M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

First Semester

Business Administration

MANAGEMENT PROCESS ORGANIZATIONAL BEHAVIOR

Time : Three hours   Maximum : 70 marks

SECTION A – (5 × 3 = 15 marks)

Answer any FIVE of the following.

1.   (a)   Nature of Management
      (b)   Scope of Management
      (c)   Types of Decisions
      (d)   MBO
      (e)   Concept of HRM
      (f)   Managerial Grid
      (g)   Scope of OB
      (h)   Need for control
      (i)   Johari window
      (j)   Concept of organisational change

SECTION B – (5 × 8 = 40 marks)

Answer the following questions.

2.   (a)   Define 'Management'. Discuss in brief about the functions of Management.

Or

      (b)   Explain briefly about the social responsibilities of Business.

3.   (a)   What is the process involved in Decision Making in a large scale organisation?

Or

      (b)   What measures are required to prevent conflicts between line and staff?

4.   (a)   Define 'Staffing'. Outline the various issues involved in staffing.

Or

      (b)   Critically examine Maslow's theory on motivation.

5.   (a)   Briefly write about the nature and importance of the study of organisational behaviour.

Or

(b) Explain any one of the theories of personality of your choice.

6. (a) What factors are responsible for formation of groups in a large scale organisation?

Or

(b) Suggest measures of overcome resistance to change.

SECTION C – (1 × 15 = 15 marks)

7. Case study – Compulsory:

You are a senior clerk in a large brand of a prestigious bank in a metropolitan city. Your manager has decided that customer service should be improved and has formed a committee of junior staff to discuss and present suggestions to the management in a month's time.

Your are appointed as a member of this committee, but not the chairperson. A young lady, a grade junior to you is made the chairperson. She was very reluctant to accept the responsibility because as she said, she had never been to any meeting no chaired *any*. However, she was offered no choice in the matter. The manager simply appointed her at the chairperson.

In fact she could be a good choice. She is an experienced cashier known to the public as efficient and pleasant, and she has often expressed strong view about the importance of good service, she thinks herself as intelligent and logical and sometimes puts people down quite firmly if she finds flaws in their arguments.

You wear not able to attend the first meeting of the committee, but from what you heard it was not at all successful. In conversation with those present you have gained the impression that progress was slow and difficult.

The chairperson tended to be aggressive. Very few ideas emerged and it was not too clear to those present what they were there to achieve.

You have also spoken to the chairperson. She thinks that nobody was forthcoming or enthusiastic enough. They all kept going off the subject and asking silly questions. Such ideas as there were turned out to be trivial or irrelevant in her opinion, apart from the ones she had to suggest herself. She contended that she was worried about the next meeting, about the likely success of the committee in general and indeed about her overall relationship with the staff who were committee members.

The next meeting is to take place in a week's time.

Questions:

(a) Identify the problems in this case.

(b) What can you do to ensure that the committee perform more effectively when it next meets?

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M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

First Semester

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours   Maximum : 70 marks

SECTION A – (5 × 3 = 15 marks)

Answer any FIVE of the following questions.

1. (a) Define Probability Explain Classical and Empirical approaches.

    (b) Explain the assumptions and properties of Binomial distribution.

    (c) What are the characteristics of the Normal distribution?

    (d) State the steps involved in hypothesis testing.

    (e) Write a short note on Paired Sample t-test.

    (f) Distinguish between Correlation and Regression.

    (g) Explain Spearman's Rank Correlation with example.

    (h) What are the components of a Time Series?

    (i) Write a note on Decision Tree and its application in decision-making.

    (j) What are the assumptions of Linear Programming Problem (LPP)?

SECTION B – (5 × 8 = 40 marks)

Answer the following questions.

2. (a) State and prove the Addition Theorem of Probability with a suitable example and also Explain conditional probability.

                              Or

    (b) Write the properties of Poisson Distribution. Fit a Poisson Distribution to the following data:

X	0	1	2	3	4
F	15	31	35	15	4

3. (a) A sample of 60 students has a mean score of 72 with a standard deviation of 8 Test whether the sample mean differs significantly from the population mean of 75 at 5% level.

Or

(b) What is the Chi-Square Test for Goodness of Fit? A die is thrown 120 times, and the outcomes are recorded as follows:

Outcome	1	2	3	4	5	6
Frequency	20	18	16	22	24	20

Test whether the die is fair using the Chi-Square Goodness of Fit test at the 5% level of significance.

4. (a) Explain the uses of Correlation in business decision-making and calculate Karl Pearson's coefficient of correlation for the following data:

X	10	12	18	20	22
Y	20	22	26	27	30

Or

(b) Explain the concept of regression. Derive the regression equations for two variables.

5. (a) Explain the Method of Least Squares to fit a straight-line trend.

