

3	10,000	18,000
4	Nil	25,000
5	12,000	8,000
6	6,000	4,000

The cost of capital of the company is 10%.

6. Explain the various objectives and functions of financial management.
7. Explain the various factors affecting working capital of an organisation.
8. Discuss the features and recent development of capital market in India.

Reg. No. :

D 503

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A DEGREE EXAMINATION,
DECEMBER 2017.**

First Semester / First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. From the following information you are required to prepare Trading, Profit and Loss Account and Balance sheet.

Particulars	Debit Rs.	Particulars	Credit Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash in hand	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Trade expenses	600		
Purchases	25,000		
Advances	2,500		
Bank balance	5,600		
	<u>81,500</u>		<u>81,500</u>

Adjustment Information

- (a) Closing stock Rs. 2,000
- (b) Salary outstanding 5,500
- (c) Rent paid in advance Rs. 1,300.
- (d) Provide 5% Doubtful Debts.

2. From the following information prepare Balance sheet, show workings.

- (a) Working capital Rs. 75,000
- (b) Reserve and surplus Rs. 1,00,000
- (c) Bank overdraft Rs. 60,000
- (d) Current ratio 1.75
- (e) Liquid ratio 1.15
- (f) Fixed asset to proprietor's fund 0.75
- (g) Long term liabilities NIL.

3. The expenses for Budgeted production of 10,000 units in a factory are given below.

Particulars	Per unit (Rs.)
Material	70
Labour	25
Variable overheads	20
Fixed overheads (Rs. 1,00,000)	10
Variable expenses (Direct)	5

2

D 503

Selling expenses (10% fixed)	13
Distribution Expenses (20% fixed)	7
Administrative expense (Rs. 5,00,000)	5
Total cost per unit	155

Prepare a budget for production of 9,000 units, 8000 units and cost per unit at both level.

4. Assuming that the cost structure and selling price remains same in period I and II find out

- (a) P/V ratio.
- (b) BEP sales.
- (c) Profit when sales are Rs. 1,00,000.
- (d) Sales required to earn a profit of Rs. 20,000.
- (e) Margin of safety in II period.

Period	Sales (Rs.)	Profit (Rs.)
I	1,20,000	9,000
II	1,40,000	13,000

5. A choice is to be made between two proposal which required an equal investment of Rs. 50,000 and are expected to generate net cash flows as under.

Year	Project I	Project II
1	25,000	10,000
2	15,000	12,000

3

D 503

Reg. No. :

D-501

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2017.

First Year/First Semester

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOR**

Time : Three hours . Maximum : 100 marks

Answer any FIVE questions.
(5 × 20 = 100)

1. Brief about what is management along with its theory and practices. Explain how social responsibility and ethics help in developing a citizen?
2. Explain in detail about the functions of management and brief about the decision making process and tell how decision making is helpful for an organization.
3. What is organizational structure and give some points on the nature of organizing. Explain how effective organizing and organizational culture is very helpful for a business.
4. Explain about the coordinating functions in organization and brief about the human factors and motivation associated with it.
5. Brief about what is controlling and its process and explain about the control techniques.
6. How does organizational behavior help in developing the disciplines and management functions? Explain about the organizational behavior responses to global and cultural diversity.
7. What is emotional intelligence and give a short note on emotional intelligence as a managerial tool? Explain in detail how emotional intelligence is very important for a person to survive in an organization.
8. Brief about stress and the sources of stress. Explain in detail about the steps involved in managing stress, and tell how managing stress is very useful for a human being?

Reg. No. : _____

D 502

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A/EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.

First Year/ First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100 marks)

1. How do you apply the concepts of managerial economics for business decision making? What is the role of managerial economist in decision making?
2. Discuss the types and determinants of demand with diagrams.
3. What are Isoquants? How do they relate input and output factors of production?

4. Analyse the short run and long run cost out put relationships.
5. Explain the pricing and output decisions in monopoly and oligopoly market structures.
6. Compare and contrast the different methods of measuring national income.
7. Bring out the measures of government to maintain balance of payments.
8. (a) Write the advantages of economics of scale and disadvantages of diseconomies of scale.
(b) Explain the scope and importance of break even analysis.

Reg. No. :

D 72

Q.P. Code : [D 07 PMC 02]

(For the candidates admitted from 2007 onwards)

M.COM DEGREE EXAMINATION, DECEMBER 2017.

First Year

Commerce

MARKETING MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Enumerate the scope and importance of Marketing Management.
2. Explain the various functions Marketing Management.
3. How a new product is developed?
4. "price is the most dangerous and explosive marketing force" - Discuss.

