

Code : 1P1101

M.B.A. I Semester Supplementary Examinations, July/August 2014
Management and Organizational Behaviour

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

- 1. Do ethics and social responsibility pay in Business? Explain a Manager's response. 12M
- 2. a) Explain the process of decision making 8M
b) What is MBO? 4M
- 3. a) Why do organizational structures differ? 6M
b) What is the difference between mechanistic structure and organic structure? 6M
- 4. Explain the Control Process in Management. 12M
- 5. a) What is Perception? 4M
b) Explain the factors influencing our Perception 8M
- 6. a) What are the different types of Groups? 6M
b) Explain the group formation theories 6M
- 7. Explain the OD process 12M

Part B—Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

Cheryl Kahn, Rob Carstons and Linda McGee have something in common. They all were promoted within their organizations into management positions. And each found the transition a challenge.

Cheryl Kahn was promoted to director of catering for the Glazier group of restaurants in New York City. With the promotion, she realized that things would never be the same again. No longer would she be able to participate in water cooler gossip or shrug off an employee's chronic lateness. She says she found her new role to be daunting. "At first I was like a bulldozer knocking everyone over and that was not well received. 'I was saying it is my way or the highway'. And was forgetting that my friends were also in transition." She admits that this style alienated just about everyone with whom she worked.

Rob Carstons, a technical manager at IBM in California talks about the uncertainty he felt after being promoted to being a manager from being a junior programmer. "It was a little bit challenging to be suddenly giving directives to peers, when just the day before you were one of them. You try to be careful not to offend anyone. It's strange walking into a room and the whole conversation changes. People don't want to be as open with you when you become the boss."

Linda McGee is now president of Medex Insurance Services in Baltimore, Maryland. She started as a customer service representative with the company and then leapfrogged over colleagues in a series of promotions. Her fast rise created problems. She says colleagues "would say. 'Oh here comes the big cheese now.' God only knows what they talked about behind by back.

8. Questions

- a) Which leadership theories could help the new leaders deal with this type of transition?
- b) A lot of new managers err in selecting the right leadership style when they move into management. Why do you think this happens?

Code : 1P1105

M.B.A. I Semester Supplementary Examinations, July/August 2014**STATISTICAL METHODS FOR MANAGEMENT**

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Discuss the need and importance of Statistical Methods for Management
2. Discuss different types of diagrammatic and graphical representation of data with suitable examples
3. Find the mean, median, and mode for the set of scores in the following frequency distribution table

X	6	5	4	3	2	1
f	1	2	1	1	2	3

4. Discuss different measures of dispersion: Range, Mean Deviation and Standard Deviation.
5. For the following set of data.

X	8	9	2	1	5
Y	2	2	4	5	2

- a. Sketch a graph showing the location of the five (X, Y) points.
 - b. Just looking at your graph, estimate the value of the Pearson correlation.
 - c. Compute the Pearson correlation for this data set and compare it with your estimate
6. The following table presents quarterly data for the number of customer orders received in a mail order firm. Determine the seasonal indexes using the ratio-to-moving-average method.

Quarter	Year				
	1986	1987	1988	1989	1990
I	9	10	13	11	14
II	16	15	22	17	18
III	18	18	17	25	25
IV	21	20	24	21	26

7. In a psychology class of 60 students there are 15 males and 45 females. Of the 15 men, only 5 are Engineering Graduates. Of the 45 women 20 are Engineering Graduates. If you randomly sample an individual from this class,
 - a. What is the probability of obtaining a female?
 - b. What is the probability of obtaining an Engineering Graduate?
 - c. What is the probability of obtaining a male Engineering Graduate?

Part B—Compulsory Question

CASE STUDY

12Marks

8. The marketing division of a major breakfast cereal manufacturer prepared the following table showing the monthly advertising expenditure and sales figures for the company:

Advertising expenditure (in thousands)	14	23	27	17	29	15	19	25
Sales figures (in thousands)	218	237	241	214	243	218	232	230

Next month, the company plans to spend Rs. 20,000 on advertising.

- Find the regression equation
- Use the regression equation to predict next month's sales

M.B.A. I Semester Supplementary Examinations, July/August 2014
ACCOUNTING FOR MANAGERS.

