Code No: G-001

FACULTY OF MANAGEMENT

MBA (CBCS) / MBA (Technology Management) I - Semester Examination, February 2025

[Common Paper for MBA (CBCS) & MBA (TM)]

Subject: Management & Organisational Behaviour

Paper Code: MB-101

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. Peter Drucker Principles of Management

2. Define Quality circles

3. What is MBTI?

4. Recall the importance of work-life balance

5. Spell out the essentials of counseling

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 8 = 40 Marks)

6. (a) Define the term Management? Discuss the functions of management?

         (OR)

    (b) Explain the contributions of F W Taylor to management?

7. (a) Define organisational design? Explain the basic and advanced models of organisational design?

         (OR)

    (b) Outline the steps in rational decision making process?

8. (a) Explain the Big 5 personality traits also explain how Big 5 personality traits helps in recruitment.

         (OR)

    (b) Discuss any two content theories of motivation.

9. (a) Elaborate Kurt Lewin Contribution?

         (OR)

    (b) Explain Managerial grid theory of leadership.

10. (a) Define stress, list the sources of stress for an individual.

         (OR)

    (b) Explain the barriers in communication process.

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PART – C
Case Study - 10 Marks
11) Analyze the case presented in the section and answer all the questions given below.

One morning Mr. Sanjay, a recent recruit from a reputed Management Institute in Chennai walked into the sales office at Manipal as a new sales trainee. Mr. Raghavan the Zonal Sales Manager for a large computer hardware firm was there to greet him. Mr. Raghavan's job consists of overseeing the work of sales officers, field executives and trainee salesman numbering over 50 of three areas namely Manipal, Bangalore and Trivandrum. The sales growth of computers, parts and other office equipments in his area was highly satisfactory, especially in recent years – thanks to the developmental initiatives taken by respective State government in spreading computer education in office, schools, college, banks and other institutions. Mr. Raghavan had collected several sales reports, catalogues, and pamphlets describing in detail the types of office equipment sold by the company. After a pleasure chat about their backgrounds, Mr. Raghavan gave Mr. Sanjay the collected material and showed him to his assigned desk. Thereafter Mr. Rahavan excused himself and did not return. Mr. Sanjay spent the whole day scanning the material and at 5.00 P.m. he picked up his things and went home.

Questions:

(a) What do you think about Mr. Raghavan's approach for training Programme?

(b) What would you do if you were Mr. Sanjay?
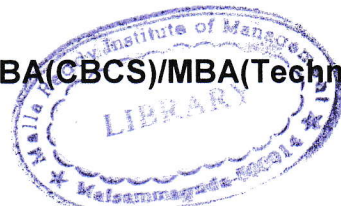
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FACULTY OF MANAGEMENT

MBA(CBCS)/MBA(Technology Management) I-Semester Examination, February 2025 [Common Paper for MBA (CBCS) & MBA (TM)]

Subject: Accounting for Management

Paper: MB 102

Time: 2½ Hours

Max.Marks: 60

PART–A
(Short Answer Type)

Note: Answer all the questions.

(5x2=10 Marks)

1. Business Entity Concept
2. Income Statement
3. Networth
4. Tax Planning
5. Labour Variances

PART–B
(Essay Answer Type)

Note: Answer all the questions.

(5x 8=40 Marks)

6. (a) "Accounting is the yardstick to measure the performance of an organization" Discuss.

(OR)

(b) Present the Accounting equation for the transactions given below.
   a. Purchased goods and Paid to Mr.Ramesh Rs.1800 in full settlement of his account Rs.2,000.
   b. Sold goods and Received Rs.2,000 from Mr.Ramesh in full settlement of Rs.2,200.
   c. Received Rs.2,500 from salesman Mr.Ajay for the sales affected by him, after deducting his travelling expenses Rs.200
   d. Received from Amit one fourth of the proceeds out of Rs.5,000 on being declared insolvent

7. (a) Write a brief note on Revenue Expenditure with examples.

