



Code No. 12001

## FACULTY OF MANAGEMENT

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

Subject: Management & Organizational Behaviour

Paper Code – MB – 101

Max.Marks: 80

Time: 3 Hours

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

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

- 1 Operational planning and strategic planning
- 2 Power Vs Politics and human behaviour
- 3 Characteristics of an effective team and Team Vs. Group
- 4 Line, staff and functional managers
- 5 Human Engineering

**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 14 principles of management as suggested by Henri Fayol.  
OR  
b) State and explain Hawthorne's experiments.
- 7 a) Explain and discuss about Authority, Responsibility and Bureaucracy.  
OR  
b) Differentiate among Centralization, Decentralization and Recentralization.
- 8 a) What is perception? Why do perceptual problems arise in organization?  
OR  
b) Discuss the organizationally relevant personality traits.
- 9 a) what is OB and what are the levels of OB?  
OR  
b) Brief about Hersey and Blanchard model of leadership and identity its applications and limitations.
- 10 a) Define communication. Elaborate the process of communication in corporate context.  
OR  
b) Write an essay on organizational design.

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Code No.12002

**FACULTY OF MANAGEMENT**

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

**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 Distinguish between Journal and Ledger.
- 2 Capital expenditure
- 3 Limitations of Ratio analysis
- 4 Utility of Cash Flow Statement
- 5 Assumptions of Break-even Statement

**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 of Accounting information in managerial decisions.

**OR**

- b) From the following details, prepare final accounts for the year ending 31<sup>st</sup> March 2018.

	Rs.		Rs.
Opening stock	1,250	Capital	9,228
Sales	11,800	Creditors	1,780
Depreciation	667	Bills payable	541
Commission (Cr)	211	Plant	6,230
Insurance	380	Return outwards	1,380
Carriage inwards	300	Cash	895
Furniture	670	Salaries	750
Printing	481	Debtors	1,05
Carriage outwards	200	Discount (Dr)	328
Bills receivable	2,730	Returns Inwards	1,659
Wages	1,589	Bank O.D.	4,000
Petty Cash	47	Purchases	8,679
Bad Debts	180		

- 7 a) Discuss the provisions relating to maintenance of Books of Accounts as per Indian Companies Act.

**OR**

- b) A company purchased 10 identical machines on 1<sup>st</sup> January at a cost of Rs. 11,000 each, each having zero scrap value and an average life of 5 years. At the end of 2<sup>nd</sup> year the company sold one machine for Rs. 6,000 and purchased another for Rs. 14,000 in the beginning of the 3<sup>rd</sup> year. Journalize the transactions in the books of the company for the first three years.

- 8 a) Explain the managerial uses of Financial Statement analysis and state various techniques.

OR

- b) From the following details, prepare a summarized Balance Sheet as on 31-3-2018.

	Rs.		
Networking Capital	1,20,000	Proprietary ratio	0.75
Reserves	80,000	Current ratio	2.5
Bank O.D	20,000	Quick ratio	1.5

- 9 a) Discuss the methodology of Balance Score Card and its applicability.

OR

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

Balance Sheet

Liabilities	2017 (Rs.)	2018 (Rs.)	Assets	2017 (Rs.)	2018 (Rs.)
Share Capital	50,000	50,000	Gross Block	1,00,000	1,40,000
P&L A/c	80,000	1,10,000	(-) Depreciation	40,000	55,000
Debentures	--	30,000		60,000	85,000
Creditors	20,000	25,000	Stock	60,000	1,00,000
Bills payable	20,000	5,000	Debtors	30,000	40,000
Other C.L	10,000	15,000	Bills receivable	10,000	--
			Cash	20,000	10,000
	1,80,000	2,35,000		1,80,000	2,35,000

- 10 a) Discuss the managerial uses and limitations of CVP analysis.

OR

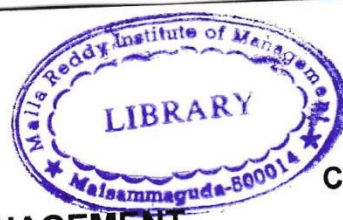
- b) An analysis of cost sheet is as follows:

Cost element	Variable cost (% of sales)	Fixed Cost (Rs.)
Direct material	32.8	--
Direct Labour	28.4	--
Factory overheads	12.6	1,89,900
Distribution overheads	4.1	58,400
General overheads	1.1	66,780
Budgeted Sales Rs. 18,50,000		

You are required to determine:

- Break even sales value
- Profit at budgeted sales
- Profit if actual sales are drop by 10% and increase by 5% from budgeted sales.

