

6. How will you manage stress?
 7. What is classical conditioning theory?
 8. Explain the process of control in organisations.
-

Reg. No. :

D 1533

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

**PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Outline the functions of management.
2. Explain the Fayol's principles.
3. Discuss the merits and demerits of organisation.
4. Write a note on theories of personality.
5. What are the merits of M.B.O.? Explain.

7. Explain the role of managerial economist in business economy.
8. Explain short run and long run cost function.

Reg. No. :

D 1534

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/ First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain demand curve and the determinates of demand.
2. Explain different types of production function.
3. Explain the different market structure and its characteristics.
4. Explain cost-volume-profit analysis with an example.
5. Describe the effects of inflation on output and distribution of income.
6. Explain the concept of Macro economic policy and discuss its various goals and objectives.

Reg. No. :

D 1535

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

Particulars	Amount	Particulars	Amount
General expenses	1,760		
Purchases	41,448		
Debtors	16,800		
Sales returns	840		
	<u>75,488</u>		<u>75,488</u>

Adjustments :

Provide depreciation on machinery 10% p.a. Rent outstanding Rs. 500. Closing stock Rs. 3,500. Tax prepaid Rs. 100.

2. From the Balance sheets of Ayesha Co Ltd. Prepare funds flow statement including a schedule of changes in working capital for the ended 31.12.2011.

Liabilities	2010	2011	Assets	2010	2011
Share capital	70,000	74,000	Cash	9,000	7,800
Debentures	12,000	6,000	Debtors	14,900	17,700
Reserve for bad debts	700	800	Stock	49,200	42,700
Trade creditors	10,360	11,840	Land	20,000	30,000
Profit and loss a/c	10,040	10,560	Goodwill	10,000	5,000
	<u>1,03,100</u>	<u>1,03,200</u>		<u>1,03,100</u>	<u>1,03,200</u>

Additional information :

- (a) Dividend paid Rs. 3,500 and
(b) During the year land purchased was for Rs. 10,000.

1. From the following Trial balance as on 31.12.2010 prepare Trading and Profit and Loss account and a Balance sheet as on that date :

Particulars	Amount	Particulars	Amount
Stock on 1.01.2010	5,840	Capital	17,000
Cash in hand	192	Discount received	320
Drawings	2,840	Bank overdraft	960
Rent	480	Provision for bad debts	420
Machinery	3,800	Sales	47,624
Tax paid	600	Creditors	8,000
Bad debts	888	Purchase returns	1,164

5. (a) X Co Ltd; issues Rs. 50,000, 8% debentures at par, tax rate applicable to the company is 60%.
- (b) A Co Ltd; issues Rs. 50,000, 8% debentures at a premium of 10% tax rate applicable to the company is 50%
- (c) B Co Ltd; issue Rs. 50,000, 8% debentures at a discount of 5%, the tax rate applicable for the company is 35%
- Compute cost of debt capital for the above cases.
6. Discuss the various methods used for risk factor in capital budgeting decisions.
7. Explain the various tools and techniques used for inventory management.
8. Critically analyze the functions of financial manager in a large scale industrial establishment.

3. The following cost data are available from the books for the year ended 31.12.2011 :

Direct material	Rs. 9,00,000
Direct wages	Rs. 7,50,000
Profit	Rs. 6,09,000
Selling and distribution overheads	Rs. 5,25,000
Administrative overheads	Rs. 4,20,000
Factory overheads	Rs. 4,50,000

Prepare a cost sheet indicating the prime cost; works cost; cost of sales and sales value.

4. The sales turnover and profit during two years were as follows :

Year	Sales (Rs.)	Profit (Rs.)
2010	1,50,000	20,000
2011	1,70,000	25,000

Calculate :

- (a) Profit volume ratio
- (b) Break even point sales
- (c) Sales required to earn a profit of Rs. 40,000 and
- (d) Profit made when sales are Rs. 2,50,000.

5. Write short notes on :
- (a) Psychological pricing
 - (b) Franchising
 - (c) Latest Trends in Packaging
 - (d) Skimming pricing.
6. Describe various factors influencing Design of distribution channel?
7. Discuss the concept of customer relationship marketing. Highlight its importance in the globalised scenario.
8. Explain demographic characteristics of Indian consumer market.

Reg. No. :

D 1536

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is MIS? Explain why is it needed.
2. Explain the different stages of Product Life cycle and Strategies to followed for each stage.
3. What are the factors that influence Buyer Behaviour? Discuss.
4. Explain the steps involved in new product development with examples.

6. What are the types of interview? Explain.
 7. Discuss the importance of Job analysis and Job specification.
 8. Explain the recent trends in Human Resources Management.
-

Reg. No. :

D 1537

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

(5 × 20 = 100)

1. Outline the functions of Human Resource Management.
2. Explain the steps in selection process.
3. Describe the methods of performance appraisal.
4. What are the salient features of Factories Act, 1948?
5. List out the steps in collective bargaining.

D 1538

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

QUANTITATIVE TECHNIQUES FOR
MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) From the frequency distribution given below.
Find mean, mode and median.

Class Intervals : 50-52 53-55 56-58 59-61 62-64

Frequencies : 5 10 21 8 6

- (b) What are the basic characteristics and major assumptions of a linear programming model?

2. (a) Maximize $z = 4x_1 + 2x_2$

Subject to the constraints :

$$2x_1 + 3x_2 \leq 18$$

$$x_1 + x_2 \geq 10$$

$$x_1, x_2 \geq 0.$$

Solve this by graphical method.

- (b) "Each linear programming problem that has a feasible region has an infinite number of solutions". Discuss.

3. Find the optimum solution for the following transportation problem.

Investment made at the beginning of the year	Net return data (in paise) of selected investments				Amount available (lacs)
	P	Q	R	S	
1	95	80	70	60	70
2	75	65	60	50	40
3	70	45	50	40	90
4	60	40	40	30	30
Max. investment (lacs)	40	50	60	60	210/230

4. A firm produces four products. There are four operators who are capable of producing any of these four products. The processing time varies from operator to operator. The firm records 8 hours a day and 30 minutes for lunch. The processing time in minutes and the profit for each of the product are given below :

Operators	Products			
	A	B	C	D
1	15	9	10	6
2	10	6	9	6
3	25	15	15	9
4	15	9	10	10
Profit (Rs. per unit)	8	6	5	4

Find the optimal assignment of product to operators.

