

FACULTY OF BUSINESS MANAGEMENT
MBA I – SEMESTER BACKLOG/IMPROVEMENT EXAMINATIONS, JULY 2015
MANAGERIAL ECONOMICS

PAPER – II

Time: 3 Hours]

[Max. Marks: 70

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

Section – A

(5x3=15)

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

1. Opportunity cost
2. Cross Elasticity of Demand
3. Skimming price
4. Oligopoly
5. Peak load pricing

Section – B

(5x8=40)

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

6. a) Explain the importance of managerial economics in business decision making.
(OR)
b) Explain with examples. i) Equi-marginal concept ii) Discounting principle concept
7. a) Why there is need of Demand forecasting? Explain any two methods of demand forecasting for the established product.
(OR)
b) Why does the normal demand curve slope down wards? Can there be an upward rising demand curve? Explain with examples.
8. a) What is production function? Explain optimum combination of inputs with diagram.
(OR)
b) Explain Economies or Diseconomies of scale with suitable examples.
9. a) Explain the characteristics of Monopolistic competitive market.
(OR)
b) What is Price discrimination? Under what conditions price discrimination is possible.
10. a) Explain the principle of Dominance with an example.
(OR)
b) Explain the concept of Prisoners dilemma.

Section – C (Compulsory)

(1x15=15)

A machine tool factory has a plant capacity of enough hours 9000. Annual fixed charges are Rs. 50,000 per year. It can produce two products of X and Y. It has three options. i) Make X ii) Make Y iii) Make some unit of X and some units of Y. Look at the following data.

	X	Y
Selling Price (Rs.)	250	400
Variable cost (Rs.)	100	200
Demand	2500 units	5000 units
Time taken for production	3 hrs	5 hrs

What product mix will maximize the net profit of the factory? Calculate the maximum net profit.

FACULTY OF BUSINESS MANAGEMENT
MBA I – SEMESTER REGULAR EXAMINATIONS, FEB' 2015
MANAGERIAL ECONOMICS

PAPER – II

Time: 3 Hours]

[Max. Marks: 70

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

Section – A

(5x3=15)

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

1. Marginal concept
2. Cross Elasticity of Demand
3. Expansion path and ridge lines
4. Peak load pricing
5. Pay off matrix

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Section – B

(5x8=40)

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

6. a) Write about:
 - i) Opportunity Cost Concept
 - ii) Marginal Concept

(OR)
- b) Discuss the role of Managerial Economics in solving business problems.
7. a) What is elasticity of demand? Explain different types of income elasticity of demand?

(OR)
- b) Explain in detail statistical methods of demand forecasting.
8. a) Define Break-Even point? What are the assumptions of Break-Even point? Explain Break-even point with the help of Break-even chart.

(OR)
- b) State the internal and external economies of scale.
9. a) Explain how price is determined in a perfect competitive market?

(OR)
- b) Discuss different methods of pricing followed by firms, when they introduce a new product.
10. a) Write briefly about:
 - i) Prisoner's dilemma
 - ii) Nash equilibrium

(OR)
- b) Explain the significance of Game theory in strategic decision making by the business units.

Section – C (Compulsory)

(1x15=15)

Mr. Koushik, an economist, has estimated that if there is one percent increase in the prices of textiles, the demand for textiles would come down by 1.4 percent. Similarly, if the food prices go up by one percent, the demand for textiles would decline by 0.98 percent, Finally increase in the share of agriculture in the national income, then the demand for textiles would go up by 0.3 percent.

Price elasticity is an area where active intervention by the mills can contribute to the expansion of demand.

The margins in textile business as show by NCAER study vary from 28 percent to 40 percent. If the distribution system could be rationalized so as to bring down the final price of cloth, then by exploiting price elasticity alone, demand can go up.

- i) Identify the various types of demand elasticities relevant to textile demand in India.
- ii) Define these elasticities and state their formulae.
- iii) If price of the cloth is reduced by 15%, how much will the demand increase?

