

Hall Ticket Number :

R-17

Code: 7P1A33

M.B.A. III Semester Supplementary Examinations October 2020

Cost and Management Accounting

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. What is absorption of overheads? Explain different methods of overhead absorption 12M

OR

2. What are the elements of cost? Explain them in brief. 12M

UNIT-II

3. What are the different methods of costing? Explain in brief with examples of industries using a specific method 12M

OR

4. M/S Kamadhenu Chemical works manufactures a chemical which passes through several distinct processes. The following information is available for the process-1 for the previous accounting period. Input of Material-'A' 500 kg at '40 per kg and Material-'B' 300 kg at '60 per kg. Direct wages '30,000, Production overhead 40% of direct wages, Output of the process-1 was 750 units. There was no work-in-process either at the beginning or at the end of the period. 12M

UNIT-III

5. What is marginal costing? Explain various marginal costing techniques and its applications 12M

OR

6. M/S Karthik Industries Ltd. is manufacturing two different products viz. product 'A' and 'B'. The company has furnished the following cost data for the current year 2018.

Particulars	Product-A (')		Product-B (')	
Sales Revenue	-	2,50,000	-	2,50,000
Less: Variable Cost	1,80,000	-	1,60,000	-
Fixed Cost	<u>30,000</u>	<u>-2,10,000</u>	<u>50,000</u>	<u>2,10,000</u>
Profit	-	40,000	-	40,000

Calculate break-even point of both the products and state which product is likely to earn greater profit if there is i) heavy demand and ii) poor demand for its products. 12M

UNIT-IV

7. What is CVP analysis? discuss its assumptions 12M

OR

8. M/S Kamadhenu Enterprises is producing three different products viz. product 'A', 'B' and 'C' the cost details of which are given below.

Particulars	Products (₹)		
	A	B	C
Maximum capacity (Units)	5000	2000	3000
Direct material cost [at ₹ 10 per kg]	40	10	30
Other variable cost	36	25	10
Selling price	100	50	60
Fixed cost	20000	15,000	10,000

Ascertain the optimum product mix under the following conditions.

Total availability of raw material is only 18,000 kg. The company cannot produce more than 7,500 units of all the three products taken together. Total sales revenue of all the three products cannot exceed ₹ 6,50,000.

12M

UNIT-V

9. Gajanana Minerals Ltd. manufactures an alloy using iron and zinc and supplied you the following budgeted information for the year 2017.

Balance as on 1 st January 2017	Tons
Stock of alloy	15,000
Stock of iron ore	10,000
Stock of zinc	5,000
Iron ore on order	6,000
Zinc on order	4,000
Balance as on 31 st December 2017	
Stock of alloy	10,000
Stock of Iron ore	7,000
Stock of zinc	5,000
Iron ore on order	6,000
Zinc on order	5,000

Production of one ton of alloy requires 1.2 tons of iron and 0.8 ton of zinc. The firm wants to sell 100,000 tons of alloy during the year 2017. Prepare material procurement budget for iron and zinc for the year 2017.

12M

OR

10. M/s Bangalore Chemicals Ltd. manufactures chemical using two different raw materials viz. Material 'A' and 'B' and supplies to various pharmaceutical companies. The company has furnished the following material cost details for the month of January 2018.

The company estimated 45 kg of material 'A' at standard price of ₹ 10 per kg and 42 kg of material 'B' at standard price of ₹ 7.90 per kg required for getting 100 kg of final output. However 2500 kg of material 'A' at ₹ 9.50 per kg and 2000 kg of material 'B' at ₹ 8 per kg were actually purchased and obtained 5000 kg of final output. There was neither opening nor closing stock of materials. Calculate i) Material price variance, ii) Material usage variance and iii) Material cost variance

12M

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Entrepreneurship Development

Max. Marks: 60

Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. Elucidate the functions of Entrepreneurs.

