

OCTOBER 2004

FUNDAMENTALS OF COMPUTERS

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Briefly trace the history of computing, highlighting the major breakthroughs and their implications to the Business world.
2. Compare the architectures of micro, mini and mainframe computers.
3. Discuss the features of Unix Operating System. Explain how Unix differs from other Operating Systems, say Linux.
4. What are the criteria. to be followed in Software selection? For a medium-sized manufacturing enterprise wanting to procure an ERP software, what suggestions will you give based on the above criteria?
5. Explain GUI (Graphic User Interface). Mention specific instances of how it has revolutionized humanmachine interaction.
6. What do you mean by Application Software? How can it help a business enterprise? List few business software that you are aware of and their applications.
7. Briefly explain the following terms:
 - (a) Windows multitasking.
 - (b) Cross assemblers
 - (c) Time-sharing systems.
 - (d) Unix shell.
8. What are the features included in the Windows Help menu? Discuss its design and use.

OCTOBER 2004

MANAGEMENT INFORMATION AND DATA PROCESSING SYSTEM

Time: Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the evolution of Management Information System.
2. Explain the levels of managerial decision making and how a management information systems helps a manager in this decision making process. Give specific examples.
3. Mention some of the recent developments in interface (input/output) and storage technologies. How have these impacted the business?
4. Discuss in detail the following issues concerning the use of Management Information Systems
 - (a) Security
 - (b) Privacy.
5. Differentiate between the following systems development methodologies:
 - (a) Waterfall approach
 - (b) Prototyping approach.

6. Consider developing the following business applications. Which system development methodology will you recommend? Justify.
 - (a) A corporate website for an Indian MNC
 - (b) Next generation e-mail software
 - (c) An ERP software
 - (d) Automating a business school's admission process.
7. Comment on the statement 'You never know the ROI (return on investment) on an MIS's. As a student of management information systems, present the benefits to a critic who has this perspective.
8. How to organize for Management Information System? What changes are necessitated in the structure?

OCTOBER 2004

MARKETINGMANAGEMENT

Time: Three hours
Answer any FIVE questions.

Maximum: 100 marks
All question carry equal marks.

1. How does the systems approach to marketing differ from the more traditional approaches?
2. Explain the components of marketing mix.
3. Discuss the micro and macro environmental factors in which marketing activities works.
4. Explain how the buying process for industrial products differ from that of consumer consumables.
5. Explain the different stages of product life cycle and the strategies suitable for the various stages.
6. Advertising is a luxury in the context of developing economy as in India. Discuss.
7. Why should a manufacturer setup his own sales branches even if established warehouses were available. Suggest a suitable channel for cool drinks.
8. Rural marketing is eye catching even for MNCs. Discuss the reasons and do you suggest different strategies for urban and rural marketing. If so, justify.

OCTOBER 2004

BUSINESS ENVIRONMENT AND LAW

Time : Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 x 20 =100)

1. Trace the history of Indian Business.
2. Briefly discuss the impact of politics in business.
3. Discuss the powers and functions of authorities of Income Tax Act.
4. Describe the role of IMF in Indian Economic Development.
5. Discuss the law relating to product and process patents.
6. How does advertisement reflect socia-cultural values? Explain.
7. Highlight the need for Consumer Protection Act.
8. Critically evaluate the union budgets and its impact on business.

9. Write short notes on any TWO :
- Bench Marking
 - GATT
 - Social Audit.

OCTOBER 2004
Time: Three hours

FINANCIAL MANAGEMENT

Maximum: 100 marks

SECTION A - (4 x 10 =40 marks)

Answer any FOUR questions.

All questions carry equal marks.

- Explain in detail the various finance functions in a modern organization.
- Discuss in detail the various factors that determine the working capital requirement of a firm.
- What do you mean by optimum capital structure? Discuss different theories of capital structure.
- Define leasing. List and explain the various methods through which a leasing proposal could be evaluated by the lessor.
- What are Term-Loans? How does a Term Loan differ from a Non-convertible debentures?
- What is Stock Dividend? Discuss its merits, limitations and constraints.

SECTION B - (3 x 20 =60 marks)

Answer any THREE questions

All questions carry equal marks.

- Describe in detail the structure and functioning of Indian Financial System.
- Discuss the dynamics of relationship that may exist between Financial Management and other functional areas.
- Ram & Co. is considering the following investment

CASH FLOWS (Rs.)				
Projects	Initial investment	I Year	II Year	III Year
A	10,000	10,000	---	---
B	10,000	7,500	7,500	---
C	10,000	2,000	4,000	12,000
D	10,000	1,000	3,000	3,000

Rank the projects using each of the following methods:

- Pay-back period method
- ARR method
- NPV method and
- Profitability index method.

Assume a discount rate of 10%.

10. The following details with regard to the capital structure of a firm are available:

Sources of Finance	Amount (Rs.)	Cost (Rs.)
Equity capital	4,50,000	18
Retained earnings	1,50,000	18
Preference share capital	1,00,000	11
Debentures	3,00,000	8

Calculate the Weighted Average Cost of Capital.

OCTOBER 2004

OPERATIONS MANAGEMENT

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What activities are involved in the operations function? How does operations interact with other functional areas?
2. What kinds of forecasting methods are used for long range strategic planning.
3. Distinguish between a process and product layout. Give an example of each.
4. What is the purpose of aggregate production planning? When is aggregated planning most useful? Explain.
5. Explain in general terms how a safety stock level is determined using customer service level.
6. Discuss how a quality-management program can affect productivity.
7. Select three service companies or organizations you are familiar with and indicate how process control charts could be used in each.
8. Explain the various factors that are to be taken into account for plant location. Discuss in connection with setting up an Automobile industry.
9. Explain the term 'Break-even analysis'. Draw imaginary BEP chart and briefly describe its merits and demerits.
10. Write short notes on the following:
 - (a) Product life cycle
 - (b) Time series analysis
 - (c) Kanban production control system.

OCTOBER 2004 PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the importance of HRM in the Indian industries and state the impact of strategic management on HRM.
2. What is meant by manpower planning and state the problems and limitations of manpower planning.
3. How would you identify the training and development needs of the clerical employees in an organization? Discuss the use of 'on-the-job' training method for managerial employees.

4. Explain the different techniques of job evaluation and state the advantages and disadvantages of each technique.
5. Briefly summarize the important provisions of the Factories Act 1948, for the welfare of workers in a factory.
6. Discuss the impact of industrial relations on production in the Indian industries.
7. State and explain the major causes for industrial conflict and state the provisions regarding strike, lock-out, lay-off and retrenchment.
8. How far is it desirable to give the right of workers participation in management in the Indian industries and what are your suggestions in this regard?

