



Code No. 1002

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, December 2018 / January 2019**

**Subject: Accounting for Management**

**Paper Code – MB – 102**

**Time: 3 Hours**

**Max.Marks: 80**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

**Note: Answer all the questions in not more than one page each.**

- 1 Define accounting.
- 2 Distinguish capital and revenue expenditure.
- 3 Common size statement analysis objectives.
- 4 Balance Score Card
- 5 Make or Buy decision.

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

**Note: Answer all the questions by using internal choice in not exceeding four pages each.**

- 6 a) Discuss the significance of Accounting Standards in global accounting environment.

**OR**

- b) Journalize the following transactions and prepare Ledger Accounts.

- 1 Ram started business with a capital of Rs. 10,000
- 2 He purchased goods from Mohan on credit Rs. 2,000
- 3 He paid cash to Mohan Rs. 1,000
- 4 He sold goods to Suresh Rs. 2,000
- 5 He received cash from Suresh Rs. 1,000
- 6 He purchased furniture from Mr. Laxman Rs. 5,000
- 7 He deposited Rs. 2,000 in a bank

- 7 a) Explain the procedure involved in the preparation and presentation of financial statements.

**OR**

- b) A firm purchases a plant for Rs. 10,000 on 1<sup>st</sup> January 2013. Installation charges are Rs. 2,000. Plant is estimated to have a scrap value of Rs. 1,000 at the end of its useful life of 5 years. You are required to prepare the plant account for five years charging depreciation according to straight line method.

- 8 a) Discuss the managerial uses and limitations of ratio analysis.

**OR**

- b) Using the following information, compute the balance sheet items for a firm having a sale of Rs. 36 lakhs.

Sales / Total Assets	3	Sales / Debtors	15
Sales / Fixed Assets	5	Current ratio	2
Sales / Current Assets	7.5	Total Assets / Net worth	2.5
Sales / Inventories	20	Debt / Equity	1

- 9 a) Discuss the application areas of various tax planning and how it is different from tax avoidance and evasion.

OR

- b) From the following details, prepare a cash flow statement  
Balance Sheets

Liabilities	2017 (Rs.)	2018 (Rs.)	Assets	2017 (Rs.)	2018 (Rs.)
Share Capital	10,000	15,000	Land	4,000	4,000
P&L A/c	5,000	8,000	Machinery	3,000	5,000
General Reserve	4,000	6,000	Stock	10,000	12,000
Creditors	8,000	12,000	Debtors	10,000	15,000
Bills payable	5,000	3,000	Cash	5,000	8,000
	32,000	44,000		32,000	44,000

Additional information:

During the year depreciation charged on machinery for Rs. 1,000 and dividend paid Rs. 2,000.

- 10 a) Draw a break-even chart and discuss the assumptions and utility of break-even analysis.

OR

- b) From the following details, find out:

- Contribution per unit
- BEP
- Margin of safety
- Profit
- Volume of sales to earn a profit of Rs. 24,000.

Units sold	20,000
Total sales	Rs. 60,000
Total variable cost	Rs. 30,000
Total Fixed cost	Rs. 18,000

$$\frac{60,000}{20,000} = 1.5$$

$$\frac{30,000}{20,000} = 1.5$$

$$\frac{18,000}{20,000} = 0.9$$

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42,000

P. U. →

$$\frac{84,000}{5}$$



Code No. 1003

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, December 2018 / January 2019**

**Subject: Marketing Management**

**Paper Code – MB – 103**

**Time: 3 Hours**

**Max.Marks: 80**

**PART – A (5x4 = 20 Marks)**  
**[Short Answer Type]**

**Note: Answer all the questions in not more than one page each.**

- 1 Differentiate the terms Market and Marketing
- 2 Write a short note about Market Targeting.
- 3 Brand
- 4 Industrial Markets
- 5 Strategic Control

**PART – B (5x12 = 60 Marks)**  
**[Essay Answer Type]**

**Note: Answer all the questions by using internal choice in not exceeding four pages each.**

- 6 a) Discuss different tasks of Marketing.  
●R  
b) Write in detail about macro environment.
- 7 a) How do you measure demand? What are the sales forecasting methods?  
●R  
b) How do you segment the business markets? Explain in detail.
- 8 a) What are the steps involved in New Product Development? Write in detail.  
●R  
b) Narrate the important channel management decisions.
- 9 a) Write in detail about any two models of consumer behaviour.  
●R  
b) What are the characteristics of industrial markets? Explain.
- 10 a) Write different types of marketing organization structures.  
●R  
b) What is the purpose of Marketing Audit? State its uses.

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Code No. 1004

**FACULTY OF MANAGEMENT**  
**M.B.A. I – Semester (CBCS) Examination, January 2019**

**Subject: A. Business Law & Ethics**

**Paper Code – MB – 104**  
**Open Elective – I**

**Time: 3 Hours**

**Max.Marks: 80**

**PART – A (5x4 = 20 Marks)**  
**[Short Answer Type]**

**Note: Answer all the questions in not more than one page each.**

- 1 Coercion
- 2 Caveat emptor
- 3 Articles of Association
- 4 Rights of the consumer
- 5 Social responsibility

**PART – B (5x12 = 60 Marks)**  
**[Essay Answer Type]**

**Note: Answer all the questions by using internal choice**  
**in not exceeding four pages each.**

6 a) Discuss types of consideration, what will happen if consideration is missing in an agreement?

**OR**

b) What are quasi – contracts? Enumerate the quasi-contract under the Indian Contract Act, 1872.

