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451

**Second Semester M.B.A. Degree Examination, May/June 2016**  
**BUSINESS ADMINISTRATION**  
**Organisational Behaviour and Business Communication**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

**(1×15=15)**

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

1. Elaborate the various OD interventions. Explain how they improve the functioning of the organisation.

**SECTION – B**

**(5×8= 40)**

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

2. Think of a time when you observed, or exhibited , social loafing. What contributed to it ? How could it have been prevented or minimised ?
3. What is AIDA plan, and how does it apply to persuasive messages ?
4. What are the reasons for organisational politics ? Explain how organisational politics are managed.
5. Compare the panel discussion with group discussion.
6. "Learning theory can be used to explain behaviour and to control behaviour". Explain the validity of the statement.
7. What is job design ? How is it different from job analysis ?
8. Explain the importance of understanding culture and cultural differences in business communication.
9. What are the human reactions to organisational change ? Suggest ways to overcome the resistance to change.

P.T.O.



SECTION – C  
(Compulsory)

(1×15=15)

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

10. Jane Arnold wants to be a manager. She enjoyed her accounting, finance, and marketing courses. Each of these provided her with some clear-cut answers. Now the professor in her organizational behavior course is telling her that there are really very few clear-cut answers when it comes to managing people. The professor has discussed some of the emerging challenges and the historical background and ways that behavioral science concepts play a big role in the course. Jane is very perplexed. She came to school to get answers on how to be an effective manager, but this course surely doesn't seem to be heading in that direction.
1. How would you relieve Jane's anxiety ? How is a course in organizational behavior going to make her a better manager ?
  2. Why did the professor start off with a brief overview of emerging challenges ?
  3. How does a course in organizational behavior differ from courses in fields such as accounting, finance or marketing ?
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452

**Second Semester M.B.A. Degree Examination, May/June 2016  
(Choice Based Credit System)  
BUSINESS ADMINISTRATION  
Marketing Management**

Time : 3 Hours

Max. Marks : 70

**Instruction : Answer all Sections.**

**SECTION – A  
(Compulsory)**

**(1×15=15)**

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

1. The marketing function is conducted by various companies based on alternative concepts. Describe.

**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. Explain the diffusion process and the adoption process.
3. Describe various target marketing strategies available for marketers with illustrations.
4. Define consumer behavior. Discuss the stimulus-response model, with a diagram.
5. How should a company adopt prices to meet varying circumstances and opportunities ?
6. Explain the factors influencing the distribution strategy of a firm.
7. Describe the methods of controlling marketing operations.
8. "Future lies in rural markets". Describe with illustrations.
9. Explain the various product differentiation strategies used by companies.

P.T.O.



SECTION – C  
(Compulsory)

(1×15=15)

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

10. Case Study :

There are millions of cricket fans in India who sit glued to the TV to watch ODIs while munching Frito Lays snacks and sipping Pepsi. These are the people who make PepsiCo's advertising punch line, 'Har programme Ka Main Food' come true. This combination is what endears this company to millions of Indian consumers. An electric product portfolio of over 20 products, combined with peppy and youthful advertising communication has helped PepsiCo completely change the face of the Indian food and beverages sector over the last few years. The range straddles refreshment beverages like Pepsi and 7 UP, low calorie drinks (Diet Pepsi & UP Light), Aquafine drinking water, sport drinks, Tropicana and Slice, to name a few.

PepsiCo's claim to fame does not end here and goes on to boast market leadership position even in the branded snacks segment, with Frito lays potato chips Lays, tea-time snacks Kurkure, Cheetos, Uncle Chips, Leher Lites, Quaker Oats, among others. The strategy clearly is to capture the entire value chain with products positioned to reach every consumer – be it the junk food lover, health conscious ladies, sportsmen or simply tea-time snackers.

PepsiCo's attitude toward its market and consumers is the key success factor. The company believes in constantly surprising the consumer with products and experiences that delight them. With as many as 7 new product launches in 2007 and high advertising and marketing decibels throughout the year, little surprise that PepsiCo enjoys high recall among all relevant stakeholders.

PepsiCo has been a front-runner in introducing some of the most successful innovations in advertising campaigns. The 2007 offering from them was Pepsi My Can – an attempt to capture the youth market segment – complete with SRK and John Abraham in the lead roles. A combo idolized by the youth today.

Even Frito Lay's iconic brands like Lays and Kurkure have created a mass appeal and induced a brand connect amongst its consumers. Its Lays campaign, 'What's the programme' (2007) almost became a youth chant, while Kurkure's ad campaign-Chai-Time Masti – Featuring the bubbly Juhi Chawla, has also been a smash hit. Yet another successful ad campaign was 'Alga World Cup ham layenge' during the World Cup 2007.



Celebrity ambassadors add to brand's admirability and popularity. Coke, when it entered India, never signed a star as its brand ambassador. However, seeing the success of Pepsi, Coke had to launch a series of commercials with Aamir Khan and Aishwaraya Rai.

While PepsiCo has floored its consumers with star attractions, the company has also left no stone unturned to spread awareness in rural hinterlands, where potential goldmine of consumers is still waiting to be tapped.

