

C-1625

Sub. Code

30111

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

MANAGEMENT CONCEPTS AND PRACTICES

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you understand by management?
2. What is meant by division of work?
3. What is management by objectives?
4. What is controlling?
5. What is meant by decision making?
6. What is a strategy?
7. What is meant by centralization?
8. What is Authority?
9. What is motivation?
10. What is upward communication?

Part B**(5 × 5 = 25)**Answer **all** the questions.

11. (a) Explain the levels of management.

Or

- (b) Is management an art or a science? Discuss.

12. (a) Explain the principles of management.

Or

- (b) State the contributors of F.W. Taylor to management.

13. (a) What are the different steps in decision making?

Or

- (b) What are the characteristics of planning?

14. (a) What is span of control? What are the factors determining it?

Or

- (b) What are the advantages of delegation?

15. (a) Explain the importance of directing.

Or

- (b) What are the advantages of co-ordination?

Part C**(3 × 10 = 30)**Answer **all** the questions.

16. (a) Explain the important functions of management.

Or

- (b) What is line organization? What are its advantages and disadvantages?

17. (a) Discuss the importance of coordination.

Or

(b) Discuss Macerators 'X' and 'Y' theories of motivation.

18. (a) Explain the various methods of motivation.

Or

(b) Enumerate the contributions of Henry Fayol for management thought.

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30112

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

ACCOUNTING FOR BUSINESS ANALYSIS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is trading account?
2. What is Balance sheet?
3. Write a note on cash flow analysis.
4. What is financial statement?
5. What is master budget?
6. What is budgeting performance?
7. What is marginal costing?
8. Explain profit planning.
9. What is straight line method?
10. What is inventory?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain about ratio analysis and its types.

Or

- (b) What is trial balance? Explain its advantages.

12. (a) Discuss about fund flow analysis.

Or

- (b) Explain the advantages of financial statement.

13. (a) Describe the various types of budgeting.

Or

- (b) What is flexible budget? What are its advantages?

14. (a) Explain cost volume – profit analysis.

Or

- (b) Explain the limitations of marginal costing.

15. (a) Explain the various methods of depreciation.

Or

- (b) Explain the objectives of inventory valuation.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Discuss the merits of accounting.

Or

(b) From the following calculate :

- (i) P/V ratio
- (ii) B.E.P
- (iii) Margin of safety

	Rs.
Sales	1,00,000
Variable cost	60,000
Fixed cost	20,000
N/P	20,000

17. (a) What are the types of depreciations?

Or

(b) From the following particulars prepare balance sheet.

Gross profit ratio – 25%

Net profit ratio – 20%

Stock turn over ratio – 10

N/P / capital – 1/5

Capital to total liabilities – ½

Fixed assets/capital – 5/4

Fixed assets/total current assets – 5/7

Fixed assets Rs. 10,00,000

Closing stock Rs. 1,00,000

18. (a) Discuss the marginal costing technique.

Or

- (b) A radio manufacturing company that while it cost Rs. 6.25 to make each component X 2730, the same is available in the market at Rs. 4.85 each, with an assurance of continued supply. The break down of cost is :

Particulars	Rs. (in each)
Materials	2.75
Labour	1.75
Other variables	0.50
Depreciation and other fixed cost	1.25
Total	6.25

Should you make or buy?

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30113

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

SPREADSHEET MODELING

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the steps to save a workbook.
2. Write steps to modify the width of a column using mouse.
3. Write steps to group worksheets in Excel.
4. What is Cell Orientation?
5. What is absolute referencing in Excel?
6. What is the use of Excel's Goto function?
7. What are the different types of chart in Excel?
8. How does conditional formatting work in Excel?
9. How do you create a pivot chart?
10. What is AutoFilter?

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the types of commands found on Ribbon? Explain.

Or

- (b) Write steps to add and remove a command from Quick Access Toolbar.

12. (a) Write short notes on text alignment in Excel.

Or

- (b) Briefly explain about selecting and moving data in Excel.

13. (a) Explain the functionality of the Error Checking Option button in Microsoft Excel.

Or

- (b) How to delete and change a named range in Excel? Explain.

14. (a) Briefly explain about logical functions in Excel.

Or

- (b) Write step by step procedure to create Pie chart in Excel?

15. (a) How slicer is used to filter PivotTable data? Explain.

Or

- (b) How to sort using keys in multiple columns in Excel? Explain.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Describe in detail about elements of the excel screen.

Or

- (b) Explain in detail about protecting worksheets and workbooks.

17. (a) Illustrate the use of the following functions.

- (i) FLOOR
- (ii) MROUND
- (iii) MOD
- (iv) QUOTIENT

Or

- (b) Explain in detail about Text functions in Excel.

18. (a) Explain any four lookup functions in Excel.

Or

- (b) Write short notes on the following advanced filters in Excel.

- (i) Case-sensitive filter for text values.
- (ii) Filter values above or below average in a column.
- (iii) Filter rows with blanks or non-blanks.

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30114

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

STATISTICS FOR BUSINESS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by cross tabulation?
2. Mention four functions of statistics.
3. What is random sampling?
4. Give Mean = 202 and Median = 221. Find Mode.
5. Mention the types of average.
6. Define correlation.
7. What is hypothesis?
8. Define questionnaire.
9. What do you mean by regression?
10. What is standard error?

