



PJ – 564

I Semester M.T.T.M. Examination, January/February 2019
(CBCS)

TOURISM AND TRAVEL MANAGEMENT
Paper – 1.3 : Indian Cultural Heritage

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)
- Mention any six natural world heritage sites.
 - Illustrate and describe the Sanchi Stupa.
 - Discuss the features of Jina Images.
 - Comment on the significance of Chidambaram.
 - Discuss the uniqueness of Konark Surya temple.
 - Mention the secular structures of Hampi.
 - Write a brief note on Thyagaraja's compositions.
 - Comment on Adi Shankaracharya's 'Aham Brahmasmi'.
 - What is Ajanta famous for ?
 - Describe the Gesso art of Mysore.

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)
- Delineate the differences between tangible and intangible heritage.
 - Discuss the features of Mauryan Free-standing pillars.
 - Write a note on Vedic literature.
 - Outline the relevance of Hampi as a world heritage site.
 - Write a note on the monuments of Shah Jahan.
 - Comment on the art of puppetry in India.

P.T.O.



SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(12×3=36)**

8. Assess Bharhut as 'Library of Buddhist Mythology'.
 9. Bring out the importance of Gandhara and Mathura Buddhist art.
 10. Evaluate the relevance of Virashaiva and Haridasa literary traditions.
 11. Examine the traditional dances and festivals as an integral part of tourism.
 12. Bring out the importance and relevance of Hampi as a world heritage site for Karnataka State.
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I Semester M.T.T.M. Examination, January/February 2019
(CBCS)
TOURISM AND TRAVEL MANAGEMENT
Paper – 1.5 : Travel Trade Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* Sections.

SECTION – A

1. Answer **any seven** sub-questions out of ten. **Each** sub-question carries **two** marks. **(7×2=14)**
- a) Who are known as principals of travel industry ?
 - b) Differentiate between wholesale travel agents and retail travel agents.
 - c) What is meant by tailor made itineraries ?
 - d) What is meant by confidential tariff ?
 - e) What is meant by in-house travel agencies ?
 - f) Differentiate between chain hotels and franchise hotels.
 - g) Differentiate between registered baggage and unregistered baggage.
 - h) What do you mean by fly-drive packages ?
 - i) What is meant by visa on arrival ?
 - j) Write two features of budget travellers.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

- 2. Describe the functions of tour operators.
- 3. What are the different types of tour operators ?



4. Describe the implication of Chicago convention on aviation industry.
5. Discuss the functions of PATA.
6. Discuss the linkage of travel trade with others sectors of the economy.
7. What is passport ? What are its types ?

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks.

(3×12=36)

8. Explain the process of making a package holiday.
 9. Discuss the role of information technology in travel and tourism businesses.
Give adequate examples.
 10. Discuss the main features of Manila declaration and Brussels convention 1961.
 11. What are the different types of travel firms we have in India based on their ownership ? Explain.
 12. Explain the roles and responsibilities of a tour manager.
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PJ – 670

**I Semester M.B.A. Degree Examination, January/February 2019
(CBCS) (2014-15 and Onwards)
MANAGEMENT**

Paper – 1.2 : Organisational Behaviour

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following :

(5×5=25)

1. Define Organizational Behaviour. How OB Knowledge can be used in organization ?
2. What is Attitude ? How Attitudes are formed ?
3. What is Leadership ? What are the various types of leadership found in the organization ?
4. What is Johari window ? How can intra-inter conflict be managed using Johari window model ?
5. What is culture ? How can culture influence organizational effectiveness ?
6. Define change. What are the various stages of change that can be observed in a start-up company ?
7. Define perception. How perception influences the productivity of an individual in the organization ?

SECTION – B

Answer **any three** of the following :

(3×10=30)

8. Define personality. What are the determinants of personality ?
9. Define learning. What are the various theories of learning ?
10. Organizational behaviour is Art and Science. Discuss. What are the various models of OB ?
11. Define motive and motivation. What are the various theories of motivation ?

P.T.O.



SECTION – C

12. **Compulsory** (Case study) :**(1×15=15)****Behavioural Issues**

Mr. Bhatt is 50 and has vast experience in Pharma industry. A newly established pharmaceutical company producing medicines based on biotechnology employed Mr. Bhatt as its Product Development Executive. A team of young 14 scientists in biotechnology work under him.

These scientists have wonderful ideas and work with zeal and competitive collaboration attitude. They are highly communicative to each other. They started communicating with Mr. Bhatt also in the same parlance. But, Mr. Bhatt was never used to appreciate and he used to pushdown his views, ideas and orders to his subordinates in his earlier organization.

The young scientist tried to convince Mr. Bhatt but failed. He used to prove that 'Boss is Right' and 'Boss is Boss'. The young scientist had a number of new ideas and these ideas could not see the light of the day. They also found that other companies successfully implemented ideas similar to those of their ideas. These scientists started leaving the company one after the other.

The MD-Managing Director of the company in an exist interview found the reason for high rate of employee turnover among scientist and realised the damage caused to the company owing to Mr. Bhatt failure in encouraging upward communication. Mr. Bhatt was made to realise but it had damaged the company and the young minds by that time.

