



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA I YEAR	COURSE CODE	BATCH
MANAGEMENT FUNCTIONS AND BEHAVIOUR	MSP - 10	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Management is a combination of both science as well as art. Comment on it.
2. Why is planning regarded as a pervasive function of managers? Explain.
3. Why do the groups establish norms for their member's behaviour?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Define controlling and explain various elements involved in controlling process.
5. Explain various modern techniques of a decision making for programmed decisions.



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COURSE – MBA I YEAR	COURSE CODE	BATCH
MANAGERIAL ECONOMICS	MSP - 11	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Cobb-Douglas function?
2. List out the features of monopolistic competition.
3. What do you mean by profit planning?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Briefly explain the various demand forecasting methods.
5. Elaborate on the factors that affect balance of payments.



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COURSE – MBA I YEAR

COURSE CODE

BATCH

**FINANCIAL & MANAGEMENT
ACCOUNTING**

MSP - 12

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define funds flow statement?
2. Define Standard Costing?
3. What are the classification of budgets according to time factor?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. From the following information relating to Quick Standard Ltd., you are required to find out:
 - (a) Contribution
 - (b) BEP in Units
 - (c) Margin of safety and
 - (d) Profit.Total fixed costs Rs. 4,500
Total variable costs Rs. 7,500
Total sales Rs. 15,000
Units sold 5,000
Also calculate the volume of sales to earn a profit of Rs. 6,000.

5. From the following Balance Sheets you are required to prepare a Cash Flow Statement:

Liabilities	1992	1993	Assets	1992	1993
	Rs.	Rs.		Rs.	Rs.
Share capital	2,00,000	2,50,000	Cash	30,000	47,000
Trade			Debtors	1,20,000	1,15,000
Creditors	70,000	45,000	Stocks	80,000	90,000
Profit & Loss	10,000	23,000	Land	50,000	66,000
	<u>2,80,000</u>	<u>3,18,000</u>		<u>2,80,000</u>	<u>3,18,000</u>



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COURSE – MBA I YEAR

COURSE CODE

BATCH

QUANTITATIVE TECHNIQUES

MSP - 13

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Break-Even analysis? How it is useful for business decisions?
2. Explain the three types of approaches of probability.
3. Discuss the four kinds of variations in Time Series.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. An engineer tested nine samples of each of three designs of a certain bearing for a new electrical winch. The following data are the number of hours it took for each bearing to fail when the winch motor was run continuously at maximum output, with the load on the winch equivalent to 1.9 times the intended capacity.

	Design		
	A	B	C
	16	18	31
	16	27	16
	53	23	42
	15	21	20
	31	22	18
	17	26	17
	14	39	16
	30	17	15
	20	28	19

- (a) Calculate the mean and median for each group.
- (b) Based on your answer, which design is best and why?

5. The number of faculty-owned personal computers at the University of Madras increased dramatically between 1990 and 1995:

Year:	1990	1991	1992	1993	1994	1995
Number of PC's	50	110	350	1020	1950	3710

- (a) Develop a linear estimating equation that best describes these data.
- (b) Develop a second degree estimating equation that best describes these data.
- (c) Estimate the number of PC's that will be in use at the University in 199, using the equations.



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SPOT ASSIGNMENT

COURSE – MBA I YEAR	COURSE CODE	BATCH
MANAGEMENT INFORMATION SYSTEMS	MSP - 14	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is MIS?
2. What is DSS?
3. Why do you think security is necessary for information systems?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain DSS with the support of flow chart.
5. Write a note on system analysis and system design.



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SPOT ASSIGNMENT

COURSE – MBA I YEAR

COURSE CODE

BATCH

MARKETING MANAGEMENT

MSP - 15

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. “Marketing orientation goes beyond selling” – Explain.
2. How to position a brand? Illustrate.
3. What are the distribution alternatives available to a firm?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the factors that have led to the increasing use of marketing research in India.
5. What are the objectives of consumer promotions and trade promotions? How to measure the effectiveness of sales promotion?



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FINANCIAL MANAGEMENT	MSP - 16	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the concept of operating leverage.
2. What do you mean by optimum capital structure?
3. What is lock box system? How does it help to reduce the cash balances?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. The major objective of inventory management is to “minimize cash outlays for inventories”. Explain how this is sought to be achieved.
5. A company is evaluating two mutually exclusive projects. Project X will cost Rs. 10,000 now and will generate cash flows of Rs. 5,000 each year over its life of four years. Project Y will cost Rs. 2,500 and will generate cash flows of Rs. 3,000 each year over its life of three years which project would you select assuming cost of capital of 10 percent.



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COURSE – MBA I YEAR	COURSE CODE	BATCH
HUMAN RESOURCE MANAGEMENT	MSP - 17	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the concept recruitment. How it differs from selection.
2. What are the important methods of job analysis?
3. Explain the steps in selection process.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the merits and demerits of critical incident technique and graphic rating scales.
5. Elaborate the major steps in the development of the training programme.



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COURSE – MBA I YEAR

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OPERATIONS RESEARCH

MSP - 18

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. State the business applications of OR.
2. Explain the primal dual relationship in linear programming.
3. Solve the following game:

$$\begin{pmatrix} 3 & 5 \\ -2 & 7 \\ 6 & -5 \end{pmatrix}$$

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Solve the transportation problem to maximize profit.

		Origin				
		A	B	C	D	Requirements
Destination	1	7	4	3	4	15
	2	3	2	7	5	25
	3	4	4	3	7	20
	4	9	5	5	3	40
Availabilities		12	8	35	25	

(Find an optimal solution)

5. Write short notes on :
 - (a) Decision tree analysis
 - (b) Degeneracy in transportation problem
 - (c) CPM.



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COURSE – MBA I YEAR	COURSE CODE	BATCH
RESEARCH METHODS	MSP - 19	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is the significance of Research?
2. How will you decide a sample size?
3. What are the norms followed in writing Bibliography?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is analysis of variance? Explain the technique of analysis of variance for one-way and two-way classifications.
5. Elaborate on the research process.