

Total No. of Pages: 1

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.

Register Number:

Name of the Candidate:

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.

Register Number:

Name of the Candidate:

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

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?

Total No. of Pages: 2

10244

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(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?

Total No. of Pages: 2

10245

Register Number:

Name of the Candidate:

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

Total No. of Pages: 1

10246

Register Number:

Name of the Candidate:

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.

Total No. of Pages: 2

10276

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, January 2021

(FINANCIAL MANAGEMENT)

(FIRST YEAR)

580: ACCOUNTING FOR MANAGERS

(New Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What is Cost concepts?
2. Define the term depreciation.
3. What is Break-even point?
4. Define budgetary control.
5. Sales Rs. 2,00,000 profit Rs. 20,000 variable cost 60% . You are required to calculate
i)P/V ratio ii) Fixed cost iii) Sales Volume to earn a profit of Rs.50,000
6. What is cost centre?
7. What is comparative income statement?
8. What is meant by overhead?

SECTION-B

(3×10=30)

Answer any THREE questions

9. What are the essential of a successful budgetary control? Explain.
10. What are the uses of ratio analysis?
11. Give a comparative description of absorption costing and marginal costing.
12. What is cash budget? How is it prepared?
13. What is a sales budgets? How is it prepared?

SECTION-C

(1×15=15)

Answer any ONE question

14. What are the accounting concepts and conventions? How are they evolved.
15. Discuss the various elements of cost. Give a few examples of each.
16. Assume that the cost structure and selling prices remain the same in the period I and II, find out (a) P/V ratio (b) BEP sales (c) Profit when sales are Rs.1,00,000 (d) Sales required to earn a profit of Rs.20,000.

Period	Sales	Profit
I	1,20,000	9,000
II	1,40,000	13,000

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

17. Draw up a flexible budget for production at 75% and 100% capacity on the basis of the following data for a 50% activity

	Per unit (Rs.)
Materials	100
Labour	50
Variable expenses(direct)	10
Administrative expenses(50% fixed)	40,000
Selling and distribution expense(60% fixed)	50,000
Present production (50% activity)	1000 units