FACULTY OF BUSINESS MANAGEMENT
 MBA I – SEMESTER REGULAR EXAMINATIONS, JAN- 2016
MANAGERIAL ECONOMICS
PAPER – II

Time: 3 Hours]

[Max. Marks: 70

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

Section – A

(5x3=15)

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

1. Econometric Models
2. Law of demand
3. Expansion path
4. Bonding
5. Nash Equilibrium

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Section – B

(5x8=40)

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

6. a) Discuss how Managerial Economics as a subject has relation with other disciplines.
 (OR)
 b) Define ‘Managerial Economics’ and discuss its scope.
7. a) What is demand forecasting? State the criteria for a good and accurate forecasting.
 (OR)
 b) Explain about (i) Price (ii) Income and (iii) Cross elasticity of demand.
8. a) What is production function? What are the assumptions of Production Function?
 Explain Cobb-Douglas Production Function.
 (OR)
 b) From the following information calculate
 (i) Breakeven point (ii) Break even sales (iii) Profit volume ratio (iv) Margin of safety.
 Sale : 3000 Units
 Selling price per unit: Rs. 30
 Variable cost per unit: Rs. 20
 Fixed cost : 20,000
9. a) Write about:
 (i) Peak load pricing (ii) Transfer pricing
 (OR)
 b) Define Monopoly and explain how price is determined by a Monopolist?
10. a) Discuss the role of Game theory in formulating strategies by firms in oligopoly?
 (OR)
 b) How could the Prisoner’s Dilemma model be used to explain a price war between duopolists?

Section – C (Compulsory)

(1x15=15)

Two manufactures of the same product must independently decide whether to build a new production facility. The profit pay off matrix is given below: (profit in lakhs)

		Firm2	
		Don't Build	Build
Firm1	Don't Build	5,5	0,10
	Build	10,0	4,0

- a. If both firms use the Maximum decision criterion, what will be the outcome?
- b. Does either firms have a dominant strategy? Explain

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Code No. 08/25/MBA/1.1/IM

FACULTY OF BUSINESS MANAGEMENT
M.B.A. - I SEMESTER EXAMINATIONS, FEB 2012
SUBJECT: INTRODUCTION TO MANAGEMENT
PAPER: 01

[Time : 3 Hours]

[Max. Marks : 70]

Note : Answer all questions from Section-A and Section-B.

Section – A

[5x3=15]

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

1. What is Unity of command?
2. What is strategic planning?
3. Define span of Management.
4. Write about importance of Motivation.
5. Explain Autocratic Leadership.

Section – B

[5x8=40]

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

6. a) Is Management Science, Art or profession? Explain.
(OR)
b) What is meant by Social Responsibility of managers in the current business Scenario?
7. a) What are the types of planning? Explain the limitation of planning.
(OR)
b) Explain the process of Decision Making in detail.
8. a) “Closed system Vs Open system”. Explain.
(OR)
b) What are the various factors leading to Line and staff conflict in an organization?
9. a) What is the concept of Knowledge Worker? Explain.
(OR)
b) What are the personal characteristics of an effective Leader?
10. a) Explain the principles and significance of Directing.
(OR)
b) What are the various control techniques? Explain.

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Section - C

[1x15=15]

Milk Product Limited is engaged in collecting, processing and distributing milk and milk product in a large city in South India. Most of the products of the company are such that these have to be distributed on daily basis. The company has a crew of distributors who approach the fixed customers, both bulk buyers and individuals. Mr.K.Ramesh joined the crew of distributors after graduating in commerce. The distribution manager was quite impressed by Mr.Ramesh but initially could not offer him a better job than that of a distributor. However, he promised to give him a better opportunity whenever available. Mr.Ramesh joined gladly.

The distributors are employed on monthly salary basis. In order to ensure distribution of the products, the company has a provision of over-time pay. Normally, crew members work slowly in the beginning just to accumulate overtime pay. The pace becomes hectic towards the end of the day with some several old timers who influence new comers regarding to work rules. Mr. Ramesh did not like this method of working but had to follow the group to be a good team mate. He gathered that over the years, the company had paid around sixty percent over time un-necessarily.

After a year, impressed by the work of Mr.Ramesh and his overall suitability, the distribution manager offered him the position of distribution supervisor. The basic duty of supervisor was to look after the distribution system and to develop new customers in a given area. Beside Mr.Ramesh, there were four other supervisors also. Ramesh was sure of making distribution system effective as he was quite sure about the delaying tactics of the crew. He was quite sure about cutting overtime cost and impressing upon the distribution manager about his capability. He talked to the distribution manager about fixing the quota of work per day in two parts before lunch and after lunch. The distribution manager felt convinced and introduced the system. However, the efficiency dropped down considerably and no crew member was near the target.

Questions:

1. What were the reasons for decreased efficiency in the new system?
2. Advise Mr.Ramesh and distribution manager about the future course of action.

