

**Second Semester M.B.A. Degree Examination, May 2011****ORGANISATIONAL BEHAVIOUR AND BUSINESS COMMUNICATION****(Regular and Repeater)**

Time : 3 Hours

Max. Marks : 75

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

1. Discuss how organisational behaviour is inter-disciplinary subjects. Bring out the challenges and opportunities for an OB manager during 21<sup>st</sup> century.

**SECTION – B****(5×9=45)****Note :** Answer **any five** of the following. Each question carries **9** marks. Answer to the question should **not exceed five pages.**

2. Explain the principles of learning. What are learning applications in organisational behaviour ?
3. What can be the causes of organisational conflict ? How can conflict be resolved ?
4. What are the major characteristics on which individuals differ from one another ? Is it important for management to study individual differences ?
5. Explain stress management. Which are the reasons for stress in an organisation ?
6. Bring out the principles of good writing. Identify the structure of good business letter.
7. Point out major cultural issues in communication. Suggest measures to overcome such issues.
8. Define group cohesiveness. What are the sources and consequences of group cohesiveness ?
9. Explain the various techniques of motivating employees in present business environment.



## SECTION – C (Compulsory)

(1×15=15)

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

**10. Case :**

IG Ferns and Curtains is a manufacturer of curtains and have about 80 tailors. The tailors are of all ages, and they work together in a single large room. Their work consists mostly of processing orders, which include cutting the cloth to the required dimensions and stitching it as per design. Once an employee learns the work, it becomes routine. Therefore, few employees find the work mentally challenging.

Recognizing that many curtain companies have problems with their tailors, management has established policies that it believes will maintain high satisfaction and motivation. The employees are paid monthly salaries rather than hourly rates and on one are required to punch a time clock. The pay, which includes a year end bonus based on the overall profits of the company, is 10% above the going rate in that geographic area ; employee benefits are better than other similar organizations and the work environment is pleasant. Lighting and acoustics are ideal and management encourages friendly and informal relations among employees. Recent attitude surveys showed that employee satisfaction is high. Although the work is some what routine, the employees expressed approval of their compensation, supervision, employee benefits and other major aspects of their employment.

In spite of the favourable level of employee satisfaction, two problems - tardiness and a high rate of paid sick leave- plague the managers. They have counseled numerous employees about these problems and at times have warned of possible disciplinary action, but the problem persists. The managers have met the entire group of tailors and explained that because of absenteeism and tardiness an unnecessarily large number of employees are required, a condition that obviously lowers profits and end-of-year bonuses. The managers also appealed to the employee's loyalty to the company and to their sense of fairness. Management hoped that peer pressure would be extended on offenders leading to a solution to the problem. But for some reason that did not occur.

- 1) Why do the employees not respond to the appeals of management ?
  - 2) Analyse the motivational factors involved in this case.
  - 3) How would you solve the problem ?
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**Second Semester M.B.A. Degree Examination, May 2011  
(Regular & Repeater)**

**MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 75

*Note : Answer all Sections.*

**SECTION – A**

**(1×15=15)**

**Note :** This is a **compulsory** question and carries **15** marks. Your answer should **not exceed 7** pages.

1. "Marketers in India are now forced to adopt 'marketing concept' as their guiding philosophy". Explain the statement by highlighting the importance and the implications of marketing concept.

**SECTION – B**

**(5×9= 45)**

**Note :** Answer **any five** questions. **Each** question carries **9** marks. Answer for each question should **not exceed 5** pages.

2. What is market segmentation ? Discuss the requisites of effective market segmentation.
3. Discuss with examples any two psychological factors that influence consumer behaviour.
4. Explain the features of price skimming and price penetration strategies.
5. Discuss how channels of distribution for consumer products differ from that of industrial products.
6. What is sales promotion ? What accounts for its popularity as an element of promotion mix of a company ?



7. Explain briefly the strategies adopted in different stages of product life cycle.
8. Discuss the major features of rural markets in India.
9. "Advertising is nothing but a process of clapping and trapping". Do you agree ?  
Elaborate your answer.

## SECTION – C

(1×15=15)

**Note :** This is a **compulsory** question and carries **15** marks. Your answer should **not exceed 7 pages.**

10. 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. L'Oréal 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-de-cologne 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. 1000) 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 2011****BUSINESS ADMINISTRATION****Production and Operations Management****(Regular and Repeater)**

Time : 3 Hours

Max. Marks : 75

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

1. "The factory system of output created the complete managerial problems". Discuss the internal aspect of modern manufacturing enterprise that make the function of management difficult.

**SECTION – B****(5×9=45)****Note :** Answer **any five** questions. **Each** question carries **9** marks and answer to **each** question should **not** exceed **five** pages.

2. State the objectives and functions of production planning.
3. State the advantages of well designed factory layout.
4. What are the problems faced by planners while preparing schedules ?
5. Enumerate the factors involved forecasting.
6. Mention the benefits that can be achieved through value analysis.
7. Enumerate the guiding principles of materials handling.
8. What are the advantages of value analysis ?
9. Explain the use of computers in production control.



## SECTION – C

(1×15=15)

## (Compulsory)

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

10. The processing time (in hours) of seven jobs to be processed on four machines sequencing jobs on two machines 1, 2, 3 and 4 are given. Sequence the jobs using Johnson's method and find the overall processing time.

