

(DBUS01)

M.B.A. DEGREE EXAMINATION, MAY – 2017
First Year
PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Section - A

(3 x 5 = 15)

Answer any three questions

- Q1)** a) MBO.
b) Game theory.
c) Management ethos.
d) Delegation.
e) Group dynamics.
f) Communication.

Section - B

(3 x 15 = 45)

Answer any three questions

- Q2)** Describe the steps in management process.
- Q3)** What are the techniques of decision making?
- Q4)** How do you resolve conflicts in an organization? Explain.
- Q5)** Give an overview on different styles of leadership.
- Q6)** Briefly explain about group dynamics.
- Q7)** Bring out the responsibilities of a professional manager.

Section - C

(10)

(Compulsory)

Q8) Case study.

The shopping centre branch of a well known marketing company housed in a modern, air conditioned building situated in a prime location in the city. It has its full compliments of staff, who are well trained, but contrary to the expectation. It seems to have been losing business to other competitors and failing to meet targets. When it was reported to the regional manager that two staff had asked for transfers, he called in on the manager.

At the interview it was revealed that friction had arisen between the manager and his senior assistant Hemanth and between staff. According to the manager, Hemanth had an abrasive personality.

He was authoritarian and dominating in his dealings with the staff and contemptuous of their intellect.

The manager admitted that he found the strain of working with Hemanth very wearing himself, inspite of several “quiet words” with him. Hemanth had not changed his behavior and the manager had been forced into the role of peace-maker to ensure a resemblance of good relation in the organization.

He added that the staff no longer seem to want to do things when asked, They display a rigid attitude towards customers and they are no longer prepared to work beyond normal hours, except under extreme pressure. This pressure usually takes the form of threatening behaviour from Hemanth, who says that the only important thing is to get the work by the end of the day. It is established that the branch problems usually began nine months ago when Hemanth arrived.

The regional manager decided to talk to Hemanth himself. It so inspired that Hemanth had been brought up and had also been first employed in an economically disadvantaged and tough area of the city. He had a weak boss who never gave any direction which resulted in an easy-going attitude and an unacceptable slackness which Hemanth wanted never to repeat when he was promoted to a managerial post.

For this reason, Hemanth supervises the work very closely. He does not listen to suggestions, he prefers the staff simply to do the work his way. He likes them to stick to their technical tasks and leave the managerial work to him. He has been known to struggle with a problem for days, when, if he asked one of his clerks, it could be solved in minutes.

Questions :

- a) Explain and discuss Hemanth’s Management style.
- b) Make suggestions as to how the situation at shopping centre branch could be improved.

(DBUS02)

M.B.A DEGREE EXAMINATION, MAY - 2017

(First Year)

Business Environment

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions

All questions carry equal marks

- Q1)** Discuss in detail about legal environment of business.
- Q2)** Bring out the features of socialistic and mixed economy.
- Q3)** Explain the reasons for sickness of small industries in India.
- Q4)** What are various economic factors influencing business environment?
- Q5)** Describe the evolution of industrial policies in India.
- Q6)** Define planning. What are its goals?
- Q7)** Present the recent trends in Indian foreign trade.
- Q8)** Briefly explain about economic reforms in India.
- Q9)** Enumerate the impact of Fiscal sector reforms on our economy.
- Q10)** Describe the structure of Indian Industry.

(DBUS03)

M.B.A. DEGREE EXAMINATION, MAY – 2017

First Year

MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 70

SECTION – A

(3 × 5 = 15)

Answer three questions

- Q1)** a) Demand function
b) Cost analysis
c) Scope of economics
d) Oligopoly
e) Profit
f) Public revenue

SECTION – B

(3 × 15 = 45)

Answer three questions

- Q2)** What is demand forecasting? Explain its methods.
Q3) Explain the techniques of managerial economics.
Q4) Discuss about income and cross elasticities of demand.
Q5) Critically examine the law of diminishing marginal utility.
Q6) Discuss about price determination under monopoly.
Q7) Briefly explain about methods of capital budgeting.

SECTION – C

(10)

(Compulsory)

- Q8)** Case Analysis :

A manufacturer of product X when produces 1,00,000 units under its normal capacity of the plant in a year has the following costs :

Raw material costs : Rs. 11.50 per unit

Variable overhead costs : Rs. 3.50 per unit

Labour costs : Rs. 5.00 per unit

Fixed overhead costs : Rs. 10.00 per unit

Variable marketing and selling costs : Rs. 1 per unit

In the next three months the firm can sell only 15,000 units at a price of Rs. 30 per unit.

Alternatively, if the plant is shut down, the fixed manufacturing costs can be reduced to Rs. 60,000. Additional costs of shut down will be Rs. 10,000. Decide what to do? Sell 15,000 units or shut down?

(DBUS04)

M.B.A. DEGREE EXAMINATION, MAY – 2017

First Year

ACCOUNTING FOR MANAGERS

Time : 3 Hours

Maximum Marks: 70

SECTION-A

(3 × 5 = 15)

Answer Three questions

- Q1)** a) Debentures.
b) Accounting standards.
c) Book-keeping.
d) Nature of auditing.
e) CVP analysis.
f) Absorption costing.

SECTION-B

(3 × 15 = 45)

Answer Three questions.

