

(101EM24)

**M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester**

MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR

Time : Three hours

Maximum : 70 marks

Section –A

5X3M=15 M

Answer Any FIVE of the following

1. a) Management skills
b) Principles of Management
c) Types of Plans
d) Forecasting
e) Elements of Directing
f) Management Grid
g) Opportunities for OB
h) Perception
i) Group information
j) Organizational Change

Section –B

5X8M=40 M

Answer the following questions

2. a) What is Management? Explain the functions of Management.
(OR)
b) What is responsibility? Discuss different Social Responsibilities of Business..
3. a) What is planning? Explain the MBO-Process.
(OR)
b) What is Organization? Explain the conflicts Line & Staff.
4. a) What is Staffing? Explain the importance and elements of staffing.
(OR)
b) What is Motivation? Discuss the theories of motivation.
5. a) Explain the Challenges and Opportunities of Organizational Behaviour
(OR).
b) What is Perception? Explain the barriers in perception.
6. a) What is Group Dynamic? Explain various types of groups.
(OR)
b) What is Resistance to change? How to overcome Resistance to change?

Section –C
(Compulsory)

1X15M=15 M

7.Case Study

The case dwells upon the change management, when a small college-town newspaper Blaze is going through the process of downsizing. The editor, Andrea Zuckerman has to deliver a final change and take control over the operational side of the change process, while the message delivery and initial stages of the process were handled by the external consultant, who, according to the editor, is complete stranger to the company. The reality is that the technology and the latest media trends make the business of Blaze a dying one and the company's decision to downsize is, somewhat, expected by the employees. However, the gossip around the company tells that the situation will not only influence the employees that will leave the company, but will significantly change the profile of work of those who stay, bringing overtime work and pressure to their daily routine.

The role of Andrea in this situation is to take the company through change and ensure that the level of resistance among the staff is minimal, which would allow maintaining high performance culture and smoother transformation process in general. Some of the major concerns of the editor include the change in organizational structure of the company. This will lead to a change in the job description for staffer, with unequal distribution of work. The challenge that Andrea is facing is the balance between the ethical decisions and the way to handle the communication and motivation strategies when it comes to the operations of the new organization.

1. What is Justice Dimensions?
2. What is Compensation Budget?
3. How to work out Motivational Theories?

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M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 70 marks

Section –A

5X3M=15 M

Answer Any FIVE of the following

1. a) Conditional probability
- b) Poisson distribution
- c) Hypothesis Testing
- d) Chi-Square Test
- e) Simple Correlation
- f) Regression Lines
- g) Linear trend
- h) Semi averages
- i) Simulation
- j) Simplex Method

Section –B

5X8M=40 M

Answer the following questions

2. a) What is probability? Explain the theorems of probability
(OR)
- b) What is Binomial Distribution? Discuss the assumptions & characteristics of BD..
3. a) What is Hypothesis? Explain the Hypothesis testing for variance of populations.
(OR)
- b) Explain the two samples tests of differences between Mean for Large sample & small samples.
4. a) Explain the Karl Pearson's Coefficient of correlation.
(OR)
- b) Given the table of data pairs (X_i, Y_i) , use a table to find the correlation coefficient between the two data sets using the formula above.

X _i	1	2	3	5	7	11	12	14	20
Y _i	3	5	7	11	15	23	25	29	41

5. a) Explain about Decision Theory under certainty and uncertainty conditions .
(OR).
- b) Write the variance-covariance matrix of the disturbance terms $((\alpha_i - \bar{\alpha}) + it)$ in

the random effects model $y_{it} = \alpha + x_{it}\beta + ((\alpha_i - \alpha) + \epsilon_{it})$ making the usual random effects model assumptions.

