

Total No. of Questions : 8]

DEMB1

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

PERSPECTIVE OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE questions. (3X5 = 15)

- Q1)**a) Nature of management.
b) Significance of Planning.
c) Game theory.
d) Span of control.
e) Staffing.
f) Motivation.

SECTION - B

Answer any THREE questions. (3X15 = 45)

- Q2)** Explain the functions of Management.
Q3) What is MBO ? Write its objectives.
Q4) What is 'decision tree analysis'? How is it important in Management?
Q5) Discuss the Elements of directing.
Q6) What is leadership? Explain the styles of Leadership.
Q7) Explain the modern techniques of controlling in detail.

SECTION - C

(Compulsory) (10)

Q8) Case Study :

Two companies X and Y producing 40 count cotton yarn with similar levels of investment, size, and labor force have been competing with each other. All their costs, such as raw materials, power, wages, administrative, sales, interest, and depreciation expenses, have been the same. Company X has been earning around 1.2 times of the net profit level when compared to the net profit earned by company Y.

The management of company Y appointed a taskforce to fine out the reasons for the same. On detailed analysis carried over by the task force, it was found that the motivation level of employees of company X was relatively far higher than that of company Y. It was mainly on account of certain facilities provided to company X such as environment on the shop floor in terms of space for movement, lighting arrangements, canteen facilities, pickup and drop facility from home to company and back and a free membership of a local club. It was also found that emphasis of company X had free access to top management and every month employees achievements used to be recognized by giving them token prizes; handed over to them by the top management in person in a function organized by the company.

Questions :

- i) Elaborate the benefits provided by company X as per the Hertzberg's Two factor theory.
- ii) Discuss the impact of the provision provided by company X on the performance of employees and more returns for company X.



Total No. of Questions : 8]

DEMB2

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

BUSINESS ENVIRONMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE of the following: (3X5 = 15)

- Q1)** a) Political Environment.
b) Changing role of Government.
c) Sickness.
d) MNC.
e) Foreign Trade.
f) B.O.P

SECTION - B

Answer any THREE of the following: (3X15 = 45)

- Q2)** Discuss the factors Influencing Indian Business Environment.
Q3) Explain the structural dimensions of Indian Economy.
Q4) Explain the Major problems of small scale sector in India?
Q5) What is F.D.I? Discuss the points to attract F.D.I.
Q6) Define Fiscal policy. Write the features of fiscal policy.
Q7) Explain the features fo new Economic policy - 1991.

SECTION - C

(Compulsory) (10)

- Q8)** Case Study

India's problem is not lack of resources; it is the inability and or unwillingness to mobilize resources into the public sector. The Indian economy is not facing a resources crisis it is confronting a fiscal crisis.

The reasons for this are the steady decline over the years in the share of direct taxes in spite of the fact that both incomes and savings of the top 10 per cent of the households in the country have been steadily increasing. The government does not appear committed to placing greater reliance on direct taxes to mobilize resources. It is unwilling to tax the rich and therefore has no option except to fall back on indirect taxes and rely more than ever on borrowing from those who expect interest and tax concessions from temporarily parting with their resources to enable the government to continue its “development programmes.” Grave inter-sectorial imbalances also exist in India’s tax structure because agricultural incomes are virtually tax free. The Raj Committee had recommended the introduction of an agricultural tax to remove this inequity, but the State governments did nothing to implement the recommendation. The long-term fiscal policy also did nothing to eliminate this inter-sectorial inequity.

Public sector enterprises failed to generate the contemplated reinvestible surplus and the small surplus that became available from these enterprises was not attributable to improved efficiency.

The fiscal deficit reflects the total resource gap, which equals the excess of total government expenditure the indebtedness of the government.

Question : Suggest some remedies for the new fiscal policy to combat fiscal crisis.

x x x

Total No. of Questions : 8]

DEMB3

**EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(First Year)**

MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE of the following: (3X5 = 15)

Q1)a) Concept of Managerial Economics.

b)Wealth Maximization.

c)Scope of Economics.

d)Production concept.

e)Market Environment.

f) Public investment.

SECTION - B

Answer any THREE of the following: (3X15 = 45)

Q2) Explain the significance of Managerial Economics.

Q3) Define demand Elasticity. Explain different Methods of Elasticity of demand.

Q4) Explain price-output decision under perfect competition.

Q5) Explain various strategies of pricing in detail.

Q6) Write briefly about theories of Profit.

Q7) Determine the Elements of capital Budgeting.

SECTION - C

(Compulsory)

(10)

Q8) Case Study

Navarang - A movie theatre in a town has two types of customers: (i) college students and (ii) senior citizens. The college students will watch the sunday morning movie, if the ticket price is Rs. 50 or less and the senior citizens will watch, if the price is Rs. 25 or less. Also assume that there is no other cost in showing the movie, so the profit is same as the revenue from the sale of tickets.

