

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Management and Organizational Behaviour

Paper – MB 101

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Human Engineering
- 2 Authority and Responsibility
- 3 Perception
- 4 Group Dynamics
- 5 Organisation Design

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What is Management? Explain the functions of Management.
OR
b) Define the term Organizational Behaviour (OB) and discuss various levels of OB and its importance.
- 7 a) What is Planning? Explain the steps in Planning.
OR
b) Distinguish between Authority and Responsibility.
- 8 a) Define Motivation. Explain the Maslow's theory of Motivation.
OR
b) Explain the Equity theory of Motivation.
- 9 a) Explain the theory of Managerial Grid approach of leadership.
OR
b) Explain different models of Organization Behaviour.
- 10 a) What is Organization climate? Explain emerging aspects of organizational behaviour.
OR
b) Discuss the impact of technology on Organizational Design.

FACULTY OF MANAGEMENT**M.B.A. I – Semester (CBCS) Examination, May / June 2018****Subject : Accounting for Management****Paper – MB 102****Time : 3 hours****Max. Marks : 80****PART – A (5 x 4 = 20 Marks)**
(Short Answer Type)

- 1 Journal
- 2 Capital Expenditure
- 3 Tax planning
- 4 Tax evasion
- 5 Make or Buy decision

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain scope and importance of Financial Accounting.
OR
b) Explain the accounting concepts and convention.
- 7 a) Explain the various provisions of Indian Companies Act regarding preparation and presentation of Financial Statements.
OR
b) From the following trial balance of a trader on 31st March 2016, prepare trading and profit and loss account for the year ended 31-3-2016 and a balance sheet as on that date :

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Cash in hand	1200	Capital	60000
Purchase	100000	4% Bank loan	20000
Opening stock	35000	Bills payable	20000
Sundry debtors	50000	Sundry Creditors	24000
Plant and Machinery	60000	Sales	200000
Furniture	15000	Bad debts reserve	1200
Bills receivable	18000	Rent outstanding	1000
Rent and taxes	10000		
Wages	16000		
Wages prepaid	1000		
Salaries	20000		
	326200		326200

Additional Information :

- 1 Create reserve for doubtful debts at 5% on sundry debtors
- 2 Write off Rs.500 as bad debts.
- 3 Depreciate plant and machinery at 5% and on furniture at 10%.
- 4 Provide outstanding liabilities : taxes Rs.2000 and salaries Rs.4000
- 5 Closing stock Rs.40000

- 8 a) What is meant by financial analysis and explain the need for and significance of financial statements analysis?

OR

- b) Mr. Krishna & Co. presents the following information for the year ended 31 December 2016.

Credit Sales	Rs.150000	Cash sales	Rs.250000
Returns Inwards	Rs.25000	Opening stock	Rs.28000
Closing Stock	Rs.35000		

Find out inventory turnover ratio when gross profit is 20% on sales. Also calculate inventory holding period.

- 9 a) What is Cash flow statement? What are the advantages of Cash flow statement.

OR

- b) Prepare Cash flow statement from the following :

Balance Sheet of Ramana Sree Ltd.

Liabilities	31-3-2015 Rs.	31-3-2016 Rs.	Assets	31-3-2015 Rs.	31-3-2016 Rs.
Share Capital	220000	220000	Land & Building	40000	37500
Share premium	30000	30000	Machinery	70000	100000
Secured loan	--	27000	Investment	90000	85000
General reserve	50000	30000	Current Assets	230000	60000
P & L A/c	32000	43000	Cash	10000	7500
Current Liabilities	98000	110000	Debtors	18300	167500
Proposed dividend	70000	40000	Bank balance	41700	42500
	500000	500000		500000	500000

Additional information :

- 1 Depreciation on building is Rs.10000
- 2 During the year machinery costing Rs.9500 (WDV Rs.1700) was sold for Rs.3500

- 10 a) What is meant by CVP analysis? Explain the managerial uses of break even concept.

OR

- b) There are two similar plants under the same management. The management desires to merge these two plants. The following particulars are available.

	Plant - I	Plant - II
Capacity operation	100%	60%
Sales	Rs.300 lakhs	Rs.120 lakhs
Variable costs	Rs.220 lakhs	Rs.90 lakhs
Fixed costs	Rs.40 lakhs	Rs.20 lakhs

You are required to calculate

- 1 What capacity of the unused plant would have to be operated for the purpose of breakeven and
- 2 What the profitability on working at 75% of the merged capacity would be?

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Marketing Management

Paper – MB 103

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Marketing Strategy
- 2 Bases of Market Segmentation
- 3 Stages of Product life cycle
- 4 Online Marketing
- 5 Features of Services Market

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Write in detail the concepts of Marketing programme and Marketing strategy.
OR
b) What is Global Marketing? Examine the present status of Global Marketing Environment.
- 7 a) “Product Positioning plays an important role in product promotion”. Discuss.
OR
b) Explain briefly about various sales Forecasting methods.
- 8 a) Evaluate the process involved in New Product Development.
OR
b) “Despite many methods of selling, personal selling got its own image”. Discuss.
- 9 a) Outline the factors affecting consumer behaviour.
OR
b) What is an Industrial Market? What are its characteristics?
- 10 a) Outline the factors affecting Global Marketing Organisation.
OR
b) Evaluate the need and importance of Marketing Audit.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Business Law and Ethics

