

Reg. No. :

D 2594

Q.P. Code : [07 DMB IS 68]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Information Systems

DATA WARE HOUSING AND DATA MINING

Time : Three hours

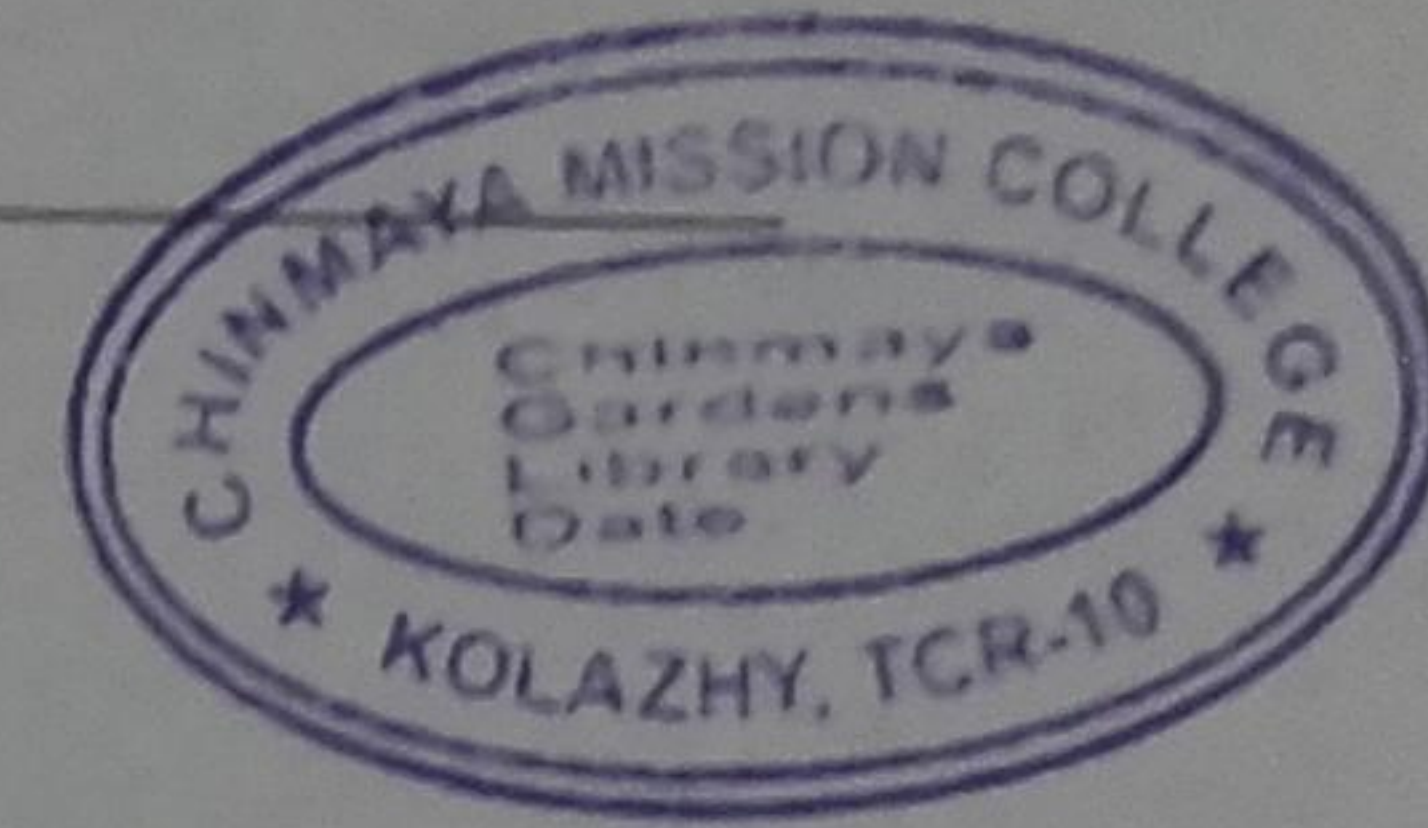
Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the classification of Data Mining and various major issues.
2. Discuss Data cleaning, integration, transformation and reduction.
3. What is association rule mining and explain its dimensions?
4. Explain classification? Discuss Decision tree induction and Bayesian classification.
5. What is cluster? Discuss the various types of clusters?

6. What is data warehouse Architecture? Discuss the future development of Data cube technology.
7. What is OLAP Technology? Explain the benefits and integration with data mining.
8. Write a note on Relational Databases, Discretizaation and Hierarchy genetation.



Reg. No. :

D 1613

Q.P. Code : [07 DMB - IS 70]

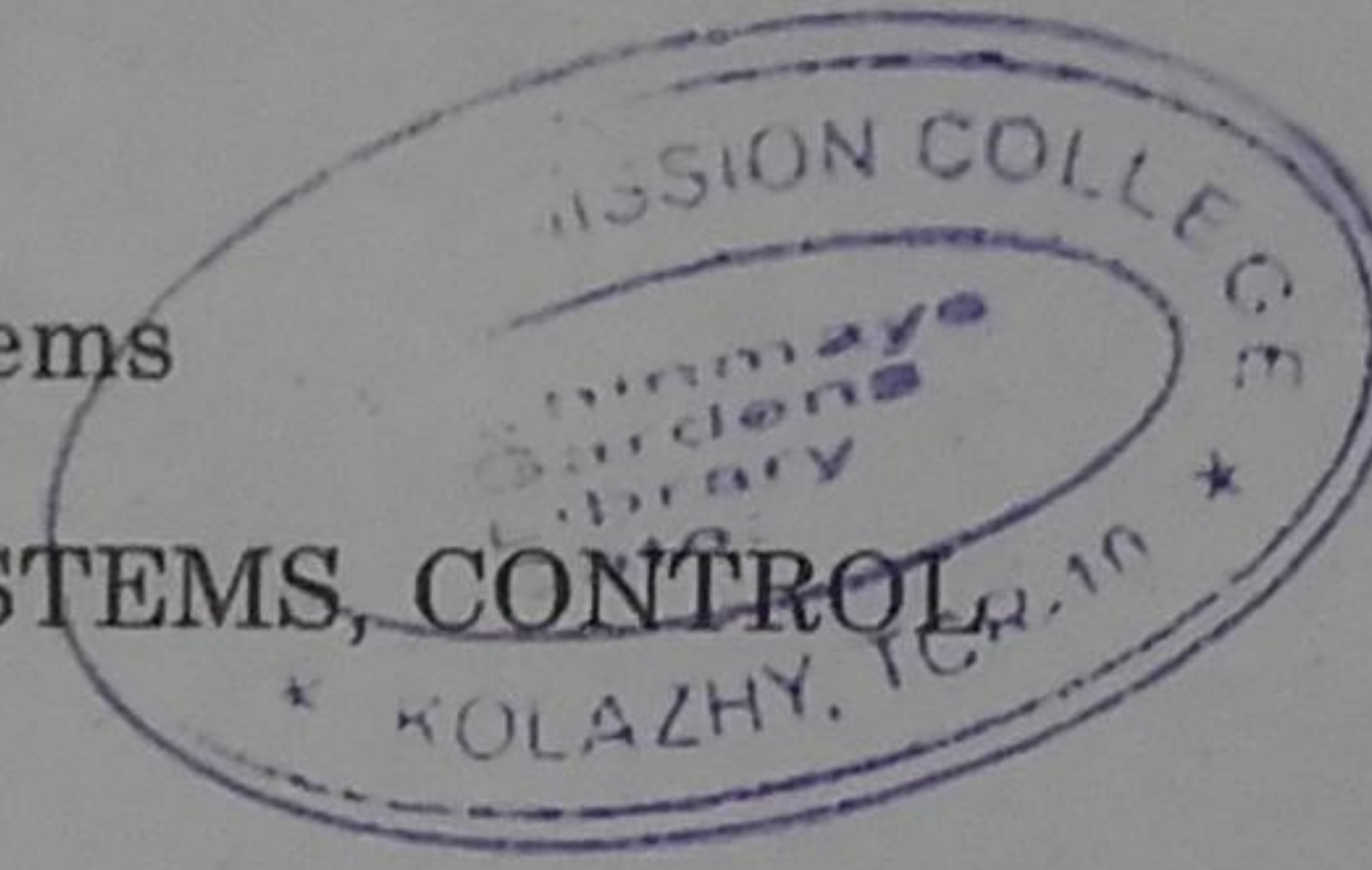
(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Information Systems

INFORMATION SECURITY SYSTEMS, CONTROL
AND AUDIT



Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the key concepts of information system?
2. What is information security threat and management?
3. Explain information security assessment procedure.
4. Explain the uses of RFID.

5. How will you establish an internal culture of security and its supporting infrastructure?
6. What are information security guidelines?
7. What are the techniques involved in intrusion detection?
8. Explain one process of information security audit and the controls implemented.

Reg. No. :

D 1609

Q.P. Code : [07 DMB-IS 66]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Information Systems

ELECTRONIC COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is electronic commerce? How does Internet implementation improve efficiency of E-commerce?
2. What are the Internet services used E-Commerce? Explain them.
3. What are the major concerns about the Internet related to E-Commerce?
4. Describe digital currencies and payment systems.

5. What are the requirements for Internet Based payments?
6. What are the objectives of cryptography? Write about public key encryption.
7. Explain the following.
 - (a) Information attack
 - (b) Information warfare
 - (c) Cyber – terrorism.
 - (d) The eternity service
8. What are the major considerations in setting up online shop?



Reg. No. :

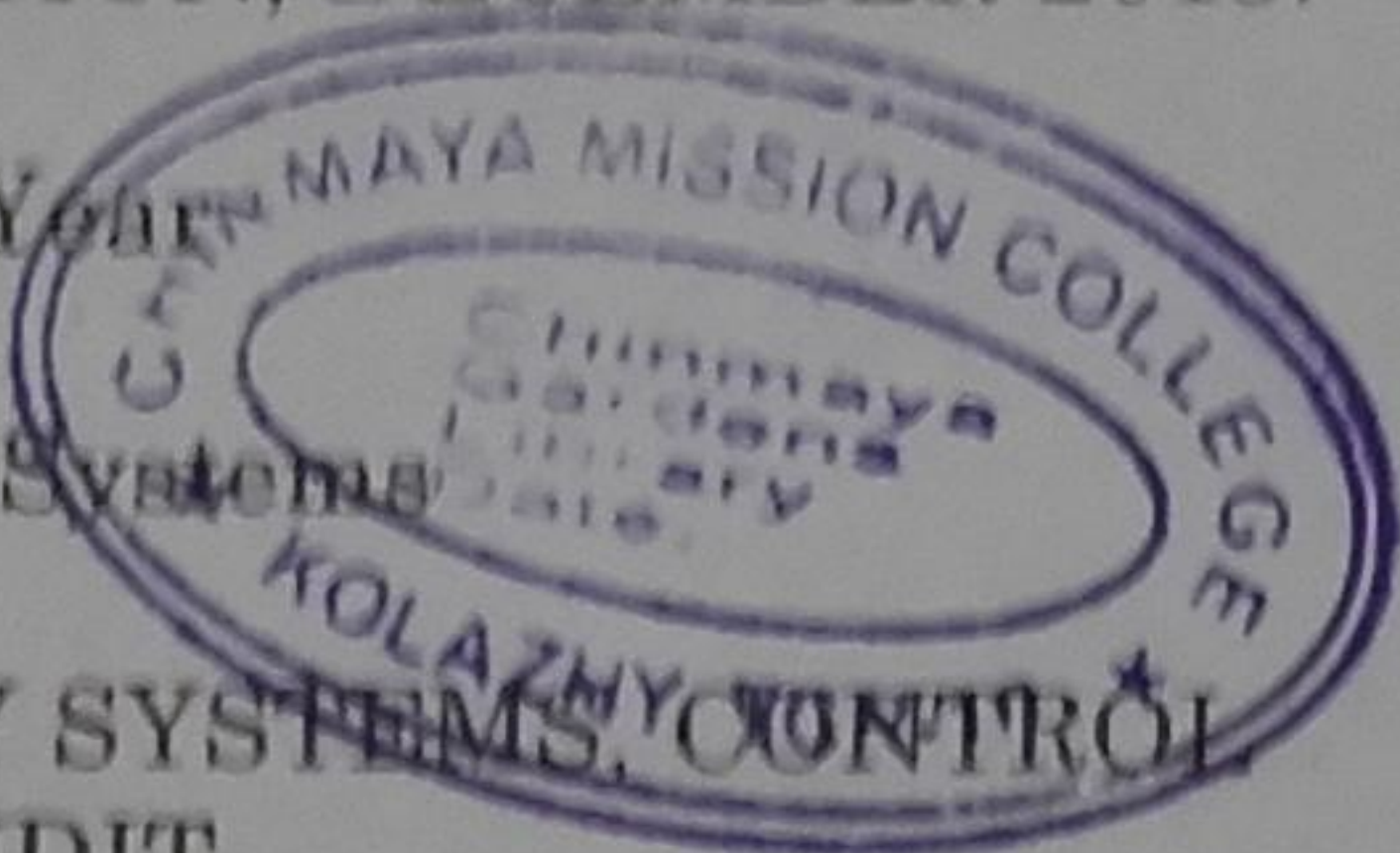
D 1613

Q.P. Code : [07 DMB - IS 70]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year
Information Systems
INFORMATION SECURITY SYSTEMS, CONTROL
AND AUDIT



Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the key concepts of information system?
2. What is information security threat and management?
3. Explain information security assessment procedure.
4. Explain the uses of RFID.

