K24P 0005

Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBSS – Regular) Examination, October 2023
(2023 Admission)
MBMBA01C05 : INDIAN BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Define fiscal policy and its impact on the Indian economy.

2. What is the significance of economic planning in India ?

3. How does Industrial Revolution 4.0 affect the social environment of businesses ?

4. Discuss the importance of the Environment Impact Assessment Report.

5. What are the key functions of the World Trade Organization (WTO) ?

6. Write a note on Foreign Direct Investment and its role in the Indian economy.

(5×4=20)

PART – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Discuss the role of NITI Aayog in shaping India's economic policies.

8. Analyze the impact of business ethics on consumer relations.

9. What are the major political factors that affect the business environment in India ?

10. Explain the role and function of SEBI in Indian Stock Market.

11. Discuss the importance of international trade organizations in globalization. **(3×8=24)**

K24P 0005

PART – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Compare the economic environments before and after the introduction of GST in India.

13. Discuss the implications of technological advancements on business strategies.

14. Analyze the legal challenges faced by business in India regarding environmental regulations.

15. Analyze the role of Industrial Revolution 4.0 in transforming India's industrial sector. Discuss the challenges and opportunities it presents for businesses in India, with specific examples.

16. Evaluate the role of foreign investment in shaping India's capital market. **(3×12=36)**

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K24P 0006

Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (C.B.S.S. – Regular) Examination, October 2023
(2023 Admission)
MBMBA01C06 : QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Explain the relationship between sample size and errors.

2. Write notes on histogram.

3. What is ANOVA ?

4. What is a scatter Diagram ? What are the merits and limitations of scatter diagram ?

5. Calculate the Arithmetic Mean for the following data :

X	10	20	30	40	50	60	70	80	90	100
f	15	18	20	27	32	45	52	60	65	78

6. Discuss the concept of range.

(5×4=20)

PART – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Distinguish between 'Skewness' and Kurtosis and bring out their importance in describing frequency distribution.

8. What is data visualization. Explain different techniques of data visualization.

9. Calculate the mean deviation of the following series from the mean.

Monthly Wages (in Rs.)	50-100	100-150	150-200	200-250	250-300	300-350	350-400	400-450	450-500	500-550	550-600	600-650
Number of Workers	17	25	35	48	56	70	95	107	220	308	401	512

10. Find the modal value of the following distribution.

Marks	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70	70 – 80	80 – 90	90 – 100
Number of Students	4	12	26	32	96	56	63	72	84	48

11. "Statistics is a method of decision-making in the face of uncertainty on the basis of numerical data and calculated risk." Explain with suitable illustrations. (3×8=24)

PART – C

Answer **any three** questions. **Each** question carries **12** marks.

12. How correlation and regression analysis differ from each other ? Discuss various types of correlation and application of correlation as non-parametric test.

13. 200 digits are chosen at random from a set of tables. The frequencies of the digits are as follows :

Digits	0	1	2	3	4	5	6	7	8	9
Frequency	18	19	23	21	16	25	22	20	21	15

Use x^2 test to assess the correctness of the hypothesis that the digits were distributed in equal numbers in the tables from which they were chosen.

14. Calculate the standard deviation (deviation taken from assumed mean) of Two series.

X	3	5	8	10	25	26	32	48	52	64
Y	4	8	13	16	18	28	41	63	78	56

15. Define probability and explain the importance of this concept in managerial decision making.

16. Explain the term dispersion and distinguish it from skewness. Discuss the various methods of measuring dispersion. (3×12=36)

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K24P 0007

Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (C.B.S.S. – Regular)
Examination, October 2023
(2023 Admission)
MBMBA01C07 : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Define corporate social responsibility and its objectives.

2. Explain the myths associated with business ethics.

3. Discuss the role of ethics in modern business practices.

4. Outline the scope and objectives of business ethics.

5. Explain the separatist view in business ethics.

6. Discuss the role of ethics in decision-making processes.   **(5×4=20)**

PART – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Describe the Western Teleological and Deontological theories in ethical decision-making.

8. Discuss the benefits and challenges of managing ethics in the workplace.

9. Explain the role of the Audit Committee in corporate governance.

10. Outline the process of developing an organization's ethics development system.

11. Discuss the ethical challenges related to gender discrimination in the workplace.

(3×8=24)

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K24P 0007

PART – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Analyze the impact of Indian philosophy on modern management principles.

