

CP1010/EE/20080529

Human Resource Management

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
 - 2) Section I carries **60** marks and Section II carries **40** marks.
 - 3) Attempt **any four** questions from Section I.
 - 4) **All** questions are **compulsory** in Section II.
 - 5) Figures to the right indicate full marks.
 - 6) Answers to the two sections should be written in **one** and the **same** answer book.
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SECTION I

1. Define 'human resource management'. Outline its objectives. 15
2. What is 'human resource' valuation? Explain the approaches of human resource valuation. 15
3. What is 'performance appraisal'? Enumerate the process of 'performance appraisal'. 15
4. What is 'personal research'? What are the techniques and tools of 'personal research'? 15
5. Define the concept of 'Discipline'. Explain the essentials of a good disciplinary system. 15
6. Explain the methods of 'training'. 15

SECTION II

7. Describe the process of human resource management. 5
 8. Write the various types of 'counselling'. 5
 9. What are types of mentoring? 5
 10. State the significance of 'HR' record. 5
 11. Give the outline of objectives of human resource management. 5
 12. Write the advantages of a wage incentive policy. 5
 13. Write the procedure of taking disciplinary action. 5
 14. Explain the concept, Human Resource and Six Sigma.. 5
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CP1009/EE/20080528

Marketing Management

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) Attempt **any four** questions from Section I.
- 4) **All** questions are **compulsory** in Section II.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.

SECTION I

1. Explain how market research agencies, public relation firms, advertising agencies, physical distribution channels and other marketing intermediaries facilitate the present marketing system? Justify your answers with suitable examples. **15**
2. "Business always depends on different macro environment factors". Justify with suitable examples. **15**
3. Discuss the purposes of segmentation. Explain the criteria for a segmenting consumer market. **15**
4. Explain the various stages of PLC. Discuss the strategies used at the various stages of PLC. **15**
5. Describe the steps involved in a buying process. Justify them with suitable examples. **15**
6. Write short notes on : **15**
 - a) BCG matrix
 - b) Survey methods
 - c) Brands and types of brands

SECTION II

7. Discuss the various characteristics of services. 5
 8. Describe the intensive growth strategies. 5
 9. Explain the different approaches to forecasting. 5
 10. What do you mean by a competitor oriented pricing? 5
 11. Discuss the different consumer sales promotion techniques. 5
 12. Explain the different problems faced by sales management. 5
 13. Elaborate on the concept of networking organisation. 5
 14. What are the different types of business markets existing in India? 5
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CP1008/EE/20080527

Production and Operation Management

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are two sections.
- 2) Section I carries 60 marks and Section II carries 40 marks.
- 3) Attempt any four questions from Section I.
- 4) All questions are compulsory in Section II.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in one and the same answer book.

SECTION I

1. What is production management ? Explain in detail, the various functions of production management. 15
2. Explain the importance of plant location. What are the matrices of plant location ? Explain each in brief. 15
3. Explain the term production planning and production control. What are the advantages of production planning and control ? 15
4. What is quality control ? What are the advantages of quality control ? What do you mean by system standardisation ? 15
5. What do you mean by an 'inventory carrying cost' ? List and explain the factors which influence the inventory carrying cost. 15
6. What is a 'supply chain management' ? List and explain the role of each component in the supply chain management. 15

SECTION II

7. What are the objectives of maintenance management? 5
8. Write a short note on product life cycle. 5
9. Draw the symbols used and explain their role in recording a method study. 5
10. What are the objectives of sales forecasting? 5
11. What are the phases of operations research? Explain any one phase in brief. 5
12. Explain the meaning of a value break-even chart. What are its uses? 5
13. What are the primary factors of plant location as per Webber's theory. Explain any one factor in brief. 5
14. Write a short note on ISO-9000. 5

CP1007/EE/20080526

Research and Communications Methodology

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) Attempt **any four** questions from Section I.
- 4) **All** questions are **compulsory** in Section II.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the same answer book.

