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10240

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

510: PRINCIPLES OF MANAGEMENT

(New Regulations)

(Common with M.B.A Marketing Mgt. and M.B.A Financial Mgt.)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. List of different schools of management thought.
2. Differentiate between line and staff organization.
3. What are the tools and techniques of Scientific Management?
4. Planning is a bridge between the present and the future. Explain.
5. What is Grapevine Communication?
6. Explain Scientific Management.
7. Define Supervisions. Discuss the position of supervisor in an enterprise.
8. What are the essential of a good communication system?

SECTION-B

(3×10=30)

Answer any THREE questions

9. Illustrate the steps in planning in detail.
10. Taylor and Fayol are the undisputed pioneer of modern Management. Elucidate.
11. What are the various problems with delegation of authority? What steps would you take to address these problems?
12. What do you understand by motivation? Explain the concept of hierarchy of needs.
13. Explain the studies carried out by Rensis Likert on Supervisor effectiveness.

SECTION-C

(1×15=15)

Answer any ONE question

14. Describe the importance of Co-ordination; discuss the techniques of achieving effective co-ordination.
15. Explain the important steps and essentials of a good control system.
16. Explain the different kinds of training of employees in an organization.

SECTION-D

(1×15=15)

(Compulsory)

17. "Management is a combination of Arts, Science and Profession" –Explain.

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M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

520: MARKETING MANAGEMENT

(New Regulations)

(Common with M.B.A Marketing Mgt. and M.B.A Financial Mgt.)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What is meant by micro environment?
2. What do you mean by Sales Forecasting?
3. How would you classify goods?
4. Define Packaging.
5. Differentiate industrial and consumer goods buyer.
6. Who is a Wholesaler?
7. List any three qualities of salesmanship.
8. What is a Tele-marketing?

SECTION-B

(3×10=30)

Answer any THREE questions

9. Define marketing. Enumerate the functions of marketing.
10. With the help of a neat sketch explain Product Positioning.
11. Elaborate the New Product Development stages.
12. Explain the kinds of Advertising Budget.
13. Write a note on green marketing and viral marketing.

SECTION-C

(1×15=15)

Answer any ONE question

14. Describe the bases of segmenting consumer market.
15. With the help of a neat sketch explain the Product Life Cycle.
16. With suitable examples describe the various methods involved in pricing.

SECTION-D

(1×15=15)

(Compulsory)

17. A popular Indian Brand wants to establish, retail chain hyper-market in all metro cities in the country. Before they establish, the company wants to know their success rate compare to other competitive brand.
 - (i) Formulate a Market Feasibility Survey Plan.
 - (ii) Develop a marketing questionnaire to know the success rate of the competitive brand.

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M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

530: FINANCIAL MANAGEMENT

(New Regulations)

(Common with MBA Marketing Mgt. and MBA Financial Mgt.)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What is risk-return trade off?
2. How will you design inventory control system?
3. What is under writing of share?
4. Point of indifference in capital structure.
5. What is Financial average?
6. What is the need for working capital
7. Distinguish between merger and acquisition.
8. What do you mean by the term liquidation.

SECTION-B

(3×10=30)

Answer any THREE questions

9. Discuss the various aspects of receivable management.
10. Distinguish internal rate of return method and payback method.
11. How will you calculate the cost of equity capital and preference capital?
12. Mr. Raju aspires to buy a house at Bangalore after five years from now, at an expected cost of Rs. 40 lakhs. How much annual savings should Raju make, if his savings earn 11% compound Interest?
13. The operating and data of Ashok Ltd, are as follows:
Sales 50,000 units at Rs. 12 per unit.
Variable cost at Rs. 8 per unit
Fixed costs Rs. 90,000(including 10% interest on Rs. 2,50,000)
Calculate the operating, financial and combined leverages.

SECTION-C

(1×15=15)

Answer any ONE question

14. Explain the key technique adopted by firms in Capital budgeting process.

15. Skylax Co is contemplating the following Projects A & B as detailed below.

Calculate the NPV assuming at 10% discount rate. And IRR of both the projects and suggest which project is more feasible?

