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401



First Semester M.B.A. Degree Examination, January 2016
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Principles and Practice of Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

1. Do you think management is sensitive to social environmental considerations ?
Explain and justify your answer with current events.

SECTION – B

(5×8=40)

Note : Answer **any five** of the following questions. **Each** question carries **8** marks.
Answer to the question should **not** exceed **five** pages.

2. How can a manager understand and overcome resistance to make control effective ? Explain.
3. "Planning is deciding in advance, what is to be done in future" ? Comment.
4. What do you mean by leadership ? How it is different from managership ? Explain.
5. 'Staffing is the responsibility of every manager and not of the personnel department alone'. Describe.
6. Are the ethics of business and its managers changing ? Explain.
7. Explain the decision making process in organizations.
8. Explain the principal contribution of F.W.Taylor to the development of management thought.
9. Write a note on influence of multiculturalism on management.

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

10. Case Study :

M/s. ABC Ltd. is a medium-sized engineering company producing a large range of product lines according to consumer requirements. It has earned a good reputation as quick reliable customer as quick and reliable supplier to its customer because of which its volume of business kept on increasing. However from the past one year, the managing director of company has been receiving the customer complaints due to delay in dispatch of products and at times, the company have to pay substantial penalty for not meeting the schedule in time.

The managing director convened an urgent meeting of various functional managers to discuss the issue. The marketing manager questioned the arbitrary manner of giving priority to products in manufacturing line causing delays in products which are not required immediately. Production control manager complained that he does not have adequate staff to plan and control the production function; and whatever little planning he does, is generally overlooked by shop floor manager. Shop floor manager complained of unrealistic planning, excessive machine breakdowns, power failure and shortage of material for scheduled products because of which it is impossible to stick to the schedule. Maintenance managers says that he does not get important spares required for equipment's maintenance because of which he cannot repair machine at a faster rate. Inventory control manager says that the company often accuses him of carrying too much stock and on the other hand people are grumbling over shortages.

Fed by mutual mud-slinging, the managing director decided to appoint you, a bright management consultant with training in business management to suggest ways and means to put his "house in order".

Questions :

- a) How would you examine if there is any merit in the remarks of various functional manager ?
 - b) What, in your opinion, could be the reason for different managerial thought in this case ?
 - c) List some scientific decision aids that you may prescribe to improve the situation.
 - d) What would you suggest to promote co-ordinated interaction of various people to meet the scheduled dates ?
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First Semester M.B.A. Degree Examination, January 2016
BUSINESS ADMINISTRATION
Principles and Practice of Management (CBCS Old)

Time : 3 Hours

Max. Marks : 70

Note : Answer all Sections.

SECTION – A

(1×15=15)

(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

1. Critically analyse the relevance of various schools of management thought in the present management practice.

SECTION – B

(5×8=40)

Note : Answer **any five** questions. **Each** question carries **8** marks and answer to **each** question should **not** exceed **five** pages.

2. Explain the types of managerial plans made at different levels of management hierarchy.
3. Discuss the factors in the external environment that affect organizations.
4. With suitable examples, explain the merits and demerits of Tall and Flat organizations.
5. What is delegation of authority ? Discuss the factors that affect delegation process.
6. Discuss the importance of 'Managerial Grid' as a tool of management.

P.T.O.



7. Explain the application of two factors theory in employees motivation.
8. Explain the various approaches and techniques of managerial control.
9. Explain the various forms in which companies discharge their corporate social responsibility.

SECTION – C

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

10. Read the following case and answer the questions given below :

Assume that you are intending to establish the life insurance business in India to cater to some untapped segment in the sector. Keeping in mind the need of all the functional areas to run the business, prepare a detailed organizational chart of the business and set vision, mission and objectives for the same.



First Semester M.B.A. Examination, January 2016
BUSINESS ADMINISTRATION
Accounting for Managers

Time : 3 Hours

Max. Marks : 70

SECTION – A

(2×10=20)

Note : Answer **any two** questions, **each** carries **10** marks. Answer to **each** of the question should **not** exceed **five** pages.

1. Elucidate the basic accounting concepts with suitable examples.
2. Describe the determinants of dividend policy of a firm.
3. Enumerate the various costs used in decision-making and explain its characteristics.

SECTION – B

(3×12=36)

Note : Answer **any three** questions, **each** carries **12** marks. Answer to the question should **not** exceed **six** pages.

4. A factory produces a standard product. The following information is given to you from which you are required to prepare a cost sheet for January, 2014.

