Code No: F-19001

FACULTY OF MANAGEMENT
MBA (CBCS) / (TM) I - Semester Examination, February / March 2024
Subject: Management and Organizational Behaviour
[Common paper for MBA (CBCS) & MBA (Technology Management)]

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   **(5 x 2 = 10 Marks)**

1. What is Typology of Management?
2. Define QWL
3. Define Perception
4. Define Work life balance
5. Define Organisational development

PART – B
(Essay Answer Type)

Note: Answer all the questions.   **(5 x 8 = 40 Marks)**

6. (a) Define Management. Highlight the functions of management with examples.
   (OR)
   (b) Discuss briefly the contribution of Taylor to scientific management thought.

7. (a) Describe the main approaches to organizational structures.
   (OR)
   (b) What is Decision Making? Explain in detail how Bounded rationality impact the decision making.

8. (a) How does classical conditioning demonstrate learning by association? Discuss.
   (OR)
   (b) Explain the theory of transactional analysis in detail.

9. (a) Evaluate the application of Hersey and Blanchard leadership model in the present organisations.
   (OR)
   (b) Brief on the content of conflict resolution model.

10. (a) Discuss the process of communication in corporate context.
    (OR)
    (a) Enumerate the differences between organizational culture and climate

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PART – C
Case Study - 10 Marks

Pramod and Vinod are brothers that manage two different departments for the Family business named PV Technologies. Pramod is the newly appointed head of Technology department and is having issues with his brother Vinod. Vinod is the manager of Product engineering. Pramod's problem is that Vinod is taking staff from his department and moving them into his own without prior approval rather than sourcing them from elsewhere. On the other hand, Vinod is feeling that he is doing the right thing by taking staff from Pramod's over staffed department. Pramod does not agree that his department is overstaffed and has a feeling that they would be useful in the near future. He feels that his brother is interfering in his work, while Vinod feels that his brother can do with lesser number of workers.

The situation became compounded by the fact that most of the people who work under Pramod are asking to be transferred because they feel underutilized and are dissatisfied out of boredon and insecurity. Furthermore, there is the perception that an oversupply of workers exists which is anticipated may lead to staff cuts and not been addressed by Pramod. These employee concerns are making it easier for Pramod to grab them and have them shift departments.

The brothers have very different personalities and it shows in how they conduct day to day business at work. Vinod is very assertive and ambitious, with great interpersonal skills. He is very confident in his abilities as a manager and sees Pramod as being incompetent. Pramod on the other hand comes out as a reserved, private person who does not work well with big teams of people and finds it difficult to relate to others. The brothers confronted one day in front of their Director rather than settling the differences. They accused each other without offering any meaning full opinion on how they might come to an agreeable solution.

Akhil, the company Director has to help resolve the conflict between the two managers after they bitterly confront each other in his presence. Apart from Pramod and Vinod's viewpoints the Director also has to consider the opinion of staff member named Kumar who was recently replaced by Pramod. Kumar's opinion about the conflict is important since he is the Lab Manager who is recently replaced by Pramod. Kumar has the same problems with Vinod hat Pramod is currently experiencing, but he was able to take care of them without directly confronting Vinod.

Questions:

(i) Explain any three issues from the case, that are considered as sources of conflict for the parties involved.
(ii) Identify two conflict management styles that are evident in the case. Are they effective?
(iii) Justify what would have been the best conflict management style that could have been used to deal with the problem between Pramod and Vinod.

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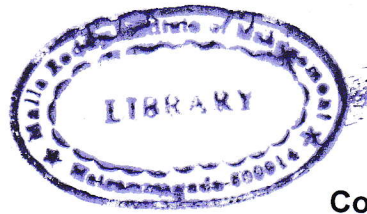
Code No: F-19002

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February / March 2024
Subject: Accounting for Management

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Explain the rules of debit and credit
2. What is Depreciation?
3. What is common size statement?
4. What is Tax Planning?
5. What is Break Even Point? How is it calculated?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Describe the Accounting process.

(OR)

(b) Describe the Accounting principles.

7. (a) Differentiate between Capital and Revenue Expenditure.

