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PGIS 1289 B-14
MBA Ist Semester Degree Examination
Management
(Management Behavioral Process)
Paper -101

Time : 3 Hours

Maximum Marks :100

Section-A

I Answer any ten sub-questions. Each sub-question carries 2 marks (10x2=20)

- a) Define administration?
- b) What do you mean by managerial grid?
- c) What do you mean by bounded rationality?
- d) Define attitude?
- e) What do you mean by multi-culturalism?
- f) Define responsibility?
- g) What do you mean by organizational planning?
- h) Define group dynamics?
- i) What do you mean by delegation and authority?
- j) what are virtual organizations?
- k) What are cross functional teams?
- l) What is value based management?

Section - B

2. Answer any four of the following questions. Each carries 5 marks (4x5=20)

- a) Enumerate the process of decision making
- b) What is co-ordination? Explain how coordination increases efficiency of the work?
- c) What is leadership? Discuss the types of leadership?

- d) Enumerate the criticism to webers Bureaucratic theory.
- e) What do you mean by change? Describe how change can lead to organizational development?

Section-C

Answer any four of the following questions. Each carries 10 marks (4x10=40)

3. Explain the obstacle of managing informal groups?
4. CSR helps in building a better society. Discuss?
5. Discuss in detail Maslow's hierarchy of needs theory.
6. List out the contribution of Henry Fayol.
7. What is stress? state the causes of the stress & suggest the steps to overcome it?

Section-D

8. **Analyze the below given case and answer the questions given at the end (1x20=20)**

International Case: Woman CEO Manages by the Textbook

The demand for managers with an international background is great. Consider Marisa Bellisario who was one of the most sought-after executives in Europe. She was the first woman to head a major industrial firm in Italy, the state-controlled ITAL TEL Society Italiana

This company is the biggest Italian firm making telecommunications equipment. Bellisario's background, however, is international. After receiving her degree in economics and business administration from Turin university, she worked at Olivetti in the electronics division. When Olivetti sold its data processing unit to General Electric, she spent time in Miami working on GE's worldwide marketing strategy for computers. She left GE to head corporate planning at Olivetti. As the CEO at ITAL TEL, she turned the company around, showing a small profit. (The firm had experienced huge losses in the past). Her managerial approach has been characterized as "Straight out to the textbook" and companies such as GTE corporation, IBM, AT & T, and other European and Japanese firms are interested in recruiting her.

Questions:

1. Why was Bellisario a much-sought-after CEO? What was her career path?
2. What special problems she may have encountered as a woman heading a major company in Italy?
3. If she was successful managing by the textbooks? why do some managers still think that management cannot be taught?

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PGIS 1290 B-14
MBA Ist Semester Degree Examination
Management
(Business Economics)
Paper -102

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all sections

Section-A

**I Answer any ten sub-questions of the following. Each sub-question carries 1 mark
(10x1=10)**

- a) Define Business Economics.
- b) What do you mean by Demand?
- c) Define Product differentiation.
- d) Define cross elasticity of demand.
- e) What are veblen goods?
- f) What is sunk cost?
- g) What is balance of payment?
- h) What is production function?
- i) What are the objectives of fiscal policy?
- j) What is National Income?
- k) Mention the elements of open economy.

Section B

II. Answer any two questions. Each carries 5 marks (2x5=10)

- a) Explain the nature and scope of business economics
- b) Explain the law of demand with neat diagram
- c) Explain the characteristics of monopoly

Section-C

III Answer any three questions. Each carries 15 marks (3x15=45)

3. What is a production function? How does a long run production function differ from a short run production?
4. Explain the law of variable proportions
5. Describe the various methods of measuring national income and their limitations.
6. Explain the cost-output relationship both in the short run and long run.
7. Explain the measures taken by the RBI and the government to strengthen the Indian Money markets.