13. Discuss the concept of work culture and ethics in the Indian context.

14. Elaborate on the ethical challenges and solutions in the age of digital technology.

15. Discuss the role of corporate governance in maintaining ethical standards in business.

16. Discuss emerging trends in corporate governance and business ethics. **(3×12=36)**

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (C.B.S.S. – Regular) Examination, October 2023
(2023 Admission)
MBMBA01C04 : ACCOUNTING FOR MANAGERS

Time : 3 Hours   Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks :

1. What do you mean by Accounting Standard ? List out any 6 Indian Accounting Standard.

2. Preparation of Trial Balance for the given Ledger Balances :

   - Cash : INR 1,00,000

   - Accounts Receivable : INR 2,00,000

   - Inventory : INR 3,00,000

   - Accounts Payable : INR 1,50,000

   - Capital : INR 5,00,000

   - Sales : INR 4,00,000

   - Purchases : INR 2,50,000

   - Rent : INR 50,000

   - Commission Received : INR 25,000.

3. What do you mean by Marginal Costing ? Explain its features.

4. Explain the advantages and limitations of absorption cost.

5. Explain the various users of accounting principles.

6. Explain the steps of journalising. **(5×4=20)**

PART – B

Answer **any three** questions. **Each** question carries **8** marks :

7. Explain the accounting conventions.

8. Journalise the following transactions in the books of Suresh :

2023 January,

1   Suresh Commenced business with cash Rs. 10,000 and Goods Rs. 5000

5   Purchased goods from Kishore Rs. 4,000

8   Sold goods to Raman for cash Rs. 6,000

10 Paid into Bank Rs. 5,000

15 Purchased machine from Hindustan Tools Limited Rs. 3,000

18 Advanced to Govind Rs. 1,000 as loan

22 Drew for office use Rs. 500

25 Paid rent to landlord Rs. 300

27 Received from Raman on account Rs. 1,500

30 Paid Kishore on account Rs. 2,000.

9. From the following particulars relating to a business, prepare machinery account for 4 years from 2015 to 2018, closing the account every year on 31 December.

    1.4.2015   : Machinery bought for Rs. 45,000 and installed at a cost of Rs. 5,000

    30.06.2017 : Second machinery bought for Rs. 30,000

    31.12.2017 : The first machinery purchased on 1.4.2015 was sold for Rs. 35,000

    1.1.2018   : Third machinery was purchased at a cost of Rs. 75,000

    Depreciation is charged at the rate of 10% p.a. on original cost method.

10. What do you mean by costing ? Distinguish between financial accounting and cost accounting.

11. What is the rationale behind using different depreciation methods, such as straight-line and declining balance ?

(3×8=24)

PART – C

Answer **any three** questions. **Each** question carries **12** marks :

12. A firm purchased machinery on 1 July 2007 for Rs. 90,000 and incurred expenses Rs. 10,000 on its erection. On 30 June 2010, a part of the plant purchased on 1 July 2008 for Rs. 50,000 was sold for Rs. 32,000. A new plant was bought on the same day for Rs. 60,000. Show the plant account for 2007 to 2010, charging 20% depreciation under reducing balance method.

13. From the following, prepare Trading and Profit and Loss for the year ended 31st December, 2021 :

	Rs.
Capital	84,000
Bad debts reserve	7,000
Discount received	2,000
Reserve for discount on debtors	3,000
Purchases	2,00,000
Freight	10,000
Carriage	8,000
Sundry expenses	1,200
Sundry debtors	1,20,000
Bad debts	4,000
Salaries	20,000
Discount allowed	2,400
Rent	3,600
Sales	3,50,000
Return outwards	10,000
Bills payable	24,000
Sundry creditors	2,800
Postage and stationery	2,400

Reserve for discount on creditors	8,600
Wages	8,000
Return inwards	8,000
Cash at bank	8,000
Cash in hand	2,000
Stock on 01.01.2011	80,000
Land and buildings	1,20,000

Adjustments :

Closing stock was Rs. 1,20,000.

Wages and salaries outstanding Rs. 200 each.

Rent prepaid Rs. 200.

Provide 3% Reserve for doubtful debts.

Write off 10% depreciation on land and buildings.

Interest on capital at 4% p.a.

14. Elucidate element of costing.

15. Prepare cost sheet from the following data

Material used in manufacturing Rs. 1,10,000 Material used in primary packing Rs. 20,000.

Material used in selling the product Rs. 3,000.

