DBUS01(NR)

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(First Year)
PERSPECTIVES OF MANAGEMENT

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

SECTION - A   *(3 x 5 = 15)*
Answer any three questions

Q1) a)   Functions of Management
      b)   Scientific Management
      c)   Leadership
      d)   MBO
      e)   Staffing
      f)   CPM

SECTION - B   *(3 x 15 = 45)*
Answer any three questions

Q2) Describe the Responsibilities of a Professional Manager.

Q3) Explain about Organizational Conflicts.

Q4) Discuss various Decision Making techniques.

Q5) What is meant by Control? Explain the process of Control.

Q6) Define Communication. Explain the importance of Communication in Management.

Q7) What are the types of Leadership styles? Discuss in detail.

SECTION - C   *(10)*
(Compulsory)

Q8) Mr. Aravind Publishing Company: Mr. Aravind was the founder of a Publishing Company Specializing in Management books within a short span of time, the Company proposed and grew very fast. Its sales rose from Rs.5,00,000 for the first year to Rs.20,00,000 for three years. The editing production and sales staff grew almost as fast.

But the company was having problems and of late uncertainity and confusion grew in the company. New people were making decision to the best of their ability but many of them did not fit together. One of Mr. Aravind's key associates suggested that the company ought to have better planning and certainly needed clear policies to guide decision making by Mr. Aravind was unimpressed. His response was that if he took

time off to plan and develop policies to days he might not have a company tomorrow and that he had no choice but to spend his time meeting to days problems as they came up.

a)   If you were one of the manager in the company what would you say to Mr. Aravind?

b)   Outline exactly how would you show him that planning and policy making are important to the company if it has to grow effectively.

DBUS02

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

(First Year)

BUSINESS ENVIRONMENT

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

<u>Answer any five questions</u>
<u>All questions carry equal marks</u>

Q1) Discuss about Internal and External factors of Business Environment.

Q2) What do you mean by public sector undertaking? Discuss the problems and prospects of Public Sector Units in India.

Q3) Explain the reasons for sickness of small industries in India.

Q4) What are the changes required in the export and import Policies of India?

Q5) Explain the objectives of Fisal Policy and its role in Indian Economy.

Q6) Write a note on Planning Goals and Strategies.

Q7) Define balance of payments. Explain the components in BOP.

Q8) What are the features and challenges of Industrial Policy 1991?

Q9) Discuss the pros and Cons of globalization.

Q10) Trace out the challenges faced by Indian Foreign Trade?

❀ ❀ ❀

DBUS03

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

(First Year)

MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 70

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

Answer any three questions

Q1) a)   Nature of Managerial Economics.
b)   Demand Function.
c)   Average Cost and Marginal Cost.
d)   Profit Measurement.
e)   Income Elasticity of Demand.
f)   Payback Period.

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

Answer any three questions

Q2) Define Managerial Economics? Discuss the salient features and significance of Managerial Economics.

Q3) What is meant by Elasticity of Demand? Explain about various Elasticities of Demand in brief.

Q4) Briefly explain the significance of Longrun average cost curve in managerial decision making.

Q5) Describe about price and out-put decisions by the firm and Industry.

Q6) Critically explain the Marginal Productivity Theory of Profit.

Q7) Elucidate various methods of Capital budgeting briefly.

SECTION - C   *(10)*

(Compulsory)

Q8) Case Study:

Allied surgicals Ltd manufactures instruments. The normal production of an instrument is 2600 units per month at a total cost of Rs.32,000. At full capacity it can manufacture 3,400 units per month at a total cost of Rs.38,000. A dealer abroad offers to purchase 500 instruments over a month at a price of Rs.10 per instrument under a different brand name. Do you advise the company to accept the offer?

Total No. of Questions : 8]

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

Q1) a) Functions of accounting
      b) Balance Sheet
      c) Funds Flow Statement
      d) Debenture vs Share
      e) CVP Analysis
      f) Absorption Costing

SECTION - B   (3 x 15 = 45)
Answer any three questions

Q2) Discuss indetail about the applications of accounting information?

Q3) Explain the legal requirements relating to auditing, and also State Role of Auditor.

Q4) Define Inflation Accounting? Explain the methods of inflation accounting?

Q5) Bring out the accounting procedure for issue and allotment of shares and Debentures.

Q6) What is mean by financial statement analysis? Also state it's Merits and Demerits.

