

C-1534

Sub. Code
80911/81011

M.B.A DEGREE EXAMINATION, NOVEMBER 2019

First Semester

MANAGEMENT CONCEPTS

[Common for MBA(L&SCM)/MBA (IS&L)]

(CBCS – 2019 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **ALL** questions.

1. Define management
2. Who is father of modern management?
3. List out single use plans
4. What is MBO?
5. Define organisation
6. What is delegation of authority?
7. Explain elements of staffing
8. Define communication?
9. State any two advantages of control system
10. Define coordination

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

11. (a) Describe the contributions of Elton Mayo
- Or
- (b) Discuss the emergence of modern management thoughts
12. (a) Explain the objectives of plans
- Or
- (b) Discuss the obstacles of planning
13. (a) Describe the line and staff relations
- Or
- (b) Write a note on formal and informal organisation
14. (a) Discuss the advantages of proper staffing
- Or
- (b) Describe the qualities of good leader
15. (a) Explain the requirements of effective control system
- Or
- (b) Discuss the need for coordination

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

16. (a) Write an essay on the contributions of FW Taylor
- Or
- (b) Critically analyze 14 principles of Henry Fayol

17. (a) Elucidate various methods of planning

Or

(b) Explain centralisation and decentralization with suitable example

18. (a) Discuss the elements and barriers of communication

Or

(b) Explain approaches to achieve effective coordination

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Sub. Code

80912/81012

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

CORPORATE COMMUNICATION

(Common for M.B.A. (L & SCM)/M.B.A. (IS & L))

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the significance of hand outs in business presentation?
2. Is resume preparation important in career planning? Justify your response.
3. Write a short note on proofreading.
4. What are the types of business reports?
5. Define MOM.
6. Comment on circular preparation.
7. Write about the importance of time management in corporate communication..
8. What is the role of media relations?
9. Write about cross cultural communication.
10. What are the components of business communication?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate the concepts of advertising means of marketing communication.

Or

- (b) Explain the factors responsible for group communication.

12. (a) Illustrate the steps involved in preparation of interview.

Or

- (b) Elaborate the different types of business meetings in an organization.

13. (a) Briefly discuss about financial communication in an organization.

Or

- (b) Discuss the significance of agenda in corporate communication.

14. (a) Illustrate the characteristics of business reports.

Or

- (b) Explain the different techniques used for report writing.

15. (a) Write a brief note on career planning.

Or

- (b) Briefly describe the steps involved in doing a business presentation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Prepare a job application for the post of “Assistant Professor” in a University.

Or

- (b) Elaborate the significance of visual aids, slides and hand outs in delivering a business presentation.
17. (a) What is business etiquette? How it differs from social etiquette? Explain the principles underpinning business etiquette in detail.

Or

- (b) Explain the qualification, roles and responsibility of a company secretary in an organization. Comment on their communication with other stakeholders.
18. (a) Explain the different types of business interviews.

Or

- (b) Elaborate the process of constitution of tables and charts along with the guidelines in report writing.
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Sub. Code
80913/81013

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

ACCOUNTING FOR MANAGEMENT

(Common for M.B.A. (L & SCM)/ M.B.A. (IS & L))

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is financial accounting?
2. What is double entry system?
3. What is trial balance?
4. What is depreciation?
5. What is current ratio?
6. What is financial statement analysis?
7. What is budgetary control?
8. What is flexible budget?
9. What is Cost sheet?
10. What is marginal costing?

Part B**(5 × 5 = 25)**

Answer either (a) or (b).

11. (a) What are the advantages and limitations of accounting?

Or

- (b) What are the golden rules of accounting?

12. (a) From the under mentioned balances, Prepare a trial balance as on 31.03.2017.

	Rs.		Rs.
Cash in hand	4,800	Furniture	60,000
Purchases	4,80,000	Bills Receivable	80,000
Opening Stock	1,40,000	Salaries	80,000
Sundry creditors	96,000	Capital	4,00,000
Machinery	2,40,000	Bills Payable	88,000
Wages	64,000	Sundry debtors	2,00,000
Sales	8,04,000	Rent	40,000

Or

- (b) What are the objectives of providing depreciation?

