

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
MANAGEMENT THEORY AND PRACTICE  
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain the role of Management.
2. Explain various steps in planning process.
3. Discuss centralization and decentralization.
4. Define staffing. Who is primarily responsible for performing the staffing function in the organization?
5. What is a management style? Write a note on Japanese management style.

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the principal functions of management.  
(OR)  
b) Explain arguments for and against responsibilities of business towards the society.
7. a) Explain the benefits and weakness of MBO.  
(OR)  
b) Enumerate the steps in the process of planning.
8. a) “Authority can be delegated, but not responsibility” why or why not?  
(OR)  
b) Discuss various types of decentralization that is practiced in organization
9. a) What is the difference between recruitment and selection. Write a brief note on employee selection process.  
(OR)  
b) Describe the advantages and disadvantages of recruiting temporary employees
10. a) Distinguish between American management style and Japanese management style.  
What is the management style followed by Indian companies?  
(OR)  
b) What are basic types of leadership styles? Present chief characteristics of effective leaders.

Section-C

(1x10=10)

M/S ABC Ltd., is a medium sized engineering company producing a large -range of product lines according to customer requirements. Over the past years, the managing director of the company has been receiving customer complaints due to delay in dispatch.

The managing director convened an urgent meeting of various functional managers to discuss the issues. The marketing manager questioned the arbitrary manner of giving priority to products in manufacturing line, causing delays in wanted products and over stocking of products which are not required immediately.

P.T.O

Production control manager complained that he does not have adequate staff to plan and control the production control; and whatever little planning he does, is generally overlooked by shop floor manager. Shop floor managers complained of unrealistic planning, excessive machine breakdown, power failure, shortage of materials for scheduled products because of which it is impossible to stick to the schedule. Maintenance manager says that he does not get important spares required for equipment-maintenance because of which he cannot repair machines at a faster rate. Inventory control manager says that on one hand the company often accuses him of carrying too much stock and on other hand people are grumbling over shortages.

Fed up by mutual mud-slinging, the managing director decided to appoint you, a bright management consultant with training in business management to suggest ways and means to put his "house in order".

**Questions:**

1. How would you design a system of getting correct information about job status to identify delays quickly.
2. List some scientific decision aids that you may prescribe to improve the situation.

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**MANAGERIAL ECONOMICS**  
PAPER – II

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. State the importance of Incremental concept
2. Define cross elasticity of demand and state its importance
3. Write notes on laws of returns to scale
4. What are the main features of Monopoly?
5. What is the purpose and meaning of Game theory?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss the nature and scope of Managerial Economics  
(OR)  
b) What is opportunity cost? Describe its significance in allocation of resources by firms.
7. a) Explain Price and Income elasticity of demands with diagrams  
(OR)  
b) How is the demand for new products estimated?
8. a) Define production function. Explain its managerial uses  
(OR)  
b) Discuss various economies of scale. Do they result in monopolies?
9. a) Critically examine price as weapon of competition  
(OR)  
b) What are the main features of perfect competition? How does a firm adjust its policies to a purely competitive situation?
10. a) Explain Nash Equilibrium in game theory?  
(OR)  
b) What is the purpose and meaning of Game theory approach?

Section – C (Compulsory)

(1x10=10)

XYZ limited selling 80000 units at Rs 20/- per unit incurring a variable cost of Rs 15/- per unit and fixed cost to the tune of Rs 200000/-

Find

- 1) Margin of safety at current level of sales
- 2) Estimate the sales to be managed by the company in order to achieve a profit of 500000/-

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**ACCOUNTING FOR MANAGERS**  
PAPER – III

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Classification of accounts
2. Trial balance vs. balance sheet
3. Liquidity ratios
4. Meaning of sources of uses of funds
5. Economic accounting

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Define accounting and explain the scope of accounting.

(OR)

b) From the following transactions prepare subsidiary books and post them into Ledger;

Date	Particulars	Amount Rs.
2016 Jan. 1	Purchased goods from Anil enterprises	2,800
Jan. 03	Bought goods on credit from Jaya Traders from	12,000
Jan. 05	Sold goods to Sunil & Co. for	6,000
Jan. 07	Y supplies us goods for cash	4,800
Jan. 08	X sold goods for cash	1,500
Jan. 10	Goods returned to Anil Enterprises	500
Jan. 17	Goods returned by Rao & Co.	240
Jan. 22	Dispatched goods to Sun & Co.	4,000
Jan. 27	Sold goods to Ganapathi Stores Ltd.	500
Jan. 28	Bought goods from Krish & Co.	1,000

7. a) State the Provisions of Indian Companies Act Regarding preparation and presentation of Financial Statement.

