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I Semester M.B.A. Degree Examination, August/September 2021
(CBCS Scheme)
(2014-15 and Onwards)
MANAGEMENT
Paper – 1.1 : Economics For Managers

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks : **(5×5=25)**

1. What are the different kinds of Economic decisions of a firm ?
2. Explain the features of production Isoquants.
3. What is price elasticity ? As a result of 10 percent fall in price of goods, its demand rises from 100 units to 120 units. Find out the price elasticity of demand.
4. Distinguish between extension of demand and increase in demand.
5. Briefly explain cyert and march behavioral theory of firm.
6. Briefly explain modern theory of rent .
7. Distinguish between GNP and GDP.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Analyze the conditions under which a firm would be in a position of equilibrium in the short run and long run under perfect market competition. Discuss and show with the help of suitable diagrams.
9. From the following data project the trend value of export sales for the year 2021.

Years	2014	2015	2016	2017	2018	2019	2020
Export Sales (Units)	120	140	150	170	190	200	227

10. Discuss the degrees of price discrimination practices in domestic and international markets.

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11. Explain the producer's equilibrium position with the help of Isoquants curve.

SECTION – C

Compulsory Question : **(1×15=15)**

12. **Case study :**

Based on the general features and facilities offered, the ministry of tourism, Government of India classifies hotels into 7 categories : five-star deluxe' five star, four-star, three-star, two-star, one-star and heritage hotels. These apart there are hotels in the unorganized sector that have a significant presence across the country and cater primarily to economy tourists. Encouraged by the boom in tourism and increased spending on leisure, there has been an influx of globally renowned groups by way of joint ventures.

The premium and luxury segment (high-end 5-star deluxe and 5-star hotels) mainly cater to the business and up market foreign leisure travelers and offer a high quality and wide range of services. These constitute about 30 percent of the hospitality industry in India. The Mid-Market segment (3 and 4 star hotels) offers most of the essential services of luxury hotels without the high costs, since the tax component of this segment are lower compared with the premium segment. The budget segment comprises 1 and 2 star hotels' which provide inexpensive accommodation to the highly price-conscious segment of travelers. Heritage hotels are architecturally distinctive properties such as palaces and forts, built prior to 1950, that have been converted into hotels.

In the face of stiff competition, hotels in Indian have come up with ingenious ways to attract customers. These hotels distinguish themselves with beds, bathroom, amenities and complementary breakfast; other facilities may include innovations in food and beverage products, spa, fitness center or other lifestyle facilities. The ongoing revolution in cuisine has been accompanied by innovations such as free standing and niche restaurants.

Case Questions :

a) Do you think the hotel industry is monopolistically competitive ? What all features of the industry are suggestive of the same ?

b) Comment on the differentiation offered by hotels in India.

c) Do the strategies help in increasing demand ?

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I Semester M.B.A. Degree Examination, August/September 2021
(CBCS Scheme)
(2014 – 15 and Onwards)
MANAGEMENT
Paper – 1.2 : Organisational Behaviour

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following. **(5×5=25)**

1. Describe the various approaches to study organisational behaviour.
2. Explain Myers Briggs Type Indicator (MBTI) personality theory.
3. Elaborate on intra – team dynamics.
4. Describe how Johari window is useful to measure the interpersonal effectiveness of an organisation.
5. What are the factors influencing the changes in the organisation ?
6. What are the steps involved in the process of creating a organisational culture ?
7. Elaborate on the causes of conflict in organisation level and their resolution.

SECTION – B

Answer **any three** of the following. **(3×10=30)**

8. Explain the different models of organisational behaviour.
9. What are the types of attitudes ? How an understanding of attitudes is useful for the study of organisational behaviour ?
10. Explain various techniques of group decision making applied in organisation.
11. Explain the methods of organisational development.

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SECTION – C

12. **Compulsory** (case study) **(1×15=15)**

Larry, a high school kid looking for a summer job, was hired as a cook at a nearby restaurant. Larry had no experience working in kitchens, but the supervisor who hired him, explained that it wasn't necessary, because they would train him. On Larry's first day, he was paired with a Senior Line Cook by the name of Tyler. Tyler wasn't especially thrilled with the idea of having to train a new guy on the busiest night of the week and expressed his concerns to the manager. "You're our most senior employee, so that makes you the most qualified person to do the training." A frustrated Tyler didn't say much after that and aside from giving Larry a nod of acknowledgement, his only words to him were "watch, and stay out of my way." By the time the main dinner rush hit, the entire kitchen line was bustling with activity and Tyler was doing his best to call orders, time out bills and cook all at the same time. As more and more orders came in, the stress level in the kitchen had increased dramatically. It was at this point Tyler turned to Larry and barked, "I need you to run to the fridge and get me more hamburger meat!" Afraid to ask any questions, Larry quickly turned to look for the fridge and as instructed, "ran" through the kitchen line to get more meat, A cook, unaware that Larry was coming through, turned to put up a dish, and collided with Larry. He never heard him coming.

