

(DBUS01) (NR)

Total No. of Questions : 8]

[Total No. of Pages : 2

M.B.A. DEGREE EXAMINATION, MAY – 2018

First Year

Perspectives of Management

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any three questions

(3 × 5 = 15)

- Q1)** a) Concept of Management
- b) HENRY FAYOL
- c) Planning premises
- d) Need of decentralisation
- e) Line and staff conflicts
- f) CPM

SECTION - B

Answer any three questions

(3 × 15 = 45)

- Q2)** Explain the nature and scope of management.
- Q3)** Explain significance of planning. Discuss types of plans.
- Q4)** What are the factors influencing span of control?
- Q5)** What are the barriers of communication? Explain.
- Q6)** What are the different techniques of control?
- Q7)** Explain decision making process and decision tree analysis.

SECTION - C

Case Study (Compulsory)

(10 Marks)

Q8) Read the following case and answer the questions given at the end.

Kavery Limited publishes fortnightly magazine titled Kavery. The magazine is published in four regional languages. The company has its own printing press with M.S. Subramaniam as Press Manager. He is responsible for the overall working of the press. The press runs on two – shift basis for six days per week and performs all activities related to magazine printing, that is starting from typesetting stage to binding stage. For making magazine successful, its timely publication is one of the crucial factors. The Press Manager has a total Employee strength of nearly 300 with six persons at the senior management level who work in the day shift and 25 supervisors and 120 operators for each shift. Each supervisor has 4 to 10 operators directly reporting to him. The number of operators reporting directly to a supervisor varies according to nature of work involved in different sections.

One day, the Press Manager attended a seminar on management by objectives organised by the local management association and addressed by a consultant on MBO. He was highly inspired by the theme of MBO and intended to install this system in the press. He was very much sure that he would make performance evaluation of the Employees easier and improve their productivity.

Subramaniam worked several days on what the output objective of the press would be. After finishing this work, he called a meeting of his senior staff. He gave a written statement containing the objectives of each functional area of the press to senior staff members and requested each member to review the objectives, ask questions for clarification, and then prepare specific operational plans and quotas for his respective departments, supervisors, and operators.

- a) Is this a workable MBO system? Explain your stand.
- b) Had this been the Press Manager, would you have proceeded to install MBO differently why?
- c) As the Press Manager, how will you proceed to define press's objectives?



(DBUS02)

Total No. of Questions : 10]

[Total No. of Pages : 1

M.B.A. DEGREE EXAMINATION, MAY – 2018

First Year

Business Environment

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions.

All questions carry equal marks

- Q1)** How is the business affected by the economic environment of the country? Explain.
- Q2)** What is the role played by public sector in the Indian Economy since independence?
- Q3)** What kind of changes are required in the export and import policies of our country?
- Q4)** Discuss the objectives of fiscal policy.
- Q5)** What is Industrial policy and Explain its objectives?
- Q6)** Enunciate the recent policies of import and export.
- Q7)** Explain the socio – cultural influence on BE.
- Q8)** Are we still with an opinion that “Public Sectors are white elephants” – Discuss.
- Q9)** Discuss the impact of privatisation and globalisation.
- Q10)** Discuss the components and scope of the business environment.



(DBUS03)

Total No. of Questions : 8]

[Total No. of Pages : 2

M.B.A. DEGREE EXAMINATION, MAY – 2018

First Year

Managerial Economics

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any three questions

(3 × 5 = 15)

- Q1)** a) Wealth Maximisation
b) Demand forecasting
c) Scope of production function
d) Profit measurement
e) Production function
f) Oligopoly

SECTION - B

Answer any three questions

(3 × 15 = 45)

- Q2)** Describe the various objectives of firm.
- Q3)** Briefly write about methods of forecasting for new products.
- Q4)** Describe briefly about various economics of large scale production.
- Q5)** Explain different types of elasticity of demand.
- Q6)** Discuss the difficulties involved in the measurement of profit.
- Q7)** Write a note on role and importance of public sector.

SECTION - C

Case Study (Compulsory)

(10 Marks)

Q8) A firm has purchased a plant to manufacture a new product cost data for the plant is given below :

Estimated annual sales	:	24,000 units
Estimated costs		
Material	:	Rs. 4.00 per unit
Direct Labour	:	Rs. 0.60 per unit
Over head	:	Rs. 24,000 per year
Administrative expenses	:	Rs. 28,000 per year
Selling cost of sales	:	Rs. 1,590 per year

Questions :

- a) Calculate the selling price if profit per unit is Rs. 1.02, and
- b) Find out the Break – even point in terms of output.



