

(DEMB 1)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025.

First Year

PERSPECTIVE OF MANAGEMENT
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. (a) Definition of management
- (b) MBO
- (c) Informal organization
- (d) Selection techniques
- (e) Line and staff conflicts
- (f) PERT
2. Explain the nature and scope of management.
3. What are the various types of plans?
4. Explain the process of delegation of authority.
5. What are the elements of Directing?
6. Explain the reporting system for control.
7. What are the Barriers of Communication?

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025.

First Year

PERSPECTIVE OF MANAGEMENT
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Case study

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 15 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Barry is ServSafe certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive 'on the job training' about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training 'soften rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can

temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions:

- (a) What are the communication challenges and barriers Barry faces?
 - (b) What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices.
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(DEMB2)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

BUSINESS ENVIRONMENT
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. (a) Legal Environment
 - (b) Small sector in India
 - (c) Planning and policing
 - (d) Export and Import policy
 - (e) Liberalization
 - (f) Fiscal Sector Reforms
2. What is the changing Role of Government?
3. Explain the structure of Indian Industry.
4. Discuss the Evolution of Industry policy.
5. Explain the India's balance of payments.
6. Explain the industrial policy of 1991.
7. Outline the objectives of Public Sector in India.

(DEMB2)

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

BUSINESS ENVIRONMENT
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Case Study

After completing her MBA, Beni took up a job with a multinational company named Fortio. The company paid good salaries and perks to its employees. The wages were within the paying capacity of the company that provided the employees with a reasonable standard of living. The company also had a good work-culture and the behaviour of superiors was very good towards their subordinates Beni was very happy in this organisation but due to long working hours, she did not have time to cook her meals. She had to depend upon outside food which was deteriorating her health. She observed that this problem was faced by many of her colleagues, not only in her company but also in many other companies. This was because of increase in the number of working women and non-availability of hygienic home-cooked food. She identified this as a great opportunity and decided to give up her job to supply packaged home-cooked food to office-goers at a reasonable price, At the end of the day, she also distributed the leftover food to the nearby night-shelters.

State the dimension of business environment being discussed above.

(DEMB3)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

MANAGERIAL ECONOMICS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Nature of Managerial Economics
 - (b) Price elasticity of Demand
 - (c) Inflation
 - (d) Public utilities
 - (e) Marginal cost
 - (f) Payback period
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2. How would you apply the concept of economics to the managerial decision making? Explain.
 3. What is meant by elasticity of Demand? Briefly write about different types of elasticity of Demand.
 4. Explain briefly about product function and analyse with one or two variables.
 5. Discuss about price output determination under perfect competition.
 6. What is Behavioural theory of the firm? Explain in brief.
 7. Elucidate various methods of Capital Budgeting.

(DEMB3)

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

MANAGERIAL ECONOMICS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study :

Commodity	Original Price	New Price	Original demand	New demand
A	14	16	54	49
B	6	9	14	12
C	96	100	44	39
D	10	8	29	34

- (a) Calculate price elasticity of demand for A, B, C, D.
- (b) Which commodity has more elasticity of demand and which commodity has less elasticity of demand?
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(DEMB4)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

ACCOUNTING FOR MANAGERS
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. (a) Short term Assets.
(b) Forfeiture of shares.
(c) Funds Flow Statement.
(d) Debenture Vs. Shares.
(e) Need for CVP Analysis.
(f) Inflation accounting.
2. Explain in detail the concept of accounting and its functions.
3. Discuss the construction of profit and loss account.
4. Bring out the accounting procedure for issue and allotment of shares and debentures.
5. What is meant by Financial statement analysis? Also state its merits and demerits.
6. Describe the marginal costing techniques used in managerial decision making.
7. What are the objectives and limitations of Variance Analysis?

(DEMB4)

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

ACCOUNTING FOR MANAGERS
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Case Study .

On 10 January 2020, a company offers 8,000 shares of Rs.10 each. Applications are received for full 8,000 shares. Money is payable as follows:

On Application Rs.3 per share

On 1st Call Rs.3 per share

On Allotment Rs.2 per share

On Final Call Rs.2 per share

The shares were duly allotted, calls made and money realized. You are required to pass the necessary Journal entries.

