

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. What is management? Explain its process in brief.
2. Describe the importance of values in management.
3. State the features of system approach to management.
4. What is decision making? Explain its types.
5. Narrate the principles of organisation.
6. Explain the terms 'training' and 'development' with an illustration.
7. How is job satisfaction measured? Explain.
8. Examine the principles of effective communication.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Narrate the essentials of effective control system.
10. State and explain the types of managerial effectiveness.
11. Discuss the increasing importance of management.
12. Trace the evolution of management thought.
13. Critically examine Maslow's Need Hierarchy theory of motivation. Compare with Herzberg's theory of motivation.
14. Discuss the styles of leadership pointing out the merits and drawbacks.

MANAGERIAL ECONOMICS

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. Is managerial economics inter disciplinary? Comment.
2. State the assumptions of law of diminishing marginal utility.
3. State and explain elasticity of supply.
4. What are the implications of opportunity cost on business?
5. Write a note on production function.
6. Distinguish between pure competition and perfect competition.

7. Explain the utility of the concept of capitalisation of profit.

8. What are the anti inflationary measures? Explain.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. Explain the functions performed by money in modern economy.
10. Discuss the circular flow of income in a two sector economy.
11. Examine the various definitions of economics.
12. Why is short run average cost curve 'U' shaped? Explain.
13. Discuss how price and output are determined under monopoly.
14. State and explain the law of variable proportions.

ACCOUNTING AND FINANCIAL MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain the scope of Accounting.
2. From the following particulars, prepare a Trading Account for the year ended 31.3.2013

Stock on 1.4.2012	Rs.8000	
Wages	Rs. 15,800	
Carriage inwards	Rs. 800	
Purchase returns	Rs. 2,000	
Closing stock value	Rs. 10,000	
Purchases	Rs. 70,000	
Sales	Rs. 1,25,000	
Gas	Rs.2,200	
Sales Returns	Rs. 1,500	

3. Calculate funds from operations from the following profit and loss Account :

	Rs.	Rs.
To Expenses paid		By Gross profit 4,50,000
And outstanding 3,00,000		By Gain on sale of land 60,000

To Depreciation 70,000

To Loss on sale of

Machine 4,000

To Discount 200

To Goodwill 20,000

To Profit 1,15,800

5,10,0005,10,000

4. Calculate Break - Even Point from the following particulars :

	Rs.
Fixed expenses	1,50,000
Variable cost per unit	10
Selling price per unit	15

5. From the following calculate (a) material cost variance and (b) material price variance.

Raw Material	Standard		Actual	
	Qty.	Rate Amt.	Qty.	Rate Amt.
A	1,000	2 2,000	1,500	1 1,500
B	1,500	3 4,500	1,000	2 2,000

6. What are the differences between flexible budget and fixed budget?

7. In what respect is the objective of wealth maximization superior to the profit maximization objective?

8. What is cost of capital? Explain its significance.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. From the following balances as at 31st December, 2007, prepare Trading and Profit and Loss Account for the year ended 31.12.2007 and a Balance Sheet as on that date :

	Rs.	Rs.	
Salaries	11,000	Creditors	19,000
Rent	2,800	Sales	64,000
Cash	2,000	Capital	60,000
Debtors	80,000	Loans	20,200
Trade expenses	1,200		
Purchases	50,000		
Advances	5,000		
Bank	11,200		
	<u>1,63,200</u>		<u>1,63,200</u>

Adjustments:

- The closing stock was Rs. 18,000.
- One month salary is in arrear.
- Two month rent has been paid in advance.
- Provide 10% for doubtful debts.

10. The Comparative Balance Sheets of M/s. Ram Brothers for the two years were as follows :

Liabilities	December 31	Assets	December 31
	2012		2012
	Rs.		Rs.
Capital	1,50,000	Land and Building	1,10,000
			1,50,000

Loan from bank	1,60,000	1,00,000	Machinery	2,00,000	1,40,000
Creditors	90,000	1,00,000	Stock	50,000	45,000
Bills payable	50,000	40,000	Debtors	70,000	80,000
Loan from SBI		25,000	Cash	20,000	25,000
	<u>4,50,000</u>	<u>4,40,000</u>		<u>4,50,000</u>	<u>4,40,000</u>

Additional information.

