Total Number of Pages: 03

MBA /15 MNG 104

1st Semester Regular Examination 2015-16
Economics for Management
BRANCH: MBA
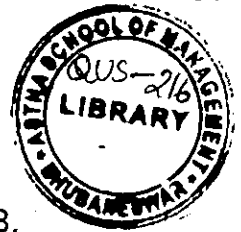
Time: 3 Hours   Max Marks: 100

Q.CODE: T830

Answer Part-A which is compulsory and any four from Part-B.
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

Q1   Fill up the blanks. Do not repeat the sentence. Write only the answer in your answer book.   (1 x 20)
a)   A good or service is scarce if -------------------------
b)   A rational decision maker changes the status quo, if --------------
c)   Demand for inferior goods decreases as ----------------
d)   Movement along the supply curve reflects -----------------
e)   A price decline causes total revenue to increase if -----------------
f)   Elasticity of demand is greater in the long run than in the short run, because--------------
g)   If a good is free, individuals increase consumption as long as ---------------
h)   Changes in marginal cost reflect changes in --------------
i)   The long run average cost curve indicates ----------------
j)   The slope of the total cost curve at each rate of output equals ---------------------
k)   A firm under perfect competition maximizes economic profit by finding -----------------
l)   Source of monopoly power is a firm's control over --------------
m)   --------------may not let monopoly price rise as high as it could.
n)   Elasticity of demand for a monopolistic competitor depends on -------------------
o)   Because ------------------, monopolistically competitive firms earn zero economic profit in the long run.
p)   Collusion is an agreement among firms in the industry to -------------------------
q)   A Recession is best defined as a period during which---------------------
r)   GDP of India equals -------------------------
s)   Double counting in the value added approach to GDP refers to ----
t)   If the CPI in 2015 was 120 and the CPI in 2014 was 130, then the inflation rate in 2015 was ---

Q2   a)   Some individuals or families can become completely saturated with a service such as   (2 x 10)
          television. What does this suggest?
      b)   Assume that chicken and rice are staples in the diet of one particular family. How could you
          tell if these goods were complements, substitutes or unpopulated goods.
      c)   For what reasons, supply curve generally slopes upward?
      d)   Suppose the price elasticity of demand for your economics textbook is -1. If the publisher
          raises the price by 5%, what would be its effect on total revenue?
      e)   On what do the techniques of demand forecasting depend upon?
      f)   John moved his office from a building he was renting down town to the carriage house he owns
          in back of his house. How will his costs change?
      g)   Why marginal cost eventually increases as output increases?
      h)   What is the difficulty in designing an industry in monopolistic competition?
      i)   What kind of pricing is viewed by Big Bazar and Shoppers' stop?
      j)   How does the concept of defaulter work?

Part-B

Q3 What are the basic steps involved in all types of decision making process? How does the theory of the firm provide an integrated framework for the analysis of managerial decision making across the functional areas of business? **(15)**

Q4 a) Why do we study the consumer demand theory when it is given that our main interest in Managerial Economics is the demand that a firm faces for its products? **(7)**

b) What is Price elasticity of demand? Suppose that the price of a product is Rs.5 and quantity demanded at this price is 1000 units. Further suppose that the price falls to Rs 3 as a result the quantity demanded increases to 5000 units The compute the arc elasticity and explain the result. **(8)**

Q5 a) Does petroleum as an energy source have good substitutes? How is this reflected in the shape of the ISO-quant for petroleum versus other energy sources? **(8)**

b) "It is always better to hire a more qualified and productive worker than a less qualified and productive one, regardless of the cost". Elucidate the statement. **(7)**

Q6 a) A perfectly competitive firm has the following total cost function: **(8)**

Total output (Units)	Total Cost per unit (Rs)
0	20
1	30
2	42
3	55
4	69
5	84
6	100
7	117

How much the firm will produce if the price of the product in the market is Rs 14 per unit? How will it change its output if price rises to Rs 16 per unit?

b) What is social cost of monopoly? If the gains to the monopolist could be redistributed to consumers, would the social cost of monopoly be eliminated? Explain briefly. **(7)**