On sunday morning, there are 40 college students and 20 senior citizens in the theatre. The theatre has three price strategies. (i) Uniform rate of Rs. 25 for all (ii) uniform rate of Rs. 50 for all and (iii) Rs. 50 for college students and Rs. 25 for senior citizens.

- a) Calculate the profits of the theatre under above three strategies each.
- b) Advise and give your comments on the above strategies and profits. Which price strategy or option would you advise, as a economist?

x x x

Total No. of Questions : 8]

DEMB4

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

ACCOUNTING FOR MANAGERS

Time : 3 Hours Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three of the following questions

- Q1)** a) Business entity Concept.
b) Forfeiture of shares.
c) Balance sheet.
d) Inflation Accounting.
e) Opportunity Cost.
f) CVP Analysis.

SECTION - B (3 x 15 = 45)

Answer any three questions

- Q2)** Define Accounting? State its functions and advantages?
Q3) How do you construct and analyse fundsflow statement?
Q4) Explain legal requirements related to auditing.
Q5) Prepare a proforma Balance sheet with an imaginary figures.
Q6) Bring out the Accounting for issue and allotment of shares and debentures.
Q7) State the objectives and advantages of marginal costing.

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

From the following details calculate

- i) P/V Ratio
ii) BEP Sales
iii) MOS
iv) Effect of 10% increase in Sales on BEP
v) Effect of 10% decrease in Sales on BEP

Sales ` 60,000

Variable Cost ` 30,000

Fixed Cost ` 15,000

Total No. of Questions : 8]

DEMB5

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 x 5 = 15)

Answer any three questions

- Q1)** a) What are the applications of differentiation.
b) What is Matrix? Write the properties of determinants.
c) Explain the properties of dispersion.
d) Define probability: Discuss about the aromatic probability.
e) Discuss about the sampling distribution.
f) Explain moving average method.

SECTION - B (3 x 15 = 45)

Answer any three questions

Q2) What is information? Explain the role of information in decision making process?

Q3) a) Find the differential coefficient of $\sin x$ with respect to "x" given that .

b) If find whether the function is continuous at $x = 4$.

Q4) Distinguish between primary data and secondary data and discuss various methods of collecting primary data.

Q5) Five fair coins were tossed for 100 times. From the following out come calculate the expected frequencies.

No.of heads up	0	1	2	3	4	5
f	2	10	24	38	18	8

Q6) Fit a Poisson distribution to the following data and test for its goodness of fit at level of significance 0.05.

x :	0	1	2	3	4
f :	419	352	154	56	19

Q7) Calculate the co-efficient of calculation from the data below.

x	40	70	50	60	80	50	90	40	60	60
f	2.5	6.0	4.5	5.0	4.5	2.0	5.5	3.0	4.5	3.0

SECTION - C

(10)

(Compulsory)

Q8) Case Study:

Define Poisson distribution. Under what conditions a binomial distribution is approximated by a Poisson distribution.

The probability of a bad reaction from a certain infection is 0.001, determine the chance that out of 2,000 individual more than two will get a bad reaction.



Total No. of Questions : 8]

DEMB6

**EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(First Year)**

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE of the following

(3X5 = 15)

Q1)a) Spred Sheet Software.

b)Personal computer.

c)Types of viruses.

d)Legal dimensions of computerisation.

e)Control system.

f) COBOL.

SECTION - B

Answer any THREE of the following *(3X15 = 45)*

Q2) Explain the advantages of personal Computers.

Q3) Discuss the role of computers in Management functions.

Q4) Define virus. Discuss the problems of Virus.

Q5) What is the need for information system? Discuss its role in decision making.

Q6) What is S.A.D? How it is useful in decision making? Explain.

Q7) Discuss the applications of COBOL.

SECTION - C (10)

(Compulsory)

Q8) Case Study

Comment precisely on the following :

- a) “A company’s strategic plan, its attitude towards the use and integration of information and technology and its financial position are the key factors in determining the information related direction it takes”.
- b) What impact would “Research and Development” and “Information Explosion” have on the need for by management in a manufacturing company?

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Total No. of Questions : 8]

DEMB7

EXECUTIVE M.B.A. EXAMINATION, JUNE/JULY - 2019

(First Year)

FINANCIAL MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A (3 × 5 = 15)

Answer any three questions

- Q1)** a) Role of finance manager.
b) Net present value vs Internal rate of return.
c) Optimum capital structure.
d) Weighted average cost of capital.
e) Economic Order Quantity.
f) Concept of working capital.

SECTION - B (3 × 15 = 45)

Answer any three questions

- Q2)** Explain the role of various financial intermediaries in the financial market.
Q3) Discuss various types of project appraisal methods.
Q4) What is MM's irrelevance hypothesis? Evaluate its assumptions.
Q5) What are the determinants of working capital?
Q6) Explain various cash management techniques.
Q7) What are the techniques of inventory management?