5. Write a note on ;
- Critical path
 - Slack time
 - Total float
 - Free float
 - Independent float.

- Define 'Normal distribution'. List out its characteristics.
- What is EOQ model? What managerial information can be obtained by analysing the EOQ model? State the major assumptions of the EOQ model.
- Explain the Monte-Carlo simulation with suitable example.

4. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.
5. "Processing of data implies editing, coding, classification and tabulation" – Elaborate.
6. At a certain date in a large city 400 out of a random sample of 500 men were found to be smokers. After the tax on tobacco had been heavily increased, another random sample of 600 men in the same city included 400 smokers. Was the observed decrease in the proportion of smokers significant? Test at 5 per cent level of significance.
7. The values in one sample are 53, 38, 69, 57, 46, 39, 73, 48, 73, 74, 60 and 78. In another sample they are 44, 40, 61, 52, 32, 44, 70, 41, 67, 72, 53 and 72. Test at the 10% level the hypothesis that they come from populations with the same mean. Apply U-test.
8. Explain the significance of a research report and narrate the various steps involved in writing such a report.

Reg. No. :

D 1539

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by research? Explain the scope and significance of research in recent context.
2. "Empirical research in India in particular creates so many problems for the researchers" – Discuss.
3. Describe some of the important research designs used in experimental hypothesis testing research study.

5. What is a Report? State the main points to be considered in drafting a report.
 6. Table, flow charts, organization charts etc are the visual aids which can make the report more effective. Discuss.
 7. Explain various presentation skills under corporate communication.
 8. A resume for a Job is a sales tool Comment.
-

Reg. No. :

D 1547

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Management is the art of getting things done through others. What role does communication play in this?
2. Define culture and explain its effects on cross cultural, communication.
3. What is meant by media of communication? Broadly discuss the relative merits and demerits of any one medium of communication.
4. When do you think a strong drive for action is appropriate in a Brand Promotion Communication? When do you think a weak drive is appropriate?

store would also like to know the number of orders that will be made annually and the time between orders, given that the store is open for 300 days in year.

6. Distinguish between P and Q systems of inventory and what are the cases that exist in each of the systems. Discuss.
7. What are the management principles in quality assurance? Explain.
8. A videogame manufacturer purchases a 4-inch plastic disk from a supplier. Where $\alpha = 0.30$ inch. The manufacturer wishes to design a sampling plan that limits the risk of accepting shipments with an average diameter of ≤ 3.900 inches to .01 and also limits the chance of accepting disks of ≥ 4.100 inches to 0.01. The sample size should also be large enough to limit the risk of rejecting a lot that really averages 4.000 inches to 0.10.
 - (a) Find the appropriate Sampling plan (i.e n and c values)
 - (b) Construct the OC curve for this sampling plan. What is the probability of accepting a lot that averages (i) 3.920 inches, (ii) 3.959 inches, (iii) 4.000 inches, (iv) 4.041 inches?

Reg. No. :

D 1548

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the various functions of operations and how are they linked to other parts of an organization?
2. Explain process selection with a suitable example.
3. Explain the activities involved in long range capacity planning decision.
4. Discuss the information flow for planning and control with MRP.
5. A Carpet discount store in Coimbatore stocks carpet in its warehouse and sells it through an adjoining showroom. The store wants to determine the optimal order size and total inventory cost for the carpet, given an estimated annual demand of 10,000 yards of carpet, an annual carrying cost of 7.5 per yard and an ordering cost of 1500. The

Reg. No. :

D 2519

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

**PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Global planning. Explain about the nature and purpose of planning.
2. What is social responsibility and ethics? Explain its significance to the stake holders of the organization.
3. Define information technology. Explain its significance.
4. Discuss what is organizational culture. Discuss the role of departmentation and decentralization.

5. Explain the types of management ethics.
 6. Discuss in detail on various approaches of learning.
 7. What is conflict management? Discuss the conflict resolution strategies in detail.
 8. Discuss the dynamics and role of culture in organization and how is corporate culture different from organizational culture?
-

Reg. No. :

D 2520

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss in detail the role and contributions of managerial economics in business decision making.
2. What are the types of demand? Enumerate the determinants of demand for FMCG.
3. Explain the COBB-Douglas production function with suitable illustrations.
4. Bring out the meaning of economics and diseconomics of scale. Explain their merit and de-merits.

5. Elucidate the characteristics of different types of market structure.
 6. Discuss the various methods of pricing.
 7. Explain the various pricing policies of business firms.
 8. Describe the various methods of measuring national income.
-

Reg. No. :

D 2521

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. From the following trial balance, you are required to prepare the trading and profit and loss account and balance sheet as on 31st December, 2010.

	Rs.		Rs.
Stock on 1.1.2010	27,000	Creditors	22,500
Furniture	1,500	Loan	10,500
Cycle	450	Capital	37,500
Lorry	45,000	Sales	1,95,000
Debtors	24,000	Returns outwards	3,000
Cash in hand	900	Discount earned	1,650

	Rs.		Rs.
Cash at bank	3,600	Bills payable	12,450
Purchases	1,35,000		
Bad debts	750		
Returns in wards	7,500		
Salaries	12,000		
Wages	16,500		
Rent	5,400		
Discount allowed	1,350		
Commission	1,050		
Postage	600		
	<u>2,82,600</u>		<u>2,82,600</u>

Adjustments:

- (a) Outstanding salaries Rs.4,000
 - (b) Create 5% provision for bad debts on debtors.
 - (c) Provide for 10% interest on capital
 - (d) Depreciate furniture at 10%, cycle at 5% and lorry at 20%.
 - (e) Closing stock was valued at Rs.36,000
2. A second hand machinery was bought on 1st January 2009 for Rs.30,000 and Rs.6,000 and Rs.4,000 were spent on its repairs and erection immediately. on 1st July 2010 another machinery was purchased for Rs.26,000. On 1st July 2011 the first machinery was sold for Rs.30,000. Depreciation is written off at 10% p.a. on the diminishing balance.
Show the machinery A/c for the three years.

