

1M6111**1M 6111****M.B.A. I Semester (Main & Back) Examination - 2015
M-101 A Fundamentals Of Management****Time : 3 Hours****Maximum Marks : 70****Min. Passing Marks : 28****Instructions to Candidates:**

- 1) The question paper is divided in **two** sections.
- 2) There are sections **A & B**. Section **A** contains **6** questions out of which the candidates is required to attempt any **4** questions. Section **B** contains short case study/application base **1** question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

Section-A

1. Describe the contribution of peter Drucker in the field of management
2. Write notes on the following
 - i) Decision making
 - ii) Entrepreneuring and Reengineering
3. Define human resource management and explain its scope.
4. Explain the two factor theory (hygiene and motivator) of motivation which is developed by Frederick Herzberg.
5. Write a detailed note on Total quality management
6. Describe the management practices of Ratan Tata in their organizations.

Section-B

7. Read the Case carefully and answers the following questions Mr. Nirmal Singh, the president of HCL technologies LTD. said in his inaugural speech at a seminar, "every person, a manager deals with is unique, most problem situations are complex; and things are always changing. Success in management only comes to those who thrive on learning. There is no one best way to learn about managing - there is only the need to learn - - - all the time, from others, formal training, and from real experiences".

Questions :

- 1) "Every person and situation is unique" which management approach does assume this?
- 2) Can there be one best way to manage? Why or why not?
- 3) "Learning is the basic skill of a manager." Explain.

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1M 6112

M.B.A I Semester(Main & Back) Examination - 2015

M-102 A Organization Behaviour

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 28

Instructions to Candidates:

- i) The question paper is divided in two sections.
- ii) There are sections A & B. Section - A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B Contains short case study/application base 1 question which is **compulsory**.
- iii) All question are carrying **equal marks**.

Section-A (Attempt any four)

1. a) Discuss the emerging issues in OB in the light of globalization (5 marks)
b) Writ short notes on (3 marks)
 - i) Perception and attribution (3 marks)
 - ii) Dysfunctional groups (3 marks)
 - iii) Group cohesiveness (3 marks)
2. a) The type of job an employee does moderates the relationship between personality and job productivity. Do you agree or disagree with the statement? Discuss (8)
b) Write short notes on (3)
 - i) Organization citizenship behaviour (3)
 - ii) Attitude measurement (3)
3. a) What is the difference between an intrinsic and an extrinsic motive. Can both operate at the same time. if so how? (8)
b) Write short notes on (3)
 - i) Informal vs formal groups (3)
 - ii) Authority and influence (3)

- 4/ a) Diversity can be a powerful tool for building competitive advantage. Explain describe various methods or devices to manage diversity in an organization (5)
- b) Write notes on
- i) Alderfer's ERG theory (3)
 - ii) Team and group (3)
 - iii) Causes of conflict in an organization (3)
5. You are a sales representative of an international software company. After four excellent years, sales in your territory are off by 30 percent this year. Describe three defensive responses you might use to reduce the potential negative consequences of this decline in sales. (14)
6. a) How is the culture transmitted to employees (4)
- b) What are the functional and dysfunctional effects of organizational culture (4)
- c) What are the four major approaches to managing organizational change (6)

Section - B

7. **Real case: At UPS Managers Learn to empathize with their employees (14)**

At United Parcel service Inc., rules are religion. Without them, UPS could never move millions of packages to their destinations on time each day. But two years ago, Mark J. Colvard, a UPS manager in San Ramon, Calif, had to decide whether to buck the system. A driver needed time off to help an ailing family member, but under company rules he wasn't eligible. If Colvard went by the book, the driver would probably take the day anyway and be fired. If Colvard gave him the time off, he would catch flak from his other drivers. Colvard wound up giving the driver two weeks, took some heat - and kept a valuable employee.

Six months earlier, Colvard admits, he would have done the other way. What changed his approach? A month he spent living among migrant farmers in McAllen, Tex., as part of an unusual UPS management training experience called the Community Internship Program (CIP). After building housing for the poor, collecting clothing for the salvation army, and working in a drug rehab center, Colvard said he was able to empathize with employees facing crises back home. And that he says has made him a better manager. "My goal was to make numbers, and in some cases that meant not looking at the individual but looking at the bottom line," Says Colvard. "After that one - month stay. I immediately started reaching out to people in a different way."

