

C-1632

Sub. Code

30211

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E-Commerce

MANAGEMENT CONCEPTS AND PRACTICES

(CBCS – 2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Management.
2. What is POSDCORB?
3. What is Esprit de corps?
4. What do you mean by Bureaucracy?
5. What is planning?
6. Define decision-making.
7. What is meant by departmentalisation?
8. Define authority. What is the difference between authority and power?
9. What is Coordination?
10. What is communication?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the importance of management in the present-day world.

Or

- (b) Comment on the true nature of management. Is it a science or an art?

12. (a) Give a brief account of the contribution to management though made by Elton Mayo.

Or

- (b) Point out the distractive contribution of Taylor to the theory of management.

13. (a) What is the nature and purpose of planning?

Or

- (b) Briefly explain the components of planning.

14. (a) Explain the important principles of organising.

Or

- (b) Discuss the essentials of an effective delegation of authority. Explain its difficulties.

15. (a) Explain the basic steps in the control process.

Or

- (b) Define leadership and give its characteristics.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly describe the general principles of management as laid down by Henri Fayol. In his list exhaustive?

Or

- (b) What do you understand by the process of decision-making? What are the main stages in the process of rational decision-making?
17. (a) Differentiate between line, staff and functional authority.

Or

- (b) Briefly describe the important steps involved in a communication process.
18. (a) Explain Maslow's Need–Hierarchy theory.

Or

- (b) What are the essentials of effective control systems?
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E-Commerce

ACCOUNTING FOR MANAGERS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **ALL** questions.

1. What is book-keeping?
2. What is double-entry system of book-keepig?
3. What is Journal?
4. What is Trial balance?
5. What is cash book?
6. What is accrued income?
7. What is interest on drawings?
8. What is managerial remuneration?
9. What are the applications of fund?
10. What is cash flow ratio's?

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

11. (a) Explain the scope of financial accounting.

Or

- (b) Explain the accounting conventions.

12. (a) Explain the different kinds of cash book.

Or

- (b) From the following particulars prepare trail balance
 wages 20,000. Bank loan 8,800, sales 2,40,000.
 Capital 80,000 plant and machinery Rs 15,000.
 Purchases 2,93,800.

13. (a) What is bank reconciliation statement?

Or

- (b) When do you prepare trading account?

14. (a) Prepare Trading and profit and loss a/c from the following:

Opening stock Rs 3,600. purchases Rs 18,260. wages 3,620 closing stock Rs 4,420. Sales Rs. 32,000. carriage on purchases Rs 500. Carriage on sales Rs 400. Rent [factory] Rs.400, Rent (office) Rs.500. Sales return Rs 700, purchase return Rs 900. General expense Rs 900. Discount to customers 360 Interest from bank Rs 200.

Or

- (b) Discuss the rules regarding payment of dividends.

15. (a) Discuss the significance of 1 FRS.

Or

- (b) Explain the financial reporting.

Part C

(3 × 10 = 30)

Answer ALL the questions.

16. (a) Explain the accounting concepts.

Or

- (b) Distinguish between Trail balance and balance sheet.

17. (a) From the following balances of Arvind, prepare Trading A/c P and L a/c B/s at 31/12/1995.

Credit Balance	Rs.
Capital	72,000
Creditors	17,440
Bills payable	5,054
Sales	1,56,364
Loan	24,000

Debit balance	Rs.
Debtors	7,770
Salaries	8,000
Discount	2,000
Postage	546
Interest	2,590
Insurance	834
Machinery	20,000
Stock (1.1.95)	19,890
Purchases	1,24,184
Wages	8,600
Building	47,560
Furniture	32,310

Value of goods on hand on 31/12/95 Rs 28,600.

Or

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- (b) Explain the methods of preparing B.R.S.
18. (a) What is the need for accounting standards? Explain their objectives.

Or

- (b) Statement of financial position of XYZ Ltd is given

Liabilities	2007	2008	Assets	2007	2008
Share capital	18,000	19,000	Cash	6,000	4,000
creditors	6,400	7,600	Debtors	15,500	19,000
P and L a/c	2,900	3,500	Building	5,000	6,200
			Patent rights	800	900
	<u>27,300</u>	<u>30,100</u>		<u>27,300</u>	<u>30,100</u>

You are required to prepare cash flow statement.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E-Commerce

ORGANIZATIONAL BEHAVIOUR

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define organisational behaviour.
2. What do you mean by interpersonal skills?
3. What is group dynamics?
4. Write the theories of personality.
5. Name the stages of team development.
6. What is meant by egostate?
7. Define motivation.
8. What is goal setting theory?
9. Define organisation.
10. Write the trends in organisational behaviour.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the major behavioural science disciplines that contribute to OB?