Q7 When can we be sure that perfect competition leads to a more efficient use of society's resources than monopoly? How prevalent are these conditions in the real world? **(15)**

OR

Q8 You are working for a large automobile manufacturer who is facing low sales in recent past. You have been asked to design a pricing strategy for such situation. What will you do? **(15)**

Q9 Why is it better to keep a check on business cycle? Is it feasible, keeping in view their obvious and inevitable occurrence? Explain. **(15)**

Registration No: [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

Total Number of Pages:	MBA
	15MNG 103

1st Semester Regular Examination 2015-16
FINANCIAL ACCOUNTING AND ANALYSIS
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: T820
Answer Part-A which is compulsory and any four from Part-B.
The figures in the right hand margin indicate marks.
Part – A (Answer all the questions)

Q.1		Fill up the gaps (show calculations where required)	(2 x 10)
	a)	_____ uses accounting information for planning a company's profitability.	
	b)	The payment of a liability will result in debit of _____ and credit of _____	
	c)	If a company has liabilities of Rs.91,000 and equity of Rs.75,000 and current assets Rs.26,000, the total assets value is Rs._____	
	d)	The immediate recognition of loss is supported by the underlying principle of _____	
	e)	The ending balance of owner's equity is Rs.21,000. During the year, the owner contributed Rs.6,000 and withdrew Rs.4,000. If the firm had Rs.8,000 net income for the year, the beginning owner's equity was Rs._____	
	f)	Cash transactions are recorded in _____ book where as non-cash transactions are normally recorded through _____.	
	g)	A triple column cash book normally contains columns such as _____, _____ and _____ of both sides of the ledger.	

	h)	The ending balances of the accounts receivable account was Rs.12,000. Services billed to customers for the period were Rs.21,500 and collections on account from customers were Rs.23,600. The beginning balance of account receivable was Rs._____	
	i)	If a trader's net sales amounts to Rs.18,000 and his gross profit is 60 percent of sales and his net profit is 40 percent of sales, his expenses are Rs._____	
	j)	Carriage inward is charged to _____ where as carriage outward is charged to _____ account.	
	k)	An expenditure which will benefit the future period is known_____.	
	l)	Balance sheet gives information regarding _____.	
	m)	What is owed by a business to others is known as its _____	
	n)	Excess debit over credit in trading account represents _____.	
	o)	Debt equity ratio is denoted as _____ by _____	
	p)	Capital is shown in the _____ side because of the _____ concept.	
	q)	Classified summary of all transactions is called as _____	
	r)	While calculating liquid ratio, _____ is not taken into consideration.	
	s)	Profitability ratios show the relationship between _____ and _____	
	t)	In _____ analysis, the first year is taken as the base for conversion of the absolute data into percentages.	
Q.2		Answer the following questions: *Short answer type*	(2x10)
	a)	Why equity shares are bought back by the issuing company ?	
	b)	Why are there subsidiary books ? What subsidiary books are maintained by a firm.	
	c)	Give an example of a business transaction which will increase in one asset and decrease in another asset. Show it through journal entry.	
	d)	Show through a suitable journal entry a business event which increases in one asset and increase in liability.	
	e)	Explain the rules of debit and credit.	

	f)	A trial balance may be in balance but the accounts may be incorrect. How is this possible?	
	g)	What is the proper sequence of actions in the accounting cycle ?	
	h)	Why should there be two accounts namely 'manufacturing account' and 'trading account' ?	
	I)	Write journal entries for outstanding expenses and accrued income.	
	j)	What are the three most important statements of accounts prepared and presented by the Board of Directors before its shareholders.	
		Part – B (Answer any four questions)	

Q.3 From the following Trial Balance, prepare Trading and Profit and Loss **(15)** Account for the year ended 31st December, 2014 and Balance Sheet as on that date :