CIP began in 1968 as the brainchild of UPS founder James Casey, Who wanted to open up the eyes of UPS' predominantly white managers to the poverty and inequality exploding into violence in many cities. By now, nearly 1,200 current and former middle managers have moved through the program. And it has evolved into an integral part of the UPS culture, teaching managers the crucial skill of

flexibility at a company that is trying to fit a diverse base of employees into its rigid rules-based culture, which prescribes everything from how delivery people should carry their keys to how many steps they should take per second. UPS need rules, but it also needs managers capable of bending them when necessary.

"We've got 330,000 U.S. employees," says Don B. Wofford, the CIP coordinator and a graduate of the program. "There are all kinds of personalities and all kinds of diversity managers who manage those individuals."

In New York this summer, eight managers visited the emergency room at Bellevue hospital, tutored inmates at sing sing in interviewing skills, and provided meals to the homeless. The experience took them far outside their comfort zones in ways large and small-whether it was using public transportation for the first time in years or an initial encounter with violet crime such as the triple homicide that took place a few steps from the Henry street settlement, the community center where they lived. "A lot of rising stars going off to this program have gotten sure of themselves. That leads them to be quick with solutions", says jeffrey A sonnenfeld, an associate dean at Yale University's school of management who has studied UPS. After CIP, "instead of reacting, they would listen. They learn incredible skills of empathy."

Managers who have been through the UPS program say it made them more likely to search for unconventional solutions. Patti Hobbs, a division manager in Louisville who spent a month on New York's lower east side, remembers being impressed by the creative ideas of uneducated addicts for steering teens away drugs. Realizing that the best solutions sometimes come from those closest to the problem, she immediately started brainstorming with the entire staff instead of just senior managers. Says Hobbs. "You start to think there's no one person, regardless of position, who has all the answer. The answers come from us all."

One month living among the poor won't change the world. But it might help UPS managers see their employees as more than just a cog in a very efficient machine.

Questions:

- 1) UPS through CIP (Community Internship Program) is trying to inject a new dimension into its corporate cultural. What does this cultural change intend to look like and how can it affect the motivation of both managers and operating employees?
- 2) What motives can the CIP appeal to for the participating managers? What motivation theories could be used to explain the impact that the CIP may have on the participating managers?
- 3) UPS is know to pay their operating employees very high wages. Is this enough to motivate them? What from the case would support your answer.

1M6113Roll No. 19MS12X7606 [Total No. of Pages : 2]**1M 6113****M.B.A. I Semester (Main/Back) Examination - 2015**
M-103 A Business Mathematics & Statistics**Time : 3 Hours****Maximum Marks : 70****Min. Passing Marks : 28****Instructions to Candidates:**

- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidates is required to attempt any 4 questions. Section B contains short case study/application base 1 question which is compulsory.
- 3) All questions are carrying equal marks.

Section - A

1. a) Verify the transpose of the product of two matrices equals the product of the transposes taken in reverse order; that is

$$(AB)^T = B^T A^T$$

$$A = \begin{bmatrix} 3 \\ 0 \\ -1 \end{bmatrix} \text{ and } B = [2, -1, 1] \quad (7)$$

b) Find A^{-1} if $A = \begin{bmatrix} 1 & 2 \\ -1 & 1 \end{bmatrix}$ (7)

2. a) Calculate $|A|$ where

$$A = \begin{bmatrix} 1 & 2 & 1 & 3 \\ -1 & 1 & 3 & 2 \\ 1 & 0 & 2 & 3 \\ -1 & 1 & 1 & 4 \end{bmatrix} \quad (7)$$

b) Solve following system of linear, algebraic equation by Cramer's Rule

$$x_1 + x_2 + x_3 = 4,$$

$$x_1 - x_2 - x_3 = 2,$$

$$x_1 - 2x_2 = 0$$

(7)