(OR)

(b) The following is the trial balance of X ltd for the year ending 31st march 2022. Prepare Final Accounts

Debit balances	Amount (Rs.)	Credit balances	Amount (Rs.)
Opening Stock	48,000	Sales	2,02,000
Returns Inwards	4,000	Commission	13,000
Salaries	30,000	Capital	2,00,000
Wages	4,000	Bank Loan	30,000
Carriage inwards	2,000	Creditors	20,000
Insurance	2,000	provision for doubtful debts	4,000
Debtors	50,000		
Cash in Hand	6,200		
Cash at bank	10,000		
Buildings	60,000		
Drawings	6,000		
Furniture	15,000		
Motor Van	80,000		
Interest on Bank Loan	1,800		
Purchases	1,50,000		
	4,69,000		4,69,000

Adjustments:

1. Closing stock was valued at Rs.54,000

8. (a) What is Ratio? Discuss the advantages and limitations of Ration Analysis.

(OR)

(b) Explain the following:

(i) Leverage Ratio (ii) Turn Over Ratio.

9. (a) From the following Balance Sheet prepare Cash Flow Statement

Balance Sheet

Liabilities	2016	2017	Assets	2016	2017
Capital	1,00,000	1,50,000	Land and Buildings	1,00,000	1,00,000
Share Premium	-	5,000	Plant and Machinery	1,00,000	1,04,000
General Reserve	50,000	60,000	Furniture	7,000	9,000
P&L A/c	10,000	17,000	Investments	60,000	80,000
6% Debentures	70,000	50,000	Stock	60,000	65,000
Acc. Depreciation	55,000	62,000	Debtors	30,000	70,000
Provn for taxation	20,000	30,000	Cash	30,000	45,000
Creditors	86,000	95,000			
	3,91,000	4,69,000		3,91,000	4,69,000

Plant was purchased for Rs.4,000 was sold for cash of Rs.800. Prepare Cash flow statement.

(OR)

(b) Explain the elements considered while preparing Cost Sheet.

10. (a) Define BEP. Explain the assumptions and Managerial uses of Breakeven Concept.

(OR)

(b) From the following particulars compute Labour Variances
Actual Hour-190, Actual Rate=1.25 per hour, Standard Hours-200, Standard Rate for Actual Production= Rs.1.00 Per hour

PART–C (10 Marks)
Case Study

11. A Company is thinking of depreciating its assets on Straight Line Basis. While the manager suggests follow W.D.V Method. In view of preparation of half yearly report, the manager suggests change in method. As a manager of the company, Suggest the right course of action to the company.

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CodeNo.G-003

FACULTY OF MANAGEMENT

MBA(CBCS)/MBA(TechnologyManagement)I -SemesterExamination,February2025
[Common Paper for MBA (CBCS) & MBA (TM)]
Subject:MarketingManagement Paper
Code – MB-103

Time:2½ Hours　　　　　　　　　　　　　　　　　　Max.Marks:60

PART–A
(ShortAnswer Type)

Note:Answerallthe questions.　　　　　　　　　**(5x 2= 10 Marks)**

1. DefineMarketingMyopia
2. DefineTarget Marketing
3. Whatdoyou meanbyBranding?
4. WhatisAIDAModel?
5. WriteanoteonMarketingAudit.

PART–B
(EssayAnswerType)

Note:Answerallthe questions.　　　　　　　　　**(5x 8= 40 Marks)**

6. (a)Writeindetailtheconceptofmarketing mix.

    (OR)

    (b) DefineMarketingStrategy.Whatarethefactorsinfluencingthecompany'smarketing strategy?

7. (a)Whatisproductpositioning?Explainvariouspositioningstrategieswithsuitableexample.

    (OR)

    (b) Elaborateonthe"basisofsegmentation"withsuitableexample.

8. (a)Definepackaging,andexplainimportanceofpackagingstrategiesinmarketing?

    (OR)

    (b) Spellouttheobjectivesofpricing.Explainvariouspricingstrategieswithsuitable examples.

9. (a)Whatareindustrialmarkets?Listitscharacteristics?

    (OR)

    (b) Discussthecharacteristicsofserviceswithsuitableexamples.

10.(a)Explainvariousfactorsaffectingglobalmarketingorganization.

