

Second Semester M.B.A. Degree Examination, May/June 2013

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. Define organisational behaviour and explain its importance in the changing business enterprises.

SECTION – B

(5×8=40)

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

2. Explain the various models of organisational behavior. Be brief.
3. Describe briefly the steps in the process of perception.
4. Discuss the importance of interpersonal communications to a new organisation.
5. Explain the importance of change management process in an organisation.
6. "Semantic barriers play a key role in any form of communication". Discuss.
7. Explain how to organize the bad news message.
8. Mention the various steps involved in report writing with examples.
9. Discuss briefly the importance of internet in communication.

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

10. **Case :**

Mr. Anand, an engineer with Indian Computers Company, has always secretly wanted to work at the firm's headquarter's office. The office is located in a city on the east coast. The city is near his native town in which Mr. Anand had spent his childhood years.

Each year the company offers the opportunity to move to the city on the east coast to a very small number of its top computer engineers. Year after year Mr. Anand has hoped to be on the list, but it finally becomes apparent to him that he would never have the opportunity to move to the city.

Over coffee one day, Mr. Anand was heard to say, "even if they offered me the chance to move to the city, I would not take it. It is too close to my old house. I like things just like they are. I hope they never make the offer; I would not want to say no to the company".

After reading the above case, answer the following questions :

- 1) Explain the psychological mechanisms Mr. Anand may be using to hide his true feelings.
- 2) What type of conflict might Mr. Anand have about his old job and the possibility of the new job ?

II Semester M.B.A. Degree Examination, May/June 2013**BUSINESS ADMINISTRATION****Marketing Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A**(1×15=15)****(Compulsory)**Answer to the question should **not** exceed **six** pages :

1. Describe any two models of Consumers Behaviour. Illustrate your answer.

SECTION – B**(5×8=40)**Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **5** pages.

2. Explain the techniques of positioning a new product.
3. Discuss the steps involved in the development of a new product.
4. Enumerate the problems and prospects of rural markets in India.
5. Why do new products fail ? Suggest measures to avoid failure.
6. How can companies balance between consumerism and environmentalism at a time ? Elaborate.
7. Describe the elements of promotion mix.
8. Discuss the impact of IT revolution and digitization on marketing.
9. Define personal selling and explain the various steps involved in it.



SECTION – C

(1×15=15)

Note : Answer to the question should **not** exceed **6** pages :

10. Henry Ford is the father of the production line of Henry Ford's Model T. By developing an efficient assembly line, Ford was able to bring the cost of the Model T down from around \$ 800 to just under \$ 300, putting affordable transportation into the hands of average consumers in the United States. The biggest secret to Ford's assembly line is that he built one car the Model T. There were very few variations on the basic structure and functionality of this automobile. One of the best known slogans of the time, which Ford himself coined, was "You can have any color you want as long as it is black". Clearly, this slogan embodied the fundamental business philosophy- the production concept-practiced by Ford at the time.

Henry Ford was very successful with the production concept for a period of time. He amassed quite a fortune by practicing the production concept. However, Ford forgot to track changing conditions in the market, and that eventually got him into trouble. After the automobile had been on the market for a period of time, consumer wants and needs with respect to cars changed dramatically. Consumers no longer wanted just basic transportation at an affordable price. The car became a major status symbol. It filled ego and social-communications needs for consumers. This translated into consumer demand for more body styles, different colors, different features, and a variety of new services.

Questions :

- 1) Explain the under laying principles of Production concept.
- 2) What are the merits and demerits of production concept followed by innovative marketers like a car manufacturers ?
- 3) Explain the various types of consumers need to be considered while designing a car.

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Second Semester M.B.A. Degree Examination, May/June 2013

BUSINESS ADMINISTRATION

Production and Operations Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

(Compulsory)

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

1. List out and discuss the different phases of Production Planning and Control.

SECTION – B

(5×8=40)

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

2. Explain the different types of production systems with suitable examples.
3. Briefly explain the factors to be considered during product design stage.
4. Explain the factors affecting plant location.
5. Explain the role of material handling systems in improving the productivity of a company.
6. Briefly discuss the steps in method study.
7. Explain the utility of P Charts.