- (a) Net Profit for the year 2013 amounted to Rs. 60,000.
- (b) During the year a machine costing Rs. 25,000 (accumulated depreciation Rs. 10,000) was sold for Rs. 13,000. The provision for depreciation against machinery as on 31-12-2012 was Rs. 50,000 and on 31-12-2013 Rs. 85,000.

You are required to prepare a cash flow statement.

11. A factory has estimated its overheads for the next year at Rs. 48,000. The factory works 300 days in a year. It works for 8 hours a day. The total budgeted production for the year is 24,000 units. Actual data for the month of April are given as under :

Actual overheads : Rs.4,250
 Actual output : 2,100 units
 Idle time 4 hours

Calculate:

- (a) Overhead cost variance
- (b) Overhead expenditure variance
- (c) Overhead efficiency variance
- (d) Idle time variance.

12. Critically evaluate the following goals:

- (a) Maximization of profit and
- (b) Maximization of return on equity.

13. Describe the determinants of dividend policy of corporate enterprises.

14. Discuss the factors which determine the working capital needs of a firm.

INTRODUCTION TO RETAILING

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. Define retailing. State its features.
2. Explain the need for vertical marketing system.
3. Narrate the functions of retailers.
4. Explain briefly the trends in retailing.
5. Describe the nature of retail economics.
6. Why is competition to be analysed? Explain.
7. State briefly the Indian experience in retailing.
8. What are the characteristics of retail formats?

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. Examine the nature and scope of demography.
10. Analyse the various legal issues in retailing.
11. Examine the components of store based formats.
12. Narrate the various components of economic environment of retailing.
13. What is the role played by the retailer?
14. State and explain the retailers role in the distribution channel.

ANTHROPOLOGY AND DEMOGRAPHY

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Explain the political and economic anthropology.
2. Describe the process of cultural growth.
3. Write a note on origin and evolution of family.
4. Write about the situations of education on tribal development.
5. "Sex and age are the characteristics of population"-Explain.
6. Comment on the medical termination of pregnancy Act 1971.
7. Write a note on 'Life Expectancy'.
8. Specify the various national policies on population.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Explain in detail the Pre-historic archeology.
10. Discuss on tribals and ethnic identity.
11. Describe the characteristics of the population.
12. Discuss the demographic trends in India.
13. Explain the impact of population growth on human resources.
14. Enumerate the various physical methods to control population.

BUSINESS STATISTICS AND MATHEMATICS

(For those who joined in July 2006 and after)

Time : Three hours Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Find slope of the line passing through the point $(-1, 2)$ and the origin.
2. Prove $\frac{d}{dx}(x^n) = nx^{n-1}$.
3. The total cost and total revenue of a firm are given by $C = x^3 - 12x^2 + 48x + 11$ and $R = 83x - 4x^2 - 21$. Find the output (a) when the revenue is maximum and (b) when the marginal cost is minimum.
4. Evaluate $\int dx/(x+a)$.
5. If $A = \begin{pmatrix} 2 & 1 & 0 \\ 1 & 3 & -2 \end{pmatrix}$ and $B = \begin{pmatrix} 1 & 5 \\ 7 & 3 \\ 3 & 2 \end{pmatrix}$ find AB.

Commodity	Prices		Quantities	
	2012	2013	2012	2013
A	5.00	6.50	5	7
B	7.75	8.80	6	10
C	9.63	7.75	4	6
D	12.50	12.75	9	9

6. What is Statistics? Describe the various functions of statistics.

7.

41	17	33	63	54	92	60	58	70	06	67	82
33	44	57	49	34	73	54	63	36	52	32	75
66	33	09	79	28	30	42	93	43	80	03	32
57	67	24	64	63	11	35	82	10	23	00	41
60	32	72	53	92	88	62	55	60	33	40	57

Construct a frequency distribution from the above marks obtained 60 students taking the classes as 0 - 9, 10 - 19, 20 - 29...

