1. Discuss the nature, purpose and strategies of planning.

2. Define the term group dynamics. State its attributes.

3. Explain the various personality theories.

4. Clarify the process of measurement of attitude of the employees.

5. Discuss the implications of learning on managerial performance.


7. As a team leader, what are the steps you would take towards effective team building and team functioning?

8. Briefly explain the values of organisational development.
D 502

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)


First Year/First Semester

MANAGERIAL ECONOMICS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

$\left(5 \times 20 = 100\right)$

1. Explain the fundamental concepts of managerial Economics and various steps involved in decision making process. (20)

2. Define Elasticity of demand and also mention its various types with suitable examples. (20)

3. Explain the law of variable proportions with its various stages. What are the basic assumptions behind this law? (20)

4. Bring out the meaning of Economies and Diseconomies of scale. Explain their merits and de-merits. (20)

5. What are the different forms of market structure? Compare any two market structure. (20)

6. Discuss the various methods of pricing. (20)

7. Describe the impact of inflation on output and distribution of income. (20)

8. Critically evaluate the role of Fiscal policy in the context of Liberalization in India. (20)
6. Explain the concept of capital budgeting and what is its practical utility?

7. What are the major determinants of capital structure?

8. Explain briefly the essentials of a sound working capital management.

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Reg. No.: ........................................

D 503  Q.P. Code: [07 DMB 03]

First Year/First Semester

ACCOUNTING AND FINANCE FOR MANAGERS

Time: Three hours  Maximum: 100 marks

Answer any FIVE questions.
All questions carry equal marks.

(5 x 20 = 100)

1. From the following Trial Balance of Ayesha & Co, Prepare Trading and Profit and Loss Account and Balance Sheet as on 31st Dec 2014.

Debit Balance Rs. Credit Balance Rs.

Cash in hand 2,400  Capital 2,00,000
Purchases 2,40,000  Bills payable 44,000
Stock on 1st Jan, 2014 70,000  Creditors 48,000
Debtors 1,00,000  Sales 4,00,000
Plant & Machinery 1,20,000
Furniture 30,000
Bills Receivable 40,000
Rent and taxes 20,000
Wages 32,000
Salaries 37,600

\[ \text{Total Debit: } 6,92,000 \]

\[ \text{Total Credit: } 6,92,000 \]
4. The Balance Sheet of Kovai Ltd as on 1-1-2012 and 31-12-2012 are given below:

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
<td>Rs.</td>
<td>Rs.</td>
</tr>
<tr>
<td>Share Capital</td>
<td>1,25,000</td>
<td>1,53,000</td>
<td>Cash</td>
<td>10,000</td>
</tr>
<tr>
<td>Bank Loan</td>
<td>40,000</td>
<td>50,000</td>
<td>Debtors</td>
<td>30,000</td>
</tr>
<tr>
<td>Bank</td>
<td></td>
<td></td>
<td>Stock</td>
<td>35,000</td>
</tr>
<tr>
<td>Overdraft</td>
<td>25,000</td>
<td></td>
<td>Machinery</td>
<td>80,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>40,000</td>
<td>44,000</td>
<td>Land</td>
<td>40,000</td>
</tr>
<tr>
<td>Profit &amp; Loss A/c</td>
<td>1,00,000</td>
<td>1,20,000</td>
<td>Buildings</td>
<td>35,000</td>
</tr>
<tr>
<td></td>
<td>3,30,000</td>
<td>3,67,000</td>
<td>Goodwill</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

Additional Information:
(a) Dividend paid Rs: 15,000 during the year
(b) Rs. 20,000 worth of machinery was sold at book value. Prepare Funds Flow Statement.

5. From the following data, you are required to calculate:
(a) Profit Volume Ratio
(b) Breakeven Point sales and
(c) Sales required to earn a profit of Rs 45,000

Fixed expenses: Rs. 90,000; Variable Cost Per unit: Rs. 9; selling price per unit: Rs. 12.
Reg. No. : ..............................

D 504

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2015.

First Year/First Semester

MARKETING MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

\((5 \times 20 = 100)\)

1. What is meant by strategy? How is strategic marketing planning carried out at the corporate and division levels?

2. Bring out the main stages involved in the development of new products. Also explain the challenges faced by companies in developing new products.

3. Explain the need and bases for segmenting business markets. Also bring out the features of effective market segmentation.

4. Explain the latest trend in distribution channels such as VMS, HMS and MMS.

5. What are the factors to be considered in setting pricing policies? Explain in detail.

6. How do you evaluate the effectiveness of advertisement?

7. Discuss the role of CRM in attracting and retaining customers.

8. Write short notes on:
   (a) E-Business
   (b) Brand positioning and repositioning
   (c) Tele marketing
   (d) Standardization Vs Adaptation.
4. Explain the On-the-Job and Off-the-Job development techniques implemented by the HR managers in today’s dynamic organizations.