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. a) Explain basic Accounting concepts and principles. 7M
b) Who are the users of Accounting Information? Explain. 5M
2. a) What is meant by 'Trail Balance'? Briefly explain the objectives of preparing Trail Balance. 6M
b) Journalise the following transactions in the books of Mr. Mohan.
 1. Mohan commenced business with cash Rs 10,000 and furniture Rs 5000
 2. Took loan from bank Rs 5,000
 3. Purchased goods from Babu Rs 3,000
 4. Paid Babu on account by cheque Rs 3,000
 5. Commission due to Sunil Rs 100
 6. Drew for office use Rs 500
 7. Paid salaries Rs 500, Rent Rs 800 and Electricity charges Rs 200 6M
3. The following is the trail Balance of Mr RK Ltd as at 31.3.2013. Prepare trading and Profit/loss account for the year ending 31.3. 2013 and balance sheet as on that date.

Particulars	Dr (Rs)	Cr(Rs)
Capital		85,000
Drawings	7,500	
Opening stock	12,000	
Purchase & Sales	86,000	1,70,000
Returns	2,000	1,000
Discounts	500	700
Commission received		1,000
Income tax paid	700	
Office salaries	17,300	
Office rent	2,000	
Advertising	1,700	
Sundry debtors & Creditors	85,000	30,000
Provision for doubtful debt		3,000
Manufacturing wages	8,600	
Bills receivable / Payables	5,000	5,000
Carriage	600	
Machinery	40,000	
Motor vans	7,000	
Land & Buildings	10,000	
Office expenses	1,500	
Cash at bank	6,000	
Cash in hand	2,300	
Total	2,95,700	2,95,700

Adjustments

1. Closing stock on 31.3.2013 was Rs 10,000
2. Debtors worth Rs 2,000 Bad
3. Depreciate machinery by 5% and Motor Vans by 15%
4. Provision for bad and Doubtful debts should be increased by Rs 600
5. Commission occurred not received Rs 5,000
6. Goods worth Rs 500 where used by proprietor personal use
7. On 20.3.2013 a fire broke out in the shop and goods worth Rs 2,000 where completely destroyed. The insurance company accepted the claim for Rs 1,500 and paid the claim on 1.4.2013

12M

4. a) What do you mean by the Funds Flow Statement? What is its managerial use? 6M
 b) After taking into consideration the following items, Jain Ltd., made a net profit of Rs 1, 00,000 for the year ended 31st December 2013.

Particulars	Amount(Rs)
Loss on sale of Machinery	10,000
Depreciation on Building	4,000
Depreciation on Machinery	5,000
Preliminary expenses written off	5,000
Provision for taxation	10,000
Goodwill written off	5,000
Gain on sale of Building	8,000

Calculate cash from operations

6M

5. With the help of the following information, prepare the stores Ledger Card based on the weighted Average Method of Pricing Issues:

Date	Particulars
01.06.2013	Opening balance 24,000 kgs at Rs 7,500
01.06.2013	Purchase 44,000 kgs at Rs 7,600 per tonne
01.06.2013	Issues 10,000 kgs
05.06.2013	Issues 16,000 Kgs
12.06.2013	Issues 24,000 kgs
13.06.2013	Purchase 10,000 kgs at Rs 7,800
18.06.2013	Issues 24,000 kgs
22.06.2013	Purchase 50,000 kgs at Rs 8000 Per tonne
28.06.2013	Issues 30,000 kgs
30.06.2013	Issues 22,000

12M

6. Discuss the role of Ratios in assessing the overall performance of the organizations. 12M
 7. To what extent the Accounting Standard are honored and implemented by Indian corporate sector in decision making process explain briefly. 12M

Part B–Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

The G Transport Company purchases 10 trucks at Rs 2, 70,000 each on July 1 2006. On January 1st 2009 one of the trucks is involved in an accident and is completely destroyed. A sum of Rs 1, 62,000 is received from the insurers in full settlement. On the same date, another truck is purchased by the company for a sum of Rs 3, 00,000. The company writes off 20% on the original cost per annum and closes its books every year on March 31.

Prepare the Motor Trucks Account for two years ending March 31, 2010. Apply written down value method.