Section-D

(Compulsory)

8. Analyze the case and answer the questions given below (15x1=15)

Complete the following table which illustrates the cost-output relationship in the short run with reference to different concepts of costs

| Output | total fixed cost | total variable cost | total cost | Average fixed cost | Average variable cost | Average total cost | Marginal cost |
|--------|------------------------|---------------------------|---------------|--------------------------|-----------------------------|--------------------------|------------------|
| 0 | 240 | 0 | | | | | |
| 1 | | 120 | | | | | |
| 2 | | 200 | | | | | |
| 3 | | 270 | | | | | |
| 4 | | 320 | | | | | |
| 5 | | 420 | | | | | |
| 6 | | 552 | | | | | |
| 7 | | 720 | | | | | |

Also define

- a) Marginal cost
- b) Explicit cost
- c) variable cost
- d) fixed cost
- e) opportunity cost

PGIS 1292 B - 14
M.B.A. Ist Semester Degree Examination
Management
(Managerial Communication)
Paper : 104

Time : 3 Hours

Maximum Marks : 60

SECTION - A

1. Answer any **ten** sub - questions. Each sub-question carries 1 marks. **(10×1=10)**
- a) Define seminars.
 - b) What is an agenda?
 - c) What is teleconferencing?
 - d) What do you mean by electronic writing?
 - e) What are the types of visual aid?
 - f) Define notice.
 - g) Define body language
 - h) What is proxemics?
 - i) What do you mean by memo?
 - j) What is formal committee?
 - k) What do you mean by memoranda?
 - l) What is informal communication?

SECTION - B

2. Answer any **two** questions .Each carries 5 marks. **(2×5=10)**
- a) Briefly enumerate the different layout of reports.
 - b) Explain in brief the pre-requisites of effective speech.
 - c) List out steps involved in writing a effective CV.

SECTION - C

Answer any **three** of the following .Each carries **10** marks.

(3×10=30)

3. Highlight the significance of good appearance and proper posture while making presentation
4. What is an interview? State the pre-requisites for conducting the interview?
5. Discuss the influence of the technology in the business communication.
6. Explain the role of communication in media management.
7. State and explains elements of presentation.

SECTION - D

8. **Analyze the below given case and answer the question given at the end. (1×10=10)**

Asha and Radha were colleagues. Asha was efficient and competent, always up to date with her work and enjoyed the boss's confidence, but she was content in her position which she could balance well with her family responsibilities. Radha was ambitious, eager to prove her ability and hoping to be considered for a new with a much higher pay in the office.

Asha had just been given a project by their boss. Radha was eager to do the project and Asha readily delegated it to Radha when she saw that she was eager to do it. A few days later, the boss made significant changes in what he wanted as the outcome of the project.

Asha walked over to Radha and said "have you started on that project yet? Radha abruptly reported with, "I didn't really have to take on that project. I'm doing you a big favor by taking it when I have so much to do myself." Asha was surprised and hurt, she became defensive and said, "you didn't have to take it on. You said you wanted it would probably make the boss consider you for a new position with a much higher pay. Forget it! I'll just do it myself.

Questions:

1. What might have made Radha respond sharply?
2. Are there any defects in the listening skills of the persons?
3. Re - write the dialogue as you think it should be.

PGIS 1293 B-14
MBA Ist Semester Degree Examination
Management
(Cost Management)
Paper no:105

Time : 2 Hours

Maximum Marks : 40

Section-A

I Answer all the Five questions. Each carries 2 marks. **(5×2=10)**

- a. What do you mean by cost? What are different elements of cost?
- b. What do you mean by labour turnover?
- c. What do you mean by cost control.
- d. What do you mean by labour productivity.
- e. What are the possible reasons for variation in cost.

Section-B

II Answer any Two questions. each carries 5 marks **(2×5=10)**

2. What do you mean by stores control? What are different methods of stores control.
3. What do you mean by standard cost? What are the uses of standard cost?
4. Distinguish zero based budgeting from Traditional Budgeting.

Section-C

III Answer any **two** of the following. each carries 10 marks **(2×10=20)**

5. Discuss the significance of cost management.
6. Explain the importance of cost reduction and cost control to a manufacturing organization.
7. What do you mean by budget? Budgeting? Budgetary control? What are the fundamental requirements of budgeting system?