Job	Machine			
	1	2	3	4
A	34	8	10	24
B	30	4	18	32
C	20	10	14	38
D	38	16	4	46
E	40	2	12	42
F	44	8	2	36
G	26	6	16	26

**Second Semester M.B.A. Degree Examination, May 2011****BUSINESS ADMINISTRATION****Management Information Systems and Computer Applications****(Regular and Repeaters)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A****(1×5=15)****(Compulsory)****Note :** Answer to the question should **not** exceed **six** pages.

1. Explain the different components of Information System and Information System Resources.

**SECTION – B****(5×9=45)****Note :** Answer **any five** questions. **Each** question carries **9** marks and answer for **each** question should **not** exceed **five** pages.

2. Define MIS. Explain the various characteristics of MIS.
3. List the factors contributing the failure of MIS.
4. How can system approach help in developing MIS ?
5. Write a note on strategic use of Information System.
6. Explain the classification of computers.
7. What are the key tasks performed during feasibility design.
8. Explain briefly the application of MIS in various functional areas.
9. Explain the Nolan's Stage Model.



## SECTION – C

(1×15=15)

## (Compulsory)

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

10. ABC Credit Corporation is a financial institution fully owned by the State Govt. and under the portfolio of State Ministry of Finance. Its mission is to encourage economic development through strategic disbursement of various kinds of loans.

ABC Corporation is divided in to two main divisions – operational and administration. The operational division manages the process for loan arrangements in vat Gus situations like agriculture, housing, hire purchase etc.

Corporation has a good support of an MIS for various decision-making activities at strategic, tactic and operational levels :

1) Strategic Level :

For introduction of new services to be offered by the corporation, shift MIS can be useful e.g., introduction of new schemes at lower interest rates can be offered for small business groups.

2) Management Level :

Evaluation of performance of various types of loan's schemes can be done on the basis of some indicators and this indicator's information can be vital tool for future budget allocation on various future activities.

3) Operational Level :

All the transactions related to repayments of loans, interests, etc. are managed by MIS and used for customer's enquiries related to current schemes/offers, interest rates, or outstanding balances etc.





- MIS can be used to support structured, unstructured and semi-structured decisions e.g., providing complete application, meeting all the requirements for mortgage purpose, and the application where some criteria are met can be referred to the manager to make an informed decision.

MIS is supported by various sub-systems for different functional areas such as : personnel, training and legal issues, asset management, fund management etc., to assist the mainstream activity of recording customer's details and repayments of loans and is continuously added and upgraded by MIS.

Case study questions :

- 1) Outline the different kinds of decisions taken by ABC Corporation under the structured, semi-structured and unstructured categories.
- 2) For the decisions outlined in the previous question, identify the level of management associated with these decisions.
- 3) Consider a very small Co., where only a few people are decision makers. Explain how different levels of decision making might be allocated.

**Second Semester M.B.A. Degree Examination, May 2011**

**BUSINESS ADMINISTRATION  
Research and Quantitative Methods  
(Regular and Repeater)**

Time : 3 Hours

Max. Marks : 75

**Instructions :** 1) Answer all Sections.

2) Scientific calculators, statistical and mathematical tables and present and future value tables are allowed.

## SECTION – A

(2×12=24)

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

1. What is sampling design ? Discuss the different sampling techniques.
2. Discuss the different methods of research and their relative merits and demerits.
3. Discuss the contents of research report.

## SECTION – B

(3×12=36)

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

4. The following information has been gathered from a random sample of apartment renters in city. We are trying to predict (in dollars per month) based on the size of the apartment (no. of rooms) and the distance from downtown (in miles).

Rent(\$)	No. of rooms	Distance from downtown
360	2	1
1000	6	1
450	3	2
525	4	3
350	2	10
300	1	4



- a) Calculate the least square equation that best relates these 3 variables.
- b) If someone is looking for 2 bed room apartment 2 miles from downtown, what rent should he expect to pay ?
5. What is normal distribution ? What are the characteristics of this distribution ?
6. Two independent samples of observations were collected. For the first sample of 600 elements, the mean was 860 and the standard deviation was 60. The second sample of 750 elements had a mean of 820 and a standard deviation of 90.
- a) Compute the estimated standard error of the difference between the means.
- b) Using  $\alpha = 0.01$ , test whether the two samples can reasonably be considered to have come from populations with the same mean.
7. 4 coins were tossed 160 times and the following results were obtained :

<b>No. of heads</b>	:	0	1	2	3	4
<b>Observed frequencies</b>	:	17	52	54	31	6

Under the assumptions that coins are balanced, find the expected frequencies of getting 0, 1, 2, 3 or 4 heads and test the goodness of fit by fitting binomial distribution.

8. In an anti malarial campaign in a certian area, quinine was administered to 812 persons out of total population of 3248. The number of fever cases is shown below :

Treatment	Fever	No Fever
Quinine	20	792
No Quinine	220	2216

Discuss the usefulness of quinine in checking malaria.



SECTION – C

(1×15=15)

(Compulsory)

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

9. A tea company appoints four salesmen and observes their sales in three seasons. The figures are given in the following table. Find out if there is a significant difference :

- a) In the sales recorded by the salesmen
- b) In the sales recorded season wise.

Seasons	Salesman				Season Total
	A	B	C	D	
Summer	360	360	210	350	1280
Winter	280	290	310	320	1200
Monsoon	260	280	290	290	1120
Salesmen Total	900	930	810	960	3600