Raw material consumed	Rs. 91,000
Direct wages	Rs. 29,000
Other direct expenses	Rs. 11,000
Factory overheads 80% of direct wages	
Office overheads 10% of work cost	
Selling and distribution expenses	Rs. 2 per unit sold

Units produced and sold during the month 10000.

Also find the selling price per unit on the basis that profit mark up is uniformly made to yield a profit of 20% of the selling price. There was no stock or work-in-progress either at the beginning or at the end of the period.



5. Prepare a cash book from the following transactions

2015		Rs.
Jan. 1	Cash in hand	1,000
Jan. 1	Cash at bank	15,000
Jan. 3	Received from Mohan	12,850
	And allowed him discount	150
Jan. 4	Cash sales	20,000
Jan. 5	Paid for rent	4,000
Jan. 6	Cash purchasing	26,000
Jan. 7	Paid to Harish by cheque	10,000
Jan. 8	Stationery purchased	2,000
Jan. 9	Goods sold for cash	25,000
Jan. 10	Paid salary	6,000
Jan. 12	Paid to Ram Prakash	20,500
	Discount allowed by him	500
Jan. 15	Cash sales	10,000
Jan. 16	Received a cheque from Prem Das and allowed discount	15,600
Jan. 22	Paid charity	1,000
Jan. 25	Paid to travelling expenses	3,000
Jan. 29	Paid into bank	5,000

6. A product passes through the distinct processes to completion. These processes are numbered respectively 1, 2 and 3. During the week-end 15th January 2005, 500 units are produced. The following information is obtained.

Particulars	Process 1	Process 2	Process 3
Direct materials (Rs.)	3,000	1,500	1,000
Direct labour (Rs.)	2,500	2,000	2,500
Direct expenses (Rs.)	500	100	500

The overhead expenses for the period were Rs. 1,400 apportioned to the processes on the basis of wages. No work-in-progress or process stocks existed at the end of the week.



7. X Ltd. which depreciates its machinery at 10% p.a. under the diminishing balance method, had on 1st January 2003, Rs. 9,72,000 to the debit of Machinery Account. During the year 2003, a part of the machinery purchased on 1st January 2001 for Rs. 80,000 was sold for Rs. 45,000 on 1st July 2003 and a new machinery at a cost of Rs. 1,50,000 was purchased and installed on the same date, installation charges being Rs. 8,000. No depreciation is to be charged on assets sold during the year of disposal. Except the first purchase of machinery on 1st January 2001, no other purchase was made during 2001 and 2002. Show the Machinery Account from 1st January 2001 to 31st December 2003.
8. Journalize the following transaction in the books of Mr. X. Post them in the ledger and balance the various accounts opened in the ledger.

2001		Rs.
April 1	Mr. X commenced business with cash	80,000
April 4	Purchased furniture	22,000
April 5	Bought goods for cash from Mr. Y	24,000
April 8	Purchased goods from Mr. Z	40,000
April 12	Sold goods on credit to Mr. A	10,400
April 16	Received from Mr. A on account	4,800
April 20	Sold goods for cash to Mr. B	5,200
April 21	Paid to Mr. Z on account	12,000
April 27	Withdrew cash for personal use	500
April 28	Bought in further capital	10,000
April 29	Paid to Mr. Z on account	16,000
April 30	Paid general expenses	250
	Rent due but not paid	520
	Salary paid to Mr. W a clerk	1,200



SECTION – C

(1x14=14)

(Compulsory)

Note : Answer to this question should **not** exceed **six** pages.

9. From the following Trial Balance of Mr. Ajay, prepare Trading and Profit and Loss Account for the year ended 31st March 2015 and the Balance Sheet as on that date after taking into account the adjustment given.

Debit balance	Dr.	Credit balance	Cr.
Ajay's drawings	4,500	Ajay's capital	24,000
Purchases	20,000	Sales	30,000
Return inwards	1,500	Discount	1,900
Stock (1-4-2014)	8,000	Sundry creditors	10,000
Salary	4,200	Bill payable	2,500
Wages	1,200		
Rent	350		
Bad debts	400		
Discounts	700		
Sundry debtors	14,000		
Cash in hand	260		
Cash at bank	5,940		
Insurance	400		
Trade expenses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		

Adjustment :

Closing stock was valued at Rs. 7,000

Insurance was prepaid to the extent of Rs. 60

Outstanding liabilities were, salary Rs. 200 and wages Rs. 200

Make provision for doubtful debts at 5% on sundry debtors.