Q7) Describe the marginal costing techniques used in managerial decision making.

SECTION - C   (10)
(Compulsory)

Q8) Case Study:

From the following Trial Balance of XYZ & Co. prepare trading and Profit & Loss A/c for the year ending 31st March, 2015 and Balance Sheet on that data.

Particulars	Dr. (Rs.)	Cr. (Rs.)
Purchases	21,750	
Discount allowed	1,300	
Wages	6,500	
Salaries	2,000	
Travelling Expenses	400	
Sales		35,000
Commission	425	
Carriage inward	275	
Administration expenses	105	

Trade expenses	600	
Interest	250	
Building	5,000	
Furniture	200	
Debtors	4,250	
Capital		13,000
Creditors		2,100
Cash	7,045	
	50,100	50,100

Adjustments:

i) Closing Stock was Rs.6,000

ii) Outstanding wages Rs.475

iii) Depreciate buildings by 20%

iv) Create a provisions for bad debts at 10% on debtors.

DBUS05

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(First Year)
QUANTITATIVE TECHNIQUES FOR   MANAGERIAL DECISIONS

Time : 3 Hours   Maximum Marks : 70

<u>**SECTION - A**</u>   *(3 x 5 = 15)*
<u>Answer any three of the following questions</u>

Q1) a) If and , write the matrices (A+B), (A-B).

$$\text{If } A = \begin{bmatrix} 1 & -1 \\ 0 & 2 \end{bmatrix} \text{ and } B = \begin{bmatrix} 1 & 0 \\ 1 & 2 \end{bmatrix}, \text{ write the matrices } (A+B), (A-B).$$

b) What is skewness? Explain in detail.

c) What is sampling? Explain briefly.

d) What is discrete probability distribution? Write its mean and variance.

e) Define chi-square list. Explain.

f) What is scatter diagram? Explain.

<u>**SECTION - B**</u>   *(3 x 15 = 45)*
<u>Answer any three of the folloiwng questions</u>

Q2) a) If , and , show that $A(B+C) = AB + AC$
b) If $y = 7x^4 – 2x^3 – 8x – 7$, Find .

Q3) Define data? Explain primary data collection methods.

Q4) a) Define poisson distribution. White its properties and its application.
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) Define chi-square test. Discuss its properties and limitations.

Q6) Fit a Binomial distribution for the following data.

x	0	1	2	3	4	5
f	2	14	20	34	22	8

Q7) Find out Karl Pearson's coefficient of correlation for the following data.

x	17	18	19	19	20	20	21	21	22	23
y	12	14	16	11	15	19	22	16	15	20

SECTION - C *(10)*
(Compulsory)

Q8) Calculate seasonal index for the following data using average method:

Year	2006	2007	2008	2009	2010
Quarter					
Q_1	72	76	74	76	78
Q_2	68	70	66	74	74
Q_3	80	82	84	84	86
Q_4	70	74	80	78	82

Comment on the results.

Total No. of Questions : 8]

DBUS06

M.B.A. DEGREE EXAMINATION, JUNE/JULY - 2019
(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)   Personal computer
       b)   MIS
       c)   Computer viruses
       d)   Human resource management system needs
       e)   Computer based inventory
       f)   Legal dimensions of computerisation

SECTION - B (3 x 15 = 45)
Answer any three questions

Q2) Define computer. Draw the block diagram of a computer.

Q3) Write about the role of M.I.S. in management decission making.

Q4) What is COBOL? Write about different applications of Cobol.

Q5) Describe computer aided financial planning.

Q6) What is a programme? How to design a computer programme? Explain.

Q7) Define spreadsheet and write about applications of spreadsheet software.

SECTION - C (10)
(Compulsory)

Q8) Case Study:

Xenon publication is developing a subscription system. They need to create and delete records of subscribers. Also records must be updated when there is an address change, name change or change in the expiration data (i.e. after a subscription is renewed).

All issues sent are recorded on the individual record.

One function of the system will be to print mailing labels. These should be printed in Zipcode in order to faciliate bulk mailings.

Management is also concerned that the Zipcode was recently expanded by the postal service.

There are 15 million subscribers some of these people telephone the subscription dept. for a variety of reasons an issue has not been received, their payment check for subscription renewal has not been cleared, there is a change in their personal information etc. mail inquiries are also received.

a)   What type of file organization would you select? Why?

b)   Within a record how would you compensate for the zipcode.