

Subject : Management Concepts and Applications (C)

M.B.A. I / II

Day : Saturday

Date : 12/04/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.:

- 1) Attempt any **FOUR** questions from Section-I.
- 2) Attempt any **TWO** questions from Section-II.
- 3) Both the sections should be written in the **SAME** answer book.
- 4) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** Discuss transformational and transactional leadership styles? Do you agree that transformational leadership may lead to high productivity in organizations? Justify. (15)
- Q.2** Managerial decision-making is influenced by many factors. Discuss (15)
- Q.3** What are the criteria for effective goals? Discuss "Management by Objectives" as a goal setting process. (15)
- Q.4** Briefly state the contribution of Henry Fayol and Fredrick Taylor to management. Do their principles hold relevance to modern management practices? (15)
- Q.5** Write short notes on any **THREE** of the following: (15)
- a) Leader vs Manager
 - b) C K Pralhad's contribution in strategic management
 - c) Trait theory of leadership
 - d) Cross cultural issues in management.

SECTION-II

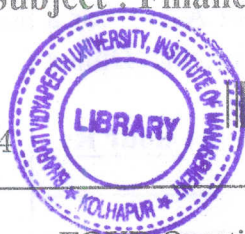
- Q.6** Illustrate managerial aspects pertaining to planning when organizing and conducting events of large scale such as commonwealth games or Olympics. (20)
- Q.7** Suggest a suitable control process for an organization providing logistic support. (20)
- Q.8** Beverage companies producing soft drinks may exploit the ground water resources leading to drying up of wells and other natural water resources in the areas of location of their production plants. This issue is of key concern as local communities may resort to protests due to drying up of water resources and possible contamination of soil due to waste as a byproduct of the production process. Suggest suitable Corporate Social Responsibility programs to such companies so as to even out the problem caused to local communities. (20)

Subject : Financial & Management Accounting (C)

M.B. A. I / II

Day : Sunday

Date : 04/05/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 2

N.B.

- 1) Attempt any **FOUR** Questions from Section - I carrying **15** marks. And any **TWO** Questions from section - II carrying **20** marks.
- 2) Solve both sections in the **SAME** answer book.
- 3) Use of calculator is **ALLOWED**.

SECTION - I

- Q.1 Explain the following Accounting concepts with suitable examples
a) Entity Concept b) Cost Concept
- Q.2 Distinguish between Financial Accounting and Management Accounting
- Q.3 How the classification of costs is done on the basis of Elements and Functions?
- Q.4 What do you mean by Cost sheet? Give the format of cost sheet.
- Q.5 a) Write a note on IFRS.
b) Explain the utility of Variance analysis.
- Q.6 Write short notes on any **THREE**
a) Opportunity cost
b) Financial Statements
c) Objectives of Budgetary control
d) Marginal cost.

SECTION - II

- Q.7 Prepare a cash budget for the quarter ended 30th September 2012 based on the following information
- | | |
|---|--------------|
| Cash balance on 1 st July 2012 | Rs. 2,50,000 |
| Salaries and wages estimated monthly | Rs. 1,00,000 |
| Interest Payable August 2012 | Rs. 50,000 |

	June Rs.	July Rs.	August Rs.	September Rs.
Estimated Cash sales	-	14,00,000	15,20,000	12,10,000
Credit Sales	10,00,000	8,00,000	14,00,000	12,00,000
Purchases	6,00,000	15,00,000	20,00,000	15,00,000
Other Expenses	-	20,000	22,000	21,000

Credit sales are collected 50% in the month of sales are made and 50% in the following month.

Creditors are paid after one month.

Expenses are paid at the lag of half month.

P.T.O.

- Q.8** Following details are available from the records of A Ltd. for a month, regarding the standard labour hours and rates of an hour for product Dimex for one unit.

	Hours	Rate per hour Rs.
Skilled	10	400
Semi-Skilled	8	300
Unskilled	15	100

The actual production for the product was 1,000 units for which the actual hours worked and rates were as below.

	Hours	Rate per hour Rs.
Skilled	10,500	430
Semi-Skilled	8,200	310
Unskilled	14,900	100

Compute for product Dimex:

- Labour Cost Variance
- Labour Rate Variance
- Labour Efficiency Variance

- Q.9** Pass the following Journal entries in the books of Savita for the year 2012

March 1: Deposited cash into Bank account Rs. 25,000.

March 4: Purchased goods from Pritam Ltd. worth Rs. 12,00,000 at 5% trade discount.

March 7: Paid for carriage Rs. 15,000

March 9: Sold goods to Radha worth Rs. 20,00,000.

