

MBA 12001

M.B.A. (General) & M.B.A. (HRM) DEGREE EXAMINATION, MARCH/APRIL 2023.

FIRST SEMESTER

Paper I-PRINCIPLES OF MANAGEMENT

Time: Three hours

Maximum: 70 marks

(No additional sheet will be supplied)

PARTA - (5x3 = 15 marks)

Answer ALL questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Define Management.
- (b) Difference between planning and forecasting.
- (c) Staffing.
- (d) Maslow's theory of motivation.
- (e) Organising.

PART B - (5 x 8 = 40 marks)

Answer ALL questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) Explain the significance and concept of management in the modern organizations.
Or
(b) Write a detailed note on social responsibility of business.
3. (a) Define Decision making. Explain the importance and process of decision making in the organizations.
Or
(b) Throw light on line and staff relationships. How do they impact organizational efficiency.
4. (a) What is manpower planning? Explain the process of analyzing manpower needs.
Or
(b) Elucidate the characteristics needed by managers for the effective functioning of the organizations.

5. (a) What are the differences between a leader and manager? Describe any three theories of leadership.

Or

- (b) Define communication. Discuss the role of effective communication in the organization

6. (a) What do you understand by controlling? What are the different methods of controlling

Or

- (b) Elaborate the bases for departmentation.

PART C - (1X15 = 15 marks)

(Compulsory)

Case Analysis

7. Read the case and answer the questions given at the end of the case.

No one in the world alive today would have missed the name Encyclopedia Britannica, for most of its 230-year history, the magnum opus has been viewed as an illustration's repository of cultural and historical knowledge generation of students and librarians relied on Britannica to research on everything from the Aleutian Islands to the history of zydeco but that was before CD-ROMs and the Internet became the study tools of choice. Suddenly the 32-volume collection of encyclopedias seemed destined to fade into history. Britannica was slow to move into electronic media and practically ceded the market to startups such as Microsoft's Encarta. Managers made a serious blunder when they sold the company Crompton unit, CD- ROM Pioneer now being used by millions of users. Even when Britannica finally produced a CD-ROM.

Questions:

- (a) Assume you are a member of the management team at Britannica, what decision you would make to successfully compete in today's environment.
- (b) What alternatives would you consider, and what courses of action would you choose.

MBA 12002

M.B.A. (General) & M.B.A. (HRM) DEGREE EXAMINATION, MARCH/APRIL 2023.

FIRST SEMESTER

Paper II-ORGANIZATIONAL BEHAVIOUR

Time: Three hours

Maximum: 70 marks.

(No additional sheet will be supplied)

PART A(5 x 3 = 15 marks)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) OB Models.
- (b) Difference between perception and sensation.
- (c) Framework for group behavior.
- (d) Organizational Design.
- (e) Resistance to change.

PART B-(5 x 8 = 40 marks)

Answer ALL the questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) Define Organizational Behaviour. Outline the challenges and opportunities for OB practitioners in today's culturally diverse organizations.
Or
(b) Explain the nature, scope and approaches to OB.
3. (a) Define Personality. Explain the factors influencing personality of an individual Critically discuss the various theories of personality.
Or
(b) Throw light on various theories of learning.
4. (a) Explain the process of group formation, outlining the hindrance in it and how can they be overcome to form effective groups.
Or
(b) Write a detailed note on transactional analysis.

5. (a) What is Conflict? What are its causes and how it can be managed effectively? Explain.

Or

- (b) How do you develop ethical organizations?

- 6 (a) What is the difference between Planned and Unplanned change? Which is easier and Why? Explain.

Or

- (b) Define OD. Explain the various interventions of OD.

PART C (1× 15 = 15 marks)

Case Analysis

(Compulsory)

7. Read the case and answer the questions given at the end of the case. Colgomex is a large consumer products company. The incumbent CEO of the company left and Mr. Chatterzi, who was second in command to the CEO took over as CEO of the company. Mr. Rajesh Talwar is a senior executive in the company and has his own views. He has after all been in the business for a decade and a half and he thinks he knows how to tackle the slump the industry is going through. He did not waste an time and talked to the new CEO and told him what he thought needed to be done in the company. The CEO heard him out and suggested that he give him some time to learn the ropes. Eventually when he did lay out his plant, Mr. Talwar was shocked to see all his suggestions completely ignored. When he asked the CEO about this, he responded cryptically that he wanted a team that supported him completely and hinted that Mr. Talwar leave the company if he was unhappy. He actually ventured far enough to offer his assistance in finding a new job for Talwar. Mr. Talwar was shocked. He did not understand what to do. One option was not to take in personally. It was probably just a mismatch between his and the CEO's style of functioning. The other option was to gracefully bow out while he still retains the goodwill of the organization and colleagues. He should start exploring opportunities elsewhere and take up the offer that suits him the best. He is still undecided between these two options:

Questions:

- (a) Do you think the CEO has decided that Talwar does not fit into his team and that is why he has asked him to quit?
(b) Which option should Mr. Talwar follows, in your opinion?