OCTOBER 2004

OPERATIONS RESEARCH

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. An agricultural firm has a 1000 acre farm on which corn and soybeans are planted. He has 1900 tons of Fertilizer and has Insecticide to cover at most 800 acres of corn and 600 acres of soybeans. An acre of corn field requires 2 tons of fertilizer and an acre of soybean field requires 1.5 tons of fertilizer. From one acre of corn and one acre of soybeans, the firm gets a profit of Rs. 250 and Rs. 190 respectively. Formulate an LP problem and solve to determine how the firm should plant in order to maximize profit.

2. Solve the following problem by simplex method:

$$\text{Maximise } z = 70x + 1000y + 60z$$

Subject to

$$2x + y + 5z \leq 40$$

$$3x + y - 8z \leq 50$$

$$Y_1 - Y_3 \geq 0.$$

and Y_2 is unrestricted in sign.

3. Find the initial basic feasible solution to the following transportation problem by VAM and test for the optimality of the solution.

	D1	D2	D3	D4	D5	D6	Capacity of M_j
M1	9	7	8	11	12	10	20
M2	14	9	5	8	13	17	150
M3	18	22	6	4	11	13	300
M.I	10	7	12	10	9	9	250
Demand at D_i	100	180	120	200	150	150	

4. The New telephone company is developing plans to connect six towns with under ground cable in order that the towns can communicate with each other. The matrix of distances between towns is given below determine the cable connections that will result in minimal total length :

From town	To Town					
	A	B	C	D	E	F
A	-	10	9	30	27	20
B	10	-	15	18	17	20
C	9	15	-	25	21	16
D	30	18	25	-	8	17
E	27	17	21	8	-	13
F	20	20	16	17	13	-

5. A construction contractor has four construction projects and wants to minimise the time required to complete all the projects. The following table reflects the estimated time required to complete the project for a specified number of foremen assigned to the project

Project	Number of foremen assigned		
	1	2	3
A	5	3	2
B	7	5	3
C	9	8	7
D	11	8	8

Given that the contractor has only 6 foremen, formulate the problem as a dynamic program and solve it.

6. (a) Determine the optimal pure strategy, if exists

		Player B			
		1	2	3	4
Player A	1	0	7	5	12
	2	10	11	9	13
	3	9	5	7	2

(b) Solve the following game graphically

		Player B			
		1	2	3	4
Player A	1	4	3	2	0
	2	3	2	5	4

7. Cars arrive at a car-wash facility according to a Poisson process at a rate of 10 per hour. The service time has a mean of 5 minutes. Compute the expected number of cars waiting to set the service. Find the mean waiting time of a car in the queue and in the system. What is the system utilization ratio?

8. Write short notes on :

- Bellman's principle of optimality.
- Dual simplex method.
- Markov processes
- Principle of dominance in Game theory.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

First Year

PRINCIPLES OF MANAGEMENT
(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

1. Discuss the contributions of Hawthorne experiments in the development of managerial thinking.
2. What are the purposes of operating planning process and strategic planning process?
3. What purpose does training serve and explain the ingredients of a 'good training program for the employees of an organisation.
4. What are the major causes for the poor communication in the organisation and what are your suggestions to improve the communication system?
5. What are the important control techniques and methods? Explain any two of them in detail.

PART B - (1 x 40 = 40 marks)

(Compulsory)

6. CASE:

Kenyon-Werner Company

Helen Snelling is executive secretary to Andrew Evans, a cautious, retiring, quiet man. She was transferred to his office about four months ago when the Louisville regional sales office of the company was closed. Top managers hoped to provide Evans with expert help by assigning Snelling, whose personnel record showed her to be capable, highly efficient, ambitious, somewhat impatient, and the possessor of a quick temper. She is 28 years old. Reporting to Evans are James Root, head of accounting; Hortense Higgins, head of order writing; Francis Green, head of production scheduling; Beth Cooper, chief of switchboard operators and receptionists; and Henry Schwartz, chief of the mailroom. James Root, age 46, knows accounting very well, but he is not a good administrator. He is inclined to let chores other than accounting work be unduly delayed and seems to have little perception of human relations problems within his unit. Well liked and accommodating, he is accepted by his employees, but the top managers do not view him as a heavy weight to assume higher management responsibilities in the company.

In view of the delay and uncertainty displayed by Andrew Evans, Helen Snelling is inclined to take action on those matters that, in her opinion, need attention. Usually her decisions have proven quite effective; but other members of the department object to her grabbing authority that doesn't belong to her. To illustrate, about two weeks ago, Higgins, age 50, and Snelling got into a verbal scuffle about priority in completion of the order writing for certain customers. The issue was settled by Evans, who decided in favor of Higgins. Then he had a talk with Snelling about taking it easy and the folly of being too aggressive in business relationships. Only two days ago during the lunch hour, Snelling answered Root's telephone, took request for some records to be sent to the purchasing director, secured the wanted records from the file, and sent them to the purchasing director. Root found out about the request yesterday and spoke with Snelling about it. He stated that she was overstepping her prescribed duties and the least she could have done was to tell him about it or leave a note on his desk. Snelling said she did write him a note and was only trying to help. Root emphasized that he would not tolerate any interference by her and that he intends to report the incident to Evans. Later, in searching through papers on his desk, he found the note referred to by Snelling.

It is the opinion of Snelling that the people reporting directly to Evans are taking advantage of him and have been doing so for a long time. He is so buried in details that he delays many financial decisions. She is certain that the management personnel of the finance group are going in all different directions and that Evans doesn't realize this. In her own mind, Snelling is positive that her dealings with various heads within the finance group are for the best interests of the company. She also feels certain that the subordinates of Evans go ahead and decide issues, sometimes poorly, when the final decision should come from Evans, or at least with sanction by him and knowledge of what decision has been made.

Questions

- (a) What is the problem as you see it?
- (b) What important factors do you believe contributed to the present state of affairs? Elaborate on your answer.
- (c) What plan of action would you recommend to remedy the problem? Discuss.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

First Year ORGANISATIONAL BEHAVIOUR

(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

1. How do external factors affect perception? In what way do you find perception relevant to understand organisational behaviour?
2. Discuss the relationship between morale and job satisfaction. How will you ensure worker's level of job satisfaction?
3. "Job stress can have physiological, psychological and behavioural effects." Explain with suitable examples.
4. Explain Kurt Lewin's force-field analysis? Discuss the process of change in organizations?
5. "Resistance to change is a normal part of the process of change". Discuss what techniques would you use in overcoming such resistance?

PART B - (40 marks)

(Compulsory)

6. Case Study:

Group Behaviour of Unions

Modern Textile Limited is one of the leading textile mills in the South, having a work force of more than 1500 employees, engaged in the manufacture of cotton yarn of different counts. The company has a well-established distribution network in different parts of the country. It had modernized most of its plants, with a view to improve the productivity and maintain quality.

To maintain good human relations in the plants and the organization as a whole, it extended all possible facilities to the employees. Compared to other mills, the employees of Modern Textiles Limited were placed in reasonably high wage brackets.

