

Reg. No.

--	--	--	--	--	--	--	--	--	--

Second Semester M.B.A Degree Examination
April / May 2007

**Paper 201 : ORGANISATIONAL BEHAVIOUR AND
BUSINESS COMMUNICATION**

Time : 3 Hours

Max.Marks: 75

SECTION - A (1x15=15)
(COMPULSORY)

1. What is cultural shock? What are its consequences? How can you control the consequences of cultural shock?

SECTION - B (5x9=45)

Answer any FIVE questions. Each question carries 9 marks.

2. Define the term organizational behavior. Explain the need for studying OB.
3. What is learning? Discuss the managerial implications of learning.
4. As a manager how do you motivate the women employees, casual workers, and the beginners.
5. Define group dynamics. How can group cohesiveness be achieved?
6. What is a barrier to communication? Suggest measures to overcome the barriers to communication.
7. Differentiate between positive and bad news messages. Support your answers with appropriate examples.
8. What is perception? Explain the various factors influencing perception.
9. Discuss the various steps involved in preparing a proposal and writing a report.

SECTION - C (1x15=15)
(COMPULSORY)

10. Read the following Case and answer the questions given at the end:

Mr. Gautam Ghosh founded a small radio manufacturing plant in Western India in the late sixties. From this small beginning came one of the country's largest radio, television and allied products companies. By 1996, it had recorded annual sales of Rs.800 million, with 25,000 employees and 8 manufacturing locations. Throughout its growth, the founder remained an active imaginative and driving force behind his company. In earlier days, every manager and worker knew him, and he was able to

Contd... 2

call most of them by their first names; so even after the company grew fairly large, people felt they knew the founder and chief executive, and their strong feeling of personal loyalty had much to do with the fact that the company's workers never formed a union. However, as the company prospered and grew, Mr. Ghosh thought that it was losing its "Small company" spirit. He also felt that communications were suffering, that his objectives and philosophy were not being understood in the company, that much wasteful duplication was product development and marketing were suffering as a result. Likewise, he was concerned that he lost touch with the people. To solve the communication problem, he hired a Director of communications reporting directly to him. The issues were discussed in detail between the two. They then put into effect every communication device they found in other large companies, namely:

- a) Bulletin boards in every office and plant throughout the country.
- b) A revitalized company newsletter carrying detailed company and personal news affecting all locations.
- c) Regular profit-sharing letters.
- d) Company-sponsored courses to teach communication methods.
- e) Monthly one-day meetings at headquarters for the top 100 executives.
- f) Annual three-day meetings of 900 executives at all levels, at a resort town and
- g) A large number of special committee to discuss company matters.

After much time, effort and expense spread over a year, Mr. Ghosh was disappointed to find that his problems of communication and of the "small company" feeling still existed and that the results of his programmes did not seem to be significant.

Read the above case carefully and answer the following questions after analyzing it in the light of your knowledge about the subject matter of communication.

Questions

1. Why do you think Mr. Ghosh was disappointed? Should he have been?
2. What do you see as the company's real communication problem?
3. What would you suggest to improve communication in the company?
4. Was Mr. Ghosh right in believing that communication would help him maintain the 'small company' spirit?

Reg. No.

--	--	--	--	--	--	--	--	--	--

Second Semester M.B.A Degree Examination**April / May 2007****Paper 202 : MARKETING MANAGEMENT**

Max.Marks: 75

**SECTION - A (1x15=15)
(COMPULSORY)**

1. Describe the reasons for the emergence of Rural Marketing and explain the opportunities and challenges for marketing in Rural India.

SECTION - B (5x9=45)**Answer any FIVE questions. Each question carries 9 marks.**

2. What is a brand? Describe the benefits of branding for both the buyer and seller.
3. Describe the process of buying decision making.
4. Discuss impact of Socio-cultural factors in consumption behavior.
5. Define, Promotion mix and explain its various components.
6. What do you mean by New products? Explain the process of new product development.
7. What do you mean by competitive advantage? How it can be created for newly formed company?
8. Explain the factors influencing the distribution strategy of a firm.
9. "Marketing is an act of matching the expectations of the market with offerings of the company" - Discuss.

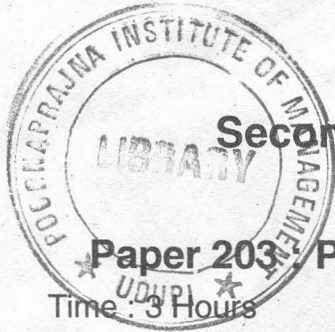
**SECTION - C (1x15=15)
(COMPULSORY)**

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

L'Oreal is the only company in India which markets hair colours. It had launched Excellence Crime, a hair colour before launching the brand (Rs.239 for a 40 ml pack) which has a proposition of hair colour and vitamin-enriched shampoo. It is available in six shades and these are adapted for Indian skin and hair types. The pack has directions to help the consumer choose the right shade. The brand has low levels of peroxide which is believed to damage hair. The effect (hair colour) is likely to last for about 20 washes. The brand will be available in about 1500 retailers in metros and mini-metros. The target segment will be women in middle class and upper middle class who would like to have a change of hair colour.

