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M.B.A. DEGREE EXAMINATION, DEC. - 2018
First Year
PERSPECTIVES OF MANAGEMENT

Time : 3 Hours   **Maximum Marks : 70**

Section - A   (3 x 5 = 15)

Answer any three questions

Q1) a)   Nature of organising

b)   Elements of directing

c)   Communication

d)   Formal organisation

e)   Social responsibilities of business

f)   Centralisation

Section - B   *(3 x 15 = 45)*

Answer any three questions

Q2) Explain purpose and significance of management.

Q3) Briefly explain the modern techniques of decision making.

Q4) Explain the major styles of leadership.

Q5) "Leaders are born not made" – Discuss.

Q6) What do you mean by motivation? Explain Abraham Maslow's need hierarchy theory of Motivation.

Q7) What is controlling? Explain the process of control.

<u>Section - C</u>   *(10)*

(Compulsory)

Q8) Case Study :

Dr. R.R. Pandit, a professor of strategic management, proposed a topic for group discussion to be discussed on the next day. The topic was 'Rationality in business Decision Making'. As per schedule, Dr. Pandit introduced the topic and asked the students to proceed.

First Student : I think, in professional management, most decisions are rational. When professional managers are responsible to take decisions for impersonal needs, and when decisions are based on facts and processed information, decisions tend to be rational.

Second Student : No, this in not always the case. Professional managers are human beings. Their personality traits are always reflected in the decisions they make. They are required to apply their creativity and talent. As a result there is limit to rationality in decision – making. Decisions can never be purely rational.

Third Student : You are right. The decision - making mechanism does not permit rationality. Decisions can be made rationally if we remove human organism from the decision making mechanism. This is impossible.

Fourth Student : I think the need of creativity and active involvement of human factor in decision - making restricts pure rational decisions. Evaluation and selection are based on decision - maker's motivation, perception, personality and learned experience. In addition, choice of the alternative depends on personalized and qualitative information and its interpretations. In addition, our decisions are affected by others

Fifth Student : Decisions need to be rational. They can be rational if some conditions are fulfilled. It seems impossible. Pure rational decisions are not possible. However, the decision - maker must follow certain principles for successful decision – making. Maturity level of the decision – maker and his commitment to organizational objectives can make a difference.

Other students did not contribute to the group discussion. Professor Pandit concluded, 'You are all right in your own way'. The professor left the conference room and the discussion ended :

Questions :

a) According to you, what is rational decision?
b) Why is pure rational decision – making not possible?

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M.B.A. DEGREE EXAMINATION, DECEMBER – 2018

First Year

BUSINESS ENVIRONMENT

Time : 3 Hours   Maximum Marks : 70

Answer any Five questions

All questions carry equal marks.

Q1) What do you understand by Business Environment? Write a brief note on types of Environment.

Q2) Define 'Economic system'. Outline the advantages and disadvantages of Mixed   Economic system.

Q3) Outline the important provisions of India's export policy.

Q4) Explain in detail about structural dimensions of Indian economy.

Q5) Explain the industrial policy of 1991.

Q6) Discuss the impact of Economic Reforms on Indian Economy.

Q7) Define 'small scale industry'. What are its problems?

Q8) Discuss planning goals and its strategies.

Q9) What are the pros and cons of capitalistic economic system?

Q10) What are the reasons of sickness in small scale industries?

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(DBUS03)

M.B.A. DEGREE EXAMINATION, DEC. - 2018
First Year
MANAGERIAL ECONOMICS

Time : 3 Hours   **Maximum Marks : 70**

Section - A   *(3 x 5 = 15)*

Answer any three questions

Q1) a)   Sales Maximization.

   b)   Demand function

   c)   Cross elasticity

   d)   Demand forecast

   e)   Isocost curve

   f)   Optimization

Section - B   *(3 x 15 = 45)*

Answer any three questions

Q2) Define managerial economics and discuss the nature and scope of managerial economics.

Q3) Define income elasticity of demand and explain its usefulness in business decision making.

Q4) What is perfect competition? How the price and output decisions of a firm are made under perfect competition?

Q5) Explain the managerial theories of the firm.

Q6) Explain the different cost concepts.

Q7) Define capital budgeting? Explain different methods of capital budgeting.

Section - C (10)

(Compulsory)

Q8) Case study :

A business company has a total cost function T.C $= 100x - 10x^2 + x^3$ where x is the output in tones. Find the output which minimizes average cost. Prove that at this level of output average cost will be equal to marginal cost.