3. The following is the summarised profit and loss account of Jai products Ltd for the year ended 31st December.

Profit and Loss account

	Rs.		Rs.
Opening stock of materials	99,500	Sales	8,50,000
Purchase of materials	3,20,000	Stock of materials (closing)	89,000
Direct wages	2,25,250	Stock finished goods (closing)	60,000
Manufacturing expenses	14,250	Non-operating income interest	3,000
Selling and distribution expenses	30,000		
Administrative expenses	1,50,000	Profit on sale of shares	6,000
Finance charges	15,000		
Non-operating expenses:			
Loss on sale of assets	4,000		
Net profit	<u>1,50,000</u>		
	<u>10,08,000</u>		<u>10,08,000</u>

Work out the following ratios:

- (a) Gross profit ratio
- (b) Net profit ratio
- (c) Operating ratio.

4. The following are the summarised balance sheets of a company as on 31st December 2011 and 2012.

Liabilities	31.12.2011	31.12.2012
	Rs.	Rs.
Equity share capital	2,00,000	2,40,000
8% Debentures	50,000	—
Share premium	—	10,000
General reserve	30,000	50,000
Profit and loss account	48,000	68,000
Sundry creditors	1,30,000	1,50,000
Proposed dividend	20,000	24,000
Provision for depreciation:		
Plant machinery	1,40,000	1,50,000
Furniture	6,000	4,000
	<u>6,24,000</u>	<u>6,96,000</u>
Assets		
Land and buildings	1,05,000	1,50,000
Plant and machinery (atcost)	2,90,000	3,20,000
Furniture (at cost)	9,000	10,000
Inventories	1,30,000	1,05,000
Sundry debtors	75,000	85,000
Cash	15,000	26,000
	<u>6,24,000</u>	<u>6,96,000</u>

Additional information is as follows:

- (a) Furniture which cost Rs.5,000, written down. Value Rs.1,000 was sold during the year 2012 for Rs.2,000.
 - (b) Plant and machinery which cost Rs.20,000 and in respect of which Rs.13,000 had been written off as depreciation was sold during the year for Rs.3,000.
 - (c) The dividend of 2011 was paid during 2012 you are required to prepare (i) a statement of changes in working capital during 2012 and (ii) funds flow statement for the year 2012.
5. Prepare a flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50%, 60% and 70% capacity.

	At 60% capacity
Variable overheads	Rs.
Indirect material	6,000
Indirect labour	18,000
Semi-variable overheads:	
Electricity (40% fixed 60% variable)	30,000
Repairs (80% fixed 20% variable)	3,000
Fixed overheads:	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

6. Define marginal costing. Explain the differences between marginal costing and absorption.
 7. Discuss the objectives and functions of financial management.
 8. Explain the factors which affect the dividend policy of a firm. What are the procedures for payment of dividends?
-

Reg. No. :

D 2522

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Marketing Information System? Explain its scope and benefits to the organization.
2. Write a detailed note on changing marketing practices in the new liberalized economy.
3. Describe the role of branding, packaging, targeting and positing of product in service sector.
4. Explain in detail about the pricing policies.
5. What is Global Target market selection? Explain in detail on distribution and promotional policy.

6. Explain in detail about channel dynamics. How is it implemented in various industries?
 7. Define Telemarketing. Explain in detail on Integrated marketing communication mix.
 8. What is customerism? Why is CRM considered important in retaining customers?
-

Reg. No. :

D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the Evaluation and objectives of HRM?
2. Explain the role of human resource manager in an organisation.
3. Explain the different stages in the selection process.
4. Define "Training" and "Development", difference between the training and development.
5. Define "Performance appraisal". Difference between the potential appraisal and performances appraisal.

6. Explain the objectives of compensation management.
 7. Explain the various financial and non financial incentives? Discuss.
 8. Explain the common policies of union and management in collective bargaining.
-

Reg. No. :

D 2524

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Find the mean, median and mode for the following data and verify the empirical relation.

Class	Frequency
1-10	3
11-20	7
21-30	13
31-40	17
41-50	12
51-60	10
61-70	8
71-80	8
81-90	6
91-100	6

2. What do you know from optimization model? Illustrate various optimization models in OR.
3. Define transportation problem. Illustrate modification method for finding optimum solution of the transportation problem.
4. What is assignment model? Explain the Hungarian method for finding efficient solution for assignment model.
5. Brief out network model. Enumerate its applications in business with suitable examples.
6. Write a note on :
 - (a) Crashing
 - (b) Resource planning
 - (c) Resource levelling
 - (d) Waiting line model.
7. A factory employing a large number of workers finds that over a period of time, the average absentee rate is three workers per shift. Calculate the probability that in a given shift
 - (a) Exactly two workers will be absent
 - (b) More than four workers will be absent ($e^{-3} = .04979$).
8. What is meant by simulation? Illustrate the Monte Carlo simulation.

Reg. No. :

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

3. (a) What are the tests of sound measurement?
Explain in detail. (15)

(b) Explain in brief the different types of scale. (5)

4. What is sampling design? Explain the different types of sampling design.

5. (a) Explain with examples the different methods of data collection. (15)

(b) A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$.

Respective standard deviations are :

$$\sigma_1 = 1, \sigma_2 = 18 \text{ and } \sigma_3 = 5$$

How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)

6. (a) Differentiate between parametric and non-parametric tests. (5)

(b) Explain the different types of parametric tests. (15)

7. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing values of mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process on the basis of sample results? Use 5 per cent level of significance For the purpose.
8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)
-

Reg. No. :

D 2533

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the components of business communication.
 2. Describe the skills for corporate communication.
 3. What are the processes of crises communication?
 4. Explain the format of business report.
 5. What tips can you give us on preparing and delivering a successful team presentation?
 6. Briefly explain the types of business meeting.
 7. What are the tools of media relation?
 8. Describe the elements of financial communication.
-

Reg. No. :

D 2534

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain and differentiate between production management and operations management.
2. (a) Explain the production aspects of product design.
(b) Explain the key differences between a prototype and a production design?
3. Calculate the break-even point for the following. Production manager of a unit wants to know what quantity he can use automatic machine as against semi-automatic machine.