The company has a general manager, followed by a line of executives in-charge of different functional areas. The Industrial Relations Department was headed by the Industrial Relations Manager with supporting staff. The company earned profits every year and distributed reasonable amounts as bonus to the employees. The employees were represented by six trade unions - A, B, C, D, E and F (unions are alphabetically presented based on membership) - out of which the top three unions were recognized by the management for purpose of negotiations. All the unions maintained good relations with the management individually and collectively. In a particular year when the bonus issue was placed before the management it had series of discussions with all recognized unions and finally announced a bonus, which was in turn agreed upon by all recognised unions. The very next day when the management prepared the representatives, while unions A and C signed the same, the leader of union B refused to do so and walked out, stating that the amount declared as bonus was not sufficient. The next day, union B issued a strike notice to the management asking for higher bonus. The management tried its level best to avoid an unpleasant situation, but in vain. As a result, one morning, members of union B went on strike.

They were joined by members of union D. During the strike, the management could probe the reason for the deviant behavior of union B leader: it was reported that leader of union A, soon after the first meeting had stated in the presence of a group of workers "because of me the management has agreed to declare this much amount of bonus to the employees. Some representative unions, particularly union B, had miserably failed in its talks with the management for want of initiative and involvement". This observation somehow reached the leader of union B on the very day it was made, as a result of which he felt insulted. Soon after identifying this as the reason for B's strike all the management in the presence of the Industrial Relations Manager brought about a compromise between the union leaders, A and B. Immediately after this meeting, the strikers (members of union B and D) had resumed work and the settlement was signed for the same amount of bonus, as was originally agreed upon.

Questions

- (a) Was the leader of union A justified in making remarks that caused offence to the leader of union B?
- (b) Could the strike have been avoided had A not made his remarks before a group of workers?
- (c) If you were manager, what should your long term strategy be for ensuring against the recurrence of inter-union differences on issues affecting the welfare of workers?

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

First Year

MANAGEMENT ACCOUNTING
(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

SECTION A - (5 x 4 =20 marks)

Answer any FIVE questions.

All questions carry equal marks.

Write short notes on :

1. Subsidiary Books.
2. Overhead allocation.

3. Variable costs and fixed costs.
4. Sales variance and overhead variance.
5. Flexible Budget and Cash Budget.
6. Control Report and Financial Reports.

SECTION B - (4 x 8 =32 marks)

Answer any FOUR questions.

7. Describe the meaning and significance of any two accounting concepts.
8. State and explain the various elements of cost classification, with an example.
9. What are the advantages, limitations and assumptions of break even analysis?
10. Discuss the causes for Material price and usage variances, with an example.
11. What is zero-base budgeting and how is different from traditional budgeting?
12. What are the essential features of a good reporting system?

SECTION C - (2 x 24 =48 marks)

Answer any TWO of the following.

13. Calculate the labour variance from the following information:
Standard wages:
Grade: A - 90 workers at Rs. 2/hour
Grade: B - 60 workers at Rs. 3/hour
Actual wages:
Grade: A - 80 worker at, Rs. 2.50/hour
Grade: B - 70 workers at Rs. 2.00/hour
Budgeted hours: 1000
Actual hours: 900.
14. The projected capacity of a plant when sold, would return Rs. 70,000 by sales income to the Co. The variable cost for this production volume were determined to be Rs. 30,000. The fixed costs are Rs. 20,000.
Determine the following:
(a) The BEP
(b) The profit loss to the business on sales of Rs. 49,000 and Rs. 28,000
(c) The amount of sales that will enable the business to earn a net profit of Rs. 26,000.
15. KK and Co. expects the following sales by month in units for the first six months of next year:
January 5,400 April 5,700
Feb 5,700 May 6,000
March 7,500 June 4,500

The Co. has a policy of maintaining an inventory equal to budgeted sales for the following two months. The beginning inventory reflects this policy. Each unit costs Rs. 10.
You are required to prepare the purchase budget for as many months as you can both in units and rupees.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

First Year

MANAGERIAL ECONOMICS
(Common to Old and Revised Syllabus)

Time: Three hours
Answer any FIVE questions.

Maximum: 100 marks
All questions carry equal marks

1. How is Managerial Economics different from the Traditional Economics?
2. "The quantity demanded of any commodity appears to depend upon utility, price and income". Elucidate.
3. Explain the concept of income elasticity of demand and explain its role in business decision.
4. What are the determinants of cost behaviour? Enumerate the different approaches for estimating cost functions.
5. "Unlike in pure competition, there is no unique relationship between price charged by a monopolist and the quantity supplied, it is therefore impossible to talk of a monopolists supply price." Elucidate this statement.
6. Assuming that you have been engaged by a firm producing fan belts for different purposes. Which pricing method would you recommend? Will the stage of maturity of this product influence the decision regarding your decision.
7. What is meant by uncertainty in investments? How can we incorporate the element of uncertainty in investment decisions? Explain your answer.
8. Explain fully the factors that determine the cost of capital of a company and the role of the cost of capital in using outside sources to finance investments.
9. Sales of Saravana & Company were Rs. 30,000 producing a profit of Rs. 800 in a week. In the next week, sales amounting to Rs. 38,000 produced a profit of Rs. 2,400. Find out the break even point.
10. What are the different methods of measuring National Income? Which method have been followed in India?

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

First Year

QUANTITATIVE METHODS

(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Ponds (India) Ltd., (Leather Division) Pondicherry sells a pair of shoe uppers for Rs. 100 to Bata (India) Ltd. It costs Rs. 60 for the company to make a pair of shoe uppers. This division of Ponds (India) Ltd has fixed costs of Rs. 10,00,000. Determine the minimum number of pairs of shoe uppers that the company should produce and sell to exactly meet its costs. Express the same in a functional form.
(b) Casablanca, a fast food chain has the following demand function for its Pizzas:
$$q = 30 - 4p$$
where q is the quantity demanded and p is the unit price
(i) write the total revenue as a function of price
(ii) draw a graph of this function.
2. M/s. TTK Prestige Ltd., Bangalore, a home appliances manufacturing company estimates a demand equation for its Pressure Cookers as $1000 - 2p - q = 0$. Where p is the unit price and the q is the number of units sold per month. The total monthly cost of producing q units is estimated

to be $50q + 400$.

- (a) Find the total revenue function
 - (b) Find the marginal revenue and marginal cost functions
 - (c) Find the profit function
 - (d) Find the sales level at which profit is maximum.
3. MGR transport corporation of Kanchipuram operates bus service between two villages near Tiruttani. Data regarding the passenger traffic during the last two days is given below along with the total revenue.

Days	No. of persons Travelled		Total Revenue (in Rs.)
	Children	Adults	
1	20	30	120
2	60	20	150

Find the bus fare charged for each child and for each adult. Use Gaussian method.