Questions :

- a) What type of personality do Mr. Bhatt possess ? **5**
 - b) What are the problems that you see in this case ? **5**
 - c) What are the strategies to be adopted by the MD to make it a better place to work ? **5**
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PJ – 673

**First Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 1.5 : Marketing for Customer Value**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions : **(5×5=25)**

1. Explain the importance of green Marketing in India.
2. What are the forces that constitute marketing environment of the company ?
3. Illustrate with an example POD's and POP's of a Brand.
4. Discuss the characteristics of services that differentiate it from the product.
5. What is E-commerce ? Explain its relevance in today's marketing world.
6. What is sales promotion ? What are the major consumer promotion tool that stimulate purchase ?
7. Define Holistic marketing. List out the components of Holistic marketing.

SECTION – B

Answer **any three** questions from the following : **(3×10=30)**

8. "SWOT analysis aids in the growth of an organisation". Analyse.
9. Illustrate with an example the fine stage model of consumer buying process.
10. What is meant by market segmentation ? What are the different types of market segmentation ?
11. Briefly explain the "Mobile marketing" as a communication tool for the markets with suitable example.

P.T.O.



SECTION – C

12. **Compulsory** (Case study) :**(1×15=15)**

Rohan, a young pass out of the reputed business school has been in the look out for starting a business. He has zeroed in on the packet energy drink sector to start his venture. His logic was that the new generation youth are becoming more health conscious and have very little time at their disposal for preparing various challenges of life. The items were marketed at different cities. However, the attempt to capture market was not successful. After the failure to get good market share, Rohan has been thinking of a strategy to improve his business.

It was during this period he happened to visit his ancestral village to visit his grand mother. His grand mother gave him a glass of mango juice while drinking it, he realised the value added to this juice. After this while walking around his village, he found a few juice shops with good customer traffic. This made him think about the possibility of marketing packed fruit juice that last longer. He launched a new brand to produce and distribute the traditional fruit juices to the people. The Brand slogan was “Reline the Nostalgia”. This appealed to the urban people who spent their livelihood in the rural areas. The product became a success in the market.

Based on case study, answer the following questions.

- a) Discuss the role of insight from real life experience in designing a product.
 - b) Assume you are Rohan, what would be the marketing mix strategy that you will adopt and why ?
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I Semester M.B.A. (Eve) Examination, January/February 2019

(2007-08 Scheme)

MANAGEMENT

Paper – 1.3 : Managerial Economics

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions. **Each** carries **2** marks. **(6×2=12)**

1. a) What is equi-marginalism principle ?
- b) What do you mean by the concept of economic profit ?
- c) Give the following supply and demand equations. $Q_d = 100 - 5P$ and $Q_s = 10 + 5P$, where Q_d and Q_s the quantities demanded and supplied respectively and P is the price. Determine the equilibrium price and quantity.
- d) Distinguish between autonomous and derived demand.
- e) A market consists of two individuals. Their demand equations are $Q_1 = 16 - 4P$ and $Q_2 = 20 - 2P$ respectively. What is the market demand equation ?
- f) What is meant by the marginal rate of technical substitution ?
- g) State the expression of the Cobb-Douglas production and recall the various parameters used.
- h) What is welfare triangle ?

SECTION – B

Answer **any three** of the following questions. **Each** carries **8** marks. **(3×8=24)**

2. “Managerial economics is the integration of economic theory with business practice for the purpose of facilitating decision making and forward planning by Manager”. Discuss.
3. Indian Airlines has a capacity to carry a maximum of 10,000 passengers per month from Kolkata to Ranchi at a cost of Rs. 2,000 per ticket, variable cost Rs. 400 per passenger and fixed cost are Rs. 12,00,000 per month. How many passengers should be carried per month to break even? Also calculate the break even sales.



4. Discuss the different cost concepts relevant to managerial decision for planning and control.
5. A bicycle manufacturer faces a horizontal demand curve. The firm's total costs are given by equation $TVC = 150Q - 20Q^2 + Q^3$, where Q is quantity. Below what price should the firm shut down operations ?
6. The kinked demand curve model predicts that price changes will be infrequent in oligopolistic markets. Discuss.

SECTION – C

Answer **any two** of the following questions. **Each** carries **12** marks. **(2×12=24)**

7. Explain the different pricing methods with examples. State the advantages and disadvantages.
8. "The profit can be increased by a firm either by increasing sales or reducing cost". Explain the statement with suitable illustrations.
9. Assume a firm has the following total revenue and total cost functions :
 $TR = 320Q - 2Q^2$
 $TC = 1800 + 50Q - 3Q^3$
 Determine :
 a) The level of output at which the firm will be maximising profits
 b) The level of output at which total revenue will be maximum.

SECTION – D

10. **Compulsory** : **(1×15=15)**

The following table shows the business expenditure on new plant and equipment i.e. demand for capital goods.

Year	2013	2014	2015	2016	2017
Expenses (Rs. in Lakhs)	75	76	81	84	86

Project the business expenditure on new plant and equipment for 2018 and 2019.



I Semester M.B.A. (Eve.) Examination, January/February 2019
(2007 – 2008 Scheme)

MANAGEMENT

Paper – 1.4 : Financial and Cost Accounting

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks. **(6×2=12)**
- a) Define book keeping.
 - b) What is meant by marshalling of balance sheet ?
 - c) What is double entry system ?
 - d) What is meant by final accounts ?
 - e) Explain the concept of depreciation in accounting.
 - f) What is trend analysis ?
 - g) Differentiating financial and cost accounting.
 - h) What is marginal costing ?

