

Reg. No. :

Name :

I Semester M.B.A. Degree (Regular/Supple./Improvement)
Examination, January 2017
MBA 1C05 : MANAGERIAL COMMUNICATION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) "The single most significant characteristic of the human race is the ability to communicate". Comment.

OR

- b) The Principal of a college has appointed a committee of two teachers and three students to suggest new directions in which student's co-curricular activities can be developed. Write the committee's report.

2. a) If you are appointed the manager of a business organisation with declining business. What objectives of communication will you use to check the decline in business ?

OR

- b) "Greater significance is attributed to the upward communication in team organisation structures" Critically analyse. **(2×13=26)**

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) Write the advantages of non-verbal communication.
- b) Why feedback is important in communication ?
- c) Explain the communication process.



4. a) What is meant by the term barrier to communication ?
b) Why do they occur ?
c) What can be done to overcome barriers to communication ?
5. a) State the different methods of communication.
b) What is the difference between vertical and horizontal communication ?
c) "Communication can never be effective and complete without non-verbal communication". Comment.
6. a) What prevents good listening ?
b) Mention the ways to improve effective listening in communication process.
c) Suggest measures for improving the effectiveness of upward communication.
7. a) What are semantic barriers ?
b) Suggest ways to overcome semantic barriers.
c) Most of the barriers to effective communication are purely psychological. Comment.
8. a) What is a memorandum ?
b) How is memorandum different from a letter ?
c) Mention any four situations in which memos may be written.
9. a) What is a sales letter ?
b) What points should be kept in mind while drafting a sales letter ?
c) Explain the objectives of a sales letter.
10. a) What is a report ?
b) Mention the characteristics of a good report.
c) Explain the steps to be taken while preparing a report.

(6×9=54)



Reg. No. :

Name :

I Semester MBA Degree (Regular/Supple./Improvement)
Examination, January 2017
MBA1C04 : INDIAN BUSINESS ENVIRONMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) Discuss in detail, the impact of economic environment on the Indian business.

OR

- b) Critically evaluate the impact of WTO in an Indian economy.

2. a) Highlight the major insurance sector reforms in India in the period of liberalization.

OR

- b) Discuss how the industrial policy may be responsible for the underutilization of resources in India. (2×13=26)

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)).

3. a) Define NBFCs.
b) Differentiate between foreign direct investment and portfolio investment.
c) Explain the functions of FICCI and CII.



4. a) What is LPO ?
b) Explain the different methods of technology transfer.
c) The weakness of R&D orientation in Indian Industry limits the competitiveness of Indian firms comment.
5. a) What do you mean by environmental analysis ?
b) List out the micro and macro environmental factors.
c) Discuss the various techniques of environmental forecasting.
6. a) State the characteristic features of an Indian economy.
b) What is the difference between VAT and the existing tax system ?
c) Enumerate the post liberalization impact on Indian Business.
7. a) What do you mean by workforce diversity ?
b) How does culture influence business ? Explain.
c) Discuss how the government regulates business.
8. a) What are the problems with privatization in India ?
b) Describe the importance of five year plans in post liberalization in India.
c) Describe the provision of licensing under Industrial Development and Regulation Act.
9. a) What is IRDA ?
b) State the role of NBFCs in Indian Economy.
c) Discuss the role of capital market institutions and stock exchanges.

(6×9=54)

Reg. No. :

Name :

**I Semester M.B.A. Degree (Reg./Supple./Imp.)
Examination, January 2017
MBA1C02 : ACCOUNTING FOR MANAGERS
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) "Accounting is a language of business". Analyse the statement.

OR

- b) From the following particulars prepare an income statement in a vertical form.

	Rs.
Opening stock	1,72,058
Sales	10,83,947
Manufacturing expenses	3,59,000
Closing stock	1,48,680
Purchases	5,00,903
Interest on investment	11,294
Establishment charges	26,814
General charges	31,078
Directors fees	1,800
Depreciation on fixed assets	10,000
Managing Directors Remuneration	6,500

2. a) Explain GAAP with its significance.

OR



b) From the following particulars calculate break even point.

Sales	Rs. 2,00,000
Variable cost	Rs. 1,20,000
Fixed overhead	Rs. 30,000

Also calculate

- New BEP, if selling price is reduced by 10%
- New BEP, if variable cost increased by 10%
- New BEP, if fixed cost increases by 10%.

(2×13=26)

SECTION – B

Answer **any six** questions. **Each** question carries **1** mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**.