4. (a) If 3 percent of electric bulbs manufactured by M/s. Schneider Electric company are defective, find the probability that a sample of 100 bulbs exactly have five defective bulbs. ($e^{-m} = 0.04979$).
- (b) If the probability of a defective bolt produced at M/s. Sundaram Fasteners of Chennai is 0.2, find (i) the mean and (ii) the standard deviation of defective bolts in a total of 900 bolts.
5. (a) A factory of Sri Leathers at Calcutta is producing 50,000 pairs of shoes daily. From a sample of 500 pairs, 2% were found to be of sub-standard quality. Estimate the number of pairs that can be reasonably expected to be spoiled in the daily production assigning limits at 95% level of confidence.
- (b) A Marketing Research Department has found the following correlations in their study on purchase behaviour of select consumers. They have considered $X_1 =$ Brand Loyalty, $X_2 =$ Per capita family income and $X_3 =$ Rate of urbanization. They wish to find the partial role of urbanization in this exercise i.e., if $r_{12} = 0.86$, $r_{13} = 0.65$ and $r_{23} = 0.72$, what is $r_{12.3}$?
6. (a) M/s. Shanthy Gears Ltd. of Coimbatore claimed that atleast 95% of the equipment, which they supplied to a factory, conformed to specifications. An examination of a sample of 200 pieces of output produced from the equipment revealed that 18 were faulty. Test the claim at a significance level of 0.05.
- (b) HP Computers has decided to find the impact of their advertisement in Sun TV during the prime time of an important Tamil Serial. The sales of their PCs . during seven months prior and seven months subsequent to the relay of their ad is as follows:

Sales before Ad				
(Units in '000s) :	1.7	1.5	1.5	2.8
Sales after Ad.	2.1	2.4	2.5	1.5
Sales before Ad				
(Units in '000s)	2.7	2.1	1.4	
Sales after Ad.	2.8	1.8	2.3	

Test the difference in sales by t-test. (table value of $t = 2.447$)

7. (a) The following table gives the age of cars of a certain make and annual maintenance cost. Obtain the regression equation for costs related to age:

Age of the cars in years	2	4	6	8
Maintenance Cost (Rs. '000):	10	20	25	30

- (b) The below given data belongs to the Apparel Export Promotion Council. Fit a straight line trend by the method of least squares:

Years	1994	1995	1996	1997
Sales (Rs. '00,000):	6.7	5.3	4.3	6.1

Years	1998	1999	2000	2001
Sales (Rs. '00,000):	5.6	7.9	5.8	6.1

8. Fit a Poisson distribution to the following data and calculate the theoretical frequencies ($e^{-0.5} = 0.6065$):

X	0	1	2	3	4
Frequency:	123	59	14	3	1

9. All India Pulse Polio immunization Programme has collected the following data from an urban slum. Derive your inferences on the efficacy of the vaccine.

	Polio attacked	Not attacked	Total
Inoculated with vaccine	2	10	12
Not inoculated	6	6	12

(Chi-square value 1 df. at $0.05 = 3.84$).

M.B.A. DEGREE EXAMINATION, OCTOBER 20Q3.

First Year

RESEARCH METHODOLOGY
(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

1. Explain the research process.
2. What is a survey research?
3. What are the characteristics of a questionnaire?
4. Explain the sampling techniques.
5. What are non-parametric tests?

PART B - (1 x 40 = 40 marks)

Compulsory and carries 40 marks.

6. Explain the components of a research report.

Elective - HUMAN RESOURCE ACCOUNTING

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the role of Human Resource Accounting in an organisation.
2. Explain the practical difficulties involved in implementing of Human Resource Accounting in the concern.
3. Discuss the methods for valuation of Human Resources in an industrial organisation.
4. Write an essay about the present practice and concept of Human Resource Accounting in Indian Industries.

5. Describe the various physical and non physical components of human activity system in the organisation.
6. Discuss in what way the human performance can improve system efficiency and effectiveness.
7. Describe the psychology of human activity.
8. Discuss the various techniques are available to value the human resources working in an industrial organisation.

OCTOBER 2004

Elective - MANAGEMENT OF FINANCIAL INSTITUTIONS

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Describe in detail the structure and functioning of Indian Financial System.
2. Explain in detail the objectives and functions of Non-Banking Financial Institutions.
3. Explain in detail the operational and investment policies of IDBI.
4. Discuss the need for Venture Capital. Explain in detail the different stages of venture capital financing.
5. Discuss the factors to be considered in selecting the mutual fund. Explain the reasons for the set back of Mutual Fund Corporations in India.
6. Discuss the role of Leasing and Hire purchase companies in the economic development of India.
7. Discuss the merits and demerits of Factoring. Explain the various services rendered by the Factoring Intermediaries.
8. State and explain the various innovative financial instruments issued by Corporates in India.

OCTOBER 2004

Elective - INTERNATIONAL TRADE, FINANCE AND DOCUMENTATION

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Differentiate between balance of trade and balance of payments and indicate how balance of payment analysis can be useful to the international marketer.
2. Explain the various types of invoices and certificates involved in foreign trade.
3. How are export credit needs financed? Evaluate the export credit and finance system in India.
4. Explain in detail the stages through which an export transaction has to pass.
5. Explain the various function of Foreign Exchange Dealers Association of India.
6. Give a brief outline of exchange control system in India. .
7. Differentiate between IMF and World Bank.
8. Make a critical appraisal of the working of the ECGC.

OCTOBER 2004

Elective - INVESTMENT AND PORTFOLIO MANAGEMENT

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss in detail the role assigned to SEBI in the development and regulation of capital market in India and the problems facing it.
2. How would you measure Market Risk, Business Risk, Interest Rate Risk and Inflation Risk?
3. Using CAPM, how do you go about calculating risk premium for a given equity share. Elucidate.
4. What are the basic assumptions of Arbitrage Pricing Theory? State its merits and demerits.
5. "In an efficient capital market, individual security prices fully reflect all available information". Discuss.
6. What do you mean by Company Analysis? What financial statements are helpful in understanding the company's prospects?
7. Explain EMH in its various forms and state its assumptions and uses.
8. Explain 'Dow Theory'. How can it be used to determine the direction of the stock market?
9. Explain the Security Market Line with the help of a diagram. How does it differ from the Capital Market Line?
10. What is Portfolio Theory? Explain the assumptions and principles underlying the portfolio theory.

OCTOBER 2004

INTRODUCTION TO C AND C++

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is a data type? Explain different data types in C with an example.
2. Write a 'C' program to find second biggest number from a given list of 10 numbers.
3. Give the syntax of structure and union and compare them.
4. Discuss various input/output statements in 'C' with a suitable example.
5. Compare and contrast procedure oriented programming and object oriented programming.
6. What is constructors? Discuss various types of constructors with an example.
7. Write a C++ program to overload +, -, *, / operators to perform operations on objects.
8. Write short notes on:
 - (a) Benefits of object oriented programming
 - (b) Inheritance
 - (c) Pointer array.

