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JP – 687

I Semester M.B.A. (Day/Evening) Degree Examination, July 2023
(CBCS) (2021 – 22 and Onwards) (Freshers)
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 is economic system ? Discuss the different types of economics system with suitable examples.
2. What is elasticity of demand ? Calculate the elasticity of demand in the following conditions.
   a) Price of apple falls by 10% and demand increases by 15%.
   b) 8% increase in the demand of coffee on 10% increase in the price of tea.
   c) Price of car increases by 20% and demand of petrol decrease by 10%.
   d) 10% increase in the consumption of fruits on 20% increase in income.
3. What is meant by utility ? Discuss the relationship between marginal utility and total utility.
4. What do you mean by circular flow of income ? Discuss the three phases of the circular flow of income.
5. What are the main differences between iso-quant and indifference curves ?
6. Distinguish between Economies and Diseconomies of scale.
7. What is Breakeven analysis ? What is the significance of Breakeven analysis in managerial decision making ?

SECTION – B

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

8. "The monopolistic can either fix the price or fix supply, he cannot determine the both". Explain this statement and show how a monopolistic fixes the price of his product.

P.T.O.

9. What is new industrial policy of 1991 ? Explain the features and its impact on private sector in India.

10. Below are given figures of production (in thousand tons) of a sugar factory

Years	2017	2018	2019	2020	2021	2022
Productions ('000 tons)	77	88	94	85	91	98

Plot the following data on a graph and project the trend of sales for next 3 years.

11. What is meant by price leadership ? Explain the four major variants of price leadership.

SECTION – C

Compulsory question : **(1×15=15)**

12. Case Study :

Multiplex Pricing

Multiplex business has gained steady momentum in India. Ticket prices in such multiplexes are adjusted in accordance to the movie, time of the day and the day of the week. Hit movies on a weekend or a holiday are charged the maximum, while during week days, when prices are kept lower, the benefit goes to the audience. Besides taking over the metros, these multiplexes have undertaken the risk of broadening their net work to the non-metros. But the game in non-metros is slightly different from that in metros. The profit margin is slightly different in the non-metros, classified according to their affordability, factor taste and preferences. During weekdays, the prices of tickets varies from Rs. 150 to Rs. 200 in the metros and soar up during the weekends at Rs. 200-Rs. 250. The morning show are priced at Rs. 60, Rs. 80 to Rs. 100 during the week, "Customers in these towns would not have the capacity to pay upwards of Rs. 100 for a ticket, hence we have entered these towns under separate brand name of PVR talkies", says Ashok Shukla, Chief executive officer PVR talkies.

Questions :

a) What type of pricing strategy do you see in the multiplexes ? Evaluate on the basis of various pricing categories.

b) Is this price discrimination or flexible pricing ?

c) Evaluate the objective of multiplexes of their pricing strategy.

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I Semester M.B.A. (Day/Evening) Degree Examination, July 2023
(CBCS Scheme) (2021 – 2022 and Onwards) (Freshers)
MANAGEMENT
Paper – 1.2 : Organizational Behaviour

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 Indian contributions to Management Practices ?
2. Explain the perceptual process.
3. What are the principles of learning ?
4. Discuss "Ineffective communication is the fault of the sender".
5. What are the types of cultures in the organisation ?
6. Discuss the ethics of power and politics.
7. What are the effects of conflict ?

SECTION – B

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

8. Explain the process of Johari Window and its uses in the organisation.
9. Explain the theories of Learning.
10. Explain the process of change.
11. What are the various types of stress an employee faces during its work environment ?

P.T.O.

SECTION – C

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

Khanna made a lot of efforts to introduce the change by involving all the workers in it, since the workers lacked training and knowledge about productivity and cost reduction effects of this equipment. Ultimately, the new material handling equipment was installed with the active cooperation of the workers. A few months afterwards, the company decided to install a sophisticated fixture in the electronic assembly department among a group of technical workers. Considering Mr. Khanna's success in the previous change. This job was also assigned to him. Mr. Khanna did not expect any opposition about the proposed change since the group consisted of educated employees, who were in a better position to understand the company problems and utility of the new fixture. Accordingly, he did not make much efforts before introducing the new equipment as he had done in the previous situation. The result was beyond everybody's imagination. The group resisted tooth and nail the introduction of the new system until it was given up. The mistake proved very costly to Mr. Khanna and he lost this job.