Questions :

1) When selecting an employee to do training, how much does seniority factor play a role in on your decision and why ?
2) Identify and list all the things that went wrong on Larry's first day.
3) If an employee is good at their job, does that automatically make them a good trainer and discuss both scenarios ?

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I Semester M.B.A. Degree Examination, August/September 2021
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper – 1.3 : Accounting for Managers

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks : **(5×5=25)**

1. Explain the need and functions of accounting.
2. Discuss the sources of information available to the stakeholders of the company for the purpose of decision making.
3. Discuss any five decision making areas where marginal costing technique can be applied.
4. The following information is available for the month at June 2020
   Sales Rs. 5,00,000
   Administration expenses Rs. 10,000
   Inventory on June 1st 50 tons @ Rs. 1,000 Rs. 50,000
   Purchases
   June 10th 150 tons @ Rs. 800 per ton Rs. 1,20,000
   June 20th 200 tons @ Rs. 900 per ton Rs. 1,80,000
   Inventory June 30th, 100 tons
   Compute :
   a) Inventory validation on June 30th by using FIFO method
   b) Amount of cost of goods sold for the month of June.
5. The expenses for production of 5000 units in a factory are given as follows :

	Per unit (Rs.)
Materials	100
Labour	40
Variable over heads	30

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Fixed over heads (Rs. 1,00,000)	20
Administration expenses	10 (50% fixed)
Selling expenses (20% variable)	10
Total Cost	210

You are required to prepare budget for 7000 units.

6. From the following data you required to calculate :
   a) PV Ratio
   b) Break even sales volume in Rupees.
   c) Sales required to earn of profit of 9,00,000

Fixed Expenses	Rs. 1,80,000
Direct material per unit	Rs. 10
Direct labour per unit	Rs. 4
Direct overheads per unit	100% direct labour
Selling price per unit	Rs. 24

7. What is depreciation ? Explain the factors influencing depreciation.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks : **(3×10=30)**

8. Discuss various techniques of financial statement analysis.
9. What is window dressing of financial statements ? Explain the motives and forms of window dressing.
10. Discuss the concepts and conventions underlying in the preparation of financial statements.
11. Following is the Balance sheet of ABC Ltd. as at 31st March 2020 :

Liabilities	**Rs.**	**Assets**	**Rs.**
Equity share capital	10,00,000	Land and Buildings	18,00,000
8% preference share capital	8,00,000	Plant and Machinery	16,00,000
Reserves and surplus	8,00,000	Closing stock	6,00,000
9% Debentures	12,00,000	Debtors	4,00,000

Creditors	6,00,000	Cash at Bank	1,80,000
Bills payable	2,00,000	Prepaid expenses	20,000
	46,00,000		**46,00,000**

Sales during the year Rs. 16,00,000

Cost of goods sold Rs. 12,00,000

Calculate :

a) Current ratio

b) Liquid ratio

c) Stock turnover ratio

d) Debtors turnover ratio

e) Debt-equity ratio

f) Gross profit ratio

g) Fixed assets turnover ratio

h) Proprietary ratio.

SECTION – C

12. Case study (**Compulsory**) : **15**

The following is the trial balance of XYZ Ltd. as on 31st December 2020.

Particulars	**Debit (Rs.)**	**Credit (Rs.)**
Stock	1,25,000	–
Sales	–	4,00,000
Purchases	3,45,000	–
Wages	50,000	–
Discount	7,000	5,000
Salaries	7,500	–
Rent	4,950	–
General expenses including insurance	17,050	–
Profit and Loss Account	–	15,030

Dividend	9,000	–
Capital (10000 shares of Rs. 10 each)	–	1,00,000
Debtors and Creditors	37,500	17,500
Machinery	29,000	–
Reserve Fund	–	1,15,500
Bad Debts	4,830	–
Cash	16,200	–
	6,53,030	**6,53,030**

Prepare Profit and Loss Account and Balance Sheet as on 31st December 2020 in the vertical form as per schedule VI of companies Act – 1956 after considering the following adjustments :

a) Closing stock Rs. 3,00,000

b) Purchases include Rs. 5,000 for machinery purchase on 1-7-2020

c) On 31-12-2020 goods worth Rs. 30,000 were sold to a customer. He has taken away the goods but the transaction was not entered in the sales book.

d) Directors want to provide :

i) 10% final dividend

ii) Income tax Rs. 30,000

iii) Reserve Fund Rs. 20,000.

