



I Semester M.B.A. Examination, August 2011
CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 80

Instruction : Answer **all** questions from Part – A and answer **any five** questions from Part – B.

PART – A

Answer **all** the questions :

(6×5=30)

1. What is communication and its objectives ?
2. Write short notes on group discussion.
3. State the complaints. Give examples.
4. How many roles and responsibilities of managerial economics ?
5. Explain the various factors of demand forecasting.
6. What is money and banking ?

PART – B

Answer **any five** questions (Case study is **compulsory**) :

(5×10=50)

Case Study :

USA faced its worst economic crisis in the 1930s. The crisis is often described as the Great Depression. The depression lasted for a decade, and affected the entire economy. The reason for the depression can be traced back to the 1920s. When there was great inequality in the distribution of wealth, and heavy speculation on the stock market in USA. Though the GDP increased from \$74.3 billion in 1923 and \$89 billion in 1929, the top 0.1% of Americans had a combined income equal to the income of the bottom 42% of the population. The top 0.1% of Americans in 1929 controlled 34% of all savings, while 80% of Americans had no savings at all. The owner of the Ford Company, Henry Ford was reported to have a personal income of \$14 million in the same year when the average personal income was \$750. The reason for this disparity can be traced back to the wages being paid. Though productivity increased in all the sectors of the economy, wages did not increase proportionately. Thus the increase in profit was not shared between the employer and employees, and meant an increase in income disparity.

P.T.O.



There was a great increase in speculation in the late 1920s, with larger sums being invested in the stock market than ever before. Stock prices rose at a tremendous rate and some investors became rich overnight by buying and selling stocks with the economy booming, goods were available on credit, and middle class people started having goods on credit and with instalment payments. This increased the demand for goods in the market, and producers increase productions. But as wages did not increase, the purchasing power of people slowed down and demand began to fall. Poor demand led to reduction in the volume of production and a number of employees were thrown out of their jobs. This trend was widespread, and soon 25% of the population was unemployed. The situation became worse when the prices of agricultural products went down and farmers are unable to repay their loans. All these factors led to fall in the stock market. The economy started to recover during the Second World War. During that time USA supplied arms to the countries involved in the war. Moreover, the USA had enlisted more than 10 million men and women into the military. Many people also worked in factories to make the supplies for the war. In this way the economy started growing gradually, as employment was generated in the economy.

Questions :

7. Discuss the reason for the Great Depression in the US in the 1930s. (**Compulsory**)
 8. Differentiate verbal and nonverbal communication.
 9. Briefly explain business letters briefly.
 10. Write short notes on elasticity of demand.
 11. Describe market structure.
 12. Explain corporate environment.
 13. What are the different phases of Business Cycle ?
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(SF)

MBA 02

**I Semester M.B.A. Examination, August 2011
MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 75

- Instructions :** 1) Question paper is divided into **three** groups.
2) **Each** group is of **25** marks.
3) Figure to the **right** in bracket indicates mark.
4) Assume **suitable** data if **necessary**.

GROUP – A

Answer **any three** questions. (Question No. **1** is **Compulsory**)

1. Define Managerial Economics and explain how it is related to economics mathematics and statistics. **(5)**
2. Explain the concept of demand. Also explain the law of demand with reference to demand schedule, demand curve and features of law of demand. **(10)**
3. Explain the concept of price elasticity of demand ? Also explain the types of price elasticity. **(10)**
4. Explain the meaning, significance, purpose of forecasting and also give the criteria of a Good Forecasting method. **(10)**
5. Explain the following : **(10)**
 - a) Prices of related goods and demand
 - b) Consumer tastes and preferences and demand
 - c) Consumer expectations and demand
 - d) Consumer income and demand.

GROUP – B

Answer **any three** questions. (Question No. **6** is **Compulsory**)

6. Explain different forms of market structure. **(5)**
7. Give the characteristics of monopoly firm and explain monopoly equilibrium in the long run. **(10)**

P.T.O.