	Dr. (Rs.)	Cr. (Rs.)
Purchases and Sales	2,75,000	5,20,000
Returns Inwards	15,000	-
Returns Outwards	-	9,000
Carriage	12,400	-
Wages and Salaries	58,600	-
Trade Expenses	2,200	-
Rent	-	13,000
Insurance	2,000	-
Audit Fees	1,200	-
Debtors / Creditors	1,10,000	62,100
B/R and B/P	3,300	2,200
Printing & Advertising	5,500	-
Commission	-	1,000
Opening Stock	36,000	-
Cash in Hand	12,800	-
Cash at Bank	26,800	-
Bank Loan	-	20,000
Interest on Loan	1,500	-
Capital	-	2,50,000
Drawings	15,000	-
Fixed Assets	3,00,000	-
	8,77,300	8,77,300

Adjustments :
(I) Stock at the end Rs.60,000/-
(ii) Depreciate fixed assets by 10%
(iii) Commission earned but not received amounts to Rs.400/-
(iv) Interest on Bank Loan @ 15% p.a. is unpaid for the last six months.

Q.4	A factory engaged in an industry which is capital intensive has been in operation for five years. The capital employed is Rs.170 lakhs out of which Rs.100 lakhs represent equity capital and reserves, Rs.50 lakhs long-term borrowings on debentures and Rs.20 lakhs cash credit from banks. The working capital of the company Rs.85 lakhs is made up of stocks : Rs.30 lakhs ; stores : Rs.14 lakhs ; debtors : Rs.35 lakhs ; and advances and deposits : Rs.6 lakhs. Annual sale is Rs.80 lakhs. Calculate five financial ratio from the above for use of the management.	(15)
Q.5	Journalize the transactions given below in the books of Albert & Brothers. 2006 April 1 Albert starts business with Rs.50,000. He opens a bank account and deposits Rs.20,000. April 2 Bought furniture for Rs.5,000 machinery for Rs.10,000 and purchased goods for Rs.14,000. April 6 Sold goods for Rs.8,000. April 8 Purchased goods from Malhotra & Co. Rs.11,000. April 10 Paid telephone rent for the year by cheque Rs.500. April 15 Sold goods to Keshav Ram for Rs.12,000. April 17 Sold goods to Rajesh Kumar for Rs.2,000 cash. April 19 Amount withdrawn from bank for personal use Rs.1,500. April 21 Received cash from Keshav Ram Rs.11,900 and discount allowed Rs.100. April 22 Paid into bank Rs.5,800. April 23 Bought 50 shares in XY & Co. Ltd. At Rs.60 per share, brokerage paid Rs.20. April 30 Issued a cheque for Rs.1,000 in favour of landlord for rent for April. April 30 Paid salaries to staff Rs.1,500	(15)

Q.4	A factory engaged in an industry which is capital intensive has been in operation for five years. The capital employed is Rs.170 lakhs out of which Rs.100 lakhs represent equity capital and reserves, Rs.50 lakhs long-term borrowings on debentures and Rs.20 lakhs cash credit from banks. The working capital of the company Rs.85 lakhs is made up of stocks : Rs.30 lakhs ; stores : Rs.14 lakhs ; debtors : Rs.35 lakhs ; and advances and deposits : Rs.6 lakhs. Annual sale is Rs.80 lakhs. Calculate five financial ratio from the above for use of the management.	(15)
Q.5	Journalize the transactions given below in the books of Albert & Brothers. 2006 April 1 Albert starts business with Rs.50,000. He opens a bank account and deposits Rs.20,000. April 2 Bought furniture for Rs.5,000 machinery for Rs.10,000 and purchased goods for Rs.14,000. April 6 Sold goods for Rs.8,000. April 8 Purchased goods from Malhotra & Co. Rs.11,000. April 10 Paid telephone rent for the year by cheque Rs.500. April 15 Sold goods to Keshav Ram for Rs.12,000. April 17 Sold goods to Rajesh Kumar for Rs.2,000 cash. April 19 Amount withdrawn from bank for personal use Rs.1,500. April 21 Received cash from Keshav Ram Rs.11,900 and discount allowed Rs.100. April 22 Paid into bank Rs.5,800. April 23 Bought 50 shares in XY & Co. Ltd. At Rs.60 per share, brokerage paid Rs.20. April 30 Issued a cheque for Rs.1,000 in favour of landlord for rent for April. April 30 Paid salaries to staff Rs.1,500	(15)

Q.6 Cream Ltd. Issued 20,000 12% Equity shares of Rs.100 each at a premium of Rs.10 per share payable as follows : **(15**

On Application	Rs.20
On Allotment	Rs.40 (Including Premium)
On First Call	Rs.25
On Final Call	Rs.25

The application were received for 24,000 shares and the directors allotted 20,000 shares and rejected 4,000 shares with the moneys received there on refunded. The allotment money was duly received, while the first call money was received on 18,000 shares and the final call money on 16,000 shares.