7 a) Define bailment. Discuss the rights and responsibilities of bailee.

**OR**

b) Explain the significance and legal implications of marking a cheque and state whether the marking of a post-dated cheque binds the banker who certifies it.

8 a) How is a company formed under the Companies Act, 1953? Enumerate the various documents to be filed with the registrar.

**OR**

b) What do you understand by Quorum? Must a quorum be present throughout a meeting? Where is the procedure if a quorum is never formed?

9 a) What is the jurisdiction of a Consumer Dispute Redressal Forum? In what manner is a complaint filed before it? What procedure is followed by it after receiving a complaint?

**OR**

b) Explain pollution control law in detail.

10 a) Define business ethics. Discuss its nature and efficiency in detail.

**OR**

b) Explain Indian value system and its relevance in Management.

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2. NPL  
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Code No. 1006

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, January 2019**

**Subject: C. Managerial Economics**

**Paper Code – MB – 104**

**Open Elective – I**

**Time: 3 Hours**

**Max.Marks: 80**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

**Note: Answer all the questions in not more than one page each.**

- 1 Features of Robbins definition of Economics
- 2 Consumer equilibrium
- 3 Diseconomies of scale
- 4 Market structure
- 5 Keynes's Saving.

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

**Note: Answer all the questions by using internal choice in not exceeding four pages each.**

- 6 a) Discuss the nature and scope of Managerial Economics. How does it differ from traditional economics?  
**OR**  
b) Explain about Welfare Economics. Discuss the role of government in ensuring the welfare of its citizens.
- 7 a) What do you mean by Demand Analysis? Describe the objects of Demand Analysis.  
**OR**  
b) Explain how do you measure elasticity of demand. How do you interpret the different types of elasticity of demand?
- 8 a) Discuss briefly the forces which affect the cost behaviour in the long-run.  
**OR**  
b) Define production function. How can a product find it useful? Illustrate.
- 9 a) Differentiate between perfect and imperfect markets.  
**OR**  
b) What do you understand by price discrimination? What are its objectives? What are the conditions necessary to make price discrimination effective?
- 10 a) What is business cycle? Discuss briefly the important theories of business cycles.  
**OR**  
b) Explain the Keynesian Approach to the determination of National Income by Aggregate demand and Aggregate Supply Approach.

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FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January 2019

Subject: I.T. Applications for Management

Paper – MB – 105

Open Elective – II

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 Explain the characteristics of an information system
- 2 What is System Software?
- 3 Write a short note on Strategic Information Systems
- 4 What is e-commerce?
- 5 Define:
  - i) Security threat
  - ii) Vulnerability
  - iii) Passive attack, and
  - iv) Active attack

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding four pages each.

- 6 a) List out and explain various categories of Information Systems along with their characteristics.  
OR  
b) Explain in detail about the significance of Operational Support Systems and Management Support Systems.
- 7 a) Explain the characteristics and elements of Multimedia.  
OR  
b) Define Data Communication. Explain about various layers in communication system.
- 8 a) Define summary report, exception report and detailed report generated in MIS.  
OR  
b) What is the relation between AI systems and expert systems?
- 9 a) Discuss the importance and activities of online advertising.  
OR  
b) Explain the advantages and disadvantages of Mobile Applications.
- 10 a) What is the significance of key in cryptography?  
OR  
b) Discuss the importance of digital signature in IS security mechanism.

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**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, January 2019**

**Subject: Business Communications**

**Paper Code – MB – 105**

**Open Elective - II**

**Time: 3 Hours**

**Max.Marks: 80**

**PART – A (5x4 = 20 Marks)**

**[Short Answer Type]**

**Note: Answer all the questions in not more than one page each.**

- 1 Importance of feed back
- 2 Significance of negotiation
- 3 Audience analysis
- 4 Structure of reports
- 5 Crisis Communication.

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

Note: Answer all the questions by using internal choice in not exceeding four pages each.

- 6 a) Explain the importance and benefits of effective communication.  
OR  
b) What is listening? How do you improve the listening competence?
- 7 a) Discuss the functions of non-verbal communication.  
OR  
b) Bring out the stages in conducting the negotiations.
- 8 a) Explain the process of planning and delivering effective presentation.  
OR  
b) Explain briefly various methods of speaking.
- 9 a) Discuss different types of reports.  
OR  
b) List out the aspects that should be placed in resume to make it more effective.
- 10 a) Discuss the essentials for building better relations with media.  
OR  
b) Explain the career building process with examples.

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FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January 2019

Subject: Customer Relationship Management

Paper Code – MB – 105

Open Elective – II

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 Benefits of CRM
- 2 Customer Loyalty
- 3 Setting CRM Objectives
- 4 Call Centre
- 5 Problems in implementing CRM

PART – B (5x12 = 60 Marks)  
[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding four pages each.

6 a) What is CRM? Explain the significance of CRM for an organization.

OR

b) What are the types of CRM? How does collaborative CRM help the companies to improve their business?

7 a) Explain the concepts of Customer Value and Customer Centricity.

OR

b) What is customer retention? Discuss briefly various strategies that organizations can follow to retain customers.

8 a) What is CRM strategy? Describe Customer Strategy Grid.

OR

b) Explain the elements of a CRM plan.

9 a) What is Sales Force Automation? Describe how SFA supports sales function of a company.

OR

b) Explain need and importance of implementing CRM in service sector.

10 a) Describe steps involved in CRM implementation.

OR

b) Discuss challenges faced by companies in implementing CRM.

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