3. The weights of the first 48 Miss India contest winners are given in the following table in pounds.

128	119	125	120	118	121	110	125
135	116	115	124	124	115	118	116
120	114	130	120	116	124	132	118
143	119	106	140	130	123	135	125
130	118	120	120	126	128	120	114
120	112	115	118	138	137	140	108

a) Compute mean \bar{x} , variance s^2 and standard deviation s for above data

b) Use 10 equal length classes to construct a frequency table and to draw a histogram for the data. (7×2=14)

4. The initial weight (x) and the amount of weight lost from using a diet for one month (y) (both in pounds) for 12 people are

y	31	9	22	30	27	17	14	21	31	28	27	15
x	214	168	176	159	173	163	157	182	209	196	170	176

Assuming a simple linear regression model with normality does it appear a person's initial weight affects the amount of weight lost when using this diet? (14)

5. Count the number of different 4-Letter sequences that can be made using the letters in Mississippi (14)

6. The height of a university high - Jumper will clear each time he Jumps is a normal random variable with mean 2 meters and standard deviation 10 Centimeters.

a) What is the greatest height he will Jump with probability 0.95?

b) What is the height he will clear only 10 percent of the time? (7×2=14)

Section - B

7. a) Suppose that Medical science has a cancer - diagnostic test that is 95% accurate on both those who do and those who do not have cancer. if 0.005 of the population actually does have cancer, compute the probability that a particular individual has cancer given that the test says he has cancer. (7)

b) Assume a printed page in a book contains 40 lines and each line contains 75 positions (Each of which may be left blank or filled with same symbol) Thus each page has 3000 positions to be set. Assume a particular type setter makes one error per 6000 positions on the average.

i) What is the distribution for X, the number of errors per page?

ii) Compute the probability that a page contains no errors.

iii) What is the probability that a 16 page chapter contains no errors? (7)

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1M6114

M.B.A. I Semester (Main & Back) Examination - 2015

M-104 A Managerial Economics

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 28

Instructions to Candidates:

- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

Section-A

1. Define Managerial Economics. Discuss the Nature, Scope and Significance of Managerial Economics (14)
2. What do you understand by opportunity cost? Give suitable examples to illustrate the use of this concept in the context of managerial decision relating to
 - a) Production
 - b) Finance
 - c) Marketing (an opportunity costs ever be zero) (14)
3.
 - a) Discuss the uses of elasticity of demand for managerial decision making (7)
 - b) Define elasticity of supply. Discuss the determinants of supply (7)
4. Write short note on
 - a) Price Skimming
 - b) Penetration pricing
 - c) Peak load pricing
 - d) factors affecting cost at microlevel (14)

5. a) "Law of increasing returns and law of constant returns are temporary. Phases of the law of diminishing return". Explain (7)
- b) Define economies of scale (7)
- 6) What is a production function? How does a long run production function differ from short run production function. (14)

Section-B

- 7) a) Describe the various methods of measure of national income. How is a method choosed for measuring national income? (14)
- b) from the data pertaining to the Indian economy given below, calculate
- GNP at factor cost
 - NNP at factor cost
 - Net Domestic product at factor cost
 - Net domestic product at market prices

Section-A

1M 6115

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1M 6115**M.B.A. I Semester (Main & Back) Examination - 2015****M - 105 A Accounting for Management****Time : 3 Hours****Maximum Marks : 70****Min. Passing Marks : 28****Instructions to Candidates:**

- 1) The question paper is divided in two sections.
- 2) There are sections A&B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application base 1 question which is **compulsory**.
- 3) All questions are carrying **equal marks**.

Section - A

1. a) Prove that the Accounting Equation is satisfied in the following transactions and prepare the balance sheet of Ashirwad after final transaction:-

	Rs.	
i) Ashirwad commenced business with cash	1,00,000	
ii) Bought goods from chouhan	25,000	
iii) Bought furniture on credit from suhani	10,000	
iv) Ashirwad invested additional capital	15,000	
v) Paid salary	3,000	
vi) Paid cash to Suhani	5,000	
vii) Cash purchases	40,000	(7)

- b) "Accounting statements should present a true and fair view of the business as they are analysed by many internal and external parties". Comment. (7)

2. Write short notes on the following:

- a) Methods of accounting for price level changes
- b) Types of responsibility centres (7+7)

3. From the following balances of Shaurya as at 31st march 2013, you are required to prepare the trading and profit and loss account for the year ended 31st March, 2013

and a balance sheet as at that date, after making the necessary adjustment.

