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**Second Semester M.B.A Degree Examination  
May 2008**

**BUSINESS ADMINISTRATION**

**Paper 201: Organisational Behaviour and Business Communication**

Time : 3 Hours

Max.Marks:75

**Note: Answer all sections.**

**Section -A (1x15=15 Marks)  
(Compulsory)**

1. Distinguish between positive and negative attitudes. Illustrate with relevant organisational examples. How do you see the role of top management's personality in building positive attitudes? Critically evaluate.

**Section -B ( 5x9=45 Marks)**

**Answer any 'FIVE' of the following. Each question carries nine marks.**

2. Explain the approaches to leadership and discuss which could be the best suitable style of leadership. Give reasons.
3. "Personality is an organised whole, without which an individual would have no meaning". Comment.
4. Define a group. How will you differentiate between group and crowd? Discuss the various managerial implications of group dynamics.
5. As a Manager-HR of a large manufacturing enterprise, how do you justify the study of organisational behaviour?
6. Contrast bounded rationality with the traditional decision making model. Under what circumstances would you use one approach versus the other?
7. Why is it important to replace reliance on intuition and personal experience with systematic study when attempting to understand behaviour within organizations?
8. As a marketing executive, you are required to make a presentation to a public sector undertaking about your financial products. How would you prepare your presentation?
9. Describe in brief the layout of a research reports covering all relevant points.

**Section -C ( 1x15=15) (Compulsory)**

**Read the following case and answer the questions given at the end.**

10. Sudhakar, the technical head at Mont. Electronics Ltd., was happy that he was able to fill up the two vacancies in the systems department by selecting Ajay and Ganesh. Ajay was a M.Sc. (Electronics) degree holder along with 6 months of industrial experience. Ganesh were intelligent, hard working and usually were able to complete the projects assigned to them.

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After a few months, at Mont. Sudhakar realised that Ganesh always perceived himself to be more qualified than Ajay, because of his engineering background coupled with his better communication skills. Once he had overheard Ganesh taking the full credit for overseeing an overseas project completed in an efficient manner. Sudhakar spoke to their (Ajay's and Ganesh's ) immediate superior Naveen, who confirmed that completion of the said project was a combined effort, with rather more inputs from Ajay's side. He also told Naveen to have a talk with Ganesh and rectify communication gaps, if any.

The talk seemed to help Ganesh who realised that if he had to come up, he had to transform his image for the good and try to mould himself into a strategic thinker. Ganesh honed his skills and started attending marketing and strategic planning classes to upgrade his knowledge. The classes opened his eyes on how to make assumptions on project sales, revenues, costs and profits. Very often he was seen voluntarily helping his superior to study the company data and analyse it. Seeing the change in Ganesh, Sudhakar was happy. Observing Ganesh's motivation, at the end of the probation period, he was offered a confirmed job as an assistant manager. Meanwhile Ajay was offered the position of a database analyst, after his probation period was completed successfully.

Sudhakar had presumed that both Ajay and Ganesh would be happy on being confirmed and promoted. One day he happened to meet the Human Resources head during an informal meeting of the various heads of departments to discuss about the managerial problems they each grapple with. The HR head was speaking to Sudhakar, " I was satisfied and feeling quite competent as a HR person, when something like this has to occur". "Why? What happened? ". Sudhakar enquired. " It is concerning your boy Ganesh. Based on his superior's feedback and your observation of his area of competence, he was offered a confirmed job of an assistant manager. But yesterday he come to meet me and said 'I feel I am my own enemy. May be it would be better if I go back to fixing things because I was quite comfortable with that. Now I realise that I have to learn on how to manage the impressions that others have of my role'. On further questioning the HR head, he realised that quite often Ganesh became, by default, the technological fix-it person on projects because of his engineering experience background. Also he had to learn to communicate with non technical people. Now the HR head asked Sudhakar whether he could suggest a remedy or solution to the problem.

