

MBA-143

MSPL-10

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

First Year

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What are the roles of manager?
2. What is MBO?
3. List out the importance of communication.
4. What are the determinants of personality?
5. Who are change agents?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the Hawthorne experiments.
 7. Discuss the system approach to management.
 8. Explain the process of perception.
 9. How are attitudes formed? Explain.
 10. Explain the process of organisation development.
 11. Discuss any two theories of motivation.
 12. Describe the O.D. interventions.
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MSPL-12

**M.B.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

First Year

**FINANCIAL AND MANAGEMENT
ACCOUNTING**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. What is financial accounting?
2. What is management accounting?
3. What is financial statement analysis?
4. What is managerial costing?
5. What is responsibility accounting?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the scope of management accounting.
7. Explain the format of balance sheet with an example.
8. Differentiate between fund flow and cash flow analysis.
9. Explain the types of budgets.
10. Discuss the features of zero based budgeting.
11. Journalise the following transaction :

	Rs.
Feb 1 Bought goods from Senthil for cash	730
2 Bought machinery	6,700
3 Paid for stationery	120
4 Bought goods from Surugam	875
5 Purchased furniture from Godrej Co.,	175

12. Sales of a company @ Rs. 200 per unit
Rs. 20,00,000

Variable cost Rs. 12,00,000

Fixed cost Rs. 6,00,000

Capacity 15,000 units.

Determine break even point. How much profit is the company making?

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MSPL-13

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

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. What are row matrix and column matrix?
2. What is break even analysis?
3. What is regression?
4. What is the probability of getting two heads while tossing 2 coins?
5. What are weighted index numbers?

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Discuss the applications of differential calculus.
7. What are histograms and ogives? Explain.
8. Explain the measures of dispersion with examples.
9. Discuss the applications of poisson distribution.
10. Find the correlation coefficient between the data given below:
X: 12 13 14 16 12 10 14 8
Y: 50 52 54 45 48 50 46 52
11. Obtain the regression equations for the data given below:
X: 11 12 13 14 15 16 17 18
Y: 8 9 10 12 10 11 8 12
12. Distinguish correlation and regression.

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MSPL-14

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

MANAGEMENT INFORMATION SYSTEM

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Differentiate data and information.
2. What are systems and sub systems?
3. What is software?
4. What is tactical Information system?
5. What are the features of system software?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the features of distributed system.
7. Explain the functions of strategic information system.
8. Discuss the features of financial information system.
9. Outline the steps in planning information system.
10. Discuss the features of manufacturing information system.
11. Outline the security Issues in information system.
12. Explain the steps on organising information system.

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**MSPL-15/
MSPT-15**

**M.B.A. DEGREE EXAMINATION –
DECEMBER, 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. What are the objectives of pricing?
2. What is a brand? Explain.
3. What is marketing research?
4. List out the objectives of advertising?
5. Who are middlemen?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the sales promotion tools.
 7. Discuss the marketing research process.
 8. What are the factors influencing pricing decision?
 9. Discuss the usages of product life cycle.
 10. Explain the usages of copy writing.
 11. Discuss the determinants of consumer buying behaviour.
 12. Explain the application of services marketing.
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MSPL-17

**M.B.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

First Year

Shipping and Logistics Management

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. State the scope of HRM.
2. Mention the factors determining recruitment.
3. Describe the need and importance of training.
4. Discuss the different methods of job evaluation.
5. Give the importance of collective bargaining.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain how does environment influence HRM.
 7. Discuss the various stages of selection process.
 8. Elucidate the various stages involved in the process of training.
 9. Briefly explain the methods of wage payment.
 10. Discuss the functions of Trade Unions.
 11. Explain the types of workers participation in management.
 12. Explain various benefits provided to employees.
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MBA-149

MSPL-19

**M.B.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

First Year

Shipping and Logistics Management

RESEARCH METHODS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain the significance of 'Research'.
2. Explain and illustrate the procedure for selecting a random sampling.
3. Discuss the sources of data collection?
4. Explain the different types of Parametric Tests with examples.
5. Explain the problem in writing a report.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the components of 'Research Problem'.
 7. Discuss the different types of sampling.
 8. What are the types of 'Questionnaire'? Discuss the guidelines for preparation of a questionnaire.
 9. What are the limitations of 'Two way ANOVA? What type of problems may be encountered?
 10. What is the process of preparing 'Index'? Explain the norms for using an Index.
 11. What is meant by Data Coding? Describe various essentials of coding.
 12. What are the criteria used for choice of 'Research Design'? Explain the process of Research design.
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MBA-150

MSPL-100

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

Shipping and Logistics Management

OVERVIEW OF MARITIME BUSINESS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain the law of absolute advantage and law of comparative advantage as a important theories of international trade.
2. Write a short note on Consortium Shipping.
3. Briefly explain the important conventions of IMO towards the maritime trade.
4. What is the significance of Canals and Waterways?
5. What is multimodal transport? Explain the legal aspects involved in it.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the role of 'classification societies', the constitution of IACS its role, scope in smoothening the maritime business.
7. What is Liner Shipping Business and explain the types of Ship Liners.
8. Tabulate the various features of time charter, voyage charter and bareboat charter.
9. Describe the functions of Bill of Lading. What are the different types of Bill of Lading followed in practice?
10. Explain the safety and environmental issues affecting ships and port facilities.
11. Who is a freight forwarder? Discuss in detail the role of freight forwarder.
12. Elucidate on International Shipping Organisation.

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MSPL-101

**M.B.A DEGREE EXAMINATION –
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Shipping and Logistics Management

MARITIME ECONOMICS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is the role of Managerial economics in decision making processes of the organization?
2. Explain the freight determination under oligopoly market.
3. Explain the concept of Derived Demand.
4. Enumerate the reasons for increasing demand for shipping industries and services.
5. Discuss the significance of forecasting in Maritime Business.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. What is balance of payment? Explain the causes for disequilibrium in the balance of Payment.
7. Explain the steps to be adopted by the shipping industry in a perfective competitive market.
8. “Demand and Supply of shipping is a derived Demand” — substantiate the statement with factors affecting shipping.
9. Analyse the profile of supply of shipping and the factors influencing the supply of shipping.
10. “Freight rates are being determined by the prevailing force of demand and supply in the market” — Discuss.
11. What do you mean by ‘Forecasting’? What are the techniques involved in maritime forecast?
12. Discuss the structure of shipping industry emphasizing on bulk shipping industry and Linear shipping industry.

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MSPL-102

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

Shipping and Logistics Management

PORTS AND TERMINALS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Bring out the differentiating features of government ports and private ports.
2. Enumerate the guidelines for handling of dangerous goods.
3. What is the importance of identifying stakeholder's interests in a port project and explain the categories of stakeholders.
4. What do you understand by the term 'Greenfield Port Development'?
5. What is ISPS compliant port? How this code provides measures of safety of cargo?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the factors affecting the future of Ports and Terminals.
 7. What are the performance indicators and services offered by ports?
 8. Give a brief account of the procedure for allocation of a berth.
 9. Explain the comparative features of a Container Terminal in contrast to features of a Dry Bulk terminal.
 10. What are the various types of terminals? Explain the types of ownership and operations.
 11. Enumerate the features of Dock Safety.
 12. Explain the need for Port security. Do you think the present ISPS Code can able to provide the security?
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