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Code No. 12004

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, January / February 2020**

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

**Paper Code – MB – 104**

**Generic 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.**

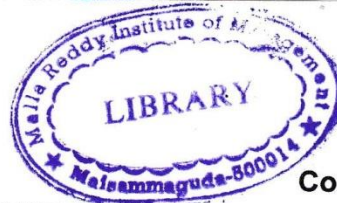
- 1 Quasi contract
- 2 Rights of unpaid seller
- 3 Alteration of Memorandum
- 4 Arbitration and conciliation
- 5 Fair Market Wages

**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 do you understand by 'capacity to contract'? What is the effect of agreement made by persons not qualified to contract?  
**OR**  
b) State briefly the principles on which damages are awarded on the breach of a contract.
- 7 a) Distinguish between a sale and a hire-purchase agreement.  
**OR**  
b) Present the salient features of Negotiable Instruments Act, specifying the characteristics of Promissory note and Bill of exchange.
- 8 a) How does a private company differ from a public company? Describe briefly the procedure for effecting the conversion of a private company into a public company.  
**OR**  
b) What are the statutory provisions regarding the holding of an annual general meeting? What business is transacted at such a meeting?
- 9 a) What are the functions of the State and Central Consumer Protection Councils?  
**OR**  
b) Explain the law relating to Intellectual Property Rights.
- 10 a) Describe the need and importance of Corporate Governance.  
**OR**  
b) Illustrate integrity and ethical consideration in business operations.

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Code No. 12005

## FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January / February 2020

Subject: B. Fundamentals of Technology Management

Paper Code – MB – 104

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 What are the implications of technology management?
- 2 Discuss basic approaches to technology forecasting
- 3 Short note on technology search strategy
- 4 Write the concept of technology diffusion
- 5 What stages in general the R&D process goes through?

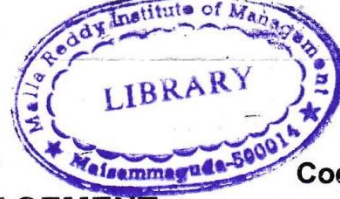
**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

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

- 6 a) Define Technology Management and examine the relationship between the role of technology and overall business strategies of a firm. Give examples.  
**OR**  
b) Write note on role and importance of technology development.
- 7 a) "A technological forecast is a prediction of the future characteristics of useful machines, products, processes, procedures or techniques". Explain the statement and examine the relationship between technology forecast and technology innovation chain.  
**OR**  
b) What steps are usually involved in the methodology for technology assessment? Discuss.
- 8 a) Discuss the important points in managing technology absorption, citing some relevant international experiences. Also offer your own suggestions.  
**OR**  
b) Explain strategy dimensions of technology transfer.
- 9 a) Why is technology diffusion important? What impact the current world scenario has on the technology diffusion cycle? Give reasons for your answer.  
**OR**  
b) Distinguish between Technology assessment and Technology evaluation.
- 10 a) What stages would the process of technology assessment go through? Explain.  
**OR**  
b) Describe some of the major Science and Technology achievements in India. What contributed to such achievements?

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Code No. 12006

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, January / February 2020**

**Subject: C. Managerial Economics**

**Paper Code – MB – 104**

**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 Wealth Maximization
- 2 Demand Function
- 3 Learning Curve
- 4 Nash Equilibrium
- 5 Aggregate Supply Schedule

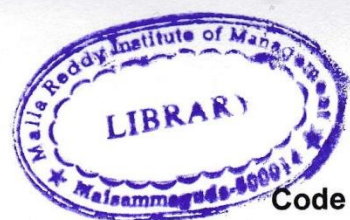
**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

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

- 6 a) Explain how Managerial Economics has its roots in Economics and Management. Does it have any link with other subjects? Support your answer.  
**OR**  
b) 'Is Profit Maximization the primary objective of a firm'? Explain.
- 7 a) Distinguish between law of demand and elasticity of demand.  
**OR**  
b) Define Demand Forecasting. Explain different methods of demand forecasting.
- 8 a) Discuss briefly the forces which affect the cost behaviour in long run.  
**OR**  
b) What do you mean by returns to scale? Explain the different stages of returns to scale with the help of curves.
- 9 a) Discuss the main features of monopolistic competition. How is price determined under monopolistic competition?  
**OR**  
b) Discuss the pricing policies during the life cycle of a product.
- 10 a) Explain the methods of measuring national income. What are the difficulties in the measurement of national income?  
**OR**  
b) Define Inflation. Discuss the causes and types of inflation.