OCTOBER 2004

Elective - COMPUTER NETWORKS

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the structure and architecture of a Computer Networks.
2. What is meant by standardization of networks? Explain different network standards.
3. Explain inter networking concept in detail.
4. Discuss different transmission medium with a neat diagram.
5. Discuss any two routing algorithm with an example.
6. Discuss the design issues of data link layer

7. What is a gateway? Explain various types of gateways and compare them.
8. Write short notes on
 - (a) Network topology
 - (b) Bit stuffing.

OCTOBER 2004

Elective - MODELLING AND SIMULATION

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is a simulation? What are the principles used in modelling? Explain.
2. What is a model? Discuss various types of models with a diagram.
3. What is a need for system study? Discuss different types of system study in detail.
4. Discuss real-time simulation with a suitable example.
5. Discuss Monte Carlo Model with a suitable example.
6. List and explain any ten SIMSCRIPT statements.
7. Explain the method of analyzing simulation output.
8. Write short notes on :
 - (a) Arrival pattern
 - (b) System postulation.

OCTOBER 2004

Elective - VALUE ENGINEERING AND WASTE CONTROL

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the implications of general operation and cost relations of value engineering to other operations.
2. Elucidate meaning of use esteem and exchange values.
3. Evaluate the role of management in VE as an integral part of the VE programme.
4. Examine the various techniques of selecting products and operations for VE action.
5. Examine the characteristic features and relevance of organization and staffing for VE.
6. Critically examine the various training relevant to VE.
7. Explain the efforts size and skills of VE staff.
8. Elucidate the significance of cost and quality as relating to VE.

OCTOBER 2004

Elective - MATERIALS MANAGEMENT

Time: Three hours

Maximum: 100 marks

Answer any ONE question from each Section.

All questions carry equal marks.

SECTION A

1. Discuss the various techniques of preparing the materials budget and the forecasting techniques.
2. Is it true to say that integrated material management is better placed for Manufacturing the cost curve? Explain.

SECTION B

3. What is 'price forecasting' and what techniques would you adopt in price forecasting for different items of industrial undertaking.
4. Would you advocate a purchasing ethics for an industrial buyer? Make out a case for your argument.

SECTION C

5. Discuss the advantages and disadvantages of centralised purchasing in a multiplant company.
6. Describe the merits and demerits of alphabetical, numerical and decimal systems of codification.

SECTION D

7. State and explain the various factors for the material sourcing.
8. Discuss the need and importance of performance evaluation of materials management.
9. Write notes on any THREE:
 - (a) Time series analysis
 - (b) Purchase procedure
 - (c) Vendor development
 - (d) MRP-II
 - (e) Value analysis
 - (f) Dynamic Inventory model.

OCTOBER 2004

Elective - TOTAL QUALITY MANAGEMENT

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 x 20 =100)

1. Trace in detail the origin and development of Total Quality Management.
2. Explain in detail the steps involved in Strategic Quality Planning.
3. How do you measure customer satisfaction? Explain service quality gaps with a diagram.
4. Define Business Process Reengineering. Explain its role in Total Quality Management.
5. "Quality circles in an organisation help in increasing productivity". Discuss in detail.
6. Explain in detail the 7 Q.C. tools in Total Quality Management.
7. Explain the costs of Quality and Activity Based Costing in relation to TQM with an example.
8. Differentiate ISO 9000 from Total Quality Management. Explain the steps in a Total Quality Management Audit.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year
(Revised Syllabus)

Elective: ADVERTISING AND SALES PROMOTION
(For those who joined in July 2000 and after)

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 =60 marks)

Answer any THREE questions.

All questions carry equal marks.

1. State and explain the nature and scope of advertising and trace the evolution of advertising.
2. "Advertising succeeds or fails depending on how will it communicate the desired informations and attitudes to the right people at the right time and at the right cost". Discuss.
3. Explain the product market aspects, distribution aspects and the pricing aspects of advertising strategies with suitable example of your own.

4. Critically review the nature, role and functions of Newspapers, Magazines, Technical Journals relating to advertising. How far they are successful in India?
5. Prepare a media plan for a newly introduced cosmetic product to be introduced in the TV and prepare the number of slots, tariff, coverage, story board, jingle production and the audience research. Make necessary assumptions.
6. What do you understand by effectiveness of measuring advertising? How will you measure and what are the problems in it?

PART B - (40 marks)

7. CASE:

CASE PROBLEM

SALES ORG. Vs. PRODUCT ORG.

Bat Industries has been manufacturing power generation equipment in small and medium sizes. The sales were made to direct customers who had large orders and through distributors to other customers. The power equipment was also sold overseas. The international business accounted for 50% of sales. The sales department was organized by regional territories. The regional sales manager was responsible for generating sales, making calls on prospective clients and developing new product ideas. The president of the company, realizing the marketing weakness, appointed a marketing manager. The marketing manager immediately created a market development group and tasked them with developing a comprehensive marketing plan which integrated current sales efforts with new product development. The market development group recommended that Bat Industries should enter the systems market. That is, Bat should put together products that satisfied customer needs such as an irrigation pump used for watering crops. This strategy involved identifying other components' such as pumps that could be matched with Bat's power generators and sold to the customers. They felt that to market these systems it was necessary; to appoint product managers who had complete responsibility to develop and market the system. The clients for these systems were well defined and sales would have to be specially tailored to their needs. The regional managers could continue to sell power generators to other systems companies and original equipment manufacturers. The regional managers did not have time to adequately market specialized systems and also lacked customer knowledge and orientation. The marketing manager was, however, opposed to creating two parallel sales organizations. He felt that the job of the product manager ended with successful development and introduction of a given product. The sales responsibility would then be turned over to regional sales managers and product managers moved on to other product development efforts.

Questions:

- (a) Should product managers sell exclusively their systems across all territories?
- (b) What are the disadvantages of parallel regional sales and product sales organisations?
- (c) Is the marketing manager right in overruling recommendations of market development group?
- (d) What would be your decision in structuring the marketing and sales organisations for Bat Industries?
- (e) Can the regional managers successfully handle sales of "systems" in addition to power generation equipment?
- (f) How is systems approach useful for understanding the elements of personal selling strategy?
- (g) Why is it necessary to bring together a customer, a salesman, set of sales techniques and the form of sales or marketing organisation?

* * * * *

- (a) Internet banking
- (b) Disintermediation, and
- (c) On-screen trading.

M.B.A .DEGREE EXAMINATION, OCTOBER2003.