Or

(b) Discuss the decision-making process under risk and uncertainty.

6. (a) Solve the following LPP using Graphical Method:

Maximize $Z = 3x + 4y$

$x + y \leq 4$
$2x + y \leq 5$
$x, y \geq 0.$

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Or

(b)   Explain the Big-M method with a suitable example.

SECTION C – (1 × 15 = 15 marks)

(Compulsory)

Answer the following question.

7.   A pharmaceutical company manufactures two types of flu vaccines: Vaccine A and Vaccine B. 60% of the total production is Vaccine A and 40% is Vaccine B. Based on historical performance, 3% of Vaccine A doses and 5% of Vaccine B doses are defective. A hospital receives a random vaccine from the company and finds it to be defective.

Tasks:

(a)   What is the probability that the defective vaccine is of type A?

(b)   Compute the expected number of defective vaccines in a batch of 1000 vaccines.

(c)   If the company fits a Poisson distribution for number of defects in 10 doses and finds an average of 0.4 defects, what is the probability of exactly one defect occurring in the 10 doses?

(d)   Discuss how the company can reduce defect rate using conditional probability and quality control.

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M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

First Semester

BUSINESS ENVIRONMENT AND LEGISLATIONS

Time : Three hours   Maximum : 70 marks

SECTION A – (5 × 3 = 15 marks)

Answer any FIVE of the following.

1. (a) Significance of Business Environment.

    (b) Environmental Monitoring.

    (c) Industrial policy, 1991.

    (d) Concept of Economic Reforms.

    (e) Rights of consumers.

    (f) Concept of Economic Planning.

    (g) Need for Social Audit.

    (h) Concept of Technology Transfer.

    (i) WTO.

    (j) Need for Foreign Collaborations.

SECTION B – (5 × 8 = 40 marks)

Answer the following questions.

2. (a) What do you understand by the concept of Business Environment? Discuss the need for the study of Business Environment in India.

Or

    (b) What is Environmental Scanning? Write about the Technologies of Environmental Scanning.

3. (a) Outline the objectives of Fiscal policy of India.

Or

    (b) Explain about the functioning of NITI Ayog.

4. (a) Outline the factors which are influencing Legal Environment.

Or

    (b) What are the objectives of IT Act, 2000?

5. (a) Explain briefly about various elements regarding cultural environment.

Or

(b) Write a note on present 'Technological Environment in India'.

6. (a) What are the objectives of MNCs?

Or

(b) Critically examine the functioning of IMF with special reference to India.

SECTION C – (1 × 15 = 15 marks)

7. Case Study:

When public sector enterprises were stated in the Country the time was different and the needs of the Country were also different The policy that Was right for 50-60 years ago, there is always room for improvement. The present reforms are meant to Use public money Properly. There are many public sector enterprises that are making losses. Many of these have to be supported by tax payer's money. In a Way, Which is the right of the poor, it is the right of the youth filled With aspiration that money has to be used in the work of these enterprises and due to this the economy also has a lot of burden Public Sector enterprises do not have to run only because they have been running for so many years, they have been someone's pet project. It is the responsibility of the government to give full support to the enterprises of the country to the businesses but the government itself should run the enterprises to remain its owner in today's era it is neither necessary nor has it been Possible. The government's focus should be on projects related to the welfare and development of the people. More and more government's power resources and capacity should be used for welfare work. At the same time, when the government starts doing business there is a lot of damage. There are many restrictions before the government in the decision process. Another aspect of this is that When the government starts doing business, the Scope of its resources is reduced. The government does not have a shortage of excellent offers but their training would have been mainly to run the governance systems follow the Policy making rules to emphasize the work of Public welfare to formulate the Policies required for them and in these things.

Questions:

"Government has no business to be in business". Comment.

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M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

First Semester

FUNDAMENTALS OF ACCOUNTING

Time : Three hours   Maximum : 70 marks

SECTION A — (5 × 3 = 15 marks)

Answer any FIVE of the following.

1. (a)   Three column cash book

    (b)   Subsidiary book

    (c)   Need for providing depreciation

    (d)   R.B.D.

    (e)   Liquidity ratio

    (f)   Funds flow statement

    (g)   Concept of management accounting

    (h)   Marginal cost

    (i)   Standard costing

    (j)   BRS.

SECTION B — (5 × 8 = 40 marks)

Answer the following questions.

2. (a)   Explain about the importance and scope of accounting.

Or

    (b)   Briefly write about generally accepted accounting principles.

3. (a)   What are the advantages and disadvantages of EOQ method of inventory calculation?