OR

2. List out the qualities of entrepreneur.

UNIT-II

3. Give a detailed account of Types of Ownership.

OR

4. Elucidate Corporate Entrepreneurship.

UNIT-III

5. What are the sources of Capital for an Entrepreneur?

OR

6. Explain the Government Grants and Subsidies for an Enterprise.

UNIT-IV

7. How do you prepare a Project Proposal? Give an illustration.

OR

8. What are the decisions under uncertainty?

UNIT-V

9. Explain the different types of Foreign Direct Investment.

OR

10. Distinguish between Domestic and International Entrepreneurship.

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M.B.A. III Semester Supplementary Examinations October 2020

Personnel Administration, Policy and Procedure

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. Define Personnel management and Explain nature and objectives of Personnel Management?

OR

2. State the reasons for the growth of Personnel Management.

UNIT-II

3. What is the scope of personnel policy? and Describe objectives of personnel policy making

OR

4. Interpret department structure and Illustrate with examples.

UNIT-III

5. Draft an appointment order for a post of personnel manager

OR

6. Distinguish promotion and transfer letters with suitable formats

UNIT-IV

7. What do you mean by compensation structure?

OR

8. What are the factors affecting wage fixation in India?

UNIT-V

9. What are the points to be observed in drafting of suspension order?

OR

10. What are the steps involved in calculation of gratuity?

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M.B.A. III Semester Supplementary Examinations October 2020

Services Marketing

Max. Marks: 60

Time: 3 Hours

Answer *all five* units by choosing one question from each unit (5 x 12 = 60Marks)

UNIT-I

1. Discuss the evolution and growth of service sector in India

OR

2. List the four characteristics that distinguish services from goods and discuss how each would impact the marketing of a chain of fitness centers.

UNIT-II

3. What are the levels and patterns of service market segmentation?

OR

4. What is service consumer behaviour? Elaborate on the facts and importance of consumer behaviour in services.

UNIT-III

5. Explain the new service development process in detail. What do we mean by physical evidence?

OR

6. Explain the Integrated Gaps Model of service quality & the prescriptions for closing quality gaps.

UNIT-IV

7. What is service quality? What are various types of gaps that influence consumer perceptions of service quality? What are the factors that influence the size of each of the service quality gaps?

OR

8. Discuss about Total quality Services Marketing with suitable examples.

UNIT-V

9. How will you design communication mix for promoting services? Explain.

OR

10. What do you mean by Service Recovery? Discuss various services recovery strategies

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M B A III Semester Supplementary Examinations October 2020

Retail Marketing

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. Discuss various types of retail formats in detail with suitable examples

OR

2. Explain in detail the Strategic Retail Planning Process

UNIT-II

3. Discuss in detail the the steps involved in merchandise planning

OR

4. Describe in detail methods of Evaluating Merchandise Performance

UNIT-III

5. Explain the importance of store layout and product space in determining the success of retail outlet

OR

6. What is Price Adjustments? Describe how Price can be used to Stimulate Sales in the retail store

UNIT-IV

7. Outline the importance of location decisions for an upcoming retail mall proposed to come up in your neighborhood

OR

8. Explain the types retail locations and the a, Factors Affecting the Attractiveness of a retail locations

UNIT-V

9. What is the impact of information technology in retailing ?Highlight the features of bar coding and retail audit

OR

10. Define the customer relationship management and explain the CRM process flow to be followed in a retail organisation.

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M.B.A. III Semester Supplementary Examinations October 2020

Security Analysis and Portfolio Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

UNIT-I

1. Define Investment. Discuss Different investment Avenues

OR

2. Define Portfolio. Explain Portfolio Management Process

UNIT-II

3. What is economic analysis? Explain key variables of micro economic analysis.

OR

4. Porter's five force model-Elaborate.

UNIT-III

5. Explain about Dow theory with assumptions.

OR

6. Distinguish between fundamental analysis and technical analysis.

UNIT-IV

7. Define Risk. Explain about types of Risk.

OR

8. Explain the expected return and Standard Deviation of returns for a stock having the following:

Returns(%)	-25	-10	0	15	20	30	35
Probability	0.05	0.10	0.10	0.15	0.25	0.20	0.15

UNIT-V

9. Explain about Markowitz model.

OR

10. Explain about the Capital Asset Pricing Model.