Year	1 st year	2 nd Year	3 rd Year	4 th Year	5 th Year
Rs.	41,000	48,000	22,000	23,000	25,000

16. XYZ Co has plans to issue 7,000, Eleven percent debentures of Rs. 100 each at a discount of 5%. The debentures are redeemable after 4 years and the commission payable to brokers and underwriters is Rs.32,000. Calculate the After Tax Cost of the debt, if the tax rate is assumed as 50%.

SECTION-D
(Compulsory)

(1×15=15)

17. From the following particulars, you are required to calculate working capital requirements.

- | | |
|---|----------|
| a) Issues share capital | 2,00,000 |
| 10% Bond | 75,000 |
| Fixed assets at cost | 1,82,625 |
| b) Expected ratios of cost to selling price are | |
| Raw materials | 40% |
| Labour | 30% |
| Overheads | 20% |
| Profits | 10% |
| c) Raw material remains in stores on an average for 2 months; Finished goods on an average are in stock for one month. | |
| d) Work- in – process (100% complete in regard to materials and 50% for Labour and overheads) will be half a month's production | |
| e) Credit allowed to customers is 2 months and given by suppliers is 1 month. | |
| f) Production during the year is estimated 40,000 units | |
| g) Selling price is Rs.9 per unit. | |
| h) Calculation of debtors may be at selling price. | |
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M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

540: OPERATIONS MANAGEMENT

(New Regulations)

(Common with MBA Marketing Mgt. and MBA Financial Mgt.)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. Write the objectives of operations management.
2. What is process planning?
3. What are the types of warehouses?
4. What is economic batch quantity?
5. What is six sigma?
6. What is critical path method?
7. What are priority rules?
8. List out the objectives of work study.

SECTION-B

(3×10=30)

Answer any THREE questions

9. Explain the supply chain dynamics bull Whip Effect.
10. Explain the factors affecting plant location.
11. Discuss the procedure involved in method study.
12. Write a note on ABC analysis.
13. Elaborate the functions and methods of purchasing.

SECTION-C

(1×15=15)

Answer any ONE question

14. Discuss the significance of 6 sigma in operations management.
15. Outline the characteristics of operations management.
16. Explain the recent trends in operations management.

SECTION-D

(1×15=15)

(Compulsory)

17. The following table tests the job of a network with three time estimates.

Job i,j	Optimistic	Duration Most Likely	Pessimistic
1-2	3	6	15
1-6	2	5	14
2-3	6	12	30
2-4	2	5	8
3-5	5	11	17
4-5	3	6	15
6-7	3	9	27
5-8	1	4	7
7-8	4	10	28

- i) Draw the project network
- ii) What is the approximate probability that the jobs on the critical path will be completed by the date of 42 days?

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(HUMAN RESOURCE MANAGEMENT)

(FIRSTYEAR)

550: HUMAN RESOURCE MANAGEMENT

(New Regulations)

(Common with M.B.A Marketing Management and M.B.A Financial Management)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. Mention any three problems of HRM.
2. What is manpower planning and what are the outcomes of it?
3. Write the difference between the recruitment and selection.
4. Differentiate job description from job specification.
5. What do you understand by job rotation?
6. What are the types of training?
7. What is the difference between training and development?
8. What do you mean by fringe benefits?

SECTION-B

(3×10=30)

Answer any THREE questions

9. What are the function of Human resource management?
10. Elaborate various sources of recruitment.
11. What is job analysis? Describe the process of job analysis with its uses.
12. Write a note on management development programmes.
13. What are the factors influencing wages and salary administration?

SECTION-C

(1×15=15)

Answer any ONE question

14. Discuss the job evaluation methods in brief.
15. Explain in brief the on-the-job training methods and off-the-job training methods.
16. Explain in detail the steps involved in disciplinary procedure of an organization.

SECTION-D

(1×15=15)

(Compulsory)

17. Case study:
Berkely Investments is a reputed finance company having 15 branches in different part of the country. In the home office there are more than 200 employees. This company has a performance rating under which the employees are rated at six months intervals by a committee of two executives. Graphic scales have been used as means of appraisal.

