

FACULTY OF MANAGEMENT
MBA I - Semester (CBCS) Examination, August 2021
Subject: Management and Organization Behaviour
Paper: MB 101

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Write a note on 3D model of management behaviour.
- 2 Explain the terms 'Authority' and 'Responsibility with examples.
- 3 Explain the meaning and importance of psychological contract.
- 4 Narrate 'Hersey and Blanchard model of leadership'.
- 5 Discuss the process of change management.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 "Management is an essential component of all social organizations and it is to found everywhere as a distinct, separate and dominant activity" – In wake of this statement, explain the importance and various functions of management.
- 7 Write a note on the following:
(i) Scientific and modern management (ii) Hawthorne experiments.
- 8 Define 'Decision-making'. Enumerate open and closed models of Decision-making.
- 9 Explain the concepts of centralization and decentralization and also the factors influencing them.
- 10 Explain the Big-5 model of personality traits. Also explain Kelly's personal construct theory.
- 11 Define 'Motivation'. Present a comparison between Maslow's Needs Hierarchy theory and Herzberg's two factor theory.
- 12 Elaborate the autocratic, collegial and systems models of organizational behaviour.
- 13 Explain the Trait theory and Vroom's Decision Tree Approach of leadership.
- 14 Discuss the factors responsible for creation of stress in employees. Suggest measures to manage stress.
- 15 What is 'organization development'? Bring out various interventions of OD.

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, July / August 2021

Subject: Accounting for Management
Paper: MB - 102

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Significance of accounting standards
- 2 Depreciation methods
- 3 Advantages of ratio analysis
- 4 Distinguish between funds and cash flow analysis
- 5 CVP analysis

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the managerial uses of financial accounting system.
- 7 From the following details, journalise the transactions.

Dec 1 Started business with cash	Rs.10,000
5 Bought goods for cash	Rs.4,000
10 Sold goods to Hemant	Rs.2,000
15 Sold goods for cash	Rs.1,000
20 Received cash from Hemant	Rs.1,500
25 Paid for rent	Rs.500
28 Purchased good from Raju	Rs.5,000
30 Cash paid to Raju	Rs.2,000
31 Received commission	Rs.500.

- 8 Describe the provisions relating to preparation of financial statements as per the Indian companies Act.

9 Prepare Trading and P&L Account and Balance Sheet for the year ending 31-12-2020.

Capital	Rs.10,000	Debtors	Rs.7,500
Drawings	Rs.2,000	Return inwards	Rs.300
Purchases	Rs.20,800	Return outwards	Rs.580
Opening stock	Rs.6,900	Carriage inwards	Rs.400
Sales	Rs.27,500	Wages	Rs.325
Creditors	Rs.8,100	Salaries	Rs.900
Rent	Rs.1,000	Interest	Rs.480
Discount(cr)	Rs.270	Carriage outwards	Rs.700
Furniture	Rs.900	Insurance	Rs.900
Machinery	Rs.5,000	Bank loan	Rs.3,000
Travelling expenses	Rs.650	Cash	Rs.575
Bad debts	Rs.120		

Adjustments:

- (i) Closing stock Rs.8,900
- (ii) Prepaid insurance Rs.250
- (iii) Outstanding salaries Rs.100 and Rent Rs.200
- (iv) Depreciate Machinery and Furniture at 10%.

10 Discuss the significant techniques for analysis of financial statements.

11 From the following details, calculate –

- (i) Current ratio
- (ii) Quick ratio
- (iii) Debt-equity ratio
- (iv) Fixed assets ratio
- (v) Net profit ratio.