8. State the various measures of dispersion.

SECTION B - (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Find with respect to x, differentiate :

(a) $(2y^3 + 3x^2 + 3)/x$

(b) $(5x - 2)\sqrt{2x + 3}$.

10. Evaluate $\int (3 - 2x)(2x + 3) dx$.

11. Solve by matrix method :

$$3x + 2y - 2z = 3$$

$$x - 5y + 6z = 2$$

$$-x + 5y - 3z = 1$$

12. Calculate mean and mode from the following frequency distribution of marks at a test in statistics :

Marks :	5	10	15	20	25	30	40	45	50
No. of students :	20	43	75	76	72	45	9	8	50

13. The heights in inches are given below :

Father : 63 64 65 66 67 68

Son : 66 68 65 67 69 70

(a) For this data, compute the regression line.

(b) Based upon the relationship between the heights, what would be the estimate of the height of the son, if the father's height is 70 inches?

14. Compute quantity index for the year 2013 with base 2012, for the following data, using

(a) Laspeyre's index

(b) Paasche's index

(c) Fisher's index

(d) Marshall-Edgeworth index,

(e) Bowley's index.

BUSINESS COMMUNICATION

(For those who joined in July 2006 and after)

Time : Three hours

Maximum 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. What is the importance of business communication?
2. Explain the principles of communication.
3. What are the various forms of oral communication?
4. Briefly discuss the importance of learning non-Verbal communication skills.
5. State the procedures to be followed for preparing the presentation.
6. Discuss the relative merits and demerits of written communication.
7. What are the hints for drafting an enquiry letter?
8. What are the different stages of collection letter?

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Do you agree that the basic objective of all human communication is to obtain an understanding response? How can this be applied to the objectives of business communication?
10. Discuss the paralinguistic aspects of effective oral communication.
11. Describe the principles of letter writing.
12. "A tactful written letter of complaint will alone bring a proper adjustment". Illustrate the truth of this statement with reference to Letters of complaint and adjustment.
13. Write a letter to the Income-Tax officer requesting him to defer the date of hearing.
14. As a Secretary of a Joint Stock Company, draft a circular letter to shareholders on bonus and rights issue containing a brief assessment of the working of company.

RETAIL MARKETING MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Bring out the role of marketing in the economic development of a country.
2. What are the various tasks in the marketing management?
3. Define marketing research. Why is it studied?
4. State the factors influencing consumer decision making.
5. What is meant by marketing segmentation? What will be the suitable base marketing of laptops?
6. Explain four P's in the retail marketing mix.
7. How is retail brand managed?
8. Specify the objectives of retail pricing.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. What are the purposes of advertising as a retail sales tool and as a communication tool? How does it fulfill its purposes?
10. Outline the future of retailing.
11. "Consumer orientation is the new marketing concept". Elaborate.
12. Evaluate the role, scope and importance of MIS.
13. Analyse the influence of situational variable on shopping behaviour.
14. What do you mean by retail supply chain management? Discuss its nature and importance.

STORE OPERATIONS MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Who is store manager? State his role in brief.
2. Write a brief note on item arrangement.
3. Explain the concept of promotional ordering.
4. What is store level receiving and making? Explain.
5. How do you apply simplification in selling process?
6. State the rationale behind customer complaints and adjustments.
7. Explain vendor pre - pack through distribution centre.
8. Narrate the characteristics of energy management.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. How is location of departments decided? State the underlying principles.
10. Write an elaborate note on budgeting for merchandise and forecasting.
11. Explain the nature and scope of credit management.
12. Write a note on 'master distribution centre' and 'multiple distribution centre'.
13. Analyse the functions of stocking distribution centre systems.
14. Narrate the merchandising factors in self service.

**ORGANISATIONAL BEHAVIOUR AND
PERSONALITY DEVELOPMENT**

(For those who joined in July 2006 and after)

Time : Three hours Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries equal marks.

1. Describe the key elements of organisational behaviour.
2. What are the organisational factors influencing individual behaviour?
3. Describe the factors influencing personality behaviour.
4. Enumerate the factors of perceptual distortion.
5. What are the factors influencing the formation of attitudes?

