M.B.A. DEGREE EXAMINATION, DECEMBER - 2015

First Year

Paper – I : PERSPECTIVES OF MANAGEMENT

Time : 03 Hours   **Maximum Marks : 70**

SECTION - A

Answer any FIVE of the following   *(5 × 2 = 10)*

1)   a)   Decision tree analysis.

      b)   Span of Control.

      c)   PERT.

      d)   Decentralisation.

      e)   Recruitment.

      f)   Role of manager

SECTION - B

Answer any THREE of the following   *(3 × 15 = 45)*

2)   Elucidiate the functions of management in detail.

3)   Explain the concept and significance of planning.

4)   Describe the reasons for conflicts among line and staff. How can they be resolved?

5)   What do you mean by effective communication? What are the barriers to communication?

6)   Explain the steps involved in the process of decision-making.

7)   Define staffing. Explain in brief the nature and purpose of staffing.

8) Case Study

You are a senior clerk in a large branch of a prestigious bank in a metropolitan city. Your manager has decided that customer service should be improved and has formed a committee of junior staff to discuss and present suggestions to the management in a month's time.

You are appointed as a member of this committee but not the chairperson. A young lady, a grade junior to you is made the chairperson. She was very reluctant to accept the responsibility because as she said, she had never been to any meeting nor chaired any. However, she was offered no choice in the matter. The manager simply appointed her at the chairperson.

In fact she could be a good choice. She is an experienced cashier known to the public as efficient and pleasant, and she has often expressed strong view about the importance of good service. She thinks herself as intelligent and logical and sometimes puts people down quite firmly if she finds flaws in their arguments.

You were not able to attend the first meeting of the committee, but from what you heard it was not at all successful. In conversation with those present you have gained the impression that progress was slow and difficult. The chairperson tended to be aggressive. Very few ideas emerged and it was not too clear to those present what they were there to achieve.

You have also spoken to the chairperson. She thinks that nobody was forthcoming or enthusiastic enough. They all kept going off the subject and asking silly questions. Such ideas as there were turned out to be trivial or irrelevant in her opinion, apart from the ones she had to suggest herself. She contended that she was worried about the next meeting, about the likely success of the committee in general and indeed about her overall relationship with the staff who were committee members.

The next meeting is to take place in a week's time.

Question:

a) Identify the problems in this case.

b) What can you do to ensure that the committee perform more effectively when it next meets?

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(First Year)

Paper – II : BUSINESS ENVIRONMENT

Time : 3 Hours   Maximum Marks: 70

*Answer Any **five** questions.*

All questions carry equal marks.

1)   State the impact of legal environment on business.

2)   Explain the role of govt on business.

3)   Describe the symptoms of industrial sickness.

4)   Discuss the structure of Indian industry.

5)   Explain the evolution of industrial policy of India.

6)   Elucidate the strategies followed in economic planning.

7)   Enumerate the trend in the foreign trade of India.

8)   Review the EXIM policy of India.

9)   Explain the economic reforms introduced in recent times.

10) How do you evaluate the performance of public sector.

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First Year

Paper – III : MANAGERIAL ECONOMICS

Time : 3 Hours   Maximum Marks: 70

SECTION-A   *(3×4=12)*

Answer any three of the following

1) a) Opportunity cost.

  b) Functions of managerial economist.

  c) Industry demand.

  d) Price leadership.

  e) Production function.

  f) Kinked demand curve.

SECTION- B   *(3×15=45)*

Answer any three of the following

2) Explain different view points on project.

3) Describe the nature and scope of managerial economics.

4) Enumerate the cost-output relationship in the short term.

5) Discuss the limitations of different methods of demand forecasting.

6) What are the causes of monopoly?

7) Elucidate the methods employment to assess invest proposals

8) Analyse the following case carefully and answer the questions given at the end of the case. Mr. Shenoy is a manager a schedule bank. He has received a circular form his Head Office for maintenance of minimum percentage of lending to a particular sector (say SSI). Since many SSIs are sick units the problem before is to make a better choice of lending to SSI sector.

Questions:

a) How he is going to meet the minimum percentage of lending?;

b) In case of risky lending, how he will have to recover the amount after some years?;and

c) Can falling rate of interest in the banking sector help him to maintain the balance between profitability and liquidity?

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(DBUS 04)

Time : 3 Hours   Maximum Marks: 70

SECTION- A   *(3×4=12)*

Answer any three of the following

1)   a)   Accounting standard.

     b)   Profit and loss a/c.

     c)   Issue of debentures.

     d)   Conversion.

     e)   Annual accounts.

     f)   P/V ratio.

SECTION- B   *(3×15=45)*

Answer any three of the following

2)   Explain the computation of yield variances.

3)   What are different methods of inflation accountants?

4)   State the legal requirements concerning according disclosure.

5)   Explain the allotment and forfeiture of shares.

6)   What are the managerial uses of funds flow analysis?

7)   State the functions of accounting.