5. How will you establish an internal culture of security and its supporting infrastructure?
 6. What are information security guidelines?
 7. What are the techniques involved in intrusion detection?
 8. Explain one process of information security audit and the controls implemented.
-

Reg. No. :

D 1607

Q.P. Code : [07 DMB – IS 64]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Information Systems

SOFTWARE PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

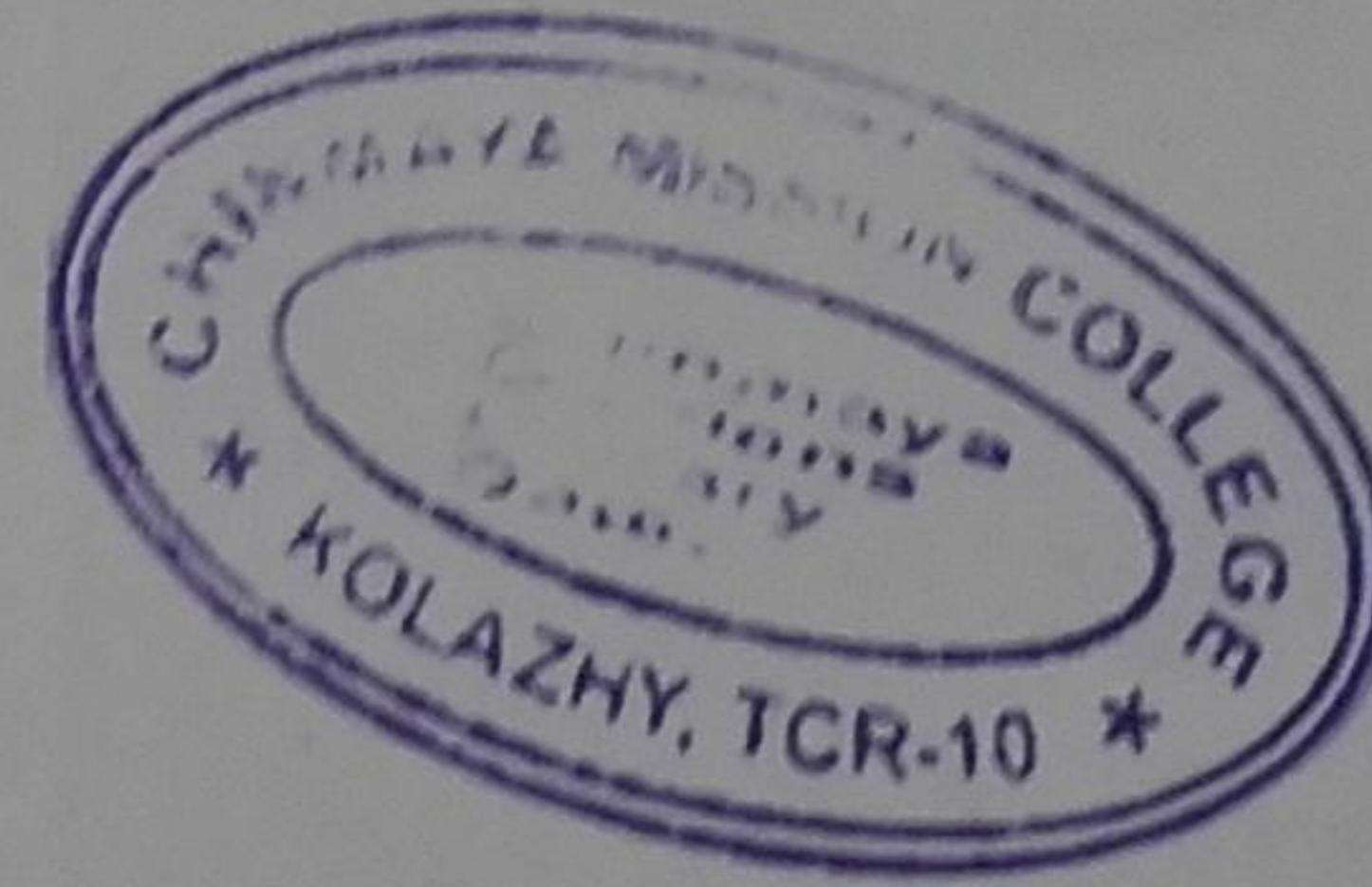
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the different between software project and other projects.
2. Explain the steps involved in project planning.
3. Explain in detail cost benefit evaluation techniques and its methods.
4. Discuss about the monitory and control phase of software development.

5. Give a brief note on critical chain management.
6. Contrast between adaptive project framework and traditional software project management.
7. Explain the various stages in cycle plan of adaptive project framework.
8. What are the organizational considerations in software project management?



Reg. No. :

D 1610

Q.P. Code : [07 DMB - IS 67]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Information Systems

ENTERPRISE RESOURCE PLANNING

Time : Three hours

Maximum : 100 marks

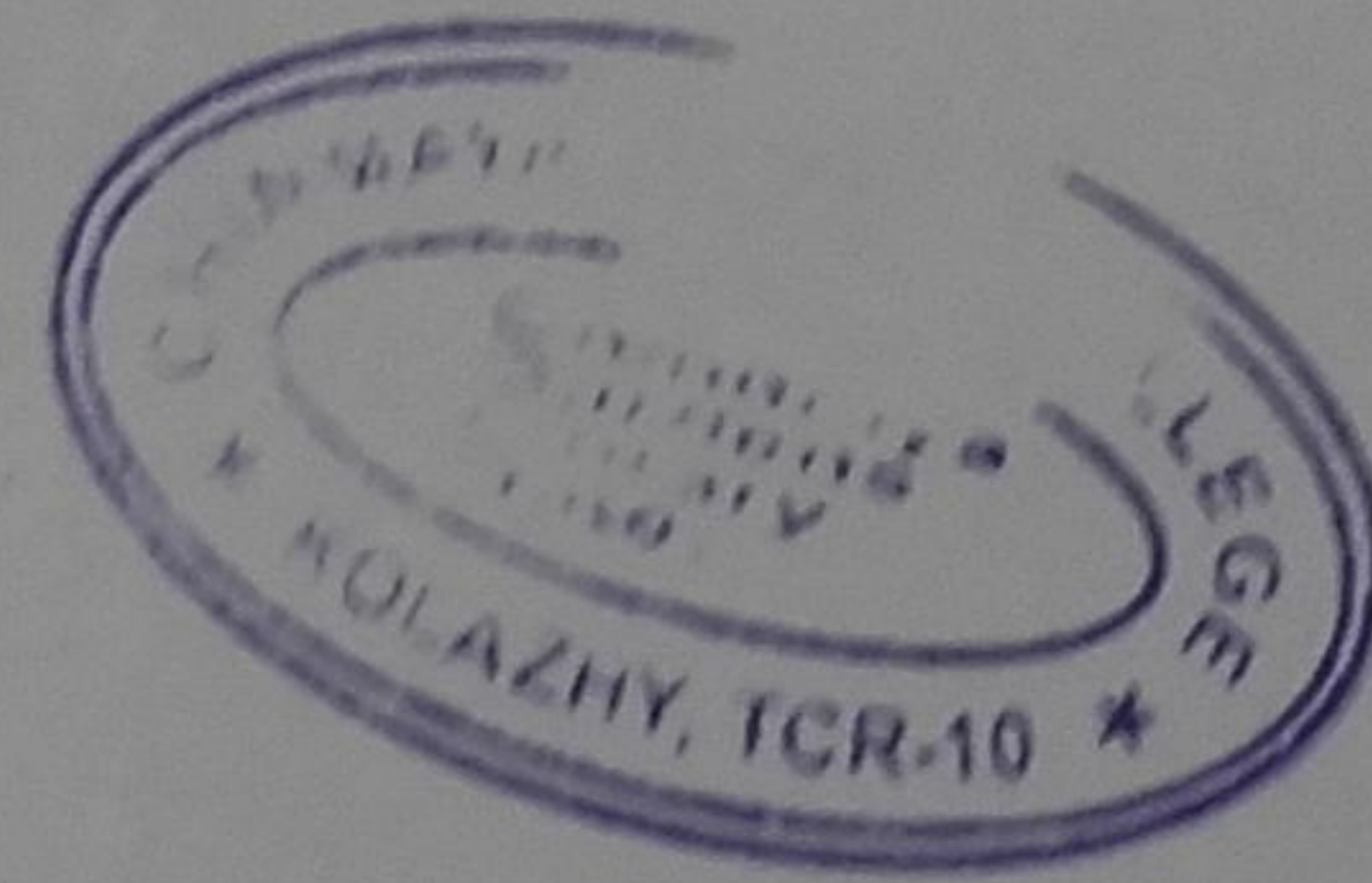
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain how Integrated data model head to ERP.
2. Describe the benefits of ERP.
3. Discuss ERP implementation methodologies.
4. Explain one role of vendors and consultant in ERP implementation.
5. Explain the feature of SAP in detail.
6. Explain the various finance subsystems in ERP.

7. Explain the benefits of effective use of TQM in ERP implementation.
8. Explain various architectural concepts of ERP.



Reg. No. :

D 1612

Q.P. Code : [07 DMB-IS 69]

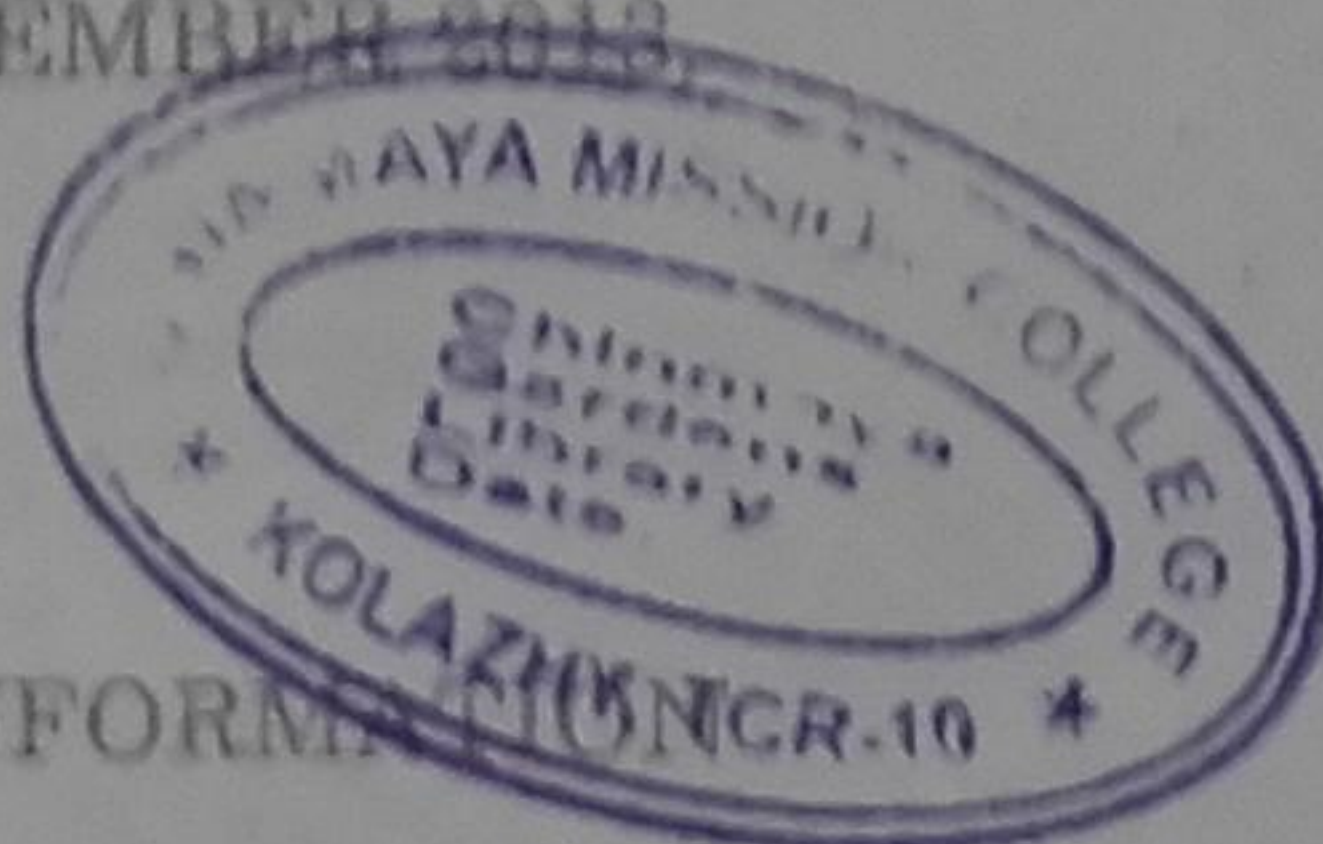
(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013

Second Year

Information Systems

KNOWLEDGE MANAGEMENT AND INFORMATION
SYSTEMS



Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What are the various components of knowledge management system.
(b) Explain integrative and interactive knowledge applications.
2. Explain the procedure to conduct knowledge audit.
3. Explain the procedure involved in designing one knowledge management team.

