

1M6111

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1M6111

**M.B.A I semester. (Main/Back) Examination, Dec - 2018**  
**M-101A 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 and 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 question are carrying **equal marks**.*

**SECTION-A**

1. "Management process is considered to consist of certain concepts". List and elaborate these concepts in logical order. Explain behavioral approach of management. (9+5)
2. a) Asses the contribution of F.W Taylor to the development of management thought.  
b) Give a brief account of management by objectives. (7+7)
3. What is meant by organisational structure? Explain line/staff authority. Why do large and diversified organisation adopts divisional structure? (4+5+5)
4. Write short notes on:  
a) Performance appraisal  
b) Career strategies (7+7)
5. If you were selected to be the group leader for a class project (eg. to make a case study to a particular company) which leadership style would you use? Why? (7+7)

6. a) What do you mean by controlling? What are the prerequisite of an effective control system?
- b) Differentiate between management practices of Premji and Narayan Murthy. (7+7)

**SECTION-B**

7. You are the operation head of a business process outsourcing (BPO) organisation dealing in sector. What insurance control system and process will you adopt for your organisation? (14)
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1M6112

**M.B.A I Semester (Main & Back) Examination, Dec. - 2018**  
**M-102A Organizational Behavior**

**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. "Since behaviour is generally predictable, there is no need to formally study organization behaviour".  
Do you agree with this statement? Justify & comment. (14)
2. What are the various implications of perception for management? Explain the Process of perception in organization. (7+7=14)
3. Define the term attitude with suitable examples. Explain the process of formation of attitude. (7+7=14)
4. What is the importance of studying of personality of employees in work organization? Explain Ivan Pavlov & John B. Watson Behaviouristic Theory of learning. (7+7=14)
5. "Employee motivation is significant for high - level of performance" Explain. Write short note on Process Theory of Motivation. (7+7=14)
6. Write short notes on - (Any two) (7+7=14)
  1. Group Cohesiveness
  2. Approaches to power
  3. Resolution of conflict

## Section B

(1×14=14)

7. An individual is ready to act upon the growth needs if and only if his deficiency needs are met. Within the deficiency needs, each lower need must be met before moving to the next higher level. Since needs are many, they are arranged in order of importance from basic to complex. The person advances to the next level of need only after lower level need is satisfied.

Describe the theory explaining the intuitive logic & ease of understanding human needs.

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**1M6113**

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**1M6113**

**MBA I Sem. (Main Back) Examination Dec. - 2018**  
**M-103, 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 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)  $\begin{bmatrix} x-y & 2x+z \\ 2x-y & 3z+w \end{bmatrix} = \begin{bmatrix} -1 & 5 \\ 0 & 13 \end{bmatrix}$  Find x, y, z and w. (6)

b) Solve the following set of equations by matrix method  
 $2x+3y+4z=29, x+y+2z=13, 3x+2y+z=16.$  (8)

2. a) Explain various measures of dispersion and its significance. (6)

b) The following data relate to age of employees and the number of days they were reported sick in a month.

Employees :	1	2	3	4	5	6	7	8	9	10
Age (X) :	30	32	35	40	48	50	52	55	57	61
Sick Days (Y) :	1	0	2	5	2	4	6	5	7	8

Calculate Karl Pearson's coefficient of correlation between employee's age and sick days & interpret the result. (8)

3. a) The following data give the experience of machine operators and their performance ratings as given by the number of good parts turned out per 100 pieces.

Operator	1	2	3	4	5	6	7	8
Experience (X)	16	12	18	4	3	10	5	12
Performance (Y) Ratings	87	88	89	68	78	80	75	83

Calculate the regression lines of performance ratings on experience and estimate the portable performance if an operator has 7 years experience. (8)

- b) If the regression lines are given by  $3x + 2y = 26$ . and  $6x + y = 31$ , find
- the mean value of x and y.
  - the coefficient of correlation between x and y
  - estimate the value of y for  $x = 0$  and value of x when  $y = 13$ . (6)
4. a) What do you mean by index number? What is the significance and need of index numbers. How do we construct index numbers? (6)
- b) Calculate fisher's ideal index from the given data. Does it satisfy the time reversal and factor reversal tests (8)

Commodity	Price	Quantity (pg)	Price	Quantity (pg)
	(year 2012)	(year 2012)	(year 2013)	(year 2013)
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24
E	8	40	12	36

5. a) The probability that a boy will not pass MBA examination is  $\frac{2}{3}$  and the probability that a girl will not pass the MBA examination is  $\frac{3}{5}$ . Find the probability that only one of them will pass the examination. (6)
- b) Explain the following terms with appropriate example. (8)
- i) Mutually exclusive events
  - ii) Conditional probability.
  - iii) Independent & dependent events
  - iv) Baye's theorem.