5. Explain the role of middleman in effective marketing force" - Discuss
6. What are the objectives and importance of sales promotion?
7. Explain the importance of salesmanship.
8. Discuss the elements of a good Advertisement copy.

Reg. No. :

D 505

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.

First Semester / First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the role and qualities of Human Resource Manager?
2. Define Job Analysis? Explain its Advantages.
3. Discuss the various types of Interviews.
4. Explain the merits and demerits of on the job Training.
5. Discuss the various methods of performance Appraisal.

6. What are the factors determining the wage policy of organisation? Explain.
7. Discuss the details and liabilities of trade union.
8. Explain the various causes of employee grievances?

Reg. No. :

D 507

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
DECEMBER 2017.

First Semester / First Year

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

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain in detail the importance of identifying a research problem. What are the sources from which research problems are identified? (20)
2. Define hypothesis. Explain its characteristics and types in detail. (20)
3. Discuss probability sampling and explain its methods. (20)

4. (a) Discuss the properties of *t*-distribution. (10)
(b) Explain the uses of factor analysis. (10)
5. Write a detailed note on the steps in drafting a research report. (20)
6. Explain structured interview. What are its merits and demerits. (20)
7. Define case study and bring out its characteristics. (20)
8. Discuss the various methods of constructing class-intervals in brief. (20)

Reg. No. :

D 516

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2017.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the types of production systems stating its merits and demerits.
2. Discuss the various aspects in product design. What are the various factors that influence process selection?
3. Distinguish between process layout and product layout. State its advantages and limitations.
4. Explain the various functions of PPC.

5. Describe the steps and applications of BPR.

6. Anand is a confectioner. He buys plastic boxes and uses them to pack his chocolates. His annual requirement of boxes is 1200, and each box costs him Rs. 30. He has estimated that his ordering costs are Rs. 10 per order and his carrying costs are 20%.

Find

- (a) How many boxes should be ordered at a time so as to minimize his expenses?
- (b) If the supplier sells the boxes only in lots of 25, should he buy 50 or 75?

7. The annual demand for a product is 100000 units. The rate of production is 200000 units per year. The set up cost per production run is Rs. 500. The variable cost of the item is Rs. 10 per unit and the carrying cost is 20% of the average inventory held. What is the optimum production lot size?

8. Explain the steps in Six sigma process. State its importance and benefits.

Reg. No. :

D 1501

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

**M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2018.**

First Year / First Semester

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define management. Explain the contributions of Elton Mayo to the management.
2. What do you understand by CSR? Explain the significance of CSR.
3. What is motivation? Explain Herzberg's Two-Factor theory of motivation.

4. Explain the need for controlling in the organizations. Discuss the various controlling techniques adopted by modern organization.

5. Why study organizational behaviour? Explain the evolution of organizational behaviour in India.

6. What are the types of emotions? Explain the Emotional Intelligence as a managerial tool.

7. Enumerate the causes for stress in the modern organizations. Explain the physiological and psychological consequences of stress.

8. Write short notes on:

- (a) Group decision making
- (b) Determinants of personality
- (c) Conflict resolution strategies
- (d) Dynamics of organizational culture.

Reg. No. :

D 1505

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A./EXECUTIVE M.B.A. DEGREE
EXAMINATION, DECEMBER 2018.

First Year/First Semester

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is strategic HRM? Suppose if you are appointed as a HR manager, how do you use HRM to gain competitive advantage for your organization?
2. What is recruitment? List out the sources of recruitment. Also discuss the latest development in the recruitment.

3. What is executive development? Explain the methods and importance of executive development.
4. Explain the need for performance appraisal. Also examine the merits and demerits of 360° appraisal system.
5. How do you assess the training needs of employees? Explain the scope of on-line training.
6. Explain the various statutory and non-statutory benefits provided to the employees. Do you think that the employee welfare measures enhance the employee commitment in an organization?
7. What is collective bargaining? What are the types of collective bargaining? Explain its role in industrial relation.
8. Write notes on :
 - (a) Difference between training and development.
 - (b) Types of incentives.
 - (c) Pricing managerial and professional jobs.
 - (d) Types of interview.

Reg. No. :

D 1506

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2018.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the procedure of simplex method for solving a linear programming problem.
2. Discuss the procedure to find initial solution using north west corner rule and Vogel's approximation method with examples.
3. The annual demand for an item is 3200 units. Unit cost is Rs.6 and inventory carrying charges 25% per annum. If the cost of procurement is Rs 150. determine EOQ time between two successive orders and total cost.

