

**(DBUS01(NR))**

M.B.A. (3 Years) DEGREE EXAMINATION,  
DECEMBER 2019.

First Year

**PERSPECTIVES OF MANAGEMENT**

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Nature of management.
- (b) Henry Fayol.
- (c) Span of control.
- (d) MBO
- (e) Planning process.
- (f) Autocratic Leadership style.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Briefly explain the roles that Managers have to play and the skills they require in different managerial levels.
3. Describe the steps in the decision making process.
4. What is the importance of delegation of authority to achieve organisational goals?
5. Define Planning. Explain the process of planning in brief.
6. Explain about organisational conflicts.
7. Briefly explain different kinds of leadership styles.

## SECTION C — (10 marks)

(Compulsory)

8. The main business of WIPRO is Information technology which is a knowledge based industry. WIPRO has large number of employees with majority of them being IT professionals. The company relies on filling the higher level positions through promotions. Therefore, it emphasizes developing people for these positions. The importance given to leadership development at WIPRO can be gauged by the statement given by its CEO, Azeem Premji, “Creating leaders has a personal pay-off”.

That is what WIPRO does through its development programmes known as WIPRO leaders programme. Through WLPs which started in 1990, leaders are developed with seven qualities. Vision high energy, aggressive commitment, ownership, self-confidence, commitment to excellence and building star performers and teams. Each year about 30-50 middle management employees are chosen to take part in this week – Long programme, which starts off with the chairman outlining his vision for the group. This gives participants a sense of focus.

This is followed by what is called ‘outward bound’ training where the group is packed off to a camp on the outskirts of Bangalore. Physical limits are tested at this level, with the seemingly shy ones emerging as quiet but dependable leaders. The togetherness of two day camp brings people from different departments close and team spirit is enhanced. Back in Bangalore, there are mind exercises, meditation, introspection and group efforts to solve imaginary problems in creative ways. Efforts are made to

- (a) Create awareness and understanding of WIPRO leaders qualities.
- (b) Provides inputs to guide participants for continuous development in WL qualities.

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**(DBUS 02)**

M.B.A. DEGREE EXAMINATION, DECEMBER 2019.

First Year

**BUSINESS ENVIRONMENT**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions

All questions carry equal marks

1. Explain the influence of political, legal and technological factors on Indian business.
  2. Describe the role of public sector in Indian Economy.
  3. Enumerate the recent policies of import and Export by Govt. of India.
  4. Explain the structural dimensions of Indian Economy.
  5. Discuss the planning goals and strategies involved in business environment.
  6. Write the advantages and disadvantages of Globalisation?
  7. What are the advantages and disadvantages of foreign trade?
  8. Discuss the objectives of fiscal policy of India.
  9. Discuss the impact of India's new Economic policy on balance of payments.
  10. Explain the major financial sector reforms since 1991 in India.
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**(DBUS 03)**

M.B.A. (3 years) DEGREE EXAMINATION, DECEMBER 2019.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions

1. (a) Wealth maximisation
- (b) Implicit and Explicit cost
- (c) Equilibrium of Industry
- (d) Elasticity of demand
- (e) Risk and Uncertainty
- (f) IRR

SECTION B – (3 × 15 = 45 marks)

Answer any THREE questions

2. Define managerial economics. Explain the functions and responsibilities of a managerial economist.
3. Discuss about various methods of demand forecasting in detail.
4. Describe various pricing strategies in detail.
5. Explain the cost and output relation in long run.
6. What is profit? Explain the theories of profit in brief.
7. Enumerate various challenges in public Investment decision.

## SECTION – C (10 Marks)

## Case Study (Compulsory)

8. A manufactures sold goods of Rs. 25,000 at a profit of 1250. If he sells at Rs. 30,000 he makes a profit of Rs 2,000. Find out
- (a) Contribution margin ration
  - (b) BEP
  - (c) Sal for a profit of 3,500
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**(DBUS 04)**

M.B.A.(3 Years) DEGREE EXAMINATION,  
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First Year

ACCOUNTING FOR MANAGERS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Accounting standards
- (b) Absorption costing
- (c) Financial reporting
- (d) Role of auditor
- (e) Forfeiture of shares
- (f) Dividend.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Discuss the concepts of accounting.
3. Explain the difference between debentures and shares.
4. Why a trading and profit and loss account and balance sheet is prepared? show the proformas of profit and loss account and balance sheet.
5. How do you construct and analyse fund flow statement?
6. Discuss various basis of classification of cost and various types of costs.
7. "Marginal costing is essentially a technique of analysis and cost presentation"  
Discuss with reference to merits and limitations.

