Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination, January 2018
(2014 Admn. Onwards)
MBA1C01 : ECONOMICS FOR MANAGERS

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) The annual sales of a company are as follows :

Year	2012	2013	2014	2015	2016	
Sales	45	56	58	46	75	(Rs.1000s)

   Using the method of least squares estimate the annual sales of 2017.

   OR

   b) Explain the significance of managerial economics.

2. a) Discuss the various cost concepts and its relevance for decision making at the firm level.

   OR

   b) Explain some of the important economic concepts that help decision making.

   (2×13=26)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part (a), **3** for Part (b), and **5** marks for Part (c).

3. a) Define demand.

   b) Are there any exceptions to the law of demand ?

   c) What are the determinants of demand ? Why do most of the demand curves slope downward to the right ?

4. a) State the objectives of the firm.

   b) What are the functions of a manager in an organisation ?

   c) How does economics help managers to arrive at an appropriate business decision ?

5. a) What are the determinants of market demand ?

   b) Distinguish between individual and market demand.

   c) How does increase in consumers' income and price of the substitute goods affect the demand for a commodity ?

6. a) Define production function.

   b) What is economies of scale ?

   c) Differentiate between iso-quants and iso-cost lines.

7. a) What do you understand by delphi method of forecasting ?

   b) What approaches would you follow for forecasting demand for a product ? Why ?

   c) What are the essentials of good demand forecasting ?.

8. a) What are direct costs ?

   b) Distinguish between past and future costs.

   c) Explain the relationship between AVC, ATC and MC.

9. a) Define price.

   b) State the features of Oligopoly market.

   c) Explain the common pricing policies and practices.

10. a) What is the difference between gross profit and net profit ?

    b) State the objectives of earning profits.

    c) Explain monopoly theory of profit.   (6×9=54)

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Reg. No.: ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination, January 2018
(2014 Admn. Onwards)
MBA1C03 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : 3 Hours   Max. Marks : 80

SECTION – A

Answer **any two** questions in this Section. **Each** question carries **13** marks.   **(2×13=26)**

1. Explain the non-probability sampling methods.

OR

Compute the appropriate regression equation for the following data and estimate Y when X is 9.

Independent variable (X)	2	4	5	6	8	11
Dependent variable (Y)	18	12	10	8	7	5

2. Describe the features of a good average and its business application.

OR

Three varieties of wheat A, B, C were sown in 4 plots each and the following yields in quintals per acre were obtained.

A	8	4	6	7
B	7	6	5	3
C	2	5	4	4

Test the significance of difference between the yields of varieties at 5 percent level of significance.

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks. (**1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c)). **(6×9=54)**

3. a) What is mode ?

   b) What are the uses of geometric mean ?

   c) Explain the advantages and disadvantages of geometric mean.

4. a) What is first derivatives ?

   b) Bring out the applications of differentiation.

   c) Differentiate $y = x^2$ from first principle.

5. a) What do you mean by matrix ?

   b) Explain inverse of a matrix.

   c) Bring out and explain the types of matrices.

6. a) Define interval estimate.

   b) Given the following confidence levels, express the lower and upper limits of the confidence intervals for these levels in terms of mean and standard error of mean.

      i) 54 percent

      ii) 75 percent, and 94 percent

   c) A manufacturer needs an estimate of the mean life of bulbs under normal conditions. The manufacturer already determined that the standard deviation of the population life is 6 months and the sample mean is 21 months for 100 samples. Calculate the interval estimate with a confidence level of 95 percent.

7. a) What is an equally likely event ?

   b) Differentiate between favourable and complementary events.

   c) If one card is drawn at random from a well shuffled pack of 52 cards, find the probability of drawing an ace.

8. a) What is expected frequency distribution ?

   b) Bring out the conditions of Poisson distribution.

   c) A sample of 100 dry battery cells tested to find the length of life produced the following results : mean 12 hours and standard deviation 3 hours. Assuming that the data are normally distributed, what percentage of battery cells are expected to have life more than 15 hours.

9. a) Define hypothesis.

   b) Bring out the steps in hypothesis testing.

   c) The mean and standard deviation of a sample consisting of 9 variables is 12 and 5.66 respectively. Test at 5 percent level of significance that the sample is drawn from a population with mean of 8.

10. a) What is regression analysis ?

    b) Bring out the applications of regression.

    c) Explain significance of correlations – analysis.