SECTION I

1. Explain the role of research in managerial planning and decisions. 15
2. Discuss the various experimental designs used as powerful tools to study the cause and effect relationships amongst variables in research. 15
3. Explain the differences between the questionnaire method and the schedule method of data collection. 15
4. Describe the sampling process. When do you say that the population is completely defined? 15
5. Explain the concept of communication. What objectives are achieved through communication? 15
6. "A good communicator needs to have good communication skills." Explain the points in detail. 15

SECTION II

7. Enlist the features of a good research.
8. Distinguish between research methods and research methodology.
9. Explain the significance of a research report.
10. Write a short note on oral presentation.
11. How does communication help in the smooth working of an organisation?
12. What are the differences between formal and informal communication?
13. What are the different types of barriers to effective communication?
14. Explain the guidelines for effective listening.

CP1006/EE/20080525

Management and Organisational Behaviour

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are two sections.
- 2) Section I carries 60 marks and Section II carries 40 marks.
- 3) Attempt any four questions from Section I.
- 4) All questions are compulsory in Section II.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in one and the same answer book.
- 7) Use of a calculator is allowed.

SECTION I

1. Discuss Henry Fayol's contribution to management. Explain in detail, five primary functions of management. 15
2. Critically analyze McGregor's theory X and theory Y. Highlight the scope of theory Y. 15
3. Enlist the steps involved in the corporate planning process. What are the determinants of corporate planning? 15
4. What is "Decision Making" ? Explain the various factors affecting decision making. 15
5. State and explain the concept of authority. What are the various sources of authority ? Distinguish between authority and power. 15
6. Enlist the steps involved in the MBO (Management by Objectives) Process. What are the considerations to be taken to make objectives realistic and attainable ? 15

SECTION II

7. What is supervision ? Explain its significance in management. 5
 8. State the factors affecting 'Span of Management'. 5
 9. List out the disadvantages of a 'Committee'. 5
 10. Explain 'Bureaucracy' as an approach to management. 5
 11. Distinguish between 'Motivation' and 'Morale'. 5
 12. What are the two categories of departmentation ? 5
 13. Explain the term "Machiavellianism". 5
 14. What are the behavioural guidelines for effective control ? 5
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CP1005/EE/20080524

Economics for Managers

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Answers to the two sections should be written in **one** and the **same** answer book.
- 3) Section I carries **60** marks and Section II carries **40** marks.
- 4) Attempt **any four** questions from Section I. **All** questions are **compulsory** in Section II.
- 5) Questions carrying **15** marks (as given in Section I) should be written in approximately 300 to 350 words.
- 6) Draw the neat diagrams wherever necessary.
- 7) Figures to the right indicate full marks.
- 8) Use of calculators is allowed.

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1. What do you mean by the price elasticity of demand ? Discuss the various determinants of the price elasticity of demand. 15
 2. What is an indifference curve ? Show consumer's equilibrium with the help of indifference curves. 15
 3. State and explain the laws of returns to scale. 15
 4. Define monopoly. Show graphically, the short run equilibrium of the firm under monopoly. 15
 5. What do you mean by National Income ? Discuss the various methods of measuring the national income. 15

6. Write notes on the following
- Opportunity cost
 - Features of monopolistic competition
 - The life-cycle hypothesis

15

SECTION II

7. Find out the equilibrium quantity from the demand function $Q_d = 75 - 5P$ and supply function $Q_s = 20P$.

5

8. Suppose a demand schedule is given as follows :

5

Price (Rs.)	5	10	15	20	25
Quantity	100	90	70	50	20

Compute the price elasticity of demand for the increase in price from rupees 10 to rupees 15.

9. Complete the following table :

5

Number of Workers	Total Product	Average Product	Marginal Product
1	50	-	-
2	-	-	-
3	120	-	45
4	-	-	-
5	140	-	15

10. Distinguish between private and social costs.

5

11. The demand and cost functions are as follows :

$$Q = 50 - 0.5P$$

$$TC = 10 + 0.5Q^2$$

5

Compute the profit maximising output.

12. Suppose the consumption function is given as follows :

$$C = 3000 + 0.8Y$$

5

Show saving function and compute saving if the income is Rs. 1,00,000.

