M.B.A. DEGREE EXAMINATION,
NOVEMBER 2021

First Semester

Business Analytics

MANAGEMENT CONCEPTS AND PRACTICES

(Common for MBA (Business.Anals.)/MBA (DM &
E.Comm.))

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　What are the roles of management in organization?

2.　Write some characteristics of Management.

3.　List the principles of Scientific Management.

4.　What is Espirit de corps?

5.　What do you understand by decision making?

6.　Mention the Characteristics of "Programmed" decisions.

7.　List out the steps involved in organizing.

8.　What is functional departmentation?

9.　What do you understand by grape vine communication?

10.　State the important characteristics of directing.

Answer **all** questions.

11. (a) How management is important? Explain.

Or

(b) What are the characteristics of a quality manager?

12. (a) Explain in detail the Hawthrone's Experiment.

Or

(b) What are the characteristics, merits and demerits of bureaucratic model?

13. (a) Explain briefly the process of formal planting and the reasons for failure of planning.

Or

(b) Describe the various types of managerial decisions.

14. (a) What are the importance of organization in business management?

Or

(b) Write a detailed note on functional organisation.

15. (a) Describe the steps in control process.

Or

(b) Explain the techniques of Co-ordination.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What do you mean by management? Discuss its various definitions and characteristics.

    Or

    (b) Elaborate Henri Fayol's contribution to the principles of management.

17. (a) Explain in detail the Authority Relationship and their types.

    Or

    (b) Discuss in detail the Centralization of organization.

18. (a) Describe the Leadership Styles in an organisation.

    Or

    (b) Explain the Herzberg and Mccregor theories of Motivation.

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C–5319	Sub. Code
	30112

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Business Analytics

ACCOUNTING FOR BUSINESS ANALYSIS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is an accounting equation?

2. What are the two system of book keeping?

3. What is ledger?

4. What do you understand by narration?

5. What is an suspense account?

6. What is the meaning of schedule of changes in working capital?

7. Define budgetory control.

8. What is variance?

9. Define depreciation.

10. What is meant by idle time?

Part B   (5 × 5 = 25)

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

11. (a) What are the advantages of double entry system?

Or

(b) Pass journal entry for each of the following items :

(i) Approached M for loan of ₹10,000 but he paid the amount after deducting interest in advance for one year at 6% p.a.

(ii) Bought from D & Co goods worth ₹ 6,000 at 15% trade discount and 2% cash discount terms and paid them half the amount in cash.

12. (a) How does cash flow statement differ from fund flow statement?

Or

(b) Explain the merits of ratio analysis.

13. (a) State the advantages and limitations of budgetory control.

Or

(b) A manufacturing company submits the following figures of product X for the first quarter of 2010.

Sales (in units) January	2,50,000
February	2,40,000
March	2,60,000
Selling price per unit ₹	100
Target of 1st quarter of 2011	
Sales quantity increase 20%	
Sales price increase	10%

Prepare sales budget for the first quarter 2011.

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14. (a) Write a notes on :
        (i) Contribution
        (ii) P/V ratio.

                        Or

    (b) From the following data calculate :
        (i) Labour cost variance
        (ii) Labour rate variance.

        Standard hours 10,000, Actual hours 12,000
        Standard rate per hour ₹ 8, Actual wages ₹80,000.

15. (a) Explain the internal and external causes of
        depreciation.

                        Or

    (b) An asset is purchased for ₹ 40,000. Depreciation is
        to be provided annually according to the straight
        line method. The useful life of the asset is 10 year
        and the residual value is ₹ 10,000. You are required
        to find out the rate of depreciation.

                    Part C   (3 × 10 = 30)
        Answer **all** questions, choosing either (a) or (b).

16. (a) Distinguish between single entry and double entry
        system.

                        Or

    (b) From the following prepare trading and profits and
        loss a/c for the year ending 31.12.2010 and balance
        sheet as on that date.

Debit balance	Amt	Credit balance	Amt
	₹		₹
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	41,000	Capital	30,000
Dr's	40,000	Bonus	10,000
Sundry expenses	600		
Purchase	25,000		

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Debit balance	Amt	Credit balance	Amt
Buildings	2,500		
Bank	5,600		
	81,500		81,500

Adjustments :

(i)   Closing stock ₹ 9,000

(ii) Salary outstanding amounted to ₹1,100

(iii) Rent paid in advance ₹ 100

(iv) Provide 5% for doubtful debts.

17. (a) What are the advantages and limitations of cash flow statement?

Or

(b) Determine the value of closing stock from the following data.

Sales ₹ 4,00,000

G.P ratio 10%

Stock turnover ratio 4 times

Closing stock was ₹ 10,000 in excess of opening stock.

18. (a) Distinguish between standard costing and budgetory control.

Or

(b) From the following information, calculate the materials mix variance.