MBA 12003

M.B.A. (General) & M.B.A. (HRM) DEGREE EXAMINATION, MARCH/APRIL 2023.

FIRST SEMESTER

Paper III-BUSINESS COMMUNICATION

Time: Three hours

Maximum: 70 marks

(No additional sheet will be supplied)

PART A - (5 x 3 = 15 marks)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Grapevine communication.
- (b) Exchange Theory.
- (c) Media Management.
- (d) Interpersonal Perception.
- (e) Appraisal Interviews.

PART B - (5 x 8 = 40 marks)

Answer ALL the questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) Define communication. Explain the process and types of communication.

Or

- (b) Elucidate the various barriers of communication. How do you overcome them?

3. (a) Explain the differences between formal and informal communication.

Or

- (b) Throw light on Transactional Analysis and Johari Window in detail.

4. (a) Explain the significance of business correspondence and essentials of effective business correspondence.

Or

- (b) Elaborate the terms seminars, workshops, conferences and business etiquettes.

5. (a) Explain the factors that influence interpersonal communication.

Or

- (b) Define emotional intelligence. What are its characteristics?

6. (a) What do you understand by the terms self-awareness and self-motivation.

Or

- (b) Exit interviews help in knowing the feedback of the employees. Comment

PART C - (1× 15 = 15 marks)

(Compulsory)

Case Analysis

7. Read the case and answer the questions given at the end of the case.

Mr. X. is a 77 year old man who was admitted to the ICU, 12 days ago after surgery for a perforated ulcer. Within 48 hours of surgery, he developed some infection and remains ventilator dependent. His surgical wound is not healing well. In the last several days, his creatinine has been rising and urine output falling. The surgeon visits daily before 7 AM but has not spoken directly to the family since day one, when he reported that the surgery went well. The admitting intensivist (now off service) spoke briefly to the family the patient's wife of 60 years, and his adult son on Day 3 of the ICU stay about the status at that time. A nephrologist who saw the patient yesterday told the wife that he had been consulted to provide dialysis.

At today's ICU rounds, the current ICU attending predicted that the patient may die in the hospital, but this was not discussed with the family. The wife has asked several times for reassurance that her husband will ultimately be able to return home with her. The son, who often accompanies his mother during visiting hours, seems angry with the physicians caring for his father. An ICU family meeting attended by the ICU attending physician, the patient's designated nurse, the wife and the son, is held to discuss goals of care. The family has been insisting that everything should be done.

Questions:

- (a) Discuss the case from the view point of communication. What do you think the problem is? Examine the case in detail,
- (b) If you were asked to convene the meeting with the family, what would have been your communication strategies? What would you have suggested to the ICU people and the family? Discuss in detail.

MBA 12004

M.B.A. (General) & M.B.A. (HRM) DEGREE EXAMINATION, MARCH/APRIL 2023.
FIRST SEMESTER

Paper IV-MANAGERIAL ECONOMICS

Time: Three hours

Maximum:

70 marks

(No additional sheet will be supplied)

PART A - (5 X 3 = 15marks)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Define Managerial economics.
- (b) Elasticity of demand.
- (c) Oligopoly
- (d) Types of cost.
- (e) Business cycles.

PART B - (5 X 8 = 40marks)

Answer ALL questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) How managerial economics is different from traditional economics? Explain.
Or
(b) Among the multiplicity of objectives that a modern firm has profit maximisation continues to be the most important. Comment.
3. (a) What is the law of demand? Explain the determinants of demand.
Or
(b) Describe the law of supply and determinants of supply.
4. (a) Explain the features and characteristics of various market structures.
Or
(b) You are given the following information in respect of XYZ Limited:

(i) Fixed cost	Rs.13,00
(ii) Variable cost	Rs.14,000
(iii) Total cost	Rs.27,000
(iv) Net profit	Rs.3,000
(v) Net sales	Rs.30,000

Find out the break-even point.
Forecast the profit for sales volume of Rs.50,000
Estimate the volume of sales turnover to make a net profit of Rs. 10,000.

- 5 (a) What is a production function? What is its role in the analysis of a firm's production activities?

Or

- (b) Discuss briefly the different cost concepts relevant to managerial decision of planning and control.

6. (a) Elucidate the relationship between fiscal policy and monetary policy.

Or

- (b) Simplex Company Pvt. Ltd. is considering to purchase a machine. Two machines Mand Simplex Callably each costing Rs.5,00,000. In comparing the profitability of the machines, a discounted rate of 10% is to be used. Earnings after taxation are expected to be as under. There is no scrap value.