(OR)

b) From the following Trial Balance of Sri Co., prepare Trading and Profit and Loss Account for the year ended 31<sup>st</sup> March, 2016 and Balance Sheet as on that date after taking into account the adjustments given:

Debit Balance	Rs.	Credit Balance	Rs.
Sri's Drawing	4,500	Sri's Capital	24,000
Purchases	20,000	Sales	30,500
Returns Inwards	1,500	Discounts	1,900
Stock (1.4.2015)	8,000	Sundry Creditors	10,000
Salary	4,200	Bills Payable	2,500
Wages	1,200		
Rent	350		
Bad Debts	400		
Discounts	700		
Sundry Debtors	14,000		
Cash in hand	260		
Cash at Bank	5,940		
Insurance	400		
Trade Expenses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		
	68,900		68,900

P.T.O

Adjustments:

- a) Closing stock was valued at Rs.7,000.
- b) Insurance was prepaid to the extent of Rs.60.
- c) Outstanding liabilities were: Salary Rs.200 and Wages Rs.200.
- d) Make provision for doubtful debts at 5% on sundry debtors.
- e) Calculate Interest on Capital at 5% p.a.
- f) Depreciate Machinery at 5% and Furniture at 10%.
- g) Reserve for discount on creditors at 1%.

8. a) Explain the tools of financial statement analysis.

(OR)

b) A Company having a Net Working Capital of Rs.2.8 Lakhs as on 30.06.2016, indicates the following financial ratios and performance figures:

Current ratio – 2.4

Liquidity ratio – 1.6

Inventory turnover – 8 (On cost of sales)

Gross profit on sales – 20%

Credit allowed (Months) – 1.5

The Company's fixed assets is equivalent to 90% of its net worth (Share capital plus Reserves). While Reserves amounted to 40% of Share Capital. Prepare Balance Sheet of the Company.

9. a) Distinguish between cash flow analysis and funds flow analysis.

(OR)

b) Calculate Cash Flow from Operating activities by Indirect method from the following:

i) Profit made during the year Rs.2,50,000 after considering the following:

- a) Depreciation 10,000
- b) Amortisation 5,000
- c) Transfer to General Reserve 7,000
- d) Profit on Sale of land 3,000

Following is the position of current assets and current liabilities.

	Opening Balance Rs.	Closing Balance Rs.
Debtors	12,000	15,000
Creditors	15,000	10,000
Bills Receivable	10,000	8,000
Prepaid Expenses	6,000	4,000

10. a) What is HR accounting? Explain the methods of measuring human resources.

(OR)

b) Write in brief about the social responsibility accounting.

**Section-C**  
**Case Study**

(1x10=10)

Given below the trial balance of Raju & Bros. as on 31.12.2017. Prepare trading, profit & loss accounts and a balance sheet.

Debit Balances	Rs.	Credit balances	Rs.
Land	15,300	Sales	41,500
Purchases	21,000	Return outwards	500
Salaries	2,200	Interest	240
Rent	600	Loan	3,000
Postage	300	Capital	16,000
Opening stock	3,100		
Building	1,700		
Furniture	1,000		
Debtors	6,000		
Cash in hand	1,300		
Stationery	240		
Wages	5,200		
Freight	560		
Insurance	900		
Repairs	700		
Bad debts	120		
Return inwards	1,020		
<b>Total</b>	<b>61,240</b>	<b>Total</b>	<b>61,240</b>

Additional Information:

(a) The value of stock on 31.12.2017 is Rs. 6,980.

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**BUSINESS COMMUNICATION**  
PAPER – IV

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x2=10)

Answer the following questions in not more than **ONE** page each:

1. Communication process
2. Oral communication
3. Types of cases
4. Types of interviews
5. Ethics

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Define communication. Discuss the importance of business communication.  
(OR)  
b) What are the barriers of communication and give suggestions to remove them?
7. a) Distinguish between verbal and non-verbal communication. Which non-verbal method of communication do you think is the most important?  
(OR)  
b) What do you mean by Oral communication? Elucidate the essential elements of effective oral communication.
8. a) What are the different types of reports? Explain them.  
(OR)  
b) Write a letter to your customer offering solution to the complaint filed by him regarding bad quality of products.
8. a) What is a Group discussion? Explain the characteristics of a successful group discussion and discuss the types of group discussion.  
(OR)  
b) List out the steps for setting up a press conference.
10. a) What are the important skills required in making effective presentations?  
(OR)  
b) What are the different types of visual aids used in presentation?