Data	Automatic	Semi-automatic
Time for the job	2 minutes	5 minutes
Set up time	2 hours	1.5 hours
Cost per hour	Rs. 20	Rs. 12

4. Explain the different types of facility layout.
5. A Manufacturing operation wants to reduce its manufacturing lead time from 12 days to 4 days. If jobs are arriving at an average rate of 12 per day and the operation can produce an average of 12.083 jobs per day, what new production rate would allow a lead time of only 4 days? How much would work-in-process (WIP) inventory be reduced with the new production rate?
6. Explain the various techniques of inventory control.
7. What is lean production? What is its relevance to JIT?
8. Distinguish and explain inspection and quality control.

Reg. No. :

D 1507

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A./ EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2016.

First Semester — First Year

RESEARCH METHODS FOR
MANAGEMENT/RESEARCH METHODS
STATISTICAL ANALYSIS FOR MANAGEMENT
DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is the significance of research and explain the characteristics of a good research.
2. Define hypothesis testing. Distinguish between parametric and non-parametric tests.
3. What do you mean by research design? Explain its importance, while carrying out a research.

4. Describe the general procedures for conducting a 't' test.
5. Explain the basis requirement for report preparation, including report format, report writing, graphs, and tables.
6. 'Interviews causes more bias than the use of questionnaire while collecting data' – Discuss.
7. Explain various multivariate techniques used in analysis of data.
8. M/s ABC cosmetics wants to know the impact of new product launch. How do you design a marketing research program for them?

2

D 1507

Reg. No. :

D 1505

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2016.

First Year / First Semester

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. How do economic cycles impact the HR function? Give an example of an HR policy that takes variations in the economy in the account.
2. If you were responsible for hiring someone for your job, which recruitment sources would you use? Why?
3. Explain the steps involved in conducting a training programme in a systematic way.
4. What are the various sources of recruitment? How can an organisation evaluate the worth of these sources?

5. Discuss the various factors that affect the supply of human resource.
6. What is the difference between Individual and group incentive plans and between group and factory – wide incentive plans?
7. State the agencies involved in labour welfare work in India. And the services offered by these agencies are satisfactory or not? Give your opinion.
8. Do you think the positive approach to discipline would help in reducing employee lawsuits? why and why not?

2

D 1505

Reg. No. :

D 1516

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2016.**

First Year — First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the functions of operations management, and their importance in the success of an organisation.
2. Write short notes on :
 - (a) Product design.
 - (b) Process layout
 - (c) Computer integrated manufacturing systems
 - (d) Assembly line balancing.

3. Define production planning and control (PPC). Explain its objectives, scope and elements.
4. Explain the importance of inventory control in an organization. Explain various types of inventory.
5. "ISO quality standards are strategic tools that reduce cost, minimise waste and increase productivity." Explain.
6. What do you mean by process layout? Explain the major steps involved in it.
7. Explain the concept of TQM and its advantages.
8. What is plant location? Discuss the major factors affecting location selection for the following
 - (a) Textile industry
 - (b) Food processing industry.

2

D 1516

Reg. No. :

D 1506

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2016.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Calculate the mean, median and mode for the distribution of the weights of 150 students from the data given below :

Weight (in kg) : 30-40 40-50 50-60

Frequency : 18 37 45

Weight (in kg) : 60-70 70-80 80-90

Frequency : 27 15 8

- (a) Rank the project according to the profitability index and NPV method.
- (b) Determine then optimal investment package
- (c) Which project should be selected, if the company has Rs. 5,00,000 as the size of capital budget.
7. Explain the different methods of inventory control techniques.
8. Explain the various factors affecting dividend policy of the firm and also explain the various types of Dividend.

Reg. No. :

D 1503

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)
**M.B.A./Executive MBA DEGREE EXAMINATION,
 DECEMBER 2016.**

First Semester/First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the accounting concepts and conventions.
2. Form the following Balance sheet prepare fund flow statement.

Balance sheet					
Liabilities	2012	2013	Assets	2012	2013
Share capital	3,00,000	3,50,000	Goodwill	50,000	40,000
P/L a/c	50,000	70,000	Land and Building	2,00,000	3,00,000

Liabilities	2012	2013	Assets	2012	2013
Creditors	50,000	75,000	Plant and Machinery	40,000	50,000
Bills payable	10,000	30,000	Furniture	30,000	20,000
			Debtors	50,000	60,000
			Stock	30,000	40,000
			Cash	10,000	15,000
	<u>4,10,000</u>	<u>5,25,000</u>		<u>4,10,000</u>	<u>5,25,000</u>

- (a) Depreciation provided during the year:
Plant and machinery Rs. 10,000 and Furniture Rs. 5,000.
- (b) Dividend paid during the year Rs. 10,000
- (c) Dividend received Rs. 2,000.

3. Define BEP. Explain the various managerial uses of Break Even Analysis.
4. The cost details were extracted from ABC Ltd for the month of June 2014.

	Rs.
Stock of raw materials on 1.6.2014	10,000
Stock of raw materials on 30.6.2014	8,000
Materials purchased	25,000
Direct wages	17,000
Direct expenses	8,000

2

D 1503

	Rs.
Closing stock of W.I.P	5,000
Opening stock of W.I.P	3,000
Factory expenses	7,000
Office and administrative overheads	6,000
Stock of finished goods 1.6.2014	5,000
Stock of finished goods 30.6.2014	4,000
Selling and distribution expenses	4,500

Charge profit 20% on cost of sales.

Prepare a cost sheet for the above period.

5. Define capital budget. Explain the various capital Budgeting appraisal methods.
6. A company with a 12% cost of funds and limited investment funds of Rs. 4,00,000 is evaluating desirability of several investment proposals.