8) Two firms A and B have the following information:

	Sales (Rs. In lakh)	Variable costs (Rs. In lakh)	Fixed costs (Rs. In lakh)
Firm A	1,800	450	900
Firm B	1,500	750	375

You are required to calculate:

  i)   Profit to sales ratio.

  ii) Break-even point and

  iii) The degree of operating leverage for both firms.

  Comment on the positions of the firms.

  If sales increase by 20 percent what shall be the impact on the profitability of the two

  firms?

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First Year

Paper – V : QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Time : 03 Hours   Maximum Marks : 70

SECTION - A

Answer any THREE of the following   *(3 × 5 = 15)*

1)   a)   Operations on matrices.

      b)   Pie diagram.

      c)   Graphical location of median.

      d)   Normal distribution.

      e)   Sampling distribution and standard error.

      f)   Components of time series.

SECTION - B

Answer any THREE of the following   *(3 × 15 = 45)*

2)   a)   For a firm it is given that P = 19, $C = \frac{q^3}{3} - 5q^2 + 28q + 27$, where p stands for price per unit, *q* units of output and C for total cost. Find quantity produced at which profit will be maximum and the amount of maximum profit.

      b)   Solve the following system of equations by matrix method.

$$2x + y + 2z = 0$$
$$2x - y + z = 10$$
$$x + 3y - z = 5$$

3)   a)   Explain the various methods that are used for graphical representation of frequency distribution.

b) Calculate Karl-Pearson's coefficient of skewness from the following data

Marks :	0-10	10-20	20-30	30-40	40-50
No. of students:	10	12	18	25	16

4) a) If the Chance that a vessel arrives safely at a port is $\frac{9}{10}$, find the chance that out of 6 vessels expected 3 at least will arrive safely.

b) The marks of students are normally distributed. 10% get more than 75 marks and 20% get less than 40 marks. Find the mean and standard deviation of distribution.

5) A producer of boats has estimated the following distribution for a particular kind of boat.

No. of Demanded :	0	1	2	3	4	5	6
Probability :	0.14	0.27	0.27	0.18	0.09	0.04	0.01

Each boat costs him Rs. 7000 and he sells for Rs. 10,000 each. Any left unsold at the end of the season must be disposed for Rs. 6000. How many should he stock so as to maximise his expected pay off?

6) a) Explain various sampling methods and their advantages and disadvantages.

b) From the following data test whether education and sex one independent.

Education

Sex	Middle	High school	College
Male	55	65	73
Female	34	27	43

7) Fit a second degree parabola to the following data and also estimate the value for 1990 and give your comments?

Year:	1955	1960	1965	1970	1975	1980	1985
Production: ('000 Units)	6	8	9	10	12	11	8

8) In order to find the correlation between two variables X and Y from 12 pairs of observations, the following calculations were made:

$$\Sigma x = 30, \ \Sigma x^2 = 670, \ \Sigma y = 5, \ \Sigma y^2 = 285, \ \Sigma xy = 344$$

On subsequent verification it was discovered that the pair (X = 11, Y = 4) was copied wrongly, the correct values being (X = 14, Y = 24). After making necessary correction, find:

a) The two regression equations.

b) Hence, the correlation coefficient.

(DBUS 06)

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(First Year)

Paper – VI : INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS

Time : 3 Hours   Maximum Marks: 70

SECTION- A   (3×4=12)

Answer any three of the following

1) a) Personal computer.

    b) Spread sheet software.

    c) Features of computer based HRM.

    d) Computer anti virus.

    e) Machine language.

    f) Design of systems.

SECTION-B   (3×15=45)

Answer any three Questions

2) Explain the role of computers in managerial decision making.

3) Describe the use of computers in management functions.

4) What are the social dimensions of computerisation?

5) Give an account of management information and control systems.

6) Enumerate the applications of COBOL.

7) Elucidate the use of personal computer in daily life.

8)   It is not that Datatech did not own and make extensive use of computers. Its staff had about 200 desktop computers of all ages in its eight field offices, while the headquarters had its own computers as well. The staff maintained customer   details, invoice , job assignment and inventory systems, among others, on these computers .The lack of a unified computer system in such an expanding company created other problems as well . Employees often worked 12 hours per day just to keep up with their growing business. One major problem was still obvious . Data stored in computers around the country were isolated because these computers were not connected. The way the company handled this problem was to have each office send their data on floppy diskettes to other offices overnight by courier service. Meanwhile the company continued to grow and the efficiency began to disappear.

   Today Datatech is finally in the process of building a new computer system at a cost of about $1 million. The company clearly can afford them because its revenues are still growing at 20 percent per year. Elements of the new computer include a minicomputer in the company headquarters, networks to connect all the computers within each office, and the network to connect the eight field offices to each other and to headquarters. The company has more plans for the near future including teleconferencing, company-wide electronic messaging, and even a   service that enables customers to leave detailed massages about their problems in the Datatech computers and to schedule their own customer service calls.

Questions:-

a)   How important are information systems in solving the problems of companies like datatech? ; and

b)   Do you approve Datatech's move towards computerisation ? Justify your answer

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