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Reg. No. : .....

Name : .....

I Semester M.B.A. Degree (CBCSS-Reg./Sup./Imp.)

Examination, October - 2019

(2014 Admission Onwards)

M.B.A 1C03 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

Answer **Two** questions in this section. Each question carries **13** marks.

1. a) Describe the different random sampling methods.

(OR)

- b) Sam spade, owner and general manager of the campus stationery store is concerned about the sales behavior of a compact cassette tape recorder sold at the store. He realise that there are many factors that might help explain sales, but he believes that advertising and price are major determinants. Sam has collected the following data.

Sales (Units sold)	33	61	70	82	17	24
Advertising (No. of Ads)	3	6	10	13	9	6
Price (Rs)	125	115	140	130	145	140

- i) Calculate the least square equation to predict sales from advertising.  
ii) If advertising is 7 and price is Rs. 132, what sales would you predict?

2. a) A self administered training program designed to upgrade the supervisory skills of production - line supervisors require different numbers of hours to complete the program. A study of past participants indicates that the mean length of time spent on the program is 500 hours and that this normally distributed random variable has a standard deviation of 100 hours.

- i) What is the probability that a participant selected at random will require more than 500 hours to completing the program?  
ii) What is the probability that a candidate selected at random will take between 500 hours to 650 hours to complete the program?

(OR)

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- b) Two independent samples of observations were collected. For the first sample of 60 elements, the mean was 86 and the standard deviation 6. The second sample of 75 elements had a mean of 82 and a standard deviation of 9. Test whether the two samples can reasonably be considered to have come from populations with same mean. Use five percent level of significance.

### SECTION - B

Answer any **Six** questions in this section. Each question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for part (c).

3. a) What is equal matrix?  
b) What do you mean by transpose of a matrix? Give an example.  
c) Explain the subtraction of matrices.
4. a) What is integration?  
b) Explain the method of substitution.  
c) Differentiate  $e^x + 1/e^x - 1$ .
5. a) What is regression analysis?  
b) Explain scatter diagrams.  
c) Explain the possible relationships between X and Y in scatter diagrams.
6. a) What do you mean by central tendencies?  
b) Explain the significance of measures of central tendencies.  
c) Calculate the mode for the following distribution.
- |                  |     |      |       |       |       |       |       |
|------------------|-----|------|-------|-------|-------|-------|-------|
| Gross Profit     | 0-7 | 7-14 | 14-21 | 21-28 | 28-35 | 35-42 | 42-49 |
| as % of sales.   |     |      |       |       |       |       |       |
| No. of Companies | 19  | 25   | 36    | 72    | 51    | 43    | 28    |
7. a) What is a non-probability sample?  
b) Explain biased sampling.  
c) Explain the advantages of sampling over complete enumeration.



8. a) What is compound events?  
b) Differentiate between mutually exclusive and collectively exhaustive events.  
c) In a large manufacturing firm, it is found that 25 percent of the firm's staff are assistants and 30 per cents of the staff are B. Coms. It is also found that 10 percent of the firm's staff are assistant and B. Coms. What is the probability of selecting an assistant, when the selection is confined to B. Coms?
9. a) What is an estimator?  
b) Differentiate between point estimation and interval estimation.  
c) For a population with a known variance of 185, a sample of 64 individuals leads to 217 as an estimate of the mean.  
i) Find the standard error of the mean.  
ii) Establish an interval estimate that should include the population mean 68.3 percent of the time.
10. a) What is a two ANOVA?  
b) Explain the use of chi-square test.  
c) A milk producers union wishes to determine whether the preference pattern of consumers for the newly introduced Yogo Srikhand over the standard Topiwala Srikhand is dependent upon the income levels. Random sample of 500 individuals was taken and the responses were classified into a  $3 \times 3$  contingency table as given below. On the basis of the information, will you conclude that preference pattern is independent of income level?

Income	Prefer Yogo	Indifferent	Prefer Topiwala	Total
Low	170	30	80	280
Medium	50	25	60	135
High	20	10	55	58
Total	240	65	195	500



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K19P 1217

Reg. No. : .....

Name : .....

I Semester MBA. Degree (CBCSS - Reg./Supple./Improv.) Examination,  
OCTOBER - 2019

(2014 Admission Onwards)

MANAGEMENT

MBA 1 C02 : ACCOUNTING FOR MANAGER

Time : 3 hrs

Max. Marks : 80

**SECTION - A**Answer **Two** questions in this Section. Each question carries **13** marks.

(2×13=26)

1. a) Explain the functions of management accounting.