8. Explain different degrees of price discrimination. (10)
9. Explain the Chamberlins model of Duopoly. (10)
10. Explain Knitted Demand Model Curve. (10)

GROUP – C

All questions are **Compulsory**.

11. Fill in the blanks (**Each** question carries **2** marks)

- i) Economics for most purpose can be classified into two broad categories _____ and _____
- ii) Goods used for final consumption are called as _____
- iii) Charging different prices for the same product from consumer to different market segment is called as _____
- iv) Determining the product design when the selling price is predetermined is called as _____
- v) Decrease in the value of the asset due to use during a particular period say a year is said to be _____

12. Multiple choice question. (**Each** question carries **2** marks)

- i) Managerial economics is an application of economic theory and methodology to _____
- a) Decision making b) Buying
- c) Selling d) None of these
- ii) Change in income will have no effect on the quantities demanded is type of _____
- a) Positive income elasticity b) Negative income elasticity
- c) Zero income elasticity d) None of these
- iii) Following is one of the demand forecasting method.
- a) Gaussian method b) Simpsons method
- c) Delphi method d) Hertz method



iv) From below mentioned which is method of stock valuation.

- a) Naive
- b) LIFO
- c) Collective
- d) Regression

v) A special case of oligopoly in which there are exactly two sellers in the market.

- a) Perfect competition
- b) Monopoly
- c) Monopolistic competition
- d) Duopoly

13. **True or false (Each question carries 1 mark)**

- i) Managerial economics also has relationship with the disciplines.
 - ii) Goods which can be consumed only once are said to be durable goods.
 - iii) Forecasting is a prediction or estimation of present situation.
 - iv) The cost incurred in order to alter the position or shape of demand curve for product is called as selling cost.
 - v) Profit is measuring rod of a business performance.
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**I Semester M.B.A. Examination, August 2011
ACCOUNTING AND TAXATION FOR MANAGERS**

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all questions from Part – A, and answer any five questions from Part – B.

PART – A

Answer **all** the questions :

(6×5=30)

1. Differentiate cost accounting from management accounting.
2. From the following datas calculate current ratio and liquid ratio :

Particulars	Rs.
Sundry creditors	20,000
Outstanding expenses	7,000
Bills payable	13,000
Income tax payable	20,000
Bank overdraft	40,000
Cash	15,000
Short term investments	25,000
Bills receivable	11,000
Book debts less reserve	45,000
Inventories	49,000
Prepaid expenses	10,000
Loose tools	10,000

3. Define Ratios. What are its objectives ?
4. It is estimated that a product required 100 kgs of material at the rate of Rs. 5 per kg. The actual consumption of material for manufacturing the same product came to 120 kgs at the rate Rs. 4.75 per kg. Calculate material cost variances.

P.T.O.



5. A company estimates that next year it will earn a profit of Rs. 1,00,000. The budgeted fixed cost and sales are Rs. 5,00,000 and Rs. 19,86,000 respectively. Find out the break even point for the company.
6. Define the term “FUNDS”.

PART – B

i) Answer **any 5**. **(5×10=50)**

ii) Answer the case **compulsorily** :

7. A company is considering to expand its production. It can either go for an automatic machine costing Rs. 4,00,000 with an estimated life of 5 1/2 years or an ordinary machine costing Rs. 1,00,000 having an estimated life of 8 years. The annual sales and costs are estimated as follows :

Particulars	Automatic Machine	Ordinary Machine
	Rs.	Rs.
Sales	3,00,000	3,00,000
Costs :		
Materials	1,00,000	1,00,000
Labour	24,000	1,20,000
Variable overheads	48,000	40,000

Compute the comparative profitability of the proposals under the ‘pay-back period’ and ‘return on investment’ methods. Explain the difference in the result obtained under the two methods. **(Compulsory)**

