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451



**Second Semester M.B.A. Degree Examination, May 2015
(CBCS)
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. Examine the trends in the models of organisational behaviour as they have developed over a period of time. Why have the trends moved in this direction ?

SECTION – B

(5×8=40)

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

2. What is nonverbal communication ? Does it aid or hinder verbal communication ?
3. Evaluate the sources of conflict. Discuss conflict resolution styles.
4. Why do employers use group discussion as one of the instruments for assessing the suitability of candidates for a job ?
5. Define the term stress. What are the coping strategies ?
6. What are group norms ? How do they develop ?
7. Compare between oral presentation and technology based presentation. Which is more effective and why ?
8. Which one factor in Herzberg's two- factor model is most motivating to you at the present time ? Justify your answer.
9. Define Organisational Development. What are its techniques ? Do they really work ?

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

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

10. Case study :

Rudely shaken, Vijay came home in the evening. He didn't have mind to talk to his wife. Bolted from inside, he sat in his room, lit a cigarette and brooded over his experience with a company he loved most.

Vijay, an M.Com. and an ICWA, joined the finance department of a Bangalore based electric company (Unit 1) which boasts of an annual turnover of Rs. 400 crores. He is smart, intelligent but conscientious. He introduced several new systems in records keeping and was responsible for cost reduction in several areas. Being a loner, Vijay developed few friends in and outside the organisation. He also missed promotions four times though he richly deserved them.

GM, Finance saw to it that Vijay was shifted to Unit 2 where he was posted to purchasing. Though purchasing was not his cup of tea, Vijay went whole hog, streamlined the purchasing function and introduced new systems, particularly in vendor development. Being honest himself, Vijay ensured that no body else made money through questionable means.

After two years in purchasing, Vijay was shifted to stores. From finance to purchasing to stores was too much for Vijay to swallow. He burst out before the Unit Head and unable to control his anger, Vijay put in his papers too. Unit Head was aghast at this development but did nothing to console Vijay. He forwarded the papers to V. P. Finance, Unit 1.

V.P. Finance called in Vijay, heard him for a couple of hours, advised him not to lose heart, assured him that his interests would be taken care of and requested to resume duties in purchasing in Unit 2. Vijay was also assured that no action would be taken on the papers he had put in.

Six months passed by. Now, the time to effect promotions. List of promotees was announced and to his dismay Vijay found that his name was missing. Angered, Vijay met the Unit Head who told coolly that Vijay could collect his dues and pack off to his house for good. It was great betrayal in the life of Vijay.

Questions :

- 1) Why did the management behave as it did towards Vijay ?
 - 2) What went wrong with Vijay ?
 - 3) If you were Vijay, what would you have done ?
 - 4) Role play the first interaction between V. P. Finance and Vijay.
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Second Semester M.B.A. Degree Examination, May 2015
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

(Compulsory)

(1×15=15)

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

1. Briefly explain the various steps in the consumer decision making process. Do all consumer decisions involve these steps ? Justify your answer.

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. What factors guide the pricing strategy of the marketers ?
3. Describe the reasons for the emergence of rural marketing and explain the opportunities and challenges for marketing in rural India.
4. What is new product and what are the various steps involved in developing a new product ?
5. Describe briefly target marketing strategies available for marketers.
6. Define advertising. Discuss the crucial role played by advertising in competitive environment.
7. Discuss various approaches to the selection of channels of distribution which may be taken by manufacturing concerns.
8. What do you mean by 'marketing audit' ? Explain the different methods of marketing control.
9. Compare and contrast selling concept and marketing concept.

P.T.O.



SECTION – C
(Compulsory)

(1×15=15)

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

10. Case study :

Barbara Millicent Roberts, born March 9, 1959 at the American International Toy Fair in New York. Long curly eyelashes, big eyes, a killer figure and fashion sense that turns girls into fashion designers. She is very little girl's favourite adult play toy and the most prized gift at any urban, privileged girl's birthday party. She is Barbie.

Ruth Handler, who noticed that her daughter Barbara assigned adult roles while she played with dolls, recommended to Elliot, her husband and co-founder of Mattel toys about the concept of an adult doll. Hitherto all dolls were baby dolls. Now, 50 years down in the line, Barbie has been translated into various other nationalities all over the world.

From the all American blue-eyed blonde, Barbie started fitting into cultural moulds post-globalisation. While she was the charming black-haired Monica for Indians or African-American Christie, the body was the same.

