



Reg. No. :

Name :

I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C06 : MANAGEMENT THEORY AND PRACTICE
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all Sections.

SECTION – A

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

1. a) Discuss the contributions of Elton Mayo and Taylor to the development of management thoughts.

OR

- ✓b) Why does staffing become an important managerial function in an organization ? Discuss.
2. a) Why has performance appraisal taken on increased significance in recent years ? Comment.

OR

- b) Explain the contribution of classical theory to the study of 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) Define Management.
b) What are the functions of management ?
c) Explain the characteristics of management.
4. a) Define planning.
b) What are the limitations of planning ?
c) Explain the importance of planning.

P.T.O.



- ✓5. a) Define organisation.
b) Distinguish between formal and informal organisations.
c) Explain the principles of organisation.
 - ✓6. a) What do you understand by MBO ?
b) What are the benefits of MBO ?
c) Explain what steps you can suggest for effective implementation of MBO programme in an organisation.
 7. a) What do you understand by delegation of authority ?
b) Distinguish between centralization and decentralization.
c) What are the benefits and limitations of centralization and decentralization ?
 8. a) What is job analysis ?
b) Why job analysis is done ?
c) Explain the steps in the process of Job analysis.
 9. a) Define leading.
b) What are the qualities of successful leader ?
c) "Good Leadership is an integral part of effective direction". Elucidate.
 10. a) Define motivation.
b) Bring out the importance of motivation.
c) Discuss the concept of social audit and its implementation in various organisations.
- (6×9=54)
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**K18P 1170**

Reg. No. :

Name :

I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C 03 : 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) Elucidate different types of matrices.

OR

- b) A milk producer union wishes to test whether the preference pattern of consumers for its products is dependent on income levels. A random sample of 500 individuals gives the following data :

Income	Product Preferred		
	A	B	C
Low	170	30	80
Medium	50	25	60
High	20	10	55

What conclusion you can draw from the data using 5 percent level of significance ?

2. a) Elucidate the hypothesis testing procedure.

OR

- b) In a certain college, the students engage in various sports in the following proportions.

Foot Ball (F) : 60 Percent of all students

Basket Ball (B) : 50 Percent of all students

Both Foot Ball and Basket Ball : 30 Percent of all students

Is a student is selected at random, what is the probability that he will play (i) football or basket ball (ii) Play neither sports.

(2×13=26)

P.T.O.



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 definite integration ?
b) Explain the method of substitution.
c) Integrate the following with respect to x ,
 $5x + 3$.
4. a) What do you mean by differentiation ?
b) What is partial derivatives ?
c) Differentiate $e^x + 1/e^x - 1$.
5. a) What is significance level ?
b) What is type I and type II errors ?
c) In a sample of 600 students of a college, 400 are found to use dot pens. In another college from 900 students. 450 were found to use dot pens. Test whether the two colleges are significantly different with respect to the habit of using dot pens. Use five percent level of significance.
6. a) Define normal distribution.
b) Differentiate between binomial distribution and normal distribution.
c) For a proposal the average cash flow has been worked out as Rs. 350 lakhs with a standard deviation of Rs. 50. Calculate the probability that the cash flow will be between Rs. 300, Rs. 400 lakhs.
7. a) What do you mean by correlation ?
b) Differentiate between correlation and regression.
c) Describe the Scatter diagram method of correlation.



8. a) What is interval estimation ?
- b) Differentiate between point estimation and interval estimation.
- c) The Bureau of Labour Statistics collects information on the ages of people in the civilian labour force and publishes the results in Employment and Earnings. Fifty people in the civilian labour force are randomly selected ; their average ages is 36.4 years. Find a 95% confidence interval for the mean age of all people in the civilian labour force. Assume that the population standard deviation of the ages is 12.1 years.
9. a) Define arithmetic mean.
- b) Explain the requisites of good average.
- c) Explain the relationship between mean, median and mode.
10. a) What is sampling error ?
- b) What is probability sampling ?
- c) Explain convenience sampling techniques.

(6×9=54)



K18P 1172

Reg. No. :

Name :

**I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C 05 : MANAGERIAL COMMUNICATION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all Sections.