The qualities considered are responsibility, initiative, and interest in work,

leadership potential, co-operative attitude and community activity. After the performance is evaluated, the ratings are discussed with the concerned employees by their immediate boss who counsels them. The ratings aroused to influence promotions and salary adjustments the employees and also as a criterion for assigning further rating for them.

Recently three employees of the company called on the company's president to express their dissatisfaction with the ratings they had received. Their scores and composite ratings had been discussed with them. Because their ratings were comparatively low, they had been denied annual increments in salary. Approximately, two thirds of all the employees received such increments. The aggrieved employees argued that their ratings did not accurately represent their qualifications or performance. They insisted that "community activity" was not actually a part of their job and that what they do off the job is none of the company's business. They expressed their opinion that employees should organize union and insist that salary increase be automatic.

The threat of a union caused concern to the officers of the company. This particular experience convinced the top officers that ratings may represent a serious hazard to satisfactory relationship with employees. Even the chief executive finds that performance appraisal is a dangerous source of friction and its hazards outweigh its values; so it should be discontinued altogether.

Questions:

1. How far do you agree with the management that performance appraisal should be discontinued?
2. If you were the HR manager, how would you tackle the situation?
3. What modifications would you suggest in the performance appraisal system of the company?

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M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

560: STATISTICS FOR MANAGERS

(New Regulations)

(Common with MBA Marketing Mgt. and MBA Financial)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What is a hypothesis?
2. What are Independent events?
3. What are interval estimates?
4. What is parametric test?
5. What is ANOVA?
6. What is regression?
7. What are seasonal variations?
8. What is sign test?

SECTION-B

(3×10=30)

Answer any THREE questions

9. Explain the measures of central tendency with examples.
10. What are the applications of Cluster Analysis?
11. Explain the procedure to test Mann Whitney U test with an example.
12. Discuss the procedure to calculate one-way ANOVA with an example.
13. Calculate correlation coefficient for the data given below:

Production index	100	102	104	107	105	112	103	99
Unemployed youth	15	12	13	11	12	12	19	26

SECTION-C

(1×15=15)

Answer any ONE question

14. A bag contains 6 white, 4 red and 10 black balls. Two balls are taken at random. Find the probability that
 - i) both will be black
 - ii) both will be red
 - iii) both will be white
15. A manufacturing firm produces pipes in two plants I and II with daily production 1500 and 2000 pipes respectively. The fraction of defective pipes produced by two plants I and II are 0.006 and 0.008 respectively. If a pipe selected at random is found to be defective, what is the chance that it has come from plant I or II?
16. Explain the applications of Chi-square test.

SECTION-D
(Compulsory)

(1×15=15)

17. For the data given below, check whether the change lowered the defective units produced.

No. of units produced Before change in incentive plan	8	7	6	9	7	10	8	6	5	8
After change in incentive plan	6	5	8	6	9	8	10	7	5	6

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M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRST YEAR)

570: MANAGERIAL COMMUNICATION

(New Regulations)

(Common with M.B.A Marketing Mgt. and M.B.A Financial Mgt.)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What do you understand by managerial communication?
2. What do you mean by Intrapersonal communication?
3. How important is the selection of media of communication in the process of communication?
4. What do you mean by Group communication?
5. What do you mean by written communication?
6. What is a Pod Casting?
7. What do you mean by Blog?
8. What is Bibliography?

SECTION-B

(3×10=30)

Answer any THREE questions

9. Discuss about the importance barriers of effective communication.
10. What are the different types of communication?
11. What are the different approaches to organizational communication?
12. Explain the characteristics of good speech.
13. What is report writing? Explain the methodology involved in writing report.

SECTION-C

(1×15=15)

Answer any ONE question

14. What you mean by barriers of communication? Explain in detail the guidelines to overcome barriers in organizational context.
15. Elucidate the role played by visual aids in making the oral presentation meaningful.
16. Is there any difference between Academic report writing and Business report writing, if so throw light upon the differences?