PGIS 1294 B-14
MBA 1st Semester Degree Examination
Management
(Quantitative Techniques for Business Decision making)
Paper - 106

Time : 3 Hours

Maximum Marks : 80

SECTION - A

- 1** Answer any **ten** sub questions, each carrying **one** mark **(10×1=10)**
- a) What is arithmetic mean?
 - b) State any one difference between mean and median.
 - c) Define probability
 - d) State the properties of probability density function
 - e) What is simple random sampling?
 - f) Define Null and Alternative hypotheses.
 - g) What do you mean by one - way Analysis of variance?
 - h) Write the pmf of binomial probability mass function
 - i) Draw a scatter diagram for positive perfect correlation.
 - j) State any one difference between semi average and moving average.
 - k) What are the components of time-series analysis.

SECTION - B

- 2** Answer any **two** sub questions Each question carries **5** marks **(2×5=10)**
- a) Probability of purchasing a detergent soaps 0.80, body soap is 0.60 and both is 0.50 compute the probability of purchasing a detergent soap or body soap.
 - b) A refrigerator of brand A meets the requirement of a guarantee period is 0.90. if 10 refrigerators are sold then compute the probability of that atleast 8 refrigerators meets the requirements of a guarantee period.
 - c) If $\bar{X}_{10} = 40$ s.d =9 then obtain the test statistic for testing the hypothesis $H_0 = \mu = 35$ v/s, $H_1 = \mu > 35$ at 5% l.o.s when the undergoing distribution is $N(\mu, \sigma^2)$.

SECTION - C

Answer any **Three** questions. each carries **15** marks

(3×15=45)

3. Following data set represents the sale of a Air-conditioner over a period of 10 months

| | | | | | |
|------------------------------|----|----|----|----|----|
| No.of Air conditioners (x) | 20 | 50 | 40 | 50 | 60 |
| No.of months (f) | 3 | 02 | 02 | 02 | 1 |

Compute the average sale of air conditioners per month and its standard deviation.

4. The power failure in a manufacturing factory follows a Poisson distribution with a mean failure of 2 days. Compute

- Probability that a power failure occurs at least once in day.
- Probability that a power failure occurs not more than 2 times a day.

5. Use the following dates set to test the mean of a normal distribution

$H_0 = \mu = 30$ v/s, $H_1 = \mu > 30$, when $\bar{x}_{25} = 35$, s.d=10 and sample size is 25 use 5% level of significance

- Perform the one-way analysis of variance.
- Explain the components of time-series analysis. Discuss least square method.

SECTION - D

8. Define the lines of regressions. obtain the regression equation of y on x for the following data set: **(1×15=15)**

| | | | | | | | | |
|---------------------------|-------|-----|-----|-----|-----|-----|-----|-----|
| No. of Advertisements(x): | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 |
| No. of Units sold(y) | : 100 | 150 | 200 | 180 | 250 | 300 | 280 | 100 |

What is the estimated sale of a product. When the no.of advertisements is 25.

PGIS 1295 B - 14
M.B.A. Ist Semester Degree Examination
Management
(Business Ethics And Corporate Governance)
Paper : 107

Time : 2 Hours

Maximum Marks : 60

Note: All Sections are Compulsory

SECTION - A

1. Answer any **ten** questions. Each question carries **1** marks. **(10×1=10)**
- a) Define Business Ethics
 - b) Define Ethical Dilemma
 - c) Define Corporate Governance
 - d) What is Whistle blowing?
 - e) Define egoism
 - f) Define Character
 - g) What are unfair trade practices?
 - h) Define normative ethics
 - i) Who are stake holders?
 - j) Define code of conduct
 - k) Define Ethical Relativism
 - l) What is religion?

SECTION - B

2. Answer any **two** questions .Each question carries **5** marks. **(2×5=10)**
- a) Define Corporate Governance. Explain why corporate governance is needed for every organization
 - b) Discuss the theory of Deontology
 - c) Critically evaluate the significance of ethics in business

SECTION - C

Answer any **three** questions. Each question carries **10** marks.

