

16/11/2020

Code No. 12038

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: Business Communication

Paper – MB –

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Forms of Communication
- 2 Negotiation
- 3 Styles of Presentation
- 4 Routing Reports
- 5 NEWS

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. Define Communication. Explain the Barriers of Communication.
7. Describe the process of Communication. Focus on the types of Communication.
8. Define Negotiation. Explain the approaches of Negotiation.
9. What are the types of Communication. Focus on features of Non-Verbal Communication.
10. Define Presentation. Explain AUDIENCE.
11. Explain:
 - i) Tone
 - ii) Pitch
 - iii) Voice
12. Define Report. Explain the types of Report.
13. Structure of Report is essential for Good Report – Explain.
14. Investor Relation is essential for Media Communication and Communication Crisis – Explain.
15. Describe the Do's and Do Not's of Crisis Management.

Code No. 12034

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: A. Business Law & Ethics

Paper – MB – 104 Open Elective – I

Time:2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Free Consent
- 2 Bill of Exchange
- 3 Prospectus
- 4 Role of Public Awareness
- 5 Fair Market Wages

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. What is a definition of contract? Explain the essential elements of a valid contract.
7. What are the remedies for breach of contract and quasi contracts?
8. Explain the salient features of contract of agency.
9. What are the essential elements and distinctions between promissory note, bill of exchange and cheque?
- 10.Explain the ingredients of Memorandum of Association.
- 11.Explain in detail Memorandum and Articles of Association.
- 12.Discuss in brief pollution control law in Air, Water and Environment.
- 13.Explain competition law in India.
- 14.What are Business Ethics and efficiency? Explain in detail.
- 15.What is Indian Value System and its relevance in Management?

16/11/2020

Code No. 12037

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: IT Application for Management

Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Management Support Systems
- 2 Electronic Data Interchange (EDI)
- 3 Distributed Systems
- 4 E-Governance
- 5 Firewall

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. "Information Systems have been a boon and its impact has changed the way we Live and do business". Comment discussing the need, role and impact of Information Systems.
7. "Decisions at varied levels of management need different information, so is the need for the varied types of Information Systems for managers". Comment, discussing varied types of Information Systems and their scope.
8. "Internet and Intranet are two powerful tools in the hands of managers today and have become the key success factors". Comment, giving the role of Internet and Intranet in the organizational effectiveness.
9. "Success of information technology rests on the infrastructure, both hardware, software and the communication". Comment, giving the Information Technology Infrastructure.
10. "Decision making has now become more effective with the advent of Decision Support Systems (DSS)". Comment, giving the concept and role of Decision Support Systems (DSS) in the Decision Making process, also discusses varied issues and challenges of DSS.
11. "There is a lot of variety and flexibility in database design, with newer data structures and databases". Comment, giving varied types of databases. along with their relative merits and demerits.

12. "Inter Organizational Information Systems enables the smooth inter organizational transactions and operations". Comment, giving the role played by varied Inter Organizational Information Systems in an Organization.
13. "Businesses today have been under a new digital revolution with advent of Electronic Data Interchange (EDI), Electronic Fund Transfer (EFT) and Mobile Applications". Comment, giving the concept involved, role played and utility of these applications with examples.
14. "Businesses are now having a new threat, the threat of Digital Attacks, the Cyber Security Threats". Comment, giving the concept of cyber security threats. Also discuss some of these prevalent threats.
15. "It is very true that computer systems are under security risks, but there are always means and measures to ensure the security". Comment, giving the security measures and security policy for information technology risks.

OU - 1312

Code No. 12036

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: C. Managerial Economics

Paper – MB – 104 Open Elective – I

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Theory of Firm
- 2 Law of Marginal Utility
- 3 Learning Curve
- 4 Oligopoly
- 5 War Inflation

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. Explain any three fundamental economics concepts in detail.
7. What is Econometrics? Explain the use of Econometric models in decision making?
8. What is Law of Demand? Explain Price and Income elasticity of demand.
9. What is the concept of utility? Explain cardinal and ordinal approaches of utility.
10. What is Production Function? Explain Cobb Douglas and CES Production Function.
11. Explain economies and diseconomies of scale in detail.
12. Explain price determination under Perfect Competition.
13. Explain Monopoly and monopolistic competition.
14. Explain the nature, concept and measurement of National Income.
15. Explain classical and Keynesian approaches to income, employment and investment.

12/11/2020

Code No. 12033

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: Marketing Management

Paper – MB – 1.3

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Marketing programme
- 2 Unique Selling Proposition
- 3 Delphi Technique
- 4 Merchandising
- 5 Annual Plan Control.

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. Discuss the role of a company's micro environment in influencing its marketing strategy.
7. Discuss in detail the need for a company's orientation towards marketing concept.
8. Explain the various techniques for demand measurement and sales forecasting.
9. What is market targeting? What are the steps involved in marketing targeting?
10. What are the issues and challenges of online marketing?
11. What is sales promotion? Explain the various tools of sales promotion.
12. Explain the variables influencing industrial buying behaviour.
13. Explain the strategies and prospects of services marketing.
14. Differentiate and discuss profitability control and strategic control.
15. What are the various structures of the marketing department?