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. **(3×8=24)**

2. Explain the need for accounting.
3. Journalize the following transactions :

	Rs.
i) Commenced business with cash	1,000
ii) Deposited into bank	5,000
iii) Purchased goods for cash	3,000
iv) Sold goods for cash	2,500
v) Purchased goods from 'A' on credit	4,000
vi) Sold goods to 'B' on credit	4,500



vii) Withdrew from bank	3,000
viii) Paid 'A' on account	2,000
ix) Received from 'B' on account	2,500
x) Took loan from 'C'	5,000
xi) Gave loan to 'D'	4,000
xii) Paid salaries	1,000
xiii) Received commission	200
xiv) Cash withdrew from the business for personal use	300

4. From the following Balance Sheet of X Ltd., prepare the cash flow statement :

Capital and Liabilities	1997	1998	Assets	1997	1998
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8%reduced preference shares	1,50,000	1,00,000	Land & Building	2,00,000	1,70,000
General reserve	40,000	70,000	Plant	80,000	2,00,000
P and L A/c	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills Receivable	20,000	30,000
Bills Payable	20,000	16,000	Cash	15,000	10,000
Provision for tax	40,000	50,000	Bank	10,000	8,000
Total	6,77,000	8,17,000	Total	6,77,000	8,17,000

Additional information :

i) Depreciation of Rs. 10,000 and Rs. 20,000 have been charged on plant account and land and building respectively in 1998.

ii) An interim dividend of Rs. 20,000 has been paid in 1998.

Income tax Rs. 35,000 was paid during the year.

5. What is window dressing ? Why companies window dress their financial statements ?

6. Discuss the different techniques of financial statement analysis.



SECTION – C

Answer **any two** of the following. **Each** question carries **12** marks. **(2×12=24)**

- 7. Briefly discuss the concepts and conventions of accounting.
- 8. The following is the trial balance of ABC Ltd. as on 31-12-2018. Prepare final accounts.

Heads of Accounts	Debit	Credit
Stock as on 1-1-2018	15,000	–
Purchases and Sales	49,000	70,000
Wages	10,000	–
Discount	1,400	1,000
Salary	1,500	–
Rent	990	–
Trade Expenses	3,410	–
P&L A/c on 31-12-2018	–	3006
Dividend paid	1,000	–
Interim dividend	800	–
Share capital 10,000 ordinary shares of Rs. 2/- each	–	20,000
Debtors and Creditors	7,500	3,500
Machinery	2,040	–
Bank	7,000	–
Reserve fund	–	3,100
Loan given to employees	650	–
Bad debts	316	–

Adjustments :

- i) Stock as on 31-12-2018 Rs. 16,400.
 - ii) Depreciate machinery at 10% p.a.
 - iii) Rent due Rs. 190.
 - iv) Provide reserve for doubtful debts at 5% on debtors.
 - v) Transfer to reserve Rs. 2,000.
9. Write a note on accounting standards and its proposed changes.



SECTION – D

10. **Compulsory** Case Study :**(1×15=15)**

With the following ratios and further information given below, prepare a Trading A/c, Profit & Loss A/c and Balance Sheet of Narain :

- i) Gross profit ratio – 25%
 - ii) Net profit/sales – 20%
 - iii) Stock-turnover ratio – 10 times
 - iv) Net Profit/Capital – 1/5
 - v) Capital to total liabilities – $\frac{1}{2}$
 - vi) Fixed Assets/Capital – $\frac{5}{4}$
 - vii) Fixed Assets/Total Current Assets – $\frac{5}{7}$
 - viii) Fixed Assets – Rs. 10,00,000
 - ix) Closing stock – Rs. 1,00,000.
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PJ – 700

I Semester M.B.A. (EVE) Examination, January/February 2019
(2007 – 2008 Scheme)

Paper – 1.6 : QUANTITATIVE METHODS FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 75

Instructions : Tables and Calculators are allowed.

SECTION – A

Answer **any six** questions. **Each** question carries **two** marks : **(6×2=12)**

1. a) Define statistics.
- b) Define Linear Programming problem in general.
- c) What is meant by correlation ?
- d) Differentiate between correlation and regression.
- e) Define operations research.
- f) Explain briefly the concept of probability.
- g) What are index numbers ?
- h) What is a decision tree ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks : **(3×8=24)**

2. Find the coefficient of correlation and comment on its significance :

X	22	28	33	37	40
Y	35	30	45	50	60

P.T.O.



3. Find the two regression equations from the following :

X	12	18	23	27	30
Y	16	24	32	38	40

4. Maximize $Z = 3x_1 + 5x_2 + 4x_3$

Subject to the following constraints :

$$2x_1 + 3x_2 \leq 8$$

$$2x_2 + 5x_3 \leq 10$$

$$3x_1 + 2x_2 + 4x_3 \leq 15$$

$$x_1, x_2, x_3 \geq 0.$$

5. Discuss how operations research techniques are useful in business decision making with suitable examples.
6. A problem in mathematics is given to five students P, Q, R, S and T. Their chances of solving the problem are $\frac{1}{3}$, $\frac{1}{4}$, $\frac{1}{5}$, $\frac{1}{7}$ and $\frac{1}{8}$ respectively. What is the probability that the problem will be solved ?