March 11: Paid cash to Sunits Rs. 48,000 in full settlement of Rs. 50,000.

March 15: Received cash from Anita Rs. 78,000 in full settlement of Rs. 80,000.

March 20: Sold machinery worth Rs. 9,00,000 for Rs. 9,20,000.

March 25: Received commission Rs. 16,000 from Rekha.

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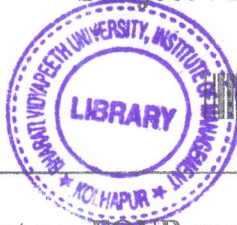
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Subject : Economics for Business (C)

M.B. A. I / II

Day : Monday

Date : 21/04/2014



Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION – I

- Q.1 With block diagram explain nature of study of managerial economics. (15)
- Q.2 Why does “Firm” exist? What are functions of “Firm”. (15)
- Q.3 Distinguish between “Price”, “Income” and “Cross” elasticity of Demand. (15)
- Q.4 What is “Cost”? Differentiate between “Fixed” and “Variable” cost. (15)
- Q.5 Show that Long Run Average Cost is nothing but combination of various Short Run Average Costs. (15)
- Q.6 Write short notes on any **TWO**: (15)
- a) Elasticity of Supply
 - b) Slope and Elasticity
 - c) Demand Curve

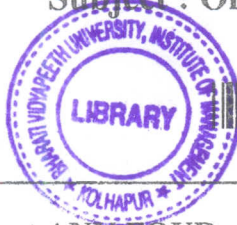
SECTION – II

- Q.7 State and explain “Law of Returns to scale”. (20)
- Q.8 With illustration elaborate concept of Price Discrimination. (20)
- Q.9 Distinguish between “price” and “Output” equilibrium under Monopoly and “Perfect” competition. (20)

Subject : Organisational Behaviour (C)

Day : Sunday

Date : 18/05/2014



M.B. A. I/II

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

18265

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the same answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Provide in brief the meaning and importance of study of Organizational Behaviour. What kind of Organizational Behaviour challenges does a manager come across while managing people in Global economy. [15]
- Q.2** Discuss the concept of motivation with the help of Path-goal theory of motivation. [15]
- Q.3** Give meaning of attitude. Explain components of attitude and its functions. [15]
- Q.4** Outline the process of group formation. Explain the characteristics of High Performing Teams for organizational growth and sustenance. [15]
- Q.5** Explain the concept of effective organizational design. Which model of organization would be suitable for service sector in today's global economy? Justify your answer. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Causes of stress
 - b) Negotiation
 - c) Assessment of personality
 - d) Perceptual distortion

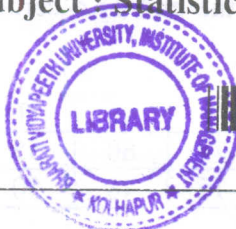
SECTION – II

- Q.7** BigMc is a franchisee between a fast food American giant and a family owned Indian business. They have ambitious plan, of covering all major Indian cities above 10 lacs and setting up units across the national highways. Being American the products are mostly bakery and are rather bland in taste. They use majorly non-veg ingredients including beef and pork. What kind of cultural understanding is required to ensure the success of the venture? [20]
- Q.8** Shyam Ahuja has done MBA in marketing from one of best institutes in India. Although he hails from a small town he has proved himself academically. He has big dreams for himself and wants to be known as marketing icon in India. You have selected him in the campus interview as you think that he has potential. How would you motivate him to move up, become star performer and reach the top? [20]
- Q.9** You are in charge of recruitment and selection department in Future System Ltd. You want to recruit highly talented and high performance candidates for you IT organization. Design and present a skill matrix specifically stating the skill-sets required. Explain how would you use these skill-sets to assess the personality of candidate. [20]

Subject : Statistical & Mathematical Techniques (C)

Day : Tuesday

Date : 29/04/2014



M.B. A. I / II

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 3

18266

N.B.:

- 1) Answer any **FOUR** question from Section-I. Each question carries **15** marks.
- 2) Answer any **TWO** from Section -II. Each question carries **20** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.
- 4) Use of non programmable **CALCULATOR** is allowed.
- 5) Graph paper will be provided if needed.

SECTION-I

Q.1 a) Define 'Dispersion'. Explain the meaning of 'absolute' and 'relative' measures of dispersion. Give suitable examples. (07)

b) Following table gives income ranges of employees (08)

Income Range (in' 000)rupees)	Number of employees
90-110	2000
110-130	3000
130-150	5000
150-170	5500
170-190	3500
190-210	1500

Draw histogram and locate mode graphically.