8. Explain the users of accounting information.
9. From the following figures prepare funds flow statement :

Particulars	31-12-2001	31-12-2002
Assets :		
Cash	1,30,000	40,000
Debtors	1,00,000	1,60,000
Stock	2,35,000	2,55,000
Land and Buildings	5,40,000	10,20,000
Plant and Machinery	28,04,000	35,44,000
Furniture	2,10,000	2,10,000
	40,19,000	52,29,000



Liabilities :

Creditors	3,19,000	3,65,000
Provision for dividend	–	2,00,000
Long-term loan	–	5,35,000
Net worth		
Equity capital	36,00,000	40,00,000
Surplus	1,00,000	1,29,000
	40,19,000	52,29,000

10. Current sales are 10,000 units p.a.

Selling price is Rs. 3 per unit

Prime costs are Rs. 2 per unit

Variable overheads Re. 1 per unit

Fixed costs are Rs. 15,000.

Calculate (i) P/V ratio (ii) break even point and (iii) margin of safety.

11. Explain the various classification of cost.

12. Explain the valuation methods in Central Excise Act.

13. Explain the export procedure.



MBA 011

**I Semester M.B.A. in Aviation Examination, October 2011
(January 2011 Batch) Re-Sit and (July 2010 Batch)
GLOBAL MANAGEMENT PRACTICES**

Time : 3 Hours

Max. Marks : 80

Instruction :

Section – 1 : Answer any 10 Questions out of 15.

Max. marks in this Section are 30 (3 marks for each right answer).

Section – 2 : Answer all 10 Questions.

Max. marks in this Section are 20 (2 marks for each right answer).

Section – 3 : Attempt any 2 out of 3 questions.

Max. marks in this Section are 30 (15 marks for each right answer).

SECTION – 1

Answer **any 10** out of **15**.

(10×3=30)

1. What are the functions of management ?
2. What are the skills required by managers at different organizational levels ?
3. What is the need for management principles ?
4. List some barriers to effective planning.
5. What are the weaknesses of the MBO process ?
6. What is the nature of non-programmed decision ?
7. Differentiate between DSS and MIS.
8. What are the disadvantages of departmentation by product ?
9. What are the advantages and disadvantages of narrow management spans ?
10. What is Trait approach to leadership ?

P.T.O.



11. List a few guidelines for aspiring entrepreneurs.
12. What are the limitations of job enrichment ?
13. Differentiate between theory X and theory Y.
14. What are the components of Attitude ?
15. What is Maslow's Hierarchy of needs ?

SECTION – 2

Answer **all** the questions.

(10×2=20)

True or False :

1. Management is applicable to all organizations.
2. Lower level managers do not need technical skills.
3. Profit is not an important measure of a company excellence.
4. Planning determines predetermined course of action.
5. Lower level managers deal with unstructured problems.
6. Decision making does not entail risk.
7. Organisational leadership is not taken into account while developing a plan.
8. Managers should not assess their reward structure.
9. Proper co-ordination ensures effective control of all activities.
10. It is easier to start a fresh venture than entering an already existing market.

SECTION – 3

Answer **any 2** out of 3 questions :

(15×2=30)

1. Discuss Expectancy theory of Motivation.
 2. How should an entrepreneur draw a business plan ?
 3. Explain the steps in planning process.
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**I Semester M.B.A. in Aviation Examination, October 2011
OPERATIONS MANAGEMENT
(January 2011 Batch) and Re-sit (July 2010 Batch)**

Time : 3 Hours

Max. Marks : 80

Instructions : Section – 1 : Answer any 10 questions out of 15.

Max. marks in this Section are 30 (3 marks for each right answer).

Section – 2 : Answer all 10 questions.

Max. marks in this Section are 20 (2 marks for each right answer).

Section – 3 : Attempt any 2 out of 3 questions.

Max. marks in this Section are 30 (15 marks for each right answer).

SECTION – 1

Answer **any 10** out of 15 :

(10×3=30)

1. What is a process layout ?
2. What is MRP ?
3. Why control is needed ?
4. What do you understand by business process reengineering ?
5. What are the steps in value chain analysis ?
6. What do you mean by supply chain ?
7. List a few issues in using EQQ model.
8. What are the advantages of private offices ?
9. What is office filing and what are its categories ?
10. What are the advantages of open offices ?



