



K23P 0001

Reg. No. :

Name :

**First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA1C01 : ECONOMICS FOR MANAGERS**

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. In an interview, a manager is provided with following figures to Selling Price = Rs. 3.00/unit, Variable Cost = Rs. 2.00, Total Fixed Cost is Rs. 40,000
- a) Calculate total cost and sale for the following
- b) Show break-even points on graph and interpret

Output (Unit)	Variable Cost (Rs.)	Fixed Cost (Rs.)	Total Sales (Rs.)	Sales (Rs.)
10000				
20000				
30000				
40000				
50000				
60000				

OR

- b) Define income elasticity of demand. Write down different types of income elasticity.

P.T.O.



2. Given a firm's hypothetical figures for cost components,
- Compute the total cost, average costs and marginal cost and write the observation for the cost function.
 - Discuss the relationship between marginal cost and average costs.

Q	TFC	TVC	TC	MC	AFC	AVC	ATC
0	100	0					
1	100	50					
2	100	90					
3	100	120					
4	100	140					
5	100	150					
6	100	156					
7	100	175					
8	100	208					
9	100	270					
10	100	350					

OR

- How managerial economics can be applied for facilitating decision-making and forward planning by management ? **(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** for Part (c).

- Define managerial economics.
 - What is meant by Principal-Agent problem ?
 - In your opinion, whether managerial economics and business economics are different ? Elaborate.
- What is meant by demand ?
 - How demand estimation differs from demand forecasting ?
 - Discuss the factors influencing advertising elasticity.



5. a) Define consumer surplus.
b) What would be the shape of the demand curve if total revenue curve is a positively sloped straight line passing through the origin ?
c) What does the law of diminishing marginal utility explain ? Mention its assumptions also.
6. a) Explain short run production function.
b) What does the expansion path show ?
c) Why do increasing returns to scale occur ? Analyse.
7. a) Elaborate opportunity cost principle.
b) Discuss the relationship between average cost and marginal cost with average product and marginal product.
c) Elaborate economies and diseconomies of scale.
8. a) What is meant by cost control ?
b) Distinguish cost control and cost reduction.
c) Why a manager is required to have knowledge about optimum size of firm ?
9. a) What is price skimming policy ?
b) Enumerate the factors for the emergence of oligopoly market.
c) Explain with diagram the equilibrium of monopoly firm under short-run.
10. a) Mention important theories of firm in brief.
b) What is meant by sales revenue maximization model of Baumol ?
c) Explain the behavioural model of Cyert and March.

(6×9=54)



K23P 0002

Reg. No. :

Name :

First Semester M.B.A. Degree (C.B.S.S. – Regular/Supplementary)

Examination, October 2022

(2019 Admission Onwards)

MBA1C02 : ACCOUNTING FOR MANAGERS

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) A company purchased a second-hand machinery on January 1st, 2010 for ₹ 37,000 and immediately spent ₹ 2,000 on its repairs and ₹ 1,000 on its erection. On July 1st, 2011 it purchased another machine for ₹ 10,000 and on 1st July 2012 it sold off the first machine purchased in 2010 at ₹ 28,000. On the same date it purchased machinery for ₹ 25,000. The second machinery purchased for ₹ 10,000 was also sold off on July 2013 for ₹ 2,000.

Depreciation was provided on machinery at the rate of 10% on the original cost annually on December 31st. In 2011, however the company changed the method of providing depreciation and adopted the written down value method, the rate of depreciation being 15%. Give the machinery account for four years commencing from January 1st, 2010.

OR

- b) "There should be an equal credit for every debit and an equal debit for every credit". In the light of this statement explain the chief characteristics of double entry system of book keeping and also its advantages.

P.T.O.



2. a) What are the factors (cost and non-cost) taken into consideration while deciding whether to make or buy ?

OR

- b) Your company has a production capacity of 2,00,000 units per year normal capacity utilization is reckoned as 90%. Standard variable production costs are ₹ 11 per unit. The fixed costs are ₹ 3,60,000 per year. Variable selling costs are ₹ 3 per unit and fixed selling costs are ₹ 2,70,000 per year. The unit selling price is ₹ 20. In the year just ended on 30th June 2018, the production was 1,60,000 units and sales were 1,50,000 units. The closing inventory on 30 June 2018 was ₹ 20,000. The actual variable production costs for the year were ₹ 35,000 higher than the standard.

