Reg. No. : ....

Name : ....

First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2021
(2018 Admission Onwards)
MBA1C01 : ECONOMICS FOR MANAGERS

Time : 3 Hours   Max. Marks : 80

SECTION – A

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

1. a) Explain the various factors that affect the demand for durable consumer goods with examples.

    OR

    b) Explain the different methods of forecasting demand.

2. a) Discuss the different cost concepts relevant for managerial decision making for planning and control.

    OR

    b) Discuss the role of price elasticity of demand in managerial decisions making.   (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 is Managerial Economics ?

    b) What do you understand by change in demand ?

    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) Why do most of the demand curves slope downward to the right with illustration ?

5. a) What is short term forecasting ?

   b) How is demand for durable products estimated ?

   c) Explain the advantages of quantitative methods of forecasting.

6. a) Define production function.

   b) What are the laws of production ?

   c) Explain the law that govern returns to scale.

7. a) What is opportunity cost ?

   b) What is the difference between marginal cost and variable costs ?

   c) Explain cost-output relationship in the short run.

8. a) What is cost-plus pricing ?

   b) What are the objectives of price-policies ?

   c) Explain the factors that a firm considers before fixing the mark-up percentage.

9. a) Define competition.

   b) Distinguish between perfect and imperfect competition.

   c) Explain with diagram the equilibrium of the firm and industry under monopoly competition.

10. a) Define profit.

    b) State the objectives of the firm.

    c) 'Profit is the reward for risk bearing function of the entrepreneur.' Why ?

                                                                    (6×9=54)

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Reg. No. : ....

Name : ....

First Semester M.B.A. Degree (C.B.S.S.– Regular/Supplementary) Examination, October 2021
(2018 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) Elucidate the nature and objectives of management accounting.

   OR

   b) The following information relates to factory X for two years :

Particulars	2016	2017
Installed capacity (Units) :	10000	10000
Opening Stock (Units) :	Nil	1000
Closing stock (Units) :	1000	Nil
Output (Units) :	10000	9000
Selling price per unit (Rs.) :	14	14
Fixed cost for the year (Rs.) :	85,000	85,000
Variable cost per unit (Rs.) :	2.90	2.90

   Work out the profit under absorption costing and marginal costing for two years. Also state any abnormality in the results disclosed by absorption costing. Assume FIFO basis.

2. a) Describe the basic accounting concepts and fundamental accounting conventions.

   OR

b) From the following balance extracted from the books of M/s Rajendra Kumar Gupta and Co. Pass necessary closing entries and prepare a Trading and Loss account and a Balance sheet.

Particulars	Rs.	Particulars	Rs.
Opening stock on 1st January, 2017	1,250	Returns Outwards	1,380
Sales	11,800	Cash in Hand	895
Depreciation	667	Salaries	750
Commission (Cr)	211	Debtors	1,905
Insurance	380	Discount (Dr)	328
Carriage Inwards	300	Bills Receivable	2,730
Furniture	670	Wages	1,589
Printing Charges	481	Returns Inwards	1,659
Carriage Outwards	200	Bank overdraft	4,000
Capital	9,228	Purchases	8,679
Credits	1,780	Petty Cash in Hand	47
Bills Payable	541	Bad Debts	180
Plant and Machinery	6,230		

The value of closing stock on 31st December, 2017 was Rs. 3,700. **(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 do you mean by accounting standards ?

   b) Explain matching concept.

   c) Explain the objectives of accounting.

4. a) What is a trial balance ?

   b) What are the objectives of trial balance ?

   c) Prepare general journal entries for the following transactions of a business called Pose for Pics in 2016 :

   Aug. 1 : Hashim Khan, the owner, invested Rs. 57,500 cash and Rs. 32,500 of photography equipment in the business.

   04 : Paid Rs. 3,000 cash for an insurance policy covering the next 24 months.

07 : Services are performed and clients are billed for Rs. 10,000.

13 : Purchased office supplies for Rs. 1,400. Cash paid Rs. 400 and remaining outstanding.

20 : Received Rs. 2,000 cash in photography fees earned previously.

24 : The client immediately pays Rs. 15,000 for services to be performed at a later date.