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

The income statement of C Ltd. is as follows:

Net Income	Rs. 2,00,000
Less: Expences	Rs. 2,20,000
(including Rs.1,00,000 of fixed expenses)	

Net Loss

Rs. 20,000

The sales manager believes that an increase of Rs.50,000 in advertising outlays will increase sales substantially. The Chairman of the Board approved his plan.

Show: a) At what sales volume will the company break-even?

b) What sales will result in a net profit of Rs.10,000



Total No. of Questions : 8]

DEMB8

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE of the following: (3X5 = 15)

Q1)a) Definition of Operations Management.

b)Product Selection.

c)Continious Production System.

d)Maintenance Management.

e)Value Engineering.

f) Stores Management.

SECTION - B

Answer any THREE of the following: (3X15 = 45)

Q2) Define plant layout. Discuss various types of layouts.

Q3) Explain Various types of Manufacturing Systems.

Q4) Determine the factors influencing plant location.

Q5) Explain the probabilistic Models of Materials Management.

Q6) What is Quality Assurance? Discuss.

Q7) Explain the techniques of waste management.

SECTION - C

(Compulsory)

(10)

Q8) Case Study

A manufacturer has to supply his customer with 600 units of his product per year. Shortages are not allowed and storage cost amounts to 60 paise per unit per year. The set up cost is Rs. 80.

Find

- a) EOQ
- b) Minimum average yearly cost.
- c) Optimum number of order per day
- d) Optimum period of supply per optimum order.

x x x

Total No. of Questions : 8]

DEMB9

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE questions. (3X5 = 15)

- Q1)** a) Marketing Manager.
b) Market leader.
c) Buying Behaviour.
d) Psychological Pricing.
e) Pre-testing.
f) Marketing Audit.

SECTION - B

Answer any THREE questions. (3X15 = 45)

- Q2)** Discuss the Ethics in Marketing.
Q3) Explain Various types of Positioning Strategies.
Q4) Explain the models of Consumer Behaviour.
Q5) What is sales promotion ? Discuss the tools of sales promotion.
Q6) What is Marketing Research? Discuss the steps in Marketing research.
Q7) What is Idea Marketing ? Discuss its significance.

SECTION - C

(Compulsory)

(10)

- Q8)** Case Study :

Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering “Epang Opang Jhampang” a chat without any meaning. However, the TVC showed their mothers

deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they dont like and question age old practices. Is Horlicks taking kids on a rebellious path ? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz kids Contest. In the late 2008, a legal battle broke out between Glaxo smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks & Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian Press. GSK has about 75% market share of Indias health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

Questions :

- (a) What positioning strategies are adopted by Horlicks?
- (b) What alternative positioning strategies would you suggest for the sustained market share.



Total No. of Questions : 8]

DEMB10

EXECUTIVE M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019

(First Year)

Human Resource Management

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any THREE questions **(3X5 = 15)**

- Q1)**a) Job analysis.
b)H.R. Planning.
c)Psychological tests.
d)Counselling.
e)Job satisfaction.
f) Trade unions.

SECTION - B

Answer any THREE questions **(3X15 = 45)**

- Q2)** Discuss the principles of H.R.M.
Q3) Explain the sources of Recruitment.
Q4) What are the various evaluation techniques of performance Appraisal?
Q5) Discuss the methods of wage payments and incentives.
Q6) What is collective Bargaining ? Discuss.
Q7) Explain the methods of Human resource development.

SECTION - C

(Compulsory) (10)

- Q8)** Case Study

A large, well known Canadian company had found full depreciation of the equipment which was used to make specialized automobile companies for north-American automobile producers. Although the equipment had been well maintained and worked well, it required to be handled by a large number of labourer's. The result was the high

labour costs that made the company's brake assemblies, manufacturer, and related products unprofitable. A decision was made to replace the equipment with more highly automated, numerically controlled machine tools. Since the economic value of the old equipment exceeded its value as scrap, the equipment was shipped to the company's Brazilian operations, where labour costs were considerably lower. Upon arrival and after the setting up of a new facility, the company received numerous profitable orders from Brazil's rapidly growing automobile industry. Though the labour hours per product remained about the same the lower Brazilian labour rates allowed the new facility to be profitable. Soon a second shift was added and with it problems began. The equipment began to experience a growing "Downtime" because of machine failures and quality particularly on part dimensions declined dramatically. At a staff meeting the Brazilian plant manager met his staff, including several industrial engineers who had been trained in Canada and the United States. The engineers argued that the problems were almost certainly caused by maintenance since the machinery had worked well in Canada and initially in Brazil. The HR director agreed that it was perhaps the question of maintenance of the old machinery but he also noted that many of the on-machine instructions and maintenance manuals had not been translated into Portuguese. He also observed that the Problems began after the Second shift was hired.

Questions :

- a) From the discussion of job analysis information and job design, what actions would you recommend to HR department?
- b) Since the Canadian workers had considerable experience with the equipment but the workers particularly in second shift in Brazil had very little experience, what implications do you see for the job design?

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