The first Barbie was unlike the ones that we are used to, and each Barbie reflected the era that it was manufactured in. In the 50s Barbie reflected the glamour of stars of the period like Marilyn Monroe or Elizabeth Taylor. There were blondes and brunettes. Later, we had look-alikes of Grace Kelly and Jackie Kennedy Onassis.

There was even a 'Twist n Turn' Barbie, who could do the twist, because that was when the Beatles became popular in the U.S. If there was a fashion trend, Barbie has flaunted it. Barbie's facial features have also undergone changes, in keeping with the look of a particular period.

Barbie is a cultural icon of sorts, in fact, some people have gone as to call her the symbol of American subconscious.

The big draw, when it comes to owning a Barbie, is accessorizing part. Be it jewellery (earrings, bracelets, clips), doll's house complete with accessories for a home, handbags, shoes, wigs-the list is endless but expensive.



Parents of girls all over the world feel that if they deny Barbies to girls, there is a chance of rebound reaction, as children would anyway come across the doll thanks to peers or the media. She loves to shop, dress up, play house, travel and for her, life in plastic is certainly fantastic. Aqua's song, "Barbie Girl", a huge pop hit in 1997, had almost every girl sing along.

Real-life Barbie dolls are everywhere – marketers doing the Barbie brainwash – from child beauty pageants and fashion world to college campuses and movies. Many consumer products marketers directly and indirectly either pamper Barbie or tag on to her. When you give six-year-old a Barbie doll with make – up kits, outfits, iPods, cars, fancy jaccuzis and royal four-poster beds, what is the message ? The doll's slim and tall look also has effect on pre-teen and teenage girls, who want to be like her. So, instead of a doll imitating a human's life, girls copy Barbie's lifestyle, physical appearance and fashion accessories.

Questions :

- a) What were the reasons for Barbie's marketing success ?
 - b) Discuss how Barbie marketing used mass customization successfully.
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**Second Semester M.B.A. Degree Examination, May 2015
(Choice Based Credit System)
BUSINESS ADMINISTRATION
Production and Supply Chain Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

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

1. Explain plant layout and discuss its objectives. What are the various factors influencing the layout of a new plant ?

SECTION – B

(5×8=40)

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

2. Give an organisational structure of any organisation and explain the role of operations.
3. Explain the characteristics of good product design.
4. Discuss the importance of plant location and the factors affecting facility location.
5. State the importance of preventive maintenance management in a production organization.
6. Outline the objectives of production planning and control.
7. Supply chain has been described as “extended enterprises”. What does this description mean ? What special challenges are presented by this concept ?
8. What are quality circles ? What are their objectives and benefits ?
9. Explain the importance of inbound and outbound logistics in SCM.

P.T.O.



SECTION - C
(Compulsory)

(1×15=15)

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

10. Draw \bar{X} chart and \bar{R} chart for the given data.

Sample No.	X	R
1	7.0	2
2	7.5	3
3	8.0	2
4	10.0	2
5	9.5	3
6	11.0	4
7	11.5	3
8	4.0	2
9	3.5	3
10	4.0	2

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Second Semester M.B.A. Degree Examination, May 2015
BUSINESS ADMINISTRATION
Human Resource Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

(Compulsory)

(1×15=15)

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

1. Explain the strategic planning in HR Management.

SECTION – B

(5×8=40)

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

2. Explain briefly about the expatriate training program.
3. What do you mean by selection ? Briefly discuss the process of selection.
4. What is compensation ? Discuss the determinants of compensation.
5. Explain different techniques of Training.
6. What are the causes of accidents ? How it can be prevented in an Organisation ?
7. Explain the essentials of managing Human Resource in international business.
8. What is employees participation in management ? Elucidate.
9. Explain procedures of grievance settlement in India.

P.T.O.



SECTION – C

(1×15=15)

10. Case analysis (**Compulsory**) :

Atlanta Hotels, PLC, owns more than 60 hotels throughout the U.S.A. They recently acquired a small hotel chain headquartered in Germany. Brunt's chief executive decided that half of the new hotels in Germany would be retained and rebranded as part of the Atlanta Hotels Group ; the other half will be sold. This will support Atlanta's strategic objective of growing the organization slowly to make sure that new ventures are well supported and opened on time and on budget. Atlanta's Hotels are considered budget accommodations ; they are functional, clean and reasonably priced.