6. a) The shareholders Research centre of India has conducted recently a research study on price behaviour of three leading industrial shares, A, B and C for the period 2011 to 2017, the results of which are published as follows in its quarterly journal.

Share	Average price (Rs.)	Standard Deviation	Current selling price (Rs.)
A	18.0	5.4	36.0
B	22.5	4.5	34.75
C	24.0	6.0	39.00

- i) Which share, in your opinion appear to be more stable in value?
  - ii) If you are the holder of all three shares, which one would you like to dispose of at present, and why? (8)
- b) What do you mean by central tendency? What are the different measures of central tendency? Explain appropriate situations to use different measures of central tendency. (6)

**Section - B (Compulsory)**

7. a) The average monthly sales of 5000 firms are normally distributed. Its mean and standard deviation are Rs. 36000 and Rs. 10000 respectively. Find

- i) the number of firms the sales of which are over Rs. 40,000.
- ii) the percentage of firms the sales of which will be between Rs. 38,500 and Rs. 41,000.
- iii) the number of firms the sales of which will be between Rs. 30,000 and Rs. 40,000. The relevant extract at the area table (under the normal curve) is given below.

Z	0.25	0.40	0.5	0.6	
Area	0.0987	0.1554	0.1915	0.2257	(8)

b) A manufacturing firm produces steel pipes in three plants with daily production volumes of 500, 1000 and 2000 units respectively. According to past experience, it is known that the fraction of a defective outputs produced by the three plants are respectively .005, .008 and .010. If a pipe is selected from a day's total production and found to be defective. What is the probability that it came from the first plant. (6)

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**1M6114**

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**1M6114**

**M.B.A I Semester (Main & Back) Examination, Dec. - 2018**  
**M-104 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 base 1 question which is **compulsory**.
3. All questions are carrying **equal** marks.

**Section A**

1. Examine the nature of managerial economics. What are the characteristics of Baumol's model of sales revenue maximization? (7+7)
2. "The amount of demand increases with a fall in the price and diminishes with a rise in the price". Discuss. Differentiate between contraction and extension in demand and increase and decrease in demand. (4+5+5)
3. What do you mean by elasticity of demand? Describe the factors determining elasticity of demand. Distinguish between price effect and price elasticity of demand. (4+6+4)
4. i. Distinguish among:
  - a. Opportunity cost and social cost (3.5)
  - b. Sunk cost and book cost (3.5)ii. Write in brief about:
  - a. Price skimming (3.5)
  - b. Consumer surplus (3.5)
5. a. Explain production function. Write about law of returns to scale. (7)  
b. Discuss Oligopoly market and write about price and output determination under kinked demand curve. (7)

6. a. Discuss profit concept for an economist. Explain determinants of short term and long term profits. (7)
- b. Write about consumer pricing Index. (7)

**Section B**

(1×14=14)

7. Solve the case and find out break-even point.

Variable cost per unit                      Rs. 10

Selling price per unit                      Rs. 15

Fixed expenses                              Rs. 40,000

What will be selling price per unit if break-even point is brought down to 5,000 units?

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**1M6115**

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**1M6115****MBA I Semester (Main&Back) Examination, Dec. - 2018**  
**M-105A 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) Define Management Accounting. Write the application and scope of Management Accounting. (7)  
b) What do you mean by GAAP? Write the various concepts of Accounting in India. (7)
2. From the following trial balance of AK traders prepare final accounts for the year ending 31<sup>st</sup> December 2015.