4. Briefly write about technical components of knowledge management architecture.
5. What are organizational subsystems? Illustrate with examples.
6. Explain the role of information in the decision process.
7. What are distributed systems? Name two advantages and disadvantages of distributed system over centralized system.
8. Explain various stages of SDLC.

Reg. No. :

D 1608

Q.P. Code : [07 DMB-IS 65]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Information System

DATABASE MANAGEMENT SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is database management system? Explain database system structure in detail.
2. What is entity relationship model? How ERP model is used in DBMS?
3. Briefly explain relational data base management system.
4. Explain one mechanism of nested queries in SQL.

5. Describe integrity and security.
6. Explain normalisation. Illustrate with an example.
7. Explain the merits and demerits of concurrency control.
8. Write short notes on the following :
 - (a) Mapping constraints
 - (b) Aggregate functions
 - (c) Join dependencies
 - (d) Deadlock handing.

Reg. No. :

D 1543

Q.P. Code : [07 DMB 11]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Semester /Second Year

Executive - MBA

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) What is business ethics? (4)
(b) Explain the ethics management important in business. (16)
2. (a) What is utilitarianism useful for conducting a stake holder analysis? (4)
(b) Explain the few important factors influencing business ethics. (16)
3. (a) What is politics? (4)
(b) Discuss the traditional and modern view of politics. (16)

4. (a) What is fiscal policy? (4)
(b) Enumerate the direct and indirect tax structure in India. (16)
5. (a) What is company law? (4)
(b) Explain the main functions of SEBI. (16)
6. (a) What is VAT? (4)
(b) Explain the objectives of the consumer protection act. (16)
7. (a) What is a constitution? (4)
(b) What are the ethical implications in emerging CSR? (16)
8. (a) What is GATT? (4)
(b) Explain the functions and objectives of WTO. (16)

Reg. No. :

D 2560

Q.P. Code : [07 DMB-F 34]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the various speculation investment avenues in India.
2. Define Risk? Give a brief account RISK and its measurement.
3. Explain the salient features of expected Return.
4. What are all the various types of Beta? Explain the significance of Beta.

5. Define security valuation. Explain the equity and preference share valuation.
6. Discuss the different Bond Value theorems.
7. Explain the role of Technical analysis in economy and Industry.
8. Elucidate the various features of Capital Asset Pricing Model (CAPM).

Reg. No. :

D 2557

Q.P. Code : [07 DMB-F 31]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

**CAPITAL BUDGETING AND FINANCING
DECISIONS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the advantages of various sources of long term finance.
2. Discuss the various modes of Innovative financing.
3. "Cash flow approach is considered to be superior to profit approach" Comment.
4. Explain the procedure for project evaluation under risk and uncertainty.

5. Discuss MM model of capital structure. How do two firms achieve equilibrium? Discuss.
6. What is the meaning of cost of capital? What is its significance in financial decision-making?
7. How does the financial manager use operating leverage and financial leverage for taking financing decisions of a firm? Explain.
8. Explain the determination of the ratio between debt and equity.

Reg. No. :

D 2561

Q.P. Code : [07 DMB-F 35]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the differences between IFM and Domestic Financial Management.
2. Explain the significance of Balance of Payments.
3. Explain the importance of purchasing power parity theory.
4. Assess the performance of the International Monetary Fund in maintaining International liquidity and in pro-moting multilateralism.

5. Distinguish between the objectives of the IMF and World Bank.
6. Discuss the various characteristic features of futures contracts. What is the role of clearing corporations in trading of such contracts?
7. Explain the Internal and External techniques of risk.
8. Explain the advantages and limitations of Global Depository Receipts.

Reg. No. :

D 2555

Q.P. Code : [07 DMB - F 29]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013,

Second Year

Finance/Financial Management

INDIAN CAPITAL MARKET AND FINANCIAL
SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the structure and constituents of Indian Financial System.
2. Detail the measures of rejuvenation and reactivation of the Indian Capital Market Initiated by the SEBI.
3. Discuss in detail the framework put in place by the RBI for the supervision of banks and financial institutions in India.

4. Discuss the role of various intermediaries that play an active part in the new issues market.
5. How does a company determine its public offer price while making Initial Public Offer (IPO)? Explain.
6. State the procedure to be followed by a merchant banker while acting as a banker to an issue.
7. What were the reforms made by SEBI in 1992 when merchant banking was brought under its control? Explain.
8. Discuss the recent trends in derivative markets in India.

Reg. No. :

D 2558

Q.P. Code : [07 DMB-F 32]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

WORKING CAPITAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the factors which have a bearing on the requirements of workings capital.
2. Explain the differences between cash flow analysis and fund flow analysis.
3. Enumerate the procedure for assessment and appraisal for working capital bank finance.
4. Explain in detail about any two money market Instruments in India.

5. What strategies can a financial manager adopt to make cash management efficient in a firm? Explain.
6. Discuss the important techniques for control of receivables.
7. Enumerate the merits and limitations of Euro commercial paper.
8. Discuss the main features of chore committee recommendations on working capital.

Reg. No. :

D 2559

Q.P. Code : [07 DMB - F 33]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the merits and demerits of Risk management information systems. (RMIS)
2. Define Risk. List some ways in which risk creates an economic burden for society.
3. Explain the similarities and differences between individual and corporate risk management.
4. Discuss the causes that are responsible for the occurrence of risk.

5. Explain the essentials of life insurance contract.
6. Discuss the role of Insurance regulatory and development authority in the Indian Insurance service sector.
7. Explain the procedures in settlement of claims in Life Insurance.
8. Explain the features of Aviation Insurance and Burglary Insurance.

Reg. No. :

D 2558

Q.P. Code : [07 DMB-F 32]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

WORKING CAPITAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the factors which have a bearing on the requirements of workings capital.
2. Explain the differences between cash flow analysis and fund flow analysis.
3. Enumerate the procedure for assessment and appraisal for working capital bank finance.
4. Explain in detail about any two money market Instruments in India.

5. What strategies can a financial manager adopt to make cash management efficient in a firm? Explain.
6. Discuss the important techniques for control of receivables.
7. Enumerate the merits and limitations of Euro commercial paper.
8. Discuss the main features of chore committee recommendations on working capital.

Reg. No. :

D 2045

Q.P. Code : [07 DMBF 32]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2012.

Second Year

Finance

WORKING CAPITAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the factors which have a bearing on the requirements of working capital.
2. Perfect Ltd gives the following balance sheet. You are required to compute the following ratios.
 - (a) Liquid ratio
 - (b) Debt-equity ratio

(c) Solvency ratio

(d) Stock working capital ratio.

Balance sheet as on 31st December.

Equity share capital	15,00,000	Fixed assets	14,00,000
Reserves and surplus	1,00,000	Stock	5,00,000
6% debentures	3,00,000	Debtors	2,00,000
Overdraft	1,00,000	Cash	1,00,000
Creditors	2,00,000		
	<u>22,00,000</u>		<u>22,00,000</u>

3. Explain the merits and limitations of any three money market instruments.
4. Discuss some of the techniques for control of receivables.
5. What strategies can a financial manager adopt to make cash management efficient in a firm? Explain.
6. Enumerate the importance of euro commercial paper.
7. Discuss the chore committee recommendations on working capital.
8. Explain the new system of assessment of working capital bank finance.



Reg. No. :

D 2559

Q.P. Code : [07 DMB - F 33]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the merits and demerits of Risk management information systems. (RMIS)
2. Define Risk. List some ways in which risk creates an economic burden for society.
3. Explain the similarities and differences between individual and corporate risk management.
4. Discuss the causes that are responsible for the occurrence of risk.

5. Explain the essentials of life insurance contract.
6. Discuss the role of Insurance regulatory and development authority in the Indian Insurance service sector.
7. Explain the procedures in settlement of claims in Life Insurance.
8. Explain the features of Aviation Insurance and Burglary Insurance.



D 2559

Reg. No. :

D 2557

Q.P. Code : [07 DMB-F 31]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

**CAPITAL BUDGETING AND FINANCING
DECISIONS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the advantages of various sources of long term finance.
2. Discuss the various modes of Innovative financing.
3. "Cash flow approach is considered to be superior to profit approach" Comment.
4. Explain the procedure for project evaluation under risk and uncertainty.

5. Discuss MM model of capital structure. How do two firms achieve equilibrium? Discuss.
6. What is the meaning of cost of capital? What is its significance in financial decision-making?
7. How does the financial manager. use operating leverage and financial leverage for taking financing decisions of a firm? Explain.
8. Explain the determination of the ratio between debt and equity.



Reg. No. :

D 2561

Q.P. Code : [07 DMB-F 35]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Finance/Financial Management

INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the differences between IFM and Domestic Financial Management.
2. Explain the significance of Balance of Payments.
3. Explain the importance of purchasing power parity theory.
4. Assess the performance of the International Monetary Fund in maintaining International liquidity and in pro-moting multilateralism.

5. Distinguish between the objectives of the IMF and World Bank.
6. Discuss the various characteristic features of futures contracts. What is the role of clearing corporations in trading of such contracts?
7. Explain the Internal and External techniques of risk.
8. Explain the advantages and limitations of Global Depository Receipts.



Reg. No. :

23

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the Evaluation and objectives of HRM?
2. Explain the role of human resource manager in an organisation.
3. Explain the different stages in the selection process.
4. Define "Training" and "Development", difference between the training and development.
5. Define "Performance appraisal". Difference between the potential appraisal and performances appraisal.

6. Explain the objectives of compensation management.
7. Explain the various financial and non financial incentives? Discuss.
8. Explain the common policies of union and management in collective bargaining.

Reg. No. :

523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the Evaluation and objectives of HRM?
2. Explain the role of human resource manager in an organisation.
3. Explain the different stages in the selection process.
4. Define "Training" and "Development", difference between the training and development.
5. Define "Performance appraisal". Difference between the potential appraisal and performances appraisal.

6. Explain the objectives of compensation management.
7. Explain the various financial and non financial incentives? Discuss.
8. Explain the common policies of union and management in collective bargaining.

Reg. No. :

2522

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Marketing Information System? Explain its scope and benefits to the organization.
2. Write a detailed note on changing marketing practices in the new liberalized economy.
3. Describe the role of branding, packaging, targeting and positing of product in service sector.
4. Explain in detail about the pricing policies.
5. What is Global Target market selection? Explain in detail on distribution and promotional policy.

6. Explain in detail about channel dynamics. How is it implemented in various industries?
7. Define Telemarketing. Explain in detail on Integrated marketing communication mix.
8. What is customerism? Why is CRM considered important in retaining customers?

Reg. No. :

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

3. (a) What are the tests of sound measurement?
Explain in detail. (15)
- (b) Explain in brief the different types of scale. (5)
4. What is sampling design? Explain the different types of sampling design.
5. (a) Explain with examples the different methods of data collection. (15)
- (b) A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$.
Respective standard deviations are :
 $\sigma_1 = 1$, $\sigma_2 = 18$ and $\sigma_3 = 5$
How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)
6. (a) Differentiate between parametric and non-parametric tests. (5)
- (b) Explain the different types of parametric tests. (15)

7. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing values of mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process on the basis of sample results? Use 5 per cent level of significance For the purpose.
8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)
-

Reg. No. :

D 2528

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions

(5 × 20 = 100)

All questions carry equal marks.