Or

    (b)   On 31st March, 2012 the pass book of a trader showed a credit balance of Rs. 1,565, but this pass book balance was different for the following reason from the cash book balance:

      (i)   Cheque issued to X for Rs. 600 and to Y for Rs. 384 were not yet presented for payment

      (ii)   Bank charged Rs. 35 for bank charges and 'Z' directly deposited to Rs. 816 into the bank account, which were not entered in the cash book

      (iii) Two cheques, one from 'A' for Rs. 515 and another from "B" for Rs. 1,250 , were collected in the first week of April, 2012 although they were banked on 25.3.2012.

(iv) Interest allowed by bank Rs. 45.

Prepare bank reconciliation statement as on 31ˢᵗ March 2012.

4. (a) Outline the techniques available for financial analysis.

Or

(b) Calculate :

(i) Debt equity ratio

(ii) Liquidity ratio

(iii) Fixed assets to current asset ratio

(iv) Fixed assets turnover ratio.

	Rs.
Sales	5,60,000
Equity capital	1,00,000
Reserves	50,000
Secured loan	1,00,000
Goodwill	60,000
Land and buildings	1,40,000
Stock	30,000
Debtors	40,000
Cash	10,000

5. (a) What are the objectives of CVP analysis?

Or

(b) Bharat Metal Works manufactures a single product, the standard mix of which is :

Material X 60% @ Rs. 20

Material Y 40% @ Rs. 10.

Normal loss is production is 20 per cent of input. Due to shortage of material X, the standard mix was changed. Actual results for January were :

	Rs.		Rs.
Material X =	210 kg	@ Rs. 20	4,200
Material Y =	190 kg	@ Rs.9	1,710
Input	400 kg		5,910
Loss	70 kg		–
Output	330 kg		5,910

Calculate material variances.

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6.　(a)　What are the various issues involved in human resource accounting?

Or

(b)　Discuss the importance and need for the study of responsibility accounting.

SECTION C — (1 × 15 = 15 marks)

7.　Case study:

Balance sheet of Abhay and Co. on 1.1.2001 and 31.12.2001.

Liabilities	1-1-2001 Rs.	31-12-2001 Rs.	Assets	1-1-2001 Rs.	31-12-2001 Rs.
Creditors	40,000	44,000	Cash	10,000	7,000
Mrs. A's loan	25,000	–	Debtors	30,000	50,000
Loan from bank	40,000	50,000	Stock	35,000	25,000
Capital	1,25,000	1,53,000	Machinery	80,000	55,000
			Land	40,000	50,000
			Building	35,000	60,000
	2,30,000	2,47,000		2,30,000	2,47,000

During the year a machine costing Rs. 10,000 (accumulated depreciation Rs. 3,000) was sold for Rs. 5,000. The provision for depreciation against machinery as on 1.1.2001 was Rs. 25,000 and on 31.12.2001 Rs. 40,000. Net profit for the year 2001 amounted to Rs. 45,000, you are required to prepare cash flow statement.

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M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025

First Semester

BUSINESS COMMUNICATION

Time : Three hours   Maximum : 70 marks

SECTION A — (5 × 3 = 15 marks)

Answer any FIVE of the following.

1. (a)   Scope of Communication

    (b)   Objectives of Communication

    (c)   Meaning of non-verbal Communication

    (d)   Need for Oral Communication

    (e)   Grapevine Communication

    (f)   Good Listener

    (g)   Art of Listening

    (h)   Limitations in Listening

    (i)   House Journals

    (j)   Business letter

SECTION B — (5 × 8 = 40 marks)

Answer following questions.

2. (a)   What is meant by Communication? Discuss its importance in a large scale organization.

Or

    (b)   Evaluate the process involved in Communication.

3. (a)   What are the advantages of written Communication?

Or

    (b)   Outline the disadvantages of Oral Communication.

4. (a)   Explain about the Barriers to Formal Communication.

Or

    (b)   What steps are required to improve the effectiveness of Informal Communication?

5. (a)   Explain about the Barriers of Listening.

<div align="center">Or</div>

(b)   Outline the guidelines for effective Listening.

6.   (a)   Define 'Negotiation'. Explain the process involved in effective Negotiation.

<div align="center">Or</div>

(b)   Briefly write about the guidelines available for effective Report writing.

<div align="center">SECTION C — (1 × 15 = 15 marks)</div>

7.   Case Study :

Managers occupying junior-to-middle level positions in large organizations are often called upon to resolve disputes. Some of these' are disagreements between lower-level supervisors and employees; some are disputes with suppliers or distributors; others like, the dispute in this case, are between the organization and a customer.

Every customer has a value to an organization, and every customer, has a price to that
organization. Customers are, of course, the lifeblood and 'source of revenue to' a business, but not all customers are' worth saving. Some, in fact, may be more trouble and expense to maintain than they are worth.

Dealing with customers – or with anyone else who is in disagreement with your organization – requires patience, tact and a certain measure of skill. A variety of response modes is open to the manager who faces an angry customer, along with a range of options in dealing with the case.