11. What are the advantages of oral communication ?
12. What is out-bound supply chain ?
13. What points must be considered while drafting correspondence ?
14. Highlight horizontal or flat filing.
15. What are the types of office environment ?

SECTION – 2

Answer **all** the questions :

(10×2=20)

True/False :

1. Services are tangible as well as intangible.
2. Globalisation has no impact on the manufacturing and services organization.
3. MRP deals with the problem of fluctuating inventories.
4. The scheduling logic in the Kanban system is known as pull strategy.
5. Planned shutdown operation focuses more on ensuring avoidance or breakdown without altering the capacity.
6. Continuous improvement requires application of several complex tools and techniques.
7. Work breakdown structure is for small projects.
8. MTBF is the mean time between the arrivals of failures.
9. Chances of congestion are high in an open office.
10. It is preferred that information of an urgent nature be transmitted orally.

SECTION – 3

Answer **any 2** out of 3 questions :

(15×2=30)

1. Explain office space planning and layout.
 2. What is the importance of purchase and supply chain management ?
 3. Explain centralized and decentralized filing.
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MBA 013

**I Semester M.B.A. in Aviation Examination, October 2011
MARKETING MANAGEMENT
(January 2011 Batch) and Re-sit (July 2010 Batch)**

Time : 3 Hours

Max. Marks : 80

Instructions : Section – I : Answer **any 10** questions out of 15
Max marks in this Section are **30** (3 marks for
each right answer).

Section – II : Answer **all 10** questions.
Max marks in this Section are **20** (2 marks for
each right answer).

Section – III : Answer **any 2** out of 3 questions.
Max marks in this Section are **30** (15 marks for
each right answer).

SECTION – I

Answer **any 10** out of 15 :

(10×3=30)

1. What is the scope of Marketing ?
2. What are needs, wants and demands ?
3. What is societal marketing concept ?
4. What are the ways of collecting primary data ?
5. What do you mean by reference groups ?
6. Discuss Freud's theory of motivation.
7. Mention the six step procedure for pricing.
8. What are the properties of effective segmentation ?
9. What is sales effect research ?
10. What are the consumer promotion tools.
11. What are the uses of PR ?
12. What is Line extension and brand extension ?

P.T.O.



13. What is zero level marketing channel ? Give examples.
14. What is VMS ?
15. What is Target Market segmentation ?

SECTION – II

Answer **all** the questions.

(10×2=20)

True/False :

1. When the needs are directed at specific objects to satisfy need, it turns into demand ?
2. A responsive marketer understands the stated need and fulfils it for a time.
3. The main job of marketing researcher is to give customer insight of the marketing campaign or product launch.
4. The selective distortion is the techniques used by most marketers.
5. The sales volume shows the relation between the prices and the resulting current demand.
6. Reminder advertising aims at wining the trust that the customers have made a right preference.
7. Smart PR strategies can save a lot of money spent on advertising.
8. In contractual VMS, a single enterprise controls the various functions from production to distribution.
9. The purpose of screening is to drop poor ideas as early as possible.
10. The close-end questions allow the consumers to answer in their own words.

SECTION – III

Answer **any 2** out of 3 questions :

(15×2=30)

1. Explain the marketing concepts.
 2. Draw the model of buyer behaviur and explain the relevance of studying consumer behavior.
 3. Explain public relations in detail.
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MBA 014

**I Semester M.B.A. in Aviation Examination, October 2011
(January 2011 Batch) and Re-sit (July 2010 Batch)
MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 80

- Instructions :** *Section-1 : Answer any 10 questions out of 15.
Max. marks in this Section are 30 (3 marks for each right answer).*
- Section-2 : Answer all 10 questions.
Max. marks in this Section are 20 (2 marks for each right answer).*
- Section-3 : Attempt any 2 out of 3 questions.
Max. marks in this Section are 30 (15 marks for each right answer).*

SECTION – 1

Answer **any 10** out of 15.

