10209

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRST YEAR)

110: PRINCIPLES OF MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION-A   (5×3=15)

Answer any FIVE questions

1. Write a brief note on systems approach as to management thought?
2. Strategies.
3. Functional Authority.
4. Committee organisation.
5. Differentiate between operational and strategic planning.
6. Benevolent leader.
7. JI- training.
8. Span of control.

SECTION-B   (3×10=30)

Answer any THREE questions

9. Explain the various approaches as to decision-making in management.
10. 'Planning is the job of making things happen that would not otherwise occur"- Discuss.
11. Define decentralization. Explain the factors favouring decentralisation.
12. Describe the relationship between line and staff authority in an organisation.
13. Explain the process of MBO? How can it be made more effective.

SECTION-C   (1×15=15)

Answer any ONE question

14. Analyse the contributions of Herbert A. Simon to the theory of decision-making.
15. Highlight the disintegrating factors demanding co-ordination. Mention the guidelines for effective co-ordination.
16. Discuss 'controls' in terms of MBO against MBE.

SECTION-D   (1×15=15)

(Compulsory)

17. "The management of every enterprise has to evolve its own organisation structure the form of which mainly depends upon the activities of the business, competence of personnel and philosophy of management". Substantiate your answer.

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M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRST YEAR)

120: MANAGERIAL ECONOMICS

Time: Three hours   Maximum: 75 marks

SECTION-A   (5×3=15)

Answer any FIVE questions

1. Capital budgeting.
2. Cost.
3. Perfect competition.
4. Fiscal policy.
5. Small scale firm.
6. Deflation.
7. SSI unit.
8. Price discrimination.

SECTION-B   (3×10=30)

Answer any THREE questions

9. Explain the responsibilities of a managerial economist.
10. What is capital budgeting?
11. Explain factors that determine price.
12. What is business cycle?
13. Analyse the role and functions of financial institution in an economy.

SECTION-C   (2×15=30)

Answer any TWO questions

14. "Managerial economics is a part of normative economics. It is pragmatic and conceptual in nature". Discuss.
15. What is national income?
16. What measures are available to control inflation?
17. Discuss the important methods of measuring National Income.

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M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRST YEAR)

130: ACCOUNTING AND FINANCE FOR MANAGERS

Time: Three hours

Maximum: 75 marks

SECTION-A   (5×3=15)

Answer any FIVE questions

1. Definition of Cost Accounting.
2. What is journal?
3. What is a cash flow analysis?
4. What is marginal costing?
5. Write any five objectives of budgetary control.
6. What is a present value?
7. What is a capital budget?
8. What is NPV method?

SECTION-B   (3×10=30)

Answer any THREE questions

9. What is the important of management accounting?
10. Merits and demerits of cash flow analysis?
11. What is types of budget?
12. How do you show the following comparative income statement?

P/s	31.03.14	31.03.15
Sales	12,00,000	13,00,000
Cost of sales	10,00,000	11,50,000

13. Profit cost Rs. 15,60,000 and yields flow analysis Rs.2,70,000 after depreciation of 12% p.a. but before tax. Calculate Payback period.

SECTION-C   (2×15=30)

Answer any TWO question

14. Journalise the following transactions, post them in the ledger and balance the accounts on 31ˢᵗ June 06.

    1. Ram started business with a capital of Rs. 10,000
    2. He paid cash to Mohan on credit Rs.1000
    3. He purchased goods from Mohan Credit Rs.2000
    4. He sold goods to Suresh Rs. 2000
    5. He received cash from Mohan Rs. 3000
    6. He further purchased from Mohan Rs.2000
    7. He paid cash to Mohan Rs. 2000
    8. He further sold goods to Suresh Rs. 2000
    9. He received cash from Suresh Rs.1000

15. ABC company wishes to arrange O.D facilities with its bankers during the period May to July when it will be manufacturing mostly for stock. Prepare a cash budget for the above period from the following data:

Months	Sales	Purchases	Wages
March	1,80,000	1,24,800	12,000
April	1,92,000	1,44,000	14,000
May	1,08,000	2,43,000	11,000
June	1,74,000	2,46,000	10,000
July	1,26,000	2,68,000	15,000

   (i)   50% of credit sales is realised in the month following the sale and the other 50% in the second month following:
   (ii) Creditors are paid in the month following the month of purchase.
   (iii) Wages are paid at the end of the respective month
   (iv) Cash at bank on 1st may ₹ 25,000.

16. Nature of Ratio Analysis and Limitation of Ratio Analysis.

17. A Ltd company is considering select on the following the details

P/S	Projects A	Project B
Cost	11,000	10,000
Cash inflows 1	6,000	1,000
2	2,000	1,000
3	1,000	2,000
4	5,000	10,000

Using the IRR method suggest which project is profitable.

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M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRSTYEAR)

140: MARKETING MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION - A
Answer any FIVE questions (5 × 3 = 15)

Write short note on

1. Value chain.
2. Customer satisfaction.
3. Buyer behaviour.
4. Targeting.
5. Middlemen.
6. VMS.
7. Advertising.
8. Public relation.