Third Year

Elective - INTERNATIONALTRADE FINANCE AND DOCUMENTATION

(Revised Syllabus)

(For those who joined in July 2000 and after)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Differentiate balance of trade and balance of payment and indicate how: balance of payment analysis can be useful to the international Marketer.
2. Explain the features of marine insurance policy.
3. Explain the procedures and conditions involved in opening a letter of credit meant for financing imports into India.
4. What are the advantages and disadvantages of a floating exchange rate? .
5. What do you mean by devaluation? What are its objectives? Under what conditions these objectives can be achieved?
6. Discuss the objects, functions, organisations and resources of Asian Development bank.
7. What do you understand by the following terms:
 - (a) Ex-works
 - (b) FAS
 - (c) FOB
 - (d) Delivered Duty paid
 - (e) CIF.
8. Write short notes on :
 - (a) Arbitrage operations
 - (b) Need for swap deals.

M.B.A.DEGREE EXAMINATION, OCTOBER 2003.

Third Year

INVESTMENT AND PORTFOLIO MANAGEMENT

(Revised Syllabus)

(For those who joined in 2000 and after)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. As an investment consultant, what features would you suggest to be included in the investment bunch of a client? Explain these features briefly.
2. Why does diversification lead to a reduction in unique risk? Explain both intuitively and mathematically.
3. What is an income fund? Explain its objective and investment priorities.
4. Portfolios that buy new securities and sell old holdings frequently will outperform portfolios that are managed more passively. Do you agree with this statement?
5. What does the efficient market hypothesis imply with respect to technical market analysis, fundamental analysis, and portfolio policy of investors?
6. Based on the current theoretical and empirical development of APT, do you think that this approach offers a practical alternative to the CAPM for individual investors? .
7. What factors should be considered while revising a portfolio?

8. How is the sensex of Mumbai Stock Exchange developed?
9. What is beta? Why is beta a better measure of risk than the standard deviation?
10. What advantages can be obtained while using Fundpro package?

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year

Elective - INTRODUCTION TO CAND C++

(Revised Syllabus)

(For those who joined in July 2000 and after)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. List various applications of object oriented programming and explain.
2. Write a C program to read 100 students marks in a structure with fields regno, name, m1, m2, mg and print regno and result for all students scoring minimum 50 marks in each subjects.
3. List the syntax of looping control statements and explain with an example.
4. Write a C++ program to overload +, -, */ operators that operate on two objects.
5. Discuss different types of inheritance with suitable example.
6. Explain various file handling functions in C with an example.
7. Discuss parameter passing methods used in functions with a suitable programming example.
8. Write short notes on :
 - (a) Memory management operators
 - (b) Virtual functions
 - (c) Constructors
 - (d) Unions.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year

Elective COMPUTER NETWORKS

(Revised Syllabus)

(For those who joined in July 2000 and after)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Draw the OSI reference model architecture and explain the services of various layers.
2. List and explain various transmission medium used in physical level and mention the merits and demerits of each medium.
3. Discuss any two non-adaptive routing algorithms in detail with a suitable example.
4. What is a ALOHA protocol? What is slotted ALOHA? Explain this two protocols in detail and differentiate them.
5. What is congestion? Explain with an algorithm how the congestion is controlled.
6. Discuss connection management and related issues in detail.
7. Give the architectural diagram of TCP/IP and explain the services of different layer.
8. Write short notes on :
 - (a) Remote procedure call
 - (b) Error detection and correction
 - (c) RS 232-C
 - (d) ARPANET.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year
(Revised Syllabus)
Time: Three hours

Elective - MODELLING AND SIMULATION

(For those who joined in July 2000 and after)

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) What are systems? Give any TWO example systems.
(b) Write short notes on : Continuous and Discrete systems.
2. (a) What are stochastic activities? Explain briefly.
(b). Discuss about static and dynamic physical models.
3. (a) What are the different principles used in Modelling? Explain.
(b) Write short notes on : Environment segment.
4. (a) What are the activities in system design? Give an example.
(b) Explain about distributed lag models.
5. (a) Write short notes on :
Analog methods in Continuous system simulation.
(b) Discuss about Interactive systems and Real-time simulations.
6. (a) What are Exponential Models? Explain briefly.
(b) Describe the structure of a system dynamics model.
7. (a) Explain the simulation of a Telephone system.
(b) Write short notes on : Multi-user Computer System Model.
8. (a) Write short notes on: GPSS.
(b) Discuss the analysis of simulation output.

M, B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year
(Revised Syllabus)

Elective - VALUE ENGINEERING AND WASTE CONTROL

(For those who joined in July 2000 and after)

Time: Three hours Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define Value Analysis. What are the different types of values?
2. What is functional approach to value Engineering? Elaborate.
3. Discuss about the stages in Value Engineering
4. Discuss the various fields of application of VE.
5. Explain the different VE techniques.
6. Explain how scheduling of VE activity can be done using various control charts.
7. Design a training programme to be imparted to Value Engineering.
8. Write short notes on :
(a) Value Analysis and Cost
(b) Variety Reduction
(c) Training for VE.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year
(Revised Syllabus)

Elective: MATERIALSMANAGEMENT

(For those who joined in July 2000 and after)

Time: Three hours
Answer any FIVE questions.

Maximum: 100 marks
All questions carry equal marks.

1. Why integrated materials management is essential for any organisation?
2. Elucidate the application of material forecasting techniques.
3. Select one of the purchasing policies, in regard to a hypothetical company for which you are the purchasing agent, and develop a detailed justification for the position you have taken.
4. Write an essay on EOQ.
5. What kind of items should be selected when managers attempting to improve inventory systems? Why?
6. How would you determine safety stock for variation in consumption during flexible lead-time?
7. What are the reasons for accumulation of obsolete, surplus and scrap items? Also explain the items measures to be followed to avoid obsolete, surplus and scrap items.
8. Explain the latest techniques of materials sourcing available to the organisation.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Elective - TOTALQUALITYMANAGEMENT

Third Year

(Revised Syllabus)

(For those who joined in July 2000 and after)

Time: Three hours
Answer any FIVE questions.

Maximum: 100 marks
All questions carry equal marks.

(5 x 20 =100)

1. Give a detailed account on TQM and its relevance to business performance.
2. In what way Human Resource Development and Management facilitate principles of TQM?
3. Discuss the nature, relevance and significance of Pareto analysis in maintaining process quality.
4. How customer satisfaction can be measured to ascertain quality?
5. Explain systems approach in organizing for TQM process.
6. Explain the universal standards of quality.
7. Elucidate the essence of bench marking and its relationship with TQM processes.
8. Differentiate product inspection from process control.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Elective: TRAININGAND DEVELOPMENT

Third Year
(Revised Syllabus)

(For those who joined in July 2000 and after)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the importance of training in the industry and suggest suitable training methods for the workers and supervisors for a textile industry.
2. Contrast the values of on-the-job training with off-the-job training with managers. What particular values are sought by the simulation methods of development?
3. What is meant by training and development and what are the different approaches to evaluate

- the worth of specific operative training (or) MDP?
4. What are the basic issues in the training policy and state and explain some of the psychological principles followed in the training programme?
 5. Discuss how the group discussion and sensitivity training would be helpful or useful for the employee training.
 6. What is training evaluation and explain the different steps of training evaluation and what should be the training inputs?
 7. Explain the utility of training as a tool for the management control and evaluate the various modern methods of training in a large industry.
 8. Evaluate the role of personnel training in an industry and what are the psychological view point in the job analysis.
 9. Suggest suitable type of training methods (a) SBI wants to train 300 clerks just 5 days back (b) BHEL wants to train its 1000 mechanical and electrical engineers with latest developments. Draw a training program.
 10. What factors should be born in mind while evolving training policy, designing development programs, duration and techniques?