13. (a) Discuss the significance of current and liquidity ratios.

Or

(b) The following information is given to you: Current ratio 2.5 , Working capital = 90,000 Find out :

- (i) Current assets, and
- (ii) Current liabilities.

14. (a) Explain the uses of budgetary control.

Or

(b) From the following particulars, prepare a production budget of a company for the year ended 30 June 2005 :

Product (Units as per sales budgets)	Sales	Estimated stock (units)	
		1 July 2004	30 June 2005
A	50,000	14,000	15,000
B	1,00,000	5,000	14,500
C	70,000	8,000	8,000

15. (a) Distinguish between Direct Labour and Indirect Labour.

Or

(b) The following information is obtained from a company for 2002 :

Sales Rs.1,00,000, Variable cost Rs.60,000, Fixed costs Rs. 30,000

Find the P/V ratio, Break- even point and margin of safety.

Part C

(3 × 10 = 30)

Answer either (a) or (b).

16. (a) Explain the accounting concepts in detail.

Or

- (b) Journalise the following transactions in the books of Alan Jones :

2003

May 1 Alan Jones started business with cash Rs.25,000

May 2 Bought furniture for Rs. 2,100

May 6 Purchased goods from salil traders Rs.2,850

May 9 Cash sales Rs.3,500

May 14 Sold goods on credit to Quaiser Rs.2,500

May 15 Paid of office stationary Rs.25

May 21 Quaiser remitted Rs. 1,000 on account

May 25 Interest on investments received Rs. 150

May 26 Paid rent to landlord Rs. 550

Insurance premium Rs.2 10

17. (a) From the following ledger balances extracted from the books of Mrs. Agarwal & Bros., prepare Trading and profit and loss account and balance sheet.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Capital	1,00,000	Returns inwards	10,000
Overdraft	16,800	Discounts (Cr)	1,600
Furniture	10,400	Taxes and insurance	8,000

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Business premises	80,000	General expenses	16,000
Creditors	55,200	Salaries	36,000
Opening stock	88,000	Commission allowed	8,800
Debtors	72,000	Carriage on purchases	7,200
Rent from tenants	4,000	Bad debts	3,200
Purchases	4,40,000	Closing stock	80,240
Sales	6,02,000		

Or

(b) State the purpose and limitations of trial balance.

18. (a) Briefly explain the various methods of providing depreciation and their merits and demerits.

Or

(b) A company, working at 50% capacity, manufactures 10,000 units of a product. At 50% capacity, the product cost is Rs. 180 and sale price is Rs. 200. The breakup of the cost is as below.

Cost per unit

Material	Rs. 100
Wages	30
Factory	30 (40% fixed)
Administration	20 (50%fixed)

At 60% working, raw material cost goes up by 2% and sales price falls by 2%. At 80% working. The new material cost increases and sale price decreases by 5%. Prepare a statement to show profitability at 60% and 80% capacity.

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80914

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Logistics and Supply Chain Management

INDUSTRIAL ECONOMICS

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Economics.
2. What is a startup?
3. What do you mean by diseconomies?
4. What is meant by agglomeration?
5. Define the term Industry.
6. Write short note on Quaternary activity.
7. Why is G2B system established?
8. List the merits of e-payment.
9. What do you mean by joint-venture? Give an example.
10. Give any two characteristics of FPI.

Part B

(5 × 5 = 25)

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

11. (a) Detail the importance of cottage and small scale industry.

Or

- (b) Discuss the factors affecting Industrialization in India.

12. (a) Discuss the need for localisation of Industries.

Or

- (b) Explain Alfred Weber's theory of Industrial location.

13. (a) Detail the causes of Industrial disputes.

Or

- (b) Give a detailed note on bonded labour system in India.

14. (a) Write the merits and demerits of FDI.

Or

- (b) Explore the scope for e-business in India.

15. (a) State the role of foreign capital in economic development.

Or

- (b) Discuss the different types of FDI.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate the need for Industrial growth for an economy.

Or

- (b) Discuss the initiatives of the Government in development of Industries in backward areas.

17. (a) Discuss the consideration and need for balanced regional development.