Calculate interest on capital at 5% P.A.

Depreciation is provided at 5% on machinery and 10% on furniture.

Provide for discount on creditors at 1%.

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First Semester M.B.A. Degree Examination, January 2016
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Economics for Managers

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages : **(1×15=15)**

1. Explain how and why market equilibrium is determined at the intersection of the demand and supply curves. How is market equilibrium affected when consumers' income changes, all other factors remaining the same ?

SECTION – B

Note : Answer **any five** questions. **Each** question carries **eight** marks. Answer to the question should **not** exceed **five** pages : **(5×8=40)**

2. What is the usefulness of demand analysis in managerial decision making ?
3. Explain the concept of price elasticity of demand. What is its importance ?
4. Explain briefly the different methods of demand forecasting.
5. Briefly explain the different methods of measuring national income.
6. Explain the law of variable proportions with the help of isoquant curve.
7. What are the various forms of market ? Explain briefly the characteristics of each.
8. Explain Over-investment theory of Business Cycle.
9. What are the objective of Monetary and Fiscal policies ?

P.T.O.



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages :

(1×15=15)

10. Suppose individual demand schedule for A, B and C are given as follows :

Price (Rs.)	Demand of		
	A's	B's	C's
5	80	40	20
10	40	20	10
15	20	10	05
20	10	05	0
25	0	0	0

Find out the market demand schedule, draw the market demand curve, and calculate the elasticity when price falls from Rs. 15 to Rs. 10 and elastic when price rises from Rs. 10 to Rs. 15

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First Semester M.B.A. Degree Examination, January 2016
(CBCS Old)
BUSINESS ADMINISTRATION
Economics for Managers

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages :

1. In defining demand and supply, why do you think economists focus on price while holding constant other factors that might have an impact on the behaviour of buyers and sellers ?

SECTION – B

(5×8=40)

Note : Answer **any five** questions. **Each** question carries **8** marks and answer to **each** question should **not** exceed **five** pages.

2. "Managerial Economics is the discipline which deals with the application of economic theory to business management". Discuss.
3. Draw the short run average cost (AC) and marginal cost (MC) curves and explain the relationship between them.
4. Explain fully the concepts of Price Elasticity of Demand, Income Elasticity of Demand and Cross Elasticity of Demand.
5. Explain and illustrate the Law of Diminishing Returns. Why does the law operate ?
6. What do you mean by production function ? Distinguish between a short-period and a long-period production function.

P.T.O.



7. Explain the short and long-term equilibrium of the firm under monopolistic competition.
8. Critically discuss the Keynesian Theory of Employment and briefly indicate the main changes which have been made in this theory in the post-Keynesian period.
9. Discuss the important theories of business cycles, and in this connection point out the contribution made by Keynes to this branch of economic theory.

SECTION – C

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages :

10. The sales data for the Tough Steel Hardware Company for the last 6 years are as follows :

2006 Rs. 6,17,000

2007 Rs. 6,54,000

2008 Rs. 7,00,000

2009 Rs. 7,56,000

2010 Rs. 8,24,000

2011 Rs. 9,06,000

- a) What is the 2012-13 compound growth rate ?
 - b) If you were to make your own projection, what would you forecast ? Draw a graph and explain.
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First Semester M.B.A. Degree Examination, January 2016
BUSINESS ADMINISTRATION
Business Environment

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

1. Elucidate the pros and cons of MNCs to host countries.

SECTION – B

(5×8=40)

Note : Answer **any five** questions. **Each** question carries **eight** marks. Answer to **each** of the questions should **not** exceed **five** pages.

2. Describe the significance of environmental analysis.
3. Explain the components of economic environment in India.
4. Discuss the impact of culture on global business.
5. Bring out and explain the reasons for state intervention on business.
6. Elucidate the technological status of India.
7. Describe different approaches to International business.
8. Explain the impact of WTO on emerging economies.
9. Bring out and explain the Indian competitiveness in the International market.

P.T.O.



SECTION – C

(1×15=15)

(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

10. India and China – two of the largest developing countries of the world have many common concerns for their economic development. Though both of them are neighbouring countries, bilateral relations between them went through rough times during various occasions in the past. However, of late, things have changed for the better.

Question for discussion :

- a) Bring out the potential areas in which bilateral trade between India and China can take place.
 - b) Describe the significance of growing economic relations between India and China.
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**First Semester M.B.A. Degree Examination, January 2016
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Quantitative Analysis**

Time : 3 Hours

Max. Marks : 70

SECTION – A

(2×10=20)

Note : Answer any two questions. Each question carries 10 marks. Answer to each of the question should not exceed six pages.