Project	Initial Investment Rs.	Life in Years	Year and cash inflow Rs.
A	3,00,000	2	1,87,600
B	2,00,000	5	66,000
C	2,00,000	3	1,00,000
D	1,00,000	9	20,000
E	3,00,000	10	66,000

3

D 1503

Reg. No. :

D 1502

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2016.

First Year / First Semester

MANAGERIAL ECONOMICS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. What are the roles of Managerial Economist? Explain them. Also discuss the fundamental concepts of managerial Economics.
2. What is demand analysis? Explain the determinants of Demand.
3. Explain the cost output relationship in the short run and long run.
4. Elucidate the nature and managerial uses of production function and production decisions.

5. Explain the pricing and output decisions in different market structure.
6. Highlight the important role, types and reasons for Government intervention in pricing.
7. What is meant by profit? Explain its nature and elucidate profit planning.
8. Elucidate the methods of national income calculation and their difficulties.

2

D 1502

Reg. No. :

D 1501

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2016.

First Year / First Semester

**PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR**

Time : Three hours Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. What is the purpose of planning and explain its types?
2. Explain the various types of leadership and evaluate them.
3. Enumerate the steps in decision making.
4. Explain the significance and functions of directions.

5. Describe the process of learning through classical conditioning and operant conditioning.
6. Explain the various types of attitudes.
7. What are the potential sources of conflict and how can they be resolved?
8. Enumerate and explain various OD interventions in detail.

2

D 1501

M.B.A - 1st Yr.

Reg. No. :

D 501

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2017.

First Year/First Semester

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Brief about what is management along with its theory and practices. Explain how social responsibility and ethics help in developing a citizen?
2. Explain in detail about the functions of management and brief about the decision making process and tell how decision making is helpful for an organization.
3. What is organizational structure and give some points on the nature of organizing. Explain how effective organizing and organizational culture is very helpful for a business.

4. Explain about the coordinating functions in organization and brief about the human factors and motivation associated with it.
5. Brief about what is controlling and its process and explain about the control techniques.
6. How does organizational behavior help in developing the disciplines and management functions? Explain about the organizational behavior responses to global and cultural diversity.
7. What is emotional intelligence and give a short note on emotional intelligence as a managerial tool? Explain in detail how emotional intelligence is very important for a person to survive in an organization.
8. Brief about stress and the sources of stress. Explain in detail about the steps involved in managing stress, and tell how managing stress is very useful for a human being?

3	10,000	18,000
4	Nil	25,000
5	12,000	8,000
6	6,000	4,000

The cost of capital of the company is 10%.

6. Explain the various objectives and functions of financial management.
7. Explain the various factors affecting working capital of an organisation.
8. Discuss the features and recent development of capital market in India.

Reg. No. :

D 503

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A DEGREE EXAMINATION,
DECEMBER 2017.**

First Semester / First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. From the following information you are required to prepare Trading, Profit and Loss Account and Balance sheet.

Particulars	Debit Rs.	Particulars	Credit Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash in hand	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Trade expenses	600		
Purchases	25,000		
Advances	2,500		
Bank balance	5,600		
	<u>81,500</u>		<u>81,500</u>

Adjustment Information

- (a) Closing stock Rs. 2,000
- (b) Salary outstanding 5,500
- (c) Rent paid in advance Rs. 1,300
- (d) Provide 5% Doubtful Debts.

2. From the following information prepare Balance sheet, show workings.

- (a) Working capital Rs. 75,000
- (b) Reserve and surplus Rs. 1,00,000
- (c) Bank overdraft Rs. 60,000
- (d) Current ratio 1.75
- (e) Liquid ratio 1.15
- (f) Fixed asset to proprietor's fund 0.75
- (g) Long term liabilities NIL.

3. The expenses for Budgeted production of 10,000 units in a factory are given below.

Particulars	Per unit (Rs.)
Material	70
Labour	25
Variable overheads	20
Fixed overheads (Rs. 1,00,000)	10
Variable expenses (Direct)	5

2

D 503

Selling expenses (10% fixed)	13
Distribution Expenses (20% fixed)	7
Administrative expense (Rs. 5,00,000)	5
Total cost per unit	155

Prepare a budget for production of 9,000 units, 8000 units and cost per unit at both level.

4. Assuming that the cost structure and selling prices remains same in period I and II find out

- (a) P/V ratio.
- (b) BEP sales.
- (c) Profit when sales are Rs. 1,00,000.
- (d) Sales required to earn a profit of Rs. 20,000.
- (e) Margin of safety in II period.

Period	Sales (Rs.)	Profit (Rs.)
I	1,20,000	9,000
II	1,40,000	13,000

5. A choice is to be made between two proposal which required an equal investment of Rs. 50,000 and are expected to generate net cash flows as under.

Year	Project I	Project II
1	25,000	10,000
2	15,000	12,000

3

D 503

Reg. No. :

D 502

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.

First Year/ First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. How do you apply the concepts of managerial economics for business decision making? What is the role of managerial economist in decision making?
2. Discuss the types and determinants of demand with diagrams.
3. What are Isoquants? How do they relate input and output factors of production?

4. Analyse the short run and long run cost output relationships.
5. Explain the pricing and output decisions in monopoly and oligopoly market structures.
6. Compare and contrast the different methods of measuring national income.
7. Bring out the measures of government to maintain balance of payments.
8. (a) Write the advantages of economics of scale and disadvantages of diseconomies of scale.
(b) Explain the scope and importance of break even analysis.

Reg. No. :

D 504

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2017.

First Year / First Semester

MARKETING MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Several competing philosophies such as the Selling concept, Production concept and Product concept exist. How are these different from one another? How are these different from the marketing concept?
2. What do you mean by marketing information system? Explain its needs, components and process?

3. Write short notes on the following:

- (a) Product mix (4)
- (b) Product mix width (4)
- (c) Product line pruning (4)
- (d) Product line stretching (4)
- (e) Product line extension (4)

4. What are the steps involved in new product launch? Discuss with the help of a suitable example. How would you select the right target market for your new product?