Questions :

1) What, in your opinion, could Mr. Khanna have done to avoid resistance by the technical group to the proposed change ?

2) How do you explain the behaviour of the two groups in accepting or rejecting the change contemplated by the management ?

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I Semester M.B.A. Examination, July 2023
(CBCS) (Repeaters) (2014 – 2015 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 **five** marks. **(5×5=25)**

1. Enumerate the various users of accounting information in detail.
2. Window dressing is the method of manipulation of financial statements. Justify.
3. Explain the accounting conventions with their significance in preparation of financial statements.
4. Write a note on environmental accounting.
5. From the following calculate trend percentages (considering 2018 as base year).

	2018 (Rs.)	2019 (Rs.)	2020 (Rs.)
Cash	2,000	2,400	1,600
Debtors	4,000	5,000	6,500
Stock	6,000	8,000	7,000
Other current assets	4,500	6,000	7,500
Land	8,000	10,000	10,000
Buildings	16,000	20,000	24,000
Plant	20,000	20,000	24,000

6. Given the following.

Particulars	Per unit
Sale price	10
Variable cost	6
Fixed cost	20,000-Total

i) Find BEP

ii) Margin of safety at 8000 units

iii) No. of units to be produced to achieve a target profit of Rs. 1,00,000.

P.T.O.

7. The manager of repairs and maintenance department in response to a request, submitted the following budget estimates for his department that are to be used to construct a flexible budget to be used during the coming budget year :

Details of cost	Planned at 6,000 direct repair hours	Planned at 9,000 direct repair hours
Employee salaries	30,000	30,000
Indirect repair materials	40,200	60,300
Miscellaneous cost, etc	13,200	16,800

Prepare a flexible budget for the department up to activity level of 10,000 repair hours (use increments of 1,000 hours).

SECTION – B

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

8. Elaborate the various methods of Human Resource Accounting.

9. From the following information, prepare CFS by indirect method.

Liabilities	31/03/2019	31/03/2018	Assets	31/03/2019	31/03/2018
Share capital	50,00,000	40,00,000	Fixed assets	31,00,000	30,00,000
Reserve fund	15,00,000	5,00,000	Investment	1,50,000	–
Secured loan	35,00,000	40,00,000	Stock and stores	75,00,000	78,75,000
Current liabilities	50,00,000	60,00,000	Debtors	40,00,000	35,00,000
			Cash & bank	2,50,000	1,25,000
Total	**1,50,00,000**	**1,45,00,000**	**Total**	**1,50,00,000**	**1,45,00,000**

- The net profit for the year after adjustment in respect of provision for dividends and tax was Rs. 10,00,000.
- There was addition to fixed assets during the year amounting to Rs. 4,00,000 and depreciation for the year was Rs. 3,00,000.

10. Assume that a firms owner's equity is Rs. 1,00,000/- and the ratios of the firm are as follows.
    - Short term debt to total debt = 0.40
    - Total debt to owners' equity = 0.60
    - Fixed assets to owners' equity = 0.60
    - Total assets turnover = 2 times
    - Inventory turnover = 8 times

    From the above information, complete the following balance sheet :

Liabilities	Rs.	Assets	Rs.
Owners' equity	–	Fixed assets	–
Long term debt	–	Inventory	–
Short term debt	–	Cash	–
Total	–	Total	–

11. Explain the accounting concepts in detail.

SECTION – C

Compulsory : **(1×15=15)**

12. From the following trial balance of Tata Trading Company Ltd., prepare the financial statement for the ending 31st March 2022 in vertical format as per Companies Act, 2013.