Particulars	Amount Dr. (Rs.)	Amount Cr. (Rs.)
Capital	-	57,500
Plant and Machinery	69,000	-
Scooter	9,200	-
Returns	5,290	3,680
Stock (1 January, 2006)	18,400	-
Purchases and Sales	77,740	1,28,880
Bad - debts	690	-
Carriage	1,610	-
Trade Expenses	2,760	-

Bad - Debts Provisions	-	1,610
Bank - Loan	-	11,500
Interest on Bank - Loan	690	-
Commission	-	2,070
Insurance and Taxes	4,600	-
Scooter Expenses	5,980	-
Salaries	10,120	-
Cash - in - hand	4,600	-
Cash - at - Back	6,070	-
Debtors and Creditors	6,900	18,400
	<u>2,23,650</u>	<u>2,23,650</u>

**Additional Information :**

- 1) Stock on 31-12-2015 was valued at Rs. 9,980.
  - 2) Salaries have been paid for 11 months.
  - 3) 10% p.a. interest on loan has to be paid.
  - 4) Write off Rs. 460 as further Bad - debts and maintain bad - debts provisions at 5% on debtors.
  - 5) Commission includes Rs. 690 being commission received in advance.
  - 6) Depreciate Plant and Machinery by 5% and Scooter by 15%. (14)
3. Explain the meaning of IFRS. How many Accounting standards had been introduced in India? Explain any 10 of them. (4+5+5=14)
4. The following are the summarised Balance Sheets of mother India limited as on March 31, 2015 and 2016.

**Balance Sheets**

Liabilities	2015 (Rs.)	2016 (Rs.)	Assets	2015(Rs.)	2016(Rs.)
Share capital	4,50,000	4,50,000	Plant & Machinery	4,00,000	3,20,000
General Reserve	3,00,000	3,10,000	Investments	50,000	60,000
P & L a/c	56,000	68,000	Inventory	2,40,000	2,10,000
Creditors	1,68,000	1,34,000	Debtors	2,10,000	4,55,000
Provision for Taxation	75,000	10,000	Cash and bank	1,49,000	1,97,000
Mortgage Loan	-	2,70,000			
	<u>10,49,000</u>	<u>12,42,000</u>		<u>10,49,000</u>	<u>12,42,000</u>

**Additional Information :**

- i) Investment costing Rs. 8,000 were sold during the year for Rs. 8,500.
- ii) Provision for tax made during the year was Rs. 9,000.
- iii) During the year part of the Plant & Machinery costing Rs. 10,000 were sold for Rs. 12,000 the profit was included in Profit and Loss Account.
- iv) Dividend paid during the year amounted to Rs. 44,080.

You are required to prepare Cash Flow statement in new format as per Accounting Standard 3 (Revised) by indirect method. (14)

5. Write notes on:

- a) Responsible Accounting (5)
- b) Zero Based Budgeting (5)
- c) Trend Analysis. (4)

6. The following information relates to the business of a partnership firm :

- a) Average Capital employed in the business Rs. 50,00,000.
- b) Net trading profit of the firm for the past three years (after taxation) were :  
Rs. 10,20,000; Rs. 6,40,000 and Rs. 7,40,000.
- c) Reasonable Return Expected in the same type of business is 10 percent.
- d) Fair remuneration to the partners for their services is Rs. 2,10,000.

Calculate the value of goodwill -

- i) On the basis of five year's purchase of the annual average super profits
- ii) On the basis of capitalising the annual average super profit at the reasonable return of 10%; and
- iii) On the basis on an annuity of super profit, taking the present value of annuity of one rupee for five years at 10 percent interest is Rs. 3.791.

Comment as to which method (out of the above) is more appropriate and why? (14)

### Section - B (Compulsory)

7. From the following annual statement of Z Ltd, calculate the following ratios
- a) Gross Profit Ratio, (4)
  - b) Current Ratio, (2)
  - c) Liquid Ratio, (4)
  - d) Return on Investment Ratio. (4)

#### Trading Profit & Loss A/c

For the year ended 31st March 2016.

