FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, March 2023
Subject: Management and Organizational Behaviour
Paper No. MB – 101

Time: 3 Hours

Max. Marks: 70

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Define Organizational Behaviour
2. Define QWL and explain its Importance
3. Define Cognitive Dissonance.
4. Explain the different styles of Leadership?
5. What is Eustress?

PART – B

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain the management functions and processes.

    (OR)

    (b) Discuss the contributions of Henry Fayol in formulating Management Principles.

7. (a) Define Organizational Design. Explain Basic and advanced Models of Organizational Designs.

    (OR)

    (b) Define Risk and Explain what are the causes of Conflicts?

8. (a) Explain in detail about the Transactional Analysis and its importance in OB.

    (OR)

    (b) Explain the contribution of Trait theory of personality to the study of Organizational Behaviour.

9. (a) Define Leadership. Enumerate in detail the Theories of Leadership with example.

    (OR)

    (b) Explain in detail about Group Dynamics and Team Building and its importance.

10. (a) Enumerate the causes for stress in the modern organizations. Explain the physiological and psychological consequences of stress.

    (OR)

    (b) Define Organizational Culture. Explain the positive effects of Organization culture and how it is related to Organization success.

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, March 2023
Subject: Accounting for Management
Paper No. MB – 102

Time: 3 Hours

Max. Marks: 70

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Types of Accounts
2. Outstanding Expenses
3. Turn over ratios
4. Tax Planning
5. Margin of Safety

PART – B

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain the Significance of Accounting Standards? Mention few Accounting Standards.

(OR)

(b) Prepare journal entries for the following transactions of a business called Pots for Pics in 2019:

Aug 01 Hashini Iyer, the owner, invested Rs.57,500 cash and Rs.32,500 of photography equipment in the business

Aug 04 Paid Rs.3,000 cash for an insurance policy

Aug 07 Services are performed and clients are billed for Rs.10,000 received in cash

Aug 13 Purchased office supplied for Rs.1,400 with Cash

Aug 20 Received Rs.2,000 cash for interest

Aug 24 Paid Rs.15,000 towards salaries

Aug 29 In addition, the business acquires photography equipment. The purchase price is Rs.1,00,000, pays Rs.25,000 cash and signs a note for the balance.

7. (a) What is Depreciation? Explain the types of Depreciation techniques.

(OR)

(b) The following balances were extracted from the books of Thomas as on 31st March, 2019,

Particulars	Rs.	Particulars	Rs.
Purchases	75,000	Capital	60,000
Returns Inward	2,000	Creditors	30,000
Opening Stock	10,000	Sales	1,20,000
Freight Inwards	4,000	Returns Outward	1,000
Wages	2,000		
Investments	10,000		
Bank Charges	1,000		
Land	30,000		
Machinery	30,000		
Building	25,000		
Cash at Bank	18,000		
Cash in Hand	4,000		
	2,11,000		2,11,000

Additional Information:
(i) Closing Stock Rs.9,000
(ii) Provide Depreciation @ 10% on Machinery
(iii) Interest accrued on Investment Rs.2,000

8. (a) Describe the ratio analysis as a tool of financial analysis.

(OR)

(b)

Gross Profit	Rs.54,000
Shareholders equity	Rs.6,00,000
G/P Margin	20%
Credit Sales to Total Sales	80%
Total assets turnover	4 times
Average Collection period (360 day Year)	20 days
Current Ratio	1.8
Long term debt to equity	40%

Prepare the Balance Sheet.

9. (a) What are the different types of Cost? Describe the components of Cost Sheet.

(OR)

(b) From the following calculate cash from operations:

Profit and Loss Account for the year ended 31st March, 2016

Particulars	Rs.	Particulars	Rs.
To Salaries	5,000	By Gross Profit	25,000
To Rent	1,000	By Profit on Sale of Land	5,000
To Depreciation	2,000	By Income-tax refund	3,000
To Loss on Sale of Plant	1,000		
To Goodwill written off	4,000		
To Proposed Dividend	5,000		
To Provision for tax	5,000		
To Net Profit	10,000		
	33,000		

10. (a) A firm can purchase a separate part from an outside source @ Rs.11 per unit. There is a proposal that the spare part can be produced in the factory itself. For this purpose, a machine costing Rs.1,00,000 with annual capacity of 20,000 units and a life of 10 years will be required. A foreman with a monthly salary of Rs.500 will have to be engaged. Materials required will be Rs.4 per unit and wages Rs.2. Variable Overheads are 150% of direct labour. The firm can easily raise funds @ 10% p.a. Advice the firm whether the proposal should be accepted.

(OR)

(b) Write the significance of CVP Analysis. How to calculate BEP?

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FACULTY OF MANAGEMENT

MBA (CBCS) I - Semester Examination, March 2023

Subject: Marketing Management

Paper No. MB – 103

Max. Marks: 70

Time: 3 Hours

PART – A

(5 x 4 = 20 Marks)

Note: Answer all the questions.

1. Marketing Management
2. Differentiation Strategy
3. Idea Generation Techniques
4. AIDA Model
5. Global Marketing

PART – B

(5 x 10 = 50 Marks)

Note: Answer all the questions.