1. Explain how far the strategic management practice followed in India is useful for the Indian firms.
2. Describe the process of strategic planning and management.
3. Discuss the factors to be considered while doing the environmental analysis.
4. Demonstrate "SWOT" on BPO industry in India.
5. Illustrate the diversification as growth strategy with examples from Indian companies.

6. Suggest and justify some strategies for non-profit organization.
7. What is BCG matrix? Enumerate its uses and limitations.
8. Explain in detail M. Porter's approach for globalization.

3. (a) What are the tests of sound measurement?
Explain in detail. (15)
- (b) Explain in brief the different types of scale. (5)
4. What is sampling design? Explain the different types of sampling design.
5. (a) Explain with examples the different methods of data collection. (15)
- (b) A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$.
Respective standard deviations are :
 $\sigma_1 = 1$, $\sigma_2 = 18$ and $\sigma_3 = 5$
How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)
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- (b) Explain the different types of parametric tests. (15)

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8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)
-

Reg. No. :

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

D 2525

3. (a) What are the tests of sound measurement? Explain in detail. (15)
- (b) Explain in brief the different types of scale. (5)
4. What is sampling design? Explain the different types of sampling design.
5. (a) Explain with examples the different methods of data collection. (15)
- (b) A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$.
Respective standard deviations are :
 $\sigma_1 = 1$, $\sigma_2 = 18$ and $\sigma_3 = 5$
How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)
6. (a) Differentiate between parametric and non-parametric tests. (5)
- (b) Explain the different types of parametric tests. (15)

7. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing values of mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process on the basis of sample results? Use 5 per cent level of significance For the purpose.
8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)
-

Reg. No. :

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

3. (a) What are the tests of sound measurement? Explain in detail. (15)
- (b) Explain in brief the different types of scale. (5)
4. What is sampling design? Explain the different types of sampling design.
5. (a) Explain with examples the different methods of data collection. (15)
- (b) A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$.
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8. (a) Explain in detail the different types of Reports. (15)
- (b) Explain the function of an executive summary in a report. (5)

Reg. No. :

D 2529

Q.P. Code : [07 DMB 11]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year/Second Semester

BUSINESS ENVIRONMENT AND ETHICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the significance and constituents of business environment.
2. Explain the influence of the political system on business.
3. Elaborately explain the factors influencing business ethics.
4. Explain corporate governance. How are reforms made in boards?
5. Discuss the trends in globalization of economy.

6. What are the problems and reforms in service tax? Explain.
7. Describe in detail foreign exchange management act.
8. Discuss the customs and central excise act.

Reg. No. :

D 2573

Q.P. Code : [07 DMBHR 53]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Human Resources Management

INDUSTRIAL RELATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the main objectives and function of Industrial relations management.
2. Enlist the need and significance of labour management relations.
3. Elaborate the various practical difficulties involved in the unionism in emergent sector.
4. Classify the various types of industrial disputes and suggest suitable prevention measures.

5. Elaborate the main provisions in industrial dispute act.
6. Explain the following terms :
 - (a) ESOP
 - (b) QWL
 - (c) Quality circles and
 - (d) Turn around management.
7. Explain the process, strategies and tactics involved in worker empowerment, with examples.
8. Draw the role of Labour Laws in the context of structural changes in Indian business scenario.

Reg. No. :

D 2582

Q.P. Code : [07 DMB-HR 54]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Human Resource Management

COMPENSATION MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define the concept of wage and salary administration. Explain its nature and scope.
2. What are the important factors influencing wage and salary administration? Discuss.
3. State the determination of inter and intra industry compensation differentials.
4. Briefly discuss advantages and disadvantages of piece work, standard hour and gain sharing.

5. What is meant by fringe benefits? Explain its objectives and types.
6. Write an essay on incentives and retirement plans for employees.
7. What are the laws relating to Workmen's Compensation? Discuss.
8. State the concept of equal remuneration act related to wage board and pay commissions.

Reg. No. :

D 2581

Q.P. Code : [07 DMB-HR 52]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Human Resources Management

HUMAN RESOURCE DEVELOPMENT AND
PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write a lucid note on the changing role of a personnel manager under the present scenario of privatization.
2. Write a detailed note on 'performance appraisal in Indian Industries'.
3. What is O.D.? What are the steps involved in implementing an O.D. program?

4. Discuss the impact of different techniques of training and development.
 5. Explain the factors influencing wage and salary administration in an organization.
 6. Discuss the various types of promotion and transfer.
 7. Define Stress. Enumerate the categories of stressors and also find the identification of stress at various levels.
 8. Explain the various job evaluation methods.
-

Reg. No. :

D 2580

Q.P. Code : [07 DMB-HR 51]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Human Resources Management

METHODOLOGY OF TRAINING AND
DEVELOPMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various training methods used in Indian industry. What is the need to compare the training methods with the objectives of training?
2. What is management development? Explain the various methods of management development.
3. What do you understand by learning organization? Explain the characteristics of learning organization.

4. What steps would you take if your performance appraisal system has a desperate and adverse impact?
5. Define promotion. What are the principles and purposes of promotion? Explain.
6. Explain the need and importance of performance appraisal. Also explain the process of performance appraisal.
7. How an employer can play an influential role in an employee's career development?
8. What are the points to be kept in mind while designing a training programme? As a HR Manager prepare a programme schedule to organize five days training programme for management trainees.

Reg. No. :

D 2584

Q.P. Code : [07 DMB-HR 56]

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Human Resource Management

ORGANISATIONAL DEVELOPMENT AND CHANGE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various steps involved in the raise of OD.
2. What do you mean by parallel learning structure and explain the importance of synergy concept in OD.
3. Enlist the various OD interventions with suitable examples.
4. Elaborate the need for change and enlist the various theories involved in the process of changing.

5. What do you mean by action research. Enumerate the various process and approaches in action research.
6. Write short notes on the following:
 - (a) Instrumental training
 - (b) Behaviour modeling
 - (c) T – group training.
7. Describe the contemporary issues in the field of OD in Indian industries.
8. Elaborate the various issues in consultant – client relationship with global examples.

Reg. No. :

D 2561

Q.P. Code : [07 DMB-F 32]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Finance/Financial Management

WORKING CAPITAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain briefly the essentials of a sound working capital management.
2. How does a Cash flow statement differ from a Funds flow statement?
3. Discuss the new trends in financing of working capital by banks.
4. How are net working capital, Liquidity, technical insolvency and risk related?

5. Discuss the various aspects or dimensions of receivables management.
6. Explain the various tools and techniques used for inventory management.
7. Discuss the cost and benefits of Euro.
8. Give the important recommendation of Chore committee. State the concessions announced by the RBI in implantation of Chore committee recommendations.

D 2559

Reg. No. :

Q.P. Code : [07 DMB-F 30]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Finance/Financial Management

MANAGEMENT OF FINANCIAL SERVICES

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the general problems faced by financial services firms in India?
2. Discuss in detail the Prudential Norms applicable to all NBFC's irrespective of whether they accept /hold public deposits or not.
3. Give a detailed account of the different types of Lease.
4. What are the various services rendered by a Factor to a client?

5. How do you appreciate the need for regulating the growth of venture capital funds in India?
6. What is the role of an Issue Manager as regards Public Issue Management?
7. Give an account of various types of Mutual Funds available in the Indian capital market.
8. What are the features of Securitization as a financial service?

D 2558

Reg. No. :

Q.P. Code : [07 DMB-F 29]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Finance/Financial Management

INDIAN CAPITAL MARKET AND FINANCIAL
SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Financial Markets and Financial Institutions play an important role in financial systems". Do you agree? Explain.
2. Explain the various steps involved in trading on a stock exchange.
3. What is the role of an Issue Manager as regards Public Issue Management?

4. How is an issue marketed through the ESOP? State the relevant SEBI guidelines in this regard.
5. Discuss in brief some important recent developments in the Merchant Banking establishment in India.
6. What do you understand by Underwriting of Capital Issues? Discuss the various forms of underwriting?
7. What are 'Swaps'? What are their features?
8. What are the recent measures initiated by the Government towards developing a derivatives market in India?

Reg. No. :

D 2564

Q.P. Code : [07 DMB-F 35]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Finance/Financial Management

INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Give the meaning, nature and scope of IFM. How do you relate IFM and domestic financial management?
2. What is the significance of BOP? Explain the link between BOP and the economy.
3. Bring out the features of international monetary system with reference to IMF and world bank.
4. Distinguish purchasing power parity and interest rate parity. Also give the theorems of parity.

5. Describe the transactions in foreign exchange market.
6. Explain the techniques for covering the foreign exchange risk.
7. List and explain the various types of international financial market instruments.
8. Write the features and process of arbitrage and speculation in foreign exchange market.

Reg. No. :

D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the Evaluation and objectives of HRM?
2. Explain the role of human resource manager in an organisation.
3. Explain the different stages in the selection process.
4. Define "Training" and "Development", difference between the training and development.
5. Define "Performance appraisal". Difference between the potential appraisal and performances appraisal.

6. Explain the objectives of compensation management.
7. Explain the various financial and non financial incentives? Discuss.
8. Explain the common policies of union and management in collective bargaining.

Reg. No. :

D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

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Reg. No. :

D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

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Reg. No. :

D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

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Reg. No. :

D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

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D 2523

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Semester/ First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Elaborate the Evaluation and objectives of HRM?
2. Explain the role of human resource manager in an organisation.
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Reg. No. :

D 2522

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Marketing Information System? Explain its scope and benefits to the organization.
2. Write a detailed note on changing marketing practices in the new liberalized economy.
3. Describe the role of branding, packaging, targeting and positing of product in service sector.
4. Explain in detail about the pricing policies.
5. What is Global Target market selection? Explain in detail on distribution and promotional policy.

6. Explain in detail about channel dynamics. How is it implemented in various industries?
7. Define Telemarketing. Explain in detail on Integrated marketing communication mix.
8. What is customerism? Why is CRM considered important in retaining customers?

Reg. No. :

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain with examples the different types of research.
2. (a) What is a hypothesis? Explain with an example. (5)
(b) What is research design? Explain the need for research design and the features of a good research design. (15)

3. (a) What are the tests of sound measurement? Explain in detail. (15)

(b) Explain in brief the different types of scale. (5)

4. What is sampling design? Explain the different types of sampling design.

5. (a) Explain with examples the different methods of data collection. (15)

(b) A population is divided into three strata so that $N_1 = 5000$, $N_2 = 2000$ and $N_3 = 3000$.

Respective standard deviations are :

$$\sigma_1 = 1, \sigma_2 = 18 \text{ and } \sigma_3 = 5$$

How should a sample of size $n = 84$ be allocated to the three strata, if we want optimum allocation using disproportionate sampling design? (5)

6. (a) Differentiate between parametric and non-parametric tests. (5)

(b) Explain the different types of parametric tests. (15)

7. The mean of a certain production process is known to be 50 with a standard deviation of 2.5. The production manager may welcome any change in mean value towards higher side but would like to safeguard against decreasing values of mean. He takes a sample of 12 items that gives a mean value of 48.5. What inference should the manager take for the production process on the basis of sample results? Use 5 per cent level of significance For the purpose.

8. (a) Explain in detail the different types of Reports. (15)

(b) Explain the function of an executive summary in a report. (5)

Reg. No. :

D 2525

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

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(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year / First Semester

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS FOR MANAGEMENT DECISIONS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

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(b) Explain the function of an executive summary in a report. (5)

Reg. No. :

D 3

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2014.

First Year / First Semester

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. From the following trial balance of Evergreen & Company. Prepare Trading and Profit and Loss Account and Balance Sheet.

Particulars	Debit	Credit
	Rs.	Rs.
Cash in hand	2,400	
Purchases	2,40,000	
Stock on 1 st January 1995	70,000	

Debtors	1,00,000	
Plant and Machinery	1,20,000	
Furniture	30,000	
Bills Receivable	40,000	
Rent and Taxes	20,000	
Wages	32,000	
Salaries	37,600	
Capital		2,00,000
Bills payable		44,000
Creditors		48,000
Sales		4,00,000
	<u>6,92,000</u>	<u>6,92,000</u>

Additional Information :

- Closing stock Rs. 50,000
- Outstanding wages Rs. 5,000
- Depreciation 10% on plants and machinery

2. From the following comparative balance sheet of Shri Ram Ltd as on June 30, 1996 and June 30, 1997. You are required to prepare

(a) A Statement of changes in working capital

(b) Funds Flow Statement

Liabilities	1996	1997	Assets	1996	1997
	Rs.	Rs.		Rs.	Rs.
Share capital	1,80,000	2,00,000	Goodwill	24,000	20,000
Reserve fund	28,000	36,000	Buildings	80,000	72,000
P&L A/c	39,000	24,000	Machinery	74,000	72,000
Trade Creditors	16,000	10,800	Investments	20,000	22,000
Bank overdraft	12,400	2,600	Inventories	60,000	50,800
Provisions for			Debtors	40,000	44,400
Taxation	32,000	34,000	Cash	13,200	30,400
Provision for					
doubtful debts	3,800	4,200			
	<u>3,11,200</u>	<u>3,11,600</u>		<u>3,11,200</u>	<u>3,11,600</u>

Additional Information :

- Depreciation on machinery Rs. 8,000 and on Building Rs. 8,000
- Interim dividend paid on January 1997 was Rs. 15,000.
- Provision for Tax made during the year Rs. 10,000.