(3×10=30)

3. Discuss the Kohlberg's theory of moral development
4. Evaluate the role of Board of Directors in ensuring good corporate governance.
5. Discuss how a company can utilize the CSR activities to enhance companies' performance and brand image.
6. Elaborate the characteristics of a visionary leader
7. Give in detail various unethical issues related to Human Resource Management

SECTION - D

8. **Analyze the case given and answer the question given at the end.** (1×10=10)

Mr. Rajiv Varma was extremely happy to receive an offer from Supersoft, an upcoming Software developer from Mumbai. He was sure this would take his career a few leaps ahead. The problem was that supersoft wanted him to join within 3 weeks. Rajiv felt this was no problem at all since there was no pressing work in hand with his current employer, Infoworld, Bangalore. Job changes are so common in Software industry that Rajiv thought his bosses will not bother at all. It therefore came as a surprise, when his boss Ramnathan insisted upon 2 months pay being paid as compensation before Rajiv could be relieved. His appeal to the HR department was of no avail. His argument that Infoworld has not done so in the past was met with a counter-argument that they had to start with someone. Rajiv eventually had to pay back Rs. 50,000/-to his employers. Angry and frustrated he had his revenge. Three important files required to process the job of an important foreign client of Infoworld were quietly deleted by Rajiv before he left. The result could have been disastrous. However, a colleague noticed the problem accidentally and fixed it. No one knows to date that there was a deliberate act of malice on the part of Rajiv Varma.

Questions:

1. Analyse the situation and offer your opinion on the behaviour of Mr. Rajeev Varma.
 2. As a Consultant to Supersoft Company, what will be your advice to prohibit such type of occurrences in future?
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PGIS 1295-A B-14
MBA Ist Semester Degree Examination
Management
(IT Applications for Business)
Paper -108

Time : 3 Hours**Maximum Marks : 60****Section-A****I Answer any ten questions. Each question carries 1 mark. (10x1=10)**

- a) Explain the importance of computers in business in Indian computing environment
- b) What do you mean by volatile and non-volatile memory?
- c) What is OS? List various types of OS
- d) What is desktop?
- e) What is spreadsheet?
- f) Explain the procedure for creating MS-word document
- g) What is the smallest and largest font size available in font size tool on formatting toolbar?
- h) List various types of files used in computer
- i) Give an example of screen design
- j) What is online processing?
- k) What are the advantages of using DBMS?
- l) What is an internet?

Section B**II. Answer any two of the following questions. Each question carries 5 marks (2x5=10)**

- a) List various output design consideration.
- b) List the various types of files used and discuss the importance of Master file.
- c) What is LAN, MAN and WAN? List the difference between them

Section-C

III Answer any three questions.Each question carries ten marks (3x10=30)

3. Discuss various generations of computer system
4. Why powerpoint is popular these days? Describe how PPT file is created with example.
5. Briefly explain various types of file organizations
6. What is Software Development Life Cycle (SDLC)? Discuss the various stages in SDLC
7. What are the basic services of internet? List advantages and disadvantages of using internet.

Section-D

(Compulsory)

8. Answer the following question which carries ten marks (1x10=10)

Department of management would like to maintain the students information since its establishment. Describe the procedure to create the database to store the above information and generate the reports which are useful to the department

PGIS 1291 B - 14
M.B.A. Ist Semester Degree Examination
Management
(Accounting for Managers)
Paper : 103

Time : 3 Hours

Maximum Marks : 80

SECTION - A

1. Answer any **ten** of the following sub-questions. Each sub-question carries **1** mark.

- a) Define Accounting. (10×1=10)
- b) What is book-keeping?
- c) Define Double Entry System.
- d) Write notes on real accounts.
- e) What are the golden rules of Accounting?
- f) What is a narration?
- g) What is drawings?
- h) What is posting?
- i) What is Journal Proper?
- j) What is petty cash book?
- k) What is a Bank Pass Book?

SECTION - B

2. Answer any **two** questions .Each question carries **5** marks. (2×5=10)

- a) Why is the preparation of Bank Reconciliation statement necessary?
- b) What are the differences between Trade Discount and Cash Discount?
- c) Make a bank reconciliation statement of Mr. Udayakumar from the following particulars.
 - i) Balance as per cash book Rs. 1, 500.