Or

- (b) Discuss the importance of interpersonal skills.

12. (a) Write a brief note on individual dimensions in organizational behaviour.

Or

- (b) Explain about the determinants of personality.

13. (a) Discuss in detail about the types of teams.

Or

- (b) Write a detail note on ego states.

14. (a) Describe the three key elements of motivation.

Or

- (b) Explain how organisational justice is a refinement of equity theory.

15. (a) Discuss about the changing structures of organisations.

Or

- (b) Explain the effect of technology in organisational behaviour.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How do group norms and status influence an individual's behaviour?

Or

- (b) Explain the different stages in perception process.
17. (a) What do you mean by team? Explain the characteristics of effective team.

Or

- (b) Describe in detail about transactional analysis.
18. (a) Discuss briefly about Douglas McGregor theory.

Or

- (b) How can organizations select and develop effective leaders?
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E – Commerce

**FUNDAMENTALS OF DIGITAL MARKETING AND
E – COMMERCE**

(CBCS – 2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Distinguish between traditional and digital marketing.
2. What do you mean by market research?
3. Define positioning.
4. What do you mean by on-page optimization?
5. Expand SEO.
6. Write the need for ranking.
7. What is meant by. Google PPC?
8. Write the importance of keyword research.
9. What is the need for conversion tracking?
10. What is meant by bidding?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the significances of Digital Marketing?

Or

- (b) Explain in detail about the implications of Digital Marketing.

12. (a) What are the processes involved in keyword research and selection?

Or

- (b) Write in detail about webmaster tools of SEO.

13. (a) Explain briefly about inbound links and Link building.

Or

- (b) How do you analyse and review SEO?

14. (a) List the strengths of Pay per click.

Or

- (b) Explain the importance of Display networks.

15. (a) Write in detail about the process of search campaign.

Or

- (b) Discuss the analytics of conversion metrics in campaign management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the content updates and layout of SEO.

Or

- (b) Discuss in detail about stakeholders in Search Engine.

17. (a) Describe the concept of Customer insights in SEO process.

Or

- (b) Explain briefly about the laws and guidelines related to SEO.

18. (a) Write in detail about campaign management.

Or

- (b) Discuss in detail about bidding and landing pages.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E-Commerce

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 Correlation?
2. Write the use of Excel.
3. What is hypothesis?
4. Write about Sampling.
5. What is standard error?
6. Write a note on Regression.
7. What is the concept of Baye's Theorem?
8. What is scatter diagram?
9. What is conditional probability?
10. What is histogram?

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

11. (a) Explain the concept of probability and point out its role in business decision making.

Or

- (b) What are the procedure adopted in testing a hypothesis?
12. (a) A bag contains 7 red balls and 5 white balls 4 balls are drawn at random. What is the probability that (i) all of them are red (ii) two of them are red and two white?

Or

- (b) An ordinary dice is tossed twice and the difference between the number of spots turned up is noted. Find the probability of a difference of 3.
13. (a) Explain the concepts of sampling distribution and standard error.

Or

- (b) Differentiate the following pairs of concepts.
- (i) Statistic and Parameter
- (ii) Critical Region and Region of acceptance
- (iii) Null and Alternative Hypothesis
14. (a) Explain about Financial mathematics.

Or

- (b) Calculate the coefficient of correlation between X and Y series from the following data.

	X series	Y series
Number of pairs of observations	15	15
Arithmetic mean	25	18
Standard deviation	3.01	3.03
Sum of squares of deviation from the arithmetic mean	136	138

Summation of product deviation of X and Y series from their respective arithmetic mean = 122.

15. (a) Find out the regression equation showing the regression of capacity utilization on production from the following data.