Year	Machine-M	Machine-N
1 st	2,00,000	75,000
2 nd	2,50,000	1,50,000
3 rd	1,50,000	3,00,000
4 th	1,00,000	2,00,000
5 th	75,000	1,00,000

Select the most profitable machine using the Payback Period and Net Present Value methods

PARTC - (1 * 15 = 15marks)

(Compulsory)

7. Case Analysis

Shri Sidhartha Roy, an Economist, Hidhustan Lever Ltd., has estimated that if there is one percent increase in the prices of textiles, the demand for textiles would come down by 1.4 percent Similarly, if the food prices go up by one percent, the demand for textiles would Becline by 0.98 percent. Finally, if there is one percent increase in the share of agriculture the national income, then the demand for textiles would go up by 0.3 percent.

Price elasticity is an area where active intervention by the mills can contribute to expansion of demand.

The margins in textile business as shown by NCAER and Anubhais and Bijapurke. study vary from 28 percent to 48 percent (this includes margins of manufacturer wholesalers, semi-wholesalers and retailers). If the distribution system could be rationalis so as to bring down the final price of cloth, then by exploiting price elasticity alone, deman can go up.

Questions:

- (a) Identify the various types of demand elasticises relevant to textile demand in India.
(b) What role has been visualised for price-elasticity of demand for textile in India?
(c) If price of cloth is reduced by 15 percent, how much will the demand increase?

MBA 12005

M.B.A. (General) & M.B.A. (HRM) DEGREE EXAMINATION, MARCH/APRIL 2023.

FIRST SEMESTER

Paper V-RESEARCH METHODOLOGY AND BUSINESS ANALYTICS

Time: Three hours

Maximum: 70 marks

(No additional sheet will be supplied)

PART A - (5 * 3 = 15marks)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Objectives of research.
- (b) Skewness.
- (c) F-test.
- (d) Business intelligence.
- (e) Data mining.

PART B-(5 * 8 = 40 marks)

Answer ALL questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) What are the types of research? Explain the importance of research planning in business.
Or
- (b) Define sampling. What are the different sampling techniques? Explain.
3. (a) What do you understand by Spearman's rank correlation coefficient? Discuss its usefulness.
Or
- (b) State the properties of regression coefficients. Explain the use and importance of regression analysis in business decision making.
4. (a) What is hypothesis? Explain the procedure of testing of hypothesis with an illustration.
Or
- (b) A random sample of 19 values from a normal population showed a mean of 42.5 inches and the sum of squares of deviations from this mean is 122 inches. Show that the assumption of a mean of 44.5 inches for population is not reasonable. Obtain 95 per cent confident limits.

5. (a) What is business analytics? Discuss the evolution of business analytics.

Or

(b) Explain the life cycle of business analytics and as a solution for business challenges

6. (a) What is master data management? Explain the role and features of data warehousing

Or

(b) Define the terms OLTP and OLAP and also differentiate between OLTP and OL with the help of example.

PART C (1×15 = 15 marks)

(Compulsory)

7. Case Analysis:

A large scale manufacturing company has appointed managers with different educational qualification in its newly opened branches in three regions. Is there significant difference between and within the managers in terms of sales (Rs. 000)

Qualification	Regions			Total
	A	B	C	
MBA	10	12	11	33
CA	8	7	9	24
B.Tech	6	8	9	23
Total	24	27	29	80

MBA 12006

M.B.A. (General) & M.B.A. (HRM) DEGREX EXAMINATION, MARCH/APRIL, 2023
FIRST SEMESTER

Paper VI-ACCOUNTING FOR MANAGERS

Time: Three hours

Maximum:

70 marks

(No additional sheet will be supplied)

PART A-(5 * 3 = 15m)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Business entity concept.
(b) Trial balance.
(c) FIFO
(d) Copy rights.
(e) Forfeiture of shares.

PART B - (5 x 8 = 40 marks)

Answer ALL questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) What are the branches of accounting? Explain the features of financial accounting.
Or
(b) Discuss about the users of accounting information.
3. (a) What are the three classes of accounts? State the rules of debit and credit.
Or
(b) Journalise the following transaction in the books of Mr. Murugan.

March 2022		Rs.
1	Started business with	25,000
3	Purchased goods on credit from Murali	15,000
6	Sold good to Muni on credit	13,000
8	Sold good to Anil on cash	8,000
14	Commission received	800
16	Goods returned by Muni	800
19	Purchased goods from Hari for cash	7,500
21	Stationary purchased	350
22	Paid cash to Muni	12,000
31	Salaries paid	4,000
31	Wages	3,300
31	Electricity expenses	325

4. (a) What is depreciation? Discuss the merits and demerits of fixed instalment diminishing balance methods.