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I Semester M.B.A. Degree Examination, August/September 2021
(CBCS Scheme)
(2014 – 15 and Onwards)
MANAGEMENT
Paper – 1.4 : Statistics for Management

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks. **(5×5=25)**

1. Explain how statistical techniques aid in managerial decision making.

2. Find the straight line trend from the following data using the method of least squares. Forecast the sales for the next two years.

Year	2013	2014	2015	2016	2017	2018	2019	2020
Sales in 00'000 Rs.	45	47	48	50	56	64	68	72

3. From the given data and using the Chi-square analysis, find if the vaccine given to poultry is effective or not in controlling. You may use a 5 per cent level of significance.

Details	**Got the disease**	**Did not get the disease**
Given the vaccine	64	78
Not given the vaccine	56	52

4. What are non-parametric test and parametric tests ? Explain giving examples for each and their uses in business.

5. Find the standard deviation and the coefficient of variation to determine which of the following shares has a more consistent and reliable market value.

Share A	15	20	10	95	90
Share B	35	45	55	50	60

6. A bag has 40 coins, each numbered from 1 to 40. If a coin is picked at random, what is the chance that it will be a) a multiple of 4 or 6, b) a multiple of 5 or 7.

7. What is meant by a hypothesis ? How will you test a hypothesis ?

P.T.O.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. **(10×3=30)**

8. Prove that the Fischers ideal index satisfies the Factor Reversal test and the Time Reversal test, using the following data :

P_0	P_1	Q_0	Q_1
12	14	10	11
13	15	11	13
10	11	12	14
9	12	10	12
8	10	9	10
12	14	8	11

9. Using ANOVA, test to see whether there is a significant difference in the sales of a shampoo in different cities. You may use a 5 per cent level of significance.

Sales in City A	Sales in City B	Sales in City C	Sales in City D	Sales in City E
52	56	45	34	49
64	64	55	56	61
66	60	65	45	57
70	70	75	65	63

10. If the height of 800 students is normally distributed with mean of 68 inches and standard deviation of 2 inches, how many students have height
    a) Greater than 73 inches ?
    b) Less than or equal to 66 inches ?
    c) Between 65 and 69 inches, both inclusive.
    d) Equal to 71 inches
    e) Between 64 and 70 inches, both inclusive ?

11. Explain the different techniques of statistics that are useful in business forecasting.

SECTION – C

12. This question is **compulsory**. It carries **fifteen** marks. **(1×15=15)**

    The following data relates to the price and supply of a commodity for ten years. Calculate the coefficient of correlation between the two series and explain its significance with the probable error. Also calculate the two regression equations and explain how much the price fluctuates with the supply for different values.

Price per Kg.	12	15	14	16	18	20	21	22	25	27
Supply (100 Kg.)	30	35	34	36	37	43	50	52	48	55

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I Semester M.B.A. Degree Examination, August/September 2021
(CBCS Scheme) (2014-15 and Onwards)
MANAGEMENT
Paper – 1.5 : Marketing for Customer Value

Time : 3 Hours Max. Marks : 70

***Instruction** : Answer **all** the Sections.*

SECTION – A

Answer **any 5** of the following. **Each** question carries **five** marks : **(5×5=25)**

1. What do you mean by marketing ? Explain the core concepts of marketing.
2. Define competition strategy. Why is it important for marketing ?
3. What do you mean by brand positioning ? Briefly explain brand positioning.
4. Briefly explain steps in price setting.
5. What do you mean by channel integration ? Why is it important ?
6. Illustrate and explain the various stages of personal communication.
7. Why is excellence in services important in marketing ?

SECTION – B

Answer **any three** of the following questions. **Each** carries **ten** marks : **(3×10=30)**

8. Briefly explain market segmentation and target marketing.
9. Elucidate importance of supply chain management with examples.
10. Illustrate the role of integrated marketing communications.
11. Explain the concept of life time value of customers.

P.T.O.

SECTION – C

12. Case study (**Compulsory**) : **(1×15=15)**

Toyota used an old name to bring new technology to drivers

Toyota targeted mainstream drivers wary of new tech and reluctant to be early adopters

The renaming of Toyota's Auris model as the Corolla brought back a name that may have been familiar to many Toyota drivers from the past, while spearheading a strategy to steer customers towards unfamiliar new technology. The small family car – itself a declining market segment as buyers switch to SUVs and crossovers – was chosen to test Toyota's strategy to emphasise hybrid models, and to increase production of them. The plan meant Toyota would need to encourage 90% of corolla buyers into the more expensive hybrid versions. Along with the new name, the revived corolla would boast new styling and improved specifications that sought to address critics who called the Auris dull but it would see a hefty price increase compared to the old model, with hybrid versions typically costing around € 3,000 more than a petrol – powered corolla. A key consumer insight was that mainstream car buyers are keen not to be left behind by technology trends, even if they are reluctant to be early adopters. The challenge for the 2019 launch of the corolla was to communicate the tangible benefits of its hybrid technology, which offers lower emissions than purely petrol cars without some of the perceived range and charging limitations of fully – electric vehicles. Toyota also wanted to address consumer misconceptions about hybrids, and to highlight conventional performance benefits rather than environmental ones. The campaign message developed 'Don't get left behind. Keep moving with the Corolla Hybrid' – summed up these concepts, with the creative treatment showing a corolla passing a succession of historic and then modern vechicles , including an electric car that is stationary while it recharges. Consumers got the message, with interest in and consideration of the corolla jumping sharply, and sales increasing by a substantial 45% compared to the previous Auris model. This all culminated in Toyota winning the 2020 Marketing Week Masters award for automotive.