- b) In an experiment on pea-breeding, Mendel obtained the following frequencies of seeds : 315 round and yellow, 101 wrinkled and yellow, 108 round and green and 32 wrinkled and green. According to his theory of heredity, the numbers should be in proportion 9 : 3 : 3 : 1. Is there any evidence to doubt the theory at 5% level of significance ? 7
6. a) Obtain an optimum solution to the following assignment problem so as to maximize sales. 10

Salesman ↓	Markets (Sales in lakh rupees)			
	I	II	III	IV
A	44	80	53	60
B	60	56	40	72
C	36	60	48	48
D	52	76	36	45

- b) Explain the sequential sampling method in brief. 5

SECTION II

7. Explain the errors which are likely to be committed in the test of significance. 5
8. Write down limitations of L.P.P. 5
9. Explain meaning of the Bernoulli process by pointing out its main characteristics. 5
10. A self-service store employs one cashier at its counter. Nine customers arrive on an average every 5 minutes, while the cashier can serve 10 customers in 5 minutes. Assuming Poisson arrivals and exponential departures, find : 5
- i) Average number of customers in the system.
 - ii) Average time a customer spends in the queue.

11. A firm manufacturing 2 types of electrical items A and B , can make a profit of Rs. 200 per unit of A and Rs. 300 per unit of B . Both A and B make use of 2 essential components, a motor and a transformer. Each unit of A requires 3 motors and 2 transformers while each unit of B requires 2 motors and 4 transformers. The total supply of components per month is restricted to 270 motors and 300 transformers. Type B item, an export model requires a voltage stabilizer, the supply of which is restricted to 55 units per month. Formulate above as a L.P.P. so as to maximize the profit. 5
12. Before an increase in excise duty on tea, 400 people out of a sample of 500 persons were found to be tea drinkers. After an increase in the duty, 400 persons were known to be tea drinkers in a sample of 600 persons. Do you think there has been a significant decrease in the consumption of tea after the increase in the excise duty? 5
13. Suppose on an average, one house in 1000 in a certain district, has a fire during a year. If there are 2000 houses in that district, what is the probability that exactly 5 houses will have a fire during a year? 5
14. A manufacturing firm produces pipes in 2 plants, I and II with a daily production 1500 and 2000 pipes respectively. The fraction of defective pipes produced by these 2 plants are 0.006 and 0.008 respectively. If a pipe selected at random from the day's production is found to be defective, what is the chance that it has come from plant II? 5
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Quantitative Techniques in Management

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) Attempt **any four** questions from Section I.
- 4) **All** questions are **compulsory** in Section II.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 7) Use of calculators, log tables and statistical tables is allowed.

SECTION I

1. a) Define the terms : experiment, sample space, mutually exclusive events, outcomes, elementary events. 5
- b) The probability that a contractor will get a plumbing contract is $\frac{2}{3}$ and that he will not get an electric contract is $\frac{5}{9}$. If the probability of getting at least one contract is $\frac{4}{5}$, What is the probability that he will get both the contracts ? 5
- c) If it is known from the past experience that rain falls at a station on 12 days in every 30 days, find the probability that in a given week, 4 days will be wet and the remaining days dry. 5
2. a) Solve following L.P.P. using the simplex method. 10
 Maximize $Z = 40x_1 + 35x_2$
 Subject to $2x_1 + 3x_2 \leq 60$
 $4x_1 + 3x_2 \leq 96$
 $x_1, x_2 \geq 0$
- b) State the limitations of queuing theory. 5

3. Find the multiple linear regression equation of X_1 and X_2 and X_3 from the data given below.

X_1	4	6	7	9	13	15
X_2	15	12	8	6	4	3
X_3	30	24	20	14	10	4

Hence estimate the value of X_1 when $X_2 = 9, X_3 = 16$.

4. a) Solve following transportation problem so as to maximize the total profit.

From ↓	To			Supply
	I	II	III	
A	5	1	7	30
B	6	4	6	80
C	1	2	5	35
Demand	75	20	50	

b) Explain the procedure to test the hypothesis $H_0: \mu = \mu_0$ for a large sample.

5. a) Calculate Karl Pearson's correlation coefficient for the data given below.

Sr. No.	Test Score X	Sales ('000 Rs.) Y
1	73	450
2	78	490
3	92	570
4	61	380
5	87	540
6	81	500
7	77	480
8	70	430
9	65	410
10	82	490

Business Law

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) Attempt **any four** questions from Section I.
- 4) **All** questions are **compulsory** in Section II.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 7) Use of calculator is allowed.

