

MBA-111

**MSP-10/
MSPL-10**

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

First Year

MANAGEMENT FUNCTIONS AND BEHAVIOUR

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is decision making?
2. What are the skills of manager?
3. List out the features of group.
4. What is personality?
5. What is organisation change?

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

6. Explain the process of planning.
7. Discuss the process of decision making.

8. Explain any two theories of attitudes.
 9. Discuss the future trends in organisation behaviour.
 10. Explain any two theories of leadership.
 11. Discuss the importance of organisation culture.
 12. Explain the effect of job satisfaction on employees performance.
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MBA-153

MSPL-12

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

First Year

Shipping and Logistics Management

FINANCIAL AND MANAGEMENT ACCOUNTING

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What is cost accounting?
2. What are the types of assets?
3. List out the objectives of fund flow statements.
4. What is contribution?
5. What are selling overheads?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Distinguish between financial accounting and management accounting.
7. Explain the process of zero based budgeting.

8. Distinguish between fund flow and cash flow statements.
9. Differentiate marginal costing and absorption costing.
10. Explain the contents of balance sheet in detail.
11. Calculate the trend percentages from the following data by taking 2000 as base year and interpret.

Year	Sales	Stock	Profit before tax (Rs. in lakhs)
2000	1881	709	321
2001	2340	781	435
2002	2655	816	458
2003	3021	944	527
2004	3768	1154	672

12. The capital employed in a business has been financed as below.

	Rs.
Equity share capital	3,00,000
Reserves	1,00,000
6% debentures	4,00,000
7% preference share	2,00,000
	10,00,000

The company earns a profit of Rs. 2,00,00 before interest and tax. Calculate the capital gearing ratio and test it for trading on equity. Tax rate may be taken at 50%.

MBA-154

MSPL-13

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

First Year

Shipping and Logistics Management

QUANTITATIVE TECHNIQUES

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. The population of a country has increased from 84 million in 2006 to 108 million in 2016. Find the annual rate of growth of population.
2. What are the parts of a table?
3. Calculate the arithmetic mean for the data given below :
Marks : 20 30 40 50 60 70
No. of students : 8 12 20 10 6 4
4. What are the types of correlation?
5. List out the uses of index numbers.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. In a sample study about coffee habit in two towns, the following information was received.

Town A : Females were 40% total coffee drinkers were 45% and male non-coffee drinkers were 20%.

Town B : Males were 55% male coffee drinkers were 30% and female coffee drinkers were 15%.

Represent the data in a tabular form.

7. Represent the following data by means of histogram.

Weekly wages :	10-15	15-20	20-25	25-30	30-40	40-60	60-80
No. of workers :	7	19	27	15	12	12	8

8. Calculate the median for the following distribution.

Marks : 5-10 10-15 15-20 20-25 25-30

No. of students : 7 15 24 31 42

Marks : 30-35 35-40 40-45 45-50

No. of students : 30 26 15 10

MBA-155

MSPL-14

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

First Year

**Shipping and Logistics Management
MANAGEMENT INFORMATION SYSTEM**

Time : 3 hours

Maximum marks : 75

SECTION A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What are the characteristics of a system?
2. What is an information system?
3. What is a computer system?
4. What is an utility software?
5. What are firewalls?

SECTION B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

6. Explain the types of system.
7. Write a note on value and cost of information.

8. Discuss the types of computers.
 9. Explain the classification of computers based on generations.
 10. Describe the various output devices.
 11. Outline the characteristics of database system.
 12. Discuss the basic requirements of management information system.
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MSPL-15

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

First Year

Shipping and Logistics Management

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are convenience goods?
2. What is mass marketing?
3. What is product life cycle?
4. What is sales promotion?
5. What are the features of services?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Explain the systems approach to marketing management.
7. Discuss the marketing mix in detail.

8. Describe the criteria for market segmentation.
 9. Explain the Howard-Sheth model in detail.
 10. Discuss the types of brands in detail.
 11. Outline the steps in personal selling.
 12. Discuss the steps in designing and managing the sales force.
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MSPL-17

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

First Year

Shipping and Logistics Management

HUMAN RESOURCES MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. State the nature of human resource management.
2. Briefly discuss the objectives of Human Resource Planning.
3. Mention the needs of training.
4. Discuss the merits and demerits of time wage system.
5. State the objectives of workers participation in management.

PART B— (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the functions of human resource management.
7. Explain the sources of recruitment.
8. Discuss the various methods of training.
9. Describe the various methods of Performance Appraisal.
10. Discuss the various forms of collective bargaining.
11. Briefly explain the different kinds of incentive plans.
12. Explain the criteria for the measurement of the degree of QWL.

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MSPL-101

**M.B.A. DEGREE EXAMINATION —
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First Year

Shipping and Logistics

MARITIME ECONOMICS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Explain the four different types of Macro Economic markets.
2. Briefly explain the Shipping Cycle and the various stages in shipping market cycle.
3. Discuss the substitution effect and the income effect in the demand of shipping services.
4. Write a note on productivity and supply trends.
5. What do you mean by 'Price discrimination'? Explain its types.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the functions of foreign exchange market, and its types. Explain the causes for the fluctuations in exchange rate.
7. Give a brief account of cost analysis in shipping elaborating the various classifications of costs.
8. What do you understand by 'Demand for shipping'? Enumerate the factors that determine the demand for shipping.
9. Explain the concept of supply of shipping. Detail the factors influencing the supply of shipping.
10. Explain the concept 'price discrimination' in shipping services.
11. Explain the 'Oligopoly'. How freight rate is determined under oligopoly competition?
12. Explain in detail the Liner shipping industry and its functions. Explain the features of 'Conference' model.

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MSPL-102

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Shipping and Logistics

PORT AND TERMINALS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. Write short notes of Organisation Structure in ports.
2. Explain the different types of Privatization in port services.
3. Detail the various I.T. Systems followed for safe navigation in Port.
4. What are the ways in which port development could be carried out to increase the potential of coastal shipping?
5. Elucidate on port security norms and procedures.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Elucidate on the economic impact of ports on the regional economy.
7. Explain the operational performance indicators adopted by ports to assess the efficiency of port services.
8. Define the hinterland of a port and identify the stakeholders to market the port services.
9. Explain the need and importance of developing inland waterways with reference to Indian economy.
10. “Health, Safety and Security are the most important aspects to be taken care in Ports and Terminals” – Explain.
11. Enumerate the various facets considered in pricing the port services.
12. Give a brief account of container handling services.