Balance Sheet

Equity capital	100000	Land	100000
Preference capital	50000	Buildings	80000
Debentures	50000	Stock	25000
Net profit	20000	Debtors	55000
Creditors	30000	B/R	3000
Bills payable	15000	Cash	2000
	265000		265000

12 Discuss the methodology of BSC and its significance.

13 The following are the Balance Sheets of A Co. Ltd.

Liabilities	2019	2020	Assets	2019	2020
Equity	3000	4000	Land	2000	2500
Share premiere	-	100	Machinery	4000	4500
P&L A/c	1000	3000	(-) Depreciation	1400	1500
Debentures	1500	1000		2600	3000
Profit on redemption of debentures	-	20	Investments	200	350
Creditors	1400	1100	Stock	1400	1500
Tax provision	500	1000	Debtors	1000	1500
Proposed dividend	150	200	Cash	350	1570
	7550	10420		7550	10420

Additional information:

- (i) Machinery costing Rs.500 (accumulated depreciation Rs.300) was sold for Rs.100.
(ii) Tax paid during the year Rs.600.

14 From the following detail find out –

- (i) Contribution per unit (ii) BEP (iii) Margin of safety (iv) Profit
(v) Volume of sales to earn a profit of Rs.24000.

Total Fixed cost Rs.18000
Total Variable cost Rs.30000
Total Sales Rs.60000
Units sold Rs.20000.

15 From the following data, which product would you recommend to be manufactured in a factory time being the key factor?

Particulars	Per unit of product –A	Per unit of product-B
Direct material	Rs.24	Rs.14
Direct labour at Re 1 per hour	2	3
Variable overheads at Rs.2 per hour	4	6
Selling price	Rs.100	110
Standard time to produce	2 Hours	3 Hours

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, July / August 2021

Subject: Marketing Management
Paper: MB - 103

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Marketing mix
- 2 Unique selling proposition
- 3 Branding
- 4 4 'C's structure
- 5 Efficiency control

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Briefly explain the various marketing philosophies based on which organizations can choose to conduct their marketing activities.
- 7 Explain regarding the firm's Macro environmental factors.
- 8 Briefly explain the bases for Segmentation of consumer markets using suitable examples.
- 9 Describe in brief the various sales forecasting methods.
- 10 A company can change the product component of its marketing mix, describe in brief the various Product Line decisions.
- 11 Products sold on an online platforms are posing stiff competition to products sold in brick and mortar shops, describe briefly the challenges of selling products on an online platform.
- 12 Explain briefly the factors affecting consumer behaviour.
- 13 Describe the characteristics of services markets.
- 14 Describe the types of marketing organization structures.
- 15 Briefly explain regarding the marketing control measures.

FACULTY OF MANAGEMENT
M.B.A. I – Semester (CBCS) Examination, August 2021

Subject: A. Business Law & Ethics

Paper – MB – 104 Open Elective – I

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Void Contract
- 2 Types of Cheque Crossing
- 3 Minutes of Meeting
- 4 Consumer Councils
- 5 Business Ethics.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the definition of contract and agreement. Explain classification of contract?
- 7 Explain the concept of offer and acceptance with suitable examples?
- 8 What is indemnity and guarantee of contracts? Explain with suitable examples?
- 9 What is sale of Goods Act? Distinct between Sale and Agreement to sell?
- 10 What are the law relating to meetings and proceedings of Board of Directors?
- 11 What are powers and legal position of Directors, Board of Directors and Chairman under Companies Act?
- 12 Write note on Arbitration and Conciliation?
- 13 What is consumer councils and Redressal Machinery in India? Explain.
- 14 What is social responsibility of Business? Explain in details?
- 15 Write note about fair market wages in perspective on ethical consideration in business operations?

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, August 2021

Subject: Fundamentals of Technology Management (FTM)
Open Elective – I

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Technology Planning and Policy
- 2 TLC
- 3 Acquisition of Technology
- 4 Technology Transfer
- 5 Constraints in technology absorption

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define Technology. Explain its importance and its role in an organization.
- 7 Describe the role of technology in organization success. Explain TLC.
- 8 What is Acquisition? Explain the Methodologies.
- 9 Define Technology and explain the Forecasting Approaches.
- 10 Innovation / R&D are the tools for Organisation's Success – Explain.
- 11 Describe Technology Transfer. Explain the transfer agreements and role of Government in TT.
- 12 Elaborate Technical Assessment, Evaluation and Diffusion Strategies.
- 13 Explain Technology Transfer-Concept, benefits and Constraints.
- 14 Focus on Impact of Technology on trade and its policies
- 15 Technology Financing needs Technology Assessment – Explain.