	Average	Standard Deviation
Production (in lakh unit)	35.6	10.5
Capacity Utilization (in percentage)	84.8	8.5

Estimate the production when the capacity utilization is 70%
 $r=0.62$

Or

- (b) Distinguish clearly between 'correlation' and 'regression' analysis.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Calculate the correlation coefficient between the height of father and son from the given data

Height of father (in inches) 64 65 66 67 68 69 70

Height of son (in inches) 66 67 65 68 70 68 72

Or

- (b) The coefficient of rank correlation of marks obtained by 10 students in English and Economics was found to be 0.5. It was later discovered that the difference in ranks in the two subjects obtained by one of the students was wrongly taken as 3 instead of 7. Find the correct coefficient of rank correlation.

17. (a) In a poisson frequency distribution frequency corresponding to 3 successes is $\frac{2}{3}$ times frequency corresponding to 4 successes. Find the mean and standard deviation.

Or

- (b) A study of rainfall and production of paddy revealed the following details:

	Rainfall (in inches)	Production (in quintals)
Mean	35	50
Standard deviation	5	8

Coefficient of correlation was 0.78. Determine the most likely production of paddy corresponding to a rainfall of 40 inches.

18. (a) The following calculations have been made for prices of twelve stocks (X) on the calcutta stock exchange on a certain day along with the volume of sales in thousands of shares (Y). From these calculations, find the regression equation of prices of stocks on the volume of sales of shares.

$$\sum X = 580; \sum Y = 370; \sum XY = 11494$$

$$\sum X^2 = 41658, \sum Y^2 = 17206.$$

Or

- (b) How would you utilize the regression concept for business forecasting?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E-Commerce

BUSINESS ORIENTED COMPUTER APPLICATIONS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How can you merge and align cells in excel?
2. What are range names?
3. What is conditional formatting?
4. What is a "Nested IF"?
5. What is an INDIRECT function?
6. What are Pivot table slicers?
7. What are called as dynamic ranges?
8. What are the inspection functions in Excel?
9. How can you hide a column on a table?
10. How can an excel table be linked to Access?

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

11. (a) Explain how formulae are created and copied?

Or

- (b) Illustrate the page layout view in excel.

12. (a) How do you format data and time in excel?

Or

- (b) Explain how cell validation and cell protection be done in excel.

13. (a) What are advanced tables and advanced filters?

Or

- (b) How can you create and format spark lines?

14. (a) Illustrate how SUM PRODUCT is used?

Or

- (b) What are the applications of scenario drop-down tool?

15. (a) How do you sort and format Pivot tables?

Or

- (b) How do you create aggregator columns?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the procedure in printing tables using headers and footers and freezing Print titles.

Or

- (b) Explain the various applications and uses of “IF” and “LOOK UP” functions.
17. (a) Explain about creating various types of chart templates.

Or

- (b) Describe the process to record, store and assign Macros.
18. (a) Compare One-way data table with Two-way data table.

Or

- (b) Illustrate the steps to create a calendar in Excel.
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Digital Marketing and E-Commerce

WRITTEN ANALYSIS AND COMMUNICATION

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the need for communication in Digital Marketing.
2. Define “NOISE” in communication.
3. How does listening differ from hearing?
4. What is selective listening?
5. What are the types of business correspondence?
6. State the importance of business communication in e-commerce.
7. What do you mean by organizing a message?
8. Why graphics are used in communication?
9. How does a dress influence communication?
10. What are Proxemics and Kinesics?

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

11. (a) Explain the process of communication.

Or

- (b) Enumerate the various channels of communication and state their limitations.

12. (a) What is poor listening? What are its causes and remedies?

Or

- (b) What are the barriers to effective listening? How can they be overcome?

13. (a) Explain the qualities of a good business letter.

Or

- (b) List and illustrate any three types of letters.

14. (a) What are the different types of persuasive letters?

Or

- (b) How are pleasant letters written? Give an example.

15. (a) Explain about body language and its effect on communication.

Or

- (b) What are non-conventional non-verbal communication?

Part C

(3 × 10 = 30)

Answer ALL questions.

16. (a) Explain the various situations in which communication becomes crucial. How can communication be made effective in such situations?

Or

- (b) “Managerial Communication drives an organization” – Explain your views.
17. (a) Elaborately explain the measures to overcome Communication Barriers.

Or

- (b) Explain the essential elements and common errors in e-mail communication.
18. (a) Explain how one can understand and analyze the audience? Why is it necessary?

Or

- (b) List and explain the various gestures and body language.
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