	Rs.
Shaurya's Capital	80,000
Shaurya's Drawings	6,000
Plant and Machinery balance 1.4.2012 ✓	20,000
Plant and machinery addition on 1.10.2012 ✓	5,000
✓ Stock on 1.4.2012 ✓	15,000
✓ Purchase	82,000
Return Inwards	2,000
Sundry Debtors B.S.	20,600
Furniture and Fixtures B.S.	5,000
✓ Freight and duty B.S.	2,000
✓ Carriage outward	500
Rent, Rates and Taxes B.S.	4,600
Printing and Stationary	800
Trade Expenses B.S.	400
Sundry creditors B.S.	10,000
✓ Sales	1,20,000
✓ Return outward	1,000
Postage and Telegram B.S.	800
✓ Provision for doubtful debts	400
✓ Discount (Cr.)	800
Rent of premises sublet for a year to 30 th Sept., 2013 B.S.	1,200
Insurance charges B.S.	700
✓ Salaries and wages B.S.	21,300
Cash in hand B.S.	6,200
Cash at bank B.S.	20,500

Adjustments:

- i) Stock on 31st March, 2013 was valued at Rs. 14,600.-
- ii) Write off Rs.600 as bad debts.
- iii) A provision for doubtful debts is to be maintained at 5% on Sundry Debtors.
- iv) Create a provision for discount on Debtors and reserve for discount on creditors at 2%.

162600

B.S.

98500

13
v) Provide for depreciation on furniture and fixtures at 10% per annum and on plant and machinery at 20% per annum.

vi) Insurance prepaid was Rs.100.- 242 (14)

7260
4. a) A firm purchased an old machinery for Rs.3,70,000 on 1st April, 2009 and immediately spent Rs. 30,000 on its repairs. On 1st October, 2010, it purchased another machine for Rs. 1,00,000. The machine purchased on 1st April, 2009 was sold for Rs. 2,80,000 on 1st October, 2011. On 1st October, 2011 it purchased another machine for Rs. 2,50,000. On 1st Oct. 2012, the second machine which was purchased on 1st Oct. 2010 was sold for Rs. 20,000. The Depreciation was charged @ 10% p.a. on fixed installment basis but from 1st April, 2010, the rate was changed to 15% p.a. and Diminishing balance method was adopted. Prepare machinery Account for 4 Years. Calculations are to be made to the nearest rupee and for the year ended 31st March. (8)

b) Define economic order quantity. How can it be computed? (1+2)

c) Illustrate the reasons for valuation of goodwill. (3)

5. a) The following are the ratios relating to the activities of Activist Traders Ltd:

Debtors velocity (months) 3

Stock velocity (months) 8

Creditors velocity (months) 2

Gross profit ratio (%) 25

76600
Gross profit for the current year ended December 31 amounts to Rs. 4,00,000. closing stock of the year is Rs. 10,000 above the opening stock. Bills receivable amount to Rs. 25,000 and bills payable to Rs. 10,000. Find out:

i) Sales, ii) Sundry debtors, iii) Closing stock, and iv) Sundry creditors. (8)

b) What is the purpose of preparing the statement of changes in financial position? How does it differ from the balance sheet or income statement? (3+3)

6. "Accounting Standards ensure the consistency and comparability of Financial Statement". Explain. (14)

Section - B

7. Draw inferences from the given published cash flow statement: (14)

	2011-12	2012-13
(A) Net profit before Tax and extraordinary item	3,50,4,114	2,56,74,725
Adjustment for:		
Depreciation (Net)	58,76,975	55,51,703
Miscellaneous Expenses Written off	21,79,768	27,03,012
Interest Paid	37,83,972	49,08,230