P.T.O.



8. Seven jobs are to be processed on four machine M1, M2, M3 and M4 in the order M1, M2, M3, and M4. Sequence the given jobs using Johnson's method and find the overall processing time. The processing time in hours is given below.

Jobs	M1	M2	M3	M4
A	6	2	8	24
B	16	0	10	30
C	22	6	16	20
D	8	14	6	16
E	10	10	2	20
F	20	4	0	26
G	4	10	12	18

9. A firm believes that its annual profit depends on its expenditure for research. The information for the preceding six years is given. Estimate the profit when the expenditure is 6 (000's) rupees, using least square method.

Year	Expenditure for Research	Annual profit
1	2	20
2	3	25
3	5	34
4	4	30
5	11	40
6	5	31



SECTION – C
(Compulsory)

(1×15=15)

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

10. Consider the following assembly network relationships of a product. The number of shifts per day is one and the number of working hours per shift is 8. The company aims to produce 40 units of the produce per shift. Group the activities into workstations using Rank Positional Weight method and compute Balancing Efficiency.

Operation number	Immediate Preceding Tasks	Duration (Min)
1	-	8
2	1	3
3	1	2
4	1	4
5	1	7
6	3,7	4
7	2	5
8	4,5	6
9	2,6	8
10	7,8,9	9
11	5	4
12	9,10	3
13	8,10,11	6
14	12,13	3

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Second Semester M.B.A. Degree Examination, May/June 2013

BUSINESS ADMINISTRATION

Management Information System and Computer Application

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 emerging issues in information technology with relevant examples.

SECTION – B

(5×8=40)

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

2. Explain the characteristics of expert system.
3. What is flowchart ? List out the various symbols used in the flowchart.
4. What are the pitfalls in MIS development ?
5. What is the relationship between TPS, MIS, ESS and DSS ?
6. What is internet ? Mention the various applications of internet.
7. What are the applications of spreadsheet ? Explain the use of mail and merge function in spreadsheet.
8. Explain the structure of MS-DOS.
9. Explain the various approaches to application development.

SECTION – C

(1×15=15)

(Compulsory)

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

1. **Case** :

How do you make a business grow when you live within the Arctic Circle ? That was the problem faced by Herbie Croteau, the founder and CEO of Midnight Sun Plant Food. He lives in Faro with a population of 500. Faro is in Canada's Yukon

P.T.O.



Territories, which is two-thirds the size of Texas but only has a population of 31,000, two-thirds of which live in the capital of Whitehorse. And of course, being north of the Arctic Circle, it has very long winters, with an average winter temperature 15 degrees below zero (Fahrenheit) and an average snowfall about five feet. A truck driver for the local zinc mine, Croteau found himself out of a job when the mine closed in 1992. To pass the time he began developing a fertilizer from local ingredients for his wife to use to feed both her indoor and her outdoor plants. When neighbors saw the size of her plants and vegetables, they began demanding he sell them some of his fertilizer and he found himself in business. Because Croteau lived in such a small town, his natural market was almost nonexistent. In 1993 he began bringing his fertilizer to Whitehorse, a town of 22,000 five hours away from Faro. In business terms Whitehorse also presented only a tiny market and so by 1998 Croteau's annual sales had only grown to \$ 10,000. However, the Internet had reached the Yukon and when it arrived in Faro, Croteau saw it as a way to expand his business.

Yukon residents are relatively educated, with nearly 20 percent of adults holding college degrees, making it a fertile territory for the Internet. Recognizing this, a small group of computer enthusiasts founded Yknet in 1994, bringing the Internet to the region. With the help of the government and a Canadian telephone giant (Northwestel), the company eventually brought Internet service to 38 percent of Yukon households. In 1998 Croteau brought his company to the Web (www.midnight_sunplantfood.com) in an attempt to broaden his market.