6. Explain the importance of motivation.
7. What are the reasons for forming groups?
8. Explain the factors that determine the job satisfaction.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Explain the significance of studying organisational behaviour.
10. Discuss the important theories of learning.
11. Explain in detail the association between attitude, values and job satisfaction.
12. Elucidate the functions of a leader.
13. Enumerate the positive and negative aspects of conflicts.
14. Enumerate the factors influencing the changes of organisation.

 HUMAN RESOURCE MANAGEMENT IN RETAIL

(For those who joined in July 2006 and after)

Time : Three hours Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. How are organisational objectives defined?
2. Mention the key elements that define an organisation structure.
3. Define specialization and state its uses in retail.
4. Explain about career life cycle in retail.
5. How can retailers attract and retain more women and minority workers?
6. Define performance and productivity with example.
7. Describe Employee Commitment.
8. Point out Decentralisation in retail.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Give the various uses and its impact of technology on retailing.
10. Some of the modern organizations still follow traditional techniques of performance appraisal? Do you agree? Substantiate.
11. Discuss the various factors that affect the supply of Human Resource in Retail Industry.
12. Explain the different forms of Retail Organisation with example.
13. How do you motivate employees in Retail Industry?
14. Can e-Tailing be a successful independent format of Retailing? Discuss.

 SUPPLY CHAIN MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Discuss the functions of Supply Chain Management.
2. Explain the term Channel Relationship with Examples.
3. Describe about various Components of a Forecast.
4. What are Aggregate Planning Strategies?
5. Explain the concept of 'Transportation Management'.
6. Elucidate the concept 'Product Scheduling'.
7. What are the forms of Benchmarking?
8. Explain about the Customer Service Metrics.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. How has Globalization made Strategic fit even more important to a Company's Success?
10. What is the impact of Lack of Coordination on the Performance of a Supply Chain?
11. Define CRM and what are the Key Processes under CRM?
12. Explain Push/Pull view of a Supply Chain.
13. Explain the various Techniques used in Forecasting.
14. What types of Networks are best suited to highly differentiated products? _____

RETAIL SELLING AND CUSTOMER SERVICE

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1. Explain the need for promotional mix in retail selling.
2. How is customer approached in selling?
3. What are the characteristics of cross selling?
4. Narrate the stages in relationship selling.
5. Why is customer service required? Explain.
6. Explain the significance of customer service strategy.
7. Analyse the role of expectations in customer evaluation of service quality.
8. Point out the objectives of Gap model.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. What are the points to be considered in developing right customer service level?
10. Analyse the store characteristics elaborately.
11. "Retail selling is the step by step analysis" – Discuss.
12. 'Building customer relationships in sine qua non for retail selling' – Discuss.
13. What are the situations leading to unsatisfactory customer experience?
14. Explain the significance of customer service.

RETAIL BUYING MERCHANDISE MANAGEMENT

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. What is retail merchandise management? Explain.
2. How is GMROI calculated?
3. Enumerate the steps in assortment planning process.
4. Narrate the components of product mix.
5. State the criteria for buying systems for staple merchandise.
6. Examine the need for merchandise budget plan.
7. Mention any four costs associated, with global sourcing.
8. Why is OTB concept necessary? Explain.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. What are the points to be borne in mind while setting the retail price?
10. Discuss the problems involved in implementing retail communication programs.
11. Explain the significance and principles of buying organisation.
12. Write a note on (a) category definition and (b) category scorecard.
13. Explain how merchandise performance is analysed?
14. Narrate the benefits of global sourcing decisions.

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Write short notes on magnetic storage devices.
2. What are the significant roles of an operating system? Explain.
3. Enumerate the various characteristics of networks.
4. Differentiate files with databases.
5. Describe the Telnet with suitable examples.
6. Write short note on Thesaurus in MS-Word.
7. How do you print a work sheet? Explain.
8. What is a query? Describe.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Discuss the working principles of hard disk drives.
10. State about optic fiber cable as communication media in detail.
11. Enumerate the various hardware requirements for internet set-up.
12. Narrate the procedures for inserting graph into spreadsheet.
13. Write an essay on Electronic Data Interchange.
14. How does Information Technology play a prominent role in merchandising? Explain.