SECTION – C

Answer **any two** questions :

(2×12=24)

7. Different techniques of statistics can aid in making business decisions more effective. Do you agree ? Explain.
8. Calculate the index numbers of price in five different methods using the data given below :

Commodity	P₀	P₁	Q₀	Q₁
A	8	12	10	12
B	9	13	8	10
C	10	14	9	10
D	11	15	12	14



9. Mr. A has two business investment options :

Option A : He can open a car garage with an investment of Rs. 12,00,000.

The outcome of this investment could be success; with a 90 percent probability and cash inflow of Rs. 16,00,000. If he suffers failure, he can still salvage Rs. 8,00,000.

If he succeeds he can open a car wash with an investment of Rs. 6,00,000, wherein his success will be hundred percent with a cash inflow of Rs. 8,00,000.

Open B : He can open an unisex salon with Rs. 10,00,000. The outcome would be high success (probability 70 percent and cash inflow Rs. 12,00,000). Moderate success (probability 20 percent and cash inflow Rs. 8,00,000) and low success (cash inflow Rs. 5,00,000). Draw a decision tree and a pay off table, advise Mr. A on the best investment option.

SECTION – D

Compulsory case study :

(1×15=15)

10. Maximise for the following transportation problem as the figures inside relate to profit and not the cost of transportation.

		Warehouse			Requirement
		M ₁	M ₂	M ₃	
Factory	F ₁	7	5	5	100
	F ₂	7	11	9	60
	F ₃	10	9	9	60
Demand		110	70	40	

Determine its feasible and optimal solution.



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I Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT

Paper – 1.1 : Economics for Managers

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions : (5×5=25)

1. What is the difference between Business and Economic Profit and explain with example.
2. Price of a commodity falls from Rs. 6 to Rs. 4, per unit, due to this demand increased from 80 units to 120 units. Find the price elasticity of demand.
3. Explain the features of production Isoquants.
4. Explain the reasons why is long run average cost curve is called as planning curve.
5. Explain, how firms in oligopoly market enjoy the monopoly power using cartel.
6. Given : $TR = 45Q - 0.5 Q^2$, $TC = Q^3 - 8Q^2 + 57Q + 2$, find out the level of output at which firm maximise the profit.
7. What are the determinants of equilibrium level of National Income ?

SECTION – B

Answer **any three** of the following questions : (3×10=30)

8. Explain why indifference curves are negatively sloped, do not intersect each other and convert to the origin.
9. Discuss the degrees of price discrimination practices in domestic and international markets.
10. Explain the preventive and curative measures in managing the ill effect of business cycle.

P.T.O.



11. With the help of following data project the trend sales for the next five years :

Year	2013	2014	2015	2016	2017	2018
Sales	120	140	150	170	190	200

SECTION – C

Compulsory :

(1×15=15)

12. Based on the general features and facilities offered, the Ministry of Tourism, Government of India classifies hotels into 7 categories : five -star deluxe, five-star, four-star, three-star, two-star, one-star and heritage hotels. These apart there are hotels in the unorganised sector that have a significant presence across the country and cater primarily to economy tourists. Encouraged by the boom in tourism and increased spending on leisure, there has been an influx of globally renowned groups by way of joint ventures.

The Premium and Luxury Segment (high-end 5-star deluxe and 5-star hotels) mainly cater to the business and up market foreign leisure travellers and offer a high quality and wide range of services. These constitute about 30 percent of the hospitality industry in India. The Mid-Market Segment (3 and 4 star hotels) offers most of the essential services of luxury hotels without the high costs, since the tax component of this segment are lower compared with the premium segment. The Budget Segment comprises 1 and 2 star hotels, which provide inexpensive accommodation to the highly price-conscious segment of travellers, Heritage Hotels are architecturally distinctive properties such as palaces and forts, built prior to 1950, that have been converted into hotels.

In the face of stiff competition, hotels in Indian have come up with ingenious ways to attract customers. These hotels distinguish themselves with beds, bathroom, amenities and complementary breakfast; other facilities may include innovations in food and beverage products, spa, fitness center or other lifestyle facilities. The ongoing revolution in cuisine has been accompanied by innovations such as free standing and niche restaurants.

Case questions :

- 1) Do you think the hotel industry is monopolistically competitive ? What all features of the industry are suggestive of the same ?
- 2) Comment on differentiation offered by hotels in India.



I Semester M.B.A. Degree Examination, January/February 2019
(CBCS) (2014 – 15 & Onwards)

MANAGEMENT

Paper – 1.3 : Accounting for Managers

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. (5×5=25)

1. Explain the concepts underlying the preparation of Financial Statements.
2. Define inventory according to AS – 2. Explain its scope and coverage.
3. Write a note on Target costing.
4. On 1– 4 – 2016 Raj purchased a machinery for Rs. 7,20,000 and spent 80,000 for installation. On 30-9-2017 he sold a part of machinery costing Rs. 1,80,000 for 1,20,000. New machinery was purchased on the same day for Rs. 3,00,000 and spent 60,000 for transportation. The depreciation was charged at 10% per annum on W.D.V. Show the machinery account for four year from 1-4-2016.
5. From the following details, prepare commonsize income statement for the year ending 31-3-2017 and 31-3-2018 and comment on the financial position of the concern.