Code : 1P1104

R11

M.B.A. I Semester Supplementary Examinations, July/August 2014

BUSINESS ENVIRONMENT & LAW

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. How does the socio cultural environment influence the business policy of an organization? 12M
2. a) What is the difference between BOP & BOT. 3M
b) Discuss about various components of BOP accounting system? 9M
3. Explain various causes of rise in Public Expenditure in India. 12M
4. Discuss various constituents of the organized and unorganized Money markets in India. 12M
5. "All agreements are not contracts but all contracts are agreements". Discuss the statement explaining the essential elements of valid contract. 12M
6. a) What are the Characteristics of the company? 5M
b) Distinguish between a private limited company and public limited company 7M
- 7 a) Who is a consumer? 2M
b) Discuss the rights of consumers granted under section 6 of the consumer protection act, 1986 10M

Part B–Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

Bajaj Auto is considered to be the second largest manufacturer of motorcycles in India. Their profits were soaring high due to the company's special stress on changing its organizational structure, products and models, its approach to markets and consumer preferences, R&D, engineering product design and speed to market and nationalizing of costs. Thus they could achieve 69% growth in export of two wheelers, and 66% increase in the export of all the vehicles. The company's T&D strategy is a combination of in-house and collaborative efforts. Their collaboration with Kawasaki; for joint design and development of new vehicles, is notable. Bajaj had done very well in three wheeler market. This market comprises three and six-seat passenger vehicles and goods carriers. In the three seat passenger vehicle category, their market share increased to 91.8% in 2003-04. Their increased sales volumes, better product mix, better operational efficiency etc, increased their profit margins. The company's focus on R&D, their target on marketing and advertisement etc. has contributed a lot to the company growth.

8. Question:

- a) Discuss the performance of Bajaj Auto and the factors contributed for the success?

M.B.A. I Semester Supplementary Examinations, July/August 2014

MANAGERIAL ECONOMICS

Time: 3 hours

Max Marks: 60

*Answer any FIVE of the following
All questions carry equal marks (12 Marks each)*

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Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Write short notes on
 - a) Imperfect competition
 - b) Oligopoly and monopolistic competition
 - c) Perfect competition 12 M
2. a) Explain Knight Uncertainty-bearing theory of profit. 6 M
b) Explain the dynamic theory of profit. 6 M
3. Explain how the basic economic principles help in today business issues. 12 M
4. a) Critically examine 'Profit Maximization' as the objective of a business firm? 6 M
b) Why is it that usually the firms aim towards a reasonable profit rather than trying to achieve other goals? Give reasons. 6 M
5. Discuss, with suitable examples, how managerial economics is an integral part of business activity. 12 M
6. Analysis the import on the market demand for cosmetics under the following situations.
 - a) A change in the sex ratio of the population increasing the female against males in numbers.
 - b) A general price rise in consumer product by 10%.
 - c) An increase in excise duties on cosmetics. 12 M
7. Explain the nature and managerial uses of production function.

Part B—Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

HIGHWAY BLUES

Ratan Sethi opened a petrol-pump cum retail store on Delhi-Agra highway, about two-hour drive from Delhi. His store sells typical items needed by highway travelers like fast foods, cool drinks, chocolates, hot coffee, children's toys, etc. He charges higher price compare to the sellers in Delhi, yet he is able to maintain brisk sale-particularly of "yours special pack" (YSP) consisting of soft drink in a disposal plastic bottle and a packet of light snacks. The highway travelers prefer to stop at his store because, while their cost wait for petrol filling, they in the mean time can enjoy "yours special pack" (and in some cases would help themselves with some other item in the store.) Each year he could substantially enhance his sales by providing special summer price on YSP which is almost half of its regular price.

Last year while returning from Delhi Rattan found that a new, big and modern grocery shop has come up 15kms from Delhi on the national highway. It has affected his sales but only marginally. But last month another large convenience store has opened just 5km. away from this store. He knows that the challenge has come to his door steps and he expects to be adversely affected by the existence of these two stores. He needs to meet this challenge and decides to use the pricing strategies which he has been using quite effectively till recently. He now permanently reduces the price of YSP to half of its existing price but at the end of the year rattan finds that his sales in general and of YSP in particular had declined by 20%.

8. Questions?

- a) Where has Rattan Sethi gone wrong?
- b) If you were a managerial economist how do you think to handle the situation?