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year *Elective - HUMAN RESOURCE ACCOUNTING*
 (Revised Syllabus) (For those who joined in July 2000 and after)
 Time: Three hours Maximum: 100 marks
 Answer any FIVE questions. All questions carry equal marks.

1. "Accounting serves as an information system for most companies" - Discuss.
2. Why human resource accounting did not take off in India?
3. Assess the strengths and weakness of human resource accounting concept.
4. Why TELCO, which pioneered the implementation. of human resource accounting in India, did not continue human resource accounting? .
5. Describe the various methods of human resource accounting.
6. Explain the economics of human activity.
7. Describe the human factors and man-machine concept.
8. How does a system design bring about increased efficiency and effectiveness?

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year **BUSINESS POLICY**
 (Old Syllabus)
 (For those who joined in July 1999 or earlier)

Time: Three hours Maximum: 100 marks
 PART A - (3 x 20 =60 marks) Answer any THREE questions.

1. Comment upon management practices in India and Abroad.
2. Establish the role of middle manager in performance of corporate strategies.
3. Explain the process of strategy evaluation.
4. Explain the importance of resources in strategy formulation.
5. How is a corporate strategy developed?

PART B - (1 x 40 = 40 marks) ~
(Compulsory)

6. Case: Brand Challenger.

A new entrant in FMCG market, is all set to launch his brand in the market against a established brand leader. His initial advantages to challenge the leader in the market are

- (a) Efficient Channel logistics
- (b) Low investment in fixed assets to maintain cost advantage.

Advise the market and pricing position to challenge the leader.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year
(Old Syllabus)

OPERATIONS RESEARCH

(For those who joined in July 1999 or earlier)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

1. A publisher of books can earn a profit of Rs. 24 and Rs. 23 respectively by selling a cloth-bound and paper-bound book. It takes 10 minutes to bind a cloth cover and 9 minutes to bind a paper cover. The total available time for binding is 800 hours. It is predicted that the cloth bound book sales will exceed 3000 copies but the paper back sales will not be more than 4000 copies. Formulate the problem as a LP problem and find the optimal solution by graphical method.
2. (a) State the four solution procedures to solve an integer programming problem and briefly explain them.
(b) Solve the following integer programming problem by branch-and-bound method.

$$\begin{aligned} \text{Maximize } z &= 3X_1 + 5X_2 \\ \text{subject to } X_1 + 4X_2 &\leq 9, \\ 2X_1 + 3X_2 &\leq 11, \\ X_1, X_2 &\geq 0 \\ \text{and } X_1 \text{ and } X_2 &\text{ are integers.} \end{aligned}$$

3. Solve by dual simplex method:

$$\begin{aligned} \text{Minimize } z &= 2X_1 + 2X_2 + 4X_3 \\ \text{subject to } 2X_1 + 3X_2 + 5X_3 &\geq 2 \\ 3X_1 + X_2 + 7X_3 &\leq 3 \\ X_1 + X_2 + 6X_3 &\leq 5 \\ X_1, X_2, X_3 &\geq 0. \end{aligned}$$

4. (a) Explain the general procedure used to solve a problem by Dynamic Programming.
(b) Solve the stage coach problem by dynamic programming:

		To		
		B	C	D
From A	3	5	4	

		To	
		H	I
From E	2	5	
From F	7	5	
	4	4	

		To			
		E	F	G	
From C	8	5	7		
	4	3	5		
	5	2	6		

		To		
		H	J	
From	4			
	5			

5. (a) Solve the game problem:

		b ₁	b ₂	b ₃	b ₄	b ₅
a ₁	9	3	1	8	0	
a ₂	6	5	4	6	7	
a ₃	2	4	3	3	8	
a ₄	5	6	2	2	1	

(b) Explain how you will solve a game problem by using LP formulation.

6. (a) Explain:

- (i) pure and mixed strategies.
- (ii) pay-off matrix.

(b) Solve the game whose matrix of gain is given below :

		Player B			
		b ₁	b ₂	b ₃	
Player A	a ₁	1	3	11	
	a ₂	8	5	2	

7. (a) An automobile company manufactures around 150 scooters. The daily production varies from 146 to 154 :

Production 146 147 148 149 150 151 152 153 154
per day:

Probability: 0.04 0.09 0.12 0.14 0.11 0.10 0.20 0.12 0.08

Using the random numbers 80, 81, 76, 75, 64, 43, 18, 26, 10, 12, 65, 68, 69, 61, 57, simulate the production process to find out:

- (i) What will be the average number of scooters produced?
- (ii) What will be the mode of daily production?

(b) In a tool crib manned by a single assistant, operators arrive at the rate of 10 per hour and each operator is serviced on an average of 3 minutes.

- (i) Compute expected number of operators waiting in the queue and in the system, and
- (ii) Average waiting time per shift of 8 hours.

8. Write short notes on :

- (a) Travelling salesman problem.
- (b) Principle of dominance.
- (c) Application of Markov process in management.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Third Year **ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS**
(Old Syllabus) (For those who joined in July 1999 or earlier)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "Entrepreneurs are born and not made". Discuss. Give examples in support of your answer.

2. What do you mean by achievement motivation? Can it be inculcated in the people?
3. Critically examine the role played by Small Industries Development Bank of India (SIDBI) in promoting entrepreneurship.
4. The socio-economic bases of entrepreneurship in India are changing fast, of late. Why and how?
5. Examine the significance of SSI sector in Indian Economy. .
6. Given the desire to strike, how do you go about in identifying business opportunities.
7. Distinguish between small scale and large units with a special reference to production planning and control.
8. Suggest a model entrepreneurship development programme suitable to a select women entrepreneurs' group.
9. It is said that banks create and kill entrepreneurship. How far do you agree? Why?
10. List out the problems faced by SSI units in the export front.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Second Year

MANAGEMENT INFORMATION AND DATA
PROCESSING SYSTEM (Common to Old and Revised Syllabus)

Time: Three hours

Answer any FIVE questions.

Maximum: 100 marks

All questions carry equal marks.

