

Second Semester M.B.A. Degree Examination, May/June 2010**BUSINESS ADMINISTRATION****Organizational Behaviour and Business Communication**

Time : 3 Hours

Max. Marks : 75

*Note : Answer all Questions.***SECTION – A****Compulsory :****(1×15=15)**

1. What is meant by 'planned change' ? Explain the internal and external factors that force an organization to change. Why do employees resist change ? Explain the various reasons for it ?

SECTION – BAnswer **any five** of the following. Each question carries **nine** marks.**(5×9=45)**

2. Compare the functional and dysfunctional effects of organizational culture on people and the organization.
3. How do the individual differences of personality and gender influence negotiations ?
4. "Effective leadership is that which goes well with a given situation". Comment.
5. Show how the channel richness underlies the choice of communication channel ? Briefly explain.
6. Sketch briefly the historical development of organizational Behaviour.
7. Discuss the different types of reports.
8. 'The function of a collection letter is not merely to collect dues, but to collect them painlessly'. Discuss.
9. Write a letter to a share holder who complains that, although he has advised you of his change of address, communication from your company continues to be sent to his former residence.



SECTION – C
(Compulsory)

10. Read the following case and answer the question given at the end. (1×15=15)

Mr. Waverly Bird builds pianos from scratch. His occupation is a piano consultant to a piano manufacturer. He is on call and works about one week a month including some travel to solve problems of customers. He also rebuilds about a dozen grand pianos every year for special customers, but according to Bird, the most satisfying part of his life is his hobby of building pianos from the beginning." It's the part that keeps a man alive" he says. The challenge of the work is what lures Bird onwards. He derives satisfaction from precision and quality, and he comments, "Details make the difference; When you cut a little corner here and a little corner there, you have cut a big hole. A piano is like a human body, all the parts are important.

Bird has a substantial challenge in making a whole piano. His work requires skill in cabinet making, metal working, engineering with knowledge of acoustics and a keen ear for music. It requires great precision, because a tiny misalignment would ruin a piano's tune. It also requires versatility, ranging from a keyboard that is balanced to respond to the touch of a finger all the way to the pin block that must withstand up to 20 tons of pressure. Bird had to make many of his own piano construction tools.

Bird has built 40 pianos in his 34 – year career. Though construction takes nearly a year, he sells the pianos at the modest price of a commercial piano. He is seeking not money but the challenge and satisfaction. He says, "The whole business is a series of closed doors. You learn one thing, and there is another closed door waiting to be opened" Bird says his big dream is to build a grand piano." It is the one thing, I haven't done yet and want to do".

Questions :

1. Discuss the nature of Bird's motivation in handling pianos. Discuss whether an organization could build the same motivation in most of it's employees.
 2. Will Bird succeed in making a grand piano ?
 3. Explain this with the help of achievement theory of motivation.
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Second Semester M.B.A. Degree Examination, May/June 2010

BUSINESS ADMINISTRATION

Marketing Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Compulsory :

(1×15=15)

1. Give an account of Retail revolution and it's implications on marketing channels management.

SECTION – B

Answer any five questions, each question carries 9 marks.

(5×9=45)

2. Define, positioning and explain the various techniques of positioning a new product.
3. Discuss the challenges of pricing new products.
4. State the various stages in personal selling.
5. Describe the process of market segmentation.
6. Discuss the various techniques of market analysis.
7. Explain the recent trends in 'e' marketing.
8. What are psychographics ? Explain their impact on buying decisions.
9. Explain the promotional strategies to be used at different stages of product life cycle.

P.T.O.



SECTION – C

10. Read the following case and answer the questions given below. (1×15=15)

Male cosmetics have a share of less than 10% in the Indian market compared to a significant percentage in developed markets. *Park Avenue* is a national brand in the market. Lornamead Cosmetics, a company which operates in 60 countries has entered the market with an after-shave lotion priced at Rs. 250 for 100 ml; an eau-decologne at Rs. 305 for 100 ml; a body spray at Rs. 200 for 100 gms; a shaving foam at Rs. 150 for 200 gms and a roll-on deodorant at Rs. 125 for 75 ml. The men's toiletries is estimated to be around Rs. 150 crores and shaving creams have a 41% share in this market. The company was also planning to introduce a shaving cream. The high-end of the market has brands like *Drakkar Noir* (Priced above Rs. 1,000) while *Park Avenue* products are in the range of Rs. 100 plus. *Atlantic* is the brand of the company. The products come in two basic variants - 'warm and subtle' and 'cool and invigorating'.

Questions :

1. Develop a marketing plan for *Atlantic*.
2. What positioning strategy you suggest for the product ? Why ?
3. Discuss the problems of product line management and how will you solve them.

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Second Semester M.B.A. Degree Examination, May/June 2010

BUSINESS ADMINISTRATION
Productions and Operations Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

Compulsory :

(1×15=15)

1. Bring out and explain the significance of maintenance management in the efficient and effective running of operations.