Or

- (b) From the given below information calculate the value of inventory under FIFO method

Jan 2	Purchased	4,000 units	@ Rs.14.00 per unit
Jan 20	Purchased	500 units	@ Rs.15.00 per unit
Feb 5	Issued	2,000 units	
Feb 10	Purchased	6,000 units	@ Rs.16.00 per unit
Feb 12	Issued	4,000 units	
Mar 2	Issued	1,000 units	
Mar 5	Issued	2,000 units	
Mar 15	Purchased	4,500 units	@ Rs.15.50 per unit
Mar 27	Issued	3,000 units	

5. (a) Explain the feature of various kinds of intangibles assets.

Or

- (b) The following is the Balance Sheet of Cool Traders Ltd. as at 30th April 2022:

Liabilities	Rs.	Assets	Rs.
Share capital	3,28,000	Fixed assets	1,80,000
Reserves	80,000	Current assets	2,44,080
Creditors	76,080	Investment shares	60,000
	<u>4,84,080</u>		<u>4,84,080</u>

The following per profits were earned which included a fixed income from investment of Rs.4,000 p.a.

Year ended 30 April 2018	Rs. 64,000
Year ended 30 April 2019	Rs. 72,000
Year ended 30 April 2020	Rs. 86,000
Year ended 30 April 2021	Rs. 90,000

Normal rate of return on capital employed in such type of business is 8%.

Compute the amount of goodwill of the above business at three year's purchase of the average super profits for four year assuming that each year's profit was fully distributed as dividend among the shareholders.

6. (a) Define the term share. Explain the various classifications of share.

Or

- (b) XYZ Company offers 10,000 shares of Rs. 10 each to the public for subscription at Rs. 12 per share. Money is payable as follows:
Rs. 3 on application.

Rs. 4 on allotment (including Rs. 1 as premium)
Rs. 5 on call (including Rs. 1 as premium)

Applications are received for 15,000 shares. No allotment is made to applicants for 3,000 shares and their application money is refunded. Rest are allotted shares on a pro rata basis. All allottees pay the money due on shares as and when called up.

Pass necessary journal entries in the books of XYZ Company.

PART C-(Compulsory)

(1 * 15 = 15)

7. Case analysis:

From the following Trial Balance of Surendra prepare trading and profit and Loss account for the year ending 31 March 2022.

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Buildings	2,00,000	Capital	6,00,000
Purchases	1,00,000	Sales	3,00,000
Opening Stock (1-4-2021)	50,000	Creditors	60,000
Debtors	1,20,000	Purchase Returns	5,000
Drawings	40,000	Bills Payable	20,000
Sales Returns	20,000		
Freight	25,000		
Office Salaries	80,000		
Wages	15,000		
Postage and Telegrams	10,000		
Machinery	1,50,000		
Bills Receivable	80,000		
Advertisement	20,000		
Cash in hand	35,000		
Loose Tools	40,000		
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	9,85,000		9,85,00

Adjustments:

- (a) Closing Stock was valued at Rs.60,000
 - (b) Depreciation on Buildings by 10%
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MBA 12007

M.B.A. (General) & M.B.A. (HRM) DEGREE EXAMINATION, MARCH/APRIL, 2023.

FIRST SEMESTER

Paper VII-INFORMATION TECHNOLOGY FOR MANAGEMENT

Time: Three hours

Maximum: 70 marks

(No additional sheet will be supplied)

PART A - (5 x 3 = 15 marks)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Types of computers.
- (b) View Menu Options.
- (c) Management Information System.
- (d) Basic elements of a business organization.
- (e) EDI Technology.

PART B - (5x8 = 40 marks)

Answer ALL the questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

2. (a) What are the major components of a computer system? Explain the organization System of a computer.

Or

- (b) Elucidate the various features and Applications of MS-Word.

3. (a) Explain the features and applications of MS-Power Point.

Or

- (b) Throw light on features, advantages and limitations of MS-Excel.

4. (a) Define SDLC. Explain the stages in the development of SDLC.

Or

- (b) Elaborate the role of DSS in the modern organizations.

5. (a) Write a detailed note on financial information system.

Or

(b) Explain the concept of Human Resource Information system in detail.

6. (a) What do you understand by Multi-media and Image Processing systems?

Or

(b) Define ERP. What are the advantages and Limitations of ERP?

PART C - (1x 15 = 15 marks)

(Compulsory)

Case Analysis

7. Read the case and answer the questions given at the end of the case.

A manufacturing company of four wheelers want to become paperless by computerizing all its operations. It will communicate with clients, store inventory and records and persuade clients by showing them presentations with the help of computers. As you are assigned this task, suggest the hardware and software requirement specifying their use for efficient execution.