- What is WDV method of depreciation ?
 - Explain capital and revenue expenditure and receipts.
 - M.Ltd. which depreciates its machine @ 10% p.a. according to DBM, had on 1-4-1996 Rs. 4,86,000 balance in it's Machinery A/c. The machinery purchased on 1-4-1994 for Rs. 60,000 was sold for Rs. 40,000 on 1-10-1996 and new Machinery costing Rs. 70,000 was purchased and installed on the same date, installation charges Rs. 5,000.
The company wants to change its method of depreciation to SLM w.e.f 1-4-1994, the rate of depreciation remains same. Show Machinery A/c for the year ended 31-03-1997.

- What is double entry system ?
 - Distinguish between trial balance and balance sheet.
 - Following are the extracts from the trial balance of a firm,

Sundry debtors	50,000	
Provision for doubtful debts		5,000
Bad debts	3,000	

Additional information :

- Additional bad debts Rs. 3,000
- Keep the provision for bad debts @ 10% on debtors.

You are required to pass the necessary journal entries and prepare provision for doubtful debts account and show how the different items will appear in the firm's final accounts.



5. a) What is break even analysis ?
b) Explain under what circumstances marginal costing plays important role in price fixation.
c) The budget of AB Ltd. includes the following data for the forthcoming financial year :
- a) Fixed expenses Rs. 3,00,000
 - b) Contribution per unit product X - Rs. 6
product Y - Rs. 2.50
product Z Rs. 4
 - c) Sales forecast product X - 24000 units @ Rs. 12.50
product Y - 100000 units @ Rs. 7.00
product Z - 50000 units @ Rs. 10.00
- Calculate composite P/V ratio and composite BEP.

6. a) What is absorption cost ?
b) What are the objectives of cost accounting ?
c) The following data relates to the production of a product. Find out cost per unit and profit.
- Material consumed Rs. 20,000
 - Direct wages Rs. 18,000
 - Machine hour used 3000 hrs
 - Machine hour rate Rs. 2
 - Office on cost on works cost 10%
 - Selling on cost per unit Rs. 2
 - Units produced 5000
 - Units sold 4600
 - Selling price per unit Rs. 30.

7. a) What do you mean by Marshalling of balance sheet ?
b) What are the objectives of trading account ?
c) Compute the trend percentage from the following data taking 1992 in the base year.

Year	Sales (Rs.)	Stock (Rs.)
1992	20,000	2,000
1993	26,000	2,500
1994	32,000	3,000
1995	31,000	2,800
1996	32,000	2,700
1997	30,000	2,900
1998	24,000	2,600



8. a) What is meant by differential cost ?
 b) Explain the relationship between angle of incidence and margin of safety.

c)	Sales (Rs.)	Profit (Rs.)
Period 1	10,000	2,000
Period 2	15,000	4,000

You are required to calculate

- i) P/V Ratio
 ii) Fixed cost
 iii) Break even sales volume
 iv) Sales to earn a profit of Rs. 3,000
 v) Profit when sales are Rs. 8,000.
9. a) What do you mean by Management accounting ?
 b) What are the objectives of Management accounting ?
 c) Lakhani enterprise has a plan to introduce a new product A numbering 10000 units for the year 1993. The following details are available.

	Machine (Rs.)	Manual (Rs.)
Purchase price of machine	20,000	—
Direct materials	5,000 p.a.	5,000 p.a.
Direct labour	500 p.a.	3,000 p.a.
Variable overheads	2,000 p.a.	1,000 p.a.
Fixed overheads	1,500 p.a.	1,000 p.a.

The selling price of the product has been fixed at Rs. 3 each. If the machine is purchased it will have an estimated life of 10 years with little or no residual value.

You are required to show the decision to be taken regarding the method of production under

- i) Marginal costing and
 ii) Absorption costing including interest @ 5%.
10. a) What is double entry system of book keeping ?
 b) What is the importance of trial balance ?
 c) Elaborate the significance and relevance of financial statement analysis.

(6×9=54)



K17P 0031

Reg. No.:

Name :

I Semester M.B.A. Degree (Reg./Supple./Improve.)
Examination, January 2017
MBA1C07 : INFORMATION TECHNOLOGY FOR MANAGERS
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) "Information technology is such a disruptive technology that its impact has changed the way we live and do business". Comment and substantiate your comments.

OR

- b) Explain the steps you will take to develop a e-commerce platform of selling pre-owned cars in various cities of India with examples and outline the key components of technology infrastructure that must be in place for e-commerce to succeed.

2. a) What are the different web browsers used in the internet ? Explain the difference between Internet explorer (by Microsoft) and Netscape Communicator (by Netscape) on the basis of their navigational properties.