(OR)

- b) Your company has a production capacity of 200000 units per year. Normal capacity utilisation is reckoned as 90 percent standard variable production costs are 11 per unit. The fixed costs are Rs. 360,000 per year. Variable selling costs are Rs. 3 per unit and fixed selling costs are Rs. 270000 per unit. The unit selling price is rs. 20. In the year just ended on 30th June 2017 the production was 1,60,000 units and sales were 150,000 units. The closing inventory on June 30, 2017 was 20000 units. The actual variable production costs for the year were Rs. 35000 higher than the standard.

Calculate the profit for the year by absorption costing method and marginal costing method. Explain the difference in profit.

2. a) Elucidate the significance of international accounting standards.

(OR)

- b) From the following trail balance of M/s Suneel, prepare (a) manufacturing Account, (b) Trading and Loss account and (c) Balance sheet.

Debit Balance	Rs.	Credit Balance	Rs.
Wages	20000	Sales	174,00
Stock (Raw Materials)	5710	Profit and Loss	12000
01/01/2017		Balance 01/01/2017	
Purchases	88274	Capital	130,000

P.T.O.



Carriage inward	3686
Repairs	6000
Salaries (Factory)	2100
Salary (General)	1000
Rates and Taxes	2240
Travelling expenses	3550
Insurance (factory)	700
Insurance General	80
Bad Debts	410
General Expenses	2942
Carriage outwards	9424
Assets	113884
Stock 01/01/2017	56000

Closing Stock : Raw Materials Rs. 5272; Finished Goods Rs. 34324.

### SECTION - B

Answer any **Six** questions in this Section. Each question carries 9 marks. 1 mark for part (a) 3 marks for Part (b) and 5 marks for Part (c). **(6×9=54)**

3. a) What is accounting concept?  
b) Differentiate between book keeping and accounting.  
c) Explain the recent developments in accounting.
4. a) What do you mean by journal?  
b) Bring out the rules of debit and credit.  
c) **On March 2017**, Farhan Rahim, starts wholesale business. Journalise the Following transactions:
1. He started business with capital of Rs. 15,000 and Land worth Rs. 10,000.
  8. Bought goods from Bilal and Friends Rs. 1,000 and by cash from XYZ Co. Rs. 2,000.
  13. Sold goods to Rehman & Sons Rs. 1,500 and sale by cash Rs. 5,000.
  17. Gave away charity of cash Rs. 50 and merchandising worth Rs. 30.



21. Paid Bilal and Friends cash Rs. 975; discount received Rs. 25.  
28. Received cash from Rehman & Sons Rs. 1,450; allowed him discount of Rs. 50.

5. a) What is meant by liquidity ratio?  
b) What is the utility of liquidity ratio?  
c) Selected financial information about a company is given below:

Particulars	2016	2015
Sales	Rs. 69000	Rs. 43000
Cost of goods sold	57000	32500
Debtors	7200	3000
Inventories	11400	5500
Cash	1500	800
Other Current Assets	4000	2700
Current Liabilities	16000	11000

Compute the current ratio, quick ratio, average debt collection period and inventory turnover for 2015 and 2016. State whether there is a favourable or unfavourable change in liquidity from 2015 to 2016. At the beginning of 2015, the company had debtors of Rs. 2500 and inventories of Rs. 3000.

6. a) What is a capital expenditure?  
b) Enumerate the circumstances where revenue expenditure may be taken as capital expenditure.  
c) Explain the Distinction between capital expenditure and revenue expenditure.
7. a) What is costing?  
b) Bring out features of cost accounting system.  
c) Following data is available relating to a company for a certain month:

Particulars	Territory		
	I	II	III
Selling Expenses	Rs. 7,600	Rs. 4,200	Rs. 6,240
Distribution costs	Rs. 4,000	Rs. 1,800	Rs. 2,000
No. of units sold	Rs. 16,000	Rs. 6000	Rs. 10,000
Sales	Rs. 7,500	Rs. 28,000	Rs. 52,000



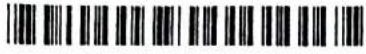
The company adopts sales basis and quality basis for application of selling and distribution costs, respectively. Compute the territory wise overhead recovery rates separately for selling and distribution costs.