Pass journal entries in the books of the company and prepare the Balance Sheet.

Q.7 **a)** Explain the following :
I) Different types of Bonds.
ii) Issue of shares at discount.

(8+7)

b) X,Y, Ltd. Was registered with an authorized capital of 2,00,000 shares of Rs.10 each. 1,40,000 shares were issued to the public. The public subscribed for 1,00,000 shares. The company called up Rs.7 per share. All the money called up was duly received. Show the amounts of various types of share capital as may appear in the Balance Sheet.

Q.8 From the following information, prepare cash flow statement for Diamond Ltd. **(15)**

Liabilities	2011-12	2012-13	Assets	2011-12	2012-13
Equity Share Capital	10,00,000	14,00,000	Patents	2,00,000	1,90,000
Profit & Loss A/c	4,00,000	7,00,000	Equipments	4,00,000	4,60,000
Bank Loan	2,00,000	1,00,000	Furniture	6,00,000	5,40,000
Proposed Dividend	1,00,000	1,40,000	Investments		2,00,000
Provisional for Tax	60,000	1,00,000	Debtors	1,60,000	2,40,000
Creditors	1,00,000	90,000	Stock	1,00,000	2,60,000
Outstanding Rent	10,000	14,000	Cash	10,000	54,000
			Bank	4,00,000	6,00,000
	18,70,000	25,44,000		18,70,000	25,44,000

During the year, equipment costing Rs.1,60,000 was purchased. Loss on sale of equipment amounted Rs.10,000. Depreciation of Rs.30,000 and Rs.6,000 was provided for equipments and furnitures respectively.

Q.9 Who are the stakeholders of a business? Why do they need accounting information? **(15)**

10

Registration No: ⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜

Total Number of Pages: 3

15MNG 102

First Semester Regular/Back Examination 2015-16

MARKETING MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: T808

Answer Part-A which is compulsory and any four from Part-B.

The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

(2 x 10)

Q.1   Fill up the blanks :

a) _____ promotional tool is best used for selling industrial products.

b) _____ stage of PLC is characterized by a trade off between high market share and high current profit.

c) "Building long-term relationship with customers is essential for any business". The concept to achieve this is known as _____.

d) _____ is the combination of elements a company uses to achieve their goals for selling and promoting their products and service.

e) The ultimate benefits customers get out of the marketing process is _____ .

f) The different functional areas of a company constitute the _____ environment of the company.

g) People + Purchasing power + Motivation is the _____ market.

h) A frequently purchased product is _____ product.

i) A company advertising on the basis of its specialty is its _____

j) AIO analysis stands for _____ segmentation.

k) Household Air-conditioners are _____

l) Parents buy toys for their children ; acts as _____ in the buying process.

m) When a product demand remains stagnant, it is in _____ stage of life cycle.

n) _____ are products that consumers had not planned to buy but are persuaded at the very last minute to pick up.

o) Through _____ product information is passed on.

p) Keep your price high as long as your product sells is known as _____ pricing strategy.

q) Manufacture to consumer / user is in level _____ in the channel of distribution.

r) The prime thrust of marketing concept is _____

s) A mass and non-personal presentation of goods, services and ideas is called _____.

t) _____ is also called as electronic work-of-mouth or work-of-mouse communication.

Q.2   Answer the following questions: *Short answer type*   (2x10)

a) What kind of tools can be included under sales promotion ?

b) How are consumer goods different from industrial goods ?

c) What is customer delight ?

d) What do you understand by positioning of a brand ?

e) What is understood by Brand Equity ?

f) What is penetration pricing and when should it be used ?

g) How is potential market different from Target Market ?

h) What is psychological pricing ?

l) Outline the disadvantages of digital marketing.

j) What is Public Relation ?