SECTION I

1. Without consideration, a contract is void. What are the exceptions to this rule? 15
2. Define the term "Bailment". Explain rights and duties of Bailor. 15
3. Who is a 'consumer'? Elaborate the composition, powers and jurisdiction of the District Forum. 15
4. Discuss the provisions regarding the conduct of arbitral proceedings under the Arbitration and Conciliation Act, 1996. 15
5. Define "Company". What are the various characteristics of a company? 15
6. What are the objectives and rationale behind the Information Technology Act, 2000? 15

SECTION II

7. Explain the various essentials of a valid contract. 5
8. What are the modes of discharge of a contract ? 5
9. Explain the doctrine of "Caveat Emptor". 5
10. What are the grounds for dishonour of negotiable instruments ? 5
11. Explain the grounds on which a complaint can be made. 5
12. What is the extra form and content of Arbitral Award ? 5
13. Explain the terms "Digital Signature" and "E-Governance." 5
14. What is the difference between Memorandum of Association and Articles of Association ? 5

CP1002/EE/20080521

Information Technology For Managers

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) There are 6 questions in Section I out of which **any four** are to be attempted.
- 4) Section II has 8 questions and **all** are **compulsory**.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 7) Use of calculators is allowed.

SECTION I

1. Explain the various generations of computers, with their merits and demerits. 15
2. Define the terms bit, byte and nibble. What do you mean by the binary number system? Why is it be said that a computer understands only 0 and 1? 15
3. What do you understand by off-line, on-line and web-based systems? Explain the impact of web-based systems on business and society at large with one example. 15
4. How is an information system helpful in improving and maintaining quality? Explain with a suitable example. 15
5. What is an open-source free software? What are the features of the Linux operating system? 15
6. What are Windows accessories? What are the tools available under these accessories? Explain their usage in brief. 15

SECTION II

7. What are the characteristics of a Home-page ? 5
8. How are charts useful for managers to represent data and data-analysis in the proper form ? 5
9. What are the advantages of DBMS ? 5
10. Write a short note on the TCP/IP protocol. 5
11. What is data mining ? What are the tools used for data mining ? 5
12. How is a search-engine helpful while net-surfing ? 5
13. Write a short note on I-O devices. 5
14. What are the various methods to acquire an application software ? 5

11. Journalise the following transactions :

5

- a) Mr. Sadhu started a business with cash Rs. 1,00,000, building Rs. 2,00,000 and land worth Rs. 4,00,000.
- b) Purchased goods worth Rs. 5,00,000 from Anil Traders.
- c) Sold goods worth Rs. 2,00,000 to Vijay on credit.
- d) Received cash from Mr. Vijay Rs. 1,95,000 in full settlement of his account.
- e) Cash withdrawn from bank by Sadhu for his personal use Rs. 89,000.

12. A company is manufacturing two products namely East and West. From the given data, find out their profits according to absorption costing.

5

Particulars	East Rs.	West Rs.
Direct Material per unit	06	08
Direct Labour	04	06
Selling price	20	30
Output	2000 units	2000 units

The total overheads are Rs. 12,000/-. Overheads to the extent of Rs. 8,000/- are fixed. Variable overheads are to be apportioned in the ratio of their output.

13. Following are the details given by Chaitali Mfg. Co.

5

Economic order quantity	1000 units
Lead Time	3 weeks
Weekly usage	100 units
Safety Stock desired	2 weeks

Calculate :

- a) Safety stock.
- b) Re-order level
- c) Maximum Inventory Level

14. From the following information; calculate :-

- i) Current Assets
- ii) Current Liabilities
- iii) Stock

Current Ratio : 2.8 : 1

Acid Test Ratio : 1.5 : 1

Working Capital : Rs. 3,24,000/-



Adjustments :

- i) Value of Closing Stock Rs. 88,000/-.
- ii) Provide Depreciation on Buildings at 5%, Furniture 10%, Motor Car 20%.
- iii) Godown Rent Rs. 1,000/- is outstanding.
- iv) R.D.D. to be maintained at 5% on debtors.
- v) Insurance is paid upto 31st July, 2006.