OR

- b) Explain the working of a computer system. Elucidate the role of computer processes by illustrating the different types of input, storage and output devices. (2×13=26)

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).

3. a) Define FTP.
b) What are the functions of E-commerce ?
c) Explain the various uses of MS Word.

P.T.O.



4. a) What is a website ?
b) Write a short note on applications of multimedia in the field of education.
c) Explain the needs of functions of a spreadsheet package with suitable examples.
5. a) What do you mean by cloud computing ?
b) What are the advantages of networking ?
c) Explain the major functions used in MS Excel.
6. a) What is the language used for publishing documents on the World Wide Web ?
b) What is content streaming ?
c) List the requirement for sending email.
7. a) What is Big Data ?
b) What is the difference between Animation and Transition ? Which view can be used to insert and test the
 - 1) Animation effects
 - 2) Transition effects ?
c) Why are the input and output devices referred to as 'peripherals' ?
8. a) What is Bootstrapping ?
b) What is the use of RSS Feed ?
c) What are the characteristics of a good power point presentation ?
9. a) What is M Commerce ?
b) What is a web browser ? How is it different from a web search engine ?
c) Briefly explain the security techniques in an operating system.
10. a) What is meant by RFID ?
b) What is the use of mail merge ?
c) What actions can you take to minimize the risk of being a victim of e-commerce fraud ?

(6×9=54)



K17P 0025

Reg. No.:

Name :

I Semester M.B.A. Degree (Reg./Supple./Improve.)
Examination, January 2017
MBA1C01 : ECONOMICS FOR MANAGERS
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) An entrepreneur of a small firm is going to employ some good number of workers in his concern. The following table shows the break-up number of workers and the Total Return. Analyse the case given below :

Number of Workers	Total Return	Marginal Return	Average Return
1	80		
2	170		
3	270		
4	368		
5	430		
6	480		
7	504		
8	504		
9	495		
10.	440		

- a) Calculate the Marginal return and Average return.
b) As a Prudent Owner how many workers will you employ ?
c) Why is it not always possible to equalize the marginal and average return ?

OR

- b) Discuss the different cost concepts relevant for managerial decision making for planning and control.

P.T.O.



2. a) The annual turnover of the company is as follows :

Year	Sales (in thousand of rupees)
2010	29
2011	36
2012	26
2013	36
2014	37

Estimate the annual sales for 2015 with the help of least square method.

OR

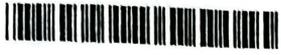
- b) Discuss the role of price elasticity of demand in managerial decisions.

(2×13=26)

SECTION – B

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

3. a) What are the basic concepts of Managerial Economics ?
 b) What are demand functions and demand schedules ?
 c) State the relationship between managerial economics and decision making.
4. a) State the law of demand.
 b) What are the exceptions to the law of demand ?
 c) What is the significance of price elasticity of demand in business ?
5. a) Mention the different methods of forecasting demand.
 b) How is demand for new products estimated ?
 c) Explain briefly the different methods of demand forecasting.
6. a) What is production function ?
 b) Write a note on internal and external economies of production.
 c) Explain the Law to returns to scale.



7. a) What is opportunity cost ?
b) What is the difference between fixed cost and variable costs ?
c) Explain cost-output relationship in the short run.
8. a) What is meant by cost control ?
b) What are the advantages of cost control ?
c) Explain the different steps involved in cost control.
9. a) What is meant by market structure ?
b) Distinguish between perfect and imperfect competition.
c) Explain with diagram the equilibrium of the firm and industry under monopolistic competition.
10. a) Define profit.
b) Distinguish between economic and accounting profit.
c) Explain the behavioural model of Cyert and March.

(6×9=54)



K17P 0030

Reg. No. :

Name :

**I Semester M.B.A. Degree (Regular/Supple./Improvement)
Examination, January 2017
MBA1C06 : MANAGEMENT THEORY AND PRACTICE
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) "Management is to forecast, to plan, to organise, to command, to co-ordinate and control activities of others". Discuss.

OR

- b) Discuss the role of planning in a modern business organisation and enumerate the steps involved in the planning process.

2. a) Discuss the contribution of classical theory to the study of management.

OR

- b) Why is training an important aspect of selection process ? Explain the steps involved in conducting a training programme. **(2×13=26)**

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) Define management.
b) Explain its features.
c) Explain the different functional areas of management.

P.T.O.



