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451

Second Semester M.B.A. Degree Examination, June/July 2014

BUSINESS ADMINISTRATION

Organisational Behaviour and Business Communication

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

(Compulsory)

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

1. "Organisational Behaviour is built upon various behavioural disciplines".
Substantiate.

SECTION – B

(5×8=40)

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

2. Differentiate between positive and bad news message. Support your answers with appropriate examples.
3. What is learning ? Discuss the managerial implications of learning.
4. Define group dynamics. How can group cohesiveness be achieved ?
5. What is 'grapevine' ? How can management use it to influence the morale of the employees ?
6. What arrangements need to be made to ensure the smooth conduct of a meeting ?
7. What are the different kinds of performance appraisal ? Mention briefly.
8. Do you think that Herzberg two factor theory of motivation has made a contribution to the better understanding of motivation in the workplace ? Defend.
9. Explain the trait theory of leadership and compare it with the behavioural theory.

SECTION – C

(1×15=15)

(Compulsory)

10. **Case analysis :**

When Mahesh joined XYZ Bank (private sector) in 1985, he had one clear goal-to prove his mettle. He did prove and has been promoted five times since his entry into the Bank. Compared to others, his progress has been the fastest. Currently, his job demands that Mahesh should work 10 hours a day with practically no holidays. At least two days in a week Mahesh is required to travel.

P.T.O.



Peers and subordinates at the Bank have appreciation for Mahesh. They don't grudge ascension achieved by Mahesh, though there are some who wish they too had been promoted as well.

The post of General Manager fell vacant. One should work as GM for a couple of years if he were to climb up to the top of the ladder. Mahesh applied for the post along with others in the Bank. Chairman has assured Mahesh that the post would be his.

A sudden development took place which almost wrecked Mahesh's chances. The bank has the practice of subjecting all its executives to medical check up once in a year. The medical reports go straight to the Chairman who would initiate remedial where necessary. Though Mahesh is only 35, he too was required to undergo the test.

Chairman of the Bank received a copy of Mahesh's physical examination results, along with a note from the doctor. The note explained that Mahesh was seriously overworked and recommended that he be given an immediate four week vacation. The doctor also recommended that Mahesh's work load must be reduced and he must take to physical exercise every day. The note warned that if Mahesh did not care for advice, he would be in for heart trouble in another six months.

After reading the doctor's note, the chairman sat back in his chair, and started brooding over. Three issues were uppermost in his mind :

- i) How would Mahesh take this news ?
- ii) How many others do have similar fitness problems ?
- iii) Since the environment in the Bank helps create the problem, what could he do to alleviate it ? The idea of holding a stress management programme flashed his mind and suddenly he instructed his secretary to set up a meeting with the doctor and some key staff members at the earliest.

Questions :

- 1) If the news is broken to Mahesh, how would he react ?
- 2) If you were giving advice to the Chairman on this matter, what would you recommend ?
- 3) What is burnout ? What are its symptoms ? What are its effects ? Substantiate your answer illustrating the above case.

Second Semester M.B.A. Degree Examination, June/July 2014
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours

Max. Marks : 70

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

1. "In India, family and social class and caste play considerable role in shaping consumer behavior." Discuss this statement and highlight the role of other sociological determinants of consumer behavior.

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

2. Describe briefly, with appropriate examples, the factors that need to be considered while designing a trade channel.
3. Discuss the importance of new products in the marketing strategy of a firm. At what stage of PLC would you introduce a new product ? Defend your suggestion.
4. Describe the major methods of controlling marketing operations.
5. Describe marketing research procedure. Highlight the importance of correct problem formulation in marketing research.
6. What is 'Price War' ? Explain the various pricing strategies used by companies to win the market.
7. Define promotion mix. Explain the various components of marketing communication.



8. As a marketer of FMCG products, how do distinguish rural customer from an urban customer.
9. Highlight the significance of marketing concept. What implication does the concept have for the firm adopting it ?

SECTION - C

(Compulsory)

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

(1×15=15)

10. Case Study :

A household grocery at walking distance, at economical prices is Food World's USP. Where from do you get your vegetables and groceries ? Pop this Question to any housewife and the most likely response is from the neighborhood vendor selling on a pushcart, or a nearby market, which houses groceries. But both these options make no allowance for hygiene and comfort. This germ of a thought is what set the process for the conception of Food World in Chennai in 1996. From there on, Food World, a joint venture between Dairy Farm International and RPG Gardinier has gone to add four cities-Bangalore, Pune, Coimbatore and Hyderabad – at 41 locations.