Particular	31-3-2017	31-3-2018
	Rs.	Rs.
Sales	35,00,000	50,00,000
Cost of goods sold	2,40,000	36,00,000
Operating expenses	4,00,000	5,00,000
Financial expenses	2,00,000	3,00,000
Tax rate	35%	35%

6. From the following data, calculate break even point.

Budgeted output (in units)	70,000
Fixed cost :	Rs. 8,00,000
Selling price per unit :	Rs. 44
Variable cost per unit :	Rs. 24

If the selling price is reduced to Rs. 40 per unit, what will be the revised BEP ?



7. The details given below related to 60% capacity, when the production was 6000 units.
- Material – 240 per unit
 - Labour – 100 per unit
 - Direct expenses – 30 per unit
 - Factory expenses – 500000 (40% fixed)
 - Administrative expenses – 350000 (50% fixed)
- Prepare a flexible budget showing marginal cost and total cost for 50% and 75% capacity.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. What are the objectives of financial statement analysis ? Explain the different methods of financial statement analysis.
9. XYZ Ltd. has collected the following information for the preparation of cash flow statement for the year 2017.

Net Profit	5,00,000
Dividend (including dividend tax) paid	1,70,700
Income tax paid during the year	84,960
Provision for income tax	1,00,000
Loss on sale of assets (net)	800
Book value of the assets sold	3,700
Depreciation charged to P & L A/c	4,00,000
Amortisation of capital grant	120
Profit on sale of investments	2,000
Carrying amount of investment sold	5,55,300
Interest on investments received	50,120
Interest expenses	2,00,000
Interest paid during the year	2,10,400
Increase in working capital-excluding	
Cash and Bank balance	11,21,500
Purchase of fixed assets	2,91,200
Investments in joint venture	77,000
Expenditure on construction work in progress	6,94,800
Proceeds from calls in Arrears	40
Receipt of Grant for capital projects	240
Proceeds from long term borrowings	5,19,600
Proceeds from short term borrowings	4,11,500



Opening cash and Bank balance	1,00,060
Closing cash and Bank balance	1,39,760

You are required to prepare cash flow statement (by indirect method) for the year 2017 in Accordance with AS-3(raised).

10. The summarized balance sheet of ABC Ltd. for the year ending 31-3-2018 in given below.

				(Rs. lakhs)
Liabilities		Assets		
Equity share capital	140	Fixed Assets (at cost)	210	
Reserves and surplus	45	Less : Depreciation	25	185
Profit and loss A/c	20	Stock		25
Provision for taxation	10	Debtors		30
Sundry creditors	40	Cash		15
	255			255

The following further particulars are also given below.

Sales	Rs. 120 lakhs
EBIT	30 lakhs
Net profit after tax	20 lakhs

Calculate the following for the company and explain the significance of each in one or two sentences.

- i) Current ratio
- ii) Liquidity ratio
- iii) Profitability ratio
- iv) Profitability on funds employed
- v) Debtors turn over
- vi) Stock turn over
- vii) Average collection period
- viii) Return on equity.

11. Cook Well Ltd. manufactures pressure cookers, the selling price of which is 300 per unit. Currently the capacity utilisation is 60% with sales turnover of 18 lakhs. The company proposes to reduce selling price by 20% but desires to maintain the same profit position by increasing the out put. Assuming that the increased out put could be made and sold, determine the level at which the company should operate to achieve the desired objective.

The following further data is available :

- i) Variable cost per unit Rs. 60
- ii) Semi variable cost (including variable element of Rs. 10 per unit). Rs. 1,80,000
- iii) Fixed cost Rs. 3,00,000 will remain constant up to 80% level. Beyond this an additional amount of Rs. 60,000 will be incurred.



SECTION – C

12. **Compulsory.****(1×15=15)**

The following is the trial balance of Mamta Fashions Pvt. Ltd. as on 31st March 2018.

Accounts Heads	Debt (Rs.)	Credit (Rs.)
Building	3,60,800	
Plant and Machinery	4,95,000	
Opening Inventory	1,12,500	
Debtors	1,06,050	
Land	87,500	
Cash in hand	4,725	
Cash at bank	45,500	
Bills receivable	58,875	
Purchases	27,07,500	
Wages	86,970	
General expenses	10,252	
Salaries	90,338	
Bad debts	3,165	
Interest on term loan	27,000	
Equity share capital		3,00,000
10% Preference share capital		1,00,000
Secured term loan from Delhi Financial Corporation @ 12% p.a.		4,50,000
P and L A/c balance as on 1 – 4 – 2017		39,375
Bills payable		55,500
Creditors		93,800
Sales		31,20,000
General reserve as on 1 – 4 – 2017		37,500
Total	41,96,175	41,96,175

- Value of inventory as on 31-3-2018 is Rs. 1,35,000
- Depreciation is to be provided at 10% on Building and 15% on Plant and machinery.
- Interest on term loan is due for 6 months.
- Doubtful debts are to be provided for Rs. 3,000
- Outstanding Wages Rs. 8,030
- Directors want to provide
 - 10% final dividend
 - Income tax Rs. 30,000
 - Reserve fund Rs. 25,000

Prepare income statement and balance sheet as on 31-3-2018 in vertical form.