Paper – MB 104

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Free Consent
- 2 Bailment
- 3 Memorandum of Association
- 4 Competition Law
- 5 Fair Market Wages

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Define Contract. Explain various elements of a valid contract.
OR
b) Define Quasi Contract. Explain various quasi contracts.
- 7 a) Distinguish between Indemnity and Guarantee.
OR
b) What are the various negotiable instruments? Explain various types of crossing cheque.
- 8 a) Define Public Limited company. Explain the contents of Articles of Association.
OR
b) Explain the Qualification, Appointment and Powers of Board of Directors.
- 9 a) Explain the Redressal Machinery available with regard to Consumer Protection in India.
OR
b) Explain the Laws relating to Intellectual Properties Rights.
- 10 a) Explain the Social Responsibility of a Business Organisation.
OR
b) Discuss the role of Indian Value system and its relevance in Management.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Fundamentals of Technology Management

**Paper – MB 104
Generic Elective - I**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Explain the importance of Technology Management
- 2 What is Technology Innovation?
- 3 Write the features of Technology Transfer.
- 4 What is Technology Absorption?
- 5 Explain about Technology support system.

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What is Technology change? Write the major implications of Technology Management.
OR
b) Elucidate the different phases in TLC.
- 7 a) Explain the role of Technology. Write the approaches for Technology Forecasting.
OR
b) Write in detail about Technology Innovation chain.
- 8 a) Illustrate about the features and Routes of Technology Transfer.
OR
b) Explain about the various approaches for pricing of Technology Transfer Agreements.
- 9 a) Write about the benefits of Technology Absorption.
OR
b) What is Diffusion? Write the major diffusion activities.
- 10 a) Elucidate the Technological Policies initiated by the Central Government.
OR
b) Explain the role of Venture Capital in financing the Technology Support system.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Managerial Economics

**Paper – MB 104
Generic Elective - I**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Equi Marginal concept
- 2 Determinants of Demand
- 3 Limitations of CVP Analysis
- 4 Oligopoly
- 5 Stagflation

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain the basic concepts of opportunity cost and discounting principle with examples.
OR
b) Do you support the concepts of profit maximization or wealth maximization. Give reasons.
- 7 a) What is price elasticity of demand? Explain with relevant examples.
OR
b) Critically examine the theory of law of Demand with its limitations.
- 8 a) What are the economies and diseconomies of scale?
OR
b) Write in detail about Cobb Douglas production function.
- 9 a) Define monopolistic competition. What are the characteristics of monopolistic competition market?
OR
b) Outline the reasons of objectives of price rigidity in oligopoly.
- 10 a) What are the types and causes of Inflation?
OR
b) What is meant by National Income? Briefly write about the measures to calculate National Income.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : IT Applications for Management

**Paper – MB 105
Generic Elective - II**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Explain the need for information systems.
- 2 Define WLAN
- 3 What is MIS?
- 4 What is E-commerce?
- 5 Write a note on security threats and attacks.

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Explain the components of IS. Write the application of computer based information systems.
OR
b) Explain the role and significance of Management Support Systems.
- 7 a) Explain the elements and applications of multimedia.
OR
b) Define Computer Network. Explain different types of networks and network topologies.
- 8 a) Explain different types of Decision Support systems.
OR
b) Write the advantages and demerits of Data Base Management System.
- 9 a) What is EDI? Explain its significance and applications.
OR
b) Explain the emerging trends in E-commerce applications.
- 10 a) What are different security measures mechanism available for controlling security threats?
OR
b) Explain the salient features of cyber laws.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Business Communication

**Paper – MB 105
Generic Elective - II**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Elements of good listening
- 2 Principles of Feedback
- 3 Persuasive speaking
- 4 Structure of Report
- 5 Crisis communication

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Define 'Communication'. What are the different types of Communication?
OR
b) Identify various barriers of communication. How can they be overcome?
- 7 a) What is Negotiation and write about various approaches to negotiation?
OR
b) What are the types of Non-verbal Communication?
- 8 a) "Effective speaking plays a vital role in influencing the audience in the process of communication". Discuss.
OR
b) Write in detail about effective presentation strategies.
- 9 a) What is meant by a Report? What are the different types of Reports?
OR
b) What is a Business Letter? Prepare a model of business letter of your choice.
- 10 a) "Media plays a dominant role in the process of Communication". Discuss.
OR
b) Explain the do's and don'ts of crisis communication.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, May / June 2018

Subject : Customer Relationship Management

**Paper – MB 105
Generic Elective - II**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Types of CRM
- 2 Customer Loyalty
- 3 Customer Strategy Grid
- 4 CRM in Manufacturing sector
- 5 IT tools in CRM

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) What do you understand by CRM? Briefly write about various advantages of CRM.
OR
b) What are the recent trends with regard to CRM in India?
- 7 a) Explain in detail about customer retention strategies.
OR
b) Outline the measurements available to identify customer satisfaction.
- 8 a) Examine the process involved in CRM strategy development.
OR
b) What is meant by CRM plan? What are the elements involved in it?
- 9 a) Evaluate the need and importance of CRM in service sector.
OR
b) What is a consumer market? Is there any need for CRM practices in Consumer Market? Give reasons.
- 10 a) What are the problems involved in implementation of CRM practices?
OR
b) Examine the process involved in measuring CRM performance.