Or

- (b) Discuss the objectives and consequences of Special Economic Zone in India.

18. (a) Draw an essay on child labour in India.

Or

- (b) Bring out the merits and setbacks of LPG in India.

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80915/81015

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

ORGANISATIONAL BEHAVIOUR

(Common for MBA (L & SCM)/MBA (IS & L)

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Organisational Behaviour.
2. Define Anthropology.
3. What is Perception?
4. What is Punishment?
5. Define Attitude.
6. What is Value?
7. Define autocratic leadership style.
8. What is formal group?
9. What is eustress?
10. What is organisational development?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the historical overview of organisational behaviour.

Or

- (b) Explain the role of anthropology in organisational behaviour.

12. (a) Describe the determinants of personality.

Or

- (b) Short note on selective perception and social perception.

13. (a) Explain the functions of attitudes.

Or

- (b) Explain about formation of values.

14. (a) Explain the reasons for group formation.

Or

- (b) Discuss the causes of stress.

15. (a) Explain the steps involved in organizational change.

Or

- (b) Write a short note on organizational culture.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Hawthorne studies.

Or

(b) Explain the theories of personality and measuring personality.

17. (a) Discuss the theories of learning.

Or

(b) Explain the important functions of attitude and changing attitudes.

18. (a) As HR manager how will you manage stress in workplace?

Or

(b) What is resistance to change? How will you overcome the resistance to change?

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Sub. Code

80916

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Logistics and Supply Chain Management

MARKETING MANAGEMENT

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing management.
2. What is marketing planning?
3. Define marketing mix.
4. List any two Advantages of MIS.
5. What is product mix?
6. Short note on maturity stage of product life cycle.
7. What do you mean by customer retention?
8. State any two advantages of measuring customer satisfaction.
9. Define market research.
10. What is market testing?

Part B

(5 × 5 = 25)

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

11. (a) Define marketing and explain its functions.

Or

- (b) Explain the element of marketing planning.

12. (a) Explain the phases in Decision making.

Or

- (b) Explain MIS and its importance in the current context.

13. (a) Explain various dimension of product mix.

Or

- (b) Enumerate the stages of Product development process.

14. (a) Explain in detail about any one buyer behavior model.

Or

- (b) Define customer satisfaction and enumerate the importance of customer retention.

15. (a) Explain the significance of advertising research.

Or

- (b) Enumerate about the emerging trends of on-line marketing.

Part C

(3 × 10 = 30)

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

16. (a) Draw the differences between Sales management and Marketing management.

Or

- (b) Explain the different types of marketing decision.

17. (a) Explain Test marketing and bring out its importance.

Or

- (b) Define market segmentation and states its benefits.

18. (a) Explain your View over 'Ethics in Marketing'.

Or

- (b) Explain the CRM and list down its significance in the current context.
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C-1540

Sub. Code

80917

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Logistics and Supply Chain Management

BUSINESS ENVIRONMENT

(2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is globalization of business?
2. Define legal.
3. What do you mean by elements of culture?
4. What is foreign investment?
5. Define catalytic.
6. What is an external environment?
7. Define risk.
8. What is mean by business capital?
9. Define WTO.
10. Mention any two features of EXIM policy.

Part B

(5 × 5 = 25)

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

11. (a) Explain the international environment that affect the international business.

Or

- (b) Discuss the advantages and disadvantages of globalization in India.

12. (a) Discuss the difference of culture in different countries.

Or

- (b) Explain the important elements of culture.

13. (a) Mention the restrictions of government on business.

Or

- (b) State the importance of foreign Investments.

14. (a) List out the Impacts of technology on business.

Or

- (b) Discuss the role of financial Institutions.

15. (a) Describe the special features of open market operations.

Or

- (b) What are the restrictions in issues of capital by the company?

Part C

(3 × 10 = 30)

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

16. (a) Examine the factors influencing the environment of a business.

Or

- (b) Explain the characteristics of mixed economy.

17. (a) Discuss the various policies of government in promotion of SSI units.

Or

- (b) Explain the kinds of foreign investment.

18. (a) Analyze the advantages and disadvantages of direct taxes.

Or

- (b) Elaborately explain the function of central bank.
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