- i) Calculate the profit for the year
- by the absorption costing method
 - by the marginal costing method.
- ii) Explain the difference in profits.

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) :

3. a) What do you mean by debit ?

- b) Make the necessary opening journal entry in respect of the following balances in the books of Sudhir and company :

2010 April 1, Assets : cash in hand ₹ 3,000, cash at bank ₹ 67,000, stocks of goods ₹ 60,000, machinery ₹ 80,000, furniture ₹ 20,000, Ram Lal ₹ 5,000, Shiva ₹ 25,000.

Liabilities : creditors ₹ 30,000, Bills payable ₹ 20,000, capital ₹ 2,10,000.



c) Swadeshi Co. Ltd. shifted their business to a more suitable premises and given below are some of its transactions :

- i) ₹ 4,750 were spent in dismantling, removing and reinstallation of plant and machinery.
- ii) ₹ 500 were spent in taking the stock of goods from old place to new place.
- iii) Plant and machinery which stood in the books at ₹ 75,000 included a machinery at a book value of ₹ 1,500. This being obsolete was sold off at ₹ 500 and was replaced by a new machinery costing ₹ 2,400.
- iv) The freight and carriage on the new machinery amounted to ₹ 150 and erection charges cost ₹ 275.
- v) A sum of ₹ 1,200 was spent on painting the new factory premises.

State which items of expenditure would be charged to capital and which to revenue ?

4. a) At what price, you record the goods in accounting ?
- b) What factors should be kept in mind while determining the amount of annual depreciation ?
- c) Calculate prime cost, factory cost, cost of production, cost of sales and profit from the following particulars :

	₹		₹
Direct material	1,00,000	Factory depreciation	500
Direct wages	30,000	Office depreciation	1,250
Wages of foremen	2,500	Consumable stores	2,500
Electric power	500	Manager's salary	5,000
Factory lighting	1,500	Directors fees	1,250
Office lighting	500	Office stationery	500
Storekeeper's wages	1,000	Postage and telegrams	250



Oil and water	500	Telephone charges	125
Factory rent	5,000	Salesmen's salary	1,250
Office rent	2,500	Travelling expenses	500
Factory repairs	3,500	Advertising	1,250
Office repairs	500	Warehouse charges	500
Transfer to reserve	1,000	Sales	1,89,500
Discount on share written off	500	Carriage outward	375
Income tax	10,000	Dividend	2,000

5. a) Which reserve is not shown in the Balance Sheet ?
 - b) What are the assumptions underlying break even chart ?
 - c) Differentiate between management and cost accounting.
6. a) Loss in the value of the returnable contains is treated as selling and distribution overhead. Check the validity of statement.
 - b) What are the purpose and uses of management accounting information ?
 - c) Explain accounting equivalence concept and matching of cost and revenue concept.
7. a) What is the importance of past data in management accounting ?
 - b) Give the meaning of accounting conventions.
 - c) Describe different types of accounts and explain the rules of debiting and crediting different types of accounts.



8. a) What is budgeting ?

b) Following information is available from the record of T. Co. Ltd. In respect of the trucks used by it for its business :

Truck no. 1 purchased on Jan. 1 2013 for ₹ 20,000

Truck no. 2 purchased on July 1, 2013 for ₹ 18,000

Truck no. 3 purchased on Jan. 1 2015 for ₹ 12,000

Truck no. 4 purchased on July 1, 2015 for ₹ 10,500

You are required to write up the motor vehicles account for the years from 2013 to 2015. Depreciation is written off at the rate of 20% / annum on straight line method.

c) A company has fixed expenses at ₹ 90,000 with sales at ₹ 3,00,000 and a profit of ₹ 60,000 during the first half year. If in the next half year, the company suffered a loss of ₹ 30,000.

Calculate :

- i) The P/V ratio, break even point and margin of safety for the first half year.
- ii) Expected sales volume for the next half year assuming that selling price and fixed expenses remain unchanged.
- iii) The break even point and margin of safety for the whole year.

