

PG-A-1575

**MSP-10X/
MSPT-10X**

**M.B.A. DEGREE EXAMINATION —
JULY 2022.**

Management

(CY 2020 & AY 2020 Batches)

First Year

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 hours

Maximum marks : 70

SECTION A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. List out the functions of management in detail.
2. Write a note on communication process.
3. Write about motivation theories and applications.
4. What is organisation culture?
5. What is organisation development?

6. State the importance of decision making.
7. Write down the personality determinants.
8. Write a note on effectiveness of organisation.

SECTION B — (3 × 15 = 45 marks)

Answer any **THREE** questions out of Five questions in
1000 words.

9. Explain organisation structure and design.
 10. Write a note on control process in detail.
 11. What are monetary and non-monetary rewards?
 12. What are the conflict and negotiation in group behaviour?
 13. Describe the future trends in organisation behaviour.
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PG-A-1576

**MSP-11X/
MSPT-11X**

**P.G. DEGREE EXAMINATION –
JULY, 2022.**

Management

(CY 2020 & AY 2020 Batches)

First Year

MANAGERIAL ECONOMICS

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

- 1. State the nature of managerial economics in brief.**
- 2. Write a note on major determinants of demand.**
- 3. State the significance of price elasticity of demand.**
- 4. List out the assumptions of production.**
- 5. Differentiate between monopoly and monopolistic competition.**

6. What are the uses of cost volume and profit analysis?
7. What are the objectives of profit maximization?
8. State the components of balance of payment.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Classify and discuss the merits and demerits of different methods of demand forecasting.
10. Discuss briefly the various cost concepts that are relevant to planning and control functions in industrial organizations.
11. Enumerate the prevalence of price rigidity in oligopoly with the help of kinked curve model.
12. Comment on the advantages and disadvantages of large scale operation.
13. Critically analyze the monetary and fiscal policies of government of India.

PG-A-1577

**MSP-12X/
MSPT-12X**

**P.G. DEGREE EXAMINATION —
JULY 2022.**

Management

(From CY – 2020 onwards)

First Year

FINANCIAL MANAGEMENT AND ACCOUNTING

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

1. List out the various Accounting Conventions?

2. Prepare a Trial Balance from the following:

Capital	9,000	Rent outstanding	1,000
Plant and Machinery	12,000	Opening Stock	2,000
Purchases	8,000	Sales returns	4,000
Sales	12,000	Investments	14,000
Sundry Creditors	8,000	Debtors	12,000
Bank Loan	22,000		

3. State the types of financial statement analysis.
4. What are the benefits of Cash Flow Statement?
5. List out any five advantages of Marginal Costing.
6. Write down the two types of variances.
7. Write a short notes on Cost. Volume, Profit analysis.
8. How will you treat Tax and dividend in final statement analysis.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words.

9. The following are the balances extracted from the books of Ganesh as on 31-12-2016. Prepare Trading and Profit and Loss account for the year ending 31-12-2016 and a Balance Sheet as on that date.

Trial Balance as on 31-12-2016

Debit Balances	₹	Credit Balances	₹
Drawings	4,000	Capital	20,000
Cash at Bank	1,700	Sales	16,000
Cash in hand	6,500	Sundry creditors	4,500
Wages	1,000		
Purchases	2,000		
Stock 1-1-16	6,000		

Debit Balances	₹	Credit Balances	₹
Buildings	10,000		
Sundry Debtors	4,400		
Bills receivable	2,900		
Rent	450		
Commission	250		
General Expenses	800		
Furniture	500		
	<u>40,500</u>		<u>40,500</u>

The following adjustments are to be made:

- Stock on 31-12-2016 was ₹ 4,000
- Interest on capital at 6% to be provided
- Interest on Drawings at 5% to be provided
- Wages yet to be paid ₹100
- Rent prepaid ₹ 50.

10. Explain the imitations of financial statement.

11. Calculate funds from operations from the following:

Particulars	Rs	Particulars	Rs
To Administration expenses	25,000	By Gross Profit	2,15,000
To Selling expenses	16,000	By Interest on Investments	5,000
To Depreciation	26,000	By Profit on sale of	4,000

Particulars	Rs	Particulars	Rs
		Machinery	
To Loss on sale of Building	6,000		
To Goodwill written off	5,000		
To Discount on issue of dentures	2,000		
To net profit	<u>1,44,000</u>		
	<u>2,24,000</u>		<u>2,24,000</u>

12. From the following particulars, prepare a production budget of Sales Corporation for the year ended on 30th June 2007.