6. a) Explain about Graphical Method

(OR)

b) The computational aspect of the simplex procedure is best explained by a simple example. Consider the linear programming problem:

Maximize $z = 3x_1 + 2x_2$

Subject to $x_1 + x_2 \leq 4$

$x_1 - x_2 \leq 2, \quad x_1, x_2 \geq 0, \quad x_1, x_2 > 0$

Section –C
(Compulsory)

1X15M=15 M

7.Case Study

Calculate the two regression equations of X on Y and Y on X from the data given below, taking deviations from a actual means of X and Y .

Price (Rs)	10	12	13	12	16	15
Amount demanded	40	38	43	45	37	43

Estimate the likely demand when the price is Rs.20.

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**M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester
BUSINESS ENVIRONMENT & LEGISLATIONS**

Time : Three hours

Maximum : 70 marks

Section –A

5X3M=15 M

Answer Any FIVE of the following

1. a) Economic environment
b) Environmental scanning
c) Economic environment
d) Economic planning
e) Political environment
f) Legal environment
g) Socio-Cultural environment
h) Technological environment
i) Global environment
j) WTO

Section –B

5X8M=40 M

Answer the following question

2. a) What is Business environment? Explain about different types of Business environment .
(OR)
b) Discuss about Techniques of environmental scanning and Monitoring..
3. a) What is Economic environment? Explain about its elements.
(OR)
b) Discuss about Industrial Policy of 1991
4. a) What are the elements of political and legal environment and their significance for business.
(OR)
b) Discuss regarding Consumer Protection Act 1986 and Competition Act,2002.
5. a) Discuss the impact of technological environment on business.
(OR).
b) Briefly explain about Technology transfer and technology policy..
6. a) Write about WTO and IMF
(OR)
b) Explain about different multinational Corporations in India ?

Section –C
(Compulsory)

1X15M=15 M

7. Case Study

The microenvironment of the business is characterised by explosive industrial growth in some segments and at the same time, rapid technological development is rendering existing solutions to customer problems obsolete. On the macro-economic front, governments are increasingly facing the dilemma of choosing between economic progress and welfare - affecting government expenditure, and in turn the economic growth of the country. On the other hand, recessionary conditions in other countries have forced many companies out of business. Added to these, are the regulatory frameworks of the country and socio-cultural factors. The scenarios become even more complex when companies expand to new geographical regions. They have to deal with multiple – yet distinct – business environments. Organisations have no control over the changes happening in its external environment; but these factors cannot be ignored as they have a profound impact on the business operations and its profitability.

With the ongoing rapid change in business environment, the conventional bases of competitive strategy are continuously eroding. In such a scenario, any company that is not continually developing, acquiring, and adapting to new technological advances and to the changing business environment is preparing itself to be out of the business within a few years. So, an extensive study of the business environment has become an essential prerequisite for success.

Answer the following:

1. Effect of technological development on business
2. Effect of changing business environment

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**M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester
FUNDAMENTALS OF ACCOUNTING**

Time : Three hours

Maximum : 70 marks

Section –A

5X3M=15 M

Answer Any FIVE of the following

- 1 a) Accounting concepts
- b) GAAP
- c) Inventory
- d) BRS
- e) Income statement
- f) Balance sheet
- g) Liquidity Ratios
- h) ROE
- i) HR Account
- j) Inflation Accounting

Section –B

5X8M=40 M

Answer the following questions

- 2 a) Define Accounting? Explain about the Principles of accounting
(OR)
- b) Discuss about different types of Subsidiary books.
3. a) Prepare & presented the hypothetical Income Statement and Balance Sheet
(OR)
- b) From the following particulars prepare a Bank Reconciliation Statement to find out the causes of difference in two balances as on August 31st, 2016 for ABC Ltd.
 - i. Bank Overdraft as per Bank Statement amount of Rs. 17,000
 - ii. Check issued but not encashed during the August amount of Rs. 2,200
 - iii. Dividends on shares collected by banker amount of Rs. 2,300
 - iv. Interest charged by the bank recorded twice in the Cash Book Rs. 500
 - v. Check deposited as per Bank Statement not entered in Cash Book Rs. 3,400
 - vi. Credit side of the Bank column in Cash Book cast short Rs. 1,000
 - vii. Clubs dues paid by bank as per standing instruction not recorded in Cash Book Rs.1,20
 - viii) Uncredited check due to outstation Rs. 3,900
4. a) What is Ratio? Explain the importance of ratios
(OR)
- b) Calculate Debtors Velocity from the following details:
Opening Balance of Debtors Rs. 10,000
Credit Sales during the year Rs. 20,000