4. a) Define motivation.
b) Give a brief account of the various stockholders to whom the business organisations are socially responsive.
c) Explain the principles of management.
5. a) What is MBO ?
b) What are the advantage and disadvantages of management audit as a control technique ?
c) How does Maslow's theory help the managers in motivating employees ?
6. a) Mention the different theories of motivation.
b) Differentiate between formal and informal organisations.
c) Explain the different sources of recruitment.
7. a) What is delegation of authority ?
b) State the factors affecting centralisation.
c) Explain the principles of delegation of authority.
8. a) What is centralization ?
b) How can delegation be made more effective ?
c) Explain the uses and limitations of ratio analysis as a techniques of control.
9. a) What is performance appraisal ?
b) What are the various factors that govern corporate governance ?
c) Discuss the importance of training of managers.
10. a) Define motivation.
b) What are the benefits of an effective performance appraisal method ?
c) Explain the trait theory of leadership.

(6×9=54)

Reg. No. :

Name :

I Semester M.B.A. Degree (Regular/Supple./Improvement)
Examination, January 2017
MBA1C03 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) Sales of major appliances vary with the new housing market : when new home sales are good, so are the sales of dishwashers, washing machines, driers and refrigerators. A trade association compiled the following historical data on major appliance sales and housing starts :

Housing starts (Thousands)	2.0	2.5	3.2	3.6	3.3	4.0	4.2	4.6	4.8	5.0
Appliance Sales (Thousands)	5.0	5.5	6.0	7.0	7.2	7.7	8.4	9.0	9.7	10.0

Develop the regression equation and predict appliance sales when 4.5 (Thousands) housing starts.

OR

- b) Compute the standard deviation and coefficient of variance for the following data and clearly state the fundamental difference between these two measures of variance :

Income (Rs.) Less Than	No. of Families
700	12
800	30
900	50
1000	75
1100	110
1200	120



2. a) The supervisors of security at a large departmental store would like to know whether the store apprehends relatively more shoplifters during the Christmas holiday season than in the weeks before or after the holiday. He gathered data on the number of shoplifters apprehended in the store during the months of November, December and January over the past six years.

November	43	37	59	55	38	48
December	54	41	48	35	50	49
January	36	28	34	41	30	32

At the 0.05 level of significance, the mean number of apprehended shoplifters is same during these three months.

OR

- b) Explain the probability sampling methods and its suitability in research.

(2×13=26)

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 a mutually exclusive event ?
 b) Explain the multiplication rules of probability.
 c) In a given race, the probability of winning of horses A, B, C, D respectively are $\frac{1}{4}$, $\frac{1}{5}$, $\frac{1}{6}$, $\frac{1}{7}$. Find the chances that one of them will win the race.
4. a) What is confidence interval ?
 b) Explain the types of estimates.
 c) Upon collecting a sample of 250 from a population with known standard deviation of 13.7, the mean is found to be 112.4.
 Find a 95 percent confidence interval for the mean.
 Find a 99 percent confidence interval for the mean.



- 5. a) What is level of significance ?
- b) When to accept or reject the hypothesis ? Explain.
- c) A manpower development statistician is asked to determine whether the hourly wages of semiskilled workers are the same in two cities. Suppose the company wants to test the hypothesis at the 0.05 level that there is no different between hourly wages for semiskilled workers in the two cities.

City	Mean Hourly Earnings	Standard Deviation	Sample Size
A	300	40	200
B	320	60	175

- 6. a) What is scatter diagram ?
- b) Differentiate between correlation and regression analysis.
- c) Following data relate to average monthly price (X) and demand (Y) of a commodity during last ten months. Determine the coefficient of correlation.

Price (Rs.)	3.80	2.20	2.40	2.60	2.80	3.20	3.00	3.60	3.40	4.00
Demand (Kgs)	3.6	6.0	5.8	5.8	5.0	4.8	4.8	4.2	4.8	3.2

- 7. a) What is normal distribution ?
 - b) Explain the properties of normal distribution.
 - c) Consider a project that yields a normally distributed average cash flow of Rs. 500 lakhs with a standard deviation of Rs. 60 lakhs. Calculate the probability that the cash flow will lie between Rs. 460 lakhs and Rs. 540 lakhs.
- 8. a) What is geometric mean ?
 - b) Explain the significance of central tendency.
 - c) Find the geometric mean of the following distribution

Dividend Declared (in percentage)	0-10	10-20	20-30	30-40
Number of Companies	5	8	3	5



9. a) What is a matrix ?
b) Differentiate between equal matrices and square matrices.
c) Explain the addition and subtraction of matrices.
10. a) What is differentiation ?
b) Explain the applications of differentiation.
c) Differentiate $\frac{e^x + 1}{e^x - 1}$.

(6×9=54)