SECTION – A

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

1. a) Explain the barriers in the effective communication process.

OR

b) Discuss how communication is the lifeline of an organisation's good health.

2. a) Explain the communication process with the help of a diagram.

OR

b) "Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding". Discuss.

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). **(6×9=54)**

3. a) What is empathy ?

b) What role does mannerism play in oral communication ?

c) How does empathy contribute to the effectiveness of communication ?

4. a) What is grapevine ?

b) What causes grapevine in organisations ?

c) What steps can management take to prevent grapevine from spreading ?
Explain.

P.T.O.



5. a) What is the difference between efficient communication and effective communication ?
b) What guidelines do you suggest to make communication effective ?
c) Explain the various media of communication.
 6. a) What are the methods of written communication ?
b) Mention the advantages face-to-face communication.
c) Explain the significance of written communication. How can written communication be made more effective ?
 7. a) What is Impromptu communication ?
b) What do you understand by cross-cultural communication ?
c) Explain the role of Language, Values and Thought processes as a barrier to cross cultural communication.
 8. a) Define Listening.
b) State the steps of Listening.
c) Why is listening the most important of the communication skills ?
 9. a) What is stress interview ?
b) What is the difference between Appraisal interview and Exit interview ?
c) Explain the role of Physical, Psychological and Mental preparation of the candidate for the interview.
 10. a) Define report.
b) Explain at least four important characteristics of good speech.
c) Explain why it is important to plan a business letter.
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K18P 1171

Reg. No. :

Name :

**I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C04 : 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) Bring out and explain the components of Indian economic environment.

OR

- b) Describe the significance of environmental analysis.

2. a) Elucidate the plant level impact of technological environment.

OR

- b) Explain the changing trends in Indian insurance industry. **(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 business environment ?
b) Explain growth with justice.
c) Describe the different rural development programmes.
4. a) What is economic planning ?
b) Bring out the need for economic planning.
c) Explain the objectives of economic planning.
5. a) What do you mean by sectors of economy ?
b) Differentiate between central excise and sales tax.
c) Explain the basis for the levy of central sales tax.

P.T.O.



6.
 - a) What is social cultural environment ?
 - b) Explain the demographic changes.
 - c) Explain Indian social structure.
7.
 - a) What do you mean by technological dynamics ?
 - b) Explain BPO.
 - c) Describe the impact of BPO on host countries.
8.
 - a) What is privatization ?
 - b) Explain industrial sickness.
 - c) Discuss the causes for industrial sickness in India.
9.
 - a) Define insurance.
 - b) Bring out the objectives of SEBI.
 - c) Explain the functions of SEBI.
10. In September 2006, Singapore hosted the annual general meetings of the IMF and the World Bank. Rodrigo de Rato, Managing Director, IMF, said, "Singapore itself has long been one of the symbols of Asia's economic emergence. Its industrial achievements, sophisticated infrastructure, robust financial center, and the visible prosperity of its people serve as a welcome backdrop to our meetings".

Singapore's rise as a regional hub began in the early 19th century, when it was a trading post for the British East India Company. Singapore became a sovereign nation in 1959 and the first government of the independent country was led by the People's Action Party (PAP). Later in the mid-1960s' after a failed unification bid with Malaysia, the Government of Singapore (GoS) charted a roadmap for the city state's transition from a developing economy to a developed economy. The GoS adopted a national industrial policy in the early 1960s and set up several industrial estates. Singapore started off as a low-cost manufacturing hub and the pro-business attitude of the GoS made it attractive to several MNCs. Singapore's strategic location in the Asia-Pacific region also helped it become a major transit point, both for



sea and air traffic. Towards this end, the GoS chose to focus its efforts on developing Singapore as a hub for service industries like education, health care services, arbitration and legal services, digital technology, biotechnology (research), and tourism. However, the country faced several challenges like the emergence of competing regional hubs, growth in illegal activities and the threat from global terrorism. Also, Singapore came in for a lot of criticism for its record on human rights, and for curbing the freedom of the press and the right to information. Some political analysts felt that Singapore's political system was not truly democratic. Some analysts even took the view that with the growth and prosperity of other Asian economies, Singapore would cease to be a hub and would eventually decline in importance.