Particulars	Dr. Rs.	Cr. Rs.
Sale of goods	–	5,50,000
Office rent	50,000	–
Opening inventory	35,000	–
Purchase of goods	1,70,000	–
Furniture	1,85,000	–
Trade payables	–	85,000
Plant and Machinery	1,00,000	–
Trade receivables	1,60,000	–
Equity shares (4000 shares @ 10 each)	–	4,00,000
10% debentures	–	1,00,000
Interest on debentures	10,000	–

Fixed deposits(6 months term)	70,000	–
Staff welfare expenses	12,000	–
Surplus	–	10,000
Cash in hand and Bank	63,000	–
Building	90,000	–
Rates and taxes	25,000	–
Salaries	55,000	–
Goodwill	1,25,000	–
General reserves	–	5,000

Adjustments :

a) Closing inventory valued at Rs. 45,000

b) Create provision for taxation @ 30%

c) Transfer to general reserve Rs.5,000

d) Director proposed dividend @ 10%

e) Provide depreciation on plant and machinery @ 10% and building @ 5%.

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I Semester M.B.A. (Day/Evening) Degree Examination, July 2023
(CBCS Scheme) (2021 – 2022 and Onwards) (Freshers)
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. What is meant by measures of central dispersion ? How are they helpful in managerial decision making ?

2. By means of the coefficient of variation, determine which of the following judges has been more consistent in awarding marks :

Subjects	I	II	III	IV	V
Judge A	15	20	70	80	25
Judge B	40	50	60	45	65

3. Find the straight line trend by means of the method of least squares and forecast the production figures for the oncoming two years. A graph is not necessary.

Year	2015	2016	2017	2018	2019	2020	2021	2022
Production in 00'000 Rs.	32	40	72	80	48	56	88	72

4. The mean circumference required of shafts manufactured in a Company is 9 cms., with a deviation of three cms. The number of units manufactured per day is 120 shafts.

   a) How many shafts may have a circumference that is greater than thirteen inches per day ?

   b) How many shafts may have a circumference less than seven cms per day ?

5. What is meant by the Hypothesis ? Which is the type of Hypothesis that is required to be set up first ? Explain why ?

P.T.O.

6. Using the Chi Square test for the following data, determine whether the medicine administered to prevent a certain disease in poultry have been useful or not. You may use a five per cent level of significance.

Details	Poultry that fell ill	Poultry that did not fall ill
Poultry Administered the medicine	234	256
Poultry not Administered the medicine	345	365

7. Statistical tests are useful in business decision making. Using suitable examples, explain how these tests are used in real life business situations.

SECTION – B

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

8. Find the consumer price index using the following data by means of the family budget method and the aggregate expenditure method :

Commodity	A	B	C	D	E
p_0	12	14	16	18	20
p_1	21	23	25	22	24
q_0	20	22	24	25	27
q_1	25	26	28	27	29

9. A box contains coins numbered from one to fifty five. If a coin is picked at random what is the probability that it is :
   a) A multiple of 5 or 7 ?
   b) A multiple of 4 or 6 ?
   c) A multiple of 7 or 12 ?
   d) A multiple of 8 or 11 ?

10. Find the two regression equations from the given data. Find the value of Y when X = 25 and 45, and the value of X when Y = 22 and 43.

X	24	27	28	32	36	38	46	49
Y	31	34	37	39	41	43	48	55

11. Using ANOVA, check whether there is any difference in the cricket score of players in different teams of five cities from the given data :

Details	Team A	Team B	Team C	Team D
City One	20	15	30	40
City Two	30	25	40	50
City Three	25	30	20	45
City Four	35	20	25	55
City Five	40	10	35	60

SECTION – C

Case study : This is a **compulsory** question. **(1×15=15)**

12. Find the correlation coefficient for the given data and interpret the meaning and significance of the correlation by finding the probable error.

X	35	37	43	44	47	48	51	54	64
Y	40	49	52	54	57	62	65	67	76

Give your inference for the conclusions that you have made.