PJ – 672

I Semester M.B.A. Degree Examination, Jan./Feb. 2019
(CBCS 2014-15 and Onwards Scheme)
Paper – 1.4 : STATISTICS FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 70

Instruction : Calculators and Tables are **allowed**.

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

1. What is meant by one tailed and two tailed tests ? Illustrate and explain.
2. What is meant by asymmetric distribution ? Explain the types with suitable illustrations.
3. A certain medicine was given to a village population to prevent mosquito related diseases. Use the Chi-square test and a 5 percent level of significance to determine whether the medicine was effective or not.

	Took ill	Did not take ill	Total
Took the Medicine	380	360	740
Did not take the Medicine	420	540	960
	800	900	1700

4. Find the linear trend through the method of least squares and forecast the sales for the next two years. A graph is not necessary.

Year	2013	2014	2015	2016	2017	2018
Sales in 00'000 Rs.	45	56	60	64	75	80

P.T.O.



5. An investor wishes to buy shares from between the two companies given below. The market value of the shares of these two companies over ten days is given below. If the investor is looking for consistency in the shares he buys, use the coefficient of variation and advise him on which company shares he should buy.

	Day One	Day Two	Day Three	Day Four	Day Five	Day Six	Day Seven	Day Eight	Day Nine	Day Ten
Company Uno	110	190	175	185	105	115	190	170	180	120
Company Dno	145	155	150	160	155	165	160	150	140	150

6. What is meant by normal distribution ? Using illustrations, explain the above concept and how you will determine the entire area within the normal distribution curve. Also demonstrate how you will find the area to the right of $Z = 0.16$ with an illustration.
7. What are non parametric tests ? Briefly explain some non parametric tests and their advantages.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks.

(3×10=30)

8. From the data given below, you are required to :
- Calculate the correlation coefficient
 - Find the probable error and discuss the significance of correlation
 - Find the two regression equations.

Sales	42	44	50	54	60	70
Purchases	26	29	35	36	44	50



9. Three varieties of ore was examined by four Geologists and their sulphur content was found as below :

Ore Variety	Geologist One	Geologist Two	Geologist Three	Geologist Four
A	9	6	6	7
B	8	7	8	8
C	3	7	6	5

Use ANOVA with a 5 percent level of significance to determine whether there is any significant variation in the opinion of the Geologists.

- 10. What is the importance of a Hypothesis ? How is it set up ? What are the other factors involved in testing a hypothesis statistically ? Use illustrations in your answer.
- 11. What is meant by sampling ? Discuss the various methods of sampling.

**SECTION – C
(Compulsory)**

12. Case Study.

(1×15=15)

Calculate the index numbers of price by all five methods and prove that the Fischer’s index number satisfies the factor reversal test and the time reversal test.

Commodity	P ₀	P ₁	Q ₀	Q ₁
A	13	14	10	12
B	16	17	13	15
C	12	14	14	16
D	17	19	18	19
E	18	20	19	20



PJ – 674

I Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
MANAGEMENT
Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

Instruction : Answer **all** the Sections.

SECTION – A

Answer **any five** of the following, **each** question carries **5** marks. (5×5=25)

1. Explain the internal factors influencing business.
2. Explain the types of productive system.
3. Discuss the linkage of information technology and agriculture sector.
4. How to resolve the farmers issues in India ? Advice as a management consultant.
5. Explain the importance of insurance sector and its recent trends in India.
6. Discuss the challenges of changing manpower requirements in an organisation.
7. Explain the CSR Rules 2013 as per Companies Act.

SECTION – B

Answer **any 3** of the following questions. (3×10=30)

8. Explain the scope and coverage of NGO's in India. How NGO's are beneficial to Government and civil society.
9. Being a management student what is your suggestions for non-physical damage crisis in a business. Explain with live examples.
10. Explain the impact of Swadeshi movement on domestic business. Is it having any Impact after LPG era.
11. Explain the recent trends and challenges of manufacturing sector and its growth as a pillar of Indian economy.

P.T.O.



SECTION – C

12. Case Study (**Compulsory**).

(1×15=15)

Case 1.2 : Channapatna – Facing the onslaught of competition from China.

The toy town on the Bangalore-Mysore highway – Channapatna – may well be called ‘Chinapatna’ – given an amazing array of toys coming in from the land of the dragon. High input costs and the China advantage are the two big factors plaguing the desi toys. Channapatna, located 60 km from Bangalore, has a population of 70,000 and the mainstay industry here was ‘making of toys’. Today, only 5000 artisans are left in this profession. 50% artisans have moved to Bangalore. Some are selling Chinese toys.

Syed Yakub Miyan, an artisan hit hard by the China wave says, “Chinese toys are cheaper and they are everywhere. They are in demand though they don’t meet the safety standards as we do”. Yogananda, who runs a family shop on the Bangalore highway says, “People want goods at low price, even if they are hazardous and sub standard. Our toys are non-hazardous and durable, yet people buy Chinese goods as they are cheaper”.