Material	Standard	Actual
A	200 units @ ₹ 12	160 units @ ₹ 13
B	100 units @ ₹ 10	140 units @ ₹ 10

Due to shortage of material A, it was decided to reduce consumption of A by 15% and increase that of material B by 30%.

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C–5320	Sub. Code
	30113

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Business Analytics

SPREADSHEET MODELLING

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is meant by a ribbon in MS-Excel?

2. What is the function of drag and drop?

3. Define Autofill.

4. Give the meaning of cell orientation.

5. Define a relative cell referencing in MS-Excel.

6. What is the meaning of range cells?

7. Explain in two lines the meaning of "Scatter".

8. What is meant by TRIM in logical functions?

9. What is V-lookup function?

10. What are the three types of cell references in Excel?

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

11. (a) Describe about the cell in MS-Excel.

Or

(b) Explain in short about cell address with an example.

12. (a) Enumerate certain short cut keys in MS-Excel.

Or

(b) Discuss the steps to change text orientation using the format cells dialog box.

13. (a) How to create an absolute cell reference?

Or

(b) What are trace precedents? How trace precedents work?

14. (a) Write the difference between pie chart and bar graph.

Or

(b) Write notes on DAYS360, TODAY, NOW and WORKDAY.

15. (a) Describe the data analysis using Pivot tables.

Or

(b) Describe about the formatting and grouping items.

Part C (3 × 10 = 30)

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

16. (a) Describe in detail about the three types of cell referencing with examples.

       Or

    (b) Explain in detail about pivot chart, line chart and pie chart.

17. (a) Elucidate about :

    (i) the steps to change the text orientation

    (ii) Inserting rows and columns within a worksheet.

       Or

    (b) Discuss in detail about :

    (i) UPPER

    (ii) MID

    (iii) SEARCH

    (iv) SUSTITUTE

18. (a) Write notes on formula auditing tool and built in custom number format.

       Or

    (b) Write in detail about lookup functions.

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	30114

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Business Analytics

STATISTICS FOR BUSINESS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is meant by business statistics?

2.   Define classification.

3.   What is probability?

4.   What is normal distribution?

5.   What is t-distribution?

6.   What is null hypothesis?

7.   What do you understand by event?

8.   What is compound interest?

9.   What is meant by rank correlation?

10. What is regression analysis?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the characteristics of statistics.

Or

(b) Find out mean from the following data.

Roll No.	1	2	3	4	5	6	7	8	9	10
Marks :	21	30	28	40	26	34	40	9	15	57

12. (a) Discuss the importance of Multi-stage sampling.

Or

(b) A coins is tossed six times. What is the probability of obtaining (i) 4 heads (ii) 6 heads?

13. (a) Discuss χ^2 uses in testing hypothesis.

Or

(b) Explain the importance of discounting and compounding in financial mathematics.

14. (a) Write short notes on :

(i) Present value

(ii) Future value.

Or

(b) Covariance between X and Y variables is 10.6 and variance of X and Y is 16 and 9. Find correlation.

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15. (a) What are regression lines? Explain their uses.

Or

(b) What are the limitations of statistics?

Part C (3 × 10 = 30)

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

16. (a) Describe the scope of statistics.

Or

(b) Calculate arithmetic mean :

Class Interval :	0-10	10-20	20-30	30-40	40-50
Frequency :	6	5	8	15	7

17. (a) Explain types of samples.

Or

(b) Two judges in a beauty contest rank the 12 entries as follows :

X	1	2	3	4	5	6	7	8	9	10	11	12
Y	12	9	6	10	3	5	4	7	8	2	11	1

Compute the rank correlation between the two.

18. (a) Explain Baye's theorem for probability.

Or

(b) State the salient features of normal curve.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Business Analytics

ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is plus inflation?

2.   Explain the flow of economic activities.

3.   What is demand equation?

4.   Explain supply equation.

5.   How business cycle works?

6.   What are the levels of money supply in an economy?

7.   Write about the types of law of supply.

8.   Explain the word "Inflation".

9.   What are the types of business decisions?

10.   Explain the perfect competitive conditions.

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

11. (a) Explain deflation in detail.

    Or

    (b) What are the reasons of consumers' dissatisfaction?

12. (a) Construct imaginary demand equation and demand elasticity.

    Or

    (b) What is the concept of equilibrium?

13. (a) Give examples for demand for basic goods, household durables, luxuries, exceptions with suitable explanations.

    Or

    (b) How to understand customer and consumers' behaviour?

14. (a) Elaborate market structure and its process.

    Or

    (b) Explain government income computation.

15. (a) What are the macro – economic policies?

    Or

    (b) Elaborate how market competitions are initiated.

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Part C   (3 × 10 = 30)

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

16. (a) How perfectly competitive industry is evolved?