SECTION-D

(1×15=15)

(Compulsory)

17. Case Study:
Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding. Discuss.
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Total No. of Pages: 2

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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(HUMAN RESOURCE MANAGEMENT)

(FIRSTYEAR)

580: ORGANISATIONAL BEHAVIOUR

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. List the importance of studying OB.
2. What do you mean by learning?
3. List out the factors influencing perception.
4. What are the reasons for the formation of groups?
5. Explain different styles of leadership.
6. What are change agents?
7. What are the reasons for conflict?
8. What are the causes of stress?

SECTION-B

(3×10=30)

Answer any THREE questions

9. Discuss the challenges and opportunities for organizational behaviour.
10. Outline the factors determining job satisfaction.
11. Describe the types of groups in organisations.
12. 'leadership is situational' – Discuss.
13. Is conflict always dysfunctional? Give means of resolving conflict.

SECTION-C

(1×15=15)

Answer any ONE question

14. Explain the factors influencing organisational behaviour.
15. Discuss any two theories of motivation.
16. Describe the various leadership styles in detail.

SECTION-D

(1×15=15)

(Compulsory)

17. **Need-Based Perspectives on Motivation**

More Than a Paycheck

Lemuel Greene was a trainer for National Home Manufacturers, a large builder of prefabricated homes. National Home had hired Greene fresh from graduate school with a master's degree in English. At first, the company put him to work writing and revising company brochures and helping with the most important correspondence at the senior level. But soon, both Greene and senior management officials began to notice how well he worked with executives on their writing, how he made them feel more confident about it.

And how, after working with an executive on a report, the executive often was much more eager to take on the next writing task. So National Home moved Greene into its prestigious training department. The company's trainers worked with thousands of supervisors, managers, and executives, helping them learn everything from new computer languages to time management skills to how to get the most out of the workers on the plant floor, many of whom were unmotivated high school dropouts. Soon Greene was spending all his time giving short seminars on executive writing as well as coaching his students to perfect their memos and letters.

Greene's move into training meant a big increase in salary, and when he started working exclusively with the company's top brass, it seemed as though he got a bonus every month. Greene's supervisor, Mirela Albert, knew he was making more than many executives who had been with the company three times as long, and probably twice as much as any of his graduate school classmates who concentrated in English.

Yet in her biweekly meetings with him, she could tell that Greene wasn't happy. When Albert asked him about it, Greene replied that he was in a bit of a rut. He had to keep saying the same things over and over in his seminars, and business memos weren't as interesting as the literature he had been trained on. But then, after trailing off for a moment, he blurted out, "They don't need me!" Since the memos filtering down through the company were now flawlessly polished, and the annual report was 20 percent shorter but said everything it needed to, Greene's desire to be needed was not fulfilled.

The next week, Greene came to Albert with a proposal: What if he started holding classes for some of the floor workers, many of whom had no future within or outside the company because many could write nothing but their own names? Albert took the idea to her superiors. They told her that they wouldn't oppose it, but Greene couldn't possibly keep drawing such a high salary if he worked with people whose contribution to the company was compensated at minimum wage.

Greene agreed to a reduced salary and began offering English classes on the factory floor, which were billed by management (who hoped to avoid a wage hike that year) as an added benefit of the job. At first only two or three workers showed up—and they, Greene believed, only wanted an excuse to get away from the nailing guns for awhile. But gradually word got around that Greene was serious about what he was doing and didn't treat the workers like kids in a remedial class.

At the end of the year, Greene got a bonus from a new source: the vice president in charge of production. Although Greene's course took workers off the job for a couple of hours a week, productivity had actually improved since his course began, employee turnover had dropped, and for the first time in over a year, some of the floor workers had begun to apply for supervisory positions. Greene was pleased with the bonus, but when Albert saw him grinning as he walked around the building, she knew he wasn't thinking about his bank account.

Case Questions

1. What need theories would explain why Lemuel Greene was unhappy despite his high income?

Greene seems to have drifted into being a teacher. Given his needs and motivations, do you think teaching is an appropriate profession for him?