Part – B (Answer any four questions)

Q.3   What are the core concepts of marketing ? Explain them with examples.   15)

Q.4   Why should there be any emphasis on market segmentation in Marketing. Lay   (15)
        down the bases of market segmentation with justification.

Q.5   What is the role of analyzing PLC in Marketing ? Answer with proper exemplification.   (15)

Q.6   "Brands can make or break a product". Justify the statement with proper   (15)
        analysis and examples (s).

Q.7   Design an IMC approach of promotion for Maggi Noodles to be   (15)
        relaunched.

Q.8   What is understood by Channel Conflict ? How many kinds of channel   (15)
        conflicts are there and how they are resolved ?

Q.9   Why environmental scanning is required prior to the formulation of marketing   (15)
        strategy? Enumerate the various environmental constituents that a firm
        encounters.

13

1st Semester Regular/Back Examination 2015-16
SUBJECT NAME : ORGANISATIONAL BEHAVIOUR
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: T847
Answer Part-A which is compulsory and any four from Part-B.
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)   (1 x 20)

Q.1   Fill up the blanks:

a) The study of the behavior of employees and their relationships within organizations is known as _____

b) Term LOC in the study of personality stand for _____

c) _____ stage of group formation is setting rules by which the group operate

d) Friendship groups are examples of _____ group

e) The pension plans, gratuity contribution and mandatory provident fund rules are basically framed as _____ needs

f) The three major categories of factors that influence one's perception of another person include characteristics of the perceiver, the target and the _____

g) A relatively stable set of characteristics that influence an individual's behavior defines _____

h) According to Fiedler, the effectiveness of leaders is defendant on _____

i) In Blake and Mouton Leadership grid, a manager with high concern for production and low concern for people would be in what position on the grid ___ , ___

j) Motivation is derived from the latin word _____ which means "to move"

k) Enduring characteristics that describe an Individual's behaviour is called_____

l) MBTI stands for _____

m) _____ advocated that humans are essentially motivated by levels of needs.

n) The Hawthrone experiment was conducted by _____

o) "Might is right" is the motto of _____ model

p) The final step in the Lewin's change model is _____

14

q) The importance and value placed on a reward in Expectancy theory is known as _____

r) Company policy and working conditions in the two factor theory refers to _____ factors

s) The degree to which members are attracted to their group is called _____

t) The ability to influence a group towards the achievement of goals is termed as _____

Q.2   Answer the following questions: *Short answer type*   (2 x 10)

a) Explain the contributions made by various behavioural science discipline to OB.

b) Define personality? What are the major forces influencing personality?

c) What are perceptual errors ? What does attribution theory suggest.

d) Differentiate between terminal values and instrumental values.

e) Why do we need to manage emotions ? How can emotional intelligence help manage emotions.

f) Explain the concept of positive and negative equity according to Equity theory.

g) Are teams different from groups ? Explain teams.

h) Bring out the differences between transformational leader and transactional leader.

i) What are the steps in the group decision making process.

j) What are some of the reasons for resisting organisational change, explain briefly.

Part – B (Answer any four questions)

Q.3   What do you mean by Individual Difference ? Discuss various models to   (15)
explain organisational behaviour.

Q.4   What is the distinction between the content theory and the process   (15)
theories of motivation. Identify the variables in expectancy theory. How
do these variables relate to one another and to work motivation.

Q.5   What are attitudes ? How attitudes are formed ? What are the major   (15)
components of attitudes.

Q.6   How are groups formed ? What are types of groups we come across   (15)
most frequently. What are the different stages of group development ?

Q.7   What is leadership ? Explain the relevance and importance of leadership   (15)
in the current context of changing and turbulent environment. What are
the major leadership styles observed in organisations.

Q.8 "Resistance to change is a normal part of the process of change". (15) Discuss. What techniques would you use in overcoming such resistance. Discuss Lewin's model.

Q.9 What do you mean by organisational culture ? Differentiate between (15) strong vrs weak culture. Write a brief note on creating a positive organisational culture.