This case requires two documents in' response: a one-page communication strategy memo and a letter to the customer The strategy memo should be directed to the president of the Olive Garden Restaurants Division and should describe in some detail how you plan to handle this case and why The letter to the customer explains what you have chosen to do.

Assume that you are the director of customer service and report through the vice president for sales and marketing to the president. Your memorandum and customer letter should be in finished form, ready to transmit.

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M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

First Semester

IT APPLICATIONS FOR MANAGEMENT

Time : Three hours   Maximum : 70 marks

SECTION A — (5 × 3 = 15 marks)

Answer any FIVE of the following.

1.   (a)   Define the term computer.

     (b)   Name any two types of computer networks.

     (c)   What is the use of mail merge in MS Word?

     (d)   Mention any two features of MS PowerPoint.

     (e)   What is the use of Pivot Table in MS Excel?

     (f)   Write the syntax for a for loop in C.

     (g)   What is a user-defined function in C?

     (h)   Define a computer virus.

     (i)   What is cryptography?

     (j)   List any two biometric techniques used for authentication.

SECTION B — (5 × 8 = 40 marks)

Answer the Following questions.

2.   (a)   Explain the different types of computer networks with neat diagrams.

Or

     (b)   Describe the basic components of a computer and its architecture.

3.   (a)   Discuss the various features of MS Word and the steps involved in using Mail Merge.

Or

     (b)   Describe the process of creating and designing slides in MS PowerPoint with animations.

4.   (a)   Explain the steps to create and format a worksheet in MS Excel. Add a note on using formulas.

Or

(b) Describe the process of using charts, graphs, and Pivot Tables in MS Excel with examples.

5. (a) Explain various types of operators in C language with examples.

Or

(b) Describe one-dimensional and two-dimensional arrays in C with suitable examples.

6. (a) What are the major threats in information security? Explain any four in detail.

Or

(b) Discuss cyber security mechanisms like digital signature, firewall, and cyber laws.

SECTION C — (1 × 15 = 15 marks)

Compulsory

7. Case Study: Implementing IT Solutions in a Small Business

A small retail store named *FreshMart* is looking to modernize its operations. Until now, the store maintained its inventory and billing manually. The owner wants to digitize records, maintain customer databases, analyze sales data, and automate billing. The store has five computers and plans to connect them using a basic LAN setup. The staff is unfamiliar with computers but willing to learn.

Tasks:

(a) Explain the types of hardware and software components that FreshMart needs to set up a basic computer system.

(b) Suggest an appropriate network topology for the store's LAN and justify your choice.

(c) How can MS Word be used to prepare and print customized invoices using Mail Merge?

(d) Describe how MS Excel can help in analyzing daily sales and generating visual reports.

(e) Recommend how basic C programming could be useful the store wants to develop a simple billing software.

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M.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

First Semester

Business Administration

MANAGERIAL ECONOMICS

Time : Three hours   Maximum : 70 marks

SECTION A — (5 × 3 = 15 marks)

Answer any FIVE of the following.

1.   (a)   Opportunity cost.

     (b)   Equi Marginal principle.

     (c)   Promotional elasticity.

     (d)   Concept of price.

     (e)   Fixed costs.

     (f)   Sunk and incremental costs.

     (g)   Features of oligopoly.

     (h)   Selling costs.

     (i)   Cost plus pricing.

     (j)   Good value strategy.

SECTION B — (5 × 8 = 40 marks)

Answer the following questions.

2.   (a)   Define 'Managerial economics'. Discuss about the nature and significance of managerial economics.

                              Or

     (b)   What are the objectives of sales revenue maximisation?

3.   (a)   What are the methods available for demand forecasting for new products?

                              Or

     (b)   Define 'Demand'. Explain about various determinants of market demand.

4.   (a)   Define 'cost. What are the different function of cost.

Or

(b) What are the economics of large scale production? Explain with examples.

5. (a) Examine how price of a product is determined under monopolistic competition.

Or

(b) What are the characteristics of perfect competition?

6. (a) What are the objectives of psychological pricing?

Or

(b) Elucidate the different objectives of pricing policy.

SECTION C — (1 × 15 = 15 marks)

7. Case study.

X Ltd, and FMCG company, has been spending huge amounts on advertisements. It has collected the following data on advertisement expenditure and demand for its product for the last 5 years.

Year:	2004	2005	2006	2007	2008
Advt. expenditure Rs. crore:	10	15	20	25	30
Demand (qty) in lakhs of units	100	112	115	120	122

(a) Estimate the demand for the years 2009 and 2010 when the advertisement expenditure is expected to be Rs. 32 and Rs. 35 crores respectively.

(b) What is your opinion about the estimation you have made?

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