(OR)

(b) The following Trial Balance has been extracted from the books of M/s Ram Prasad & Sons

Debit Balances	Rs.	Credit Balances	Rs.
Machinery	4,000	Capital	9,000
Cash at Bank	1,000	Sales	16,000
Cash in Hand	500	Sundry Creditors	4,500
Wages	1,000	Interest Received	300
Purchases	8,000		
Opening Stock	6,000		
Sundry Debtors	4,400		
Bills Receivable	2,900		
Rent	450		
Commission	250		
General Expenses	800		
Salaries	500		
	29,800		29,800

Adjustments: Provide for interest on capital @ 5% per annum. Depreciate Machinery at 10 percent. Wages outstanding amount to Rs.50. Rent prepaid is Rs.100. Closing Stock is Rs.8,000.

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8. (a) Explain the classification of Ratios.

(OR)

(b) XYZ Company reports the following figures:

- Net Sales: Rs.5,00,000
- Cost of Goods Sold: Rs.3,00,000
- Operating Expenses: Rs.1,20,000
- Net Income: Rs.80,000

Calculate the following profitability ratios: Gross Profit Margin, Operating Profit Margin and Net Profit Margin.

9. (a) Explain the method of preparation of Cash Flow Statement.

(OR)

(b) Following is the Balance Sheet of Wilson as on 31st March 2020 & 2021:

Liabilities	2020 (Rs.)	2021 (Rs.)	Assets	2020 (Rs.)	2021 (Rs.)
Share Capital	7,00,000	6,00,000	Fixed Assets	11,00,000	8,00,000
Reserves and Surplus	2,00,000	1,10,000	Inventory	70,000	60,000
Long term Borrowings	3,00,00	2,00,000	Sundry Debtors	32,000	40,000
Current Liabilities	3,00,000	25,000	Cash	28,000	35,000
Total	12,30,000	9,35,000		12,30,000	9,35,000

During 2021, a piece of machinery of the book value of Rs.80,000 was sold for Rs.65,000. Depreciation provided on Fixed Assets during the year amounted to Rs.2,00,000. Prepare a Cash Flow Statement.

10. (a) Explain the managerial uses of Break Even Analysis.

(OR)

(b) Assuming that the cost structure and selling prices remain the same in Periods I and II. Find out:

(a) Profit Volume Ratio; (b) Fixed Cost (c) Break Even Point for Sales (d) Profit when Sales are Rs.1,00,000 (e) Sales required to earn a Profit of Rs.20,000 and (f) Margin of Safety at a Profit of Rs.15,000 (g) Variable Cost in Period II

Period	Sales (Rs.)	Profit (Rs.)
I	1,20,000	9,000
II	1,40,000	13,000

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PART – C
Case Study - 10 Marks

XYZ Consulting Services is a small consulting firm that provides advisory services to businesses. The company started its operations on January 1, 2023. Throughout the year, various transactions took place. Use the information below to answer the questions.

1. **January 1, 2023:** XYZ Consulting Services started the business by investing Rs.50,000 cash.
2. **January 15, 2023:** The company purchased office furniture for Rs.10,000, paying Rs.4,000 in cash and promising to pay the remaining amount in 30 days.
3. **February 10, 2023:** XYZ Consulting Services provided consulting services to a client and received Rs.8,000 in cash.
4. **March 5, 2023:** The company paid Rs.2,000 for rent for the office space for the month of March.
5. **April 1, 2023:** XYZ Consulting Services borrowed Rs.15,000 from a bank, signing a 6-month note.
6. **May 20, 2023:** The company paid the remaining Rs.6,000 for the office furniture purchased on January 15.
7. **July 1, 2023:** XYZ Consulting Services paid Rs.3,000 for insurance coverage for the next 12 months.
8. **December 31, 2023:** The company recorded consulting revenue of Rs.12,000 for services provided during the month of December. However, only Rs.9,000 was received in cash, and the rest is expected to be received in January 2024.

Questions:

1. What is the total amount of assets as of January 1, 2023?
2. How much did XYZ Consulting Services spend on office furniture in total?
3. What is the total revenue recorded by XYZ Consulting Services for the year 2023?
4. Calculate the total expenses incurred by the company in 2023.
5. Determine the total liabilities as of April 1, 2023.
6. What is the net income for the year 2023?
7. Calculate the total equity as of December 31, 2023.

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Code No: F-19003

FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester, Examination, February / March 2024
Subject: Marketing Management

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Define BCG Matrix.

2. What is Consumerism?

3. What are Generic Strategies?

4. Define Service Triangle.

5. Write about Product Life Cycle.

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Evaluate how a well-balanced marketing mix contributes to a company's overall success.
    (OR)
    (b) Analyse the impact of various orientations that companies adopt towards the marketplace.