Product	Sales (units) As per sales budget	Estimated stocks (units)	
		1-7-06	1-7-07
A	1,50,000	14,000	15,000
B	1,00,000	5,000	4,500
C	70,000	8,000	8,000

13. Explain the various advantages of standard costing.
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PG-A-1578

**MSP-13X/
MSPT-13X**

**P.G. DEGREE EXAMINATION –
JULY 2022.**

Management

(From CY – 2020 Onwards)

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions
in 300 words**

All questions carry equal marks.

1. Write a note on matrix operation.
2. Point out the concept of marginal cost.
3. Find the AM of the following set of observations:
25, 32, 28, 34, 24, 31, 36, 27, 29, 30.
4. State addition and multiplication rules in probability.

5. Calculate by simple aggregate method index number for the year 1982 based on 1981

Commodity	Unit	1981	1982
Rice	Quintal	250	300
Pulses	Quintal	100	125
Wheat	Quintal	200	300
Oil	Litres	150	200
Milk	Litres	250	350

6. Fit a trend line from the following data by using method of semi-averages

Year :	1971	1972	1973	1974	1975
Sales :	53	79	76	66	69

7. What is economic order quantity?
8. Point out the concept of weights.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Give a note on the derivation of annuity formula.
10. Describe the difference between integration and differentiation.
11. Explain the concept of marginal, average and total cost.

12. The following data given for marks in company law and statistics in a certain year.

Mean marks in statistics = 39.5

Mean marks of company law = 47.6

Standard deviation of marks in statistics = 10.8

Standard deviation of marks in company law = 16.9

Correlation coefficient between the variables is 0.42, determine the two equations of regression. And also calculate expected mark in company law of a candidate who obtained 50 mark in statistics. Find value of $Y.X = 50$.

13. Calculate the price index number by:

- (a) Paasche's method
- (b) Laspeyre's method
- (c) Marshall Edgeworth method

Commodity	Price	Quantity	Price	Quantity
A	20	8	40	6
B	50	10	60	5
C	40	15	50	10
D	20	20	20	50

PG-A-1579 MSP-14X

**P.G. DEGREE EXAMINATION –
JULY, 2022.**

Management

(From CY – 2020 onwards)

First Year

MANAGEMENT INFORMATION SYSTEMS

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight Questions in
300 words.**

All questions carry equal marks.

1. Define MIS.
2. What is Computer Hardware and computer software?
3. What do you mean by Operational Information System?
4. Write a note on Information system planning.

5. State the importance of end user computing.
6. What is DBMS?
7. What is Decision support system?
8. Write a note on Management of Information systems.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five Questions in 1000 words.

All questions carry equal marks.

9. Explain the Strategic uses of Information Technology.
10. Write about Internet and Office Communications.
11. What is the Application of Information System to functional Business Areas?
12. Briefly explain the Planning and development of Information system.
13. What is the process in Security and ethical issues of Information System?

PG-A-1580

**MSP-15X/
MSPT-15X**

**P.G. DEGREE EXAMINATION –
JULY, 2022.**

Management

(From CY – 2020 Onwards)

First Year

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight Questions in
300 words.**

All questions carry equal marks.

- 1. State the importance of marketing.**
- 2. Write down 4 P's of marketing.**
- 3. Write about Product management.**
- 4. What are the conflict and co-operation in channels?**

5. List out the distinctive features of service marketing.
6. What is marketing information system?
7. What are the objectives of marketing research?
8. How does service marketing build the relationship with customers?

PART B — (3 × 15 = 45 marks)

Answer any **THREE** questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Briefly explain Bases of Marketing Segmentation.
10. Discuss the factors affecting in Marketing Environment.
11. Write a detailed note on Product Management.
12. Enumerate the sales promotion tools and techniques.
13. Explain the advertising and sales promotion management in service marketing

PG-A-1581

**MSP-16X/
MSPT-16X**

**P.G. DEGREE EXAMINATION —
JULY, 2022.**

Management/Logistics Management

(From CY – 2020 Onwards)

First Year

FINANCIAL MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. Define financial management and explain its nature.
2. What are the limitation of wealth maximization?
3. Explain the sources of international finance with suitable example.
4. Describe the objectives of capital budgeting decision.
5. What are the characteristics features of optimal capital structure?