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR – 2023  
**STATISTICS FOR MANAGEMENT**  
PAPER – V

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. What are the salient features of Statistics?
2. Explain types of error.
3. Write properties and applications of t - test.
4. Explain sign test for two samples?
5. What is Regression analysis?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the following terms i) Arithmetic mean ii) Median iii) Mode  
(OR)  
b) Explain Applications of Inferential Statistics in Managerial Decision Making.
7. a) Elaborate the procedure of Testing Hypothesis.  
(OR)  
b) What are the main steps involved in a Sampling Theory? Discuss them briefly.
8. a) A sample of 400 male students is found to have a mean height of 67.47 inches. Can it be reasonably regarded as a sample from a large population with mean height 67.39 inches and standard deviation 1.3 inches?  
(OR)  
b) Explain the meaning of Analysis of Variance. Describe briefly the technique of ANOVA for Two – way classification.
9. a) What are non-parametric tests? In what ways are they different from parametric tests? Point out the advantages and limitations of Non-parameter tests?  
(OR)  
b) Explain the Mann-Whitney U-test with the help of an example.
10. a) Find the Karl Pearson's Co-efficient of Correlation for the following data:

x	50	48	75	81	75	61	59	55
y	47	35	82	87	63	40	69	45

(OR)

- b) Describe the method of Least squares for estimating the trend in a Time Series and give its merits and demerits?

Section – C (Compulsory)

(1x10=10)

Mechanical Engineers, testing a new arc welding technique classified welds both with respect to appearance and X-ray inspection.

		Appearance			
		Bad	Normal	Good	Total
X-ray	Bad	20	7	3	30
	Normal	13	51	16	80
	Good	7	12	21	40
Total		40	70	40	150

Test for independence using  $\alpha = 0.05$  and find the individual cell contributions to the Chi square test.

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**TOTAL QUALITY MANAGEMENT**

PAPER – VI (a)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

**Section – A**

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Quality circles
2. PDCA cycle
3. TQM and IT
4. Quality by Design
5. Tree diagram

**Section – B**

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the framework of TQM and list out the benefits of TQM.  
(OR)  
b) What is customer satisfaction and explain its importance.
7. a) Describe 'Quality Trilogy' by Juran.  
(OR)  
b) Discuss the reasons for benchmarking stating their advantages and limitations.
8. a) What is meant by total quality environmental management? Describe briefly about purposes and its objectives.  
(OR)  
b) What are the objectives of ISO-9000 and explain its registration process.
9. a) What is 'House of Quality' in QFD approach? Outline the process building of 'The House of Quality'.  
(OR)  
b) Explain the concept FMEA. Discuss the steps involved in the process of FMEA.
10. a) What is force field analysis? Explain its driving and restraining forces.  
(OR)  
b) What is an Orthogonal array? Explain its advantages and limitations.

**Section – C (Compulsory)**

(1x10=10)

3M company with a reputation for excellence in quality have leveraged this reputation by organizing separate strategic business units to market consulting and training services. The Management Services Division of 3M has clients ranging from airlines to educational institutions labelled as "masters of innovation", the company has been noted over time as a quality manufacturer of over 50,000 products worldwide.

A central idea of 3M's total quality system, called "Managing Total Quality" (MTQ) is the "vision for success", the key motivating force being the MTQ success. Following the examples of 3M, a number of hospital clients of 3M have drafted new mission statements as the basis for a quality management system.

P.T.O

The president of L.G. Health Care System is of the opinion that too many mission statements read alike and are general in nature. For example, a mission statement reads like "We are going to deliver a high-quality care at the lowest possible price". This type of mission statement does not spell out anything about the hospital's mission in the market.

The Mission statement of L. G Health care system reads as below:

"The purpose of L G Health Care System is to provide quality health care and health-related services. We are committed to a comprehensive approach that effectively and efficiently meets the needs of the individuals, families and the community including those who are the most vulnerable.

Our mission which is an expression of our philosophy of Human Ecology, demands that our practices demonstrate concern for the whole person-body, mind, emotions, spirit, and relationships as fundamental to every human encounter. We encourage the adoption of this philosophy through services, research, charity, advocacy, and example".

In addition to L G Health Care System, St. Luke's Medical Centre and S C Baptist Hospitals are other health care centers that have adopted Total Quality Management based on the MTQ process of 3M. Each admits that TQM is necessary considering ever-increasing health-care costs and steadily decreasing federal funding for Medicare and Medicaid.

