

**MBA-102**

**MSP-11**

**M.B.A. DEGREE EXAMINATION —  
JUNE 2018.**

**First Year**

**MANAGERIAL ECONOMICS**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

1. Define role of managerial economist.
2. Difference between inflation and deflation.
3. Define cost concept.
4. Explain factors affecting pricing decision.
5. Explain unemployment.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain types of demand with suitable example.
  7. Explain the nature and scope of managerial economic.
  8. Explain market structure.
  9. Briefly explain about national income of India.
  10. Explain concept of profit.
  11. Explain business cycle and unemployment.
  12. Explain the different kinds of pricing.
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**MBA-103**

**MSP-12**

**M.B.A. DEGREE EXAMINATION —  
JUNE 2018.**

**First Year**

**FINANCIAL AND MANAGEMENT  
ACCOUNTING**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. What do you mean by going concern concept?
2. From the following balances of Mr. Arumugam prepare Trading Account for the year ending 31.12.2998
  - (a) Opening Stock 1.1.2008 Rs. 12,000
  - (b) Purchases Rs. 28,000
  - (c) Carriage inwards Rs. 200
  - (d) Sales returns Rs. 1,200

- (e) Purchases returns Rs. 1,200
  - (f) Sales Rs. 40,000
  - (g) Wages Rs. 1,500
  - (h) Stock on hand as on 31.12.2008 is Rs. 14,000
3. From the following particulars calculate stock turnover ratio :
- Opening stock 40,000 Closing stock 44,000  
Sales 4, 15,000 GP% 20%
4. From the following particulars find out breakeven point :
- (a) Fixed expenses Rs. 1. 00,000
  - (b) Selling price per unit Rs.20.
  - (c) Variable cost per unit Rs. 15.
5. In which type of industry is standard costing employed?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Prepare Trading and Profit Loss Account for the year ending 14th Jan 2012 from the books of Mr. Rama

Stock (15.1.2011) Rs. 15,000	Carriage Outwards Rs. 4,000
Purchases Rs. 1,65,000	Wages Rs. 10,000
Purchases Returns Rs. 10,000	Sales Returns Rs. 5,000
Postage Rs. 300	Salaries Rs. 5,000
Discount received Rs. 500	Stationaries Rs. 1,000
Bad debts Rs. 100	Interest Rs. 800
Sales Rs. 3,00,000	Insurance Rs. 400

Closing Stock valued at Rs.80,000

7. From the following information calculate (a) Debtors (b) Closing stock (c) Other current assets (d) creditors.

Gross profit	Rs.80,000
Gross profit to cost of goods sold ratio	1/3
Stock velocity	6 times
Opening stock	Rs. 36,000

Accounts Receivable velocity (Year 360 days)	72 days
Current assets	Rs. 1, 50,000
Accounts payable velocity	90 days
Bills receivable	Rs. 20,000
Bills payable	Rs. 5,000
Fixed assets turnover	8 times

8. From the following Balance sheet of A Ltd. As on 31<sup>st</sup> December 1991 and 1992. You are required to prepare (a) Statement of changes of working capital (b) Fund flow statement.

Liabilities	1986	1987	Assets	1986	1987
Share Capital	1,00,000	1,00,000	Goodwill	12,000	12,000
General Reserve	14,000	18,000	Building	40,000	36,000
P & LA/c	16,000	13,000	Plant	37,000	36,000
Sundry creditors	8,000	5,400	Investment	10,000	11,000
Bills payable	1,200	800	Stock	30,000	23,400
Provision for taxation	16,000	18,000	Bills receivable	2,000	3,200
Provision for doubtful debts	400	600	Debtors	18,000	19,000
			Cash at bank	6,600	15,200
	<u>1,55,600</u>	<u>1,55,800</u>		<u>1,55,600</u>	<u>1,55,800</u>

Additional information is given:

- (i) Depreciation: Plant –4,000, Building – 4,000
- (ii) Provision for taxation of Rs. 19,000 was made during the year 1992
- (iii) Interim dividend of Rs. 8,000 was paid during the year 1992.

9. From the following information relating to A and brothers you are required to find out

- (a) P/V ratio
- (b) Breakeven point
- (c) Profit
- (d) Margin of Safety
- (e) Volume of sales to earn a profit of Rs. 6,000.

Total fixed costs Rs.4, 500

Total variable cost Rs.7, 500

Total sales Rs.15, 000

10. Distinguish between standard costing and budgetary control?
  11. Define Budgetary control Explain the role of Budgeting in financial control?
  12. Describe the different types of Financial Statement Analysis?
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**MBA-104**

**MSP-13**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2018.**

**First Year**

**QUANTITATIVE TECHNIQUES**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

1. Explain union and intersection set operators with Venn Diagrams.
2. What is Break Even Analysis?
3. Write a note on types of Correlation.
4. What is Normal Distribution? What are the main characteristics of Normal Distribution?
5. What are the components of Time Series?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Given  $A = \begin{bmatrix} 1 & 2 & 3 \\ -1 & 3 & 4 \\ 2 & 0 & 1 \end{bmatrix}$   $B = \begin{bmatrix} 2 & 0 & 1 \\ 2 & -1 & -2 \\ 1 & 1 & -1 \end{bmatrix}$

$C = \begin{bmatrix} 1 & 1 & -1 \\ 2 & 1 & -2 \\ 1 & -1 & 1 \end{bmatrix}$  verify that  $AB \neq BA$ .