The organization has never owned any hotels outside the U.S.A. before and has hired a team of independent management consultants to advise them on how to proceed. They provided the consultants the following information during their initial meeting.

A majority of their existing managers said they would

- Like a chance to work Abroad.
- None of their existing managers speak German language fluently.
- They will allow four weeks to rebrand the hotels. The new hotels must be ready to open after that time.
- They expect to recruit a large number to staff for the new Germany Hotels, because more than 70 percent of the employees from the acquired organization left.
- They will require their managers to be flexible and move between countries if any problems arise.

Questions :

- 1) Based on the information, what do you think the key priorities should be ?
 - 2) What is the best source of employees PCNs or HCNs or TCNs ? Justify.
 - 3) Prepare an expatriate training program.
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**Second Semester M.B.A. Degree Examination, May 2015
(CBCS Fresh)**

**BUSINESS ADMINISTRATION
Business Research Methods**

Time : 3 Hours

Max. Marks : 70

SECTION – A

(2×10=20)

Note : Answer **any two** of the following questions. **Each** question carries **10** marks. Answer to the question should **not** exceed **5** pages.

1. Describe different types of sample designs.
2. Elucidate the problems encountered by researchers in India.
3. Explain layout of the research report.

SECTION – B

(3×12=36)

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

4. A manufacturer, who produces medicine bottles, finds that 0.15 percent of the bottles are defective. The bottles are packed in boxes containing 6000 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) Atleast 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 rent of apartments in two cities gives the following statistical information :

City	Average Monthly Rent	Standard deviation of Monthly Rent	Sample size
A	7500	100	200
B	7350	90	175

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

7. The following table provides the sales made by five salesman during the last three quarters. At five percent level of significance, are there any differences in the quantity of sales during the three quarters ?

Quarter 1	45	53	54	51	40
Quarter 2	50	51	48	45	39
Quarter 3	38	42	46	45	50

8. A large automotive parts wholesaler needs an estimate of the mean life it can expect from windshield wiper blades under typical driving conditions. Already, management has determined that the standard deviation of the population life is 6 months. Suppose a selected simple random sample of 100 wiper blades, provide sample mean of 21 months. The wholesaler uses tens of thousands of these wiper blades annually. Find an interval estimate with a confidence level of 95 percent.

SECTION – C

(1×14=14)

(Compulsory)

9. A milk producer union wishes to test whether the preference pattern of consumers for its product is dependent on income levels. A random sample of 500 individuals gives the following data :

Income	Product Preferred		
	A	B	C
Low	170	30	80
Medium	50	25	60
High	20	10	55

What conclusion you can draw from the data using 5 percent level of significance ?

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Second Semester M.B.A. Degree Examination, May 2015

(CBCS – Repeaters)

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 research problem ? Explain different methods of identifying research problem.
2. What is meant by probability sampling ? Explain the four general strategies of probability sampling.
3. State meaning of research hypothesis. Identify the characteristics of good research hypothesis.

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. Describe the merits and limitations of sampling.
5. A school is offering two specialization course, one in finance and the other in HR. These courses are open to any of the 100 students of the school. Suppose there are 25 students in finance course, 30 in the HR course and a total of 10 who are in both course. If a student is randomly chosen. What is the probability that this student is enrolled in at least one of these course.
6. An experiment was conducted to test the efficiency of chloromycetin in checking Typhoid. In a certain hospital chloromycetin was given to 285 out of the 392 patients suffering from Typhoid. The number of typhoid cases were as follows:

	Typhoid	No typhoid	Total
Chloromycetin	35	250	285
No chloromycetin	50	57	107
Total	85	307	392

Test the effectiveness of chloromycetin in checking Typhoid.

P.T.O.



7. Describe the point and interval estimates with suitable examples.
8. A sample of 25 students is selected from a population with a $\mu = 35$. The students participated in an awareness program and they were tested for an increase in knowledge after the program. The mean increased to 40, with a SD = 10. Is the outcome statistically significant ?

SECTION – C
(Compulsory)

(1×14=14)

9. PONDS INDIA LTD. has organized a beauty contest to select advertising model for the newly launching soap product. Ten competitors are ranked by three judges.

Frist Judge	1	6	5	10	3	2	4	9	7	8
Second Judge	3	5	8	4	7	10	2	1	6	9
Third Judge	6	4	9	8	1	2	3	10	5	7

Do the data enable is to reject, at the 5% level of significance, the hypothesis that the average rank is same for all three judges.