8. a) Define depreciation.  
b) Bring out the causes for depreciation.  
c) On 1st January 2011, machinery was purchased by X for Rs. 50000. On 1st July 2012, additions were made to the extent of Rs. 10000. On 1st April 2013, further addition were made to the extent of Rs. 6400. On 30th June, 2014 a machinery was sold for Rs. 6000 (original value of which was Rs. 8000 on 1<sup>st</sup> January 2011) the depreciation is charged at 10 percent per annum on original cost. Show the machinery account for the years from 2011 to 2014 in the books of Mr. X. He closes his books on 31<sup>st</sup> December.
9. a) What do you mean by cost volume profit analysis?  
b) Bring out the assumptions of break-even analysis.  
c) The following figures are available from the records of Vinus Enterprises as at 31<sup>st</sup> March :

Particulars	2016	2017
Sales (Rs. In Lakhs) :	150	200
Profit (Rs. In Lakhs) :	30	50

Calculate :

- i. The P/V ratio and total fixed costs.  
ii. The break-even level of sales.
10. a) Define management accounting.  
b) Bring out the features of management accounting.  
c) Differentiate between management accounting and financial accounting.
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K19P 1222

Reg. No. : .....

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I Semester M.B.A. Degree (CBCSS-Reg./Sup./Imp.)  
Examination, October-2019  
(2014 Admission Onwards)

**MBA1C07 : INFORMATION TECHNOLOGY FOR MANAGERS**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

Answer **Two** questions in this section. Each question carries **13** marks.

**(2x13 =26)**

1. a) Elucidate the functions of operating system.

**(OR)**

- b) Describe different types of networking and its applications.

2. a) Bring out and explain the security issues in E-commerce.

**(OR)**

- b) Discuss the importance of business analytics for modern organisations.

**SECTION - B**

Answer any **Six** questions in this Section. Each question carries **9** marks.

**1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c). **(6x9=54)**

3. a) What is an application software?  
b) What is a multimedia?  
c) Explain basic computer operations.

P.T.O.





4.
    - a) What do you mean by setting page layout?
    - b) How to insert headers and footers?
    - c) Explain the significance of headers and footers.
  
  5.
    - a) What do you mean by sorting?
    - b) Differentiate between sorting and filtering.
    - c) Explain the application of formula in cells.
  
  6.
    - a) Define hyper link.
    - b) Explain the use of hyper link.
    - c) Explain the significance of effects and animation in power point.
  
  7.
    - a) What do you mean by video conference?
    - b) Explain social media.
    - c) Explain the use of video conference.
  
  8.
    - a) What is data capture by bar code?
    - b) Differentiate between RFID and QR Code.
    - c) Explain the significance E-governance.
  
  9.
    - a) What do you mean by data security?
    - b) Explain M-commerce.
    - c) Explain different ways of implementing data security.
  
  10.
    - a) What is descriptive analytics?
    - b) Differentiate between business analytics and big data.
    - c) Explain the major analytics domains.
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Reg. No. : .....

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I Semester M.B.A. Degree (CBCSS-Reg./Sup./Imp.)  
Examination, October- 2019  
(2014 Admission Onwards)

**MBA1C04 : INDIAN BUSINESS ENVIRONMENT**

Time : 3 Hours

Max. Marks : 80

**SECTION -A**

Answer **Two** questions in this Section. Each question carries 13 marks.  
(2x13 =26)

1. a) What is the importance of 'Industrial Policy? Explain the main features of Industrial Policy of India announced in July 1991.

(OR)

- b) What do mean by business environment? Explain the micro and macro environmental factors affecting business.

2. a) Discuss in detail the organisation of SEBI and its functions.

(OR)

- b) What is Liberalisation? Enumerate its merits and demerits in the context of Indian Economy.

**SECTION - B**

Answer any Six questions in this section. Each question carries 9 marks.(1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c)  
(6x9 =54)

3. a) What is KPO?  
b) Define the concept of business planning.  
c) Explain the role of IRDA.

P.T.O.



4.
    - a) Define capital market.
    - b) What are the types of economic environments?
    - c) What are the characteristics of mixed economy?
  
  5.
    - a) Define the term 'Privatisation'
    - b) What is EIA?
    - c) Explain the functions of CII.
  
  6.
    - a) What is inter-state sale?
    - b) Define Legal Outsourcing.
    - c) Explain the characteristics of Indian social structures.
  
  7.
    - a) what you mean by cultural transition?
    - b) What are the objectives of National Knowledge Commission?
    - c) Explain the recent trends of privatisation in India.
  
  8.
    - a) what is rural development?
    - b) What are implications of technological change on Business development?
    - c) Explain the reasons for setting up financial institution in India.
  