6. Write a short note on methods of capital rationing.
7. Differentiate between Walter and Gordon model of dividend policy.
8. What are the assumptions of Miller – Orr model?

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Classify and discuss different kinds of sources of finance with its merits and demerits.
10. A company is considering whether to purchase a new machine. Machines A and B are available for Rs. 80,000 each. Earnings after taxation are as follows :

Year	Machine A	Machine B
1	24,000	8,000
2	32,000	24,000
3	40,000	32,000
4	24,000	48,000
5	16,000	32,000

Which machine will you buy based on payback period method?

11. Enumerate the factors that determine the capital structure of an organization.
 12. Briefly elaborate the advantages and disadvantages of EBIT and EPS analysis.
 13. Comment on factors that affect working capital management.
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PG-A-1582

**MSP-17X/
MSPT-17X**

**P.G. DEGREE EXAMINATION –
JULY 2022.**

Management

(From CY – 2020 Onwards)

First Year

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum Marks : 70

PART A — (5 × 5 = 25 Marks)

Answer any FIVE questions each in 300 words.

1. What do you mean by operative functions of human resource management?
2. Write short notes on human resource planning.
3. Write on the concept of role playing.
4. What is salary administration?
5. Define management by objective.
6. State the various objectives of trade union.

7. What do you mean by performance appraisal?
8. List out the need for a training programme.

PART B — (3 × 15 = 45 Marks)

Answer any THREE questions each in 1,000 words.

9. Explain human resource management practices in India.
 10. Describe in detail various sources of recruitment practices followed in India.
 11. Differentiate between training and development. Discuss off-the-job methods of training.
 12. Discuss in detail the process of performance appraisal.
 13. Define quality of work life. Explain various approaches to quality of work life.
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PG-A-1583

**MSP-18X/
MSPT-18X**

**P.G. DEGREE EXAMINATION —
JULY, 2022.**

Management

First Year

OPERATIONS RESEARCH

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. What are the conditions for simplex method?
2. State the special cases in LPP.
3. What are the applications of transportation problem?
4. List out the limitations of north west corner model.
5. What are the salient features of queuing system?

6. Differentiate between resource leveling and resource smoothing.
7. What are the two types of decision tree?
8. State the merits of PERT.

PART B — ($3 \times 15 = 45$ marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Solve the following LPP using simplex method

$$\text{Maximize } Z = 3x + 2y$$

Subject to :

$$2x + y \leq 18$$

$$2x + 3y \leq 42$$

$$3x + y \leq 24$$

$$x \geq 0, y \geq 0.$$

10. The ICARE company has three plants located throughout a state with production (P1, P2, P3) capacity 50, 75 and 25 gallons. Each day the firm must furnish its for retail shops R1, R2, R3 and R4 with at least 20, 20 50 and 60 gallons respectively. The transportation costs (in Rs.) are given below.

	R1	R2	R3	R4	Supply
P1	3	5	7	6	50
P2	2	5	8	2	75
P3	3	6	9	2	25
Demand	20	20	50	60	

What is the transportation cost using North West Corner method?

- Compare between multi queue multi server and single queue multi server queuing system.
- Draw a network diagram of the following schedule of activities and find its critical path. Also calculate slack time for each even.

Activity	1-2	1-3	1-4	2-6	3-7	3-5
Duration (in dasy)	2	2	1	4	5	8
Activity	4-5	5-9	6-8	7-8	8-9	
Duration (in dasy)	3	5	1	4	3	

- Classify and discuss different methods of game theory.

PG-A-1584

**MSP-19X/
MSPT-19X**

**P.G. DEGREE EXAMINATION –
JULY, 2022.**

Management

(From CY – 2020 onwards)

First Year

RESEARCH METHODS

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks.

1. State the objectives of research.
2. List out the essentials of a good questionnaire.
3. Differentiate between primary data and secondary data.
4. State the types of sampling and non-sampling errors.

5. Write on any two different types of sampling in detail.
6. Give a brief note on different kinds of diagram generally used in business research to present the data.
7. What is chi-square test? List the applications of chi-square test.
8. State the significance of Research Report.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words.

All questions carry equal marks.

9. Discuss the scope and significance of research.
10. Elucidate the steps involved in conducting research scientifically.
11. Define editing. Discuss its principles and types.
12. Explain the Steps of Sampling design.
13. Discuss the layout of the research report.