29 : The business acquires photography equipment. The purchase price is Rs. 100,000, pays Rs. 25,000 cash and signs a note for the balance.

5. a) Define financial analysis.

b) Explain the uses of financial statement analysis.

c) X Company has made plans for the next year. It is estimated that the company will employ total assets of Rs. 800,000; 50 percent of these assets being financed by borrowed capital at an interest cost of 8 percent per year. The direct costs for the year are estimated at Rs. 480,000 and all other operating expenses are estimated at Rs. 80,000. The goods will be sold to customer at 150 percent of the direct costs. The tax rate is estimated to be 50 percent.

You are required to calculate (i) net profit margin (ii) return on assets (iii) assets turnover (iv) return on owner's equity.

6. a) What is deferred revenue expenditure ?

b) Distinguish between capital expenditure and revenue expenditure.

c) Explain the principles of allocation between capital and revenue accounts on a capital scheme.

7. a) Define cost.

b) Explain the need for classification of costs.

c) The budget for a machine shop for 2016-17 is as follows :

Normal working hours in a week	42 Hours
Number of machine	15
Hours spent on maintenance in week (Normal loss)	5 hours per machine
Estimated annual overhead	Rs. 5,55,000

Estimated direct wages are	Rs. 3 per machine hour
Number of working weeks in 2016-17	50
The actuals in respect of a 4 week period in 2016-17 are :	
Overhead incurred	Rs. 49,000
Wages paid	Rs. 7,500
Machine hours operated	2400

Calculate (i) the overhead rate per machine hour for 2016-17, (ii) the amount of under or over absorption of overhead and wages in respect of the 4 week period.

8. a) What do you mean by provision for depreciation ?

   b) Distinguish between provisions and reserves.

   c) An asset is purchased for Rs. 25,000. Depreciation is to be provided annually according to the straight line method. The useful life of the asset is 10 years and the residual value is Rs. 5,000. You are required to find out the rate of depreciation and prepare asset account for the first three years.

9. a) Define break-even point.

   b) Explain the significance of break-even point.

   c) From the following data, calculate

   i) Break even point expressed in amount of sales in rupees.

   ii) Number of units that must be sold to earn a profit of Rs. 60,000 per year.

	Rs.
Selling price	: 20 per unit
Variable manufacturing cost	: 11 per unit
Variable selling cost	: 3 per unit
Fixed factory overheads	: 5,40,000 per year
Fixed selling costs	: 2,52,000 per year.

10. a) Differentiate between management accounting and financial accounting.

    b) Bring out the qualities of management accounting.

    c) Explain the limitations of management accounting.   **(6×9=54)**

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**First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2021
(2018 Admission Onwards)
MBA1C03 : 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) Explain the steps involved in hypothesis testing.

   OR

   b) A person is interested in purchasing a used car. He randomly selected 125 want ads and found that the average price of a car in this sample was Rs. 1.3 lakhs. He knows that the standard deviation of used car prices in the city is Rs. 0.25 lakhs.

      i) Establish an interval estimate for the average price of a car so that he can be 68.3 percent certain that the population mean lies within this interval.

      ii) Establish an interval estimate for the average price of a car so that he can be 95.5 percent certain that the population mean lies within this interval.

2. a) Consider a project that yields an average cash flow of Rs. 500 lakhs with a standard deviation of Rs. 60 lakhs. Calculate the following probabilities :

      iii) Cash flow will be more than Rs. 560 lakhs.

      iv) Cash flow will be less than Rs. 420 lakhs.

      v) Cash flow will lie between Rs. 460 lakhs and Rs. 540 lakhs.

      vi) Cash flow will be more than Rs. 680 lakhs.

      OR

b) An agricultural scientist is interested in an experiment to ascertain the effects of applying chemical fertilisers on the land of production in different acres of land. It has divided into four fertilisers treatment farms A, B, C and D. There are three blocks, each containing four acres of comparable land size. As a result of the experiment, the following production data from the lands are collected.

Blocks - lands	Fertilisers				Total
	A	B	C	D	
Block – I	10	12	14	13	49
Block – II	16	20	24	25	85
Block – III	18	21	26	28	93
Total	44	53	64	66	227

The scientist is interested to know if fertiliser treatments have a significant effect on the lands of the production.