(10×3=30)

1. What are the determinants of supply ?
2. List a few factors affecting a change in demand.
3. What are the types of equilibrium ?
4. What are the characteristics of supply schedule ?
5. What is real cost and opportunity cost ?
6. What do you understand by relatively elastic supply ?
7. How do you classify markets based on time period ?
8. What is Monopoly and what are its causes ?
9. What is price discrimination and what are its types ?
10. What are the features of mixed economy ?
11. What are the four types of auctions ?
12. What is the law of supply ?
13. List the features of capitalism.
14. What are the misconceptions about inflation ?
15. What are the determinants of demand ?

P.T.O.



SECTION – 2

Answer **all** the questions.

(10×2=20)

True/False

1. When there is a rise in the price of a particular good, its demand also rises, hence there is extension of demand.
2. Supply schedule is a graphical representation of different quantities supplied at different price in a given period of time.
3. Relatively elastic of demand is denoted as $e < 1$.
4. On a demand curve the price elasticity at a point is equal to $\frac{\text{Lower segment}}{\text{Upper segment}}$.
5. When a small change in price of a commodity results in relatively large change in supply, the supply is said to be inelastic.
6. When there are only a few sellers in the market selling homogeneous product it is a pure oligopoly.
7. Perfect competition and monopoly market structure together make up the monopolistic competition.
8. In a socialist economy, the entire rights are in the hands of the consumer and the consumer is the king.
9. A lemon's problem is an example of problem created due to adverse selection.
10. Inflation does not affect a person if his/her money income and price both rise at the same level.

SECTION – 3

Answer **any 2** out of 3 questions.

(15×2=30)

1. What is a supply schedule ? Mention its characteristics and difficulties in construction.
 2. Explain Oligopoly in detail.
 3. What are the measures to control inflation ?
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MBA 101

**I Semester Master in Business Administration Examination, August 2011
MANAGEMENT “THEORY AND PRACTICE”**

Time : 3 Hours

Max. Marks : 75

Instructions : 1) All questions of Section A are compulsory. Each question carries 5 marks.

2) Out of ten questions of Section B, attempt any five questions. Each question carries 10 marks.

3) Clearly mark question number, Section A and Section B in the answer sheet while attempting the questions.

SECTION – A

(5×5=25)

1. What are the various skill managers should possess ? What are salient features of Japanese management ? What is a business ?
2. Explain planning. Discuss its importance. What steps would you take to overcome its limitations ? Explain various approaches to planning.
3. Briefly state types of plans and policies. What are characteristics of a sound policy ? List out main features of programmers.
4. Define objectives. Identify the various factors that are prominent in MBO. Describe few draw backs of MBO.
5. Discuss important elements of decision making and describe the process of decision making.

SECTION – B

(10×5=50)

6. Write short notes on :
 - i) Benefits and draw backs of MBO
 - ii) Various techniques employed for decision making.
7. What do you understand by organizing ? Explain the features and importance of organizing. Explain steps involved in organizing process.

P.T.O.



8. Explain advantage and disadvantages of informal organization. Discuss the principles guiding the establishment of formal organization.
 9. While designing the structure of the organization which aspects are to be taken care of ? Explain matrix organization.
 10. Distinguish between line and staff functions. What are the main cause of conflict between line and staff officials in an enterprise ? Explain the factors affecting delegation of authority.
 11. Discuss features functions and elements of staffing process. Define 'Human Resource Planning'. What is systems approach to HRM ?
 12. Define direction. What are major differences between Autocratic, Democratic and free Rein leadership styles ? Discuss the trait theory of leadership.
 13. What is controlling ? Explain steps in control process. Describe types of controls.
 14. Explain the importance of organizational structure. Also state its determinants. Explain the types of structures.
 15. What is 'Authority', explain its various types what are the sources of authority. Explain delegation.
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