3. The following details are available from a Company's Books. Prepare Cost Sheet.

Particulars	Amount
	Rs.
Stock of raw materials on 1.1.2002	12,800
Stock of finished goods on 1.1.2002	28,000
Purchases during the year	2,92,000
Productive wages	1,98,800
Sale of finished goods	5,92,000
Stock of finished goods on 31.12.2002	30,000
Stock of finished goods on 31.12.2002	13,600
Stock of Raw materials on 31.12.2002 works overhead	43,736
Office and general expenses	35,524

4. The sales turnover and profit during two periods were as follows.

Period	Sales (Rs.)	Profit (Rs.)
I	60,000	6,000
II	90,000	12,000

What would be the trading results with sales of Rs. 54,000? What amount of sales will yield a profit of Rs. 15,000?

5. ABC & Co wishes to arrange overdraft facilities with its bankers during the period April to June 1999. Prepare Cash Budget for the above period from the following data.

1999	Sales	Purchases	Wages
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

- (a) Cash at bank on 1.4.99 (estimated) Rs. 25,000.
- (b) 50% of credit sales are realised in the month following the sales and the remaining 50% in the second month following creditors are paid in the month following the month of purchase.

6. What is capital structure? List out and explain the factors determining capital structure.
 7. Define cost of capital. Briefly explain the procedure to compute Weighted average cost of capital.
 8. Briefly discuss about the roles and functions of Finance Manager in Multi National Company in India.
-

~~Every successful man, there is~~

~~Wants~~

Reg. No. :

D 1564

Q.P. Code : [07 DMB-M 21]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Marketing

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Elaborate international marketing process. Discuss the role of EPRG approach in international marketing.
2. Explain the factors involved in international market segmentation. Enlist the objectives and limitations of Strategic Alliances.
3. Describe the various stages of international trade product life cycle. Explain the various techniques involved in managing product line.
4. Enlist the factors affecting international price determination. Elaborate the characteristics of price quotations and terms of sale.

5. Elaborate roles and functions of international distribution channels. Discuss the functions of overseas agents.
6. Write short notes on the followings :
 - (a) International Promotional Mix
 - (b) India's Foreign Trade Policy.
7. Discuss the Export import procedures and documentation in international marketing. Explain with global examples.
8. Enlist the recent trends of marketing research for identifying opportunities in international markets.

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Marketing

LOGISTICS AND SALES MANAGEMENT

Time : Three hours

Maximum : 100 marks

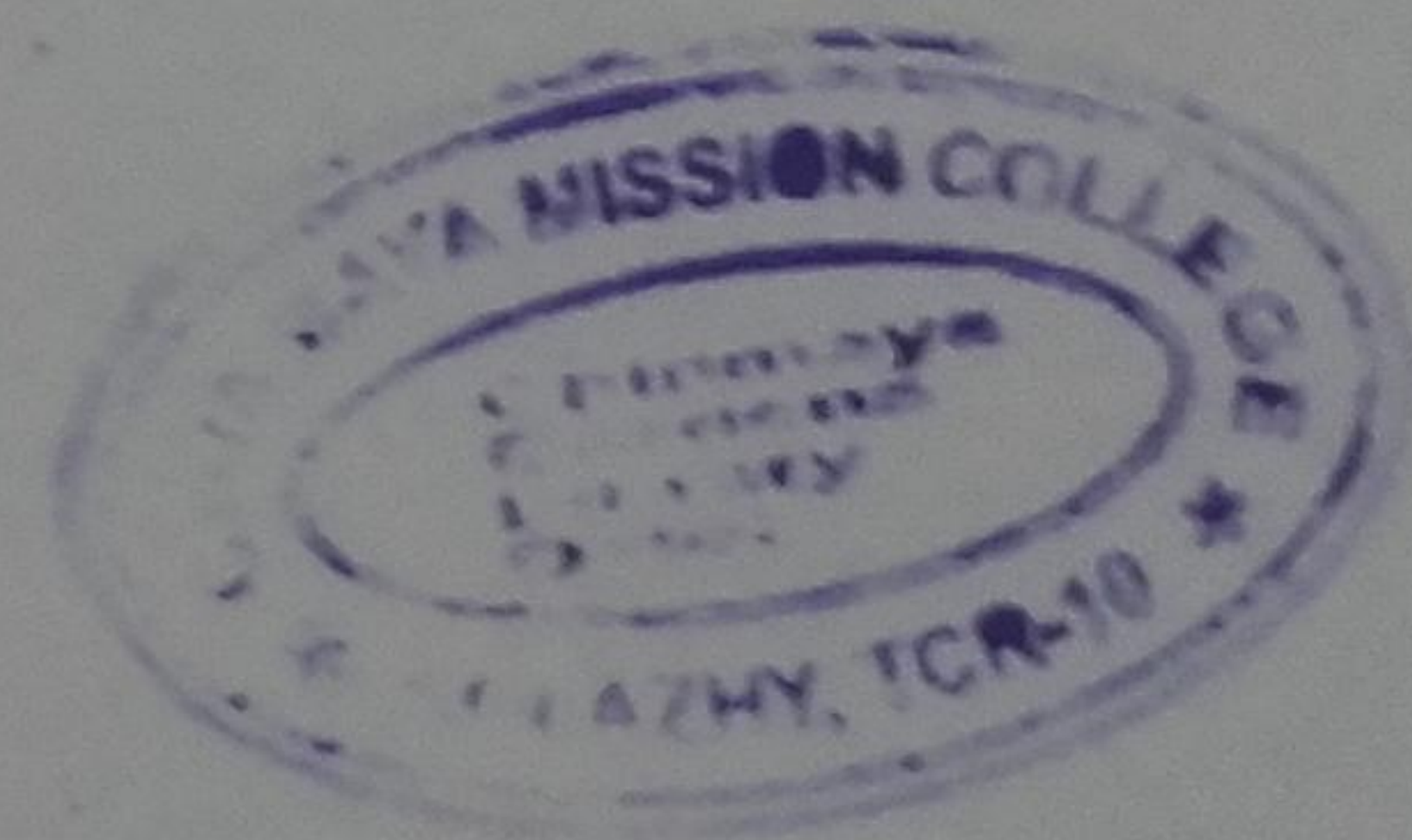
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by competitive strategy? Discuss the role of logistics in competitive strategy.
2. Give a detailed note on Customer Value Chain.
3. How do you select sites for warehouses? Explain the influencing factors.
4. Discuss in detail about the material handling equipments used for the logistics operations.

6. What are the importance and limitations of salesmanship? Explain.
7. Discuss the methods and procedure of forecasting.
8. Write a brief note on
 - (a) Route Planning
 - (b) Inter-modal operators.
 - (c) Consumer and industrial packaging.
 - (d) Strategic logistics planning.



Reg. No. :

2545

Q.P. Code : [07 DMB – M 19]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Marketing

ADVERTISING AND SALES PROMOTION

Time : Three hours

Maximum : 100 marks

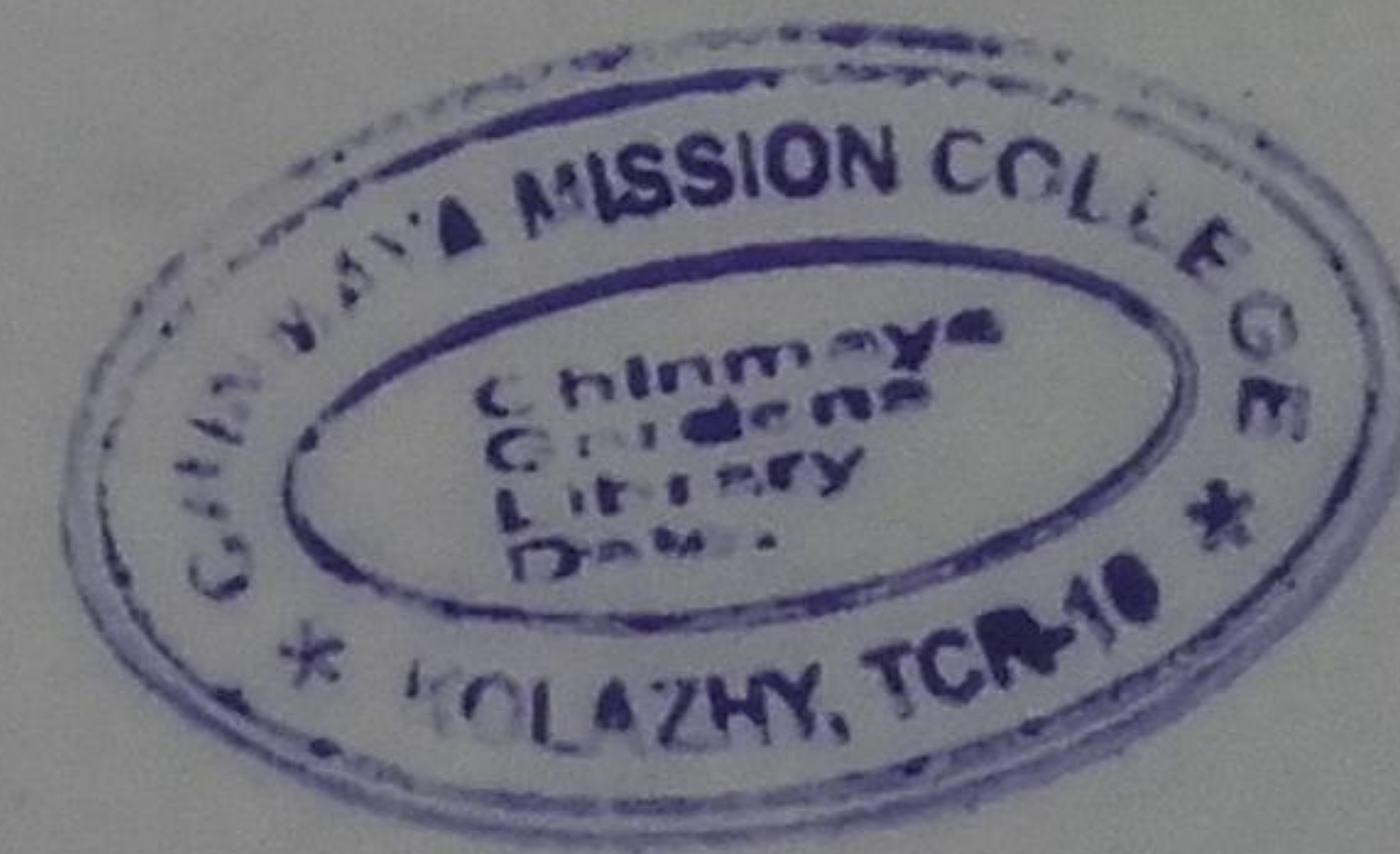
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the difficulties in applying some of the approximation method in advertising budget.
2. Discuss the special features of campaign planning.
3. Elaborate the economic and social effects of advertising.
4. Explain the special duties of advertising agency.
5. Explain any five non-broadcasting advertising media with examples.

6. What are the key issues involved in message and copy development?
7. Choose two print adv. for testimonial appeal. Analyse the credibility and attractive dimension of the spokes person used.
8. Distinguish between consumer sales promotion and trade sales promotion.



55 → 220
174
A negligent motorist may be ordered to pay a substantial liability judgment to someone who is injured in an auto accident.

- (e) A surgeon may be sued for medical malpractice.
- (f) An individual may be forced to declare bankruptcy because he or she cannot pay catastrophic medical bills.
-

Reg. No. :

P 92

Q.P. Code : [P 08 MB-FM 19]

(For the candidates admitted from 2008 onwards)

M.B.A. (Participatory Programme) DEGREE
EXAMINATION, JULY 2014.

Fourth Semester

Financial Management

RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What is risk ? Explain the different types of risk.
- Or
- (b) Distinguish between objective risk and subjective risk.
2. (a) Define risk management explain its objectives.
- Or
- (b) Describe the steps involved in risk management.

3. (a) Explain the different kinds of life insurance policies.

Or

(b) Explain the regulations of insurance business and the emerging scenario.

4. (a) Explain the procedure of settlement of claim in fire insurance.