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination, January 2018
(2014 Admn. Onwards)
MBA1C05 : MANAGERIAL COMMUNICATION

Time : 3 Hours

Total Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) In what way can ethical and legal aspects of communication create problems for an organisation ? What precautions should be taken to avoid them ?

    OR

   b) Explain the strategies for improving communication effectiveness.

2. a) Describe different types of reports with examples.

    OR

   b) Define culture and explain its effects on cross-cultural communication. Discuss the factors which must be borne in mind to ensure smooth flow of global communication. (2×13=26)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks (1 mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**.

3. a) What is Kinesics ?

   b) Explain the principles of effective organisational communication.

   c) What arrangements need to be made to ensure the smooth conduct of a meeting ?

4. a) What do you mean by Extemporaneous oral presentation ?

   b) Explain the importance of mannerisms in communication.

   c) How will you ensure that your letter makes a good visual impression ?

5. a) Give the meaning of Technical Reports.

   b) How can managers use the grapevine for their benefit ?

   c) Explain the role of audio visual aids and computers in oral presentation.

6. a) What is encoding ?

   b) What is the difference between an abstract and a summary ?

   c) "Ineffective communication is the fault of the sender." Do you agree ? Discuss yes or no.

7. a) What is non verbal communication ?

   b) What is the difference between the minutes of a meeting and a record of its proceedings ?

   c) Explain the methods of written communication.

8. a) What do you mean by Haptics ?

   b) Explain the importance of cross culture communication.

   c) Why do employers rate listening as one of the top skills they expect employees to have ? Explain.

9. a) Differentiate between a Memo and Notice.

   b) State the difference between a Resume and a CV.

   c) What are the three stages of every interview, and which is the most important ?

10. a) What is an Agenda ?

    b) State the difference between Directives and Instructions.

    c) What traits does an employer look for in a candidate while interviewing him ?

                                                                    (6×9=54)

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination, January 2018
(2014 Admn. Onwards)
MBA1C02 : ACCOUNTING FOR MANAGERS

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.   (2×13=26)

1. Explain the concept of debit and credit. And advantages of Double Entry System.

        OR

The following is the Trial Balance. Prepare Trading and Profit and Loss Account.

	Dr.	Cr.
Capital	–	86,690
Stock as on 1st April 2017	46,800	–
Sales	–	3,89,600
Return inwards	8,600	–
Purchases	3,21,700	–
Return outwards	–	5,800
Freight and carriage	18,600	–
Rent and taxes	5,700	–
Salary and wages	9,300	–
Sundry debtors	24,000	–
Sundry creditors	–	14,800
Bank loan @ 6% p.a.	–	20,000
Bank interest	900	–
Printing and advertisement	14,600	–
Misc income	–	250
Cash at bank	8,000	–
Discount earned	–	4,190
Furniture and fittings	5,000	–

Discount allowed	1,800	–
General expenses	11,450	–
Insurance	1,300	–
Postage and telegram	2,330	–
Cash in hand	380	–.
Travelling expenses	870	–
Drawings	40,000	–
	5,21,330	**5,21,330**

The following adjustment should also be made :
- Included amongst the debtors is Rs. 3,000 due from Abraham and included amongst creditors Rs. 1,000 due to him.
- Provision for bad and doubtful debts be created at 5% and reserve for discount 2% on sundry debtors.
- Depreciation on furniture and fittings at 10% shall be written off.
- Personal purchases amounting to Rs. 600 has been included in the purchase day book.
- Interest on bank loan shall be provided for the whole year.
- A quarter of the amount of printing and advertising is to be carried forward to the next year.
- Credit purchase invoice amounting to Rs. 400 had been omitted from the books.
- Stock on 31 March – 2017 was Rs. 78,600.

2. Describe the evolution, utility and limitations of management accounting.

OR

S Ltd. purchased on 1st January, 2014 machinery for Rs. 36,000 and spent Rs. 4,000 on its installation. On 1st July, 2014 another machine purchased for Rs. 20,000. On 1st July, 2016, machine bought on 1st January, 2014 was sold for Rs. 12,000 and a new machine purchased for Rs. 64,000 on the same date. Depreciation is provided on 31st December @ 10% p.a. on the written down value method. Prepare Machinery A/c from 2014 to 2016.

SECTION – B

Answer **any six** questions, **each** question carries **1** mark for Part (**a**), **3** marks for Part (**b**) and **5** marks for Part (**c**).