9. a) When will final statements be prepared ?

b) The following data relate to XYZ company :

Output and sales 40,000 units. Sale price per unit Rs. 15, material and labour cost per unit ₹ 8. Production overheads : Variable ₹ 2 per unit, fixed ₹ 50,000, other fixed overhead ₹ 1,00,000. Prepare income statement under

- i) Absorption costing
- ii) Marginal costing.

c) What are the different accounting policies and what considerations are given in the selection of accounting policies ?



10. a) When does absorption costing is more suitable than marginal costing ?
b) What are different cost of labour turnover ?
c) From the following balances of Ram Mohan prepare profit and loss account for the year ended March 31, 2015.

	₹		₹
Machinery	80,000	Provision for Bad debts	525
Discount allowed	350	Insurance	2,000
Bank charges	75	Discount received	800
Debtors	45,000	Gross profit	1,09,100
Salary	6,800	Capital	50,000
Advertising	10,000	Creditors	35,000

Other information :

- Machinery is to be depreciated at 6%.
 - Interest is to allowed at 5% on capital.
 - Provision for bad debts is to be adjusted at ₹ 500.
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K23P 0003

Reg. No. :

Name :

**First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA 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) The total cost of $C(x)$ associated with producing and marketing x units of a product is given by $C(x) = 0.005x^3 - 0.02x^2 - 30x + 3000$. Find (i) total cost when output is 4 units, (ii) average cost of output of 10 units, (iii) marginal cost when output is 3 units.

OR

- b) From the table given below, calculate the Coefficient of Quartile Deviation.

Marks Secured	11 – 15	16 – 20	21 – 25	26 – 30	31 – 35	36 – 40	41 – 45	46 – 50
Number of Students	7	10	13	26	35	22	11	5

2. a) Calculate the Karl Pearson's Coefficient of Correlation between the heights of father and son from the following table :

Heights of father (in inches)	65	66	67	68	69	70	71
Heights of son (in inches)	67	68	66	69	72	72	69

OR

- b) A car battery has a mean life of 36 months with a standard deviation of 8 months. What is the probability that : (a) the car battery will fail in less than 18 months ? (b) the car battery will last more than 40 months ? (c) the car battery will last between 18 months and 40 months ?

(2×13=26)

P.T.O.



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 F Ratio.
 b) Explain the formula for calculating Chi-square Statistic.
 c) A post graduate college has 1500 students on its rolls. Enrollment records show that 0.02 of students are of foreign origin. If sampling is without replacement, what is the probability that in a random sample of 91 students more than 0.025 students are of foreign origin ?
4. a) Define Stratified Sampling.
 b) The probability that a construction firm will bag a contract is 0.7. If the firm has applied for 6 contracts, what is the probability that it bags exactly three contracts ?
 c) In a dice throwing experiments, Mr. A threw dice 49,152 times and of these 25,145 yielded a 4, 5 or 6. Is this consistent with the hypothesis that the dice were unbiased ?
5. a) Define ANOVA.
 b) Explain, with suitable examples, the difference between Null Hypothesis and Alternative Hypothesis.
 c) Evaluate $\int \frac{4\sin x - 3\cos x}{2\sin x + 5\cos x} dx$.
6. a) Define Elasticity of Demand.
 b) Differentiate $y = x^7 + 7^x + \sin 7x$.
 c) From the following frequency distribution, find out mean wages of the workers :

Wages	70 – 80	80 – 90	90 – 100	100 – 110	110 – 120	120 – 130	130 – 140	140 – 150
Number of workers	12	18	35	42	50	45	20	08

7. a) Define Central Tendency.
 b) Find the coefficient of skewness, if difference between two quartiles, sum of two quartiles and median are 8, 22 and 10.5 respectively.
 c) From the following observations study the correlation through a scatter diagram, draw an approximating line by free hand and comment :

X	5	10	15	20	25	30	35	40	45
Y	10	20	30	40	50	60	70	80	90



- 8. a) What is Standard Error of the Regression Coefficient ?
- b) Find the Karl Pearson's Coefficient of Correlation between x and y, when $Cov(x, y) = 10.2$, $Var(x) = 8.25$ and $Var(y) = 33.96$.
- c) The following table gives the distribution of wages. An individual is selected at random from the group. Find the probability that (i) his wages were less than Rs. 50, (ii) his wages were Rs.60 or over.