Or

(b) How the rate is fixed in fire insurance contract?

5. (a) Explain the basic characteristics of individual major medical insurance.

Or

(b) Discuss the underwriting principle followed in a group insurance.

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Elucidate different methods of handling risk with examples.

7. Discuss the factors effecting individual demands for insurance.

8. Describe the essentials of Life insurance contract

9. Explain in detail the different types of insurance policies.

10. Analyze the importance of the following insurance in detail

(a) Burglary insurance

(b) Fidelity Guarantee insurance and

(c) Cattle insurance.

SECTION C — (1 × 15 = 15 marks)

(Compulsory)

11. There are several techniques available for handling risk. For each of the following risks, identify an appropriate technique, or combination of techniques that would be appropriate for dealing with the risk

(a) A family head may die prematurely because of heart attack

(b) An individual's home may be totally destroyed in hurricane

(c) A new car may be severely damaged in an auto accident

(For the candidates admitted from 2008 onwards)

M.B.A.(Participatory programme) DEGREE
EXAMINATION, JANUARY 2013.

Fourth Semester

Financial Management

RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 75 marks

PART A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) What do you mean by risk and uncertainty and differentiate them?

Or

- (b) List down the various objectives of risk management.

2. (a) Mention the forces (Causes) contributing to risks.

Or

- (b) Write short notes on risk identification and risk analysis.

(a) Enumerate the special features of life insurance.

Or

(b) Explain any five life policies.

4. (a) Examine methods adopted in determining the fire insurance rates.

Or

(b) Elucidate the partial marine losses under a marine policy.

5. (a) Explain the procedures involved in motor insurance policies.

Or

(b) Mention the special features of personal accident insurance policy.

PART B — (3 × 10 = 30 marks)

Answer any THREE questions.

3. 6. Analyse the various methods of handling risks.

7. Examine the process involved in risk management.

4. 8. Discuss the essentials (principles) of life insurance.

9. How is the claim settled in fire insurance?

10. (a) Describe the types of engineering insurance policies.

(b) What is crop insurance? Explain the features of crop insurance.

PART C — (1 × 15 = 15 marks)

(Compulsory)

11. (a) P The holder of a policy of life insurance on his own nominates Q as his nominee. Before the maturity of the policy Q dies. On the maturity of the policy Q's heirs claims the policy money. Will they succeed?

(b) Write a note on any three types of fidelity guarantee insurance.

P 1569

Q.P. Code : [P 08 MB-FM 19]

(For the candidates admitted from 2008 onwards)

M.B.A. (Participatory Programme) DEGREE
EXAMINATION, JANUARY 2015.

Fourth Semester

Financial Management

RISK MANAGEMENT AND INSURANCE

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain the logical steps in financial risk management.

Or

(b) Distinguish between Dynamic Risk and Static Risk.

2. (a) Explain the factors which are affecting individual demands for insurance.

Or

(b) Describe the process involved in corporate risk management.

M

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1

2

3

4

3. (a) How does insurance differ from assurance?

Or

(b) How do you determine the premium in life insurance policy?

4. (a) Discuss in detail the various types of Marine policies.

Or

(b) Explain how basic rate are arrived at under the consequential loss (Fire) cover.

5. (a) Enumerate the legal implications of Aviation Insurance.

Or

(b) Write a detailed note on :

(i) Burglary Insurance

(ii) Fidelity Guarantee Insurance.

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

6. Explain in detail the different methods of handling risk.

7. Outline the steps to be taken to reduce the risk element in individual risk management.

8. Analyse the various essentials of life insurance contracts.

9. Examine the procedure for settlement of claims in fire insurance contract.

10. Briefly explain the need for engineering insurance and the various covers available in India.

SECTION C — (1 × 15 = 15 marks)

(Compulsory)

11. Discuss the various types of financial risk. How can they be managed?

English

Self-Reflection

What are the main themes discussed in the text?
What are the main arguments presented?

First Paragraph

Second Paragraph

Time: 1 hour

Duration: 10 marks

Answer any FIVE questions

All questions carry equal marks

5 x 2 = 10

1. What is MMR? Explain why it is needed.
2. Explain the different stages of Product Life cycle and strategies to followed for each stage.
3. What are the factors that influence Buyer Behaviour? Discuss.

4. Explain the concept of market segmentation, targeting and positioning. Highlight the importance of globalisation.
5. Explain the concept of market research and its importance in business.
6. Explain the concept of market research and its importance in business.
7. Explain the concept of market research and its importance in business.
8. Explain the concept of market research and its importance in business.

Reg. No. :

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is MIS? Explain why is it needed.
2. Explain the different stages of Product Life cycle and Strategies to followed for each stage.
3. What are the factors that influence Buyer Behaviour? Discuss.
4. Explain the steps involved in new product development with examples.

5. Write short notes on :

- (a) Psychological pricing
- (b) Franchising
- (c) Latest Trends in Packaging
- (d) Skimming pricing.

6. Describe various factors influencing Design of distribution channel?

7. Discuss the concept of customer relationship marketing. Highlight its importance in the globalised scenario.

8. Explain demographic characteristics of Indian consumer market.

Reg. No. :

2530

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Communication is the life blood of an organization. Elaborate the statement with suitable examples.
2. Explain why communicating clearly across cultures is important to business.
3. Briefly explain the process of intra and inter personal communication.
4. What is a Report? What are the different types of Reports?

5. Briefly explain the various functions and phases of financial communication.
6. Tables, flow charts, organization charts etc are the visual aids which can make the report more effective. Discuss.
7. Today no executive can survive without learning the art of making presentations. Do you agree? Why?
8. State suggestions regarding appearance and dress for interviews.



Reg. No. :

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Management. Explain about the Social Responsibility of the Organization to its Stakeholders.
2. Discuss the Various Levels of Management and its functions.
3. Elucidate on Various Types of Organization.
4. Highlight on factors influencing Personality.
5. Bring out the process of planning.

6. Explain various types of Organizational Culture.
7. Highlight on the Sources of Job Stress and Strategies to reduce the same.
8. Enlighten on various approaches of Learning.



D 2516

Madras Corp Ltd; has prepared the following budget estimates for the year 2010-2011.

Sales Unit 15,000; Fixed expenses Rs. 34,000; Sales value Rs. 1,50,000; Variable cost Rs. 6 per unit. Calculate :

- (a) Profit Volume Ratio, Break Even Point and Margin of safety
 - (b) Calculate the revised Profit volume ratio, BEP and Margin of safety in each of the following cases
 - (i) Decrease of 10% in Selling Price
 - (ii) Increase of 10% in variable cost.
5. A firm has sales of Rs. 20,00,000; Variable cost of Rs. 14,00,000 and Fixed cost of Rs. 4,00,000 and Debt of Rs. 10,00,000 at 10% rate in interest. What are the Operating, Financial and Combined Leverages?
6. What do you understand by Working Capital? What factors would you take into considerations in estimating the working capital need of a concern?
7. Discuss the various aspects or dimensions of Receivable Management.
8. What different forms of securities can Public Ltd company issue? Discuss their significance in detail in relation to the financial structure of a company.

Reg. No. : _____

D 2518

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. From the following Trial Balance of Ms. Ayesha. Prepare Trading and Profit and Loss Account for the year ended 31st March 2011 and a Balance Sheet as on that date :

Particulars	Debit (Rs.)	Credit (Rs.)
Capital	-	1,20,000
Sales	-	75,000
Sundry Creditors	-	10,500
Purchases	45,000	
Salaries	6,000	

Particulars	Debit (Rs.)	Credit (Rs.)
Rent	4,500	
Insurance premium	900	
Drawings	15,000	
Machinery	84,000	
Bank	13,500	
Cash	13,500	
Stock (1.4.2010)	15,600	
Sundry debtors	7,500	
	<u>2,05,500</u>	<u>2,05,500</u>

Adjustment Required :

- Stock on 31.3.2011 – Rs. 14,700
- Salaries Unpaid – Rs. 1,000
- Rent prepaid – Rs. 750
- Create 5% provision on bad debts on sundry debtors.

2. The ratio relating to Coimbatore Ltd : are given as follows :

Gross profit Ratio : 15%; Stock Velocity : 6 months;
Debtors Velocity : 3 months; Creditors Velocity :
3 months.

Gross profit for the year ending 31.3.2011 amount to Rs. 60,000. Closing stock is equal to Opening stock.

Find out :

- Sales
- Closing Stock
- Sundry Debtors and
- Sundry Creditors.

3. For production of 10,000 electrical automatic irons, the following are budgeting expenses :

Particulars	Per Unit (Rs.)
Direct materials	60
Direct wages	30
Variable overheads	25
Fixed Overheads (Rs. 1,50,000)	15
Variable expenses (direct)	5
Selling expenses (10% fixed)	15
Administrative expenses (Rs. 50,000 rigid for all levels of Production)	5
Distribution expenses (20% fixed)	5
Total cost per unit	<u>160</u>

Prepare a budget for production of 6,000 and 8,000 irons and calculate the cost per unit.

D 2531

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the types of production systems with a neat diagram.
2. Elaborate on the types of Layouts with examples.
3. Discuss how aggregate production planning is related to Master Production Schedule.
4. What are the factors influencing effective capacity and what are all the factors favouring overcapacity and under capacity? Discuss.
5. Discuss the steps involved in conducting ABC analysis and classify the following items into A, B and C. The company records provide the following information.



Item	Annual Usage in numbers	Cost (Rs. Per unit)
G1	40,000	.07
G2	1,95,000	.11
G3	4,000	.10
M1	1,00,000	.05
M2	2,000	.14
M3	2,40,000	.07
M4	16,000	.08
P1	80,000	.06
P2	10,000	.07
P3	5,000	.09

Discuss the components of ordering cost and shortage cost.

6. The average demand rate for a particular raw material for a company is estimated to be 1000 items per month. The distribution of demand rate is found to be normally distributed with a standard deviation of 200. The average lead time for the procurement of raw material has been observed in the past to be approximately 3 months and the normally approximated lead times have a standard deviation of 1 month. If the service level is to be 95% determine the required level of safety stock in situation where in both demand rate and lead time varies.

7. What are the approaches of TQM?

8. What do you understand by ISO 9000 series of standards and what are the benefits of these standards?



D 2517

Reg. No. : _____

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Elaborate the elasticity of demand? And explain demand curve and determinants of demand.
2. Discuss in detail about Short run and Long run Production function.
3. Explain Short run Cost and Long run cost function. Describe the economies and diseconomies of scale.
4. What are the methods of computing National income and problems in measuring. India's National income.

5. Discuss the role of fiscal policy and Monetary Policy in developing economy.
6. Explain the different methods of Pricing with example.
7. Explain the Profit Policies of Public sector and Private sector companies. Describe the investment analysis.
8. Explain the nature and scope of managerial economics. And describe the Role of Managerial economics in business decision making.



Reg. No. : _____

D 2519

Q.P. Code : [07 DMB 04]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain and compare the Five Marketing Philosophies.
2. Explain GE Business Grids Contribution towards Strategic Marketing.
3. What are the four types of Buying behaviour?
4. Describe the role of Product and Service Branding, Packaging, Labeling and Product Support Services.
5. Explain the Channel Management Decisions.

6. Write a detail note on Socially responsible Marketing Communication.
 7. Explain Customer Relationship levels and Tools.
 8. Explain Marketing Challenges and Nicher Strategies.
- _____



Reg. No. :

D 2521

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are central measures? bring out their merits and demerits.

2. Solve the following LPP by graphical method.

Objective function $Z = 0.6x_1 + 0.8x_2$ is minimised

Subject to the constraints

$$20x_1 + 30x_2 \geq 900$$

$$40x_1 + 30x_2 \geq 1200$$

$$x_1, x_2 \geq 0$$

3. Describe the Transportation problem. Illustrate any one of the three methods for finding initial feasible solution of the Transportation problem.
4. What is an Assignment Problem? Discuss its managerial applications with suitable examples.
5. How does the PERT help a business manager in decision making? Explain with illustrations.
6. What do you mean by waiting line model? explain M/M/1 model for infinite population.
7. Define 'Probability'. Discuss the applications of addition and multiplication rule in management.
8. A Company uses annually 48,000 units of raw material costing Rs. 1.20 per unit. Placing each order costs Rs. 45 and inventory carrying costs are 15% per year of the average inventory values.
 - (a) Find EOQ
 - (b) Suppose the company follows the E.O.Q policy and its operates for 300 days a year, that the procurement time is 12 days and the safety stock is 500 units, find the reordering level, the maximum, the minimum and average inventory.



Reg. No. :

D 2516

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

**PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR**

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Management. Explain about the Social Responsibility of the Organization to its Stakeholders.
2. Discuss the Various Levels of Management and its functions.
3. Elucidate on Various Types of Organization.
4. Highlight on factors influencing Personality.
5. Bring out the process of planning.