	Rs.		Rs.
To material consumed :		By Sales	85,000
Opening Stock	9,050	By profit on sales of investment	600
Purchase	<u>54,525</u>	By Interest on Investment	300
	63,575		
Less : Closing Stock	<u>14,000</u>		
	49,575		
To Carriage Inwards	1,425		
To Office Expenses	15,000		
To Sales Expenses	3,000		
To Financial Expenses	1,500		
To Loss on Sale of Fixed Assets	400		
To Net Profit	<u>15,000</u>		
	<u>85,900</u>		<u>85,900</u>

#### Balance Sheet

	Rs.		Rs.
<b>Liabilities</b>		<b>Assets</b>	
<b>Share capital :</b>		<b>Fixed Assets :</b>	
2000 equity share of		Buildings	15,000
Rs. 10 to each Fully paid	20,000	Plant	8,000
General Reserve	9,000		23,000
Profit & loss A/c	6,000	<b>Current Assets :</b>	
Bank Overdraft	3,000	Stock in Trade	14,000
<b>Sundry Creditors :</b>		Debtors	7,000
For Expenses	2,000	Bills receivable	1,000
For others	<u>8,000</u>	Bank Balance	<u>3,000</u>
	10,000		25,000
	<u>48,000</u>		<u>48,000</u>

**1M6116****1M6116****M.B.A I semester (Main/Back) Examination, Dec. - 2018****M-106A 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 and 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 question are carrying **equal** marks.*

**SECTION-A**

1. Define computer. List out functional components of a computer system. Explain any two in detail. (14)
2. a) Write functions of following in brief: (3.5+3.5)
  - i) Ms word
  - ii) Ms PowerPoint
- b) Differentiate between Ms assess and Ms project. (7)
3. a) Explain role of Cloud Computing for organisation. (7)
- b) Differentiate between Intranet and Extranet. (7)
4. How artificial intelligence is useful for managers? What the kinds of information systems? (7+7)
5. Explain system development life cycle. Write are the steps which are involved in documenting. (7+7)

6. a) Explain the steps you will take to develop a E-commerce platform of selling pre-owned cars in various cities of India. Provide examples. (7)
- b) What are the technical ethics of an IT organisation? (7)

**SECTION-B**

7. You are the coordinator for conducting seminar in your college. One of the speaker of the seminar could not come from abroad due to technical reasons. How you will solve the problem. Discuss. (14)
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**1M6117****1M6117**

**M.B.A. I Semester (Main&Back) Examination, Dec. - 2018**  
**M-107A Business Environment**

**Time : 3 Hours****Maximum Marks : 70****Min. Passing Marks : 28****Instructions to Candidates:**

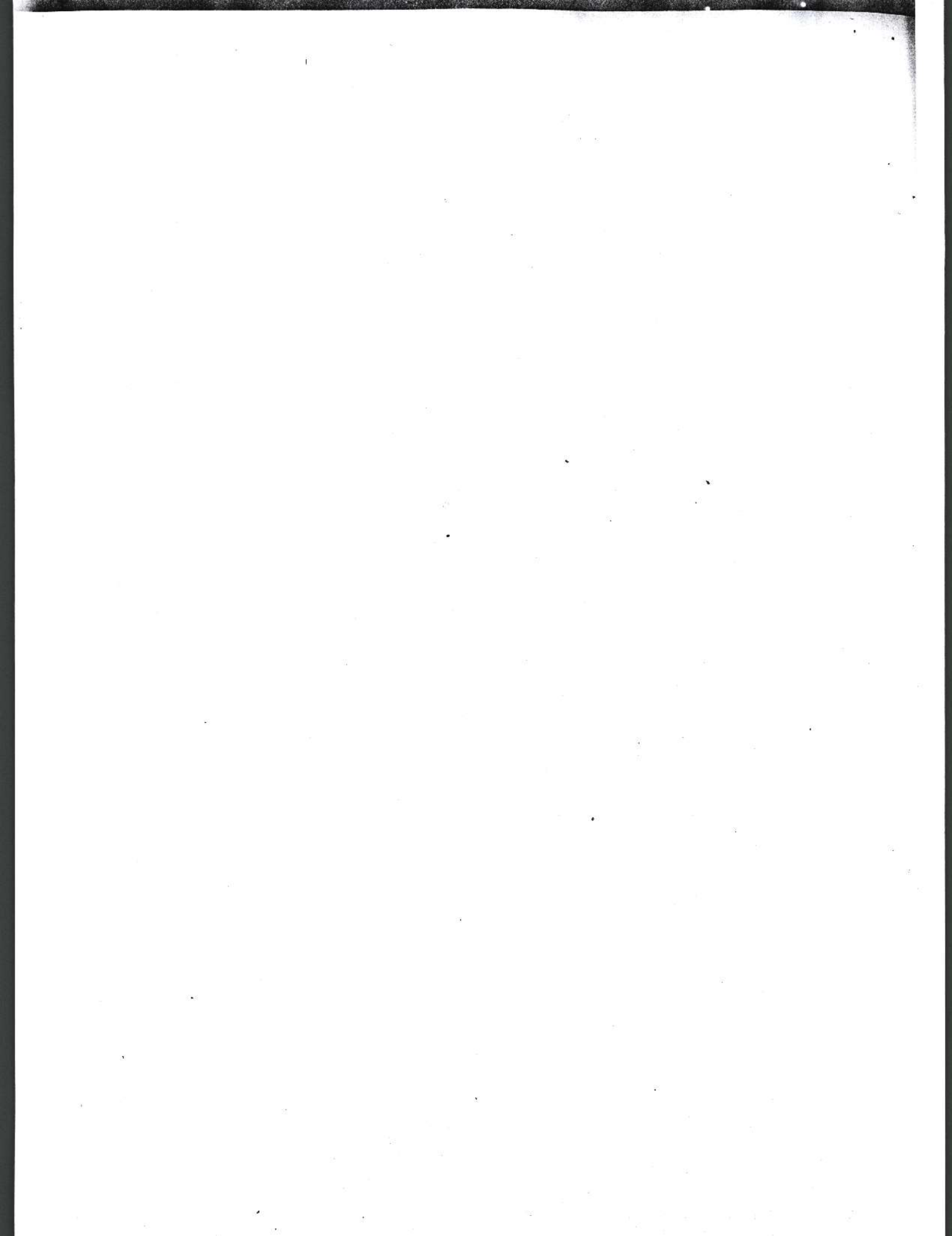
1. *The question paper is divided in two sections.*
2. *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/ application base 1 question which is **compulsory**.*
3. *All questions are carrying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