Wages/day (in Rs.)	30 – 40	40 – 50	50 – 60	60 – 70	70 – 80	80 – 90
Number of wage earners	20	45	68	35	20	12

- 9. a) What are mutually exclusive events ?
 - b) If 2.5% of the bulbs manufactured by a company are defective, find the probability that a lot of 200 bulbs contain 3 defectives ?
 - c) A manufacturer of injection vials finds that 2 percent of the vials are defective. The vials are packed in boxes containing 100 vials each. The manufacturer guarantees that not more than 1 vial will be defective. A consignment of 100 boxes is received by a hospital. How many boxes are likely to meet the guarantee ?
10. a) Define Cluster sampling.
- b) Measurements of the diameter of a random sample of 200 ball bearings produced by a machine have a mean of 0.824 inches and its population standard deviation is 0.042 inches. Find the 95 percent confidence interval for the true mean value of the diameter of the ball bearings.
 - c) An opinion poll was conducted to find the reaction to a proposed civic reform in 100 members of each of the two political parties. The information is tabulated below :

	Favorable	Unfavorable	Indifferent
Party A	40	30	30
Party B	42	28	30

Test for independence of reactions with the party affiliations given that χ^2 at 5 percent level of significance for $2df = 5.99$.

(6x9=54)



K23P 0004

Reg. No. :

Name :

**First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA 1C04 : INDIAN BUSINESS ENVIRONMENT**

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 factors influencing the business environment.

OR

b) Explain the steps involved in environment analysis.

2. a) Elaborate the structure of Indian Economy.

OR

b) Discuss the planning process and economic development of India after Liberalization. **(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 cultural shock.

b) Discuss with the impact of technology on globalization.

c) Explain the nature of Indian Capital Market.

4. a) What is KPO ?

b) What are the key issues in technology transfer ?

c) Explain the impact of ICT on marketing concept.

P.T.O.



5. a) What is competitor analysis ?
b) Discuss with the macro environmental factors.
c) List out the steps in environmental forecasting.
6. a) What are the economic policies that impact business ?
b) Discuss with the tax system in India.
c) Enumerate the various sectors of Indian economy.
7. a) What do you mean by cultural adaptation ?
b) Discuss with the importance of religion in Indian business scenario.
c) State the various demographic bases that affect the business.
8. a) Discuss with the different ways of privatization.
b) Enumerate the various changes in India after New Industrial Policy of 1991.
c) Explain the various functions of IRDA.
9. a) What are the roles of SEBI ?
b) Discuss with the objectives and role of stock exchange in India.
c) What are the various investment institutions in India ?
10. a) What is NITI Ayog ?
b) Explain the concept of EIA.
c) Discuss with the benefits of NBFC's in India.

(6×9=54)



K23P 0005

Reg. No. :

Name :

**First Semester M.B.A. Degree (C.B.S.S. – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)**

MBA1C05 : MANAGERIAL COMMUNICATION

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) What is the meaning of 'active listening' ? Discuss the various signs of active listening.

OR

- b) You are working as a purchasing manager in your organization. Recently received batch of raw material does not match with the expected quality. Write a letter of complaint to the supplier informing him about poor quality of raw material.

2. a) Explain, in detail, the principles and functions of business communication. Support your answer with relevant examples.

OR

- b) What are the objectives of report writing ? Also, discuss various types of Business reports. **(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 'semantic barriers' of communication.
b) What are various components of the communication process ? Discuss in brief.
c) Based on channels of communication, discuss various types of communication.

P.T.O.