Registration No: ☐☐☐☐☐☐☐☐☐☐

Total Number of Pages: 04

MBA
15 MNG 105

1st Semester Regular Examination 2015-16
SUBJECT NAME : MANAGEMENT PRINCIPLES & PRACTICES (MPP)
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: T 838

Answer Part-A which is compulsory and any four from Part-B.
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

Q1 Answer the following questions: *multiple type or dash fill up type*   (1 x 20)

a) The management skill, as defined by Katz (1974), which is the cognitive ability of a manager to coordinate and integrate activities in the organization, is called _____ skill.

b) If doing right things is a measure of effectiveness, doing things right is a measure of _____.

c) Multivariate analysis is a part of _____ approach to management.

d) The _____ school of thought viewed management as a logical process expressed in mathematical symbols.

e) The extent, to which the decision making authority in an organization is dispersed and recognized as a part of the three components of structure, is called _____.

f) Assignment of responsibilities without commensurate delegation of _____ to subordinate staff is meaningless.

g) One of the major criticisms of the Matrix Organizational structure is that it violates the principle of _____.

h) The concept of SBU was popularized by _____ Company.

i) Planning of day to day activities is referred to as _____ plan.

j) When problems to be solved or the goals to be attained are not clear, it is stated as decision making under _____ situation/ condition.

k) The various operational activities are fed into computer and the moment deviations occur, corrective measure is automatically taken by the system in _____ type of control.

l) The force that drives a person to strive for accomplishment of goals refers to _____.

m) There is a give and take relationship among business units. This interdependence is known as _____.

n) _____ theory assumes people are not resistance to change and use imagination and creativity to solve organizational problems in the dynamic business environment.

o) The effect of recognizing human beings as 'social man' rather than 'rational man' is known as_____.

p) In _____kind of thinking the problem is not solved according to a pre-defined method or course of action.

q) _____ plans are made to deal with activities or situations which occur repeatedly in the organization.

r) _____ is a TQM tool to set standards by comparing continuously an organization's strategies, products, processes or policies with those of leading rival companies.

s) The modern techniques for making non-programmed decisions which are based on trial and error approach are known as _____ techniques.

t) If there are three sub ordinates under a manager, then the total number of possible relationship will be_____.

Q2 Answer the following questions: *Short answer type* (2 x 10)

a) Explain Management by Control.

b) How can globalization be a challenge to managing business organizations?

c) There can be no set of universal principles that can be applied to every business situations". Comment.

d) Differentiate between pre-Control and post-control.

e) How can cultural diversity provide competitive advantage to an organization?

f) Identify the role of creativity in lateral thinking?

g) How can controllable, semi controllable and un-controllable planning premises help to make effective plans for the organization.

h) What are the reasons for internal resistance to change in a manufacturing company?

i) What are the line and staff functions in Infosys?

j) State in your own words two major principles of coordination.

Part – B (Answer any four questions)

Q3 a) The Contingency Approach to management is a common sense approach. Comment. 7

b) List the Fayol's principles of management. 8

Q4 This is a very old story. Motilal, an honest businessman went bankrupt.   15
He owed large sum of money to a greedy and old money lender,
Dhaniram. Motilal had a beautiful daughter named Charu of
marriageable age. Dhaniram gave the following proposal.

Dhaniram would put a black and a while pebble inside a small bag. The
blindfolded girl has to pick up one. If she picks up the black one, her
father's loan will be waived off but she will have to marry Dhaniram. If
she picks up the while pebble, her father's loan will be cancelled and
she will also be free. On the other hand, if she refuses to pick up a
pebble, her father would have to go to jail and she may starve to death.

Motilal reluctantly agreed. As the father and daughter were standing on
the pebble strewn garden of Dhaniram, the sharp-eyed girl noticed him
picking up two black pebbles and putting those into the bag. He then
asked Charu to pick out the pebble that would decide the fate.

Put yourself in the shoes of the unfortunate girl and use the power of
lateral thinking to chalk out a course of action.

Q5 Imagine yourself to be the Director (Corporate Planning) of Maruti
Udyog Limited. Draw the outline of a long term perspective plan for the   15
company with respect to its products, technology and exports.