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 a matrix.

   b) What is order of matrix ?

   c) Explain different types of matrices.

4. a) What is the use of calculus ?

   b) Explain the business application of integral calculus.

   c) If $y = \dfrac{1}{\sqrt{x}}$ find $\dfrac{dy}{dx}$.

5. a) What is correlation ?

   b) Bring out the significance of correlation analysis.

   c) Given below are the annual income and net savings of a sample of 10 staff belonging to a firm. Calculate the correlation coefficient.

Employee No.	1	2	3	4	5	6	7	8	9	10
Income (Rs. in Thousands)	780	360	980	250	750	820	900	620	650	390
Net Savings	84	51	91	60	68	62	86	58	53	47

6. a) Define arithmetic mean.

   b) Differentiate between mode and median.

   c) The service time in minutes at the reservation counter of a railway station is given by the following frequency distribution. This frequency distribution was constructed from the raw data that included service to twenty five customers. Calculate the average service time.

Class	2.1 – 2.6	2.7 – 3.2	3.3 – 3.8	3.9 – 4.4	4.5 – 5.0	5.1 – 5.6
Frequency	2	6	7	5	3	2

7. a) What is a sample ?

   b) Differentiate between sample and census method.

   c) Explain the advantage of sampling.

8. a) Define normal distribution.

   b) Bring out the applications of binomial distribution.

   c) In a bolt factory three machines, ABC produce respectively 25%, 35% and 40% of the day's production. Of the total of their output, 5%, 4% and 2% are defective bolts. Respectively from A, B and C. A single bolt is drawn at random from the day's production and is found defective. Determine the probabilities that it was manufactured by machine A, B and C.

9. a) What is level of significance ?

   b) Differentiate between type I and type II error.

   c) A potential buyer of fluorescent lamp bought 50 lamps each of two brands viz., National Lamps and Indian Lamps. Upon testing these lamps, he found that the brand National had a mean life of 1282 hours with a population standard deviation of 80 hours whereas; the brand Indian had a mean life of 1208 hours with a population standard deviation of 94 hours. At 5 percent level of significance, can the buyer conclude that both bands have the same mean life ?

10. a) Define hypothesis.

   b) Bring out the significance of hypothesis.

   c) Explain the steps involved in hypothesis test.

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Reg. No. : ....

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First Semester M.B.A. Degree (C.B.S.S. – Regular/Supplementary) Examination, October 2021
(2018 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) Define the term business environment. Describe in detail the types of business environment.

OR

   b) Discuss the social responsibilities of business towards various stakeholders.

2. a) Evaluate the features of various types of economic system.

OR

   b) Discuss in detail the 11th Five Year Plan in India.

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 business ?

   b) Discuss the impact of foreign culture on Indian business.

   c) What do you mean by economic environment ? Describe in detail about the main factors affecting economic environment.

4. a) What is parallel economy ?

   b) Discuss the importance of legal environment in business.

   c) Discuss the reasons and results of industrial sickness.

5. a) What is cultural environment ?

 b) Explain the factors of micro environment in business.

 c) "Economic Policy is a multi dimensional Policy". Describe the sentence.

6. a) What is Demographic environment ?

 b) Explain the ways of privatisation.

 c) What are the characteristics of mixed economics ?

7. a) What is the importance of industrial policy ?

 b) Explain the need for EIA.

 c) Discuss the features of Land Acquisition Rehabilitation and Resettlement Bill 2013.

8. a) What is FCCI ?

 b) What are the functions of FCCI ?

 c) Explain the institutional structures of NBFC's.

9. a) What do you mean by consumption habit ?

 b) Explain the need for Insurance regulatory.

 c) Explain the micro and macro environmental factors affecting business.

10. a) What is socialist economy ?

 b) Explain the significance of business environment.

 c) What do you mean by economic planning ? Discuss the essential conditions for the success of economic planning and also describe the objectives of economic planning.

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K21P 4515

Reg. No. : ....

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I Semester M.B.A. Degree (C.B.S.S. – Regular/Supplementary) Examination, October 2021
(2018 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 role does communication play in a modern organisation ? Do you think informal communication has any advantage to the organisation ? Comment.