5. Enumerate the vital role of Career Planning development methods and its influence on the career growth of the employee.

6. Discuss the plan and the incentive schemes practiced by HR managers as a motivation tool for its employee work force.

7. Elaborate on the mediating role of Trade Unionism in the process of Collective bargaining between the employees and the management.

8. Discuss the importance and the consequences of Labour legislations in regard to employees Health and welfare.
D 506

Q.P. Code: [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2015.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

\((5 \times 20 = 100)\)

1. Find the Mean, Median and Mode for the following data:

<table>
<thead>
<tr>
<th>Class</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>3</td>
</tr>
<tr>
<td>11-20</td>
<td>7</td>
</tr>
<tr>
<td>21-30</td>
<td>13</td>
</tr>
<tr>
<td>31-40</td>
<td>17</td>
</tr>
<tr>
<td>41-50</td>
<td>12</td>
</tr>
</tbody>
</table>
Class | Frequency
--- | ---
51-60 | 10
61-70 | 8
71-80 | 8
81-90 | 6
91-100 | 6

2. (a) Distinguish between deterministic and probabilistic mathematical models. (10)
(b) Using graphical method find the maximum value of \( z = 7y_1 + 8y_2 \) subject to the constraints:
\[
3y_1 + y_2 \geq 8, \ y_1 + 3y_2 \geq 11, \ y_1, y_2 \geq 0.
\] (10)

3. Illustrate the optimum solution for non-degeneracy in the transportation problem.

4. Describe the traveling salesman problem.

5. Explain the waiting line model of M/M/1.

6. Write a note on:
(a) Crashing
(b) Resource leveling
(c) Resource planning
(d) Critical path.

7. XYZ company buys in lots of 2,000 units which is only three month's supply. The cost per unit is Rs. 125, the order cost is Rs. 250. Then inventory carrying cost is 20% of units value. How much money can be using economic order quantity?

8. Explain the various types of simulation.
Reg. No. : .............................................

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2015.

First Semester/First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISION

Time : Three hours  Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 x 20 = 100)

1. Explain different types of research in detail.

2. Explain the various types of hypothesis and list out the steps involved in formulating hypothesis.

3. The education department of a state wants to study the standard of education in schools. The analyst of the study divided the entire population of the schools into schools in rural locations, semi-urban locations and urban locations. He found more variation between schools in semi-urban locations same is the case between semi-urban locations of urban location. The analyst decides to use disproportionate stratified sampling in which the category of location represent strata. The total number of schools in the strata is 1200. The number of schools in the rural, semi-urban and urban locations are 500, 400 and 300 respectively. The variance are 49, 16 and 4 respectively. If disproportionate stratified sampling is to be used with sample size of 90. Determine number of sampling units in each location.

4. Explain various techniques of data analysis in detail.

5. Explain the steps involved in conducting cluster analysis.

6. What is SPSS? Discuss the application of SPSS package.

7. Explain the layout of report in detail.

8. Write a short note on the following:
   (a) Oral presentation. (5)
   (b) Executive summary. (5)
   (c) Rules for construction of tables. (5)
   (d) Index. (5)
6. What are the key points to be considered while giving oral business presentation?

7. Describe the importance of delivering business presentation on visual aids.

8. Explain the key points keep in mind while preparing for job interview.
D 516

(For the candidates admitted from 2011 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2015.

First Year/First Semester

OPERATIONS MANAGEMENT

Time: Three hours
Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the operational strategy and the competitiveness of operation management.

2. Elucidate the factors to be considered while selecting the appropriate production technology.

3. Describe the types of lay out with suitable illustrations.

4. A job is performed on the milling machine. The following details are given below:
Standard time for job = 6 minutes.
No. of jobs to be produced = 70,000
Machine capacity = 200 hrs/month
Machine utilization = 90%
Compute the number of machines required.

5. What is meant by CRP? Describe its inputs and outputs.

6. Enumerate and explain the functions and procedures of purchase.

7. Usha corporation currently practices the system for the procurement of an item.
   No. of orders placed in a year = 8
   Ordering cost = Rs. 750/order
   Each time order quantity = 250
   Carrying cost = 40 per cent.
   Comment on the ordering policy of the company and estimate the loss to the company in not practicing scientific inventory policy.

8. Write short note on:
   (a) Type I error
   (b) Type II error
   (c) Quality circles
   (d) Six sigma.