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Code No. 12007

## FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January / February 2020

Subject: I.T. Applications for Management

Paper Course – MB – 105  
Generic 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.**

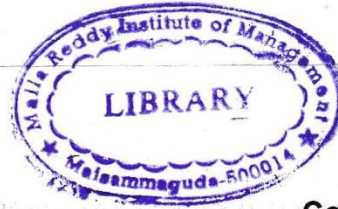
- 1 List the components of an Information System
- 2 What is the purpose of System Software?
- 3 Explain the characteristics of database approach
- 4 What is on-line shopping?
- 5 Define:
  - i) Security attack
  - ii) Security mechanism and
  - iii) Security service.

**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 need and characteristic features of information system.  
**OR**  
b) List the components of a Computer Based Information Systems (CBIS).
- 7 a) Describe briefly the function of each layer of the OSI model.  
**OR**  
b) List the advantages and disadvantages of each of the LAN topologies – Bus, Star, and Ring.
- 8 a) Name the different kinds of reports generated in MIS.  
**OR**  
b) How does DSS facilitate the decision making process? Explain.
- 9 a) Describe e-government activities and consumer-to-consumer e-commerce.  
**OR**  
b) Describe intrabusiness and B2E e-commerce.
- 10 a) What is Security Threat? State the significance and need for Security.  
**OR**  
b) Explain the digital signature creation and verification using hash function.

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Code No. 12008

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, January / February 2020**

**Subject: Business Communications**

**Paper Code – MB – 105**

**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 Elements of good listening
- 2 Functions of non-verbal communication
- 3 Approaches to business message
- 4 Essentials of committee report
- 5 Investor relations

**PART – B (5x12 = 60 Marks)**

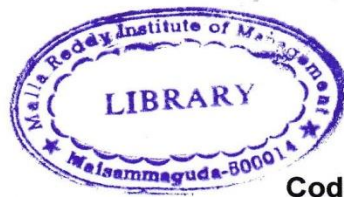
**[Essay Answer Type]**

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

- 6 a) What is communication? What are the barriers to communication and how do you overcome them?  
**OR**  
b) What are the principles of feedback? Discuss the importance of feedback in business transactions.
- 7 a) List out the essential characteristics of non-verbal communication.  
**OR**  
b) Explain the methods of making negotiation process effective.
- 8 a) What are the non-verbal dimensions of presentations?  
**OR**  
b) Describe various techniques of structuring the team presentations.
- 9 a) Compare and contrast between routine business reports and specific business.  
**OR**  
b) Explain the steps involved in writing corporate reports.
- 10 a) Explain the framework for managing investor relations.  
**OR**  
b) List out the Do's and Dont's in crisis communication.

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Code No. 12009

**FACULTY OF MANAGEMENT**

**M.B.A. I – Semester (CBCS) Examination, January / February 2020**

**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 Scope of CRM
- 2 Web based customer support
- 3 Customer Strategy Grid
- 4 Campaign Management
- 5 CRM Metrics

**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? Describe the framework of CRM in detail.  
**OR**  
b) What are the types of CRM? Explain in detail about analytical CRM.
- 7 a) What is customer acquisition? Describe the process of customer acquisition.  
**OR**  
b) What is customer experience management? Explain how organizations can create good customer experience.
- 8 a) Describe CRM strategy development process.  
**OR**  
b) Describe the steps involved in CRM planning.
- 9 a) Discuss various CRM marketing initiatives with examples.  
**OR**  
b) What is a Call Centre? How are they classified? Explain in brief the functionalities of call centres.
- 10 a) Discuss the issues and problems in implementing CRM.  
**OR**  
b) Explain different information technology tools used in CRM.

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Code No. 12003

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January / February 2020

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 Expanded Marketing Mix
- 2 Geographic Segmentation
- 3 Sales Promotion
- 4 Services Markets
- 5 Concept of Marketing Audit

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 in detail about Micro environment.  
OR  
b) What do you mean by marketing program and marketing strategy? Explain their significance.
- 7 a) What are the bases for segmentation of consumer markets? Explain.  
OR  
b) What is meant by product positioning? Explain various positioning strategies.
- 8 a) What suggestions do you offer when a product is in:  
i) Introduction stage  
ii) Decline stage  
OR  
b) Write in detail about various pricing strategies.
- 9 a) Explain in detail about services Marketing.  
OR  
b) List out the stages involved in adoption process.
- 10 a) What are the factors affecting global marketing organization.  
OR  
b) Write in detail about:  
i) Efficiency control  
ii) Profitability control.

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