  9.
    - a) What are NBFC's?
    - b) Mention the functions of NGT.
    - c) Explain the bases for levy of Central Sales Tax.
  
  10.
    - a) Define the concept of VAT.
    - b) What are various types of insurance?
    - c) Discuss the significance of small scale sector in the Indian economy.
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Reg. No. : .....

Name : .....

**I Semester M.B.A. Degree (CBCSS-Reg./Sup./Imp.)****Examination, October- 2019****(2014 Admission Onwards)****M.B.A 1C06 : MANAGEMENT THEORY AND PRACTICE**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**Answer **Two** questions in this section. Each question carries **13** marks.**(2x13 =26)**

1. a) "Management is the process by which managers create, maintain and operate purposive organisations through coordinated and cooperative human effort. Explain" the statement.

**(OR)**

- b) Enumerate the assumptions of the McGregor's Theory of 'X' and Theory 'Y'. How do these theories help to motivate employees?

2. a) Discuss in detail various methods of performance appraisal.

**(OR)**

- b) Discuss the leadership styles in Indian business organisation.

**SECTION - B**Answer any **Six** questions in this section. Each question carries **9** marks.  
(1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c). **(6x9=54)**

3. a) Define power.
- b) Explain various types of training.
- c) Briefly discuss the key issues of modern management in Indian business environment.

P.T.O.



4.
  - a) What is delegation?
  - b) What is staffing? State the importance of staffing.
  - c) Explain the principles of direction.
  
5.
  - a) What is training and development?
  - b) "Motivation is the core of Management." Comment.
  - c) Explain the advantages and disadvantages of line and staff organisation.
  
6.
  - a) Define Planning.
  - b) Explain the nature and significance of planning.
  - c) What is forecasting? Explain the need for forecasting in planning.
  
7.
  - a) What is span of control?
  - b) Distinguish between formal and informal organisations.
  - c) Write a note on the Social Systems Theory.
  
8.
  - a) What is decision making?
  - b) Define Coordination. Explain the principles of coordination.
  - c) Explain the concept of rationality in the decision making process.
  
9.
  - a) Define objectives.
  - b) What is meant by strategy? Discuss its features.
  - c) Distinguish between management and administration.



(3)

K19P 1221

10. a) Define job specification.
- b) Discuss the merits and demerits of job evaluation.
- c) Explain the steps involved in the selection procedure.
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K19P 1220

Reg. No. : .....

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I Semester M.B.A. Degree (CBCSS-Reg./Sup./Imp.)  
Examination, October- 2019  
(2014 Admn. Onwards)

**M.B.A1C05 : MANAGERIAL COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

**SECTION -A**

Answer **Two** questions in this section. Each question carries **13** marks.

**(2x13 =26)**

1. a) Discuss why listening is the most important of the communication skills.

**(OR)**

- b) Explain the significance of written communication. How can written communication be made more effective?

2. a) Explain the procedure of conducting meeting in a large organization.

**(OR)**

- b) As a secretary of the college association, prepare a welcome speech to be given on the occasion of the inauguration of the year's activities.

**SECTION -B**

Answer any **Six** questions in this Section. Each question carries **1** mark for Part a, 3 marks for Part b, and 5 marks for Part c.

**(6x9=54)**

3. a) What are the advantages of oral communication?  
b) What is the difference between verbal and nonverbal communication?  
c) How can the process of giving verbal instructions to employees be more effective?

P.T.O.



4.
    - a) What are emotional barriers?
    - b) State the common barriers to effective communication.
    - c) What strategies do you suggest to make communication effective?
  
  5.
    - a) Define media.
    - b) Mention the different media of communication.
    - c) Which medium of communication is more effective? Why
  
  6.
    - a) What is a press release?
    - b) What are the benefits of issuing press release?
    - c) Briefly explain the characteristics of a good press release.
  
  7.
    - a) What is an agenda?
    - b) Differentiate between agenda and a letter.
    - c) Why is it important to circulate agenda among the members in advance?
  
  8.
    - a) What is a formal speech?
    - b) Why should a speech be brief?
    - c) What are the characteristics of a good speech?
  
  9.
    - a) What is a meeting?
    - b) Why meetings are conducted?
    - c) Explain the importance of agenda and resolutions in meetings.
  
  10.
    - a) What are the different types of reports?
    - b) Why are reports required in the organisation?
    - c) Explain the purpose of a few types of report.
-