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**D 200**

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

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. Describe briefly the various types of Research.
2. How will you define a Research problem? What are the features of a good Research design?
3. What are the characteristics of a good measurement tool?
4. Explain different sampling techniques.
5. Describe the steps of Research process.

6. What is Research design? Discuss various Research designs.

7. Write a detailed note on Cluster Analysis.

8. What is synopsis? Discuss in detail the design of the research report.

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**D 199**                      **Q.P. Code : [07 DMB 06]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

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. What are the measures of central tendency?  
Explain their properties.
2. (a) Discuss the procedure for constructing a network.  
(b) What is crashing? Explain with an example.
3. Discuss the properties of binomial distribution.

4. With reference to game theory, explain

- (a) Saddle point
- (b) Rule of dominance
- (c) Pure strategy
- (d) Mixed strategy.

5. What is Monte Carlo simulation? What are its applications?

6. Compare deterministic inventory model with probabilistic inventory model. Which model would you prefer? Why?

7. Solve the following linear programming using simplex method

$$\text{Maximize } z = 3X_1 + 2X_2 + 5X_3$$

Subject to

$$\begin{aligned} X_1 + 2X_2 + X_3 &\leq 430 \\ 3X_1 + 2X_3 &\leq 460 \\ X_1 + 4X_3 &\leq 420 \end{aligned}$$

$$\text{and } X_1, X_2, X_3 \geq 0.$$

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8. Solve the following transportation problem and check its optimality

	Destination			Supply
	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	
S <sub>1</sub>	2	7	4	5
S <sub>2</sub>	3	3	7	8
S <sub>3</sub>	5	4	1	7
S <sub>4</sub>	1	6	2	14
Demand	7	9	18	34

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**Q.P. Code : [07 DMB 01]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

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. What is stress? Discuss the relationship between personality and stress.
2. Define conflict and collaboration? What is the role of conflict in organisational behaviour?
3. Define organisational change. What are its objectives?
4. Discuss some theoretical models in leadership, which is situational.

5. Describe Herzberg theory of motivation. Discuss the importance and limitations of these theories.

6. What is learning? Describe theory of

- (a) classical conditioning
- (b) operant learning.

7. What are the main difficulties in the smooth relationship between line and staff officials in an enterprise? How can they be removed?

8. Explain management as a process. What are the various elements of this process?

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**Q.P. Code : [07 DMB 04]**

(For the candidates admitted from 2007 onwards)  
M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

**MARKETING MANAGEMENT**

Time : Three hours                      Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Marketing orientation goes beyond selling". Examine this statement and highlight the modern day marketing orientation.
2. A consumer entertainment electronic company is considering several product diversification. Evaluate the new product opportunities and give your justification for diversification.
3. What are the components of marketing information system? How can marketing decision support systems help marketing managers make better decisions?

4. What are the tasks performed by marketing channels? What trends are taking place in channel dynamics?

5. What steps are involved in developing an advertising programme? How companies can do effective e-marketing?

6. How can organisation become a more market and customer focused organisation? What can it do to evaluate its marketing?

7. What factors should a company review before deciding to go global? How can companies evaluate and select specific foreign market?

8. How do buyer's characteristics – cultural, social, personal and psychological influence buying behaviour?



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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Managerial Economics is economics applied in decision making" – Discuss.
2. What are the determinants of demand for consumer products? Explain in detail.
3. Elucidate production function and Isoquants.
4. Discuss the different cost concepts relevant to managerial decision for planning and control.
5. Illustrate how price is determined under monopoly.

6. What is oligopoly? Explain how price and output decisions are taken under the conditions of oligopoly.

7. How far is profit maximisation the basic objective of every firm? Discuss the various reasons for limiting profits.

8. Explain the salient features of trade cycle. How does a business man safeguard his interest against the evil effects of a business cycle?

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**Reg. No. :** .....

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

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2008.**

First Year

**HUMAN RESOURCE MANAGEMENT**

Time : Three hours                      Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the concept of Human Resource Management and how it relates to the Management process.
2. What items are typically included in the job description? What items are not shown?
3. Briefly describe each of the following possible types of interviews : Unstructured panel interview, structured sequential interviews and job related structured inter views.

4. Describe the pros and cons of five management development methods.
5. Explain career - related factors to keep in mind when making the employee's first assignments.
6. Should the job evaluation depend on an appraisal of the job holder's performance? Why? Why not?
7. You are applying for a job as a manager and are at the point of negotiating salary and benefits. What questions would you ask your prospective employer concerning benefits. Describe the benefits package you would try to negotiate for yourself.
8. What is meant by good faith bargaining? When is bargaining not in good faith?



(c) During the year part of the fixed assets costing Rs. 10,000 was sold for Rs. 12,000 and the profit was included in P & L A/c. You are required to prepare cash flow statement for the year 2006.

8. Two projects M and N which are mutually exclusive are being under consideration. Both of them require an investment of Rs. 1,00,000 each. The net cash inflows are estimated as under:

Year	M Rs.	N Rs.
1	10,000	30,000
2	40,000	50,000
3	30,000	80,000
4	60,000	40,000
5	90,000	60,000

The company's targeted rate of return on investments is 12%. You are required to assess the projects on the basis of their present values, using

- (a) NPV method and  
(b) Profitability index method.

Present values of Re.1 at 12% interest for five years are given below:

1<sup>st</sup> year : 0.893; 2<sup>nd</sup> year : 0.797; 3<sup>rd</sup> year : 0.712;  
4<sup>th</sup> year : 0.636; 5<sup>th</sup> year : 0.567.

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2008.

First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Explain the need and significance of depreciation. State the difference between 'straight line method' and 'diminishing balance method' of providing depreciation.
2. What is meant by financial statement analysis? Discuss the various techniques of financial statement analysis.
3. What is budgetary control? Examine the role of budgeting in financial control.
4. Define the concept of cost of capital. Explain how would you determine the weighted average cost of capital of a firm.