Sales Returns Rs. 1,000
Discount on Sales Rs. 50
Cash collected from Debtors during the year Rs, 5,000
Bad Debts Rs. 500
Bad Debt Provision at 10%

5. a) Define marginal costing? Discuss different marginal costing techniques
(OR)

b) Assume that as an investor, you are planning to enter the construction industry as a panel formwork supplier. The potential number of forthcoming projects, you forecasted that within two years, your fixed cost for producing formworks is Rs. 300,000. The variable unit cost for making one panel is Rs. 15. The sale price for each panel will be Rs. 25. If you charge Rs. 25 for each panel, how many panels you need to sell in total, in order to start making money?

6. a). Discuss about Responsibility Accounting.
(OR).

b) Explain about accounting for price level changes.

Section –C
(Compulsory)

1X15M=15 M

7. Case Study

Calculate Debtors Velocity from the following details:

Opening Balance of Debtors Rs. 10,000
Credit Sales during the year Rs. 20,000
Sales Returns Rs. 1,000
Discount on Sales Rs. 50
Cash collected from Debtors during the year Rs, 5,000
Bad Debts Rs. 500
Bad Debt Provision at 10%

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**M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester
BUSINESS COMMUNICATION**

Time : Three hours

**Maximum : 70 marks
5X3M=15 M**

Section –A

Answer Any FIVE of the following

1. a) Communication
- b) Importance of communication
- c) Verbal Communication
- d) Forms of non-verbal Communication
- e) Formal Communication
- f) Barriers to Informal communication
- g) Listening
- h) Art of Listening
- i) Memos
- j) Negotiation

Section –B

5X8M=40 M

Answer the following questions

2. a) What is Business Communication? Explain the functions of Business Communication
(OR)
b) What is Communication barrier? How to overcome the barriers.
3. a) What is Media of Communication? Explain about the Oral communication.
(OR)
b) Explain the merits and demerits of Written Communication..
4. a) What is Formal communication? Explain the importance and elements of formal Communication
(OR)
b) What are the steps to improve the effectiveness of formal and informal communication
5. a) Explain the barriers and the principles of good listening
(OR).
b) What are the guidelines for successful presentation .
6. a) What is Report writing? Explain the procedure and guidelines for effective reporting writing.
(OR)
b) What is meaning and process of negotiation and explain the essential skills of negotiation

Section –C
(Compulsory)

1X15M=15 M

7. Case Study

Northenscold Company sells several products. Information of average revenue and costs are as follows: Selling price per unit \$20. Variable costs per unit: Direct materials \$4. Direct manufacturing labor \$1. Manufacturing overhead \$0. Selling costs \$2. Annual fixed costs \$96,

1. Calculate the contribution margin per unit.
2. Calculate the number of units Northenscold's must sell each year to break even.
3. Calculate the number of units Northenscold's must sell to yield a profit of \$144,000.

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**M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester
IT APPLICATIONS FOR MANAGEMENT**

Time : Three hours

Maximum : 70 marks

Section –A

5X3M=15 M

Answer Any FIVE of the following

1. a) Elements of Computers
b) LAN
c) Editing and saving
d) Features of power point
e) Cell formatting
f) Use of Macros
g) Data types
h) one –dimensional arrays
i) Hacking
j) Cyber laws