3. a) What is realization concept ?
   b) Explain the rule for determination of capital expenditure .
   c) Pepsi Company produces a single article. Following cost data is given about its product – Selling price per unit Rs. 40 Marginal cost per unit Rs. 24 Fixed cost per annum Rs. 16,000.
   Calculate :
   a) P/V ratio
   b) Break even sales
   c) Sales to earn a profit of Rs. 2,000.

4. a) Define absorption cost.

   b) Write the features of Trial Balance.

   c) Following information in an inventory problem is available : Annual demand 8,400 units Unit price (Rs.) 2.4, Ordering Cost (Rs.) 4.0, Storage cost (Rs.) 2 and Interest rate 10% p.a. Lead time 1/2 month. Calculate EOQ, Reorder level and total annual inventory cost. How much does the total inventory cost vary if the unit price is changed to Rs. 5 ?

5. a) Define overheads.

   b) Write the role of financial accounting.

   c) In a manufacturing unit, overhead was recovered at a predetermined rate of Rs. 25 per man-day. The total factory overhead incurred and the man-days actually worked were Rs. 41,50,000 and 1,50,000 respectively. Out of the 40,000 units produced during a period 30,000 units were sold. There were also 30,000 uncompleted units which may be reckoned at 66.67% complete. On analyzing the reasons, it was found that 40% of the unabsorbed overheads were due to defective planning and the rest were attributable to increase overhead costs. How would unabsorbed overhead be treated in Cost Accounts ?

6. a) What is contribution ?

   b) Explain the causes for charging depreciation.

   c) States which of the following expenditures are capital, revenue, deferred revenue expenditures and capital loss :
   • Cost of overhauling and painting a second-hand truck newly purchased.
   • Cost of making more exits in a cinema hall under order of the Government.
   • Rs. 25,000 were spent on air conditioning the office of the General Manager.
   • An old machine which stood in the books at Rs. 15,000 was sold for Rs. 13,000. Rs. 2,000 were paid as municipal tax in connection with a building which was purchased last year for Rs. 2,00,000.
   • Rs. 20,000 customs duty is paid on import of machinery for modernization of the factory production during the current year and Rs. 6,000 is paid on import duty for purchase of raw materials.

7. a) Define costing.

   b) Write a note on convention of full disclosure.

   c) Following particulars relates to the manufacture of machines by ABC Co. Ltd. for the year ending 31st March 2017 Materials used 2,50,000, Direct wages 1,90,000, Factory OH 38,000, Establishment charges 35,900. Prepare a cost sheet showing the cost of Production of the Machines. What price the company should quote to manufacture a machine which, it is estimated will require an expenditure of Rs. 12,000 in material and Rs. 10,000 in wages so that it will yield a profit of 20% on selling price.

8. a) Define margin of safety.

b) What are the benefits of marginal costing ?

c) P/V Ratio is 60% and the marginal cost of the product is Rs. 50. What will be the selling price ?

9. a) What is ledger folio ?

b) Explain the need for financial statement analysis.

c) Write the journal entries for the following transactions.
   - Mr. Vikas and Mrs. Vaibhavi who are husband and wife start consulting business by bringing in their personal cash of Rs. 5,00,000 and Rs. 2,50,000 respectively.
   - Opened a current account with Punjab National Bank by depositing Rs. 1,00,000.
   - Paid office rent of Rs. 15,000 for the month by cheque to M/s Realtors Properties. Voucher No. 320.
   - Bought a motor car worth Rs. 4,50,000 from Millennium Motors by making a down payment of Rs. 50,000 by cheque and the balance by taking a loan from HDFC Bank. Voucher No. M/13/7.
   - Vikas and Vaibhavi carried out a consulting assignment for Avon Pharmaceuticals and raise a bill for Rs. 10,00,000 as consultancy fees. Bill No. B13/4/1 rose. Avon Pharmaceuticals have immediately settled Rs. 2,50,000 by way of cheque and the balance will be paid after 30 days. The cheque received is deposited into Bank.

10. a) Define deferred revenue expenditure.

b) What are the components of cost sheet ?

c) Write a note on international accounting standards. (9×6=54)

Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.)
Examination, January 2018
(2014 Admn. Onwards)
MBA1C04 : INDIAN BUSINESS ENVIRONMENT

Time : 3 Hours   Total Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) What is environmental scanning ? Elaborate different externalities which affect business environment.

OR

   b) Bring out the implication of technological changes on Indian Business. Explain the role of National Knowledge Commission in this context.

