

Reg. No. : .....

**D 1166**

**Q.P. Code : [07 DMB 03]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2010.**

First Year

**ACCOUNTING AND FINANCE FOR MANAGERS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. From the following Trial Balance of Anil prepare trading and profit and loss account for the year ended December 31st 2008 and a balance sheet as on that date :

Trial Balance		
Particulars	Debit (Rs.)	Credit (Rs.)
Capital		40,000
Sales		25,000
Purchases	15,000	
Salaries	2,000	
Rent	1,500	

Particulars	Debit (Rs.)	Credit (Rs.)
Insurance	300	
Drawings	5,000	
Machinery	28,000	
Bank Balance	4,500	
Cash	2,000	
Stock 1.1.2008	5,200	
Debtors	2,500	
Creditors	-	1,000
	66,000	66,000

Adjustments :

(a) Stock on 31.12.2008	Rs. 4,900
(b) Salaries unpaid	Rs. 300
(c) Rent paid in advance	Rs. 200
(d) Insurance prepaid	Rs. 90.

- Define depreciation. What are the causes for depreciation?
- Describe the modern quantitative techniques that may be used in risk management.
- Explain the various factors which influence the dividend decision of a firm.

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- From the following balance sheets of ABC Company Ltd., you are required to prepare funds flow statement.

	31.12.08 (Rs.)	31.12.09 (Rs.)	Assets (Rs.)	31.12.08 (Rs.)	31.12.09 (Rs.)
Liabilities					
Share capital	70,000	74,000	Cash	9,000	7,800
Debtures	12,000	6,000	Debtors	14,900	17,700
Reserve for bad debts	700	800	Stock	49,200	42,700
Trade creditors	10,360	11,840	Land	20,000	30,000
Profit and loss a/c	10,040	10,560	Goodwill	10,000	5,000
	1,03,100	1,03,200		1,03,100	1,03,200

Additional information

- Dividend paid Rs. 3500 ;
  - During the year land purchased for Rs.10000
- ABC Ltd Manufactures and sells four types of products under the brand names of P, Q, R and S. The sales mix in value comprises of 33 1/3%; 41 2/3%; 16 2/3% and 8 1/3% of products P, Q, R and S respectively. The total budgeted sales (100%) are Rs. 60000. Operating costs are. Variable costs: product P60% of the selling Price

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Q 68% of the selling Price

R 80% of the selling Price

S 40% of the selling Price

Fixed cost Rs.14700 per month

Calculate the breakeven point for the products on an overall basis.

7. 'Ratio analysis is a tool to examine the health of business with a view to make financial results more intelligible'. Explain.
  8. Explain briefly the essentials of a Sound working capital management.
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**Q.P. Code : [07 DMB 04]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2010.**

First Year

**MARKETING MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) How do companies adopt marketing strategies to the new liberalized economy?  
(b) Explain the process of setting up websites for e-marketing.
2. (a) "Consumer expenditure has given much value to the marketing process with segmentation of market" Explain.  
(b) What do you understand by product mix? Explain.

3. (a) What considerations should be taken into account while selecting the channels of distribution? Explain them with suitable examples.  
 (b) Describe the importance of transportation in physical distribution.
4. (a) Explain the concept of advertising mix and media selection.  
 (b) Bring out the growth of direct marketing in India with suitable examples.
5. (a) Discuss the design of competitive strategies for market challengers and dictors.  
 (b) Briefly describe the various avenues available to consumers in India to protect their rights.
6. (a) Explain the benefits of packaging to marketers and consumers.  
 (b) State the social problems related to packaging.
7. (a) Describe the need and the methods of evaluating advertising effectiveness.  
 (b) Explain the process global distribution.
8. "Product Positioning as a strategy of product market integration has come to play an important role" -- Do you agree? Discuss with Indian examples.

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**Q.P. Code : [07 DMB 06]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2010.**

First Year

**QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain deterministic and probabilistic model with examples.
2. What is a trans-ship model? Explain how is it different from transportation model. Illustrate it with examples.
3. What is a waiting line model? Discuss the structure of model M/M/1 for infinite population.
4. Illustrate with an example, how will you compute EOQ with price breaks.

5. Discuss the various probability distributions with their characteristics.

6. For the following table find the optimal assignment schedule.

	Cities				
	I	II	III	IV	V
A	160	130	120	160	190
Banks B	135	120	130	160	175
C	140	110	155	170	185
D	50	40	30	80	100
E	50	35	70	80	100

7. Solve the following game graphically and find the value of the game

	Players B		
	B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>
Player A	A <sub>1</sub>	A <sub>2</sub>	
	$\begin{bmatrix} 8 & 4 & -2 \\ -2 & -1 & 3 \end{bmatrix}$		

8. Solve the following L.P.P. using simplex method  
 Maximum  $z = 10x + 20y$

Subject to  $3x + 5y \leq 90$

$6x + 3y \leq 72$

$x, y \geq 0.$

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Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

First Year

PRINCIPLES OF MANAGEMENT AND  
ORGANISATIONAL BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the different aspects of social responsibility and ethics.
2. What are objectives, policies and procedures as components of planning?
3. What are the guidelines for improving communication in an organization?
4. Examine the implications of recent trends and new perspectives in management.

5. What do we mean by work stressors? How does stress impact decision-making in organisations?

6. Describe the organisation as a power system. How is decision-making a political system?

7. Detail out the various types of organisational culture. What is the role of culture in the management of change?

8. Do you think change in organisations is a threat to the people of that organisation? Describe the models of change management.



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**Q.P. Code : [07 DMB 02]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2010.**

First Year

**MANAGERIAL ECONOMICS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the major areas of business decision-making? How does economic theory contribute to managerial decisions?
2. Explain elasticity of demand. Discuss the features that influence a demand for a product.
3. Enumerate and explain the advantages and limitations of large scale production.
4. How will you define economic of scale? What are the sources of internal and external economies?

5. Explain the pricing approaches in the following cases :

- (a) Manufacturers and retailers
- (b) When products are exportable
- (c) Perishable and durable goods.

6. How far is maximisation the basis objective of every firm? Discuss the various reasons for limiting profits.

7. What are the causes of different kinds of disequilibria in the balance of payments? Suggest measures to correct an advance balance of payment.

8. What are the main objectives of fiscal policy? Describe the role of fiscal policy in the economic growth of developing economy.

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**D 1272**

**Q.P. Code : [07 DMB 05]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2010.

First Year

**HUMAN RESOURCE MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What specific function should on HR unit carry out? What HR functions would then be carried out by supervisors and other line managers? What role should the internet play in the new HR organization?
2. What is job analysis? How can you make use of the information it provides?
3. Explain and illustrate the problems to avoid in appraising the performance.
4. Describe the issues to consider when making promotion decisions.

5. Outline the steps in developing effective incentive plans.

6. Discuss the main retirement benefits.

7. What causes accidents in the industry and what is the role of top management in safety?

8. Discuss occupation health and safety in India.

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**Q.P. Code : [07 DMB 07]**

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First Year

**RESEARCH METHODS FOR MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Give a detailed overview of the research process.
2. Why is research design a conceptual structure within which research is conducted?
3. How are the measurement scales classified?
4. Explain probability and non probability sampling.
5. Explain questionnaire as a tool for data collection.

6. Define hypothesis. Explain its types with suitable examples.

7. How can cluster analysis help in sample segmentation?

8. What are the steps in report writing?