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Dr. K. Karunakaran

Code No. 8/25/MBA/1.1/11

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT
M.B.A. I SEMESTER EXAMINATIONS, MARCH 2013
SUBJECT: INTRODUCTION TO MANAGEMENT
PAPER: 01

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all the questions from Section-A and Section-B.

Section - A

[5x3=15]

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

1. Ethics in Management
- ~~2. Types of Planning~~
3. Decentralization
- ~~4. Controlling~~
- ~~5. Attributes of a Leader~~

Section - B

[5x8=40

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

6. a) Define management? Explain the role of a professional manager.

(OR)

- b) "Good managers are born and not made". Comment on the following statement

7. a) "Planning is not an activity but a rational process". Discuss.

(OR)

- b) Discuss the uncertainties which management has to face in the process of planning

8. a) Explain the difference between delegation and decentralization.

(OR)

- b) Discuss the principles of delegation. Give some practical guidelines to make delegation of authority effective.

9. a) Explain McGregor's Theory X and Theory Y. Which theory in your opinion would work better in most situations and why?

(OR)

- b) Discuss the importance of motivation. Discuss the role of money as motivator

10. a) Define staffing. Explain its importance.

(OR)

- b) Explain the significance of leadership in the process of management,



Section – C (Compulsory)

[1x15=15]

Super Engineering Company was a Multilocal Light Engineering Company. It had manufacturing facilities at Hyderabad, Pondicherry and Indore. The company adopted budgetary system with main emphasis on production and expense budgets. The budget targets used to be set on the basis of analysis of product in facilities and production operation. While two units located at Hyderabad and Pondicherry were working properly and was able to meet their budget target, Indore unit was not able to do so.

Mr. P. Monohar was transferred to Indore unit as Plant Manager. He joined the company about eight years back as engineer trainee and became the assistant plant manager at Hyderabad unit, the biggest of the three units. Manohar was very ambitious and a little bit autocratic. He believed in the exercise of authority and control to carry out his instructions. He was high achiever and believed in getting things done. He got quick promotions in the company.

Immediately after joining at Indore unit as plant manager, Manohar made preliminary study of the plant and issued instructions to all departments to reduce their expenses by five percent. A fortnight later, he instructed the department to increase production by ten percent. He also instructed all supervisors to strictly adhere to budgets. He introduced several new reports and watched the operations very closely. He suspended two supervisors in the second month for not meeting the budget targets. Subsequently two supervisors left the plant.

With all his efforts, the unit was very much on the right track and within six months exceeded the new budgeted figures by eight percent. On setting the plant right, he was called back at Hyderabad unit as plant manager where vacancy arose. However, shortly after he left for Hyderabad, the productivity at Indore unit fell below the earlier level and the budget was again in trouble.

Question.

1. Analyze the type of organizational climate during Manohar's stay at Indore unit.
2. Why was there a drop in productivity in the unit after Manohar left it?

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Code No. 8/25/MBA/1.1/IM

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT
M.B.A. I – SEMESTER REGULAR EXAMINATIONS, FEB 2014
INTRODUCTION TO MANAGEMENT

PAPER – I

Time: 3 Hours]

[Max. Marks: 70

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

Section – A

(5x3=15)

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

1. Write the concept of management.
2. Write about the significance of planning.
3. Distinguish between Centralization and Decentralization.
4. What is supervision?
5. Write about Autocratic leadership.

Section – B

(5x8=40)

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

6. a) Explain the roles and functions of Manager
(OR)
b) What is social responsibility of Business and discuss the social responsibility of managers.
7. a) Define planning. Explain the process of planning.
(OR)
b) Elucidate the techniques of decision making.
8. a) Explain the prerequisites for effective organizing.
(OR)
b) Discuss the need and importance of Delegation of Authority.
9. a) Write the elements of direction function in detail. How are they useful for the present day organizations?
(OR)
b) Discuss the special motivational and performance techniques.
10. a) What is staffing? Write the need and importance of staffing.
(OR)
b) In the globalised era, explain the traits of effective leader for today's Business Organizations.

Section – C (Compulsory)

(1x15=15)

Today, more than ever before, changes in the external environment affect all kinds of organizations. Manager's must cope with these changes by taking advantage of external opportunities and cope with those threats. The external environment is frequently grouped as follows:

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- A) Technological forces (eg. Information technology, the internet, automation).
- B) Economic forces (eg. Gross Domestic product trends, money supply and interest rates).
- C) Political and legal forces (eg. Antitrust regulations, political stability, foreign trade regulations).
- D) Social forces (eg. Increasing career expectations, more women in the work force, aging population, Ethical issues).
- E) Ecological forces (eg. Pollution of the environment).