6. Explain various types of Organizational Culture.
7. Highlight on the Sources of Job Stress and Strategies to reduce the same.
8. Enlighten on various approaches of Learning.



Reg. No. :

D 2517

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

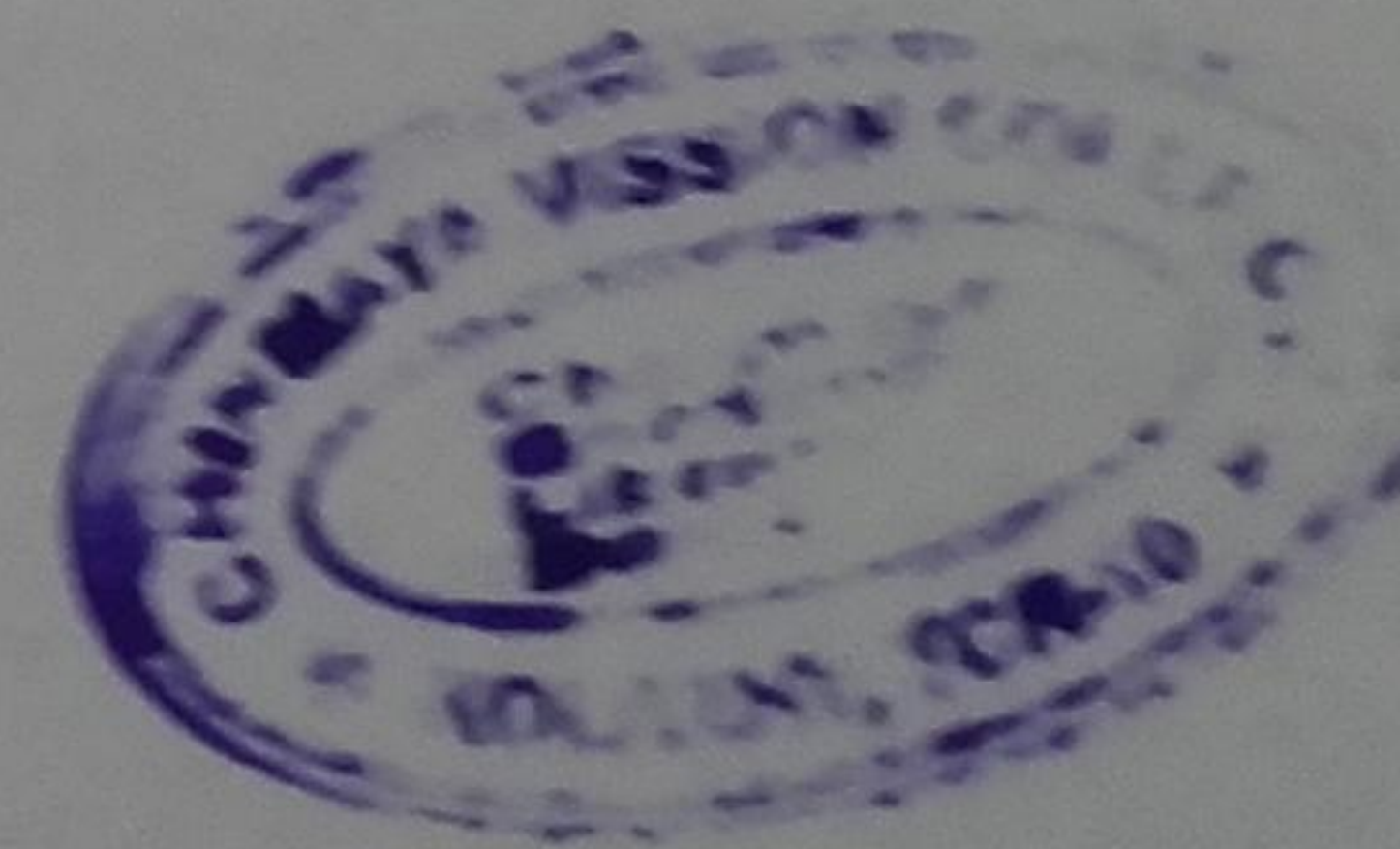
Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Elaborate the elasticity of demand? And explain demand curve and determinants of demand.
2. Discuss in detail about Short run and Long run Production function.
3. Explain Short run Cost and Long run cost function. Describe the economies and diseconomies of scale.
4. What are the methods of computing National income and problems in measuring. India's National income.

5. Discuss the role of fiscal policy and Monetary Policy in developing economy.
6. Explain the different methods of Pricing with example.
7. Explain the Profit Policies of Public sector and Private sector companies. Describe the investment analysis.
8. Explain the nature and scope of managerial economics. And describe the Role of Managerial economics in business decision making.



Reg. No. :

D 1534

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/ First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain demand curve and the determinates of demand.
2. Explain different types of production function.
3. Explain the different market structure and its characteristics.
4. Explain cost-volume-profit analysis with an example.
5. Describe the effects of inflation on output and distribution of income.
6. Explain the concept of Macro economic policy and discuss its various goals and objectives.

7. Explain the role of managerial economist in business economy.
8. Explain short run and long run cost function.

Reg. No. :

D 2516

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

First Year

PRINCIPLES OF MANAGEMENT AND
ORGANIZATIONAL BEHAVIOUR

Time : Three hours

Maximum : 100 marks

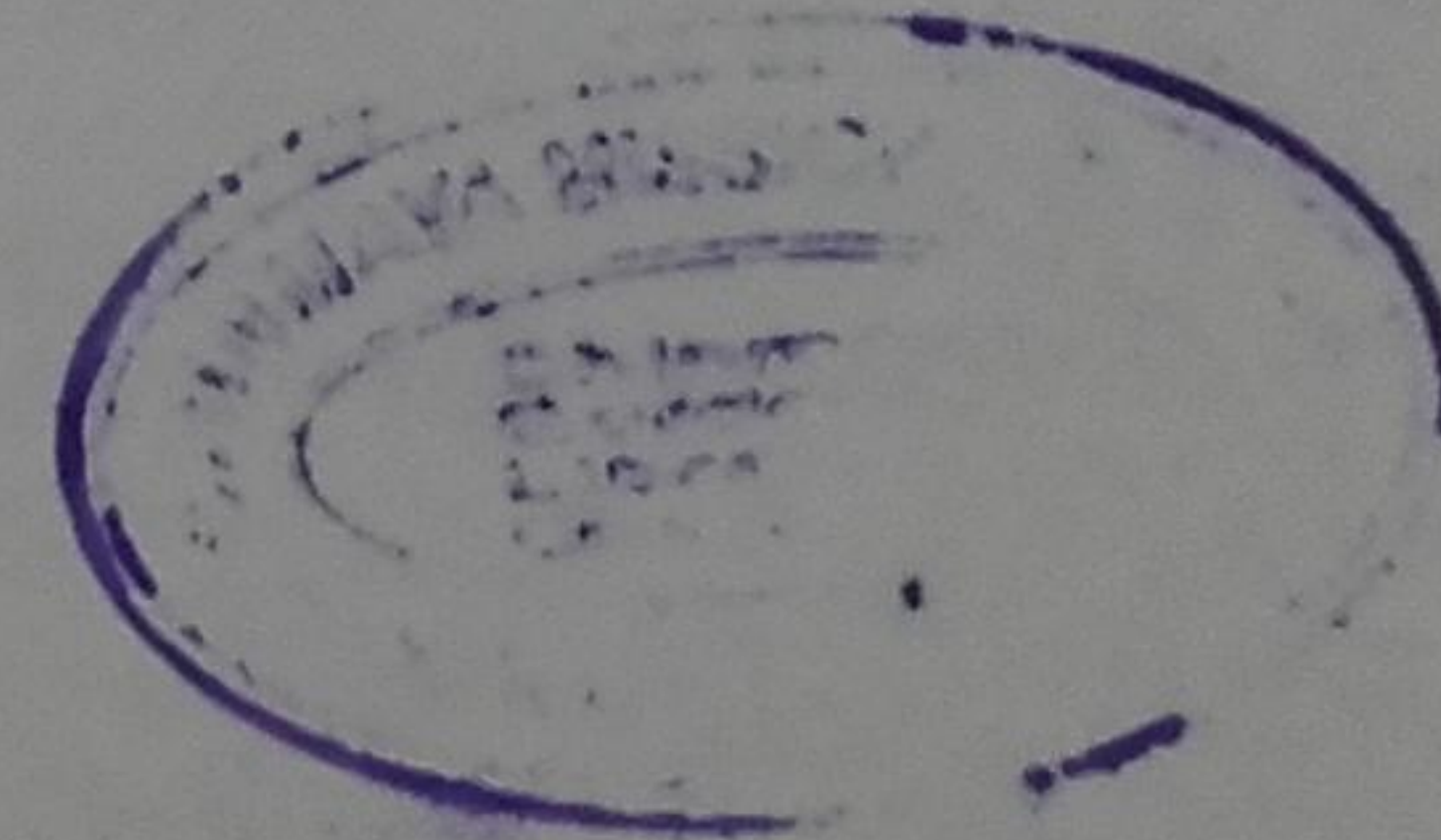
Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Management. Explain about the Social Responsibility of the Organization to its Stakeholders.
2. Discuss the Various Levels of Management and its functions.
3. Elucidate on Various Types of Organization.
4. Highlight on factors influencing Personality.
5. Bring out the process of planning.

6. Explain various types of Organizational Culture.
7. Highlight on the Sources of Job Stress and Strategies to reduce the same,
8. Enlighten on various approaches of Learning.



Reg. No. :

D 1539

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by research? Explain the scope and significance of research in recent context.
2. "Empirical research in India in particular creates so many problems for the researchers" – Discuss.

Describe some of the important research designs
Experimental hypothesis testing research

4. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.
5. "Processing of data implies editing, coding, classification and tabulation" – Elaborate.
6. At a certain date in a large city 400 out of a random sample of 500 men were found to be smokers. After the tax on tobacco had been heavily increased, another random sample of 600 men in the same city included 400 smokers. Was the observed decrease in the proportion of smokers significant? Test at 5 per cent level of significance.
7. The values in one sample are 53, 38, 69, 57, 46, 39, 73, 48, 73, 74, 60 and 78. In another sample they are 44, 40, 61, 52, 32, 44, 70, 41, 67, 72, 53 and 72. Test at the 10% level the hypothesis that they come from populations with the same mean. Apply U-test.
8. Explain the significance of a research report and narrate the various steps involved in writing such a report.

6. Define 'Normal distribution'. List out its characteristics.
7. What is EOQ model? What managerial information can be obtained by analysing the EOQ model? State the major assumptions of the EOQ model.
8. Explain the Monte-Carlo simulation with suitable example.

Reg. No. : _____

D 1538

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

QUANTITATIVE TECHNIQUES FOR
MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) From the frequency distribution given below.
Find mean, mode and median.

Class Intervals : 50-52 53-55 56-58 59-61 62-64

Frequencies : 5 10 21 8 6

- (b) What are the basic characteristics and major assumptions of a linear programming model?

2. (a) Maximize $z = 4x_1 + 2x_2$
 Subject to the constraints :
 $2x_1 + 3x_2 \leq 18$
 $x_1 + x_2 \geq 10$
 $x_1, x_2 \geq 0.$

Solve this by graphical method.

- (b) "Each linear programming problem that has a feasible region has an infinite number of solutions". Discuss.

3. Find the optimum solution for the following transportation problem.

Investment made at the beginning of the year	Net return data (in paise) of selected investments				Amount available (lacs)
	P	Q	R	S	
1	95	80	70	60	70
2	75	65	60	50	40
3	70	45	50	40	90
4	60	40	40	30	30
Max. investment (lacs)	40	50	60	60	210/230

4. A firm produces four products. There are 10 operators who are capable of producing any of these four products. The processing time varies from operator to operator. The firm records 8 hours a day and 30 minutes for lunch. The processing time in minutes and the profit for each of the product are given below :

Operators	Products			
	A	B	C	D
1	15	9	10	6
2	10	6	9	6
3	25	15	15	9
4	15	9	10	10
Profit (Rs. per unit)	8	6	5	4

Find the optimal assignment of product to operators.

5. Write a note on ;
 (a) Critical path
 (b) Slack time
 (c) Total float
 (d) Free float
 (e) Independent float.

Reg. No. : _____

D 1548

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year/First Semester

OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the various functions of operations and how are they linked to other parts of an organization?
2. Explain process selection with a suitable example.
3. Explain the activities involved in long range capacity planning decision.
4. Discuss the information flow for planning and control with MRP.
5. A Carpet discount store in Coimbatore stocks carpet in its warehouse and sells it through an adjoining showroom. The store wants to determine the optimal order size and total inventory cost for the carpet, given an estimated annual demand of 10,000 yards of carpet, an annual earning cost of 7.5 per yard and an ordering cost of 1500. The

store would also like to know the number of orders that will be made annually and the time between orders, given that the store is open for 300 days in year.