Based on the case study, answer the following questions.

a) If you are decision maker for the particular brand which name you could have suggested and explain why a particular name is chosen.

b) How should marketing managers position the brand name and what are the ways of communicating value ?

c) When car value is decreasing in the market, what is your innovative approach you can bring in to market to influence the brand product to customer ?

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I Semester M.B.A. Degree Examination, August/September 2021
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(2014 – 15 and Onwards)
MANAGEMENT
Paper – 1.6 : Business and Industry

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **5** marks. **(5×5=25)**

1. Explain the functions and processes of business activity.
2. Discuss the causes and consequences of Industrialization.
3. Discuss the status of manufacturing Industry in 21st century.
4. Explain the characteristics of voluntary organisations.
5. Explain the nature and types of crisis.
6. Discuss how to find balance between business and personal life.
7. Discuss in brief Consumer Protection Act.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Discuss in detail the current status of service industry in India.
9. Distinguish between NGOs and NPOs.
10. Explain the importance of creativity and innovation for contemporary business organisations.
11. Explain in brief various management techniques to control environmental pollution.

P.T.O.

SECTION – C

This is **compulsory** question carrying **fifteen** marks. **(1×15=15)**

12. Case Study.

Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects and want themselves to be seen as "Green advocate" among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumer but also ensure that their products are safe and environment friendly. As a result there is growing need for better and advanced technologies to work as a catalyst in this regard.

Questions :

i) Identify the relevant features of business environment being discussed above.

ii) Describe briefly salient points which highlight the importance of business environment and its understanding by managers.

iii) Discuss the relevance of environment friendly products for customers.

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I Semester M.B.A. Degree Examination, August/September 2021
(CBCS) (2014-15 and Onwards)
MANAGEMENT
Paper – 1.7 : Communication Skills

Time : 3 Hours Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks : **(5×5=25)**

1. Differentiate between formal and informal communication.
2. Give the format and essentials of a good report.
3. What is Audience Research ? How does it help in effective communication ?
4. How do pictures and diagrams make written communication effective ?
5. What is the impact of grapevine communication on the organization ?
6. Explain in brief the seven C's of communication.
7. How are teams formed ? What are the characteristics of successful teams ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks : **(3×10=30)**

8. Briefly explain the different forms of communication network in an organisation.
9. Explain the different Barriers to communication process. What are the ways to overcome these Barriers ?
10. Write a letter to Mr. Narayan working as accountant in your company confirming his services.
11. Hero is a reputed automobile company in Chennai. The company is looking for smart, talented and dynamic MBA graduates with accounting knowledge. They have given an advertisement which appeared in a newspaper for the post of a Manager (Accounts).

    Suppose you are Mr. Arun who has just completed your MBA degree, draft a job application along with the Resume for the above job.

P.T.O.

SECTION – C

12. Case study – **compulsory** : **(1×15=15)**

"Madam, I really need to talk to you about something important."
"Is it so, Usha? Well, take a seat and let me hear about it," Alka, the Supervisor, says in a friendly tone, as she continues to stare at the computer screen.
As Usha sits down, Alka continues, "Usha you think you have a problem ? How would you like to hear the one I'm faced with-now? First, I'm right in the middle of a union negotiation for a new two year contract. I have several problems with the supervisory staff of the Kandivilli plant and somebody has ruined our inventory procedure. So we are running short of material at several outlets."
Finally, Alka looks up at Usha and asks some what hurriedly, "Well, what's your problem"
Discouraged by her Supervisor's preoccupation with her own problems and her abrupt manner, Usha decides that this is not the right time to get any assistance from her. To end the conversation without looking foolish, she decides to ask a few questions about a routine procedure.
Before Usha can speak, however, Alka suddenly signals the end of the discussion by saying, "Usha, I have another appointment now, if, you'd like, we can continue this discussion later. I want to be of help, and my door is always open to you." She returns her attention to the computer screen before Usha moves from her chair.

Questions :

1) List the listening techniques that were violated by the supervisor.
2) What are differences between hearing and listening ?
3) How should Alka have handled the situation and what effect do you think the supervisor's attitude had on Usha ?