7. Represent the following data by a Histogram.

Marks:	0-10	10-20	20-30	30-40	40-50
No. of students:	8	12	22	35	40

Marks:	50-60	60-70	70-80	80-90	90-100
No. of students:	60	52	40	30	5

8. Find the Standard Deviation from the following data.

Age under:	10	20	30	40	50	60	70	80
No. of People	15	30	53	75	100	110	115	125

9. One bag contains 4 white and 2 black balls. Another bag contains 3 white and 5 black balls. If one ball is drawn from each bag, find the probability that (a) both are white (b) both are black.

10. Compute Laspeyre's, Paasche's and Fisher's index numbers from the following data.

Item	Base Year		Current Year	
	Price (Rs.)	Quantity	Price (Rs.)	Quantity
A	5	25	6	30
B	3	8	4	10
C	2	10	3	8
D	10	4	3	5

11. What is meant by Regression Analysis? How does it help in Business Decision Making?
12. Discuss about various measures of Central Tendency.
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**MBA-106**

**MSP-15**

**M.B.A. DEGREE EXAMINATION —  
JUNE, 2018.**

**First Year**

**MARKETING MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Define Marketing.
2. List out the Functions of marketing.
3. Highlight the product life cycle and its stages.
4. What are essential qualities of salesman?
5. Advertising Vs Sales promotion.

**PART B — (4 × 15 = 60 marks)**

**Answer any FOUR questions.**

6. Discuss the Market Segmentation and its importance with suitable examples.
7. Discuss different types Environmental factors influence the Marketing.

8. Enumerate Marketing research and procedures in Present Scenario.
  9. What you mean by new product development? Explain its steps in detail.
  10. Discuss the factors that determine Marketing channels and its Preference.
  11. Discuss the Advertising Media Selection and its Measurement of Effectiveness.
  12. Discuss the Advertising and Sales Promotion Management in service marketing.
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**MBA-107**

**MSP-16**

**M.B.A. DEGREE EXAMINATION —  
JUNE 2018.**

**First Year**

**FINANCIAL MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any THREE questions.

1. What are the Objectives of Financial Management?
2. What is Pay Back Period Method. State its advantages.
3. What is Cost of Capital? State its Significance?
4. State the different types of Working Capital.
5. State the different forms of Dividend.

**PART B — (4 × 15 = 60 marks)**

Answer any FOUR questions.

6. Explain the various Sources of Long Term Finance.

7. Explain Net Income Approach to Capital Structure.
8. The installed capacity of a factory is 600 units. Actual capacity used is 400 units. Selling price per unit is Rs. 10. Variable cost is Rs. 6 per unit. Fixed costs are Rs. 400. Calculate the operating leverage.
9. What are the factors affecting the Dividend decisions of a Firm?
10. Explain the factors that determine the Working Capital.
11. Explain the importance of Weighted Average Cost of Capital.
12. Calculate the Pay back period from the following information assuming that the investment Cost is Rs. 1,00,000.

Year	Cash inflow
1	28,000
2	32,000
3	36,000
4	40,000
5	50,000

**MBA-108**

**MSP-17**

**M.B.A. DEGREE EXAMINATION —  
JUNE 2018.**

**First Year**

**HUMAN RESOURCE MANAGEMENT**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks

1. Discuss the concept of human resource management.
2. Distinguish between job description and job specification.
3. Define and distinguish training and development.
4. What do you understand by wages and salary administration?
5. What are the objectives of trade unions?



PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. What do you understand by the term “Human Resources”? Describe the nature of human resources.
7. Discuss the process of human resources planning with suitable illustrations.
8. Discuss the various sources of recruitment for executives.
9. “Success of training programme depends on how it is conducted.’ Explain
10. Explain in brief modern techniques of performance appraisal.
11. Discuss any three techniques of job evaluation.
12. What is ‘quality of work life’? Explain its key elements.

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**MBA-109**

**MSP-18**

**M.B.A. DEGREE EXAMINATION –  
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**First Year**

**OPERATIONS RESEARCH**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. What is operation research?
2. Write a note on transportation model.
3. What is mean by single channel?
4. What is network analysis?
5. What is game theory?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write a note on linear programming.
7. Solve the following transportation problem by using Vogel's approximation method (VAM).

	$D_1$	$D_2$	$D_3$	$D_4$	
$Q_1$	1	2	3	4	6
$Q_2$	4	3	2	0	8
$Q_3$	0	2	2	1	10
	4	6	8	6	

8. Outline the elements of queueing systems
9. Distinguish between PERT and CPM.
10. Discuss the applications of game theory.
11. Solve the L.P.P by graphical method.

$$X \geq 0, Y \geq 0$$

$$2x + y \leq 20$$

$$x + 2y \leq 20$$

Indicate the feasible region on a graphs and maximize the function  $x + 3y$ .

12. Find the optimal solution for the assignment problems with the following cost matrix.

		Area			
		<i>W</i>	<i>X</i>	<i>Y</i>	<i>Z</i>
<i>A</i>		11	17	8	16
<i>B</i>		9	7	12	6
Salesman	<i>C</i>	13	16	15	12
	<i>D</i>	14	10	12	11

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**MBA-110**

**MSP-19**

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**First Year**

**RESEARCH METHODS**

Time : 3 hours

Maximum marks : 75

**PART A — (3 × 5 = 15 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. What do you mean by research?
2. Write a note on sampling design.
3. Explain the types of data.
4. What do you mean by multivariate analysis?
5. Write about Index and Bibliography.

**PART B — (4 × 15 = 60 marks)**

Answer any **FOUR** questions.

6. Explain the various types of research.
7. Discuss the various factors effecting research design.

8. Explain the methods of sampling.
  9. Explain the methods of data collection.
  10. Explain the advantages and limitations of schedules and questionnaire.
  11. Differentiate correlation with regression.
  12. Explain the types of reports.
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