5. Calculate the working capital from the following details :

15

Sales (two month's credit)	9,00,000
Materials consumed (one month's credit)	2,25,000
Wages	1,80,000
Administrative Expenses	60,000
Sales Promotion Expenses	30,000
Income Tax	75,000
Production Expenses	2,40,000

- a) Raw Materials in Stock for one month.
- b) Stock of finished goods with the company is of one month.
- c) Cash balance to be maintained at Rs. 1,00,000/-.
- d) Time lag in the payment of wages and administrative expenses is one month.
- e) Sales promotion expenses are paid quarterly in advance.
- f) Income Tax is paid in 4 installments. One installment falls due in the next year.
- g) Safety margin to be provided at 15%.
- h) Gross profit is 25%.

6. Following is the Balance Sheet of Sachin Gokhale & Co. for the year ended as on 31st March, 2006 and 2007 respectively.

Liabilities	2006	2007	Assets	2006	2007
Share Capital	4,50,000	4,50,000	Fixed Assets	4,00,000	3,20,000
Reserves	3,00,000	3,10,000	Investments	50,000	60,000
P & L A/c	56,000	68,000	Stock	2,40,000	2,10,000
Provision for Tax	75,000	1,00,000	Debtors	2,10,000	4,55,000
Creditors	1,68,000	1,34,000	Bank	1,49,000	2,87,000
Loan	—	2,70,000			
	10,49,000	13,32,000		10,49,000	13,32,000

Additional information :

- During the year, investments costing Rs. 8,000/- were sold for Rs. 8,500/-.
- New investments purchased 18,000/-.
- Depreciation provided during the year Rs. 70,000/-.
- Provision for Taxation Rs. 10,000/- was charged to profits after providing depreciation.
- Fixed Assets worth Rs. 10,000 were sold for Rs. 12,000/-.
- Dividend paid in 2007 was Rs. 40,000/-.

Prepare a statement showing changes in working capital and sources of application of funds.

SECTION II

- State the following accounting conventions. 5
 - Convention of Disclosure.
 - Convention of Materiality.
- What is a Trial Balance ? State its objectives. 5
- Explain the causes and effects of over capitalisation. 5
- Distinguish between standard costing and budgetary control. 5

CP1001/EE/20080520

Accounting and Finance for Managers

Time : Three Hours

Marks : 100

Instructions to Candidates :

- 1) There are **two** sections.
- 2) Section I carries **60** marks and Section II carries **40** marks.
- 3) There are 6 questions in Section I out of which **any four** are to be attempted.
- 4) Section II has 8 questions and **all** are **compulsory**.
- 5) Figures to the right indicate full marks.
- 6) Answers to the two sections should be written in **one** and the **same** answer book.
- 7) Use of calculators is allowed.

SECTION I

1. Explain the meaning of Financial Management. Bring out the relationship between financial management and the other areas of management. 15
2. What do you understand by the analysis of financial statements? State its advantages and limitations. 15
3. What is a dividend? State the factors affecting the dividend policy of a business. 15
4. The following trial balance is extracted from the books of M/s. Lazy & Lazy Co. for the year ended as on 31st March, 2006. You are required to prepare the Trading and Profit and Loss Account for the year ended as on 31st March, 2006 and a balance sheet as at that date. 15

Trial Balance

Particulars	Dr. Amt.	Cr. Amt.
Mr. Lazy's capital		1,62,000
Mrs. Lazy's capital		1,62,000
Purchases	2,80,000	
Travelling Expenses	7,200	
Purchase Returns		5,200
Bank Charges	3,200	
Sales		4,60,000
Sales returns	8,400	
Bad Debts	4,000	
Office Expenses	6,000	
Salaries	22,000	
Godown Rent	11,000	
Interest on Loan	5,400	
Rent and Taxes	4,200	
Discount allowed	4,800	
Carriage Inward	2,400	
Carriage Outward	4,000	
Discount received		3,200
Drawings of Mr. Lazy	12,000	
Drawings of Mrs. Lazy	12,000	
Printing and Stationary	3,600	
Insurance Premium	11,000	
Electric Charges	4,400	
Cash in Hand	2,800	
Cash at Bank	5,200	
Debtors	1,72,000	
Opening Stock	1,24,000	
Furniture	42,800	
Office Equipment	32,000	
Building	1,20,000	
Motor Car	40,000	
Creditors		86,000
Loan		60,000
Reserve for Doubtful debts		6,000
	9,44,400	9,44,400