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451

**Second Semester M.B.A. Degree Examination, May 2012  
(CBCS)**

**BUSINESS ADMINISTRATION**

**Organizational Behaviour and Business Communication**

Time : 3 Hours

Max. Marks : 70

**Note : Answer all Sections.**

**SECTION – A**

**(1×15=15)**

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

1. What are the different kinds of leadership ? Which kind of leadership is suitable for IT industry ?

**SECTION – B**

**(5×8=40)**

**Note : Answer any five questions, each question carries 8 marks and answer to each question should not exceed five pages.**

2. Why is ethics so much important while doing performance appraisal ? What are the different kinds of performance appraisal ? Mention briefly.
3. How does organizational change influences the work environment in manufacturing industry ?
4. What is perception ? How does it influence the development of an organization ?
5. What is the impact of the E-mail on the work environment ?
6. What is a report ? Explain the need for reports in the industry.
7. Compare between oral presentation and technology based presentation. Which is more effective and why ?
8. Explain the motivational techniques deployed by organizations.
9. Discuss the conflict resolution styles.

P.T.O.





SECTION – C  
(Compulsory)

(1×15=15)

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

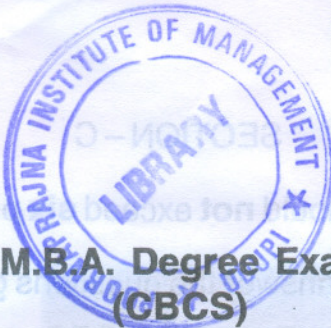
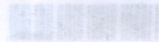
10. Case Study :

Sushma works in Info Soft Solutions Pvt. Ltd. She works there as Project Leader. Occasionally her job demands coming early for her duties or stay till late evening hours. Once she was handling 2 projects simultaneously and on one such day she had convened a meeting with her team members regarding project delivery. She had called her team members at 8 a.m. Sushma is a disciplinarian and generally she follows duty timings strictly. *Discipline starts with me, was her firm principle.* She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 8 o'clock and she was worried of her reputation could be at stake. Time was 8.5 a.m. and she reached main gate of her company. Hurriedly she swiped her card and rushed towards board room. That time few housemen were doing cleaning. One of the housemen had spread soap solution on the floor. Unaware of what is on the floor, she continued to rush to the board room. In hurry, Sushma slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Sushma could not control her balance on the slippery floor and fell down. Slippery floor dragged her couple of feet further. The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury. Later in investigation, it was revealed that the housemen who was cleaning the floor had not put the display board "Caution : Floor is Wet".

**Questions :**

- 1) If you were the manager, what would you have done to handle the problem ?
- 2) What kind of communication was required ?
- 3) Who is responsible for the problem ?





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**Second Semester M.B.A. Degree Examination, May 2012  
(CBCS)**

**MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 70

**Note : Answer all Sections.**

**SECTION – A**

**(1×15=15)**

**(Compulsory)**

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

1. What is customer oriented marketing ? Explain how organisations adopt such an orientation. Illustrate your answer.

**SECTION – B**

**(5×8=40)**

**Note : Answer any five questions. Each question carries 8 marks and answer to each question should not exceed five pages.**

2. What do you mean by STP ? Discuss the different segmentation strategies available to the marketers.
3. Describe briefly the stages in consumer buying process.
4. What is marketing channel ? What are the key functions performed by the members of the marketing channel ?
5. Describe briefly the steps involved in the marketing research process.
6. Describe with examples, how business markets have several characteristics that contrast substantially with those of consumer markets.
7. Analyse the recent trends in Indian marketing environment.
8. What is marketing control ? Explain the different methods of marketing control with suitable examples.
9. What are the components (or tools) of marketing communication mix ? For what purposes companies use advertising and sales promotion ?

P.T.O.





## SECTION – C

(1×15=15)

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

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

**'Ruggedised' PC**

Global chip provider Intel Corporation has an ambitions target for India. It is attempting to convert millions of rural folk to netizens by redefining the existing computing landscape of the country.

During March, 2006, Intel unveiled a new 'Ruggedised Personal Computer' platform which is low cost, high tech., user friendly and fully featured desktop.

**Story Behind**

Intel constituted a team headed by an ethnographer called Tony Salvador in 2001 to see villages at close hand all over the world. Salvador spent considerable time in India, touring villages in Madhya Pradesh and Karnataka including Sathanur village of Mandya district in Karnataka. Their aim was not to figure out what kind of chips Intel could sell in rural areas, but to see how societies could influence the growth of the company in future. He learned, for example, that in villages of India, several people use PC. They are dusty and hot. They do not have power for good long hours in a day. The villages have their own unique financing mechanism.

**Features of 'Ruggedised' PC**

In order to make the product appropriate to rural environment, Intel incorporated many features. It can operate on an alternative power source such as the car battery under disruptive power environments. It has ultra-low-power processor which reduces power consumption by shutting down tasks when not needed. It has a removable dust filter and an integrated air fan to regulate the temperature of the motherboard. The chassis is designed to keep the motherboard cool at temperature as high as 45° C and resistant to humidity levels of 70-85 RH. This platform comes with a certificate based access through a 30 digit code. This will allow banks to verify the validity of installment payments against the purchase of PC. The price of this PC would be anywhere between Rs. 22,000 and Rs. 27,000, although it is upto the manufacturers like HCL Infosystems and Wipro to decide.

**Questions :**

- 1) Is the ruggedised PC the felt need of rural people in India ?
- 2) Do you think that the product would be successful considering the high illiteracy and low purchasing power in rural areas of India.
- 3) What marketing strategies need to be designed with regard to 4Ps ?