(DBUS04)

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

First Year

ACCOUNTING FOR MANAGERS

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) P & L account
b) RBD
c) Role of auditor
d) Marginal cost
e) Shares & debentures
f) Forfeiture of shares

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** Explain in detail about accounting information and its applications.
- Q3)** Discuss the elements of balance sheet.
- Q4)** Write in detail about accounting standards and concepts.
- Q5)** Discuss the accounting procedures for declaring and distributing dividends.
- Q6)** Write a note on legal requirements relating to auditing.
- Q7)** Explain in detail the concept of variance analysis.

(DBUS04)

SECTION - C
(Compulsory)

(10)

Q8) Case study:

The following is the trial balance of Ram Lal on March 31, 2011

Debit balance	Rs.	Credit balance	Rs.
Bank	7,500	Capita	12,00,000
Purchases (adjusted)	34,96,00	Bills payable	50,000
Salaries	21,000	Loan	1,00,000
Carriage on sales	2,500	Sales	36,00,000
Carriage on purchases	2,000	Discount	2,000
Lighting	1,500	Commission	500
Building	1,35,000	Sundry Creditors	1,00,000
Rates and Taxes	2,000		
Sundry Debtors	40,000		
Furniture	30,000		
Cash in hand	1,250		
Bills receivable	7,500		
Stock (31 st March, 2011)	3,06,250		

Rates have been prepaid to the extent of Rs.600 during the year, bad debts amounted to Rs.2,500, a provision @5% has to be made on debtors. Buildings have to be depreciated at 2% and furniture's at 10%. Prepare the trading and profit & Loss and the Balance Sheet as on March 31, 2011.



(DBUS05)

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

First Year

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three of the following questions. (3 x 5 = 15)

- Q1)** a) Explain the properties of matrix multiplication.
b) What is skewness? Explain in detail.
c) Explain marginal and joint probabilities with examples.
d) What is sampling distribution? Give an example.
e) What is the significance of chi-square test in business decision making?
f) What is correlation analysis? Explain its types.

SECTION - B

Answer any three of the following questions. (3 x 15 = 45)

- Q2)** a) If a, b, c are the sums of p, q, r terms respectively of an A.P., then show that $\frac{a(q-r)}{p} + \frac{b(r-p)}{q} + \frac{c(p+q)}{r} = 0$.
b) Show that $\lim_{x \rightarrow 0} \frac{(1+x)^n - 1}{x} = n$.
- Q3)** Define Data? Explain primary data collection methods in brief.
- Q4)** a) What are the applications of Binomial distribution.
b) If a random variable X follows Poisson distribution such that $P(X = 1) = P(X = 2)$.
Find
i) the mean
ii) $P(X = 0)$
- Q5)** Fit a Poisson distribution for the following data.

x	0	1	2	3	4	5
f	142	165	69	27	5	1

Q6) What is Hypothesis? Explain the procedure of testing of Hypothesis.

Q7) Calculate correlation co-efficient for the following data.

x	9	8	7	6	5	4	3	2	1
y	15	16	14	13	11	12	10	8	9

SECTION - C
(Compulsory)

(10)

Q8) Calculate the seasonal indices by the method of link relatives for the following data.

Year → Quarter ↓	1985	1986	1987	1988
Q ₁	75	86	90	100
Q ₂	60	65	72	78
Q ₃	54	63	66	72
Q ₄	59	80	85	93

Comment on the results.



(DBUS06)

Total No. of Questions : 08]

[Total No. of Pages : 02

M.B.A. DEGREE EXAMINATION, MAY – 2018

First Year

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 × 5 = 15)

- Q1)** a) Need for computers
- b) Applications of MIS in inventory
- c) C.P.U.
- d) JAVA
- e) Spreadsheet
- f) DBMS

SECTION - B

Answer any three questions.

(3 × 15 = 45)

- Q2)** Discuss the uses of personal computers.
- Q3)** Explain the application of computers in financial systems.
- Q4)** Discuss the application of computers in H.R.M.
- Q5)** Explain the legal dimensions of computerization.
- Q6)** Discuss the economics of M.I.S.
- Q7)** Write a detailed note on computer programming.

(DBUS06)

SECTION - C
(Compulsory)

(10)

Q8) Case study (Compulsory)

Sigma software limited is engaged in providing software services, both in India and abroad. It has about 2,000 employees of which about ninety percent are computer professionals. With continuous increase in sales volume, the company adds, about 120-150 computer professional every year. For this purpose, the company visits the campuses of different universities and institutes offering computer courses.

The performance of the students from different universities and institutes varies significantly because of differences in the academic attainment of these institutions. Because of this the company has to spend lot of time in training some new recruits. In order to solve this problems, the company wants to develop a data base comprising information about different academic institutions offering computer courses.

The company seeks your advice regarding the following:

- a) What types of information that should be stored in the data base?
- b) Which package would best MS-EXCEL or MS-Access. Why?
- c) How should it differentiate between different institutes?
- d) What is your advice regarding training of the new recruits?