Questions for discussion :

- a) Bring out the determinants of financial hub.
- b) Recognize the importance of government in creating a pro-business environment in a country.
- c) Appreciate the efforts made by a country, which has serious resource limitation to sustain growth.

(6×9=54)



Reg. No. :

Name :

I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C 01 : ECONOMICS FOR MANAGERS
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all Sections.**SECTION – A**Answer **two** questions in this Section. **Each** question carries **13** marks. **(2×13=26)**

1. a) Explain the basics concepts of Managerial Economics and the importance of demand analysis for decision making.

OR

- b) Business economics is the discipline which deals with the application of 'economic theory to business management'. Explain.
2. a) Individual demand schedules for A, B and C are given.

Price Rs.	A's demand	B's demand	C's demand
5	80	40	20
10	40	20	10
15	20	10	5
20	10	5	0
25	0	0	0

- i) Calculate the market demand.
ii) Elasticity when price falls from Rs. 15 to Rs. 10 and
iii) Elasticity when price rises from Rs. 10 to Rs. 15.

OR

- b) "Business Economics bridges the gap between economic theory and business practices". Explain this with suitable examples.

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). **(6×9=54)**

3. a) What is business economics ?
b) Briefly explain the scope of business economics.
c) How does economics help in business decision making ?

P.T.O.



4. a) Define Market Demand.
b) What are Giffen goods ?
c) Explain with suitable illustration Income effect, Substitution effect and Price effect.
 5. a) What is meant by price elasticity of demand ?
b) Briefly explain the different types of elasticity of demand.
c) How does the changes in the following factors affect the demand for a commodity ?
 - i) Price
 - ii) Income
 - iii) Price of the substitute
 - iv) Advertisement.
 6. a) What do you mean by complete enumeration method of forecasting ?
b) What approaches would you follow for forecasting demand for a new product ? Why ?
c) What are the perquisites of good demand forecasting ?
 7. a) What is meant by production ?
b) Define production function and explain the underlying assumptions.
c) Explain the significance of production function.
 8. a) What are costs ?
b) Distinguish between historical and replacement costs.
c) Explain the relationship between AVC, ATC and MC.
 9. a) What is Monopoly ?
b) State the barriers for entry to monopoly market.
c) Explain the equilibrium of the monopoly firm in the short-run with illustration.
 10. a) What is mark-up/cost-plus pricing ?
b) State the objectives of price-policies.
c) What factors should a firm consider before fixing the mark-up percentage ? Explain.
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K18P 1174

Reg. No. :

Name :

I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C07 : 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) Explain the functions of operating system.

OR

- b) Describe the uses of video conferencing.

2. a) Elucidate the security considerations in E-commerce.

OR

- b) Explain the features of MS Excel.

(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 computer hardware ?

- b) Explain the application software.

- c) Describe the basics of computer software.

4. a) What is control panel ?

- b) Explain personalising.

- c) Explain the uses of control panel options.

5. a) What do you mean by word processing ?

- b) Explain word document.

- c) Explain creating, editing and formatting a word document.

P.T.O.



6. a) What is a spread sheets ?
b) Explain the sorting.
c) Explain the application of formula in cells.
7. a) What do you mean by networking ?
b) Bring out the limitations of networking.
c) Describe the uses of network.
8. a) What is digital signature ?
b) Differentiate between e-commerce and m-commerce.
c) Discuss the electronic commerce records.
9. a) Define analytics.
b) Bring out the scope of analytics.
c) Explain the major analytics domains.
10. a) What is a power point ?
b) Explain the uses of power points.
c) How to organise slides in MS PowerPoint ? Explain.

(6×9=54)

**K18P 1169****Reg. No. :****Name :**

I Semester M.B.A. Degree (Regular/Supplementary)
Examination, November 2018
MBA 1C02 : 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) Describe the advantages and disadvantages of financial accounting.