- Q2)** Define accounting. Explain its functions.
Q3) Describe the accounting procedures for declaring and distributing dividends.
Q4) Write a note on analysis of balance sheet.
Q5) State the objectives and merits of marginal costing.
Q6) Explain various methods of inflation accounting.
Q7) Enumerate the disclosure of accounts as per Indian Companies Act, 1956.

SECTION-C

(10)

Compulsory

- Q8)** Case study (Problem)

From the following information, calculate Break-Even point and the turnover required to earn a profit of Rs.60,000

Fixed overheads = Rs.42,000

Variable cost = Rs. 4 per unit

Selling price = Rs. 10 per unit

If the company is earning a profit of Rs. 60,000, calculate the margin of safety available to it.

(DBUS05)

M.B.A. DEGREE EXAMINATION, MAY - 2017

(First Year)

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Time : 3 Hours

Maximum Marks : 70

SECTION – A

(3 x 5 = 15)

Answer any THREE of the following

- Q1)** a) $f(x) = x^2 - 1; -4 \leq x \leq 4, x \in Z$. Find the range of the function. Is the function one-to-one.
- b) Differentiate : $(x \log x + e^x) / (x^2 + 3e^x - 1)$.
- c) Distinguish between primary data and secondary data. Explain the methods of collecting primary data.
- d) Define binomial distribution. What are its characteristics?
- e) Explain non-probabilistic sampling methods.
- f) Why should there be two regression lines? State the properties of the regression coefficients.

SECTION – B

(3 x 15 = 45)

Answer any THREE of the following

- Q2)** Solve the following system of equations:

$$2x + 3y + 6z = 6$$

$$x + 2y + 2z = 5$$

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

- Q3)** Explain:

- a) Multiple bar diagram.
b) Pie diagram and
c) Histogram with suitable examples. Find the mode of the following distribution:

Production per day (tons) : 21-22 23-24 25-26 27-28 29-30 31-32

No. of days : 7 13 22 10 8 10

Q4) Find the Bowley's coefficient of skewness from the following data:

Value	:	greater than (>)	800	>700	>600	>500	>400	>300	>200	>100
Frequency	:		14	44	96	175	381	527	615	660

- Q5)** a) In a particular market 40% of the consumers prefer ready-made clothing. A sample of 5 consumers is to be drawn. Find the probabilities of having 0, 1, 2, 3, 4 and 5 preferring readymade clothes.
- b) In a normal distribution 31% of the items are under 45 and 18% are over 75. Find the mean and standard deviation of the distribution.

Q6) In the accounting department of a bank 100 accounts are selected at random and examined for errors. Suppose the following results have been obtained:

No. of errors	:	0	1	2	3	4	5	6
No. of accounts	:	35	40	19	2	0	2	2

Can it be concluded that the errors are distributed according to the Poisson probability law.

Q7) Fit a quadratic trend to the following data:

Year	:	1988	1989	1990	1991	1992	1993	1994
Goods carried	:	180	192	195	204	202	221	219

(lacs. of tonns)

Also estimate the goods carried for the year 1996.

SECTION – C

(10)

(Compulsory)

Q8) A news paper distributor assigns probabilities to the demand for a magazine as follows:

Copies demanded	:	1	2	3	4	5
Probability	:	0.3	0.3	0.2	0.1	0.1

A copy of the magazine sells for Rs. 7 and costs Rs. 6. What can be the maximum possible expected monetary value if the distributor can return unsold copies for Rs. 5 each?

(DBUS06)

M.B.A DEGREE EXAMINATION, MAY - 2017

(First Year)

Information Management and Computer Applications

Time : 3 Hours

Maximum Marks : 70

Section - A

(3 × 5 = 15)

Q1) Answer three questions

- a) Desktop computers
- b) MS-Excel
- c) Computer based inventory systems
- d) Demerits of computerisation
- e) MIS
- f) C++

Section – B

Answer three questions

(3 × 5 = 15)

Q2) Briefly explain about hardware devices of a computer.

Q3) Bringout the applications of spread sheet software.

Q4) Examine the role of computers in management functions.

Q5) Describe the legal dimensions of computerization.

Q6) Write a note on computer viruses and their effects.

Q7) Give an overview on various computer languages.

Section – C

(Compulsory)

(10 Marks)

Q8) Casestudy:

Case Let (compulsory):

In February, 2009, Prasanth Indulkar an employee of Videsh Sanchar Nigam Limited was arrested on charges of industrial espionage. It was alleged that over the past several months he had been transferring sensitive information to a senior executive in Reliance Communications through e-mails and pen drives. Experts felt that such incidents of data theft by employees were nothing new with the growing use and widespread availability of portable IT devices such as pen drives, PDAs, etc., They said that even popular gadgets like the Ipod and other MP3 players, digital cameras, and smart phones could easily be used to steal data by employees as these devices came with a plug-and-play facility coupled with a large storage capability. Because of pod slurping (stealing of data through portable devices such as Ipods, pen drives, etc), the VSNL lost some research and strategic information to RIL resulted in losing of 5% market share to RIL.

Questions:

- a) Identify what conditions and loopholes in technology would have lead to pod slurping by employee espionages?
- b) Suggest the important means and ways through which the high-tech data theft can be arrested and i-security can be improved in VSNL