Questions:

- i) What are some other forces in the five categories? List at least three additional forces and rank them in order of their potential impact on management.
- ii) How do those forces in the external environment affect the activities within the functions of planning, organizing, staffing, directing and controlling?

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FACULTY OF BUSINESS MANAGEMENT
MBA I – SEMESTER BACKLOG/IMPROVEMENT EXAMINATIONS, JULY 2015
INTRODUCTION TO MANAGEMENT
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

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

Section – A

(5x3=15)

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

1. Write about corporate social responsibility.
2. Strategic Planning.
3. Relationship between Authority and Responsibility.
4. What is Negative motivation?
5. What are the characteristics of effective leaders?

Section – B

(5x8=40)

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

6. a) Define the term management. Briefly explain the need and significance of management in the modern business.

(OR)

- b) Explain the role and responsibilities of a professional manager.

7. a) Define Planning. Explain the steps involved in the planning process.

(OR)

- b) Explain the decision making process and techniques of decision making.

8. a) What do you mean by 'Motivation'? Explain various techniques of motivation to increase performance.

(OR)

- b) Why controlling is required? State various control techniques.

9. a) Explain about Centralization Vs. Decentralization.

(OR)

- b) Explain about Delegation of Authority. Narrate about 'Line' and 'Line and staff' organization structures.

10. a) Define Leadership. Explain various leadership theories.

(OR)

- b) Explain the concept of Staffing. Discuss about its importance.

Section – C (Compulsory)

(1x15=15)

Elegant Arches was a leading furniture company in Bangalore. They have been making computer tables for the past ten years. These were sold by the company through its exclusive showroom. Many software companies were its clients.

Due to increased competition, its promoter Mr. Shashi kumar decided to expand the product range to desks, dining tables, cots etc. Mr. Shashi kumar slaes to households and the government in addition to businesses like hotels, colleges and offices. He also felt it was necessary to be at prospects of sales from other places than Bangalore to ensure utilization of production capacity.

He wished to design an appropriate organization structure for his growing business requirements. What would be your suggestion? Analyze.

FACULTY OF BUSINESS MANAGEMENT
MBA I – SEMESTER REGULAR EXAMINATIONS, FEB' 2015
INTRODUCTION TO MANAGEMENT

PAPER – I

Time: 3 Hours]

[Max. Marks: 70

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

Section – A

(5x3=15)

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

1. Explain the functions of Management
2. Discuss the types of Planning
3. Brief Span of Management
4. Explain the Concept of Motivation
5. What is Staffing?

Section – B

(5x8=40)

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

6. a) What is meant by Social Responsibility? Explain the Social Responsibilities of Managers?

(OR)

- b) Write about Scientific Management. Explain F.W. Taylors Contributions.

7. a) Discuss the prerequisites for effective planning

(OR)

- b) What is meant by Decision Making? Explain the process of Decision Making.

8. a) Write the difference between Centralization and Decentralization.

(OR)

- b) Explain the Functional Structure? State Advantages and Disadvantages of Functional Structure

9. a) Define Motivation and write about the Special Motivational techniques.

(OR)

- b) Explain the importance of Controlling and write about the requirements for effective control.

10. a) Discuss the nature of Man and explain the Behavioral Models?

(OR)

- b) Explain the Attributes and Personal Characteristics of Effective Leader.

Section – C (Compulsory)

(1x15=15)

Jack Welch, Chairman and chief executive officer (CEO) of General electric co.(GE) retired after spending 41 years with G.E. During the period he made GE the most valuable company in this world. Analysts felt that, with his innovative, breakthrough leadership styles as CEO, Jack transformed GE into a highly productive and efficient company.

During Jack two decades as CEO, GE had grown from a US \$ 13 billion manufactures of light bulbs and appliances, into a US \$ 480 billion industrial conglomerate. Analysts felt that Jack had become a “ Deal Making’ Machine, supervising 993 acquisitions worth US \$13 billion and selling 408 business for total of about US \$ 10.6 billion Jack was infact described as “The most important and influential business leaders of the 20th century” by some wall street analysts and academics alike. Management experts felt that Jack reputation as a leader could be attributed to four key qualities: he was an intuitive strategist; he was willing to change the rules if necessary; he was highly competitive; and he was a great communicator.

Questions

- 1) What are the special attributes of Jack Welch as a leader?
- 2) Jack Welch as a CEO contributed a lot towards the company development, Discuss?