5. What are choice criteria? How does a consumer formulate choice criteria for evaluating alternatives? Discuss each criteria in detail, with relevant examples.

6. What do you understand by distribution channel? A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics?

7. What is CRM? How is it useful for a company? What mistakes do companies make while implementing CRM?

8. How do changes in socio-cultural forces affect businesses globally? Do some universal products get affected more easily than others due to changes in socio-cultural factors - Discuss.

Reg. No. :

D 505

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.**

First Semester / First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the role and qualities of Human Resource Manager?
2. Define Job Analysis? Explain its Advantages.
3. Discuss the various types of Interviews.
4. Explain the merits and demerits of on the job Training.
5. Discuss the various methods of performance Appraisal.

6. What are the factors determining the wage policy of organisation? Explain.
7. Discuss the details and liabilities of trade union.
8. Explain the various causes of employee grievances?

Reg. No. :

D 506

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2017.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. For the following frequency table calculate mean, median, mode and standard deviation.

Weekly rent (In Rs.)	No. of persons
200-400	6
400-600	9
600-800	11

Weekly rent (In Rs.)	No. of persons
800-1000	14
1000-1200	20
1200-1400	15
1400-1600	10
1600-1800	8
1800-2000	7

2. (a) Briefly explain the optimization models with business examples. (10)
- (b) Solve the following linear programming problem graphically :

$$\text{Max } z = 4x_1 + 6x_2$$

s.to

$$x_1 + x_2 = 5$$

$$x_1 \geq 2$$

$$x_2 \leq 4$$

$$x_1, x_2 \geq 0.$$

3. (a) The supply and demand of units, with cost of transportation are given below :

	Distribution centre				Availability
	D ₁	D ₂	D ₃	D ₄	
Plant P ₁	19	30	50	12	7
Plant P ₂	70	30	40	60	10
Plant P ₃	40	10	60	20	18
Requirements	5	8	7	15	

- What can be the optimum cost by optimum schedule? (15)
- (b) Write the procedure of assignment model. (5)
4. (a) A small project is composed of 5 activities whose time estimates are listed as shown :
- (i) Draw the project network
- (ii) Find the expected duration and variance of each activity. What is the expected project length? (10)

Activity :	1-2	1-3	2-4	3-4	4-5
a :	3	8	4	1	1
m :	5	10	10	2	1
b :	7	12	16	3	7

- (b) In a petrol pump customers arrive in a Poisson process with an average time of 5 minutes between arrivals. The mean time taken to service a unit is 2 minutes with exponential distribution.
- What would be the expected average queue length?
 - What would be the average number of customers in the system?
 - How long on an average a customer does wait in the queue? (10)
5. Assume that the test scores from a college admissions test are normally distributed with a mean of 450 and a standard deviation of 100.
- What percentage of the people taking the test score are between 400 and 500?
 - Suppose someone received a score of 630, what percentage of the people taking the test score better? What percentage score worst?
 - If a particular university will not admit anyone scoring below 480, what percentage of the persons taking the test would be acceptable to the university.

6. The annual demand for an item is 3200 units. The unit cost is Rs. 6 and inventory carrying charges 25% per annum. If the cost of procurement is Rs. 150, determine
- Economic order quantity
 - No. of orders per year.
 - Time between two consecutive orders
 - The optimal cost.
7. A manufacturer transport daily its production, whose probability distribution is given below, through trucks, having a capacity of 200 units.
- | | | | | | | | |
|--------------------|-----|-----|-----|------|------|------|------|
| Daily production : | 198 | 199 | 200 | 201 | 202 | 202 | 203 |
| Probability : | 0.1 | 0.2 | 0.2 | 0.25 | 0.08 | 0.08 | 0.09 |
- Simulate for seven days, and determine average truck capacity utilisation and average number of units which remain at the factory each day.
- Use Random numbers : 95, 18, 96, 20, 84, 56, 11
8. (a) Write the characteristics of travelling salesman problem.
- (b) Explain the time-cost trade off in project model.

- (c) State the additional and multiplication rules of probability.
 - (d) Give the importance of game theory.
-

Reg. No. :

D 507

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2017.

First Semester / First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain in detail the importance of identifying a research problem. What are the sources from which research problems are identified? (20)
2. Define hypothesis. Explain its characteristics and types in detail. (20)
3. Discuss probability sampling and explain its methods. (20)

4. (a) Discuss the properties of *t*-distribution. (10)
(b) Explain the uses of factor analysis. (10)
5. Write a detailed note on the steps in drafting a research report. (20)
6. Explain structured interview. What are its merits and demerits. (20)
7. Define case study and bring out its characteristics. (20)
8. Discuss the various methods of constructing class-intervals in brief. (20)

Reg. No. :

D 515

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.**

First Semester / First Year

CORPORATE COMMUNICATION

Time : Three hours Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the importance of business communication. Discuss various types of communication. (20)
2. Discuss the ways in which financial communication is carried out in a corporate. (20)
3. Describe in detail the contents and format of a project proposal. (20)
4. Prepare an advertisement for print media about the new product of your company. (20)

5. (a) Explain the various points to be considered for making an effective slide presentation. (10)
(b) Briefly explain the importance of written communication in a corporate. (10)
6. Define Business etiquette. Discuss the various etiquettes to be followed in business meetings. (20)
7. What is cross cultural communication? Discuss the ways to make it effective. (20)
8. Explain in detail the points to be considered while preparing for a job interview. (20)

Reg. No. :

D 516

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the types of production systems stating its merits and demerits.
2. Discuss the various aspects in product design. What are the various factors that influence process selection?
3. Distinguish between process layout and product layout. State its advantages and limitations.
4. Explain the various functions of PPC.

5. Describe the steps and applications of BPR.

6. Anand is a confectioner. He buys plastic boxes and uses them to pack his chocolates. His annual requirement of boxes is 1200, and each box costs him Rs. 30. He has estimated that his ordering costs are Rs. 10 per order and his carrying costs are 20%.

Find

(a) How many boxes should be ordered at a time so as to minimize his expenses?

(b) If the supplier sells the boxes only in lots of 25, should he buy 50 or 75?