**Questions :**

- 1) What was the key success factor in PepsiCo's marketing strategy ?
  - 2) Suggest innovative promotional schemes for launching new products of PepsiCo.
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453

**Second Semester M.B.A. Degree Examination, May/June 2016**  
**(Choice Based Credit System)**  
**BUSINESS ADMINISTRATION**  
**Production and Supply Chain Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

**(1×15= 15)**

**(Compulsory)**

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

1. Discuss the scope of production function and explain the different production systems.

**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. Enumerate the importance of location decisions.
3. What is meant by plant layout ? Explain the factors affecting the plant layout.
4. What are the objectives and basis of quality control in factories ?
5. Explain the primary applications of control charts.
6. What is capacity planning ? Explain phasing in and phasing out capacity with examples.
7. What is material requirement planning ? What are its objectives and functions ?
8. Explain the impact of supply chain decisions on the success of a firm.
9. Explain the importance of computers in production and in SCM.

**P.T.O.**



## SECTION - C

(1×15= 15)

(Compulsory)

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

10. Previous weeks visual inspection carried out to find defects in a manufactured items revealed the following data for a sample size of 30 numbers. Current week, 30 pieces were again inspected on each of the two occasions and 6 pieces and 9 pieces were found to be defective in each case respectively. Determine whether the process is under statistical control or not.

Sub-group Number	Number of defectives	Sub-group Number	Number of defectives
1	5	11	5
2	4	12	7
3	4	13	4
4	4	14	5
5	7	15	4
6	4	16	5
7	5	17	5
8	6	18	7
9	4	19	6
10	5	20	4

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454

**Second Semester M.B.A. Degree Examination, May/June 2016**  
**BUSINESS ADMINISTRATION (Choice Based Credit System)**  
**Human Resource Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

(Compulsory)

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

1. "The Management has economic power which it uses to affect the life of a worker". Discuss.

SECTION – B

(5×8=40)

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

2. Discuss the steps involved in Training Need Analysis (TNS).
3. Why do organization prefer internal source of recruitment ? Explain advantage and disadvantage of internal recruiting.
4. "Good performance appraisal will create an effective management". Discuss.
5. Discuss the importance of human factor in the modern workplace.
6. Do you think companies can really do without detailed job description ? Why or why not ?
7. Explain the role and function of Human Resource Planning in HRM.
8. Explain the various types of Grievance in an organization.
9. What are the factors influencing wage and salary administration ?

P.T.O.





SECTION – C  
(Compulsory)

(1×15=15)

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

10. It was June 18, 2009. Renny Joseph planned a visit to telecommunication division of Vybhav. It was three in the afternoon. Renny was getting down from her car at the entrance to the factory. Sneha, the programmer, came running to Renny and started yelling, "I have been suspended today from work for a minor offence. Yesterday night my 3-year old son was running high temperature and I was required to attend to him the whole night. I didn't have a wink of sleep. Today, after lunch I dozed off just for a few minutes and I am penalized. I have been with Vybhav for the past five years. My record has been blemishless. This is not the treatment I deserved".

Renny felt disturbed. She is proud of the fact that Vybhav has been an employee-friendly company. Ditto Renny. She believes in pluralistic approach to industrial relations. She believes in having a union and is wedded to industrial democracy.

While returning from telecommunication division, Renny mulled over several alternatives for Vybhav.

**Questions :**

- a) Do you think that vybhav should clear guidelines for suspending people ?
  - b) What should be the follow up action after an employee has been suspend ?
  - c) What else runny could do to make managers down the line to have empathy for others Not to be too harsh on employees ?
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455

**Second Semester M.B.A. Degree Examination, May/June 2016**  
**BUSINESS ADMINISTRATION**  
**Business Research Methods**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any two** of the following questions. **Each** question carries **ten** marks. Answer to the question should **not** exceed **5** pages. **(2×10=20)**

1. Explain the process of research.
2. Discuss the criteria of a good research report.
3. Describe the rating scales used in research.

**SECTION – B**

Answer **any three** of the following questions. **Each** question carries **twelve** marks. Answer to the question should **not** exceed **6** pages. **(3×12=36)**

4. Discuss different types of sampling designs.
5. In a typing test, a random sample of 36 graduates of a secretarial school averaged 73.6 words with a standard deviation of 8.10 words per minute. Test an employer's claim that the school's graduates average less than 75.0 words per minute using 5 percent level of significance.
6. Upon collecting a sample of 250 from a population with known standard deviation of 13.7, the mean is found to be 112.4
  - a) Find a 95 percent confidence interval for the mean.
  - b) Find a 99 percent confidence interval for the mean.

P.T.O.



7. A sales tax officer has reported that the average sales of the 500 business that he has to deal with during a year amount to Rs. 36,000 with a standard deviation of Rs. 10,000. Assuming that the sales in these business are normally distributed, find
- The number of business the sales of which are over 40000.
  - The percentage of businesses, the sales of which are likely to range between Rs. 30,000 and Rs. 40,000.
  - The probability that the sales of a business selected at random will be over Rs. 30,000.
8. A sample of 870 trainees was subject to different types of training classified as intensive, good and average and their performance was noted as above average, average and poor. The results of the training is presented in the table below. Use 5 percent level of significance to examine whether there is any relationship between the type of training and performance.

Performance	Training		
	Intensive	Good	Average
Above average	100	150	40
Average	100	100	100
Poor	50	80	150

**SECTION – C**  
**(Compulsory)**

Answer to the question should not exceed 6 pages.

(1×14=14)

9. The following table gives the number of units of production per day turned out by four different types of machines by four employees.

Employees	Machine			
	M <sub>1</sub>	M <sub>2</sub>	M <sub>3</sub>	M <sub>4</sub>
E <sub>1</sub>	40	36	45	30
E <sub>2</sub>	38	42	50	41
E <sub>3</sub>	36	30	48	35
E <sub>4</sub>	46	47	52	44

- Test whether the mean productivity is same for the different machine types.
- Test whether the four employees differ with respect to mean productivity.

Use five percent level of significance to test the results.