

PG-832

**MSP-10/
MSPT-10**

**M.B.A. DEGREE EXAMINATION –
DECEMBER, 2019.**

First Year

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. Explain the management level and functions.
2. Discuss the various elements in the process of communication.
3. Explain the concepts of personality.
4. Differentiate between groups and teams.
5. What are characteristics of Organisation Development?

PART B — (4 × 15 = 60 marks)

Short answer questions.

Answer any FOUR questions.

6. Explain the contributions of F.W. Taylor of Management.
 7. What is Planning? Explain the steps involved in planning.
 8. What are the different types of communication? Discuss in detail.
 9. Describe in detail any three theories of personality development.
 10. Explain the various stages in group development.
 11. What is group structure? Explain its important aspects?
 12. Explain the organization Development process in detail.
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PG-833 MSP-11/MSPT-11

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

First Year

MANAGERIAL ECONOMICS

Time : 3 hours

Maximum marks : 75

PART A – (3 × 5 = 15 marks)

Answer any THREE questions

All questions carry equal marks

1. Write a brief note on the nature of Macro Economics.
2. Explain the Law of Demand and its assumptions.
3. Differentiate perfect and imperfect market structure.
4. Discuss the major functions of Fiscal Policy.
5. Discuss the causes of unemployment in India.

PART B – (4 × 15 = 60 marks)

Answer any FOUR questions

All questions carry equal marks

6. Discuss the various approaches to Consumer Behavior.
7. What is Supply Elasticity and explain its types.
8. Explain the types of Equilibrium.
9. Explain the factors determining pricing structure.
10. Discuss the factors influencing national income.
11. Explain the causes for inflation.
12. Examine the limitations of Monetary Policy.

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**MSP-12/
MSPT-12**

**M.B.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

**FINANCIAL AND MANAGEMENT
ACCOUNTING**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is Inflation Accounting?
2. Interpret the need for capital reduction.
3. What are the components of flow of fund?
4. Discuss the concept of Break Even Point
5. List the uses of Accounting Software.

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

6. Explain the purpose and uses of Human Resource Accounting.
7. Explain the functions of Financial Accounting.

8. Describe the different types of preference shares.
 9. Describe the procedure for the preparation of a cash flow statement.
 10. Explain the advantages and disadvantages of budgetary control system.
 11. Define cost accounting. Classify the costs into different categories based on various purposes.
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**MSPT-13/
MSP-13**

**M.B.A. DEGREE EXAMINATION –
DECEMBER 2019.**

First Year

QUANTITATIVE TECHNIQUES

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is Annuity?
2. What is a Cumulative Frequency Curve? Give Examples.
3. Write short notes on
 - (a) Standard Deviation
 - (b) Variance.
4. What do you understand by Normal Distribution?
5. List the uses of Time Series Analysis.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

6. Give examples of matrices satisfying the following conditions in each case.

- (a) A and B such that $AB \neq BA$.
(b) A and B such that $AB = 0 = BA$, $A \neq 0$ and $B \neq 0$.
(c) A and B such that $AB = 0$ and $BA \neq 0$.

7. Prepare a frequency distribution for the following observations.

1 0 3 8 5 9 0 3 0 3
4 1 2 4 3 2 8 0 0 2
6 3 4 1 0 9 7 2 1 2
1 2 3 4 5 6 5 3 1 1
4 5 4 2 9 7 8 0 4 3

8. Calculate the Correlation for the following data.

X 10 12 18 24 23 27
Y 13 18 12 25 30 10

9. Five mangoes and 4 apples are in a box. If two fruits are chosen at random, find the probability that (a) one is mango and other is apple (b) both are of same variety.

10. From the following data calculate the Fisher's index number.

Commodity	2011		2012	
	Price	Expenditure	Price	Expenditure
A	10	100	12	144
B	12	144	14	196
C	14	196	16	256
D	16	256	18	324
E	18	324	20	400

11. Discuss the Methods of collecting Primary Data.

12. Calculate the Mean for the following data.

Age Group	0-10	10-20	20-30
No. of persons	5	10	25
Age Group	30-40	40-50	50-60
No. of persons	30	20	10

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MSP-14

**M.B.A. DEGREE EXAMINATION –
DECEMBER 2019.**

First Year

MANAGEMENT INFORMATION SYSTEMS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is Management Information Systems? State its importance.
2. Write a note on Distributed System.
3. State the Need for Decision Support System.
4. Write a note on Planning and Development of Information System.
5. What do you understand by End User Computing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the Elements of Management Information Systems.
 7. State the Objectives and Advantage of DBMS.
 8. Explain the application of Management Information System to Operational Informational System.
 9. Explain the steps involved in System Analysis and Design.
 10. Discuss the Security and Ethical Issues in Information Systems.
 11. Distinguish between Tactical and Strategic Information system.
 12. What are the challenges in Information System Planning?
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**MSPT-15/
MSP-15**

**M.B.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

First Year

Logistics Management

MARKETING 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 Approaches to study the Marketing?
2. What is Marketing Mix? List out 8p's.
3. What is Package? List out its Benefits.
4. Can you specify the role of advertising in promotion?
5. Write a short notes on "Services Marketing".

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. How do the Marketing Information System helps the Marketer for better performance? Critically Evaluate.
7. Discuss Marketing Research and its process in Present Market Scenario.
8. Describe the Product Mix Components in Marketing. Justify.
9. Describe the Pricing Methods in Present Marketing. Evaluate with examples.
10. Discuss the Physical Distribution Mix and its decision taken -Justify.
11. Differentiate push strategy and pull strategy in sales promotion.
12. How does the relationship building with customers in Services Marketing.