Or

(b) Distinguish internal and external economics with suitable examples.

17. (a) Discuss about the four sector model with suitable example.

Or

(b) "Deflation is in expedient" and "Inflation is unjust" – Justify.

18. (a) Discuss about the major production function in management.

Or

(b) What are the strategies followed to fix the price of any product?

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C–5323	Sub. Code
	30116

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Business Analytics

RESEARCH METHODOLOGY

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is SPSS?

2.   What is data view?

3.   What is experimental Research?

4.   Define Likert Scale.

5.   What is scale?

6.   Define Bar chart.

7.   What is Wilcoxon signed Rank test?

8.   What is Null Hypothesis?

9.   Define standard error.

10. What is Durbin-Watson statistics?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the procedure for editing and moving within the data view spreadsheet.

Or

(b) Describe the steps to create SPSS files.

12. (a) Discuss the scaling techniques and their significance in social science research.

Or

(b) Formulate the basis steps in research process.

13. (a) How do you construct a questionnaire?

Or

(b) Explain in details of Shapiro-Wilk and Kolmogorov Smirnov test of Normality.

14. (a) What are the qualities of good interviewers?

Or

(b) Write short notes on :

(i) Simple Wilcoxon Signed Rank Test

(ii) Kruskal-Wallis and Friedman ANOVA test.

15. (a) Enumerate the sources of hypothesis.

Or

(b) Explain the various assumptions of linear regression.

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

16. (a) Explain the format of SPSS windows with examples.

Or

(b) Explain the mechanics of constructing a questionnaire.

17. (a) Explain the principles of testing of hypothesis.

Or

(b) Explain the format of ANOVA table preparations with examples.

18. (a) Explain the various application of SPSS with its advantages.

Or

(b) Describe the various assumptions of linear regressions.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

WRITTEN ANALYSIS AND COMMUNICATIONS

(Common for M.B.A.(Busi.Analy.)/M.B.A. (DM & E-Commer.))

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Communication?

2.   Define Business Communication.

3.   List out Physical barriers of Communication.

4.   What are the different approaches of listing?

5.   What is Written Communication?

6.   Explain the need of Business Correspondence.

7.   Pleasant Vs Unpleasant letter.

8.   Name the different visual aids.

9.   Define Negotiation.

10.   What are the different types of Communication?

Part B $(5 \times 5 = 25)$

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

11. (a) What is Communication? Explain its elements.

Or

(b) Explain the importance of Business Communication.

12. (a) Differentiate Hearing Vs Listening.

Or

(b) List out the different barriers to Effective listening.

13. (a) Explain the qualities of Business Correspondence letters.

Or

(b) Explain 7C's framework of Business Communication.

14. (a) What is the need of understanding the audience?

Or

(b) Type and selection of visual aids with respect to reporting.

15. (a) Define Non-verbal Communication and its characteristics.

Or

(b) Differentiate Oral Vs Non verbal Communication.

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Part C (3 × 10 = 30)

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

16. (a) Explain in detail about Communication process and its channels.

Or

(b) Discuss on Communication barriers.

17. (a) Explain the qualities of a business letter.

Or

(b) Write a note on :

(i) Persuasive letters

(ii) Memos.

18. (a) Narrate the importance of Oral and Non verbal Communication.

Or

(b) Define Conventional and Non-conventional Non-verbal Communication.

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C–5325		Sub. Code
		30136/ 30236

M.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

BUSINESS LAW AND ETHICS

(Common for M.B.A.(Busi. Anal.)/ M.B.A.(D.M., E-Commerce))

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Contract.

2.   What is meant by Consideration?

3.   What is an Offer revoked?

4.   Define the term consumer.

5.   What is deficiency?

6.   What do you understand by Mates Receipt?

7.   What is Endorsement?

8.   What is meant by Values?

9.   What do you mean by Ethics codes?

10.   What is Insider trading?

Part B (5 × 5 = 25)

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

11. (a) Explain the contractual capacity of Minors.

Or

(b) Discuss the rights and duties of a seller.

12. (a) State the objectives of the consumer protection councils.

Or

(b) Explain the State Consumer Protection Council.

13. (a) Distinguish between Bill of Exchange and Promissory Note.

Or

(b) What are the importance of Values?

14. (a) Discuss the difficulties in Ethical decision making.

Or

(b) Explain the five steps to making an ethical decision making.

15. (a) How can business improve global ethics?

Or

(b) What are the importance of ethical production?

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Part C (3 × 10 = 30)

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

16. (a) Explain the essentials of a valid contract.

Or

(b) Explain the remedies available for breach of contract.

17. (a) Explain the significance and types of values.

Or

(b) What are the ethical challenges faced by Operations Managers?

18. (a) Discuss the ethical issues in HRM.

Or

(b) Discuss the consumer disputes redressal agencies.

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