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M.B.A. DEGREE EXAMINATION, DEC. - 2018
First Year
ACCOUNTING FOR MANAGERS

Time : 3 Hours   **Maximum Marks : 70**

Section - A   *(3 x 5 = 15)*

Answer any three questions

Q1) a)   Balance sheet

b)   Bonds

c)   Short term Assets

d)   RBD

e)   Debt - equity ratio

f)   Prospectus

Section - B   *(3 x 15 = 45)*

Answer any three questions

Q2) Explain in detail the concept of accounting and its functions.

Q3) Discuss the construction of profit and loss account.

Q4) What is forfeiture of shares? Explain.

Q5) Write a detailed note on accounting for dividends.

Q6) Discuss the inflation accounting methods.

Q7) What is profit analysis? Explain the techniques of profit analysis.

Section - C (10)

(Compulsory)

Q8) From the given data below, calculate the Material price variance, Material usage variance, Material cost variance and Material mix variance.

Consumption per 100 units of product.

Raw material	Standard	Actual
A	40 units @ S 50 per unit	50 units @ S 50 per unit
B	60 units @ S 40 per unit	60 units @ S 45 per unit

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M.B.A. DEGREE EXAMINATION, DEC. - 2018
First Year
Quantitative Techniques for Managerial Decisions

Time : 3 Hours   Maximum Marks : 70

Section - A   (3 x 5 = 15)

Answer any three of the following

Q1) a)   Explain the types of functions.

   b)   What is the difference between questionnaire and schedules.

   c)   What is a conditional probability? Explain in detail.

   d)   Explain types of errors with suitable examples.

   e)   What is forecasting? How it is useful in business decisions.

   f)   Why time series analysis in important in decision making.

Section - B   *(3 x 15 = 45)*

Answer any three of the following

Q2)   Solve the following simultanious equations by matrix inverse method.
   $3x - y + 2z = 8$; $x + y + z = 2$; $2x + y - z = -1$

Q3)   The median of the following data is 9.20. Find the missing frequencies and the mean.

C.I	3-5	5-7	7-9	9-11	11-13	13-15
f	6	?	18	20	?	10

Q4) a)   Explain the Area property of normal distribution.

   b)   In an examination the distribution of marks follows normal distribution in which 23% of students get marks above 60% out of 100 marks and 21% students get marks below 40. Find the mean and S.D. of the distribution.

Q5) As a result of a certain experiment, the data obtained below :

x	0	1	2	3	4
f	8	32	34	24	5

Fit a Binomial distribution for the data.

Q6) Define sampling. Also explain probability sampling techniques with suitable examples.

Q7) a)   Write the applications of Regression.

     b)   For certain X and Y series which are correlated, the two lines of regression are $5x - 6y + 90 = 0$ and $15x - 8y - 130 = 0$.

Find which is that of Y on X and which is that of X on Y. Find the means of two series and correlation co – efficient between them.

Section - C   *(10)*

(Compulsory)

Q8) Determine the cyclical variations for the following data assuming that
  a) Data are based on additive model and
  b) Data are based on multiplicative model.

Year	1972	1973	1974	1975	1976	1977	1978
Production (in million tonnes)	70	72	80	76	84	88	90

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M.B.A. DEGREE EXAMINATION, DEC. - 2018
First Year
INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS

Time : 3 Hours   Maximum Marks : 70

Section - A   *(3 x 5 = 15)*

Answer any three questions

Q1) a)   Ransom ware

   b)   O.S.

   c)   U.P.S.

   d)   I.C.T.

   e)   Application of computers in management

   f)   COBOL

Section - B   *(3 x 15 = 45)*

Answer any three questions

Q2) Explain in detail the role of computers in management.

Q3) Discuss the managerial applications of spread sheet.

Q4) What is the role of computers in inventory management?

Q5) Discuss in detail about computer viruses.

Q6) Write a note on perspective information needs of MIS.

Q7) Discuss the concept of programming language.

Section - C *(10)*

(Compulsory)

Q8) Case study :

Managers at a major U.S. automaker is implementing a new software tool called safety process automator (SPA) to automate the way that crashworthiness engineers build and analyze computer simulations of crash tests. Engineers are resistant to using the technology so trainers work to actively "pitch" the technology to the user community. Two different trainers construct distinct framing strategies and those framing strategies influence what engineers think of SPA and how they incorporate it into their work.

Questions :

a) How did each of the frames proposed shape the way that engineers thought about SPA?
b) How to implement new technology in the organization?
c) What is the importance of user community in new Technology?

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