Q.2 An incomplete distribution on expenditure of families is given below: (15)

Expenditure (in '00' Rs)	10-20	20-30	30-40	40-50	50-60	60-70	70-80	Total
No. of families	12	30	?	65	?	25	19	230

You are given the median value 46,

- i) find the missing frequencies
- ii) Calculate the arithmetic mean of the table.

Q.3 a) Given the following data: (07)

Class	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40
Frequency	4	5	6	10	11	9	4	1

Find mode.

b) Monthly salaries of employees are as follows: (08)

Employees	1	2	3	4	5	6	7	8	1	10
Salary (in '000)	120	135	132	128	148	136	138	151	153	150

Compute median salary

- Q.4 a)** Scores of 10 trainees at the beginning and at the end of a certain course are given below: (07)

Trainees:	A	B	C	D	E	F	G	H	I	J
Beginning	75	49	68	43	56	74	60	55	65	65
At the End	78	55	44	55	68	76	48	50	68	78

Calculate Spearman's Rank correlation Coefficient.

- b)** The number of cars crossing a bridge during a certain interval has approximately a Poisson distribution with mean 4. Find the probability that during a randomly chosen interval of time. (08)
- No car will cross the bridge
 - At least 3 cars will cross the bridge.
 - At most 5 cars will cross the bridge.

- Q.5** Write short notes on (Any TWO) (15)

- Regression lines
- Conditional probability
- Decision making process
- Ogive curves
- Rank correlation

SECTION-II

- Q.6** The following table shows the trend of Cinema admissions and the growth of TV sets in a locality during 2004 -2010. (20)

Year	2004	2005	2006	2007	2008	2009	2010
Admissions (in '000')	13	12	9	9	8	6	6
No of T.V. sets (in 100s)	54	53	57	61	67	72	70

- Find the two regression lines.
 - Estimate Cinema admission when number of T.V. sets is 8000.
 - Estimate the number of T.V. sets when Cinema admissions are 20,000.
- Q.7 a)** The time taken by the crew of a company to construct a small bridge is normally distributed with mean 400 labour hours and standard deviation of 100 labour hours. What is the probability that (10)
- The bridge gets constructed between 350 to 450 labour hours.
 - It takes more than 450 labour hours.
- b)** In a bolt factory, machines A, B, C manufacture respectively 25%, 35% and 40% of the total of their output 5%, 4% and 2% are known to be defective bolts. A bolt is drawn at random from the product. What are the probabilities that it was? (10)
- Machine A
 - Machine B or C.

Q.8 Attempt any **TWO**:

(20)

- a) Two regression equations are $4x - 5y + 30 = 0$ and $20x - 9y - 107 = 0$

Find:

- i) Regression coefficients
- ii) means
- iii) correlation coefficient

- b) The mean of a binomial distribution is 100 and variance 20.

Find n , p and q with usual notations.

- c) The number of employees, average wages per employee and variance of the wages per employee for two factories are given below:

	Factory A	Factory B
Number of employees	100	200
Average wage per Employee. (Rs).	220	300
Variance of the Wages per employee (Rs.)	16	25

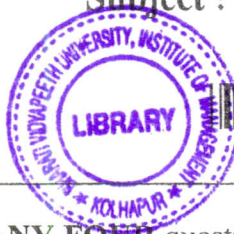
- i) Find coefficient of variation for both factories
- ii) Which factory wages are more consistent?
- iii) Find combined mean and s.d.

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Subject : Communication Skills (C)

Day : Friday

Date : 02/05/2014



M.B. A. I/II

Time : 10.00 AM TO 01.00 PM

Max Marks : 100 Total Pages : 1

18267

N.B.

- 1) Answer **ANY FOUR** questions from Section – I. Each question carries **15** marks.
- 2) Answer **ANY TWO** questions from Section – II. Each question carries **20** marks.
- 3) Answer to both sections to be written in the **SAME** answer book.

SECTION - I

- Q.1** Explain the concept & purpose of communication. What are the guidelines of effective communication?
- Q.2** Explain the meaning & importance of nonverbal communication in business. Discuss it with examples of any two business situations.
- Q.3** Differentiate between formal & informal business communication. According to you which patterns is more effective & why?
- Q.4** Explain the role of presentation skill in business communication with the help of suitable example.
- Q.5** Write short notes on any **TWO**
- a) Impact of IT on business communication
 - b) Listening skills
 - c) Newsletters

SECTION - II

- Q.6** Draft a reply to the enquiry for your product giving suitable quotation (Assume the necessary details).
- Q.7** Prepare an 'Advertisement Design' for the print advertisement of any product of your choice. Also state which print media option is suitable for your advertisement.
- Q.8** Draft a circular of the meeting to be organized in next week along with the agenda of meeting.