Employee involvement is a primary characteristic of TQM and the 3M system. Because participation by all individuals-ranging from the nursing staff to administration to environmental services is strongly encouraged, each employee is empowered to make decisions and initiate service goals without first having to pass ideas through several levels of authority. Because it is important to involve all constituents, steering committee members are composed of hospital volunteers and employees, patients, and physicians, this broad mix of input providers ensures that all constituents have a voice in the quality process.

**Questions:**

1. Would L G Health Care System's mission be appropriate for a profits hospital? Explain.
2. Will mounting pressure for health care costs make it more difficult to implement TQM? Explain.

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
**W.T.O & IPR**  
PAPER – VI (b)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

**Section – A**

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Write a short note on TRIMS
2. What is the role of UPOV in plant protection?
3. What is the reason for commercial exploitation of IP?
4. What is the use of Geographical Indication?
5. What is the meaning of infringement of copyrights?

**Section – B**

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Why GATT is replaced by WTO? Explain.  
(OR)  
b) What are the objectives of TRIPS agreement? Present brief discussion on Doha declaration.
7. a) What is the purpose of WIPO? What are Paris convention and its features?  
(OR)  
b) What is the objective of Hague agreement? What are the advantages?
8. a) What do Intellectual Property Rights mean? What rights does a patent owner have?  
(OR)  
b) What is covered under the WCT? Present the summary of Budapest treaty.
9. a) Define IPR. Discuss classification of IPR.  
(OR)  
b) What are the types of Geographic indications?
10. a) What is a good trademark? What makes a trade mark invalid?  
(OR)  
b) Define copy right. What are the reasons for infringement of copy right? Present what types of remedies available.

**Section – C (Compulsory)**

(1x10=10)

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth rate for a few years, the tractor market in India has been stagnating during 2000-2010 years.

M & M has a five percent market share in US market in the 28-30 horse power (HP) range.

As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding with the Korean tractor major Tong Yang, a part of the 2 billion dollars Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25- 40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US

M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in US market.

**Questions:**

1. How will the foreign market expansion help M & M?
2. How does the strategic alliance benefits?

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR- 2023  
FUNDAMENTALS OF BUSINESS ANALYTICS  
PAPER – VI (d)

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Define data Warehouse.
2. Define single factor experiments.
3. Multiple Regression.
4. Confirmatory Factor Analysis.
5. What is critical path analysis?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) How does Business Analytics help an organization in handling the various business challenges.

(OR)

- b) Discuss in detail the different types of data warehouse architecture. What are the factors that govern the choice of a particular type of data warehouse architecture?

7. a) Explain the types of decision-making environments.

(OR)

- b) How do you make decision under risk decision tree analysis?

8. a) Define various measures of Dispersion. State the importance of Standard deviation.

(OR)

- b) What do you understand by Karl Pearson's Coefficient of Correlation? Discuss its usefulness.

9. a) Explain the different types of Principle Components in Cluster Analysis.

(OR)

- b) What is Linear Discriminant Analysis? How do you do Linear Discriminant Analysis?

10. a) What is Project Management? Distinguish between PERT and CPM.

(OR)

- b) Explain the following terms.

i) Project Scheduling

ii) Project time-cost trade off.

Section – C (Compulsory)

(1x10=10)

Case Study

- Calculate i) The regression equation of X on Y and Y on X from the following data and  
ii) Estimate Y when X is 15

X	10	12	13	17	18	20	24	30
Y	5	6	7	9	13	15	20	21

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER BACKLOG EXAMINATIONS, JAN- 2023  
MANAGEMENT THEORY AND PRACTICE  
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. What are the tasks of a Professional Manager?
2. What is meant by Management by Objectives?
3. Discuss about Organizational Structure
4. Write a short notes on controlling
5. What do you understand by Diversity?

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Elucidate the tasks of a professional manager in detail.  
(OR)  
b) What are the major social responsibilities of a business?
7. a) Discuss the stages in rational decision making process.  
(OR)  
b) Evaluate the significance of MBO in an organization.
8. a) Distinguish between organizational chart and organizational structure. Explain the basis for designing organizational structure.  
(OR)  
b) What is organizational design? Explain different forms of organizational designs.
9. a) What is Controlling? Explain the significance of controlling in the organizations.  
(OR)  
b) What is selection? Explain the steps in the selection process.
10. a) Explain the salient features of Best Management Practices in Japan.  
(OR)  
b) What is managing diversity? How do you manage diversity in organizations?

Section-C

(1x10=10)

Mr. Vijay Kumar, General Manager of a manufacturing company is upset over frequent clashes and continuing conflict between production and personnel departments. The enterprise is organized on line-staff pattern.

**Questions:**

1. What can be the possible cause of the conflict?
2. What are the steps can be taken to reduce and overcome it?

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