Interest Received	(3,36,368)	(1,36,256)
Profit/Loss on sale of investment	(2,11,276)	(6,38,991)
Loss on sale of fixed assets	4,90,234	9,63,430
Dividend Received	<u>3,16,190</u>	<u>50,105</u>
Operating profit before working capital changes	4,65,07,049	4,02,53,730
Adjustment for changes in:		
Trade and other receivables	1,48,62,863	38,80,531
Inventories	17,20,184	1,08,37,278
Other current assets, loans & advances	81,593	8,43,796
Trade and other payable	<u>61,31,218</u>	<u>4,82,201</u>
Cash generated from own operations	3,95,77,180 *	5,46,09,946
Direct tax paid	<u>98,64,108</u>	<u>91,74,349</u>
Net cash from operating activities (Total A)	2,97,13,072	4,54,35,597 ✓
(B) cash flow from investing activities		
Purchase of fixed assets	(40,98,807)	(66,28,249)
Sale of fixed assets	1,63,500	3,87,500
Purchase/sale of investment(net)	(29,03,229)	(1,04,29,313)
Inter corporate deposit	(13,80,000)	(16,34,340)
Bills of exchange	-	-
Interest received	3,36,368	1,36,256
Dividend received	<u>3,16,190</u>	<u>50,105</u>
Net cash used in investing activities (Total B)	(75,65,978)	1,48,49,361 ✓
(C) cash flow in financing Activities		
Increase in borrowings	(74,82,715)	1,34,82,102)
Dividend paid	(1,40,55,984)	(1,08,26,438)
Interest paid	<u>(37,83,792)</u>	<u>(49,08,230)</u>
Net cash used in financing activities (Total C)	(2,53,22,491)	(2,92,16,770) ✓
Total (A+B+C)	(31,75,397)	13,69,466
Opening cash/cash equivalents	52,43,382	38,73,916
Closing cash/cash equivalents	20,67,985	52,43,382

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1M 6116

M.B.A. I Semester (Main & Back) Examination - 2015
M-106 A IT for Managers

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 28

Instructions to Candidates:

- 1) The question paper is divided in **two** sections.
- 2) There are sections **A & B**. Section **A** contains **6** questions out of which the candidates is required to attempt any **4** questions. Section **B** contains short case study/application base **1** question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

Section-A

1. Describe Internet, Intranet and Extranet. How has the internet influenced the business functions? (14)
2. a) Describe the different types of Information systems giving examples of each type
b) Discuss the use of artificial intelligence in information systems (10+4)
3. Describe in detail the phases of the system development life cycle (14)
4. What are cross-functional enterprise systems? Discuss their evolution and architecture. Why is there a trend towards cross-functional enterprize systems(14)
5. Explain the principal electronic payment systems used on the internet. Also discuss the pros and cons of these systems (14)
6. Write short notes on:
 - a) Cloud computing
 - b) components of a computer system
 - c) Spreadsheet as a decision making tool
 - d) Ethical responsibility in information technology context. (4×3.5)

Section-B

7. Read the Case given below and answer the following questions

Acure sales corporation is a leading provider of hot tea and coffee vending machines and tea and coffee makers. The company has been effectively managing its interactions with current and future customers, and has also been using technology to organize, automate and synchronize sales, marketing, customer service and technical support. The CRM function is thus being satisfactorily managed at Acure.

The company however now plans to engage in increased customer interaction to facilitate collaborative experiences, and to maintain an on-going dialogue with the customers.

Questions :

- a) How could Acure extend its existing CRM functions to meet the new objectives? (5)
- b) How could e-CRM and social CRM be integrated to enhance current CRM functions in the organizations? (4)
- c) What effect can these improvements in the customer relationship function have on the overall functioning of the organization? (5)

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1M 6117

M.B.A. I Semester (Main & Back) Examination - 2015

M-107 A Business Environment

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 28

Instructions to Candidates:

- 1) The question paper is divided in two sections.
- 2) There are sections A & B. Section A contains 6 questions out of which the candidates is required to attempt any 4 questions. Section B contains short case study/application base 1 question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