4. Compute the measures of central tendency for the data given below.

Weight (kg):	30-40	40-50	50-60	60-70	70-80	80-90	90-100
Frequency	37	18	27	45	15	8	10

5. Out of total nuts manufactured by a company, 0.5% became defective. The nuts are supplied in packets of 40. Find out the probability containing (a) Zero defective (b) One defective (c) Two defective (d) Three defective nuts.

6. Construct the network for the project whose activities are given below.

Activity	0-1	1-2	1-3	2-4	2-5	3-4	3-6	4-7	5-7
Duration (weeks)	3	8	12	6	3	3	8	5	3

Determine the critical path and project duration.

7. Solve the game given below.

$$A \begin{bmatrix} (-5) & 3 & 1 & 20 \\ 5 & 5 & 4 & 6 \\ (-4) & (-2) & 0 & (-5) \end{bmatrix}$$

8. Discuss the properties of binomial and normal distribution.

Reg. No. :

D 1515

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2018.

First Year/First Semester

CORPORATE COMMUNICATION

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the significance of corporate communication.
2. Enumerate the guidelines for effective corporate communication.
3. Discuss the different types of communication.
4. What is meant by brand promotion? Discuss its role of communication in brand promotion.
5. Discuss the objectives of a sales letter.
6. (a) Discuss the characteristics of a good report.
(b) Write a detailed note on the structure of reports.

7. What is a report? Enumerate the different kinds of reports.

8. How oral presentations can be made effective? Explain the merits and demerits of oral communication. How oral presentations can be made effective?

Reg. No. :

D 1516

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2018.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the functions of operation management.
2. Explain the types of production system with their merits and demerits.
3. Describe the antenna involve in the evaluation of appropriate production and operations technology.
4. What is a file manufacturing system? What are its benefits.
5. Explain the problems in material requirement planning and capacity requirement planning.

6. Explain the process in business process reengineering.
7. Discuss the type of ISO quality certification.
8. Annual demand is 1,200,000 units. Ordering cost is Rs. 100 per order and carrying cost per units per year is 20% of purchase price per unit. The purchase price per unit is Rs. 50 Find (a) EOQ (b) number of orders per year (c) time between successive orders.

Reg. No. : _____

D 2

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A./Executive M.B.A. DEGREE EXAMINATION,
JUNE 2018.

First Year / First Semester

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various steps in managerial decision making process. At what step does knowledge of economic theory and method help a manager to arrive at an optimum strategy?
2. Define perfectly elastic demand and perfectly inelastic demand. Why is demand curve facing a firm operating in a perfectly competitive market a perfectly elastic demand? Explain.
3. What is production function? How does a long run production function differ from a short run production function?

4. Show the increasing, constant and decreasing returns to scale through Isoquants. What causes decreasing returns to scale beyond a certain point?
5. Explain how competition is not viable in case of natural monopoly. How has government sought to promote competition in this case?
6. Explain the concept of break even analysis? How break even analysis is an effective tool for business decisions?
7. Describe profit maximization model of the firm. What are its limitations?
8. Explain the various objects of fiscal policy in the advanced developed economies.

Reg. No. :

D 1569

Q.P. Code : [D 07 PMC 02]

(For the candidates admitted from 2007 onwards)

M.Com. DEGREE EXAMINATION, JUNE 2018.

First Year

Commerce

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions

All questions carry equal marks.

(5 × 20 = 100)

1. Distinguish between Sales Management and Marketing Management.
2. Explicit the different types of organizational structure of Marketing.
3. Enumerate the concept "product life cycle" with suitable examples.
4. Discuss pricing policies and various kinds of pricing techniques.

5. As a marketer of fast moving consumer goods, how do you choose a suitable channel of distribution system?
6. Explain the various types of sales promotional measures and programmes.
7. As a salesman how do you approach a buyer and close the sales?
8. Explain the factors to be considered in selecting the media for advertisements.

Reg. No. : _____

D 1572

Q.P. Code : [D 07 PMC 05]

(For the candidates admitted from 2007 onwards)

M.Com. DEGREE EXAMINATION, JUNE 2018.

First Year

Commerce

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the objectives of Human resources management.
2. Describe Theory X and Theory Y of motivation.
3. "Job analysis is the process of critically evaluating the operations, duties and the relationship of the jobs" — Evaluate this statement.
4. Explain the causes of indiscipline and misconduct.

5. How do you heighten morale of employees?
6. Explain the qualities of leadership.
7. What is organisational Conflict? Discuss the different kinds of conflicts.
8. What are the functions and responsibilities of a leader?