Material used in the factory Rs. 1,500.

Productive wages Rs. 30,000.

Factory supervision expenses Rs. 4,000.

Material used for office Rs. 2,500.

Chargeable expenses Rs. 10,000.

Indirect expenses – Factory Rs. 2,000.

Administration expenses Rs. 3,000.

Depreciation on factory building Rs. 3,500.

Depreciation on office building Rs. 1,500.

Freight on material purchased Rs. 5,000.

Depreciation on delivery van Rs. 1,000.

Salary paid to the driver of delivery van Rs. 3,600.

Advertisement Rs. 2,000.

Bad debts Rs. 1,500.

Assume that all products manufactured during the year have been sold to earn a profit of 25% on selling price.

16. Post them to the various ledger accounts :

2018

			Rs.
June 1	Ram commenced business with		5,000
June 2	Bought goods for cash		2,500
June 3	Bought office furniture for cash		500
June 4	Paid for postage		100
June 5	Purchased goods from Rajkumar		2,000
June 7	Sold goods for cash		150

June 8	Bought goods from Rahim	400
June 9	Sold goods to Suresh	400
June 10	Sold goods to Natarajan	300
June 11	Purchased goods for cash	350
June 12	Received cash from Natarajan	250
June 15	Paid cash to Rahim	400
June 17	Returned goods to Rajkumar	200
June 20	Suresh returned goods	50
June 22	Paid salaries	150
June 25	Sold goods for cash	500
June 26	Ram withdrew for personal use	800
June 27	Paid by stationery	100
June 28	Paid rent	225
June 31	Received commission	50

(3×12=36)
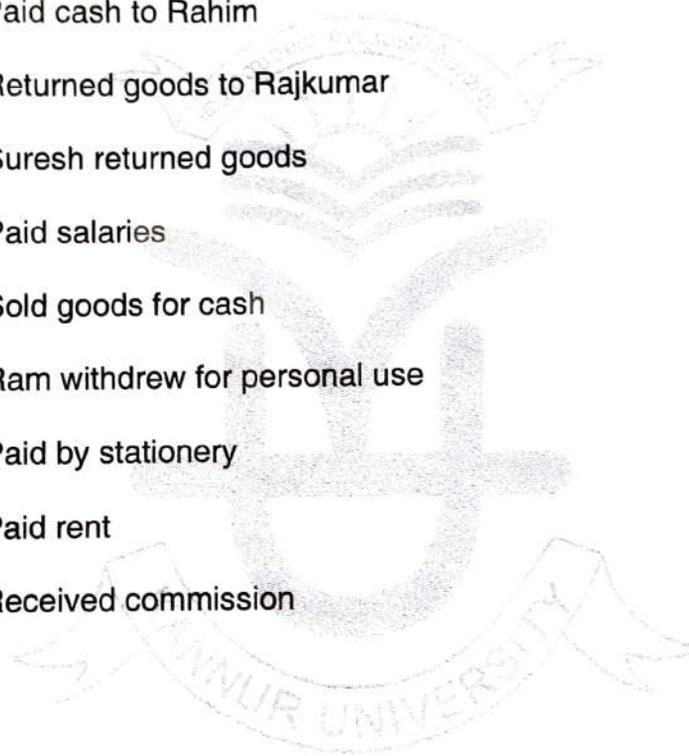
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PART – A

(Answer **any five** questions. **Each** question carries **4** marks.)

1. Define verbal communication and give an example of where it is used in a business setting.

2. What are two common barriers to effective communication in organizations ?

3. Explain the concept of non-verbal communication with an example.

4. What is the role of listening skills in effective communication ?

5. Describe the importance of body language in a professional setting.

6. Briefly explain the process of communication.   (5×4=20)

PART – B

(Answer **any three** questions. **Each** question carries **8** marks.)

7. What is organizational communication ? Discuss the principles of effective organizational communication.

8. Explain the steps involved in preparing for a professional interview.

9. Describe the structure and importance of written communication in business, such as emails or reports.

10. How does non-verbal communication impact interpersonal interactions in a business environment ?

11. Outline the key elements of effective public speaking skills. (3×8=24)

PART – C

(Answer **any three** questions. **Each** question carries **12** marks.)