4. a) What do you mean by impromptu speech ?
b) What are the characteristics of a successful communication ?
c) "93 percent of communication occurs through non-verbal behaviour". Elaborate this statement citing examples of various elements of non-verbal communication.
5. a) What are sales promotion letters ?
b) What are the causes of poor communication in organizations ?
c) "Effective leadership is all about communicating effectively." – Discuss.
6. a) What is 'informal report' ?
b) What communication skills are required in a successful manager ?
c) What are the elements of an effective presentation ? Discuss.
7. a) Define 'minutes of meeting' .
b) What is the significance of an 'executive summary' in a business report ?
c) Write a Job Acceptance Letter with reference to the appointment letter for the post of Territory Sales Manager.
8. a) Define the term 'conference'.
b) What steps should be followed to ensure successful conduct of seminar and conference ?
c) What are the various guidelines for participating in a group discussion ?
9. a) Define 'upward communication'.
b) Discuss basic features of an 'agreement document' .
c) Prepare a notice for meeting of 'Board of Directors' for your organization. Also highlight agenda of meeting in the notice.
10. a) Define Memos.
b) Discuss various workplace email etiquettes.
c) Discuss in detail use of email in the businesses. Also, discuss various types of risks involved in using email.

(6×9=54)



K23P 0006

Reg. No. :

Name :

**First Semester M.B.A. Degree (C.B.S.S. – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA1C06 : MANAGEMENT THEORY AND PRACTICE**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Discuss the contribution of Neo-classical theory to the study of management.
Also discuss its pros and cons.

OR

- b) Discuss why planning is important to managers within an organization ?
Also explain different types of planning in brief.

2. a) Explain the similarities and differences between selection and recruitment.

OR

- b) "Management is 10% work and 90% people". Discuss.

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 MBO.

- b) What are the features and advantages of MBO ?

- c) What is the difference between management and leadership ?

4. a) What is Corporate governance ?

- b) Discuss Managers and their external environment.

- c) Discuss the importance of training in an organization.

P.T.O.



5. a) What do you understand by decentralization ?
b) "Authority is delegated downwards". Discuss.
c) Briefly discuss process involved in control.
 6. a) What is formal and informal organization ?
b) Why controlling is important ?
c) Discuss the contribution of F.W. Taylor in scientific management.
 7. a) Define Controlling.
b) Outline the significance of motivation in management.
c) Discuss why budgetary control is a beneficial controlling technique in management.
 8. a) Why do we need management in organizations ?
b) Discuss management process in brief.
c) Explain management by exception with example and discuss its advantages.
 9. a) What is the different level of management ?
b) Discuss why pushing for social responsibility is smart business.
c) What are the steps involved in process of performance Appraisal ?
 10. a) Define Management.
b) What do you understand by line and staff relations ?
c) Discuss the features of controlling and its types.
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K23P 0007

Reg. No. :

Name :

**First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2022
(2019 Admission Onwards)
MBA 1C07 : INFORMATION TECHNOLOGY FOR MANAGERS**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. a) Discuss the pros and cons of technology based education in Covid 19 pandemic situation globally.

OR

- b) “An operating system is the most important software for the computer system”. Discuss the various functions of operating system with examples.

2. a) Discuss the different methods of implementing information data security on computer based systems.

OR

- b) Explain the salient features of IT Act 2000 and amendments of IT Act. **(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) What is RFID ?
b) Differentiate between Undo and Redo command.
c) What is deadlock ? How can it be handled ?
4. a) What is TELNET ?
b) What is software piracy and how can it be avoided ?
c) Distinguish between internet and WWW.

P.T.O.



5. a) What do you mean by Blogs ?
b) Differentiate between WAN and VAN.
c) Discuss the features of a good word processor.
 6. a) What do you mean by mail merge ?
b) What is NEFT ? How is it differ from RTGS ?
c) Discuss the features of Mobile Banking.
 7. a) What is RSS feed ?
b) Explain any three switching techniques available in computer network.
c) What are the different mathematical functions available in excel ?
 8. a) What is pivot table ?
b) How does search engine work ?
c) What is presentation tool ? Explain the designing of any presentation tool.
 9. a) What is URL ?
b) Discuss the uses of Domain name system.
c) What is E-commerce ? How is it differing from E-marketing ?
 10. a) What do you mean by Roll Top Computer ?
b) Explain the concept of cloud computing.
c) What is business analytics ? Explain its importance in modern world. **(6×9=54)**
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