- ◆ What do you think will be the target segment for the brand in terms of specific demographic and psychographic details? What kind of trends in the environment do you think would be favourable to this brand? Comment on the timing of the product in the Indian context.

* * *

Reg. No.

--	--	--	--	--	--	--	--	--	--

Second Semester M.B.A Degree Examination
April / May 2007

Paper 203 / PRODUCTION AND OPERATIONS MANAGEMENT

Time : 3 Hours

Max.Marks: 75

SECTION - A (1x15=15)
(COMPULSORY)

1. What are the different types of Production Systems? Where would each one of them be applicable? Give practical examples.

SECTION - B (5x9=45)

Answer any FIVE questions. Each question carries 9 marks.

2. Explain the different types of plant layout with the help of suitable examples.
3. What is line balancing? What are the methods to line balance?
4. What do you understand by material requirement planning?
5. Briefly explain the six basic ways of establishing a time (work) standard.
6. What is meant by aggregate planning? In a plant which makes 8 to 10 types of a product, how do you plan the capacity of the plant and schedule these types of product?
7. What are the objectives of production planning and control?
8. What is meant by scheduled maintenance?
9. Illustrate the usefulness of ABC analysis for a manufacturing organisation.

SECTION - C (1x15=15)
(COMPULSORY)

10. You are given the following data regarding the processing times of some jobs on three machines. The order of processing is 1-2-3. Determine the sequence that minimises the total elapsed time (T) required to complete the jobs. Also evaluate T and the idle time of 2 and 3.

Processing Time (Hours)			
Job	Machine		
	1	2	3
A	3	4	6
B	8	3	7
C	7	2	5
D	4	5	11
E	9	1	5
F	8	4	6
G	7	3	12

* * *

Reg. No.

--	--	--	--	--	--	--	--	--	--

Second Semester M.B.A Degree Examination
April / May 2007

Paper 204 : MANAGEMENT INFORMATION SYSTEM
AND COMPUTER APPLICATIONS

Time : 3 Hours

Max.Marks: 75

SECTION - A (1x15=15)
(COMPULSORY)

1. Discuss the various types of operating support systems with examples.

SECTION - B (5x9=45)

Answer any FIVE questions. Each question carries 9 marks.

2. Define MIS. Explain the various functions of MIS.
3. Explain the strategic use of information system.
4. Describe the information needs in planning of an information system.
5. Explain the key tasks performed during high-level design.
6. Discuss the importance of computerised information system for marketing management.
7. Discuss the emerging concepts and issues in information system.
8. Explain the purpose and Syntax of each of the following MS DOS command.
 - a) DISKCOPY
 - b) ATTRIB
 - c) MEM
 - d) DIR / W
 - e) REN
9. How can a system approach help in developing MIS?

SECTION - C (1x15=15)
(COMPULSORY)

10. Case study:

Reebok International Ltd. has turned to collaboration software to transform its World Wide Website into an interactive experience and keep its customers coming back. Along the way, it has reduced the hassles involved in updating the ever-changing contents of the Web site.

The Stoughton, Massachusetts-based sport shoe and sports apparel manufacturer recently redesigned their Website at www.reebok.com using Radnet

Contd... 2

WebShare, a WebShare, a Web-based groupware system. Reebok is using the built-in electronic-mail hooks, discussion groups, bulletin boards, and E-mail postcards to make the site far more interactive than when it debuted in 1994, according to Marvin Show, Reebok's director of interactive marketing.

The goal was to create a Web site that fostered a community of users, Chow said. "If you just try and use the Web to sell them products, something is missing," he said. Reebok.com gets about 800,000 hits per day, and the company has signed up about 25,000 site members.

Reebok currently offers four microsites, each devoted to a particular fitness category, where customers can get profiles of athletes and training tips from coaches. But visitors who fill out a profile form in which they list their favorite sports will get customized workout tips, news updates about their sport, and other information on future visits. Site members also can send E-mail postcards to their favorite athletes. A Java-based sports ticker component that will let Reebok push game scores and sports stories to visitors is also in development.