Part B**(5 × 5 = 25)**Answer **all** questions

11. (a) Find the Mean from the following:

Marks below	10	20	30	40	50	60	70
No. of Students	18	35	58	73	80	96	100

Or

- (b) What are the essential qualities of a central tendency and good measures of dispersion?
12. (a) From the following data compute Q.D and its coefficient.

Marks: 20 25 30 35 40 45 50 55 60 65 75

Or

- (b) What is Correlation? Explain various types of Correlations.
13. (a) A certain principal amount to Rs. 15,000 in 2.5 years and to Rs. 15,000 in 4 years at the same rate of interest. Find the rate of interest.

Or

- (b) Explain the Type I and Type II Error.
14. (a) Enumerate, the one-tailed test and two tailed test.

Or

- (b) Explain the uses of regression analysis.
15. (a) Discuss the Merits and Demerits of the Transportation model.

Or

- (b) Describe the difference between Regression and Correlation?

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Calculate Mean, Median and Mode from the following data:

Marks below	10	20	30	40	50	60	70	80	90
No. of Students	100	96	87	75	50	38	26	18	4

Or

- (b) Explain the hypothesis testing procedure.
17. (a) Explain the different types of sampling.

Or

- (b) Define Regression. Why are there two Regression Lines? Under what conditions can there be only one Regression Line?
18. (a) Explain the characteristics of the normal distribution.

Or

- (b) Discuss about the primary and secondary data.

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Sub. Code

30115

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is economic satisfaction?
2. What you mean by economic indifference?
3. What is the use of market equilibrium?
4. Write short note on luxuries.
5. What you mean by scale of production?
6. What is cost of decision?
7. What you mean by market output?
8. Write short note on market competitive.
9. What is national income?
10. What you mean by market?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Briefly explain the economic problems.
Or
(b) Enumerate the relationship between consumer's income and spending in detailed.
12. (a) Describe the supply determinants.
Or
(b) Briefly explain the constructing demand equation.
13. (a) Describe the scale of production in detailed.
Or
(b) Briefly explain the managerial decision.
14. (a) Describe the Different between price and output determination.
Or
(b) Describe the perfect and imperfect market structure.
15. (a) Briefly explain about Inflation.
Or
(b) Describe the government and market decision of economic.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain the business cycle in detail.
Or
(b) Enumerate the significance in decision making.

17. (a) Explain the following :
- (i) Law of supply
 - (ii) Supply determinants
 - (iii) Concept of equilibrium
 - (iv) Supply equation.

Or

- (b) Discuss about the determinants of demand for basic goods.
18. (a) Describe the supply determinants in detail.

Or

- (b) Explain the national income for computation.
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30116

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

RESEARCH METHODOLOGY

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is data view?
2. How to create SPSS files?
3. What is Applied research?
4. Define Questionnaire.
5. Define ordinal scale.
6. What is pie charts?
7. What is type II error?
8. Define Wilcoxon signed Rank test.
9. How would you state the application of Multiple Regressions?
10. Identify the purposes of coding.

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the steps for storing and retrieving data files in SPSS.

Or

- (b) Explain the procedure for editing and moving within the data view spreadsheet.

12. (a) Formulate the basic steps in research process.

Or

- (b) Explain how research objectives are framed?

13. (a) Can you make a distinction between Univariate and Bivariate?

Or

- (b) How do you create a stem and leaf plot in SPSS? Discuss.

14. (a) Explain the different types of hypothesis.

Or

- (b) Elaborate the steps to be taken in the application of Mann Whitney Test.

15. (a) How do you conduct 'T' test in regression table?

Or

- (b) Explain the four assumptions of linear regression?

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Give the application areas of research. And explain its importance in business.

Or

- (b) What are the Rules in Hypothesis Development and Identify the different types of hypothesis.
17. (a) Distinguish between nominal scale and ordinal scale and also between interval scale and ratio scale. Give examples.

Or

- (b) Explain the format of ANOVA table.
18. (a) Elaborate the steps to be taken in the application of multivariate regression with examples.

Or

- (b) Explain the application of SPSS with its Features.
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C-1631

Sub. Code

30117

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Analytics

WRITTEN ANALYSIS AND COMMUNICATIONS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by communication?
2. Write a note on communication situation.
3. What is listening?
4. Differentiate hearing and listening.
5. Define business correspondence.
6. List out the types of letters.
7. What are persuasive letters?
8. What are the types of visual aids?
9. Write a note on oral communication.
10. Define non-verbal communication.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Give short note on communication channels.

Or

- (b) Explain the significance of business communication.

12. (a) Discuss about causes of poor listening.

Or

- (b) Suggest approaches to listening.

13. (a) Describe qualities of a business letters.

Or

- (b) Explain 7 Cs of business correspondence.

14. (a) Write a detailed note on understanding audience.

Or

- (b) How will you select visual aids for your communication?

15. (a) Explain non-conventional nonverbal communication.

Or

- (b) Discuss about communication in groups.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain in details about the elements of communication.

Or

- (b) Discuss on communication barriers.

17. (a) Elucidate the modern methods of communication.

Or

(b) Explain elements of a report.

18. (a) Narrate different types of persuasive letters.

Or

(b) Discuss in detail types and characteristics of nonverbal communication.