Q6   **a)** Define Control. Discuss the importance of control in an organization.   7
  b) What steps managers take to ensure that control activities are   8
successful.

Q7 In our rapidly changing technological society, resistance to change is
normal result of psychological, economic, or social factors or a   15
combination of these three. (Jack Halloran)
Q: Critically analyse the above statement in the context of management
of change.

Q8   **a)** What are the basic premises of MBO?   7
  b) What are the main characteristics of a learning organization?   8

Q9 Write short notes on any three (each answer to be within 100 words);

  a) Management by Exception   5
  b) Decision Tree   5

c) Cultural diversity in an organization   5
d) Informal organisation   5

20
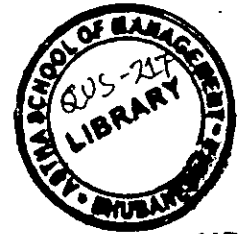
Total Number of Pages: 4

MBA
15 MNG 101

FIRST SEMESTER REGULAR EXAMINATION 2015-16
STATISTICS AND DECISION SCIENCE
BRANCH : MBA
Time: 3 Hours
Max marks: 70
Q.CODE: T798

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

Q.1   Answer the following questions: (10x2)
   a) If BCA, then the Probability of P(A/B) is _____

   b) For a random variable x, if $E(x) = 3$, then the value of $E(3x+4)$ is
       _____

   c) If correlation Coefficient 'r' between x and y is $- 0.6$, then 'r' between x
       and -y is _____

   d) If Lambada = mean arrival time = 10 customers per hour and Meu =
       mean service time = 20 customers per hour, then Probability that service
       facility is idle is _____

   e) If S.D. of x = 3, then variance of (3x-1) is _____

   f) The strategy that is taken by a player ignoring the strategy taken by the
       opponent is known as _____

   g) The Probability of moving from one state to another or remain in the
       same state in a single time period is called _____

   h) In a normal distribution, if mean = 10 and S.D. = 4, then points of
       inflexion of normal curve are _____

   i) In a binomial distribution if mean = 4 and variance = 3, then 'p' is _____

   j) If Coefficient of Kurtosis (β_2) is 2, then curve is _____ Kurtic.

Q.2 a) If x and y are related by the equation $3x - 2y = 10$ and if mode of y is 1,   (10x2)
         then find mode of x.

     b) Two dice are rolled at once. What is Probability of getting the product 12
         ?

     c) Three coins are tossed simultaneously, then find expected number of
         heads.

     d) The Coefficient of variability and mean of a distribution are 40 and 10
         respectively, then find variance.

Q.6 Five men are available to do five jobs. From past records, the time (in hours) that each man takes to do a job is known and is given in the following matrix   15

Men	Jobs				
	1	2	3	4	5
A	2	9	2	7	1
B	6	8	7	6	1
C	4	6	5	3	1
D	4	2	7	3	1
E	5	3	9	5	1

Find the assignment of men to jobs that will minimize the total time taken by Hungarian method.

Q.7 A sample of 100 arrivals of customers in a departmental store is according to the following distribution :   15

Time between arrival (minutes)	Frequency
0.5	12
1.0	21
1.5	36
2.0	19
2.5	7
3.0	5

Simulate for the next 10 time between arrivals and time of arrivals by using random numbers – 25, 39, 65, 76, 12, 05, 73, 89, 19, 49.

Q.8 Two firms are competing for business under the conditions, so that one firm's gain is another firm's loss. Firm A's pay-off matrix is given below : **15**

<div align="center">Firm 'B'</div>

Adv.	No. Adv.	Medium Adv.	Heavy
No. Adv.	10	5	-2
Firm 'A' Medium Adv.	13	12	15
Heavy Adv.	16	14	10

Suggest optimal strategies for the two firms and the net outcome thereof.

Q.9 Explain the following with examples. **15**

a) Maximin Criterion

b) Minimax Criterion

c) Maximax Criterion

d) Minimin Criterion

Q.8 Two firms are competing for business under the conditions, so that one firm's gain is another firm's loss. Firm A's pay-off matrix is given below : 15

Firm 'B'

Adv.		No. Adv.	Medium Adv.	Heavy
	No. Adv.	10	5	-2
Firm 'A'	Medium Adv.	13	12	15
	Heavy Adv.	16	14	10

Suggest optimal strategies for the two firms and the net outcome thereof.