### Questions

1. Do you think Sudhakar was wrong in his initial perception about Ganesh being more suitable for carrying out managerial functions?
2. Which facet of socialisation is relevant in the above case? Justify your answer.
3. Can you suggest way (s) to solve the problem mentioned in the case.

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**Second Semester M.B.A Degree Examination  
May 2008**

**BUSINESS ADMINISTRATION  
Paper 202: Marketing Management**

Time : 3 Hours

Max.Marks: 75

**Note: Answer all sections.**

**Section -A ( 1x15=15)  
(Compulsory)**

1. "Products are what the companies produce in the factories, they sell brands in the market but the customer buys his perception of both the product and the brand"- Discuss.

**Section -B ( 3x12=36)**

**Answer any FIVE questions. Each question carries NINE marks.**

2. Describe briefly various target marketing strategies available for marketers.
3. What is 'Price War' ? Explain the various pricing strategies used by companies to win the market.
4. Explain the factors influencing promotion strategy of an FMCG firm.
5. Discuss the recent developments in Rural marketing in India.
6. What do you mean by 'product line' stretching? Discuss the factors to be considered while stretching the product line.
7. Explain the physiological factors that influence consumer buying decision making.
8. Suggest trade Channels with justification for the following products
  - a. Soft drinks
  - b. Computer Software.
9. What is product planning ? Explain its significance in managing the product life cycle.

**Section -C ( 1x15=15)  
(Compulsory)**

10. Read the following case and answer the questions given at the end.

Piaget international is a watch manufacturing company which was established a century ago and the brand (Piaget) has also entered the Indian market. The price range of this brand is between Rs. 1.5 lakhs and Rs.11.5 crores. The company produces just 20,000 pieces every year and the watch is perceived almost as a jewellery. Indian consumers have a strong liking towards gold, and gold watches from the brand are likely to be sold in the market. A number of consumers buy the brand during their visits abroad. The sale target is around 400 watches in India. The brand will be sought after by lifestyle oriented consumers who may be from the upper-upper socio-economic class and also by collectors who would be leading the same kind of lifestyle. There seems to be no competition for a brand of this kind in the Indian market (grey market may be bringing in competition).

Posers :

1. Analyse different distribution alternatives available for piaget.
2. What kind of retail outlets will most appropriate for the brand? Justify your stand.

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**Second Semester M.B.A Degree Examination  
May 2008**

**BUSINESS ADMINISTRATION**

**Paper 203: Production and Operations Management**

Time: 3 Hours

Max.Marks: 75

**Note: Answer all sections.**

**Section -A ( 1x15=15)**

**(Compulsory)**

1. What are the objectives and functions of production planning and control?

**Section -B ( 5x9=45)**

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

2. Illustrate the usefulness of ABC analysis for a manufacturing firm.
3. Compare and contrast mass production and flexible production.
4. What are the factors considered for site selection? Explain.
5. What is economic order quantity? Is it relevant in modern organisations.
6. Discuss the importance of material requirement planning?
7. Define maintenance. What are the objectives of maintenance management?
8. Discuss various types of control charts.
9. What is capacity planning ? Explain.

**Section -C ( 1x15=15)**

**(Compulsory)**

10. Seven jobs are performed first on machine A and then on Machine B. The time taken (in hours) by each job on each machine is given below

Job	1	2	3	4	5	6	7
Time on Machine A	5	3	2	10	12	6	8
Time on Machine B	3	2	5	11	10	7	3

Determine the optimum sequence of jobs that minimizes the total elapsed time to complete the jobs. Also compute the minimum time.

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**Second Semester M.B.A Degree Examination**  
**May 2008**

**BUSINESS ADMINISTRATION**

**Paper 204: Management Information System and Computer Applications**

Time : 3 Hours

Max.Marks: 75

**Note: Answer all sections.**

**Section -A ( 1x15=15)**  
**(Compulsory)**

1. Discuss a framework of information system for each levels of management.

**Section -B ( 5x9=45)**

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

2. How do information needs in planning differ at different levels of management?
3. Define a database and a database management system. Briefly explain the components of a DBMS.
4. With the help of a block diagram, describe financial information system.
5. What are the key points to be considered in the design of forms? What is forms control?
6. Explain the concept of data flow diagram for student registration in a institute.
7. Differentiate the following
  - a. DSS and structured decision rules
  - b. MIS and ESS.
  - c. Machine level programming and high level programming.
8. Explain the various stages in implementation of a MIS.
9. Write short notes on:
  - a. MS DOS - advance commands and its usage.
  - b. Creating mailing lists and mail merge concept in word processing
  - c. Information oriented systems flow chart.