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Decision making under uncertainty by using decision tree.
- (b) Sources of collecting primary data.
- (c) Merits and uses of mean deviation.
- (d) Distinguish between 'permutation' and 'combination'.
- (e) Write a note on Standard Error of a statistic.
- (f) Give the important properties of the regression co-efficient.

2. Solve the following system by matrix method :

$$3x + 2y + 4z = 19$$

$$2x - y + z = 3$$

$$6x + 7y - z = 17$$

3. From the data given below calculate Karl Pearson's co-efficient of skewness.

Age	:	20-25	25-30	30-35	35-40
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No. of Persons	:	50	70	80	180
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Age	:	40-45	45-50	50-55	55-60
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No. of Persons	:	150	120	70	50
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4. A bag contain 4 green and 6 red balls. A ball is drawn at random and then, without replacing it, a second ball is drawn. What is the chance that a green ball is drawn each time?

5. A typist kept a record of mistakes made per day during 300 working days of a year :

Mistake per day	:	0	1	2	3	4	5	6
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No. of days	:	143	90	42	12	9	3	1
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Fit an appropriate Poisson Distribution to the data. [Given : $e^{-0.89} = 0.410656$]

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Four dice were thrown 112 times and the number of times 1, 3 or 5 was thrown were as under:

No. of dice throwing 1, 3 or 5	:	0	1	2	3	4
Frequency	:	10	25	40	30	7

Find the value of Chi-square presuming that all dice were fair.

2. Compute the regression equation of 'Y' on 'X' and 'X' on 'Y' from the following data.

X : 89 86 74 65 64 63 66 67 72 79

Y : 92 91 84 85 73 72 71 75 78 84

3. A decision matrix with cost data is given below:

States of nature Alternatives	S ₁	S ₂	S ₃	S ₄
a ₁	1	3	8	5
a ₂	2	5	4	7
a ₃	4	6	6	3
a ₄	6	8	3	5

Find the best alternative using (a) Minimax criterion, (b) Minimum criterion.

(DEMB6)

ASSIGNMENT-1

EXECUTIVE M.B.A DEGREE EXAMINATION, MAY/JUNE -2025

First Year

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. (a) Uses of Personal Computers
(b) Computer Based Financial Systems
(c) Computer Viruses
(d) Concept of MIS
(e) Systems Analysis and Design
(f) Social dimensions of Computerisation.
2. "Computers play a vital role in Management of a large scale organisation". Discuss.
3. Discuss the role of Computers in Human Resource Management.
4. What are the legal dimensions of Computerisation?
5. What are the objectives of Management Information Systems?
6. Outline the various applications of COBOL.
7. Write briefly about Computer based inventory systems.

(DEMB6)

ASSIGNMENT-2

EXECUTIVE M.B.A DEGREE EXAMINATION, MAY/JUNE -2025

First Year

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Case Study

The Universal Food and Drinks Limited (UFDL) is a Company, manufacturing different types of packaged foods and drinks. The product range consists of more than 50 items and 200 packaging units. The Company's products are popular throughout the country and the company is known for its quality products.

The universal Foods and Drinks Limited has processing plants in the Various parts of the country like Jammu and Kashmir, Madhya Pradesh, Himachal Pradesh, Maharashtra, and Kerala. It has a wide network of distributors and dealers, who stock the UFDL products and deal with all types of customers. The Company, through this network, reaches, to over 50,000 retail points in the urban and the rural markets.

Some of the products of the UFDL are produced throughout the year and are sold through this wide network. Some products are seasonal in production but are sold throughout the year. And some products are popular in certain seasons and not in demand at all in the other seasons.

The business performance of the company is assured good, if the UFDL produces the products as per the varying demand pattern of the customers. Since the company has established its strength in the distributor dealer network, the success comes through the appropriate decisions in the purchase of fruits, vegetables, cereals and pulses and putting them through processing and packaging, and despatching them to the various locations where the distributors are located.

It is the policy of the company to launch each year at least one new product in the country. This policy has paid rich dividends, to the company in terms of its image and the customers have always looked forward for such an announcement from the Company's end. The UFDL uses, well in advance, the different advertising media such as the newspapers., hoardings, magazines, sample tests and demos, T.V., etc. for announcing and promotion of its new products from time to time. However, the selection of the media is based on the product and its overall position in the product range and the targeted market segment.