FACULTY OF MANAGEMENT
M.B.A. I – Semester (CBCS) Examination, August 2021
Subject: C. Managerial Economics
Paper – MB – 104 Open Elective – I

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Wealth Maximization
- 2 Delphi Technique
- 3 Diseconomies of Scale
- 4 Peak Load Pricing
- 5 Stagflation

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 What is Econometrics? Explain the use of Econometric models in decision making?
- 7 Explain fundamental concept of opportunity cost, Discounting principle and Time Perspective?
- 8 Explain Price, Income and Cross Elasticity of Demand?
- 9 What is Demand analysis? Explain the determinants of demand?
- 10 Explain the concept of laws of diminishing marginal returns to scale and returns to Scale?
- 11 Explain Cobb Douglas and CES production function?
- 12 Explain price determination under Monopoly and Oligopoly.
- 13 Explain Transfer Pricing along with its global use?
- 14 What is Inflation? Explain the types, causes and measurement of Inflation?
- 15 Explain the concept and measurement methods of National Income?

Code No: 4007

FACULTY OF MANAGEMENT
MBA (CBCS) I-Semester Examination, August 2021
Subject: IT Application for Management
Paper - MBA – 105 (Open Elective – II)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 State the categories of Information System
- 2 Distinguish between Hardware and Software Technologies
- 3 What is Artificial Intelligence?
- 4 What is E-Governance
- 5 State the objectives of Cyber Laws

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the role of Information System in Business Operations.
- 7 Discuss the distinguish features of Operational Support and Management Support Systems.
- 8 Describe the characteristics and Elements of Multimedia.
- 9 Explain the uses of various types of Network Topologies.
- 10 What is Decision Support System and state its Architectures.
- 11 Examine the role of Artificial Intelligence in the present Information Era.
- 12 Discuss the essential aspects in Global Information System.
- 13 Examine the advantages and limitations relating to Mobile Applications.
- 14 What is Hacking and explain various measures to overcome Cyber Attacks and Threats.
- 15 Describe the salient features of IT Act in India.

* * *

FACULTY OF MANAGEMENT
M.B.A. I – Semester (CBCS) Examination, August 2021
Subject: Business Communication
Paper – MB – 105
(Open Elective – II)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Types of Communication
- 2 Semantic Barrier
- 3 Composition of Presentation
- 4 Special Reports
- 5 Crisis Communication.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define Listening. Explain the factors of a good Listener?
- 7 Elaborate Feedback. Explain the principles of Feedback?
- 8 Verbal Vs Non-verbal Communication – Explain?
- 9 Negotiation is an Intellectual Process – Explain?
- 10 Define Speech. Explain the principles and types of Speech?
- 11 Explain:
 - i) Informative Speech
 - ii) Persuasive Speech
 - iii) Special Occasion Speech
- 12 Define Report. Elaborate on essentials of Good Report?
- 13 Write a letter requesting to grant leave for three days?
- 14 Focus on essentials of better Media Communication. Focus on Investor Relations?
- 15 Describe different factors of managing and means of managing Government Relations and Communication?

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, August 2021
Subject: Customer Relationship Management
Paper: MB – 105
Open Elective - II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Types of CRM
- 2 Customer Centricity
- 3 Strategy Grid
- 4 Campaign Management
- 5 Road Map

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Describe in brief the emergence of CRM concept and its importance.
- 7 Explain the concept of customer profitability and the contribution of CRM to increasing the profitability.
- 8 Using suitable example explain the various methods through which customer retention is possible.
- 9 Explain the Customer Lifetime Value Model.
- 10 Briefly explain the steps in planning for CRM.
- 11 Explain in brief the outputs of CRM and issues relevant to CRM outputs.
- 12 Sales Force Automation (SFA) is an application of CRM. Explain how SFA can contribute to increasing organisations effectiveness.
- 13 Explain the role of CRM in services sector.
- 14 Briefly explain the problems and issues in implementing CRM.
- 15 Briefly explain the metrics used in measuring CRM.