7. (a) Analyze the challenges and opportunities associated with segmenting consumer markets.
    (OR)
    (b) Discuss various positioning strategies that companies can employ to create a distinctive brand image.

8. (a) Discuss the challenges and opportunities businesses face in bringing innovative products to market.
    (OR)
    (b) Evaluate the different components of the promotion mix.

9. (a) Assess the emergence of online services and the role of ICT (Information and Communication Technology) in reshaping service marketing approaches.
    (OR)
    (b) Explore the complexities of industrial buyer behaviour and discuss the factors that influence decision-making in the industrial context.

10. (a) Discuss about Consumer rights and Consumer Forums.
    (OR)
    (b) What factors significantly influence global marketing organizations, and how do they navigate challenges in the international market? Discuss.

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PART – C
Case Study – (10 Marks)
(Students are required to analyse the case presented in the section)

Revitalizing Brand Loyalty at ABC Apparel:

ABC Apparel, a well-established fashion brand, is witnessing a decline in brand loyalty among its customer base. Despite a legacy of quality and style, recent customer surveys indicate a diminishing connection with the brand. The marketing team is tasked with reinvigorating brand loyalty to sustain and grow market share. The root cause analysis reveals several challenges. Online reviews point to perceived gaps in product quality and dissatisfaction with customer service. Competitors are gaining ground by emphasizing sustainability and ethical sourcing, areas where ABC Apparel has been relatively silent. The loyalty program, once a strong asset, has lost its appeal and fails to engage customers effectively.

To address these issues, ABC Apparel needs a multifaceted strategy. First, a comprehensive quality assurance program must be implemented to address any perceived or real issues with product quality. Transparent communication about improvements can rebuild trust. Second, a renewed commitment to sustainability and ethical practices should be integrated into the brand narrative. ABC Apparel can differentiate itself by championing eco-friendly initiatives, fair labor practices, and transparent supply chains, aligning with the values of a socially conscious consumer base. Third, the loyalty program needs a makeover. A data-driven approach can identify customer preferences and tailor rewards accordingly. Personalized offers, exclusive events, and early access to new collections can reignite customer enthusiasm for the brand. Fourth, a customer-centric approach is crucial. Enhancing customer service with efficient complaint resolution processes, responsive communication, and a seamless shopping experience can significantly impact customer satisfaction and loyalty.

1. How can ABC Apparel effectively communicate and demonstrate improvements in product quality to regain customer trust?

2. How can the loyalty program be revamped to provide more personalized and enticing rewards, ensuring a deeper connection with customers?

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FACULTY OF MANAGEMENT

MBA (CBCS) I - Semester Examination, February / March 2024
Subject: Statistics for Management

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. Dispersion
2. Standard Normal Variate
3. Probability sampling
4. Paired t-test
5. Moving averages

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 8 = 40 Marks)

6. a) State and explain the application of Bayes' theorem.

(OR)

b) Calculate mean, median and mode for the following data pertaining to marks in Statistics out of 140 for 80 students in a class:

Marks more than:	0	20	40	60	80	100	120
No. of students:	80	76	50	28	18	9	3

7. a) What is Normal Distribution? Explain the properties of Normal distribution.

(OR)

b) A manufacturer who buys medicine bottles finds that 0.1% of the bottles are defective. The bottles are packed in boxes containing 500 bottles. A drug manufacturer buys 100 boxes from the producer. Using Poisson distribution, find how many boxes will contain (i) no defectives (ii) at least two defectives

8. a) Discuss the various methods of non-random sampling with examples.

(OR)

b) The following data relates to two manufacturers of electric bulbs. Test if the two brands differ significantly at 5% level of significance.

	A	B
Mean life (in hours)	1300	1288
Standard Deviation	82	93
Sample size	100	100

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9. a) Performance of ten officers was recorded by giving a test out of 100. They were given training for four months and their performance was tested again and marks were recorded out of 100. The test scores are given below:

Employee:	A	B	C	D	E	F	G	H	I	J
Before:	80	76	92	60	70	56	74	56	70	56
After:	84	70	96	80	70	52	84	72	72	50

Can it be concluded that the officers benefitted from the training?

(OR)

b) The following table gives the yields on 15 sample plots under three varieties of seeds.

A:	20	21	23	16	20
B:	18	20	17	15	25
C:	25	28	22	18	32

Find if the average yield of land under different varieties of seeds shows significant differences.