In spite of the considerable strength in many aspects of business the Company has failed in the launching of new products. It was also not able to meet the demand owing to the inadequate purchases of raw materials, the wastage of the raw material as the processing plant Of the Company was not available due to its maintenance schedule or it was scheduled for some other food processing operation. The Company also faces the problems of high seasonal inventory which, if not disposed off in time, becomes a non-moving and sometimes a non-saleable inventory.

The UFDL has its Marketing Division headed by a Manager-Marketing supported by the Product Manager for a group of its products.

Questions:

- (a) Identity the different decisions which the Management of the company is making during the course of the business execution.
 - (b) Classify these decisions in terms of the types certainty, risk and uncertainty.
 - (c) Which of these decisions can be converted into the programmable decisions? Give a model of one programmable decision, and suggest a decision support system (DSS) for the same.
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(DEMB7)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

FINANCIAL MANAGEMENT
MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Weighted average cost of capital.
(b) Break-even-Analysis.
(c) Earning per share.
(d) Cash flow operations.
(e) Optimum Capital Structure.
(f) Determinants of dividend policy.
2. Explain scope of financial management. Discuss the role of financial manager.
3. What are the objectives, advantages and limitations of Budgetary Control?
4. Define cost of capital. Explain the cost of capital computation based on certain assumptions.
5. Explain the importance and limitations of funds flow statement.
6. Explain the irrelevance and relevance dividend theories in brief.
7. What is Leverage? Mention different types of Leverages.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

FINANCIAL MANAGEMENT
MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

A firm has the following information about a project:

	Income Statement (Rs.)		
	C ₁	C ₂	C ₃
Cash Revenue	16	14	12
Cash expenses	8	7	6
Gross Profit	8	7	6
Depreciation	4	4	4
Net Profit	4	3	2

The initial investment of the project is estimated as Rs. 12,000/-.

(a) Calculate the project's accounting rate of return

(b) If it is found that the initial investment will be Rs. 9,000 and cash expenses will be more by Rs. 1,000 each year, what will be the project's accounting rate of return. Also, calculate the project's NPV if the cost of capital is 9 per cent.

(DEMB 8)

ASSIGNMENT-1

EXECUTIVE M.B.A DEGREE EXAMINATION, MAY/JUNE -2025

First Year

OPERATIONS MANAGEMENT
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. (a) Critical Path
 - (b) Batch Production
 - (c) ABC Analysis
 - (d) Problems in Stores Management
 - (e) Waste Management
 - (f) Coding Method
2. Explain the concept and significance of Operations Management.
 3. Explain the various factors affecting plant location and plant layout?
 4. What is product? Write down the steps for product designing and its development?
 5. Explain the deterministic and probabilistic models in brief.
 6. State the merits and demerits of value engineering.
 7. Briefly explain about 'Quality' assurance and its role in the success of an organisation.

(DEMB 8)

ASSIGNMENT-2

EXECUTIVE M.B.A DEGREE EXAMINATION, MAY/JUNE -2025

First Year

OPERATIONS MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

The XYZ manufacturing company has determined, from an analysis of its accounting and production data for part number 625, that its cost to purchase is Rs. 36 per order and Rs. 2 per part. Its inventory carrying charges are 18% of the average inventory. The demand for this part is 10,000 units per annum.

Find:

- (a) What should be economic order quantity be?
 - (b) What is the optional No. of days 'Supply' per optimum order?
-

(DEMB9)

ASSIGNMENT-1

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

MARKETING MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Marketing Ethics
 - (b) PIMS Analysis
 - (c) Features of organisational market
 - (d) Geographic pricing
 - (e) Functions of wholesaler
 - (f) Need for marketing Research
2. (a) What do you understand by the concept of Marketing?
 - (b) What are the societal dimensions of marketing?
3. Outline the factors which are responsible for market segmentation.
 4. Define 'Consumer'. Discuss the various determinants of consumer Behaviour.
 5. Explain about various phases of a product life cycle with the help of an example.
 6. Outline the factors which are influencing channel design decisions.
 7. Critically examine the Role of marketing in service sector.

ASSIGNMENT-2

EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY/JUNE -2025

First Year

MARKETING MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case study

Dry Cell Co. Ltd, was established in South India 10 years ago, to exploit the invention of a special purpose dry battery. Five years ago they have brought a special purpose battery, the features of which is as fallows:

- (a) An indicator Line on one side of the battery changes colour progressively along its length as the battery is used up. By checking on the proportion of the line which has changed colour, it is possible to assess immediately the amount of life left in the battery.
- (b) It is lighter than other types of dry cell.
- (c) The degree of leak-proofing far exceeds that of competitive types.