    (OR)

    (b)Writeadetailednoteonvarioustypesof controlin marketing.

PART–C(10Marks)
CaseStudy

11. Mansi,ashoemanufacturerforschoolstudents,decidedtomaximizeherprofitsby producing and distributing large scale and thereby reducing theaverage cost of production.

    Questions:
    (a) ElaborateonthemarketingmanagementphilosophyadoptedbyManasiandcommentonit.
    (b) Doyouthinkitisappropriatestrategyintoday'scompetitivescenario?Justifyyour answer.
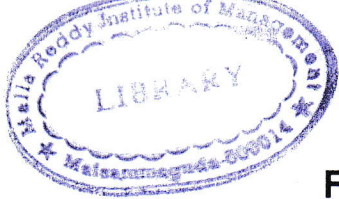
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FACULTYOFMANAGEMENT

MBA(CBCS)/MBA(TechnologyManagement)I-SemesterExamination,February2025 [Common paper for MBA (CBCS) & MBA (Technology Management)]
Subject:StatisticsforManagement Paper - IV

Time:2 ½Hours   Max.Marks:60

PART–A
(ShortAnswerType)

Note:Answerallthe questions.   **(5x 2=10 Marks)**

1. ConditionalProbability
2. Poissonprobabilityfunction
3. Nonprobabilitysampling
4. Two-way ANOVA
5. Rankcorrelation

PART–b
(EssayAnswerType)

Note:Answerallthe questions.   **(5x8= 40 Marks)**

6. a)What aremeasuresofcentraltendency?Write in detailabout Mode.

(OR)

b)Calculatemeanandstandarddeviation:

Breakingstrength	No.ofpieces
44-46	3
46-48	24
48-50	27
50-52	21
52-54	5

Also,calculatethepercentageofobservationslyingbetweenmean$\pm 2\delta$.

7. a)ExplainthemanagerialapplicationsofBinomialandPoissondistributions.

(OR)

b)The average dailysales of 500branchofficeswas Rs.1,500 with a standarddeviationof Rs.150.Assumingthedistributiontobenormal,indicatehowmanybrancheshavesales between (i) Rs.1,200 and Rs.1,450 (ii) Rs.1,400 and Rs.1,650.

8. a)Explainthemethodsofprobabilitysamplingwith examples.

(OR)

b)Aballpenmanufacturermakesa lotof 10,000refills.The procedurerequiressome control over these lots sothatno lotwill contain anexcess number of refills. He decides to take arandom sample of 400 refills for inspection from a lot of 10000 and finds 9 defectives. Obtain a 90% confidence interval for the number of defectives in the entire lot.

9. a)Three varietiesof coalwereanalysed byfive chemistsand theash content inthe varieties was found to be as under:

			Chemists		
Variety	I	II	III	IV	V
A	9	7	6	5	8
B	7	4	5	4	5
C	6	5	6	7	6

Dothevarietiesdiffersignificantlyintheirashcontent?

(OR)

b) A production supervisor is interested in knowing if the number of breakdowns on four machinesisindependent of the shiftusingthemachines.Testthishypothesisbasedonthe following data.

			Machine		
Shift	A	B	C	D	Total
Morning	15	10	18	12	55
Evening	12	8	15	10	45
Total	27	18	33	22	100

10. a)Thefollowingdata relate tothe ageof ten employeesand thenumberof dayson which they reported sick in a month.

Age:	20	30	32	35	40	46	52	55	58	62
Sickdays:	1	2	0	3	4	6	5	7	8	9

CalculateKarlPearson'scoefficientofcorrelationandcommentontherelationshipbetweenthetwo.

(OR)

b)Fita straight linetrend bythemethodof least squarestothefollowingdata on sales (in lakhs):

Year:	2013	2014	2015	2016	2017	2018	2019	2020
Sales:	76	80	130	144	138	120	174	190

Whatwillbe thepredicted salesfor2024?