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Second Semester M.B.A. Degree Examination, May 2012

(CBCS)

**BUSINESS ADMINISTRATION**

**Production and Operations Management**

Time : 3 Hours

Max. Marks : 70

**Instruction : Answer all Sections.**

SECTION – A

(1×15=15)

(Compulsory)

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

1. Describe with the Organisation Structure the importance of Production Planning and Control Function and its relationship with other departments in the organisation.

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 **5** pages.

2. Explain the application of forecasting in decision making.
3. Briefly explain the factors affecting plant location.
4. Define the term plant layout. Discuss the factors influencing the layout.
5. Briefly explain the factors affecting short range capacity planning.
6. What is aggregate planning ? What are the techniques available to prepare aggregate plans ?
7. Define the term quality and state the various factors which affect the product quality.
8. What are the objectives and basis of quality control in factories ?
9. What advantage are derived by the use of computers in production management ?

P.T.O.



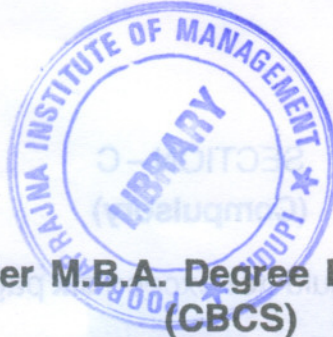


## SECTION - C

(1×15=15)

10. Find the optimal sequence and make span time using Johnson's method.

Processing Time (in hours)				
Job	Tj1	Tj2	Tj3	Tj4
1	8	6	14	16
2	6	14	4	10
3	2	4	8	14
4	6	8	6	4



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Second Semester M.B.A. Degree Examination, May 2012  
(CBCS)

**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 six pages.

1. Discuss the legal issues related to an information system.

**SECTION – B (5×8=40)**

**Note :** Answer any five questions. Each question carries 8 marks and answer for each question should not exceed five pages.

2. What is System Investigation ? Enlist the tools used in this phase.

3. List any three information security challenges in business organisation.

4. Differentiate batch processing from online processing.

5. Describe Group Decision Support System in detail.

6. What is Network ? Explain the different types of Networks.

7. Explain executive information system giving a suitable example.

8. Explain the critical issues in system development stage.

9. Briefly explain the concept of mail merge with an illustration.

P.T.O.





SECTION – C  
(Compulsory)

(1×15=15)

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

10. Rosenbluth, a privately held, family owned company, is the second largest travel services firm with American Express being number one. Rosenbluth's Global Distribution Network (GDN) is a worldwide telecommunications network through which the airline reservation systems are accessible. All Rosenbluth agents are connected to GDN through the company's travel software applications. Client's planning trips can either use the network to research or book their travel arrangements or they can work through a Rosenbluth agent. Moreover, clients can choose to use a local Rosenbluth or they can turn to specific agents of their choice anywhere in the world. Hal Rosenbluth of the company had this to say, "... Now we will not only connect people by planes or trains but we will connect them through technology".

**Questions :**

- a) How has technology helped companies like Rosenbluth deliver customized services ?
- b) Is it possible for small companies to adopt technology similar to Rosenbluth's ? Why or why not ? Justify.
- c) What is the significance of Rosenbluth's statement ? Give your viewpoint.



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Second Semester M.B.A. Degree Examination, May 2012  
(CBCS)

**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 ten marks. Answer to the question should not exceed 5 pages.

1. What is meant by research problem ? What are the characteristics of good research problem ?
2. Define sample. Identify benefits of sampling method over census method.
3. What are the characteristics of testable hypotheses ? Explain.

**SECTION – B**

**(3×12=36)**

**Note :** Answer any three questions. Each question carries twelve marks. Answer to the question should not exceed 6 pages.

4. What are the different types of research designs ? Explain.
5. What are one-tailed and two-tailed tests ? How could you decide whether to use one-tailed test or two-tailed test ?
6. An examination was given to two classes consisting of 40 and 50 students respectively. In the first class the mean marks were 74, with a standard deviation of 8. While the second class the mean marks were 78, with a standard deviation of 7. Is there a significant difference between the performance of the two classes at a level of significance of :
  - i) 0.05 and
  - ii) 0.01 ?
7. The manager of a small postal sub-station is trying to quantify the variation in the weekly demand for mailing tubes. She had decided to assume that this demand is normally distributed. She knows that on average 100 tubes are purchased weekly and that 90% of the time, weekly demand is below 115.
  - a) What is the standard deviation of this distribution ?
  - b) The manager wants to stock enough mailing tubes each week so that the probability of running out of tubes is no higher than 0.05. What is the lowest such stock level ?

P.T.O.





8. To study the performance of three detergents and three different water temperatures, the following whiteness readings were obtained with specially designed equipment :

Water Temp.	Detergent-A	Detergent-B	Detergent-C
Cold water	57	55	67
Warm water	49	52	68
Hot water	54	46	58

Perform a two-way analysis of using 5% level of significance.

**SECTION – C**  
**(Compulsory)**

**(1×14=14)**

9. To see whether silicon chip sales are independent of where the US economy is in the business cycle, data have been collected on the weekly sales of Zippy Chippy, a Silicon Valley firm and on whether the US economy was rising to a cycle peak, at a cycle peak, falling to a cycle trough or at a cycle trough. The results are :

Economy	Weekly Chip Sales			
	High	Medium	Low	Total
At peak	20	7	3	30
At trough	30	40	30	100
Rising	20	8	2	30
Falling	30	5	5	40
<b>Total</b>	<b>100</b>	<b>60</b>	<b>40</b>	<b>200</b>

- State the null and alternative hypotheses.
- Calculate the sample Chi-Square.
- At the 5% and 10% significance level, what is your conclusion ?