The increase in input costs is another challenge for the local toy makers in Channapatna. The price of lacquer (polish), a key element in making toys, has more than doubled from Rs. 700 last year to Rs. 1,650 now. There are only 60 shops in Channapatna now. Many skilled craftsmen from Neelasandra, a village located 5 kms from Channapatna, were specializing in key chains, wooden mats and jewellery items. Ten years ago, 90% villagers were involved in manufacturing such tiny products. Now, 70% of them have shifted to other occupation. A teak mat costs Rs. 1,500 but a Chinese mat costs Rs.250. Villagers say, “There are no buyers for our quality products”. The role of government has come under scrutiny. “Successive governments have not taken note of our plight”, says an artisan from Channapatna. There is a ‘Karnataka Handicrafts Development Corporation’ which has helped 254 artisans so far.

Questions :

- 1) How can the government help the poor artisans of Channapatna to support revival of their business ?
 - 2) How can these toy makers beat the competition from China ?
 - 3) What support can be offered by NGOs/Non-profit organisations to protect the livelihoods of the artisans from Channapatna ?
-



PJ – 675

I Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT

Paper – 1.7 : Communication Skills

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. What is grapevine communication ? How does it affect the organisation ?
2. Discuss 7 C's of effective communication.
3. Explain the different forms of non-verbal communication.
4. What is active listening ? How does it differ from empathic listening ?
5. What is a team ? What are the challenges faced by team members while working in a team ?
6. Discuss Guffey's 3 × 3 writing process of communication.
7. Describe the contents of a long formal report.

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. Briefly explain with an example the different stages of communication process in an organization.
9. The below mentioned advertisement has appeared in the news paper 'The Hindu', assuming that you are Mr. Anand with good academic record write a job application along with resume.
Advertisement : A marketing manager with experience is required at Fresh Foods Private Limited, Peenya, Bengaluru. Scale of pay will be according to the company rules.
10. How technological advancement has influenced business communication ? Analyse.
11. What is negotiation ? Discuss the different strategies of negotiation.

P.T.O.



SECTION – C

12. **Compulsory** (Case study) :**(1×15=15)**

The CEO of an MNC decided to visit the Bangalore office on Saturday. The programme was scheduled for 3 pm. The information was communicated to the head of the regional office. There was special instruction to take care of the security of the CEO carefully. It was planned that the team of security personnel shall report to the venue of programme at 11 am to make all the arrangements in time. However the chief of the regional office did not want to take any risk and asked the security manager to ensure that the personnel will be in place by 10 am. The security services for the company is provided by a security agency. The security manager of the company deals with the general manager of the security agency. The security manager asked the general manager to depute the staff by 9 am. The general manager of the security agency in turn asked the branch manager that the staff should report at 7.30 am. The branch manager informed the team leader to instruct the staff to report at 6.30 am. The team leader send a message to all security staff to report at 5.30 am. Following the instruction, the security staff decided to report to the agency on Friday night it self.

- a) Though the security staff needed at 11 am on Saturday, they ended up reporting in the night of the Friday. How did the flow of communication in the communication network led to such a situation ?
 - b) Had you been the head of the Bangalore Regional Office, how would you avoid such a situation ?
-



PJ – 695

I Semester M.B.A. (Eve.) Examination, January/February 2019
(2007 – 08 Scheme)

Management

Paper – 1.1 : MANAGEMENT AND BEHAVIOURAL PROCESS

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What do you understand by “Statutory Corporations” ?
- b) What do you understand by Power and authority ?
- c) What is your understanding of the term “coordination” ?
- d) What is TAT ?
- e) What do you mean by “Group cohesiveness” ?
- f) What is the central theme of “Theory Z” ?
- g) What is the central theme of “Trait theory” ?
- h) What do you mean by “Resistance to change” ?

SECTION – B

Answer **any three** of the following questions.

(3×8=24)

2. Describe the structure of matrix type of organization with diagrammatic representation.
3. Explain the SOBC model of OB.
4. Define team building. Bring out the steps involved in it.
5. Distinguish between organizational culture and organizational values.
6. Define conflict. Enumerate various sources of conflict.

P.T.O.



SECTION – C

Answer **any two** of the following questions.

(2×12=24)

7. Define MNC. Bring out its characteristics and organizational structure.
8. Compare and contrast leaders and followers.
9. What are the factors that contribute to sustain a culture in an organization ?

SECTION – D

10. **Compulsory** (Case Study)

(1×15=15)

Ms. X a 36 years old Bengal-based lady, whose parents are highly educated and took too much care for her upbringing and motivating her to do MBA with marketing as major in REC Trichy, is having good academic record and had attended several international conferences on marketing. At present she is an executive in a popular ad agency in Mumbai with 10 years of experience in the same company with good track record in her professional work.

The other executive of the same company Mr. Y, a 30 year young with 5 years of experience, is a post-graduate in Commerce and Diploma in Journalism from a reputed institute in Chennai. He has been good at organizing meetings, cultural events and debates in this ad agency. However, he is also hated by his fellow co-workers and liked by many others for his gregariousness.

At present there arose a vacancy for Chief Ad Copy Editor for which Ms. X and Mr. Y are the prospective applicants. The job demands a good personality who can maintains good relations with all the people in the ad agency and get along with the customers while coordinating the organizational work and meet the deadlines.

You are supposed to give your opinion on who deserves the job most ? Why and why not ? Give your stand with justifiable reasons to your judgement.