Joseph who was with the company from the beginning, applied his usual personal selling approach for the promotion of this new product. He was able to capture 5% of the total home market of Rs. 25 lakhs. He and his sales-men developed close personal connections with a number of very large retail outlets, such as chain stores, and combined this with a modest advertising outlay but large discounter.

In the last few months, Dry Cells have been taken over by a large aggressive group. This group has no experience at all of dry batteries. This group is convinced that the potential of the above mentioned new product is very great; say Rs. 5.0 lakhs and they believe that Joseph has proved by his performance over the last five years that he is incapable of launching a full-scale assault on the dry cell market. Durai, a young man who was previously with step-powder manufactures, has been appointed as Marketing Manager of Dry Cells, with a special brief to push the above mentioned product's home sales through to the Rs. 5.0 lakhs mark within five years.

This target has been put forward by the new group's own Headquarters' market researchers based on some very high flown research techniques. They have estimated that the sales to large retail outlets will only increase from the present figure of Rs. 1.25 lakhs to Rs. 2.0 lakhs in the next five years, but that a further Rs. 3.0 lakhs can be achieved by a more direct and widespread attack on the smaller retailers. Their researches have also covered the export market.

Durai has split the Home Sales division into two departments. The Special Batteries Department under Joseph and the New Product under his own control. Due to the low discounts required, he rather likes the idea of selling to retailers direct through van salesman but before making this decision and recruiting a new sales team, he has much work to do in the market research field. No marketing information exists now.

Meanwhile, the production department have been working on plans to meet the new target, They are aiming, at an ex-works cost for batteries, packaged in dozens and loaded into sales vans, equal to the retail price less 66 per cent. The further expenditure needed to increase production over the next five years has been allowed for in this cost price.

Current sales to large retailers are at a discount of 50% off the retail price. Durai plans to sell through his vans to small retailers at 30% discount.

Draw up a marketing plan for the achievement of the sales target in five years time.

(DEMB10)

ASSIGNMENT-1

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

First Year

HUMAN RESOURCE MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Job Specification
 - (b) External Methods of Recruitment
 - (c) Need for counselling
 - (d) Career planning
 - (e) Coaching
 - (f) Induction programme
2. Explain how you would conduct a job Analysis.
3. What do you understand by Human Resource planning? Discuss the process of HRP.
4. Write any one of the theories of Motivation of your choice.
5. Discuss the pros and cons of different performance appraisal tools.
6. Define compensation system in an organization, Discuss various types of compensation strategies.
7. What is Training and Development: Explain the Need and objectives of Training and Development?

ASSIGNMENT-2

EXECUTIVE M.B.A. EXAMINATION, MAY/JUNE -2025

First Year

HUMAN RESOURCE MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

Jim Delaney, president of Apex Door Company has a problem No matter how often he tells his employees how to do their jobs, they invariably “decide to do things their way”, as he puts it, and arguments ensue between Delaney, the employee, and the employee’s supervisor One example is in the door-design department; the designers are expected to work with the architects to design doors that meet the specifications. Although it’s not “rocket science”, as Delaney puts it, the designers often make mistakes-such as designing in too much steel a problem that can cost Apex tens of thousands of wasted dollars, especially considering the number of doors in say, a 30-story office tower.

The order processing department is another example. Although Jim has a specific, detailed way he wants each order written up, most of the order clerks don’t understand how to use the multipage order form and they improvise when it comes to a question such as whether to classify a customer as “Industrial” or “commercial”.

The current raining process is as follows. None of the jobs have training manuals per se, although several have somewhat out-of-date job descriptions. The training for new employees is all on the job: Usually the person leaving the company trains the new person during the one or two week overlap period, but if there’s no overlap, the new person is trained as well as possible by other employees who have occasionally filled in on the job in the past. The training is basically the same throughout the company for machinists, secretaries, assemblers and accounting clerks, for example.

Questions

- (a) What do you think of Apex’s training process? Could it help to explain why employees “do things their way”. and if so, how?
- (b) What role do job descriptions play in training?
- (c) Explain in detail what you would do to improve the training process at Apex Make sure to provide specific suggestions.