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(CBCS Scheme)
(2021 – 2022 and Onwards) (Freshers)
MANAGEMENT
Paper – 1.5 : Marketing For Customer Value

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Explain the procedure marketers use to evaluate and select target markets.
2. How does packaging and labelling impact consumer behaviour ?
3. Differentiate between direct and indirect channels of distribution.
4. What is sales promotion ? Explain common tools and techniques used in sales promotion.
5. Explain the ethical considerations in marketing research.
6. Define cyber marketing. How it changed the traditional marketing landscape ?
7. What is the consumer adoption process and how can firms use it to their advantage ?

SECTION – B

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

8. How do macro and micro components of the marketing environment impact marketing decisions ?
9. What is a product life cycle and how does it impact a firm's marketing strategy ?

P.T.O.

10. How do firms determine their advertising budget and what are some factors that can impact it ?

11. What are the current trends in marketing and how do companies stay up to date with them ?

SECTION – C

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

Coca-Cola's "Taste the Feeling" Campaign

Coca-Cola, one of the world's most iconic brands, launched its "Taste the Feeling" campaign in 2016. The campaign aimed to reposition Coca-Cola as a brand that is associated with positive emotions and experiences, rather than just a refreshing drink. The "Taste the Feeling" campaign included a series of ads that showcased the various moments of joy and happiness that people experience while drinking Coca-Cola. The ads featured catchy music and vibrant colors and they were designed to evoke strong emotions in viewers.

The campaign also included a number of digital and social media components, such as a mobile app that allowed users to create personalized Coca-Cola ads and share them on social media. The "Taste the Feeling" campaign was a departure from Coca-Cola's previous marketing strategy, which had focused more on promoting the brand's products and their features. By shifting the focus to emotions and experiences, Coca-Cola was able to connect with consumers on a deeper level and create a more emotional connection with its brand. The campaign was a success, with Coca-Cola reporting an increase in sales and brand awareness following its launch.

a) What was the purpose of Coca-Cola's "Taste the Feeling" campaign and how did it differ from the company's previous marketing strategy ?

b) How did Coca-Cola's focus on emotions and experiences in its "Taste the Feeling" campaign help the company connect with consumers on a deeper level ?

c) What were some of the components of the "Taste the Feeling" campaign, and how did they contribute to the campaign's success ?

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I Semester M.B.A. (Day/Evening) Degree Examination, July 2023
(CBCS)
(2021-2022 and Onwards) (Freshers)
MANAGEMENT
Paper – 1.6 : Legal Aspects and Intellectual Property Rights

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. Examine the salient features of the Industrial Relations Code, 2020.
2. Define the following terms :
   a) Contract labor.
   b) Aggregator.
   c) Gig Worker.
   d) Agent.
   e) Arbitrator.
3. Elaborate on the structure and importance of Social Security Organizations.
4. How digital signature is used for the authentication of electronic records ?
5. Discuss the rights of an owner of the copyright.
6. Explain patent procedure in Indian context.
7. What are the absolute grounds on which registration of trademarks can be refused ?

P.T.O.

SECTION – B

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

8. Briefly discuss the evolution and importance of the new labor codes.

9. Write in detail about Trade Unions and the speculations for registration of a Trade Union as per the Industrial Relations Code 2020.

10. Explain how WIPO supports the protection of International IPRs.

11. Discuss the procedures for infringement of patents.

SECTION – C

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

Toyota Kirloskar Motors, known as a famous car manufacturing company, had declared a lockout at its plant located at Bidadi in Karnataka, after the workers called for a strike following the suspension of the union leader. To be more precise, on November 13th, TKM had suspended one of the union treasures for getting involved in the act of misconduct in line with the company disciplinary rules. This act of suspension provoked the workers to go on sit-in strike, unaware of the repercussions. In furtherance to the above incidence, 38 union members, coercively pulled back other workers to participate in the strike creating an impediment for the smooth manufacturing work at the plant affecting the desired production output of the company. Subsequently, after compiling the information, management concluded that these 38 members had unlawfully created trouble and hence decided to place them under SEP (Suspension Pending Enquiry).