12. Analyze the role of communication in leadership effectiveness, providing examples.

13. Discuss the challenges and strategies of cross-cultural communication in multinational corporations.

14. Explain the process of drafting a professional report, including the norms for including exhibits and appendices.

15. Evaluate the importance of communication skills in managing organizational crises.

16. Describe the process and significance of conducting effective meetings and seminars in a corporate setting. (3×12=36)

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (C.B.S.S. – Regular) Examination, October 2023
(2023 Admission)
MBMBA01C02 : ECONOMICS FOR MANAGERS

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Explain the circular flow of activity and its relevance to managerial decision-making.

2. Compare and contrast the objectives of different forms of organizational structures.

3. Define and differentiate between individual, market and firm demand.

4. Discuss the relationship between the law of demand and elasticity of demand.

5. Enumerate the methods used for forecasting demand and highlight the essentials of good forecasting.

6. Discuss the laws of production and their implications for business decisions.

(5×4=20)

PART – B

Answer **any three** questions. **Each** question carries **8** marks.

7. How can economic theories be effectively applied in the decision-making process ? Provide examples to illustrate your points.

8. Evaluate the significance of elasticity measures in business decision-making. How does the law of demand and elasticity of demand impact pricing strategies ? Provide real-world examples.

9. Differentiate between economy and diseconomy of scale in the production process. How do the laws of returns play a crucial role in determining optimal production levels ?

10. Explore various concepts of cost and elucidate the cost-output relationship. Discuss the application of marginal costing in making business decisions. Provide examples to illustrate your points.

11. Discuss pricing policies and practices, emphasizing the challenges and considerations involved in pricing a new product. Provide examples to illustrate how businesses can navigate pricing decisions in a competitive market.

(3×8=24)

PART – C

Answer **any three** questions. **Each** question carries **12** marks.

12. Discuss the nature and scope of managerial economics. Explain the circular flow of activity and its relevance in managerial decision-making. How can economic theories be effectively applied in the decision-making process ? Provide examples to illustrate your points.

13. Define and elaborate on the meaning of demand. Examine the determinants of demand and distinguish between individual, market and firm demand. How do elasticity measures impact business decision-making, especially in terms of pricing and product strategies ?

14. Explain the concept of the production function and its significance in managerial decision-making. Analyse the laws of production and discuss how they influence business decisions. Provide examples to illustrate the application of these laws.

15. Critically discuss the challenges and considerations in implementing cost control and cost reduction measures in a business context. Illustrate how businesses can balance cost-effectiveness with maintaining product or service quality.

16. Evaluate pricing policies and practices, emphasizing the challenges and considerations involved in pricing a new product. How can businesses navigate pricing decisions in a competitive market while ensuring profitability and customer satisfaction ? Illustrate your points with relevant examples. **(3×12=36)**

K24P 0001

Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBSS – Regular) Examination, October 2023
(2023 Admission)
MBMBA01C01 : MANAGEMENT THEORY AND PRACTICES

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Define management and explain its scope.

2. Discuss the various approaches to management.

3. Outline the contributions of two modern thinkers to management theory.

4. Explain the key functions of management.

5. Describe the planning process in management.

6. What are the types of plans used in organizations ? **(5×4=20)**

PART – B

Answer **any three** questions. **Each** question carries **8** marks.

7. Explain the concept and importance of Management by Objectives (MBO).

8. Discuss the nature and purpose of organizational structures.

9. Define departmentation and its significance in management.

10. Compare and contrast centralization and decentralization in organizations.

11. Describe the concept and importance of delegation of authority. **(3×8=24)**

PART – C

Answer **any three** questions. **Each** question carries **12** marks.

12. A small business is planning to adopt sustainable practices. What basic steps should they consider to start this process effectively ?

13. Define corporate responsibility and explain its relevance in today's business environment.

14. Imagine a scenario where a team struggles to share knowledge effectively. What simple knowledge management techniques could help improves their situation ?

15. Explain the concept of talent management and its importance in modern organizations.

16. Suggest basic strategies for a local bookstore to start selling books online, considering the shift to electronic business.   **(3×12=36)**

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Reg. No. : ....

Name : ....

I Semester M.B.A. Degree (CBSS – Regular) Examination, October 2023
(2023 Admission)
MBMBA01C01 : MANAGEMENT THEORY AND PRACTICES

Time : 3 Hours   Max. Marks : 80

PART – A

Answer **any five** questions. **Each** question carries **4** marks.

1. Define management and explain its scope.

2. Discuss the various approaches to management.

3. Outline the contributions of two modern thinkers to management theory.

4. Explain the key functions of management.

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PART – B

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