7. The annual demand for a product is 100000 units. The rate of production is 200000 units per year. The set up cost per production run is Rs. 500. The variable cost of the item is Rs. 10 per unit and the carrying cost is 20% of the average inventory held. What is the optimum production lot size?

8. Explain the steps in Six sigma process. State its importance and benefits.

Reg. No. :

D 1002

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
MAY 2017.

First Year / First Semester

MANAGERIAL ECONOMICS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the importance and trends in globalisation of the World Economy.
2. Explain the impact of globalisation on Indian Industries and State the Differences in International Business.
3. Describe the important environment factors and Political, Economic and Legal factors relevant to international business.

4. Analyse the impact of culture, Social Structure, Religion, Language, Education and Cultural change on the behaviour of a global consumer.
5. Explain the factors which determine the competitive advantage of nations and Evaluate the Heckscher-Ohlin theory.
6. Discuss the need for foreign Direct Investment and advantages and disadvantages of Foreign Direct Investment.
7. What do you mean by foreign exchange market? Explain its functions and participants.
8. Write short note on the following :
 - (a) Export assistance
 - (b) Strategic choice
 - (c) Export and Import finance
 - (d) International Business Strategy.

2

D 1002

Reg. No. :

D 1001

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
MAY 2017.

First Year/First Semester

PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR

Time : Three hours Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the functions of management in detail with appropriate examples.
2. Explain the various types of organisational structure along with the suitability of each type.
3. 'There is no single method of controlling'. Justify this statement with the various types practised.
4. Enumerate on any two theories of motivation.

5. There are various factors that determine the personality of an individual. Explain them.
6. Describe in detail, the process of perception.
7. Explain the causes, consequences and coping strategies for stress.
8. Why do people resist to change, though it is inevitable? Discuss.

2

D 1001

Reg. No. :

D 1002

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
MAY 2017.

First Year / First Semester

MANAGERIAL ECONOMICS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the importance and trends in globalisation of the World Economy.
2. Explain the impact of globalisation on Indian Industries and State the Differences in International Business.
3. Describe the important environment factors and Political, Economic and Legal factors relevant to international business.

4. Analyse the impact of culture, Social Structure, Religion, Language, Education and Cultural change on the behaviour of a global consumer.
5. Explain the factors which determine the competitive advantage of nations and Evaluate the Heckscher-Ohlin theory.
6. Discuss the need for foreign Direct Investment and advantages and disadvantages of Foreign Direct Investment.
7. What do you mean by foreign exchange market? Explain its functions and participants.
8. Write short note on the following :
 - (a) Export assistance
 - (b) Strategic choice
 - (c) Export and Import finance
 - (d) International Business Strategy.

2

D 1002

Reg. No. :

D 1015

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A./Executive MBA. DEGREE EXAMINATION,
MAY 2017.

First Year/First Semester

CORPORATE COMMUNICATION

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the role of effective business communication within and outside the organization. Explain the types of communication.
2. Enumerate the different categories of non-verbal communication and state their importance in communication process with suitable example.
3. Define corporate communication. Explain the functions of corporate communication. Explain the role of media relation.

4. Enumerate the corporate communication in brand promotion in competitive market.
5. What is report? Explain the structure of a report.
6. Define project proposals. Explain the guidelines for writing project proposals.
7. What is data collection? Explain its methods in detail with suitable example.
8. Explain about oral presentation and its types in detail.

2

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Reg. No. :

D 102

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. / Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2019.

First Year / First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100 marks)

1. Managerial economics is essentially the application of microeconomic theory of business decision making. Discuss the statement.
2. Write a short note on the following terms
 - (a) Law of Equi-marginal utility
 - (b) Why do demand curve slope downwards while supply curve slope upwards.

3. Explain the determinants of supply. Distinguish between a movement along a supply curve and a shift in the supply curve.
4. Distinguish between average and marginal costs. Show an example with table and diagram that marginal cost are less than average cost if average costs are falling and more than average costs if average costs are rising.
5. Discuss the equilibrium of a firm under perfect competition.
6. Explain the different methods of pricing with suitable examples.
7. Distinguish between normal profit, super normal profit and monopoly profit. What are the functions of profit?
8. National income does not necessarily refer to income produced within the border of a country. In the context of this statement, explain the difference between GNP and GDP.

Reg. No. :

D 104

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. / Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2019.

First year / First Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100 marks)

1. Explain the Model of marketing process with suitable examples.
2. Write a note on Societal marketing concept in connection with any reputed company in India.
3. Explain Marketing environment, considering a product in the context of political environment in India.
4. Describe the process of Marketing Research. Develop a questionnaire for Consumer Satisfaction.

5. Enumerate the role of Public Relations manager. Narrate the importance of ethics in Public Relation.
6. Explain major steps in Sales force management. If you are a sales manager, according to you what are steps critical to sales management.
7. Explain impact of online marketing on the Indian Society. Differentiate strategies adopted by Flipkart and Amazon.
8. Give your own example of each of the three major forms of Vertical Marketing System. What advantages do such systems have over traditional channel organisation?

Reg. No. :

D 107

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE DEGREE EXAMINATION,
DECEMBER 2019.**

First Year/First Semester

**RESEARCH METHODS FOR
MANAGEMENT/RESEARCH METHODS AND
STATISTICAL ANALYSIS FOR MANAGEMENT
DECISIONS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How should a good Research Topic be? Explain the process of generating and refining Research ideas and turning them into a Research Project?
2. What are the features of a good Research Design? Explain the various types of Research Design.
3. What are the various sampling Techniques available? Explain them in detail. On what basis would you select the most appropriate one for your study?

4. Explain the concept of Validity and Reliability and identify the main threats to Validity and Reliability of data.
5. Explain different types of editing, coding and Classification techniques. Also explain different forms of data presentation techniques.
6. What is Multivariate analysis? Explain the significant multivariate analysis techniques.
7. How a Project Report should be structured? What points should be kept in mind while preparing a Project Report.
8. Discuss the methods available for collection of Primary data and explain the advantages and disadvantages of each method.

Reg. No. :

D 105

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. / Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2019.