PJ – 696

**I Semester M.B.A. (Eve.) Examination, January/February 2019
(2007-2008 Scheme)**

Paper – 1.2 : BUSINESS ENVIRONMENT AND LEGISLATION

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** carries **2** marks :

(6×2=12)

1. a) What is Breach of Contract ?
- b) Define negotiable instrument.
- c) Define transfer of title by non-owner.
- d) Explain time instrument.
- e) What do you mean by FOREX management ?
- f) State the objectives of the IT Act.
- g) What is noting and protesting ?
- h) What do you understand by patent agents ?

SECTION – B

Answer **any three** questions. **Each** carries **8** marks :

(3×8=24)

2. Briefly describe the consumer dispute redressal machinery given in the Consumer Protection Act.
3. “All contracts are agreements but all agreements are not necessarily contracts”. Discuss.
4. Indicate various elements of cultural environment. How does it affect the business activities ?

P.T.O.



5. Explain the provisions relating to grant of 'Compulsory Licenses' under The Patents Act, 1970.
6. What do you mean by Anticipatory Breach of contract ? Discuss the consequence of such breach of the rights and liabilities to the parties.

SECTION – C

Answer **any two** questions. **Each** carries **12** marks : **(2×12=24)**

7. Write a short essay on the capacity to contract showing clearly who are competent to contract under the Contract Act. What is the legal effect, if one of the two contracting parties is a minor ?
8. "The process of winding up of a Company involves the realization of the assets, payment of the liabilities and distribution of surplus, if any, amongst the members of the Company". Explain the winding up of a company by order of the court.
9. Explain the steps to prevent and control the Environmental Pollution as per EPA 1986.

SECTION – D

Compulsory **(1×15=15)**

10. Mr. X an industrialist, manufacturer of pens, chalks, dusters and other education materials. There has been a persistent complaint from the customers that the chalks manufactured by him, have a lot of dust and it is troublesome to clean the board after writing. The Research and Development division of Mr. X came up with an innovative chalks. The chalks are absolutely dust free and the writing of the chalks gets vanished automatically after certain time. Mr. X applied for registration of the patent for this product and has got the patent. Subsequent to the patent granted, he continued with the production for five years after which he stopped the production.



The reason was the lack of demand because of the heavy cost of the product. Mr. Y a college lecturer independently made research on the similar type of chinks and came out with the same quality chinks with much less cost. He applied for patents which was objected by Mr. X on the ground that

- Patent for the same product is registered in his name.
- The product developed by Mr. Y is not an innovative but it is the imitation of his patented product.

Mr. Y claimed that –

- The product patented by Mr. X is not in use as he has stopped the production.
- The product invented by Mr. Y is different than that of Mr. X's product in many respects such as shape, quality, cost etc.
- Mr. Y who is a Lecturer in a Government College, has carried out the research on this product as a part of his academic work.
- He wants to produce the chinks exclusively for the Government Colleges.

Discuss the rights of Mr. X and Mr. Y as per the provisions of Patents Act, 1970.



PJ – 699

I Semester M.B.A. (Evening) Examination, January/February 2019
(2007-2008 Scheme)

MANAGEMENT

Paper – 1.5 : Information Technology for Managers

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following questions.

(6×2=12)

1. a) What are the components of computer system ?
- b) Distinguish between data and information.
- c) What do you mean by value chains in E-commerce ?
- d) What are the merits of EDI ?
- e) What is enterprise wide computing ?
- f) What are fire walls ?
- g) What is a hyperlink ?

SECTION – B

Answer **any three** of the following questions.

(3×8=24)

2. Explain the system approaches in strategic implementation.
3. Enumerate the examples of E-commerce in India.
4. Distinguish between intranets and extranets.
5. List and explain various softwares used in decision support system.
6. Discuss the need for security in information system.

SECTION – C

Answer **any two** of the following questions.

(2×12=24)

7. Explain the system applications in strategy building.
8. Explain the impact of E-commerce on the conventional retailing.
9. Discuss the ethical and security issues in information technology.

P.T.O.



SECTION – D

10. **Compulsory** (case study).**(1×15=15)**

Dewan Company Limited is a diversified business group with interests in fabric and yarn manufacturing, paper and pulp and cement. Its manufacturing units are located across the country-one for fabric, two for yarn, two for paper and pulp and three for cement. While the head of each unit has considerable operational autonomy, strategic decisions considering these units, such as capacity expansion, procurement of new technology involving substantial investment, etc., are made at the headquarter located in Delhi. The headquarters monitors the performance of every unit though weekly and monthly reports are which are prepared by Computer Based Information System (CBIS) installed at each unit. Often considerable amount of time of the senior executives based at the headquarters is taken away in analyzing these reports and drawing inferences for planning and control. The result is that the senior executives have little time for strategic thinking which they feel is a must in the present competitive environment. The CEO of the company has thus proposed to develop suitable computer based systems which might be helpful in understanding the current status of various manufacturing units in terms of their overall performance, the type of environmental constraints that operate in the three business that exist for enhancing capacity in these business areas.

Questions :

- a) What systems would you propose that would serve the company's needs ?
 - b) Considering that the company already has CBIS installed, will you contemplate complete overhaul of the systems or add functionalities of the existing systems ? Justify your line of action.
 - c) Justify the requirement of a Chief Information Officer (CIO) in the context of the given case.
-