Nearly about 1200 workers went on for an illegal strike continuation outside the company premises and indulged in slogans shouting against the management and the company in demand for reinstatement. In response to this, the company stated that "As a part of this strike the team members were unlawfully staying in the company premises even after their shift hours, creating havoc and compromising Covid 19 guidelines", thereby leading to a potentially volatile situation at the company paving a path to declaring a lockout by the management. Additionally, the management also mentioned that as it is a people-centric company, it has always been at the forefront of providing a conducive environment for its workers and as per extant service rules and principles of natural justice, all possible opportunities will be provided to their workers.

SPE, the Japanese firm said in a statement, is neither a punishment nor a loss of job but a standard practice followed in the event of misconduct by an employee. During the period of inquiry, the suspended employee will get a subsistence allowance, and the person is reinstated at work if the inquiry officer gives a clean chit.

Certain hidden problems came to light as a result of the Labour Commissioner's and Chief Minister's intervention to settle the current dispute between union and management. Workers revealed that there was a lot of work pressure in the company, which had a physical and mental effect. Along with the work pressure, the other most important problem was the elimination of the fleet process back up. This snatched away the basic leisure facility that needs to be provided for the workers by the management. The strike was the direction towards addressing these issues in later days.

As a result, on December 4th, TKM began running the plants with limited capacity by getting the written declaration from its workers who were willing to resume their work despite the problems. The written declaration had the terms and conditions clearly specified by the management which had to be abided by the workers to enter inside the company premises. Gradually, the workers started to accept the reality that the management would not negotiate on their above-mentioned problems and hence decided to accept the terms and conditions of the management and returned to their work lives.

Questions :

1) Analyze the case from both – employees and management perspective.
2) Relate the case to Industrial Relations Code, 2020 and Summarize your views.

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I Semester M.B.A. (Day) Degree Examination, July 2023
(CBCS Scheme) (Freshers)
(2021 – 2022 and Onwards)
MANAGEMENT
Paper – 1.7 : Managerial Skills – I

Time : 3 Hours Max. Marks : 70

SECTION – A

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

1. What is meant by a team charter ? What are its contents ?
2. What is meant by empathetic listening ? Why does a Business Manager require to listen empathetically ?
3. Explain Negotiation skills and state need for the negotiation skill.
4. What are essential steps to be followed in solving a problem ?
5. What is meant by communication matrix ?
6. What are the reasons for poor listening ?
7. What are the different skills of motivation ?

SECTION – B

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

8. Define Delegation. Elaborate the process of delegation.
9. What are teams ? Explain the stages of team development.
10. Write short notes on **any two** :
    a) Intrinsic motivation
    b) Stages of report writing
    c) Active listening
    d) Feedback and its imperativeness in communication.
11. Define and explain the concept of managerial skills. Why are managerial skills important for business manager ?

P.T.O.

LIBRARY

SECTION – C

Compulsory Question. **(3×5=15)**

12. Case Study :

Arun is a successful financial officer at Pokhara based banking Company. Arun will take over the recently acquired footprint as the new regional CEO_ The newly acquired banking institution has a long-standing reputation in the market.

On Monday morning at 9 AM Arun had called a meeting and he was perplexed at the turnout. However, he begins the meeting, Arun was unhappy due to lack of dedication of employee towards the organization as most of the employees didn't arrived on time.

Later that afternoon, Arun met with the executive team and outlined the strategies, gears, numbers and deadline. A meeting was held with the senior staff members for reporting progress. In the report it was shown that currently the market growth numbers were up and new business numbers were Increasing.

A quarter later Arun had a quarterly report result. The report showed both positive and negative result. Arun reviewed the report with his staff and requested them for their input. However, his request was greeted with silence. He sensed an uneasy feeling in the room.

1) Explain Emotional Intelligence. What are its Components ?
2) Why the concept of emotional intelligence is important for managers in organizational setting ?
3) To what extend do you think Arun process emotional intelligence ? Can it be improved ?