**SECTION -A**

1. "The environment includes factors outside the firm which can lead to strength or weakness and opportunities or threats to firm". Explain the statement with the help of various elements of environment. (14)
2. At least in India, PSUs are surviving as units with government majority. Our effort should therefore, be to make public sector units work efficiently rather than to cook up gimmicks to enable them to get around their impediments by reducing public ownership. Explain these words of S. Venkataramanan in 1991. (14)
3. "Fiscal policy is potent tool in hands of the government for regulating economic growth" Explain with the help of three major component of Fiscal policy. (14)
4. Define globalization and discuss its characteristics in brief. (4+10)
5. Describe the measures/ steps has taken to woo the FDI in INDIA. (14)
6. Discuss how the RBI regulates the supply of money in the country. (14)

**SECTION -B**

7. Discuss the steps taken by government towards economic development in India in 1991 in context of industrial sector and how this changed the competitive environment in Indian Business world. (14)



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1M6118

MBA I Semester (Main&Back) Examination, Dec. - 2018  
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 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) Discuss the meaning of communication. "Communication is a two way process". Comment and explain the elements and process of communication in detail. (3+7)
- b) Discuss the communication structure in an organisation. (4)
2. a) Differentiate between a CV and bio - data. Explain the points which should be considered while writing a resume/CV.
- b) "Social media is emerging as a powerful communication platform" Explain the above statement by discussing the characteristics of any 4 social media sites. (7+7)
3. Differentiate between : (any two) : (7+7)
  - a) Proxemics and kinesics.
  - b) Paralinguistics and sign language.
  - c) Memos and reports
  - d) Grapevine and formal communication.
4. a) Discuss different steps of a successful presentation.
- b) Highlight the guidelines for the use of visual aids. (7+7)

5. a) Discuss the different approaches of case analysis.  
b) Explain the principles of effective writing. (7+7)
6. a) What do you mean by press conference? How is it helpful in media management? (3.5+3.5)  
b) Write short notes on :  
i) Minutes of meeting  
ii) Business etiquettes. (3.5+3.5)

### Section - B

1. a) You are promotion manager of a well - known company dealing in contact lenses. Write a circular letter announcing the opening of Brand outlet in your home city and offering of inaugural benefits to the member customers of "Vision club". The offer is valid for initial one week. (7)
- b) You are production manager of a plant. Prepare a report for the site incharge indicating standard production capacity and actual production of bearings in a week. (7)
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