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**MSP-16/
MSPT-16**

**M.B.A.DEGREE EXAMINATION —
DECEMBER, 2019.**

First Year

Shipping and Logistics

FINANCIAL MANAGEMENT

Time : Three hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks

1. State the objectives of financial management.
2. Give a brief note on Internal Rate of Return.
3. Detail the significance of cost of capital.
4. Brief the net income approach of capital theory.
5. Give a brief note on Special working capital.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Explain the sources of long term finance.
7. Illustrate the formal methods that are used in capital budgeting.

8. Discuss the factors affecting cost of capital.
9. State the importance of capital structure.
10. Describe the factors that affect working capital.
11. Explain the principles of cash management.
12. A mining company is considering to open a new coal mine. The company has Collected the following information about the cash flows associated with this project:

Equipment needed for new mine: Rs. 9,00,000

Working capital required for new mine:
Rs. 2,10,000

Expected annual cash inflow from the sale of coal:
Rs. 7,50,000

Expected annual cash expenses associated with
the new mine: Rs. 5,00,000

Road repairs required after 5 years: Rs.1,10,000

The coal in the mine would be exhausted after 15 years. The equipment would be sold for its salvage value of Rs.2,50,000 at the end of 15-year period. The company uses straight line method of depreciation and does not take into account the salvage value for computing depreciation for tax purpose. The tax rate of the company is 30%.

- (a) Compute net present value (NPV) of the new coal mine assuming a 15% after- tax cost of capital.
 - (b) On the basis of your computations in requirement (a) conclude whether the coal mine should be opened or not.
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**MSPT-17/
MSP-17**

**M.B.A. DEGREE/DIPLOMA IN
MANAGEMENT EXAMINATION —
DECEMBER, 2019.**

First Year

Logistic Management

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Outline the scope of HRM.
2. What is job description?
3. Differentiate between Wage and Salary.
4. Define arbitration.
5. What is meant by Compensation?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Write a detailed note on the various methods of HR Accounting.
7. Explain the various factors affecting selection process and the barriers to effective selection.
8. Discuss the common practices/methods of Executive Development programme.
9. Describe the various categories of Employee Benefits.
10. Elaborate the role of trade unions in maintaining industrial peace.
11. Explain the government machinery for prevention of industrial disputes.

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**MSPT-18/
MSP-18**

**M.B.A. DEGREE / DIPLOMA IN
MANAGEMENT EXAMINATION —
DECEMBER, 2019.**

First Year

Logistics Management

**APPLIED OPERATION RESEARCH/
OPERATIONS RESEARCH**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is the scope of Operations Research?
2. In what way Assignment Model is a special case of Transportation Model?
3. Write a note on the elements of Queueing System.
4. Write short notes on (a) Free Float and (b) Independent Float.
5. State any five terminologies of Game Theory.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Solve the following LPP by Simplex Method.

$$\text{Max } Z = 6x_1 + 8x_2$$

Subject to

$$5x_1 + 10x_2 \leq 60$$

$$4x_1 + 4x_2 \leq 40$$

$$x_1, x_2 \geq 0$$

7. Solve the following Assignment Problem using Hungarian Method.

		Operator				
		A	B	C	D	E
Job	A	10	12	15	12	8
	B	7	16	14	14	11
	C	13	14	7	9	9
	D	12	10	11	13	10
	E	8	13	15	11	15

8. A branch of a Bank has only one typist. Since the typing work varies in length, the typing rate is randomly distributed approximating a Poisson Distribution with mean service rate of 8 letters

per hour. The letter arrives at the rate of 5 per hour during the entire 8-hour work day. Determine the (a) Equipment utilization (b) Average System time.

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

Time in Months			
Activity	t_o	t_m	b
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15
6-7	1	2	3

- (a) Find the expected duration and variance of each activity.
 (b) Construct the project network.
 (c) Determine the critical path, expected project length.

10. Using graphical method solve the following game who payoff matrix is

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

11. Solve the following LPP graphically.

$$\text{Min } Z = 2x_1 + 3x_2$$

Subject to

$$x_1 + x_2 \geq 6$$

$$7x_1 + x_2 \geq 14$$

$$x_1, x_2 \geq 0$$

12. Explain the procedure to determine the initial Solution of a Transportation Problem using (a) North West Corner Method (b) Least Cost Method.
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**MSPT-19/
MSP-19**

**M.B.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

First Year

RESEARCH METHODS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define Research.
2. What is Sampling?
3. What is Data?
4. Give two examples of parametric tests.
5. What is Report writing?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Bring out the significance of research in Social Science.
7. Under what conditions, the following scales should be used:
 - (a) Likert
 - (b) Thurstone
 - (c) Guttman
8. What are the sources of data?
9. Discuss the uses of F-test and T-test.
10. Describe the layout and format of a research report.
11. What are the problems encountered in research?
12. Draft a good questionnaire.

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MSPT-101

**M.B.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

First Year

Logistics Management

FUNDAMENTALS OF LOGISTICS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions

All questions carry equal marks

1. What do you understand by logistics management?
2. What is packaging? Explain its role and material used in logistics.
3. Write a note on the licensing of warehousing.

4. What do you understand by containerization?
5. Describe Reverse logistics.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Write notes on the following:
 - (a) Functions of Logistics system
 - (b) Outbound Logistics
 - (c) Role of planning in Logistics management.
7. Explain the importance of logistics management in current business environment in India.
8. How packaging is important in logistics? Explain consumer and industrial packaging.
9. Discuss about global logistics.
10. What are the main objectives and functions of warehousing?

11. Discuss the importance and benefits of 3PL and 4PL
 12. What is logistics' organization? Explain its role in the modern business world.
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