	2,00,000
Purchases	2,40,000	Bills payable	44,000
Stock on 1St Jan, 2014	70,000	Creditors	48,000
Debtors	1,00,000	Sales	4,00,000
Plant & Machinery	1,20,000		
Furniture	30,000		
Bills Receivable	40,000		
Rent and taxes	20,000		
Wages	32,000		
Salaries	37,600		
	6,92,000		6,92,000

D 503

Additional Information:

(a) Closing stock as on 31st December, 2014: Rs. 50,000;

(b) Outstanding wages : Rs. 5,000;

(c) Depreciation on Plant and Machinery at 10%and Furniture at 5%.

2. On 1st January, 2006, Machinery was purchased for Rs. 2,50,000. On 1st June, 2007 additions were made by purchasing machinery for Rs. 50,000. On 1st March 2008, machinery was purchased for Rs. 32,000. On 30th June 2009, Machinery of the original value of Rs. 40,000 on 1-1-2006 was sold for Rs. 30,000. Depreciation is charged at 10% on original cost. Show the machinery account for the three years 2006 to 2009 closing the accounts on 31St December each year.

3. Calculate Trend Percentages from the following figures of X Ltd, taking 2008 as the base and interpret them :

Year	Sales	Stock	Rs in Lakhs Profit before tax
2008	1,881	709	321
2009	2,340	781	435
2010	2,655	816	458
2011	3,021	944	527
2012	3,768	1,154	672

4. The Balance Sheet of Kovai Ltd as on 1-1-2012 and 31-12-2012 are given below :

Liabilities	1.1.2012 Rs.	31.12.2012 Rs.	Assets	1.1.2012 Rs.	31.12.2012 Rs.
Share Capital	1,25,000	1,53,000	Cash	10,000	47,000
Bank loan	40,000	50,000	Debtors	30,000	50,000
Bank Overdraft	25,000	–	Stock	35,000	25,000
			Machinery	80,000	55,000
Creditors	40,000	44,000	Land	40,000	50,000
Profit &			Buildings	35,000	60,000
Loss A/c	1,00,000	1,20,000	Goodwill	1,00,000	80,000
	3,30,000	3,67,000		3,30,000	3,67,000

Additional Information :

(a) Dividend paid Rs: 15,000 during the year

(b) Rs. 20,000 worth of machinery was sold at book value. Prepare Funds Flow Statement.

5. From the following data, you are required to calculate :

(a) Profit Volume Ratio

(b) Breakeven Point sales and

(c) Sales required to earn a profit of Rs 45,000

Fixed expenses: Rs. 90,000; Variable Cost Per unit: Rs. 9; selling price per unit: Rs. 12.

Reg. No. : ....

D 504   Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2015.

First Year/First Semester

MARKETING MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is meant by strategy? How is strategic marketing planning carried out at the corporate and division levels?

2. Bring out the main stages involved in the development of new products. Also explain the challenges faced by companies in developing new products.

3. Explain the need and bases for segmenting business markets. Also bring out the features of effective market segmentation.

4. Explain the latest trend in distribution channels such as VMS, HMS and MMS.

5. What are the factors to be considered in setting pricing policies? Explain in detail.

6. How do you evaluate the effectiveness of advertisement?

7. Discuss the role of CRM in attracting and retaining customers.

8. Write short notes on :

   (a) E-Business

   (b) Brand positioning and repositioning

   (c) Tele marketing

   (d) Standardization Vs Adaptation.

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Reg. No. : ....

D 505

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

First Semester/First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain in detail the importance of HRM and the latest trends upcoming in this field of study.

2. Describe the recruitment process from the internal and external sources and procedure adopted to select human resources with the usage of internet.

3. Discuss the methods of designing and conducting in relation to different types of Interview programmes.

4. Explain the On-the-Job and Off-the-Job development techniques implemented by the HR managers in today's dynamic organizations.

5. Enumerate the vital role of Career Planning development methods and its influence on the career growth of the employee.

6. Discuss the plan and the incentive schemes practiced by HR managers as a motivation tool for its employee work force.

7. Elaborate on the mediating role of Trade Unionism in the process of Collective bargaining between the employees and the management.

