M.B.A. DEGREE EXAMINATION – JUNE, 2019.

First Year

MANAGERIAL ECONOMICS

Time : 3 hours   Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Discuss the nature of Managerial Economics.

 மேலாண்மையியல் பொருளாதாரத்தின் தன்மையைப் பற்றி விவாதிக்கவும்.

2. What are the factors of production?

 உற்பத்தி காரணிகள் யாவை?

3. What is a monopolistic competition?

 ஏகபோக போட்டி என்றால் என்ன?

4. What is meant by price discrimination?

 விலை வேறுபாடு என்றால் என்ன?

5. What are the problems in measuring national income in India?

    இந்தியாவில் தேசிய வருவாயை அளவிடுவதில் உள்ள சிக்கல்கள் என்ன?

    SECTION B — (4 × 15 = 60 marks)

    Answer any FOUR questions.

6. What is meant by elasticity of demand? Explain its types and significance.

    தேவை நெகிழ்தன்மையின் பொருள் என்ன? அதன் வகைகள் மற்றும் முக்கியத்துவத்தை விளக்கவும்.

7. Explain the different types of demand in detail.

    வெவ்வேறு விதமான தேவைகளை விளக்கவும்.

8. What is Production function? Explain its nature.

    உற்பத்தி செயல்பாடு என்றால் என்ன? அதன் தன்மையை விளக்கவும்.

9. What are the main features of Monopoly?

    ஏகபோகத்தின் முக்கிய அம்சங்கள் யாவை?

10. Briefly discuss about 'Marginal Productivity Theory' of profit.

    'இலாப உற்பத்தித்திறன் தத்துவம்' பற்றி சுருக்கமாக விவாதிக்கவும்.

11. Explain the advantages and disadvantages of cost volume profit analysis.

செலவு அளவு இலாப பகுப்பாய்வு நன்மைகள் மற்றும் தீமைகள் பற்றி விளக்கவும்.

12. Explain the uses of national income estimates.

தேசிய வருவாய் மதிப்பீடுகளின் பயன்பாடுகளைப் பற்றி விளக்கவும்.

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MBA-113	MSP-12/ MSPT-12

M.B.A. DEGREE EXAMINATION – JUNE 2019.

First Year

FINANCIAL AND MANAGEMENT ACCOUNTING

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define Accounting. What are the Objectives of Accounting?

2. List out the tools of Financial Analysis.

3. What are the Objectives of Budgetary Control?

4. What is a Cash Flow Statement? What are its Uses?

5. What are the Limitations of Standard Costing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Prepare a Trading Account, Profit & Loss and Balance Sheet from the following information.

	Rs.		Rs.
Opening stock	50,000	Purchases	80,000
Sales	3,00,000	Capital	4,00,000
Rent	6,000	Bills payable	38,000
Printing & stationery	7,000	Machinery	2,00,000
Bills receivable	1,68,000	Purchase Return	30,000
Sales Return	25,000	Furniture	1,37,000
Wages	20,000	Salaries	75,000

Additional Information:

Closing Stock - Rs. 40,000.

7. Distinguish between Fund Flow Statement and Cash Flow Statement.

8. The Sales and Profits for 1996 and 1997 are as follows:

Year	Sales (in Rs)	Profit (in Rs)
1996	1,50,000	20,000
1997	1,70,000	25,000

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Find out:

(a) Profit Volume Ratio

(b) Break Even Point

(c) Sales to earn a Profit of Rs. 40,000

(d) Profit when sales are of Rs. 2,50,000 and

(e) Margin of Safety at a Profit of Rs. 50,000.

9. Prepare a Production Budget of Sales Corporation for the year ended on 30th June 1990.

Product	Sales (in units)	Stock (1.7.89)	Stock (1.7.90)
A	1,50,000	14,000	15,000
B	1,00,000	5,000	4,500
C	70,000	8,000	8,000
D	52,000	2,000	4,000
E	2,000	1,000	2,000

10. Discuss various types of Budget.

11. Calculate funds from operations from the following:

Particulars	Rs.	Particulars	Rs.
To Administrative expenses	25,000	By Gross profit	2,15,000
To Selling expenses	16,000	By Interest on investments	5,000
To Depreciation	26,000	By Profit on sale of	4,000

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Particulars	Rs.	Particulars	Rs.
To Loss on sale of building	6,000	Machinery	
To Goodwill written off	5,000		
To Preliminary Expenses	2,000		
To Net profit	1,44,000		
	2,24,000		2,24,000

12. Explain the different types of Accounting Concepts.

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MBA-114	MSP-13/ MSPT–13

M.B.A. DEGREE EXAMINATION – JUNE, 2019.

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define Bivariate Analysis.

2. What is Time series Forecasting?

3. What is Measures of Central Tendencies?

4. Define Probability Distribution.

5. Calculate artistic mean

Marks :	20	30	40	50	60	70
No. of students :	8	12	20	10	6	4

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the causes of variation of time series analysis.

7. Elaborate in Detail about the uses of Median.

8. Discuss the objectives, nature and Various Methods of forecasting.

9. Discuss in Detail about Marginal, Average and Total cost.

10. Calculate the co-efficient of correlation for the data given below

         X: 48   35   17   23   47

         Y: 45   20   40   25   45

11. Elaborate about Index Numbers.

12. What are the limitation of quantitative techniques?

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MBA – 117	MSP–16/ MSPT – 16

M.B.A. DEGREE EXAMINATION – JUNE 2019.