Section –B

5X8M=40 M

Answer the following questions

2. a) What are the characteristics and classification of computers-Explain
(OR)
b) Discuss various types of Networks and network topologies.
3. a) How to creation of Document –format and Index printing.
(OR)
b) Explain the use of templates and slide designs...
4. a) How to creating Worksheets and cell formation?
(OR)
b) Discuss about use of Macros –sorting and filtering data.
5. a) Explain about Data variables and selection statements.
(OR).
b) Explain basic Functions and user-defined functions.
6. a) What is Firewall? Explain about different types of Firewalls identification.
(OR)
b) Discuss about Authentication Biometric Techniques

Section –C
(Compulsory)

1X15M=15 M

7. Case Study

Regardless of how high you rate your writing abilities, it's always a worthy idea to check out an expertly written Case Study example, especially when you're dealing with a sophisticated Management topic. This is precisely the case when WowEssays.com collection of sample Case Studies on Management will prove handy. Whether you need to think up an original and meaningful Management Case Study topic or examine the paper's structure or formatting peculiarities, our samples will provide you with the necessary material.

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Free Case Study About Management of Benign Prostatic Hyperplasia

The condition usually starts around 30years of age in men, but mainly surfaces with the associated symptoms around age of 50 years (Thomas & Haitham, 2003). It is a condition cannot be cured hence management usually focuses on reducing the associated symptoms. The type of management that is instituted is placed on how severe the associated symptoms are or how the complications has affected the patients' health (Timothy & James, 2008). It is important to let the patient understand what the BPH is all about. It is a non-cancerous enlargement of the prostate.

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**M.B.A. DEGREE EXAMINATION, Model QP
MBA-First Semester
MANAGERIAL ECONOMICS**

Time : Three hours

Maximum : 70 marks

Section –A

5X3M=15 M

Answer Any FIVE of the following

1. a) Nature of managerial Economics
- b) Principles of economics
- c) Equilibrium
- d) Elasticity of Demand
- e) Production Function
- f) Laws of returns
- g) Market Structure
- h) Monopoly
- i) Managerial cost pricing
- j) Good value strategy

Section –B

5X8M=40 M

Answer the following questions

2. a) Explain Fundamental concepts of Managerial Economics.
(OR)
b) Role and Responsibilities of Managerial Economist in decision making
3. a) Discuss about Demand function and determinants of Market Demand.
(OR)
b) Discuss about demand forecasting methods in managerial decision making.
4. a) Explain about Cobb –Douglas production functions
(OR)
b) Managerial uses of cost concept-illustrate.
5. a) Explain the Modern development in cost theory.
(OR).
b) Determine cost- output relationship in short-run and long run

6. a) Discuss approaches to pricing for new products..

(OR)

b) Price –quality strategies for new products- Explain.

Section –C
(Compulsory)

1X15M=15 M

7. Case Study

Despite stiff increase in tariff by Doordarshan (DD) in march 1987 actual revenue declined. This study indicated that the number of small and medium advertisers which was on the increase before the tariff hike has now been on decline. Further there has also been a noticeable shift in favor of 20 and 10 seconds spots from 30 or more seconds spots before the hike in tariff. The study found that there has been a steep decline in the actual number of advertisements on Doordarshan. This is across all TV centers and program segments. But it was more significant in the case of channel II of Delhi and Bombay. The second channel of Bombay DD TV had no advertisements since the increase in tariff as against revenue of Rs.15, 000/- to Rs.20, 000/- per month in the corresponding months of the previous year. In case of Delhi DD TV's second channel, the number of advertisements declined from a rate of 40 to 65 per month in May to July 1986 to a rate of 12 to none between may to July 1987. Even the actual revenue has fallen. It was about Rs.55, 000/- to 71,000/- per month in May-June period of 1986. In the current year, however, it developed to Rs.28, 000/- in June and was nil by July 1987.

Questions: (a) What happened to revenue after tariff hike for advertisement in DD?

(b) Why has revenue declined?

(c) Is the prize-elasticity of demand for DD TV advertisements high/low/zero?

(d) What tariff (or prize) policy should DD follow for TV advertisements?