At first Croteau's site got only two visitors per day and so Croteau spent much of his time searching out sites that would offer him free links to other Web sites. Quickly, his visitors rose to hundreds each week. Then his site began accepting credit cards, enabling on-line sales and his site even included a currency converter and video testimonials from happy customers. He has already redesigned his site several times to make it easier to reach. Croteau claimed that 90 percent of the people visiting his site purchase his plant food and he expected his revenue to reach perhaps as high as \$100,000 (Canadian) in 2000.

In Haines junction another Yukon Territories business turned to the Internet for aid. Roland and Susan Shaver had founded Bear North Adventures, which offered guided snowmobile tours of the breathtaking mountains and pristine snow-covered lakes. Their problem was finding ways to publicize their magnificent territory and their tours. Investing \$ 2,000 to establish a Web site (bearnorth.yukon.net), they can now provide visitors with many pictures of the touring area along with information on the costs. Web users find the Bear North site through links on other travel and snowmobile sites.

Questions:

What are the business problems that an entrepreneur can address through the use of the internet? How essential is the internet in the strategy and operation of these business? Explain.

Second Semester M.B.A. Degree Examination, May/June 2013
BUSINESS ADMINISTRATION
Research and Quantitative Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A

(2×10=20)

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

1. What is meant by literature review ? How do you conduct a literature review ?
2. What do you mean by scale measurement ? Explain briefly the different scaling techniques.
3. Describe the format of a research report.

SECTION – B

(3×12=36)

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

4. Explain different types of sampling.
5. Six servings each of the three different brands of processed meat were tested for fat content. The following data (in fat percentage per gram of weight) resulted :

Brand	Fat content					
	1	32	34	31	35	33
2	40	36	33	29	35	32
3	37	30	28	33	37	39

Do the data enable us to reject, at the 5% level of significance, the hypothesis that the average fat content is the same for all three brands ?



6. A manufacturer claims that the mean lifetime of the batteries it produces is at least 250 hours of use. A sample of 20 batteries yielded the following data :
- 237, 254, 255, 239, 244, 248, 252, 255, 233, 259, 236, 232, 243, 261, 255, 245, 248, 243, 238, 246.
- Are these consistent, at the 5% level, with the claim of the manufacturer ?
 - What about at the 1% level ?
7. An elementary school in Managalore is offering two optional language classes, one in French and the other in Russia. These classes are open to any of the 120 upper-grade students in the school. Suppose there are 32 students in the French class, 36 in the Russia class, and a total of 8 who are in both classes. If an upper-grade student is randomly chosen, what is the probability that this student is enrolled in at least one of these classes ?
8. The table given below shows the data obtained during out break of small pox.

	Attacked	Not attacked	Total
Vaccinated	31	469	500
Not vaccinated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of χ^2 at 5 percent level of significance.



SECTION – C

(1×14=14)

(Compulsory)

Note : Answer to the question should **not** exceed **6** pages.

9. A company is interested in raising the level of productivity of its workers through training and skill development. The results of training programme organized for this purpose in 1998 in terms of number of programmers, cost of programmes and the additional production month-wise are given in the following table

Month	No. of training programmes organized	Cost of training programmes (Rs'000)	Additional production (units)
Jan.	8	10.2	38.5
Feb.	6	8.4	22.6
March	8	11.4	37.6
April	10	11.1	35.7
May	12	13.9	43.6
June	11	12.0	38.0
July	9	9.3	30.1
Aug	7	9.7	35.3
Sep.	12	12.3	46.4
Oct.	8	11.4	34.2
Nov.	6	9.3	30.2
Dec.	13	14.3	40.7

Fit the linear regression equation to show the effect of the number of programmes organized and the cost of programmes in terms of rise in the level of production. Determine the contribution of each individual variable to total variation.