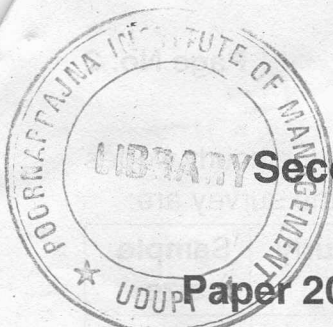
"Delivering customized content via Web sites is still pretty rare but extremely valuable to companies like Reebok that sell to a mass market," said Mark Cecere, an analyst at Giga Information Group. It is particularly key for Reebok, "which is probably marketing to a younger audience that is looking for a fair amount of glitz," Cecere said.

Reebok chose WebShare because it provides the capability for Reebok employees to update the contents of a Web page - for example, modifying the address of a distributor or adding a recent interview with a sports figure - using a Web browser. And the workflow features in WebShare help Reebok manage the contents of its site.

Reebok's marketers can update information and pass those changes to the appropriate people automatically using a workflow program. Previously, updates to the site had to be coordinated through Reebok's Internet service provider. The kind of do-it-yourself updating that Reebok now enjoys is one of the main advantages of using a Web-based collaboration development tool such as WebShare.

Case Study Questions:

1. Why is Reebok redesigning their Web site?
2. Do you agree with Reebok's changes to their Web site? Why or why not?
3. How does information technology help Reebok's business end users make improvements to their Web sites?



Reg. No.

--	--	--	--	--	--	--	--	--	--

Second Semester M.B.A Degree Examination
April / May 2007

Paper 205 : RESEARCH AND QUANTITATIVE METHODS

Time : 3 Hours

Max.Marks: 75

Note: Answer all sections.

SECTION - A (2x12=24 marks)

Note: Answer any TWO questions. Each questions 12 marks.

1. Discuss the research process and explain each of the steps in detail.
2. Discuss different approaches to probabilities and give examples for calculating the probabilities in each of these approaches.
3. Discuss the various methods of sampling and discuss the circumstances in which each of these can be used.

SECTION - B (3x12=36 marks)

Note: Answer any THREE questions. Each questions 12 marks.

4. A manufacturing firm produces the switch gears in five different plants with daily production volumes of 2000, 2200, 1800, 2250 and 1750 from plants 1, 2, 3, 4 and 5 respectively. From the past experience it is known that the percentages of defective output from these plants are 5, 4, 8, 10 and 12 respectively. For the purpose of quality control the production of all the plants are pooled together and inspected. A quality control inspector selects a pipe from a days production and finds it to be defective.

Find the probability that the switch gear comes from:

- a) Plant 1
 - b) Plant 2
 - c) Plant 4
 - d) From which plant the defective item is most likely to come?
5. Mr. Harry D'Souza is in charge of the Electronics section of a large departmental store at Bangalore. He has noticed that the probability that a customer who is just browsing will buy something is 0.3. From the past experience he knows that this process follows Bernouli process. Suppose that 15 customers browse at the electronic section each hour. Find the probability that the
 - a) at least one browsing customer will buy something during a specified hour.
 - b) at least 4 browsing customer will buy something during a specified hour.
 - c) No browsing customer will buy anything during a specified hour.
 - d) No more than 4 browsing customer will buy something during a specified hour.

Contd... 2

6. A manpower development statistician is asked to determine whether the hourly wages of semi-skilled workers are the same in two cities. The results of the survey are:

City	Mean hourly earnings from Sample	Standard deviation of hourly earnings from Sample	Sample size
1	Rs.8.95	Rs.0.40	200
2	Rs.9.10	Rs.0.60	175

Test the hypothesis with 5 percent level of significance using the detailed steps for testing the hypothesis.

7. A developer of food for animals would like to determine what relationship exists among the age of the animals when it starts receiving a newly developed food supplements, the initial weight of the animal and the amount of weight it gains in a week period with the food supplement. The following information is the results of eight animals.

X_1 (Initial Weight Kg.)	39	52	49	46	61	35	25	55
X_2 (Initial age, weeks)	8	6	7	12	9	6	7	4
Weight gain (X_3)	7	6	8	10	9	5	3	4

- a) Calculate the least square equation that best describes these three variables.
 b) How much might we expect a animal to gain in a week with food supplement if it were 9 weeks old and weighed 49 Kgs.
8. Discuss the utility of Chi-square test. How is this test different from other tests of hypothesis that you have learnt.

SECTION - C (1x15=15 marks)

Note: Compulsory. This question 15 marks.

9. In order to determine how women respond to brands of business attire on the job an area boutique surveyed groups of realtors, secretaries, entrepreneurs and account executives about what fashion, style they wore most often (A, B, C and D). The following data were collected.

Occupation	Style			
	A	B	C	D
Realtor	5	7	6	8
Secretary	10	15	12	8
Entrepreneur	8	12	21	25
Account Executive	12	14	20	25

With 10 percent level of significance test whether the style a women prefers depends on her occupation. Would your results be different at 5 per cent level of significance?

* * *