

Total No. of Pages: 1

10161

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(E - BUSINESS)

(FIRST YEAR)

110 / 111: MANAGEMENT CONCEPTS / PRINCIPLES OF MANAGEMENT

(New Regulations / Old Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5 × 3 = 15)

Answer any FIVE questions

1. Briefly write the characteristics of management as a profession.
2. What is Henri Fayol's classification of management functions?
3. Define M.B.O.
4. What steps are necessary for effective managerial planning?
5. Briefly explain the non –budgeting control devices.
6. What are the elements of communication?
7. Give the requisites of an effective control system.
8. Write short note on supervision.

SECTION-B

(3 × 15 = 45)

Answer any THREE questions

9. "Management is the art of getting things done through and with People"- Discuss.
10. Discuss the factors which are taken into consideration for determining span of management.
11. Explain the managerial grid theory of leadership.
12. Elaborate the steps in planning process.
13. Analyse the pros and cons of any two important controlling techniques.

SECTION-C

(1 × 15 = 15)

(Compulsory)

14. Explain the oral communication and written communication with their merits and demerits

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Total No. of Pages: 1

**10162**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(E - BUSINESS)**

**(FIRST YEAR)**

**120 / 121: MARKETING MANAGEMENT**

**(New Regulations / Old Regulations)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5 × 3 = 15)**

**Answer any FIVE questions**

**Write short notes on:**

1. De-marketing.
2. Bring out the relevance of marketing environment.
3. How do you segment the market?
4. What are the types of brands adopted by manufacturers?
5. Pricing.
6. State the functions of a wholesaler.
7. Write the basic characteristics necessary for a successful salesman.
8. Brief the concept of marketing information system.

**SECTION-B**

**(3 × 15 = 45)**

**Answer any THREE questions**

9. What are the tasks necessary for successful in marketing management?
10. Discuss the various factors influencing the buyers behaviour.
11. Enumerate the stages involved in product life cycle. Why it is to be studied?
12. Explain the methods of pricing.
13. Discuss ethics in marketing.

**SECTION-C**

**(1 × 15 = 15)**

**(Compulsory)**

14. "The role of marketing in the economic development of a country"- Discuss.

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10163

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(E - BUSINESS)

(FIRST YEAR)

130 / 151: HUMAN RESOURCE MANAGEMENT

(New Regulations / Old Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5 × 3 = 15)

Answer any FIVE questions

1. HRM as a profession.
2. Classify the functions of HRM.
3. What is manpower planning?
4. What are the various Hurdles in a selection procedure?
5. Programmed instruction.
6. Define Training.
7. What do you understand by transfer?
8. What is post appraisal Interview?

SECTION-B

(3 × 15= 45)

Answer any THREE questions

9. Classify and explain the functions of human resource management.
10. Describe the process of HR Planning with suitable Illustrations.
11. Clearly define and discuss the relationship among job analysis, job description and job specification.
12. "Interview suffer from some limitations" Describe these limitations. How can interview be made more effective?
13. "Too often discipline in thought of only in the negative sense. In reality, positive discipline is more effective and plays a larger role in business management". Discuss the statement and point out the principle to be borne in mind while taking disciplinary action.

SECTION-C

(1 × 15= 15)

(Compulsory)

14. "Human resource planning is prerequisite for effective management of human resources". In the light of this statement, analyze the significance of human resource planning.

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Register Number:

**10177A**

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(E-BUSINESS)**

**(FIRST YEAR)**

**131: FINANCIAL MANAGEMENT**

**(New Regulations)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

**Write short notes on :**

1. What is collection policy?
2. Define finance function.
3. What are the use of stock dividends to the investors?
4. What is meant by stock splits?
5. Define merger.
6. What is capital structure?
7. What is nature of Finance function?
8. What is a rights issue?

**SECTION-B**

**(3×15=45)**

**Answer any THREE questions**

9. What is a Rights issue? Explain the procedure for Rights issue.
10. How do companies determine cash cycle?
11. Examine various factors affecting the dividend policy of a company.
12. Explain in details different methods of valuing a share
13. Briefly explain the various methods of leasing finance.

**SECTION-C**

**(1×15=15)**

**(Compulsory)**

14. A 3 year bond paying Rs. 500 as interest per annum has a maturity value of Rs. 10,000. Find its value at the time of issue at a discount of 5%.

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Register Number:

**10164**

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(E-BUSINESS)**

**(FIRST YEAR)**

**140/181: FINANCIAL AND MANAGEMENT ACCOUNTING**

**(New Regulations / Old Regulations)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. Define Financial Accounting.
2. Define capital budgeting.
3. Define Marginal costing.
4. Define break even analysis.
5. List out the source of funds.
6. Define forecast.
7. What are all the objectives of the report?
8. What is operating cycle?