First Year

Logistics Management

FINANCIAL MANAGEMENT

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define Future Value of Money.

2. What are the components of capital Budgeting?

3. What is Financial Leverage?

4. What is operating cycle?

5. Compare Hire Purchase with lease.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the functions of Finance Manager of a firm.

7. Explain the features and scope of Financial Management.

8.   Explain about the specific sources of capital.

9.   Explain the essentials of Walters Dividend model.

10.   Explain the various principles of working capital.

11.   Discuss the various procedure involved in obtaining a term loan.

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MBA–118	MSP–17 / MSPT - 17

M.B.A DEGREE EXAMINATION – JUNE, 2019.

First Year

HUMAN RESOURCE 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 functions of Human Resource Management?

2.   Can you illustrate the approaches to Job Design?

3.   What is role playing? Explain the suitable Examples.

4.   Why should we go for Performance Appraisal?

5.   What is Management by Objectives? List any three objectives.

PART B — (4 × 15 = 60 marks)
Answer any FOUR Questions
All questions carry equal marks.

6. Describe elaborately on Philosophy HRM Managerial functions in today's Organization.

7. Enumerate Human Resource Planning and what are the strategies considerations of planning?

8. Describe the Steps in Scientific Selection process.

9. Describe the Various types of Training Programme in the Organisation.

10. Enumerate the Various methods of modern Techniques of performance Appraisal.

11. Discuss the Individual and Group incentives scheme.

12. Describe the Growth of Trade Union in India.

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M.B.A. DEGREE EXAMINATION –
JUNE, 2019.

First Year

OPERATIONS RESEARCH

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Write a note on the role of operations research in marketing management.

2. What is meant by balanced and unbalanced transportation problem? List the steps to convert an unbalanced problem to a balanced one.

3. Describe the different behaviours of customers in queueing theory.

4. Explain the maximax criterion in decision theory.

5. What is saddle point? Explain with an example.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6.   Solve the following LPP graphically

   Max $Z = 5x_1 + 8x_2$

   Subject to

   $15x_1 + 10x_2 \leq 180$
   $10x_1 + 20x_2 \leq 200$
   $15x_1 + 20x_2 \leq 210$
   $x_1, x_2 \geq 0$

7.   Find the optimal transportation cost of the following matrix. Use least cost method to find the initial solution

		A	B	C	D	E	Availability
				Market			
	P	4	1	2	6	9	100
Factory	Q	6	4	3	5	7	120
	R	5	2	6	4	8	120
	Demand	40	50	70	90	90	

8.   In a public Telephone booth the arrivals are on the average 15 per hour. A call on an average takes 3 minutes. If there is just one phone, find (a) expected number of callers in the booth at any time (b) the proportion of the time the booth is expected to be idle.

9. Three time estimates of all activities of a project are as given below.

Time in months

Activity	a	m	b
1-2	0.8	1.0	1.2
2-3	3.7	5.6	9.9
2-4	6.2	6.6	15.4
3-4	2.1	2.7	6.1
4-5	0.8	3.4	3.6
5-6	0.9	1.0	1.1

(a) Find the excepted duration and standard deviation of each activity

(b) Construct the project network

(c) Determine critical path, expected project length.

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10. Using graphical method to solve the rectangular game who payoff matrix for player A is

$$\begin{pmatrix} 2 & -1 & 5 & -2 & 6 \\ -2 & 4 & -3 & 1 & 0 \end{pmatrix}.$$

11. Explain the procedure to solve the Simplex method.

12. Explain the PERT procedure to determine the critical path, expected variance of the project length and the probability of completing the project within a specified time.

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MBA 120	MSP – 19/ MSPT–19

M.B.A. DEGREE EXAMINATION – JUNE 2019.

First Year

RESEARCH METHODS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks

1. Define Research and its Significance.

2. What is sample? List out any four Principles

3. What are the classifications in Data? Give suitable examples

4. Write note on non-parametric tests.

5. Define Research report. List out its Significance.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Describe the Research Process and its Stages in Social Sciences.

7. Why review of literature is Essential in research? Justify.

8. Discuss the Sampling Technique used in Research.

9. What are the merits and demerits of Questionnaire and Interview Schedule? Comment.

10. Discuss the Chi-Square Test, T- Test and F-Test used in social science Research.

11. Draft Layout of Report in Report Writing.

12. Discuss the Various Types of Research Report.

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MBA 189 MSPT–101

M.B.A. DEGREE EXAMINATION – JUNE 2019.

First Year

Logistics Management

FUNDAMENTALS OF LOGISTICS

Time : 3 hours   Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1.   Define Logistics.

2.   What is out sourcing?

3.   Discuss the Role of Information system in Logistics.

4.   What is the meaning of 4 PL?

5.   Discuss Logistics planning.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6.   What is Inbound and Out bound Logistics?

7.   Enumerate the Routing of Materials from origin to destination. Discuss the process in Detail.

8. Discuss in detail the supply chain management.

9. Discuss the Logistics strategy for Perishables goods.

10. Explain the logistics planning and Design techniques for improving the effectiveness of goods delivery.

11. "Measurement of performance of Logistics". Explain in Detail with Examples.

12. What are the methods of procurement Management available to retailers?

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