1. What is an index number ? What are its uses ? Discuss the problems in the construction of index numbers.
2. What do you mean by function ? Explain any five functions. What are the business applications of functions ?
3. Discuss the various components of Time Series.

SECTION – B

(3×12=36)

Note : Answer any three questions. Each question carries 12 marks. Answer to each of the question should not exceed six pages.

4. A, B and C have a Rs. 1,250, 1,700 and 2,100 respectively. They utilized the amount to purchase three types of shares of price x , y , z respectively. A purchases 20 shares of price ' x ', 50 shares of price ' y ' and 30 shares of price ' z '. B purchases 44 of price ' x ', 30 of price ' y ' and 60 of price ' z '. C purchases 12 of price ' x ', 40 of price ' y ' and 100 of price ' z '. Find x , y , z by Matrix method.
5. A sitar manufacturer can sell ' x ' sitars per week at Rs. ' P ' each, where $5x = 375 - 3P$. The cost of production is $500 + 13x + x^2/5$ rupees. Find how many sitars he should manufacture for maximum profit and what is that profit ?

P.T.O.



6. Calculate the correlation coefficient from the following series. Find also the probable error.

X : 43 44 46 40 44 42 45 42 38 40 42 57

Y : 29 31 19 18 19 27 27 29 41 30 26 10

7. The mean and standard deviation of 200 items are found to be 60 and 20 respectively. If at the time of calculations, two items were wrongly taken as 3 and 67 instead of 13 and 17. Find the correct mean and standard deviation. What is the correct coefficient of variation ?
8. A company suffers a loss of Rs.121.50, if one of its products does not sell at all. Marginal revenue and marginal cost function for the product are given by $MR = 30 - 6x$, $MC = -24 + 3x$

Determine the total profit function, the break even points and the total profit between break even points.

SECTION - C

(1×14=14)

(Compulsory)

Note : Answer to this question should **not** exceed **six** pages. This question carries **fourteen** marks.

9. The heights of a sample of 10 fathers and their eldest sons are given below (to the nearest cms.) :

Height of Father (X) : 170 167 162 163 167 166 169 171 164 165

Height of Son (Y) : 168 167 166 166 168 165 168 170 165 168

- Calculate the regression coefficients.
 - Find the regression equations of X and Y.
 - What is the correlation coefficient.
 - Find the standard error of estimates.
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**First Semester M.B.A. Degree Examination, January 2016
(CBCS Old)
BUSINESS ADMINISTRATION
Quantitative Analysis**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any 2** questions. **Each** question carries **10** marks. Answer to the question should **not** exceed **six** pages. (2×10=20)

1. Describe the importance of tabulation of data.
2. Explain the properties of the determinants.
3. Discuss the various types of functions.

SECTION – B

Answer **any 3** questions, **each** question carries **12** marks. Answer to the question should **not** exceed **six** pages. (3×12=36)

4. Calculate the coefficient of quartile deviation from the following data.

Weekly Income	330-350	350-370	370-390	390-410	410-430	430-450
No. of Workers	8	16	39	55	60	40

5. Obtain Karl Pearson's correlation coefficient for the following data :

X	2	4	6	8	10
Y	1	3	5	7	9

6. Solve the following system of equations by matrix inverse method.

$$x + 2y - z = 2$$

$$3x - 4y + 2z = 1$$

$$-x + 3y - z = 4$$

P.T.O.



7. Obtain the Regression equations and estimate the blood pressure when the age is 50 years. Use the following data for the above.

X (Age In Years)	56	42	72	36	63	49
Y (Blood Pressure)	147	125	160	118	150	128

8. Discuss the components of time series analysis.

The projected number of women of child bearing age (19-38) for India from 1985 to 1992 are as follows, fit a trend line.

Year	1985	1986	1987	1988	1989	1990	1991	1992
No. of Women (In millions)	152.6	156.4	160.3	164.4	168.5	172.7	176.9	181.2

SECTION – C
(Compulsory)

Answer the following question.

(1×14=14)

9. Calculate Fisher's Index Number from the following data and verify whether it satisfies time reversal and factor reversal tests.

Commodity	Year – 2000		Year – 2001	
	Price	Qty.	Price	Qty.
A	20	8	40	6
B	50	10	60	5
C	40	15	50	15
D	20	20	20	25