**SECTION-B**

**(3×15=45)**

**Answer any THREE questions**

9. Explain the importance's of Management Accounting and Financial Accounting.
10. How will you prepare a cash flow statement?
11. Discuss the classification and limitations of ratio analysis.
12. Enumerate the types of capital budgeting techniques.
13. Evaluate the nature and functions of budgeting control.

**SECTION-C**  
**(Compulsory)**

**(1×15=15)**

14. LG company sells goods in the home market and earns a gross profit of 15% on sales. Its annual figures are as follows :

|                         |                |
|-------------------------|----------------|
| Sales                   | - Rs. 4,00,000 |
| Materials uses          | - Rs. 1,08,000 |
| Wages                   | - Rs. 96,000   |
| Manufacturing expenses  | - Rs. 1,20,000 |
| Administrative expenses | - Rs. 30,000   |
| Depreciation            | - Rs. 12,000   |
| Selling expenses        | - Rs. 18,000   |

Income tax payable in two instalments of which first instalment falls in the next year Rs. 30,000

Additional information :

- a) Credit given by supplier – 2 months
- b) Credit allowed to customer -1 month
- c) Lag in payment of wages – ½ month
- d) Lag payment of administrative expenses- 1 month
- e) Selling expenses are paid quarterly in advance.
- f) Raw materials and finished goods are in the stock for one month.
- g) Cash balance estimated to be maintained at Rs. 30,000. You are required to prepare a statement of working capital requirements.

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Register Number:

10166

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(E-BUSINESS)

(FIRST YEAR)

160/141: DATABASE MANAGEMENT SYSTEM

(New Regulations / Old Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. Define Database.
2. List the different database models.
3. What is the use of E-R Diagrams?
4. What is primary key?
5. What is Inner Join and Outer Join?
6. What is parameterised cursors?
7. How many parts in Trigger? Mention it.
8. Explain all components in forms.

SECTION-B

(3×15=45)

Answer any THREE questions

9. Describe Normalization in detail.
10. Explain in detail about relationship between the entities Publisher and Book.
11. Briefly explain about B-,B+ trees.
12. Discuss in detail about creating and deleting index for tables.
13. Describe Triggers in detail.

SECTION-C

(1×15=15)

(Compulsory)

14. What are the features of creating oracle reports? Explain.
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10167

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(E-BUSINESS)

(FIRST YEAR)

170/161: MANAGEMENT INFORMATION SYSTEM

(New Regulations / Old Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What is Management Information System?
2. What do you mean by system development life cycle?
3. Write a short note on system Implementation.
4. What is feasibility study?
5. What are the uses of Inventory Control System?
6. What do you mean by MIS in organisation?
7. Briefly explain on E- Commerce.
8. Write short note on strategic security.

SECTION-B

(3×15=45)

Answer any THREE questions

9. Describe the scope of MIS, explain the different between manual and computerised MIS.
10. Explain the role of computer in MIS.
11. Discuss the components of Information gathering resources.
12. Highlight the operational suggestions for marketing through Internet.
13. How could the MIS used in production system of an organisation?

SECTION-C

(1×15=15)

(Compulsory)

14. Can expert systems be used for training applications? Is the explanation capability useful in such applications? Elaborate.

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Register Number:

**10168**

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, January 2021**

**(E-BUSINESS)**

**(FIRST YEAR)**

**180/171: SOFTWARE PROJECT MANAGEMENT**

**(New Regulations / Old Regulations)**

Time: Three hours

Maximum: 75 marks

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**SECTION-A**

**(5×3=15)**

**Answer any FIVE questions**

1. How to identify a Software Model?
2. State the benefits of discipline.
3. What is a project checklist?
4. Define a project milestone?
5. Make a note on Test Plan.
6. Define quality.
7. What is a contract?
8. What is the role of a subcontractor?

**SECTION-B**

**(3×15=45)**

**Answer any THREE questions**

9.
  - a) Write short notes on Software Development Process.
  - b) Make a note on Activities and its Relationship.
10. Explain the attributes of a successful leader.
11. Explain the approaches to planning.
12. Explain a function test plan.
13.
  - a) Give a study on Performance incentives.
  - b) Explain how to plan recovery.

**SECTION-C**

**(1×15=15)**

**(Compulsory)**

14.
  - a) Explain the Personality Traits.
  - b) Discuss the Product Requirement.
  - c) Give a study on Non preferential treatment.

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