OR

- b) The following are the balances of Shri Gupta as on 30th June 2015 :

Debit Balances	Rs.	Credit Balances	Rs.
Cash in Hand	540	Sales	98,780
Cash at Bank	2,630	Return outwards	500
Purchases	40,675	Capital	62,000
Return Inward	680	Sundry Creditors	6,300
Wages	8,480	Rent	9,000
Fuel and Power	4,730		
Carriage on Sales	3,200		
Carriage on Purchases	2,040		
Stock (1 st July 2014)	5,760		
Buildings	22,000		
Freehold Land	10,000		
Machinery	20,000		
Investments	10,000		
Patents	7,500		
Salaries	15,000		
General Expenses	3,000		
Insurance	600		
Drawings	5,245		
Sundry Debtors	14,500		

P.T.O.



Taking into account the following adjustments prepare the Trading and Profit and Loss Account and Balance Sheet as on 30th June 2015 :

Stock on hand on 30th June 2015 is Rs. 6,800

Machinery is to be depreciated at the rate of 10% and Patent at the rate of 20%.

Salaries for the month of June, 2015 amounting to Rs. 1,500 were unpaid.

Insurance includes a premium of Rs. 170 on a policy expiring on 31st December 2015.

Bad debt are Rs. 725 and Rent received in Advance Rs. 1,000.

Interest on Investment of Rs. 2,000 is accrued.

2. a) Elucidate the need for providing for depreciation.

OR

- b) The following data relates to ABC Company Ltd.

Cost Elements	Variable costs (Percentage of Sales) Rs.	Fixed Costs Rs.
Direct Material	32.8	
Direct Labour	28.4	
Factory Overhead	12.6	1,89,900
Distribution Expenses	4.1	58,400
General and Administrative expenses	1.10	66,700
	79.0	

Budgeted sales for the next year are Rs. 18,50,000.

You are required to determine i) Break even sales volume ii) Profit at the budgeted sales volume iii) The Profit, if actual sales a) drop by 10 percent b) increase by 5 percent from the budgeted sales. (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 financial statement analysis ?
b) Explain the objectives of financial statement analysis.



- c) The following data of XYX Company are available for the financial year ended 31st March 2014.

Net Profit Before Interest and Tax	Rs. 2,75,000
Net Profit Before Tax	Rs. 2,20,000
Net Profit After Interest and Tax	Rs. 1,10,000
Preference Dividend	Rs. 35,000
Capital Employed	Rs. 11,00,000
Total Asset	Rs. 12,65,000
Net worth	Rs. 7,50,000

Calculate i) Return on capital employed ii) Return on Total Asset iii) Return on equity shareholder's fund.

4. a) What is managerial costing ?
b) Explain the features of managerial costing.
c) Explain the advantages of marginal costing.
5. a) What do you mean by straight line method of depreciation ?
b) Bring out the causes of depreciation.
c) Distinguish between straight line method and diminishing balance method of depreciation.
6. a) What is double entry system ?
b) Explain personal account.
c) Explain the rules of the double entry system.
7. a) What is provision for depreciation ?
b) Explain rate of depreciation.
c) On 1st January 2014 ABC Ltd. purchased a second hand machine for Rs. 80,000 and spent Rs. 20,000 on its cartage, repairs and installation. The residual value at the end of its expected useful life of 4 years is estimated at Rs. 40,000. On 30th September, 2015, this machine is sold for Rs. 50,000. Depreciation is to be provided according to straight line method. Prepare machinery account and depreciation account.
8. a) What is Cost Control ?
b) Explain the scope of Cost Accountancy.
c) Differentiate between Financial Accounting and Cost Accounting.



9. a) Define management accounting.
b) Bring out the features of management accounting.
c) Explain the objectives of management accounting.
10. a) What is prime cost ?
b) Explain cost of goods sold.
c) The following data relates to the manufacture of a product during January 1999, Prepare a cost sheet showing cost per unit and profit for period.

Material consumed	Rs. 20,000
Direct Wages	Rs. 18,000
Machine Hours Worked	3000 hours
Machine hour rate	Rs. 2
Office on cost on works cost	10 percent
Selling on cost per unit	Rs. 2
Units Produced	5000 units
Units Sold	4600 units
Selling price per unit	Rs. 30

(6×9=54)