## SECTION C — (10 marks)

## Compulsory

8. Case study:

From the following particulars calculate

- (a) Material cost variance
- (b) Material price variance
- (c) Material usage variance

Materials	Standard		Actual	
	Units	Price	Units	Price
A	1,010	1.00	1,080	1.20
B	410	1.50	380	1.80
C	350	2.00	380	1.90

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**(DBUS 05)**

M.B.A. (3 Year) DEGREE EXAMINATION,  
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First Year

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE of the following.

1. (a) Explain the properties of matrix multiplication.
- (b) What is Kurtosis? Explain in detail.
- (c) Explain the discrete probability distributions.
- (d) Define collection of sampling data. Explain samplings distribution.
- (e) Define t-list. What is the significance of t-test in business decision making?
- (f) Define correlation analysis. Explain the types of correlation.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE of the following questions.

2. (a) If  $a, b, c$  are the terms of an A.P. then show that
 
$$\frac{a(q-r)}{p} + \frac{b(l-p)}{q} + \frac{c(p-q)}{r} = 0.$$
- (b) Show that  $\lim_{x \rightarrow z} \frac{x^3 - 8}{x - z}$ .
3. What is collection of data? Explain the secondary data collection methods.
4. (a) Define Binomial distribution. Write its applications and properties.
- (b) Determine the Binomial distribution for which mean = 2 (variance) and mean + variance = 3. Also find  $p(x \leq 3)$ .



5. Fit a Poisson distribution for the following data.

$x$	0	1	2	3	4
$y$	122	60	15	2	1

6. What is standard error? Explain the utility of the concept of standard error.

7. Calculate the correlation coefficients for the following data.

$x$	62	64	65	65	66	67	68	70
$y$	65	66	63	66	70	70	67	69

SECTION C – (10 marks)

Compulsory

8. Calculate the seasonal indices by the method of link relative method.

	Year	1992	1993	1994	1995	1996
	→					
Quarter						
↓						
Q <sub>1</sub>		6.0	5.4	6.8	7.2	6.6
Q <sub>2</sub>		6.5	7.9	6.6	5.8	7.4
Q <sub>3</sub>		7.8	8.4	9.3	7.5	8.0
Q <sub>4</sub>		8.7	7.3	6.4	8.5	7.1

Comment on the results.

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**(DBUS 06)**

M.B.A. (3 Years) DEGREE EXAMINATION,  
DECEMBER 2019.

First Year

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) CPU
- (b) Selecting and moving a range
- (c) Uses of computers in human resource management
- (d) Computer viruses
- (e) Advantages of computer
- (f) System design

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Define management information system. How it helps in decision making? Explain.
3. Discuss inventory system design with example.
4. Define a programme. Describe about the structure of a COBOL program.
5. Define System Analysis and system design. Narrate the steps for System Analysis and system design.
6. Write about the advantages and dis-advantages of spreadsheet software.
7. Write about the social and legal dimensions of computerisation.

SECTION C — (10 marks)

(Compulsory)

8. Case Analysis :  
ABC Company manufactures 10 cosmetic products through its 24 sales offices throughout India with an average of 5 sales representatives per office. Every week

sales reports in each Office are tabulated by a clerk to sales representative, product, and Customers. The reports are mailed to headquarters they are combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales for the next six months. Unfortunately, by the time the management receives the reports, they are from three to six weeks old.

A new system has been devised in which daily sales by salesperson, product and customer are sent over a data communication line from each office to headquarters. A new computer is to be installed to compile and analyse the data and forecast sales. The computer will also handle payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation Nobody in the company has had any experience with computers or computer languages. About 2000 fee or floor space is available at present for the computer centre. The kind of data transmission equipment and computer has not yet been specified.

Provide the ABC Company with a thorough set of plans for implementing their new MIS.

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**{DBUS 06)**