- ii) Cheques deposited but not cleared Rs. 100
- iii) Cheques issued but not presented for payment Rs. 150.
- iv) Interest allowed by bank Rs. 20.

SECTION - C

Answer any **three** of the following .Each question carries **15** marks. (3×15=45)

- 3. Briefly explain the various accounting concepts.
- 4. Enter the following Petty transactions in the Analytical Petty Cash Book of Mr. Elangovan

| 2002 Oct. | Rs. |
|-----------------------------------|------|
| 1 Balance in hand | 410 |
| 1. Received from the head cashier | 1090 |
| 3. Paid electricity charges | 335 |
| 5. Bought stationery | 128 |
| 8. Printing charges | 150 |
| 9. Postage stamps purchased | 65 |
| 13. Repairs to furniture | 125 |
| 14. Telegram sent to suppliers | 50 |
| 15. Repairs to computer | 250 |

- 5. XYZ Company is a manufacturing concern. Following is the receipts & issues record for the month of May, 2002

| Date | Receipts | Issues |
|--------|-------------------------|-----------|
| May 7 | 200 units @ Rs. 50/unit | |
| May 9 | | 60 units |
| May 13 | 150 units @ Rs. 75/unit | |
| May 18 | 100 units @ Rs. 60/unit | |
| May 22 | | 150 units |
| May 24 | | 100 units |
| May 27 | 100 units @ Rs. 50/unit | |
| May 30 | | 200 units |

Calculate the value of closing stock by LIFO and FIFO Method

6. On 1st January 2001, Hindustan Ltd. Purchased machinery for Rs. 12, 00,000 and on 30th June 2002, one more machine of worth Rs. 2, 00,000. On 31st March 2003, one of the original machinery which had cost. Rs. 50,000 was found to have become obsolete and was sold as scrap for Rs. 7,000. It was replaced on that date by a new machine costing Rs. 80,000. Depreciation is to be provided @ 15% p.a. on written down value (WDV) Method. Accounts are closed on 31st December ever year. Show machinery account for 3 years.
7. Enter the following transactions in journal and post them in the ledger of Mr. Govindarajan and balance them and prepare Trial Balance

2003, Aug 1 Govindarajan commenced his business with the following assets and liabilities.

Plant and machinery Rs. 2, 50,000.

Stock Rs. 90,000.

Furniture Rs. 7, 000.

Cash Rs. 50, 000.

Sundry creditors Rs. 1, 50,000.

- 2 Sold goods to Sundar Rs. 1,50,000.
- 3 Bought goods from Natarajan Rs. 65, 000.
- 4 Sundar paid cash Rs. 1,25,000.
- 6 Returned damaged goods to Natarajan Rs. 2, 000.
- 10 Paid to Natarajan Rs. 28,000.
- 31 Paid rent Rs. 5,000.
- 31 Paid salaries Rs. 9,000.

SECTION - D

Compulsory

(1×15=15)

8. The trial balances of Mr. Uma Shankar shows the following balances on 31st March 2000. Prepare final accounts.

| <u>Debit Balance</u> | <u>Rs.</u> | <u>Credit Balance</u> | <u>Rs</u> |
|----------------------|------------|-----------------------|-----------|
| Purchases | 70,000 | Capital account | 56,000 |
| Sales returns | 5,000 | Sales | 1,50,000 |
| Opening stock | 20,000 | Purchase returns | 4,000 |
| Discount allowed | 2,000 | Discount received | 1,000 |
| Bank charges | 500 | Sundry creditors | 30,000 |
| Salaries | 4,500 | | |

| | | |
|-----------------------|-----------------|-----------------|
| Wages | 5,000 | |
| Freight inwards | 4,000 | |
| Freight outwards | 1,000 | |
| Rent, rates and taxes | 5,000 | |
| Advertising | 6,000 | |
| Cash in hand | 1,000 | |
| Plant and machinery | 50,000 | |
| Sundry debtors | 60,000 | |
| Cash at bank | 7,000 | |
| | <u>2,41,000</u> | <u>2,41,000</u> |

Closing stock on 31st March 2000 was Rs. 30,000.