6. (a) Briefly explain the different philosophies which companies use to conduct their marketing activities.

(OR)

(b) Marketers are required to monitor a rapidly changing marketing environment, briefly discuss the major marketing environmental forces affecting business.

7. (a) Target Marketing requires three major steps: Segmentation, Targeting and Positioning, using a suitable example explain the steps of target marketing.

(OR)

(b) How can the current and future demand be forecasted?

8. (a) Explain the decisions involved in Product Branding?

(OR)

(b) Social Media has gained considerable prominence as a promotional tool, explain briefly how the various social media platforms are used to brand and sell products?

9. (a) Briefly explain the Innovation, Adoption and Diffusion model?

(OR)

(b) Explain the usage of ICT tools in the marketing of services?

10. (a) What are the tools available to help companies evaluate, control and improve their marketing activities?

(OR)

(b) Define Digital Marketing and explain the types?

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, March / April 2023
Subject: Statistics for Management
Paper No. MB – IV

Time: 3 Hours

Max. Marks: 70

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is a conditional probability?
2. What is random variable and its types?
3. What is Standard error?
4. What are properties of the t-distribution?
5. Explain the concept of partial correlation?

PART – B

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain the theorems of Addition and Multiplication theorems on probability?
   (OR)
   (b) Write the types of measures of central tendency and explain their properties?

7. (a) (i) Explain about binomial distribution?
       (ii) Find the probability of getting at least 5 times head-on tossing and unbiased coin for 6 times by using the binomial distribution.
   (OR)
   (b) (i) What is Standard Normal Distribution?
       (ii) The speeds of cars are measured using a radar unit, on a motorway. The speeds are normally distributed with a mean of 90 km/hr and a standard deviation of 10 km/hr. What is the probability that a car selected at chance is moving at more than 100 km/hr?

8. (a) What is sample size and how to determine the sample size?
   (OR)
   (b) What is Hypotheses and explain its types with suitable examples?

9. (a) In an experiment to study whether smoking affects health, the following data were collected. Test the hypothesis that smoking does not affect health.

	Light Smoking	Moderate Smoking	Heavy Smoking
Health affected	16	29	35
Health not affected	36	23	17

(OR)

(b) Calculate a paired t test for the following data:

Subject	Score 1	Score 2
1	3	20
2	3	13
3	3	13
4	12	20
5	15	29
6	16	32
7	17	23
8	19	20
9	23	25
10	24	15
11	32	30

10. (a) State Bank of India recently established a new policy linking savings account interest rates to Repo rates. Therefore, the auditor of the State Bank of India wants to conduct an independent analysis of the decisions taken by the bank regarding interest rate changes and whether those have been changed whenever there have been changes in the Repo rate. Therefore, the following is the summary of the Repo rate and Bank's savings account interest rate that prevailed in those months are below.

Month	Repo Rate	Bank's Rate
January	6.25	4.03
February	6.50	4.02
March	6.50	4.02
April	6.00	4.04
May	6.25	4.03
June	6.25	4.03

Use the regression formula and determine whether the bank's rate changed as and when it changed the Repo rate.

(OR)

(b) Find the Pearson's coefficient of correlation between price and demand from the following data:

Price	11	13	15	17	18	19	20
Demand	30	29	24	24	21	18	15

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, March 2023
Subject: Economics for Managers
Paper No. MB – 105

Time: 3 Hours

Max. Marks: 70

PART – A

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Scope of Managerial Economics
2. Demand and Utility
3. Production Function
4. Monopoly
5. National Income Concepts

PART – B

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Define Economics. Discuss its relation with other subjects in detail.

   (OR)

   (b) What is Decision Making? Explain Decision Making Process.

7. (a) What is Law of Demand? Discuss determinants of demand.

   (OR)

   (b) Explain Elasticity of Demand and its types along with suitable examples.

8. (a) What are the types of Costs? Explain briefly Short term and Long term Cost Curves.

   (OR)

   (b) What is Equilibrium? Discuss about BEP Analysis in detail.

9. (a) What is meant by Market? Write about classification of Markets.

   (OR)

   (b) How do you determine price under Perfect Competition Market? Discuss.

10. (a) Explain briefly Keynesian Theory of Employment and Investment.

   (OR)

   (b) What is Budget? Discuss about Current Budget with sectoral allotments.

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, March 2023
Subject: IT Application for Management
Paper No. MB – 106

Time: 3 Hours

Max. Marks: 50

PART – A

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. What is System Software?
2. Discuss the architecture of DSS
3. Explain WWW and Internet
4. EFT
5. Cryptography

PART – B

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Write about role of IT in business, opportunities and challenges.

    (OR)

    (b) What is a block diagram of computer? Discuss the characteristics.

7. (a) What is Information System? Explain its importance in business by taking suitable examples.

    (OR)

    (b) Explain the architecture of data warehouse and its applications.

8. (a) What is computer network? Explain network topologies.

    (OR)

    (b) What is Data Communication? Discuss its applications.

9. (a) Discuss (i) ERP (ii) CRM.

    (OR)

    (b) Explain the stages of SDLC.

10. (a) Explain the cyber security issues.

    (OR)

    (b) Explain the terms (i) Firewall (ii) Biometric techniques (iii) Digital signature.

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