SECTION - B
Answer any THREE questions (3 × 10 = 30)

9. Enumerate the external factors related to marketing environment.
10. Explain the concept of marketing mix given by Philip Kotler.
11. Give a detail note on market segmentation and market targeting.
12. Describe the different types of packaging.
13. Explain the procedure followed for identifying and analysing competitors.

SECTION - C
Answer any ONE question (1 × 15 = 15)

14. Give the customer oriented definition of marketing. How can marketing help a firm build its goodwill in the market?
15. Describe the process of new product development.
16. Enumerate the major factors that influence consumer buying behaviour.

SECTION - D
(Compulsory) (1 × 15 = 15)

17. Assume a chemical fertiliser company located at new Delhi intends to set up its field sales force in three states viz Tamilnadu, Kerala and Andhara Pradesh. Each state capital is assured to be its regional office and cash regional office will have five branch offices and each branch office has four field representations.

    i) Draw the sales force chart on the basis of the information provided above.

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M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRSTYEAR)

150: HUMAN RESOURCE MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION - A
Answer any FIVE questions   (5 × 3 = 15)

Write short notes on:

1. What do you understand by SHRM?
2. Job analysis.
3. Stress Interview.
4. Training and development.
5. Define Performance Appraisal and Performance Management.
6. Incentives.
7. Trade union.
8. Fringe benefits.

SECTION - B
Answer any THREE questions(3 × 10 = 30)

9. Explain the paradigm shift in HRM from its evolution to recent times.
10. Enumerate various sources of recruitment used Today.
11. Explain the process of training.
12. Explain any two job evaluation methods.
13. Explain the functions and objectives of trade union as per Trade Union Act 1926.

SECTION - C
Answer any ONE question(1 × 15 = 15)

14. Do you think that the factories or companies satisfy the labour legislations? How do you forsee the HRM in India.
15. As a HR manager how do you balance between financial and non-financial incentives for managerial personnel and workers?
16. Explain any three management development programmes used with its merits and demerits.

SECTION - D
(Compulsory) (1 × 15 = 15)

17. Case Study:

    Assume you are the training head for a large retail company. The company has several department stores in the Country. One of the needs analysed is adequate training to sales staff, because sales staff represent the Company to the public, so the manner in which they conduct themselves is highly important.

    a) Design a three day training program for the sales staff. Be sure to outline the specific topics to be covered and techniques to be used.

    b) Specify what methods could be used to evaluate the success of the program

    c) Be prepared to present the program to the class.

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M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRSTYEAR)

160: PRODUCTION AND MATERIALS MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION - A
Answer any FIVE questions (5 × 3 = 15)

1. What is the purpose of Time study?
2. What is the use of 'Ergonomics'?
3. What is a 'Product layout'?
4. Explain 'Distribution time'.
5. What is Bin card?
6. Define 'Scheduling'.
7. What is 'Simplification'?
8. What is vendor rating?

SECTION - B
Answer any THREE questions (3 × 10 = 30)

9. Illustrate the relationship between man and working environment.
10. Distinguish between preventive maintenance and breakdown maintenance and their advantages.
11. What is motion study? How is this study conducted? State its uses.
12. Narrate the use of static inventory models in materials management and their uses.
13. Discuss the characteristics and limitations of intermittent, batch and continuous production with suitable diagrams.

SECTION - C
Answer any ONE question (1 × 15 = 15)

14. The annual demand for a component is 48,000 units. The carrying cost is 50 paise per unit per annum and the ordering cost is Rs.40 per order. Calculate EOQ.
15. Explain the steps involved in process planning.
16. Narrate the usual activities performed in the purchase department.

SECTION - D
(Compulsory) (1 × 15 = 15)

17. a) What is economic batch quantity?

    b) Explain the procedure for maintenance.

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Register Number:

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M.B.A. DEGREE EXAMINATION, January 2021

(INFORMATION SYSTEMS)

(FIRST YEAR)

170: RESEARCH METHODS FOR MANAGEMENT

Time: Three hours   Maximum: 75 marks

SECTION-A   (5×3=15)

Answer any FIVE questions

1. Exploratory research.

2. Explain what is a research problem.

3. What is a research design?

4. Explain the term "population".

5. Primary Data.

6. What is "cooling"?

7. Explain scaling techniques.

8. What is 'executive summary'?

SECTION-B   (3×10=30)

Answer any THREE questions

9. State the meaning and scope of research.

10. Discuss the steps involved in hypothesis testing.

11. Explain the criteria for a good sample design.

12. Distinguish between parametric and non-parametric tests. Highlight their use in research.

13. What is "Executive summary"? What are the contents of an effective executive summary?

SECTION-C   (1×15=15)

Answer any ONE question

14. Explain the characteristics of a good research.

15. Narrate the techniques of measurement in research.

16. Explain discriminant analysis and its applicability.

SECTION-D   (1×15=15)
(Compulsory)

17. A student has undertaken a study on the PERCEPTION OF INVESTORS IN CHIDAMBARAM TOWARDS MUTUAL FUNDS and attempts to collect primary data from investors in Chidambaram. Draft out a questionnaire for the topic with at least 15 analytical questions. The questionnaire should include all types of questions like, ranking, scaling, dichotomous, etc.

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