Section-A

1. Explain with suitable examples the macro and micro environment of business in India. Examine the relation between economic and non economic environment. Discuss the concept of environment scanning. (6+3+5)
2. State the salient features of the Industrial policy resolution 1991. Discuss the objectives of small sector Industrial policy of India (7+7)
3. Write short notes on any four
 - i) FEMA
 - ii) IRDA
 - iii) SIDBI
 - iv) EXIM policy
 - v) Board of financial supervision
 - vi) MSME(3.5×4)
4. What factors are responsible for the recent balance of payments crisis? Discuss the role of fiscal and monetary policies in overcoming the chronic balance of payments difficulties (7+7)

5. Examine the critical elements of India's economic environment at the time of advent of LPG regime. Critically examine the importance of LPG in present economic Scenario (7+7)
6. Discuss the different stock exchanges in India. Examine the role of SEBI as a watchdog (8+6)

Section-B

1. a) Discuss the trends in following sectors in India after an advent of LPG regime
- i) Agriculture sector
 - ii) Banking sector
- b) Discuss the major Mergers and acquisitions in FMCG sector in the post liberalization era in India. (6)

Section-A

1. Explain with suitable examples the macro and micro environment of business in India. (6+3+2)
2. State the salient features of the Industrial policy resolution 1991. Discuss the objectives of small sector industrial policy of India. (7+7)
3. Write short notes on any four
- i) FEMA
 - ii) IRDA
 - iii) SIDBI
 - iv) EXIM policy
 - v) Board of financial supervision
 - vi) MSME
4. What factors are responsible for the recent balance of payments crisis? Discuss the role of fiscal and monetary policies in overcoming the chronic balance of payments difficulties. (7+7)

1M6118Roll No. 606

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1M 6118**M.B.A. I Semester (Main & Back) Examination - 2015
M-108 A Communication for Management****Time : 3 Hours****Maximum Marks : 70****Min. Passing Marks : 28****Instructions to Candidates:**

- 1) The question paper is divided in **two** sections.
- 2) There are sections **A & B**. Section **A** contains **6** questions out of which the candidates is required to attempt any **4** questions. Section **B** contains short case study/application base **1** question which is **compulsory**.
- 3) All questions are carrying **equal** marks.

Section-A

1. What are main barriers to communication? Give any two types of barriers to communication with examples (4+10)
2. Discuss the impact of technology advancement on business communication. What are the features of e-mail? (9+5)
3. Explain the advantages and limitations of oral. Discuss listening as a tool of communication (8+6)
4. Why is written communication indispensable to an organization? Give principles of effective writing (6+8)
5. a) What are the essentials of an effective business letter (6)
b) You are Mr. A.G.Bakshi, section officer of S.M. pharma, M.G. road Jaipur. Write a memo asking for explanation form Mr. Ajay sen, an employee for going on leave without prior permission. Invent all other details (8)
6. What do you understand by objectives of a meeting? Describe minutes of a meeting and state its content. (5+9)

Case Study

7. Jon Georges, leads how producer for Tokyo Disneyland project (from U.S) and a Walt Disney designing team worked intensively on a new creative concept for one of the world's most visited parks, Tokyo Disneyland. But the entire project would come to a halt without a successful presentation before the owners of Tokyo Disneyland. The designing team had to convince the Japanese that the new winnie, the pooh features attractions as well as associated merchandise shops on a major restaurant, would be exciting and profitable additions to the existing theme park. Understanding the audience and anticipating it's reaction were integral part of Jon's preparation for a presentation. Jon and the designing team wanted to present their concepts in broad terms to see if the financiers liked the total idea. But Jon also knew that this audience would be detail oriented. "Japanese businessmen tend to want particulars - like the colour schemes the number of restaurants, and the exact location where visitors would exit an attraction Other adaptations jon made for Tokyo presentation involved choice of language and presentation style. He consciously used common words and simple sentences, which the translator had little trouble converting to Japanese. In making his presentation, Jon kept in mind 3 important elements: organization, visuals and focus. Although he had thousands of details in mind, he forced himself to keep his presentation logical and simple. He concentrated on one powerful point: Convincing his Japanese listeners that the new attractions would enhance the value of Tokyo disneyland and would draw more visitors
- a) What questions should Jon George ask himself in anticipating the audience for Tokyo disneyland presentation (6)
 - b) Why is simplicity important in oral presentation and why was it particularly important for the Tokyo disneyland presentation (8)