10. a) From the following data estimate the sales corresponding to an advertising expenditure of Rs.30 lakhs.

Advertising expenditure:	10	12	15	23	20
Sales:	14	17	23	25	21

(OR)

b) Below are figures of production in million tonnes of a cement factory. Fit a straight line trend to the following data:

Year:	2015	2016	2017	2018	2019	2020	2021
Production:	77	88	94	85	91	98	90

PART – C
Case Study - 10 Marks

11. In a certain town, males and females each form 50% of the population. It is known that 20% of the males and 5% of the females are unemployed. Research studying the employment situation selects an unemployed person at random. What is the probability that the person so selected is a male?

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February / March 2024
Subject: Economics for Managers

Time: 2 ½ Hours

Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.

(5 x 2 = 10 Marks)

1. Explain about Equi-marginal Principle?

2. Mention about Law of Demand?

3. Discuss about the Learning curve?

4. Mention about Virtual Markets?

5. Define National Income and Budget?

PART – B
(Essay Answer Type)

Note: Answer all the questions.

(5 x 8 = 40 Marks)

6. (a) Define Managerial Economics? Discuss the Scope of Managerial Economics?

(OR)

(b) Discuss the use of econometric models in current scenario.

7. (a) Mention the types of demand? Why do demand curve slopes downwards? Discuss.

(OR)

(b) Define Elasticity of Demand and discuss its types?

8. (a) Explain the law of variable proportions with one and two variables?

(OR)

(b) Examine the Short run and Long run Cost Output relationships?

9. (a) Explain different types of Market structures.

(OR)

(b) Examine the Agriculture markets and give an overview on Agriculture Market committees (AMCs)?

10. (a) Explain the Measurements of National Income?

(OR)

(b) What is a Inflation? Explain its types?

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PART – C
(Case Study - 10 Marks)

11. Analyze the case presented in the section and answer all the questions given below.

Maruti Udyog Ltd (MUL) enjoys monopoly in spare parts. Along with dealers, MUL is exploiting Maruti vehicle users.

Often the vehicle user has to change the clutch plate twice in six months and has to pay Rs.3,567/-. MUL chargers the price of clutch at imported cost while clutch plate is actually made by clutch auto private Ltd at Faridabad. The replacement of a silencer costs Rs.800/-. The cost of spare parts and repairs by any reckoning is three to four times compared to Ambassador or Fiat.

A random sample indicates that every eighth car has faulty clutch. In the context of defective parts and exorbitant cost of repairs, saving in fuel in Maruti as compared to other auto makers is of little consequence.

Maruti vehicle users in dilemma they cannot get spare parts or get their cars repaired except through Maruti Udyog or its authorized dealers. But both charge huge amounts, not giving guarantee for a single day. MUL is thus, indifferent to the genuine grievances of its customers.

Questions:

(a) Define a monopoly and state its main features.
(b) Why MUL is called a monopoly? Does it enjoy monopoly in car manufacture?
(c) In what way do customers surfer from monopoly practices of MUL.
(d) What do you suggest to remedy the situation?

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Code No: F-19006

FACULTY OF MANAGEMENT

MBA (CBCS) I - Semester Examination, February / March 2024
Subject: IT Applications For Management
Paper Code: MB 106

Time: 2 ½ Hours

Max. Marks: 40

PART – A
(Short Answer Type)

(5 x 2 = 10 Marks)

Note: Answer all the questions.

1. Define Hardware.
2. Define IoT.
3. Explain WWW.
4. What is ERP?
5. What is Firewall?

PART – B
(Essay Answer Type)

(5 x 6 = 30 Marks)

Note: Answer all the questions.

6. (a) "Although the computer possesses various advantages, it also has certain limitations" – Explain.
    (OR)
    (b) Draw a block diagram to illustrate the basic organization of a computer system and explain the various components of the computer.

7. (a) Distinguish between various types of Information Systems.
    (OR)
    (b) Explain the importance of building an Enterprise Data Warehouse.

8. (a) Discuss the architecture and functioning of the Internet.
    (OR)
    (b) Describe different search engines available to locate information on the web.

9. (a) Analyze the challenges of implementing IS in the Accounting and Finance system.
    (OR)
    (b) Explain various phases of SDLC.

10. (a) Identify different types of computer viruses.
    (OR)
    (b) Analyze various issues related to the Cyber security.

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