18/11/2020

Code No. 12032

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, November 2020

Subject: Accounting for Management

Paper – MB – 102

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 What is Double Entry System? What are its advantages?
- 2 What is the purpose of preparation of Financial Statements?
- 3 Explain the meaning and objectives of trial balance?
- 4 State the uses of cash flow statement?
- 5 Explain the meaning and importance of cost volume profit analysis?

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. Briefly explain different accounting concepts and conventions.
7. Journalise the following transactions and prepare Ledger Account.

			Rs.	
2000	Jan.	1	Commenced Business with cash	1,50,000
		5	Purchased furniture for cash	5,000
		8	Bought goods on cash	15,000
		10	Bought goods on credit from Brown	20,000
		12	Sold goods for cash	25,000
		15	Sold goods on credit to Madhavan	15,000
		18	Bought goods on credit from Kannan	30,000
		20	Sold goods on credit to Rahul	20,000
		25	Paid cash to Brown	15,000
		30	Salaries paid	4,000

8. Describe the steps involved in the preparation of financial statements of a firm.
9. Machinery was purchased on 1-1-2000 for Rs. 40,000. On 30th June, another second hand machine was purchased for Rs. 15,000 and Rs. 5,000 spent for repairs. On 30th June 2001, the second hand machine was sold for Rs. 15,000. Prepare machinery account after allowing depreciation of 10% p.a. on the written down value.
10. What are the different techniques used to analysis and interpretation of financial statement?

11. From the following information, you are required to prepare Balance Sheet.

- | | |
|--|------------|
| a) Current ratio | 1.75 |
| b) Liquid ratio | 1.25 |
| c) Stock turnover ratio (cost of sales/closing stock) | 9 |
| d) Gross profit ratio | 25% |
| e) Debt collection period | 1.5 months |
| f) Reserves and surplus to capital | 0.2 |
| g) Fixed asset turnover ratio (cost of sales) | 1.2 |
| h) Capital gearing ratio (Long term debt to share capital) | 0.6 |
| i) Fixed asset to net worth | 1.25 |
| j) Sales | Rs. 12,000 |

12. What are the implications of a balanced score card on a budgetary system?

13. Balance Sheets of M/s Black and White as on 1st Jan. 2001 and 31st Dec. 2001.

Liabilities	1.1.2001 Rs.	31.12.2001 Rs.	Assets	1.1.2001 Rs.	31.12.2001 Rs.
Creditors	40,000	44,000	Cash	10,000	7,000
Whites' loan	25,000	--	Debtors Stock	30,000	50,000
Loan from Bank	40,000	50,000	Machinery	80,000	55,000
Capital	1,25,000	1,53,000	Land Buildings	40,000	50,000
				35,000	60,000
	2,30,000	2,47,000		2,30,000	2,47,000

During the year a machine costing Rs. 10,000 (accumulated depreciation Rs. 3,000) was sold for Rs. 5,000. The provision for depreciation against machinery as on 1st Jan. 2001 was Rs. 25,000 and on 31st Dec. 2001 Rs. 40,000. Net profit for the year 2001 amounted to Rs. 45,000. Prepare cash flow statement.

14. What do you understand by the term 'Break Even Analysis'? Enumerate its merits and demerits.

15. The sales and profit for 2016 and 2017 are as follows:

Year	Sales	Profit
2016	1,50,000	20,000
2017	1,70,000	25,000

Find out:

- P/V Ratio
- BEP
- Sales for a profit of Rs. 40,000
- Profit for sales of Rs. 2,50,000 and
- MOS at a profit of Rs. 50,000.

Code No. 12031

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October 2020

Subject: Management & Organizational Behavior

Paper – MB – 101

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5=20 Marks)

- 1 Individual Behavior
- 2 Job Enrichment
- 3 High Performance Systems
- 4 Classical Conditioning
- 5 Matrix Structure

PART – B

Note: Answer any four questions.

(4x15=60 Marks)

- 6 Discuss the major functions of management. Explain the function of planning and leading in detail and state its limitations.
- 7 Discuss the concept of centralization and decentralization with its merits and demerits.
- 8 Giving examples discuss in which conditions either of them is appropriate or inappropriate.
- 9 What are the essentials of an effective control system? Discuss with examples?
- 10 Discuss in detail the Johari window and its applications.
- 11 What is the concept of Motivation? Discuss any two theories of motivation with merits and demerits.
- 12 Distinguish clearly between intrapersonal and interpersonal conflicts with examples. Discuss the ways to resolve conflicts.
- 13 Discuss the path-goal theory with examples.
- 14 Briefly discuss stress management and importance of counselling.
- 15 What is change? Why employees resist change and in such circumstances what approaches are effective in managing organizational change.