1. What are different systems? What is the systems approach? Explain in detail.
2. Explain the management system and its behavioural aspects in detail.
3. Explain the systems modeling for MIS in detail.
4. Explain the objectives of a DBMS.
5. Explain the computer based data processing in detail.
6. Explain the computer hardware and input devices in detail.
7. Explain various conditional statements in BASIC with example.
8. Write a BASIC program to find the Average, total and standard deviation of 15 data.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Second Year

MARKETING MANAGEMENT
(Common to Old and Revised Syllabus)

Time: Three hours

Answer any FIVE questions.

Maximum: 100 marks

All questions carry equal marks.

1. Discuss briefly the core concepts of marketing.
2. Explain the various steps involved in buying process.
3. Define market segmentation. What are the different basis used to segment the market for the following products?
 - (a) Personal computers
 - (b) Colour T.V.
 - (c). Passenger cars.
 - (d) Readymade Garments.
4. What is personal selling? Explain the process of selling.
5. Define marketing research. Explain the importance of research.
6. Discuss the importance of physical distribution in marketing of goods.
7. Explain the opportunities and challenges for Rural Marketing in India.
8. Write the difference between advertising and publicity. Do you consider advertising a waste? Give reasons for your answer.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Second Year

BUSINESS ENVIRONMENT AND LAW

(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Trace the history of modern business and their managerial elites in India.
2. Discuss the provisions of Indian Constitutional Law pertaining to business.
3. Discuss the role of MRTP Act in business.
4. What do you mean by concentration of economic power? What are the causes for concentration of economic power in India?
5. Describe the industrial relations scene in public sector units in India.
6. Define culture. How does culture influence business?
7. Point out advantages and results of consumerism.
8. Bring out the arguments for and against social responsibility of business.
9. Discuss the strategies employed by Indian firms to fight foreign competition.

M.B.A. DEGREE EXAMINATION, OCTOBER 2003.

Second Year

FINANCIAL MANAGEMENT

(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

SECTION A - (4 x 10 =40 marks)

Answer any FOUR questions.

All questions carry equal marks.

1. State the nature, scope and usefulness of management accounting and financial management and explain the objectives of financial management.
2. What is the relevance of cost of capital and capital structure? Explain anyone of the theories of capital structure.
3. Explain and state the various assumptions of Walter's dividend model.
4. Explain and distinguish financial leasing and operating leasing and state the various rules relating to leasing business.
5. State and explain the different types of dividends that may be paid by a company.
6. What factors would you take into consideration while estimating the working capital needs of an organisation?

SECTION B - (3 x 20 =60 marks)

Answer any THREE questions.

All questions carry equal marks.

7. State and explain the different sources of short term and long term financing and state its merits and limitations.
8. "The recommendations of the committee to frame guidelines for the follow-up of bank credit (Tandon Committee) are a revolutionary development". Discuss.
9. From the following data, calculate
 - (a) Gross profit ratio
 - (b) Net profit ratio
 - (c) Return on total assets

- (d) Inventory turnover
 (e) Working capital turnover and
 (f) Networth to debt.

	Rs.
Sales	25,20,000
Cost of sales	19,20,000
Net profit	3,60,000
Inventory	8,00,000
Other current assets	7,60,000
Fixed assets	14,40,000
Networth	15,00,000
Debt	9,00,000
Current liabilities	6,00,000

10. The following are the summarised balance sheets of a company as on 31st December 1987 and 1988.

	1987	1988
Liabilities	Rs.	Rs.
Share capital	2,00,000	2,50,000
General reserve	50,000	60,000
Profit and loss	30,500	30,600
Bank loan (long-term)	70,000	-
Sundry creditors	1,50,000	1,35,200
Provision for taxation	30,000	35,000
	-----	-----
	5,30,500	5,10,800
	-----	-----
Assets	1987	1988
	Rs.	Rs.
Land and Buildings	2,00,000	1,90,000
Machinery	1,50,000	1,69,000
Stock	1,00,000	74,000
Sundry debtors	80,000	64,200
Cash	500	600
Bank	-	8,000
Goodwill	-	5,000
	-----	-----
	5,30,500	5,10,800
	-----	-----

Additional information:

During the year ended 31st December 1988 :

- (a) Machinery was further purchased for Rs. 8,000
 (b) Depreciation written off on machinery Rs. 12,000
 (c) Income tax provided during the year Rs. 33,000
 (d) Loss on sales of machinery Rs. 200 was written off to general reserve.

You are required to prepare the cash flow statement.

Second Year

OPERATIONS MANAGEMENT
(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Distinguish between the functions of PPC in intermittent and continuous production. Give illustration.
(b) What are the various types of production? Discuss job order production?
2. (a) Explain the factors responsible for plant location choices.
(b) Enumerate the steps in planning the layout for a new enterprise. .
3. (a) Explain the method of selection of material handling equipment.
(b) Write short notes on :
 - (i) High lift type material handling equipment
 - (ii) Counter balance type material handling equipment.
4. (a) Define Inventory Control. Explain its objectives.
(b) Discuss about the various methods of Inventory Control.
5. (a) Explain:
 - (i) Schematic process chart
 - (ii) Man and machine chart.
(b) Define work sampling. Also explain about the various indirect work measurement techniques.
6. (a) Determine the optimal sequence of jobs that minimises the total elapsed time based on the following information processing time on machines is given in hours and parsing is not allowed.

	A	B	C	D	E	F	G
M/C I	3	8	7	4	9	8	7
M/C II	4	3	2	5	1	4	3
M/C III	6	7	5	11	5	6	12

- (b) Define networks. Explain the objectives and applications of network analysis.
7. (a) Explain briefly about statistical quality control.
(b) Samples of size 100 were taken from mass produced product and the average of sample means was found to be 39 cms. It is known from the past experience that it is reasonable to take 12 cms as the population standard deviation. Draw a control chart for the sample mean.
8. (a) Explain the constituents of preventive maintenance.
(b) List out the advantages and limitations of maintenance.

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Second Year

PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS
(Common to Old and Revised Syllabus)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. You have been requested to assess the manpower plan for a medium sized production unit. How would you assess? Explain with examples.

2. What are the different methods of performance appraisal system? Explain any three of them in detail.
3. Write short notes on :
 - (a) Career actors
 - (b) Career stages
 - (c) Career paths and
 - (d) Career development programmes.
4. Mention the cheap characteristics of a wage and salary structure in the industry and how will you evolve such a structure for a newly started industry.
5. Discuss briefly the various provisions of the Factories Act, 1948, relating to the employment of children and young persons.
6. When and for what purposes may a trade union create a political fund and state the objects for which the general funds of a trade union may be spent.
7. Write briefly how the following authorities are appointed or constituted and their functions:
 - (a) Conciliation officers.
 - (b) Boards of conciliation.
 - (c) Labour courts and
 - (d) Tribunals.
8. "Several militant Trade Unions oppose the workers participation, which they say is like cosmetics on the ugly face of capitalism". Do you agree with this view?