PART–C
CaseStudy-10Marks

11. Inapostoffice, threeclerksareassignedto processincomingmail.Thefirst clerkA, processes 40%, the second clerk B, processes 35% and the third clerk C, processes 25% of the mail. A hasan error rate of 0.04, B hasan error rate of 0.06 and C has an error rate of 0.03. A mail selected at random from a day's output is found to have an error. The postmaster wishes to know the probability that the mail was processed by C. Find out and suggest.

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FACULTY OF MANAGEMENT

MBA (CBCS) & MBA (Technology Management) I-Semester Examination, February2025
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Economics for Managers
Paper - : MB-105

Time: 2½Hours   Max.Marks:60

PART–A
(Short Answer Type)

Note: Answer all the questions.   (5x 2= 10 Marks)

1. Define Decision Making?
2. What is Marginal Utility?
3. Law of Returns to Scale.
4. What is Oligopoly?
5. Write a short note on Inflation?

PART–B
(Essay Answer Type)

Note: Answer all the questions.   (5x8=40 Marks)

6. (a) Explain role and functions of managerial economics.
   ### (OR)
   (b) Define managerial economics and list its fundamental concepts in detail.

7. (a) Explain Various theories of Utility.
   ### (OR)
   (b) Define Demand, and Discuss the determinants of demand.

8. (a) Discuss "types of costs" with suitable examples.
   ### (OR)
   (b) What is production function, explain any one theory of production.

9. (a) Differentiate between perfect vs imperfect competition markets.
   ### (OR)
   (b) Discuss strategies adopted by Oligopolist in competitive situations.

10. (a) Write a detailed note on Keynesian Theory.
    ### (OR)
    (b) Explain National Income concept and also how changes in GDP impact growth and employment opportunities in an economy.

PART–C (10Marks)
Case Study

11. In a Constantly evolving technological landscape, businesses face increasing difficulty in adapting and innovating to meet both current and future customer demands. Our client a leading global provider of financial services technology solution, offers a range of products and services to various sectors, including banking, payments, capital markets and insurance.
A clear understanding of how their clients invest in technology is crucial for making informed decisions, aligning operations and strategies with market trends and better serving both their client's needs and their own.

The Challenge

Our client facilitates financial transactions for a diverse range of customers, including major banks, payment processors, investment firms and insurance companies. To effectively align their strategic planning and prioritise efforts, they are keenly interested in tracking both current and anticipated investments by their customers in the technology space.

How can our client, as a leader in the fintech industry, stay ahead by identifying the sectors that will make significant investments in technological products, particularly in light of recent developments aroundartificialintelligence(AI)?Additionally,howcantheyunderstandhowfirmsareinvestinginAI- related projects and the infrastructure and equipment necessary to support these technologies?

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CodeNo:G-006

FACULTYOFMANAGEMENT
MBA (CBCS) I -Semester Examination, February2025

Subject: IT Application for Management
Paper No. :MB-106

Time:2 ½Hours

Max.Marks:40

PART–A
(ShortAnswerType)

Note:Answerallthe questions.

(5 x2=10 Marks)

1. Listthecomponentsofcomputer
2. What is cloud computing?
3. Whatispassword?
4. Defineknowledgemanagementsystem.
5. Write ashortnote onFirewalls

PART–B
(EssayAnswerType)

Note:Answerallthe questions.

(5 x6=30 Marks)

6. (a)Differentiatebetweenhardwareandsoftware.

(OR)

(b)Writeaboutprogramminglanguagesandtheirclassification.

7. (a)Defineanddifferentiatebetweenthefollowing

   (i) ArtificialIntelligenceandmachinelearning
   (ii) Datawarehouseanddatamining.

(OR)

(b)Elaboratetheconceptofvirtualrealityandlistitskeycomponents.

8. (a)ExplainthedifferencesbetweentheInternetandtheWorldWide Web.

(OR)

(b)Mentionanyfournetworktopologiesalongwithitspro'sand con's.

9. (a)DefineERPandlistitscore modules.

(OR)

(b)DiscussthedifferenttypesofEFTsystemsatlength.

10.(a)Howcanacompanyimplementamulti-layeredsecurityapproachtoprotectitsnetworkand data from cyberattacks?

(OR)

(b)Definethefollowingterms:(i)Cryptography   (ii)Hacking.

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