Q.9 Explain the following with examples. 15

a) Maximin Criterion

b) Minimax Criterion

c) Maximax Criterion

d) Minimin Criterion

Registration no:

MBA

Total Number of Pages:3

15 MNG-107

1st SEMESTER MBA REGULAR/BACK EXAMINATION, 2015-16

English Communication Skills

Time: 3 Hours

Max marks: 100

Q.CODE-T852

Answer Part-A which is compulsory and any four from Part-B.

The figures in the right hand margin indicate marks.

(1 x 20)

Q1 Fill up the gaps:

a) The 'skull and cross bones' sign carries the meaning _____.

b) A situation where so many different messages are received that the receiver is unable to cope with the information is called_____.

c) Communication which takes place between 'peers' who are at the same level in an organization is described as _____ communication.

d) Bias-free word for 'manpower' is _____.

e) Fat chance he has of getting the prize!
     The style used by the speaker is _____.

f) The process of recovering meaning from a message with the help of a code is called_____.

g) The word 'education' contains _____ syllables.

h) Vacation is <u>what I need most</u>.
     The underlined part is _____ clause.

i) _____ tiger is an endangered animal.
     (Add the missing article.)

j) Put the verb in the bracket in the passive form, in an appropriate tense.
     A major new deposit of oil _____(discover) in the Godavari basin.

k) My son lives _____ United States.
     (Add the missing preposition.)

l) Fill in the blanks in the sentence below using appropriate question tag.

He is good, ------------------?

m) Fill in the blank using appropriate form of the verb.

My mother _____ (buy) vegetables from the Reliance Fresh store.

n) _____ is to get 'over-all' meaning of the text.

o) _____ involves searching a text for specific information.

p) The instructions were to develop a policy and staff should be informed.
In this sentence the error is that of_____.

q) Bias-free word for 'clerk' is _____.

r) IPA symbol _____ would be used to represent the sound that is heard at the beginning of the word-**Sympathy.**

s) IPA symbol _____ would be used to represent the sound that is heard at the end of the word-**Hope.**

t)) Put the correct form of the verb in the following sentence.
(Call off)
The strike is over. The workers have _____ it _____.

Q2 **Answer the following questions:**   (2x10)
a) Differentiate between skimming and scanning.

b) What qualities of speech do you miss in the written communication?

c) List any two barriers that lead to miscommunication in an organization .
d) What is intonation?

e) Divide each word into syllables, using dots to show syllable boundaries.
Business, reliable

f) Write the following words in phonemic script, using IPA symbols and mark the stressed syllables.

camera, better
g) What is active listening? How is listening different from hearing?

h) Write two sentences using the following phrasal verbs:

Get off, get on with

i) How do verbs of State differ from events verbs?

j) What are the differences between efficient and slow readers?

Part-B(Answer any four questions)

Q3 'Whether an organization is small or large, it is communication that binds (15) the organization together.' Discuss in detail the formal flow of communication in an organization in the light of the above statement.

Q4 Define non-verbal communication. Briefly describe the different forms of (15) non-verbal communication with suitable examples.

Q5 Write short notes on: (15)
i) Time and tense are not the same.
ii) Concord

Q6 How is listening important for a professional? Discuss the important (15) techniques for improving listening skills.

Q7 Expand the idea contained in the following : (15)
     i) Terrorism: A global menace
     ii) Global Warming: A threat to our planet

Q8 Contrastive stress has been shown in bold in the following utterances. (15) Mention the intended meaning of the speaker in each utterance.

    i. **Put** the blue bag on the table in the corner.
    ii. Put the blue **vase** on the table in the corner.

    iii. Put the blue vase on the **table** in the corner.

    iv. Put the blue vase on the table in the **corner**.

Q9 The use of language often reflects different kinds of bias existing in the (15) minds of people, which are not acceptable in a modern society where most people have become aware of their rights. Substantiate the idea with appropriate examples