2. a) Critically evaluate the role of capital market institution in the development of Indian business.

OR

   b) Explain the meaning of fiscal policy. Discuss various instruments of fiscal policy in India.   **(2×13=26)**

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks. (**1** mark for Part (**a**), **3** marks for Part (**b**) and **5** marks for Part (**c**)).

3. a) What is business planning ?

   b) Explain the concept of rural development.

   c) Describe the growth of Indian business.

4. a) What is mixed economy ?

   b) What are the characteristics of mixed economy ?

   c) Explain the sectors of mixed economy and their relative importance.

5. a) What do you mean by national income ?

   b) List out the source of national income.

   c) Explain the reforms in taxation policy.

6. a) What is cultural environment ?

   b) Explain culture transition.

   c) What are the implications of social structure and demographic changes on Indian business ?

7. a) What is BPO, KPO and LPO ?

   b) Write a note on National Knowledge Commission.

   c) Explain impact of technological changes.

8. a) What is Environment Impact Assessment ?

   b) Explain role of co-operative sector in Indian business.

   c) How privatisation and disinvestment affect the business in India ? Explain.

9. a) What is capital market ?

   b) Explain in brief investment environment in India.

   c) Elaborate functions of FICCI and CII. (6×9=54)

Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination,
January 2018
(2014 Admn. Onwards)
MBA 1C07 : INFORMATION TECHNOLOGY FOR MANAGERS

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) Bringout the importance of E-Commerce in business. What type of security considerations must be followed to safeguard the interest of a business ?

OR

   b) What are the advantages of networking ? Explain different types of networking.

2. a) How computer system works ? Illustrate IPO model of computer system with an illustration.

OR

   b) Elaborate the usage of spread sheet in business.   (2×13=26)

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **9** marks (**1** mark for Part(**a**), **3** marks for Part(**b**), and **5** marks for Part(**c**)).

3. a) What do you mean by system software ?

   b) Explain CD writing process.

   c) Describe in brief the uses of computers in business.

4. a) What is word processing ?

   b) How to format a word document ?

   c) Explain in brief the importance of MS Word.

5. a) What is hyper linking ?

   b) Explain graphs functions in Excel.

   c) What are the uses of animation ?

6. a) What is social media ?

   b) What are the advantages of video conferencing ?

   c) Explain how to create blogs with their merits.

7. a) What is E-commerce ?

   b) What are the uses of digital signature ?

   c) Explain the process of implementation of data security.

8. a) Define FTP.

   b) What are the different web browsers used in the internet ?

   c) Explain the difference between internet explorer and net scape communicator.

9. a) What is RSS Feed ?

   b) List the requirements for sending email.

   c) What are the characteristics of a good PPT presentation ?

10. a) What is a blog ?

   b) How to manage borders and shades in MS Word ?

   c) What is the scope and importance of business analytics ?   (6×9=54)

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBCSS) (Regular/Supple.) Examination, January 2018
2014 Admn. Onwards
MBA 1C06 : MANAGEMENT THEORY AND PRACTICE

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **two** questions in this Section. **Each** question carries **13** marks.

1. a) Discuss the importance of management in the present day scenario.

   OR

   b) Examine the contributions of F.W. Taylor to the field of management.

2. a) Explain the contributions made by Elton Mayo to management thought.

   OR

   b) Explain the salient features of systems approach to management.   **(2×13=26)**

SECTION – B

Answer **any six** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

3. a) What is management ?

   b) What are the different levels of management ?

   c) Explain the functions of management.

4. a) Define planning.

   b) What are the steps in planning ?

   c) Explain the advantages and limitations of planning.

P.T.O.

5. a) What do you mean by MBO ?

   b) What are the benefits of MBO ?

   c) Explain the steps involved in it.

6. a) What is centralisation ?

   b) What are the disadvantages of centralisation ?

   c) Explain the factors affecting centralisation.

7. a) What is formal organisation ?

   b) State the functions of organisation.

   c) Explain the disadvantages of line organisation.

8. a) What are the elements of staffing ?

   b) State the functions of staffing.

   c) Explain the advantages of staffing.

9. a) Mention a few theories of motivation.

   b) State the different types of motivation.

   c) Explain the importance of motivation.

10. a) State the basic requirement of good controlling.

    b) What are the objectives of control ?

    c) Explain the various steps involved in the control process.   (6×9=54)

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