SECTION – B

Answer **any five** questions. **Each** question carries **nine** marks.

(5×9=45)

2. Explain the various steps in facility location planning.
3. What is the role of forecasting in capacity requirements planning ?
4. What are the advantages and disadvantages of product layout ?
5. State the importance of product design.
6. Explain the principles and benefits of material handling.
7. Describe the characteristics of good product design.
8. What are control charts ? What are its limitations ?

P.T.O.



9. Given the processing times (in hours) of seven jobs to be processed on three machines. M1, M2 and M3 in the order M1, M2, M3. Sequence these jobs using Johnson's method and find the overall processing time. Find also the waiting times of the jobs and the idle times of the three machines.

Job	M1	M2	M3
A	1	7	8
B	3	3	10
C	7	8	9
D	9	2	11
E	4	8	9
F	5	6	14
G	2	1	12

SECTION - C

10. Compulsory :

(1×15=15)

Four jobs J_1 , J_2 , J_3 and J_4 are to be assigned to four machines M_1 , M_2 , M_3 and M_4 . The time (in hours) matrix is given below. Solve the problem using Hungarian method.

	M_1	M_2	M_3	M_4
J_1	10	14	22	12
J_2	16	10	18	12
J_3	8	14	20	14
J_4	20	8	16	6

Second Semester M.B.A. Degree Examination, May/June 2010**BUSINESS ADMINISTRATION****Management Information System and Computer Applications**

Time : 3 Hours

Max. Marks : 75

Note : Answer all Sections.**SECTION – A****Compulsory :****(1×15=15)**

1. “Departments should not function as islands, there should be close co-ordination between them to achieve the objectives of the organization”. Explain how modern information systems make this possible ?

SECTION – B**Note : Answer any five of the following. Each question carries 9 marks. (5×9=45)**

2. Explain the various network topologies.
3. What are electronic mail and voice mail ?
4. What are Expert Systems ?
5. What main developments could be described as office support systems ?
6. Discuss the different threats to modern computerized information system.
7. Describe how SDLC improves the process of system development for and user and IS specialists.
8. Explain client server computing.
9. Explain Financial Information System.



SECTION – C

10. **Compulsory :** (1×15=15)

Read the case study given below and answer the questions at the end of the case.

A waiter takes an order at a table, and then enters it on-line via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area the cold item printer if it is a *salad*, the hot-item printer if it is a hot *sandwich* or the drink-item printer if it is a *drink*. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions :

- a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control ? What information would you require to make such decisions ?
 - b) What would make the system a more complete MIS rather than just doing transaction processing ?
 - c) Explain the probable effects that making the system more formal would have on the customers and the management.
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Second Semester M.B.A. Degree Examination, May/June 2010**BUSINESS ADMINISTRATION
Research and Quantitative Methods**

Time : 3 Hours

Max. Marks : 75

*Note : Answer all Sections.***SECTION – A****Note : Answer any two questions. Each question carries 12 marks : (2×12=24)**

1. What points must be kept in mind while defining a research problem ? Briefly mention the advantages of considering these points while defining a research problem.
2. Describe the different steps involved in a research process.
3. Explain the different sampling techniques.

SECTION – B**Note : Answer any three of the following. Each question carries twelve marks. (3×12=36)**

4. The incidence of occupational disease in an industry is such that the workers have 20% chance of suffering from it. What is the probability that out of six workmen 4 or more will contract disease ?
5. A sample of heights of 6400 Englishmen has a mean of 67.85 inches and S.D. 2.56 inches, while a sample of heights of 1600 Australians has a mean of 68.55 and S.D. of 2.52 inches. Do the data indicate that Australians are on the average taller than Englishmen ?
6. The average weekly food expenditure of families in a certain area has a normal distribution with mean Rs. 125 and standard deviation Rs. 25. What is the probability that a family selected at random from this area will have an average weekly expenditure on food in excess of Rs. 175 ? What is the probability that out of eight such families selected at least one family will have their weekly food expenditure in excess of Rs. 175 ?



7. What are the different types of research reports ? Explain each of these in detail.
8. From the following informations, test whether the social status depends on intelligence. Use Chi square-test at 5% level of significance.

Social Status	Intelligence			Total
	Dull	Average	Brilliant	
Lower middle	22	35	23	80
Middle	38	70	32	140
Upper Middle	60	20	20	100
	120	125	75	320

SECTION - C

9. Compulsory : (1×15=15)

The following table gives the number of refrigerators sold by 4 salesman in three months – May, June and July.

Months	SALESMAN			
	A	B	C	D
May	50	40	48	39
June	46	48	50	45
July	39	44	40	39

- i) Is there a significant difference in the sales made by the four salesman ?
- ii) Is there a significant difference in the sales made during different months ?