OR

   b) Discuss the importance of language skills in communication in an organisation.

2. a) Describe the communication process and identify its key components.

OR

   b) Explain the importance of communication for good relationship and effective management. **(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) State the disadvantages of oral communication.
   b) What are the characteristics of good communication system ?
   c) Explain the importance of clarity of thought and expression in the communication process.

4. a) Mention the barriers to organisational communication.
   b) How does noise act as a barrier to communication ?
   c) Explain how the wrong choice of the channel of communication acts as a barrier to communication.

5. a) Define downward communication.
   b) What are the objectives of downward communication ?
   c) Explain the process of communication with the help of a diagram.

6. a) What is meant by body language ?
   b) Mention the different forms of written communications.
   c) What is the role of body language in making presentation effective ?

7. a) What is a memo ?
   b) What is the difference between memo and letter ?
   c) Explain the relationship between clarity of thought and clarity of writing.

8. a) What is a press release ?
   b) What purpose does press release serve ?
   c) What details do you think should be given in a release ? Why ?

9. a) Define listening.
   b) Mention the advantages of listening.
   c) Why is listening the most important of the communication skills ?

10. a) What is a technical report ?
    b) Mention the different types of reports.
    c) Explain some of the elements of a long formal report.   **(6×9=54)**

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K21P 4516

Reg. No. : ....

Name : ....

**First Semester M.B.A. Degree (CBSS – Regular/Supplementary)
Examination, October 2021
(2018 Admission Onwards)
MBA 1C06 : 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) Compare and contrast Taylor's Scientific Management with Fayol's General Management.

    OR

   b) Define planning. Explain in detail the steps involved in planning process.

2. a) "Administration is essentially a decision making process". Amplify this statement and discuss its nature.

    OR

   b) "Organisation structure refers to the differentiation and integration of activities, authority, roles and relationships". Elucidate.

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 delegation of authority ?

   b) Distinguish between recruitment and selection.

   c) Explain the elements of scientific management.

4. a) Define control.

   b) Describe the nature of management.

   c) Discuss the significance of direction in an organisation.

5. a) What is MBO ?

   b) What are corporate social responsibilities ?

   c) Discuss the different styles of decision making.

6. a) Define decentralisation.

   b) Mention the importance of coordination in an organisation.

   c) Describe the way in which the control process works.

7. a) Define leader.

   b) Differentiate between programmed and non programmed decisions.

   c) Define staffing. Explain the various steps involved in the staffing process.

8. a) What is management by exception ?

   b) Explain the functions of management.

   c) "Training increases job skills while development shapes attitudes". Explain.

9. a) Define Division of Labour.

   b) State the limitations of planning.

   c) Explain the role of personnel department in an organisation.

10. a) Define policy.

    b) Explain various methods used for job evaluation.

    c) Explain the essentials of effective budgetary control.

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (C.B.S.S. – Regular/Supplementary) Examination, October 2021
(2018 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.

1. a) Bring out and explain basic computer operations.

         OR

   b) Describe the features of MS Excel and its uses.

2. a) Explain the process involved in electronic fund transfer.

         OR

   b) Discuss the issues in adoption of business analytics in organisations. **(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 do you mean by operating system ?

   b) Differentiate between systems software and application software.

   c) Explain the functions of operating system.

4. a) What is transferring data to removable media ?

   b) Bring out the significance of removable media.

   c) How to write a CD ? Explain.

5. a) What is layout ?

   b) Explain formatting a word document.

   c) Explain different view layouts.

6. a) What is animation in MS Power Point ?

   b) Explain hyper link.

   c) How to organise slides in MS Power Point ? Explain.

7. a) What is sorting ?

   b) Explain conditional formatting.

   c) How to draw graphs in Excel ? Explain.

8. a) Define networking.

   b) What is a search engine ?

   c) Explain the significance of search engine.

9. a) What is a digital signature ?

   b) Explain E-governance.

   c) Explain the security issues in E-commerce.

10. a) What is big data ?

   b) Bring out the scope of big data.

   c) Explain the importance of business analytics.   (6×9=54)

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