8. Discuss the importance and the consequences of Labour legislations in regard to employees Health and welfare.

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Reg. No. : ....

D 506

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

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. Find the Mean, Median and Mode for the following data :

Class	Frequency
1-10	3
11-20	7
21-30	13
31-40	17
41-50	12

Class	Frequency
51-60	10
61-70	8
71-80	8
81-90	6
91-100	6

2. (a) Distinguish between deterministic and probabilistic mathematical models. (10)

(b) Using graphical method find the maximum value of $z = 7y_1 + 8y_2$ subject to the constraints : (10)

$3y_1 + y_2 \geq 8$, $y_1 + 3y_2 \geq 11$, $y_1, y_2 \geq 0$.

3. Illustrate the optimum solution for non-degeneracy in the transportation problem.

4. Describe the traveling sales man problem.

5. Explain the waiting line model of M/M/1.

6. Write a note on :

(a) Crashing

(b) Resource leveling

(c) Resource planning

(d) Critical path.

7. XYZ company buys in lots of 2,000 units which is only three month's supply. The cost per unit is Rs. 125, the order cost is Rs. 250. Then inventory carrying cost is 20% of units value. How much money can be using economic order quantity?

8. Explain the various types of simulation.

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Reg. No. : ....

D 507 Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

First Semester/First Year

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

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$(5 \times 20 = 100)$

1. Explain different types of research in detail.

2. Explain the various types of hypothesis and list out the steps involved in formulating hypothesis.

3. The education department of a state wants to study the standard of education in schools. The analyst of the study divided the entire population of the schools into schools in rural locations, semi-urban locations and urban locations. He found more variation between schools in semi-urban locations same is the case between semi-urban locations of urban location. The analyst prefers to use disproportionate stratified sampling in which the category of location represent strata. The total number of schools in the strata is 1200. The number of schools in the rural, semi-urban and urban locations are 500, 400 and 300 respectively. The variance are 49, 16 and 4 respectively. If disproportionate stratified sampling is to be used with sample size of 90. Determine number of sampling units in each location.

4. Explain various techniques of data analysis in detail.

5. Explain the steps involved in conducting cluster analysis.

6. What is SPSS? Discuss the application of SPSS package.

7. Explain the layout of report in detail.

8. Write a short note on the following :

   (a) Oral presentation.   (5)

   (b) Executive summary.   (5)

   (c) Rules for construction of tables.   (5)

   (d) Index.   (5)

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Reg. No. : ....

D 515   **Q.P. Code : [11 DMB 15]**

(For the candidates admitted from 2011 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

First Year/First Semester

CORPORATE COMMUNICATION

Time : Three hours   Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various types of business meetings.

2. Describe the ways and means of developing media relationship for business.

3. What are the valid elements of financial communications?

4. Explain the essential characteristics of report writing.

5. Explain the list and types of charts frequently used for demonstration of table constitution.

6. What are the key points to be considered while giving oral business presentation?

7. Describe the importance of delivering business presentation on visual aids.

8. Explain the key points keep in mind while preparing for job interview.

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D 516   Q.P. Code : [11 DMB 16]

1. Discuss the operational strategy and the competitiveness of operation management.

2. Elucidate the factors to be considered while selecting the appropriate production technology.

3. Describe the types of lay out with suitable illustrations.

4. A job is performed on the milling machine. The following details are given below:

Standard time for job — 6 minutes.

No. of jobs to be produced— 70,000

Machine capacity — 200 hrs/month

Machine utilization — 90%

Compute the number of machines required.

5. What is meant by CRP? Describe its inputs and outputs.

6. Enumerate and explain the functions and procedures of purchase.

7. Usha corporation currently practices the system for the procurement of awitem.

No. of orders placed in a year – 8

Ordering cost – Rs. 750/order

Each time order quantity – 250

Carrying cost – 40 per cent.

Comment on the ordering policy of the company and estimate the loss to the company in not practicing scientific inventory policy.

8. Write short note on :

(a) Type I error

(b) Type II error

(c) Quality circles

(d) Six sigma.

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