First year / First Semester

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the Human Resource Philosophy of changing environment of business organisation in current scenario.
2. What is Strategic Human Resource Management? Explain the competitive advantages of HRM.
3. Define Job Analysis. Explain in detail the method of writing Job specification in industries.
4. Describe the planning and forecasting process of employment in Recruitment Process of an Organisation.

5. What do you mean by Selection? Explain in detail the steps in Selection process and basic testing concepts.
6. Elaborate the types of Training process adopted in industries and the Orientation System given to employees.
7. Explain the concept of Job evaluation and its implications towards pricing of managerial and professional jobs.
8. Enumerate the importance and implications of Labour Welfare induced by Labour Legislations.

Reg. No. :

D 115

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2019.

First Year/First Semester.

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Corporate Communication? Explain its components and types.
2. What are the essential skills needed for work team communication? Explain the important Business Etiquettes.
3. State the purposes and importance of writing for Media and Media Relations.
4. Explain the role, types and sources of Employee Communication.

5. What are the functions and phases of financial communication? Discuss them.
6. Write an essay on corporate communication in Brand promotion with suitable examples.
7. Explain in detail about the preparing Resume for job applications and Employment Interview.
8. What are the characteristics, types and forms for Reports? And state the Layout of the project proposals.

Reg. No. :

D 116

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2019.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the different types of production systems in operations management.
2. Elaborate the evaluation and selection of technology in product design and product process selection.
3. What is product layout? Explain in detail the types of product layout with examples.
4. Enumerate the flow of production planning and control functions with a diagram.

5. Describe the term maintenance. Explain total productive maintenance with an example.
6. Write short notes on :
 - (a) Periodic inventory system
 - (b) Perpetual inventory system
7. Explain in detail the concept of O.C. curve and its usage in quality control with diagram.
8. Explain assembly line balancing and its usage in operations management.

Reg. No. :

D 101

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2019.

First Year/First Semester

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Enumerate the functions and strategies of global management.
2. Explain the different aspects of social responsibilities and ethics.
3. Describe the nature and importance of Organizational structure.
4. Discuss in detail the process and techniques of Controlling.

5. Discuss the various types of organizational culture.
6. Discuss the implications of learning on managerial performance.
7. Elucidate the integrative and disintegrative functions of conflicts and suggest any five conflicts strategies.
8. Briefly explain the various approaches for managing organizational change.

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Reg. No. :

D 103

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A/ EXECUTIVE M.B.A DEGREE EXAMINATION,
DECEMBER 2019.

First Year/First Semester

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks

(5 × 20 = 100)

1. Define accounting. Who are the users of accounting information?
2. Explain the meaning and objective for providing depreciation.
3. Find out
 - (a) Current ratio;
 - (b) Liquid ratio and
 - (c) Absolute liquidity ratio;

Particular	Rs	Particular	Rs
Sundry debtors	50,000	Closing stock	80,000
Cash in hand	40,000	Bills payable	30,000
Cash at bank	60,000	Sundry creditors	40,000
Trade investment	20,000	Outstanding expenses	2,500
Bills receivable	30,000	Prepaid expenses	10,000

4. What is meant by budgeting? Mention the types of budgets normally prepared by a big Industrial undertaking.

5. From the following information find out

- P/V Ratio
- BEP and
- sales required to earn a profit of Rs. 2,00,000.

Variable Cost: Rs. 6,00,000; Fixed cost: Rs. 3,00,000;
Net profit: Rs. 1,00,000; Sales Rs. 10,00,000.

D 103 2

6. What are the various sources of Long term finance?

7. A firm has sales of Rs. 20,00,000. Variable cost of Rs. 14,00,000 and Fixed cost of Rs. 4,00,000 and debt of Rs. 10,00,000 at 10% rate of interest.

(a) Calculate Operating Leverage; Financial Leverage and Combined leverage.

(b) Also calculate the operating leverage, financial leverage and combined leverage if the sales of the company increased by 25%.

8. Explain briefly the essentials of a sound working capital management?

D 103 3

Reg. No. :

D 106

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A DEGREE EXAMINATION, DECEMBER 2019.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What are the common measures of central tendency? (10)
- (b) Explain the various types of mathematical models. (10)
2. (a) A person requires 10, 12, and 12 units chemicals of A, B, C respectively for his garden. A liquid product contains 5, 2 and 1 units of A, B, C respectively per jar. A dry product contains 1, 2 and 4 units of A, B, C per carton. If the liquid product sells for Rs.3 per jar and the dry products sells for Rs.2 per carton, how many of each should be purchased, in order to minimize the cost and meet the requirements? (10)
- (b) State and explain the business applications of OR. (10)

3. A company has 5 jobs to be done on five machines. Any job can be done on any machine. The costs of doing the jobs in different machines are given below. Assign the jobs for different machines so as to minimize the total cost.

Machine	Jobs				
	A	B	C	D	E
1	13	8	16	18	19
2	9	15	24	9	12
3	12	9	4	4	4
4	6	12	10	8	13
5	15	17	18	12	20

4. (a) Explain degeneracy in a T.P and how to resolve it. (10)

(b) Write a detailed note on the following:

(i) Basic solution

(ii) Non-generate solution

(iii) Feasible solution

(iv) Optimal solution. (10)

5. (a) Explain the two basic planning and control techniques in a network analysis. (10)

(b) Explain the various types of float. (10)

2

D 106

6. If 10% of the screws produced by an automatic machine are defective, find the probability that of 20 screws selected at random, there are

(a) exactly two defectives

(b) at the most three defectives; and

(c) at least two defectives

7. (a) Explain the following

(i) Shortage cost

(ii) Lead time

(iii) EOQ

(iv) Safety stock. (10)

(b) Elucidate the classifications of strategies used in game. (10)

8. A manufacturing company keeps stock of a special product. Previous experience indicates the daily demands as given below.

Daily demand	5	10	15	20	25	30
Probability	0.01	0.20	0.15	0.50	0.12	0.02

Simulate the demand for the next 10 days. Also find the daily average demand for that product on the basis of simulated data.

3

D 106