Raghu Pillai, managing director, Food World says, "We started in Chennai because of the developed retail market, good real estate prospects and cosmopolitan atmosphere. We have the most comprehensive range of products at the most competitive prices." Lower pricing is a function of the volume that the store generates. It gets close to a million customers a year. The throughout in a store ranges from Rs. 20,000 lakh to Rs. 17 crore a month. It has plants to touch the Rs. 1,000 crore figure by the year 2003-2004. Says Pillai, "From humble beginnings, today Food World has 12 outlets in Chennai, 14 in Bangalore, 9 in Hyderabad, 4 in Pune and 2 in Coimbatore. It occupies a total retail space of 100,000 sq. ft. and has additional 100,000 sq. ft. of warehousing facility. Not content to sit on its laurels, Food World has chalked up plans of setting up 100 stores by December 2000. But instead of venturing into new cities, Food World will consolidate itself in the already existing locations.

Normally groceries, food and vegetables is a low interest area. So building a brand is much more difficult. To generate and retain interest, Food World runs a host of contests and promos. It has a 52-week promotional calendar with a variety of schemes to attract consumers. Pillai says, "At any given time, there are 150-200 products at a certain level of discount."



The layout of the store is designed keeping convenience in mind. For example, pulses are kept at the front, rice at the back, while vegetables to be kept on top. The execution enables vegetables on the top of a basket during a purchase. Food World sources most of its branded groceries from traditional C and F agents, rice from the rice mills, fruit and vegetables from the neighboring villages or the mandi.

Some of the problems encountered are assessing the best location, attaining economic viability and leveraging synergies. As all volumes are aggregated in the state, generating large enough volumes to leverage it as an advantage is a difficult task. The infrastructure of cold chains and basic infrastructure is missing. A getting trained person to man, the stores has proved another challenge. Food World has the largest number of employees from government and municipal corporation schools.

In India, on an average, there is one retail outlet per thousand people. The industry is poised to grow at 5-10 percent per year over the next 25 years. But to grow at this rate, retail has to grow across all categories of the spectrum.

Questions :

- a) What external factors Food World exploits to ensure successful existence and expansion of its retailing activities ?
- b) What is likely to be the impact of so many sales promotions on Food World in the long-run ?

2. Describe briefly, with appropriate examples, the factors that need to be considered when designing a trade channel.
3. Explain the importance of new products in the marketing strategy of a firm. At what stage of PLC would you introduce a new product? Defend your answer.
4. Describe the major methods of controlling marketing operations.
5. Describe marketing research procedure. Highlight the importance of correct problem formulation in marketing research.

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Second Semester M.B.A. Degree Examination, June/July 2014
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Production and Operations 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 role of production planning and control in production and operations management.

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. Discuss the importance of plant location and the factors affecting facility location.
3. Explain the role of forecasting in capacity requirement planning.
4. Explain the steps in product design with suitable examples.
5. Explain the merits and demerits of Process Layout and Product Layout.
6. Enumerate briefly the difficulties in constructing the control charts.
7. Explain the need for controlling quality of goods and services. How would you classify quality control techniques ?

P.T.O.



8. Consider the following assembly network relationships of a product. The number of shifts per day is two and the number of working hours per shift is 8. The company aims to produce 80 units of the product per day. Group the activities into work stations and compute Balancing efficiency.

Operation Number	Immediate Preceding Tasks	Duration (Min)
1	-	7
2	1	2
3	1	2
4	1	5
5	2, 3	8
6	3, 4	3
7	5	4
8	5, 6	7
9	4, 6	9
10	7, 8, 9	8

9. Why is inventory management required in organisations? What are the uses of inventory?

SECTION - C
(Compulsory)

(1×15=15)

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

10. Five jobs are to be processed on two machines. Machine I and machine II in the order first on machine I and then on machine II. The matrix gives the processing time in hours. Find the optimal sequence and the total time elapsed.

Job No.	Time in Hours	
	Machine I	Machine II
A	5	7
B	10	8
C	8	13
D	9	7
E	6	11
F	12	10

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**Second Semester M.B.A. Degree Examination, June/July 2014
(CBCS)**

BUSINESS ADMINISTRATION

Management Information System and Computer Application

Time : 3 Hours

Max. Marks : 70

SECTION – A (1×15=15)

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

1. Discuss the various types of information system with examples.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **8** marks and answer for **each** question should **not** exceed **five** pages. (5×8=40)

2. What is system analysis ? Explain the scope of system analysis.
3. What are the principles in form design ?
4. Discuss the basic network topologies.
5. What are the challenges in implementing IS ?
6. Explain GDSS and its components.
7. Explain Human Resource information system with a block diagram.
8. Explain the conceptual design of an MIS.
9. Discuss various forms of cyber threats and various measures to overcome the threat.



SECTION – C
(Compulsory)

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

(1×15=15)

10. The PC is becoming the centre of the digital world. It helps educate and entertain. Education CDs and the sheer wealth of information on the web are helping children prepare better for a very competitive world. Web cameras are helping people stay connected. And, of course, in a film and music crazy country, DVD drives and speakers and make the PC a complete entertainment device. Logitech dreams big and wants to become bigger.