**Section -C ( 1x15=15)**  
**(Compulsory)**

10. Case study : Analyse the following case and answer the question given at the end.  
Western Chemical Corporation

Western Chemical has networked its computers to those of its customers and suppliers to capture data about sales orders and purchases. Such data are processed immediately, and inventory and other data-bases are updated. Videoconferencing and electronic mail services are also provided. Data generated by a chemical refinery

**Contd... 2**

process are captured by sensors and processed by a computer that also suggests answers to a complex refinery problem posed by an engineer. Managerial end users receive reports on a periodic, exception, and demand basis, and use computers to interactively assess the possible results of alternative decisions. Finally, top management can access text summaries and graphics displays that identify key elements of organizational performance and compare them to industry and competitor performance.

Western Chemical Corporation has started forming business alliances and using intranets, extranets, and the Internet to build a global telecommunications network with other chemical companies throughout the world to offer their customers worldwide products and services. Western Chemical is in the midst of making fundamental changes to their computer - based systems to increase the efficiency of their business operation and their managers' ability to react quickly to changing business conditions. Make an outline that identifies:

- a. How information systems support (1) business operations, (2) management decision making, (3) strategic advantage, (4) enterprise internetworking, (5) globalization, and (6) business process reengineering at Western Chemical.
- b. There are many different types of information systems at Western Chemical, identify as many as you can in the preceding scenario.

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**Second Semester M.B.A Degree Examination  
May 2008**

**BUSINESS ADMINISTRATION  
Paper 205: Research and Quantitative Methods**

Time : 3 Hours

Max.Marks: 75

**Note: Answer all sections.**

**Section -A ( 2x12=24)**

**Note: Answer any TWO questions. Each question carries 12 marks.**

1. Explain briefly the sequence of the research process.
2. Discuss the distinctions between different styles of thinking to problems solving.
3. Define normal distribution. What are the characteristics of a normal distribution.

**Section -B ( 3x12=36)**

**Note: Answer any Three of the following. Each question carries Twelve marks.**

4. A manufacturing firm produces steel pipes in three plants with daily production volume of 500, 1000 and 2000 units respectively. According to past experience it is known that the fraction of defective outputs produced by the three plants are respectively 0.005, 0.008 and 0.91. If a pipe is selected from a day's total production and found to be defective find out
  - i) from which plant the pipe came?
  - ii) what is the probability that it came from the first plant.
5. Hertz rental firm has 2 cars, which hires out day by day. The numbers of demands for a car on each day, is distributed as a Poisson distribution with mean 1.5. Calculate the proportion of days on which neither car is used and the proportion of days on which some demand is refused. If each car is used an equal amount, on what proportion of days is one of the cars not in use? What proportion of demand has to be refused?
6. In a test given to two groups of students the marks obtained are as follows

First Group	18	20	36	50	49	36	34	49	41
Second Group	29	28	26	35	44	30	46		

Examine the significance of difference between the arithmetic mean marks secured by the students of two groups.
7. Out of 8000 graduates in a town, 800 are females. Out of 1600 graduate employees 120 are females. use  $X^2$  test to determine if any distinction is made in appointment on the basis of sex.

**Contd... 2**

8. Discuss the various approaches to probability. Illustrate the circumstances in which each of these approaches is used in decision making.

**Section -C ( 1x15=15)**

**(Compulsory)**

9. Four salesmen recorded their sales of refrigerates in three seasons. The figures are given in the following table. Find out if there is a significant difference

i) in the sales recorded by the salesmen (ii) 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

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