Logitech and the big bang :

Our partners and we at Logitech are uniquely poised to take maximum advantage of this Tipping Point. With our wide range of peripherals, we are not only in the new PC opportunity but also the Huge Upgrade Opportunity brought by the dramatic shift in mouse technology. Also the upgrade to cordless opportunity in both mouse and keyboards is huge.

However to convert these into actual sales require a slight shift in the strategy. For too long we in the PC industry have been concerned with getting the customer to buy by lowering prices rather than giving him a great value proposition. The old approach may have worked so far. But, as observed earlier, the consumer is evolving. He is more aware, more informed, more equipped to make appropriate decisions. And is looking for great value.

The natural corollary of this is that we need to get closer to the customer and develop a relation of trust and delight. It's simple; a home user is also a customer for speakers, web cams, PC headset and gaming devices. Our partners need to leverage their existing installed base to help maximize the PC peripheral expense of these existing customers. The starting point for this would be building databases of customers. Some partners may have 10 customers, some over a 1,000. Partners who have invested in retaining post sale contact stand the best chance of flourishing. So, in case one already hasn't done so, start now. Know your customer's demographic and psychological profile. It helps maintain written documentation.



Analyse the same-his love for entertainment, the equipment of gaming and the use of Internet chat. All these are great pointers to what is most likely to be an “easily sale”. Also, the type of mouse and keyboard currently used, and the age of the same are also great pointers on “when will he upgrade.” The best way to notch up easy sales is to do “studied sales”.

Dream big, get bigger :

This is the mantra that we would follow. A close look at the customer outlook will help achieve sales, which so far looked out of reach. Target 100 per cent growth and work backwards to arrive at actions that will help realize dreams of getting bigger.

Questions :

- 1) Identify different opportunities Logitech has identified for future growth.
- 2) What is driving Logitech to shift the strategy from lower price to higher value ?
- 3) What IT initiatives Logitech is planning to make this shift possible ?

Note: Answer any five questions. Each question carries 8 marks and answer for each question should not exceed five pages. (5×8=40)

2. What is system analysis ? Explain the scope of system analysis.

3. What are the principles in form design ?

4. Discuss the basic network topologies.

5. What are the challenges in implementing IS ?

6. Explain COBS and its components.

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Second Semester M.B.A. Degree Examination, June/July 2014
(CBCS)
BUSINESS ADMINISTRATION
Research and Quantitative Methods

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

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

1. Describe the research process in detail.
2. Elucidate the format of good research report.
3. Explain the different random sampling methods.

SECTION – B

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

4. A manufacturer, who produces medicine bottles, finds that 0.1 percent of the bottles are defective. The bottles are packed in boxes containing 5000 bottles. A drug manufacturer buys 100 boxes from the producer of bottles. Using Poisson distribution, find how many boxes will contain :
 - a) One defectives
 - b) At least two defective
5. From a sales force of 150 persons, one will be selected to attend a special sales meeting. If 52 of them are unmarried, 72 are college graduates and $\frac{3}{4}$ of the 52 that are unmarried are college graduates, find the probability that the sales person selected at random will be neither single nor college graduate.



6. A simple random sample survey in respect of monthly earnings of semi-skilled workers in two cities gives the following statistical information :

City	Average Monthly Earnings	Standard deviation of Monthly earnings	Sample size
A	695	40	200
B	710	60	175

Test the hypothesis at 5 percent level of significance that there is no difference between monthly earnings of workers in the two cities.

7. A lumber company is concerned about how rising interest rates are affecting the new housing starts in the area. To explore this question, the company has gathered data on new housing starts during the past three quarters for five surrounding countries. This information is presented in the following table. At five percent level of significance, are there any differences in the number of new housing starts during the three quarters.

Quarter 1	41	53	54	55	43
Quarter 2	45	51	48	43	39
Quarter 3	34	44	46	45	51

8. An advertising firm is trying to determine the demographics for a new product. They have randomly selected 75 people in each of 5 different age groups and introduced the product to them. The results of the survey are given below :

Future activity	Age Group				
	18-29	30-39	40-49	50-59	60-69
Purchase frequently	12	18	17	22	32
Seldom Purchase	18	25	29	24	30
Never Purchase	45	32	29	29	13

Do the five age groups have the same buying behaviour ? State the null and alternative hypothesis and test the hypothesis at 1 percent level of significance. (1×14=14)



SECTION – C
(Compulsory)

9. Sam spade, owner and general manager of the Campus Stationery Store is concerned about the sales behaviour of a compact tape recorder sold at the store. He realizes that there are many factors that might help explain sales, but believes that advertising and price are major determinants. Sam has collected the following data :

Sales (Units Sold)	Advertising (Number of Ads)	Price (\$)
33	3	125
61	6	115
70	10	140
82	13	130
17	9	145
24	6	140

- a) Calculate the least squares equation to predict sales from advertising and price.
- b) If advertising is 7 and price is \$ 132, what sales would you predict ?