6. Distinguish between P and Q systems of inventory and what are the cases that exist in each of the systems. Discuss.
7. What are the management principles in quality assurance? Explain.
8. A videogame manufacturer purchases a 4-inch plastic disk from a supplier. Where $\alpha = 0.30$ inch. The manufacture wishes to design a sampling plan that limits the risk of accepting shipments with an average diameter of ≤ 3.900 inches to .01 and also limits the chance of accepting disks of ≥ 4.100 inches to 0.01. The sample size should also be large enough to limit the risk of rejecting a lot that really averages 4.000 inches to 0.10.
 - (a) Find the appropriate Sampling plan (i.e n and c values)
 - (b) Construct the OC curve for this sampling plan. What is the probability of accepting a lot that averages (i) 3.920 inches, (ii) 3.959 inches, (iii) 4.000 inches, (iv) 4.041 inches?

Reg. No. : _____

D 2522

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

RESEARCH METHODS FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

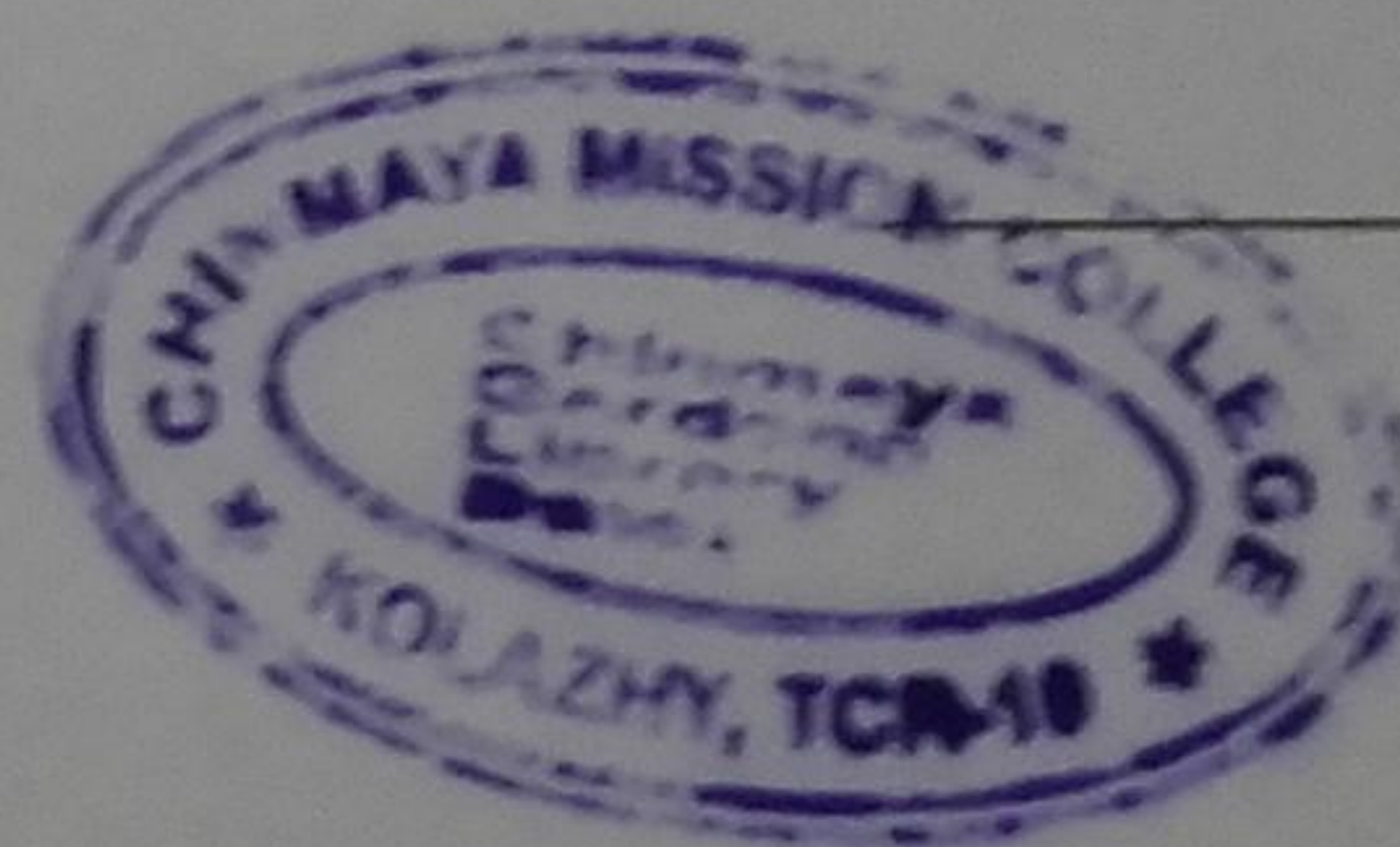
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Enumerate research process in detail and enlist characteristics of good research. (20)
2. Explain following with examples:
 - (a) Concepts (5)
 - (b) Constructs (5)
 - (c) Deduction (5)
 - (c) Induction (5)
3. Explain Thurstone scale and Likert scale with appropriate example.

4. Write in brief
 - (a) Pilot study
 - (b) Coding and Editing
 - (c) Steps in sampling
 - (d) Validity
 - (e) Test to measure reliability
5. Explain construction of questionnaire in details. (20)
6. Discuss experimental research design in detail. (20)
7. Discuss in brief:
 - (a) Factor analysis (10)
 - (b) Cluster analysis. (10)
8. Discuss contents of report in detail and from a report of your choice with all contents. (20)



~~1219~~
A/N

Reg. No. :

D 2528

Q.P. Code : [07 DMB 13]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

STRATEGIC MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions

(5 × 20 = 100)

All questions carry equal marks.

1. Explain how far the strategic management practice followed in India is useful for the Indian firms.
2. Describe the process of strategic planning and management.
3. Discuss the factors to be considered while doing the environmental analysis.
4. Demonstrate "SWOT" on BPO industry in India.
5. Illustrate the diversification as growth strategy with examples from Indian companies.

6. Suggest and justify some strategies for non-profit organization.

7. What is BCG matrix? Enumerate its uses and limitations.

8. Explain in detail M. Porter's approach for globalization.

D 2524

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Find the mean, median and mode for the following data and verify the empirical relation.

Class	Frequency
1-10	3
11-20	7
21-30	13
31-40	17
41-50	12
51-60	10
61-70	8
71-80	8
81-90	6
91-100	6

Reg. No. :

QP Code : [07 DMB 06]

2. What do you know from optimization model? Illustrate various optimization models in OR.
3. Define transportation problem. Illustrate modified method for finding optimum solution of the transportation problem.
4. What is assignment model? Explain the Hungarian method for finding efficient solution for assignment model.
5. Brief out network model. Enumerate its applications in business with suitable examples.
6. Write a note on :
 - (a) Crashing
 - (b) Resource planning
 - (c) Resource levelling
 - (d) Waiting line model.
7. A factory employing a large number of workers finds that over a period of time, the average absentees rate is three workers per shift. Calculate the probability that in a given shift
 - (a) Exactly two workers will be absent
 - (b) More than four workers will be absent ($e^{-3} = .04979$).
8. What is meant by simulation? Illustrate the Monte Carlo simulation.

D 2519

Reg. No. :

Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Global planning. Explain about the nature and purpose of planning.
2. What is social responsibility and ethics? Explain its significance to the stake holders of the organization.
3. Define information technology. Explain its significance.
4. Discuss what is organizational culture. Discuss the role of departmentation and decentralization.

5. Explain the types of management ethics.
6. Discuss in detail on various approaches of learning.
7. What is conflict management? Discuss the conflict resolution strategies in detail.
8. Discuss the dynamics and role of culture in organization and how is corporate culture different from organizational culture?

Reg. No. :

D 2519

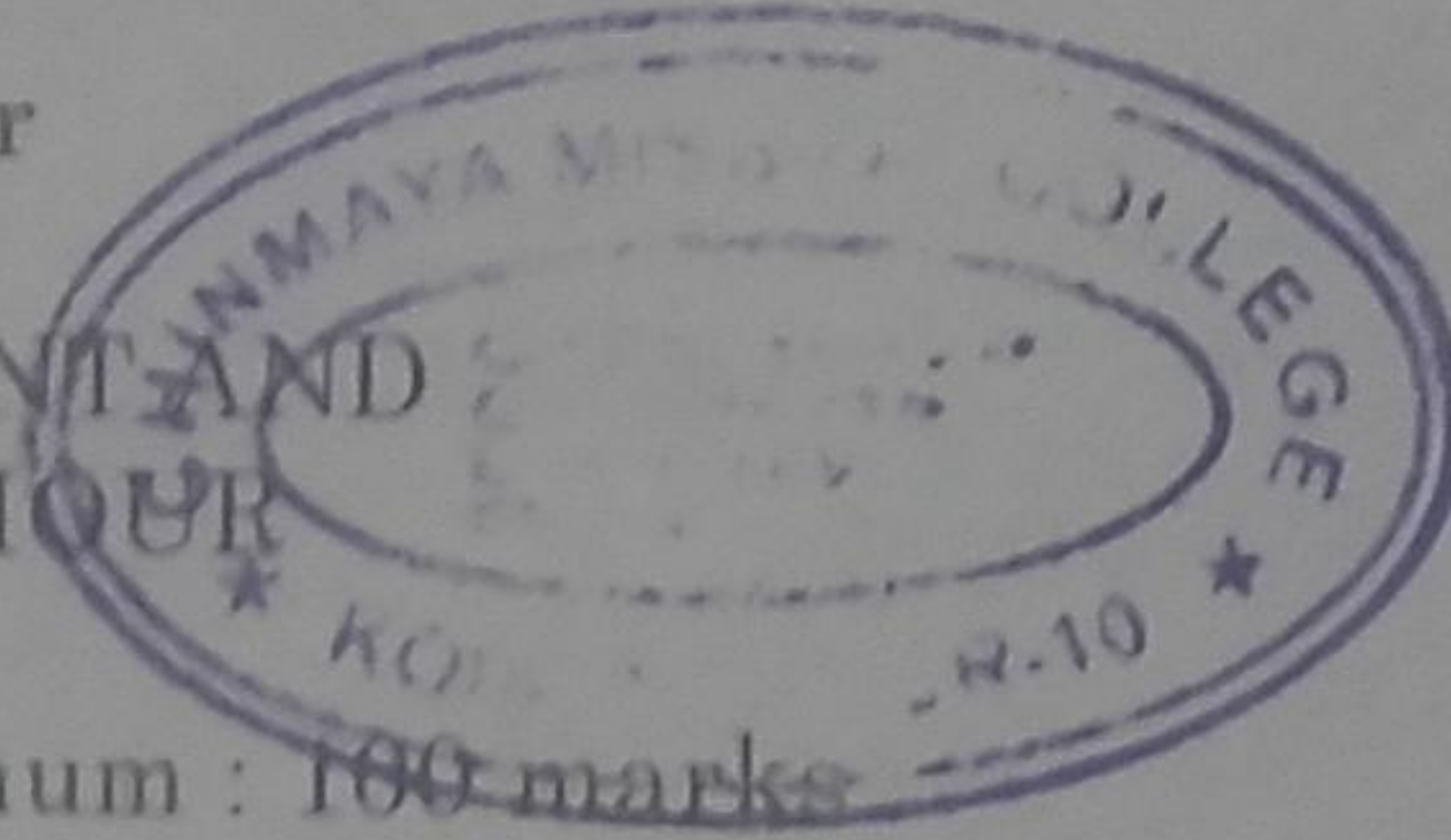
Q.P. Code : [07 DMB 01]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

First Year/First Semester

PRINCIPLES OF MANAGEMENT AND
ORGANISATIONAL BEHAVIOUR



Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Define Global planning. Explain about the nature and purpose of planning.
2. What is social responsibility and ethics? Explain its significance to the stake holders of the organization.
3. Define information technology. Explain its significance.
4. Discuss what is organizational culture. Discuss the role of departmentation and decentralization.

5. Explain the types of management ethics.
6. Discuss in detail on various approaches of learning.
7. What is conflict management? Discuss the conflict resolution strategies in detail.
8. Discuss the dynamics and role of culture in organization and how is corporate culture different from organizational culture?

Reg. No. :

D 1539

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS

Time : Three hours

Maximum : 100 marks

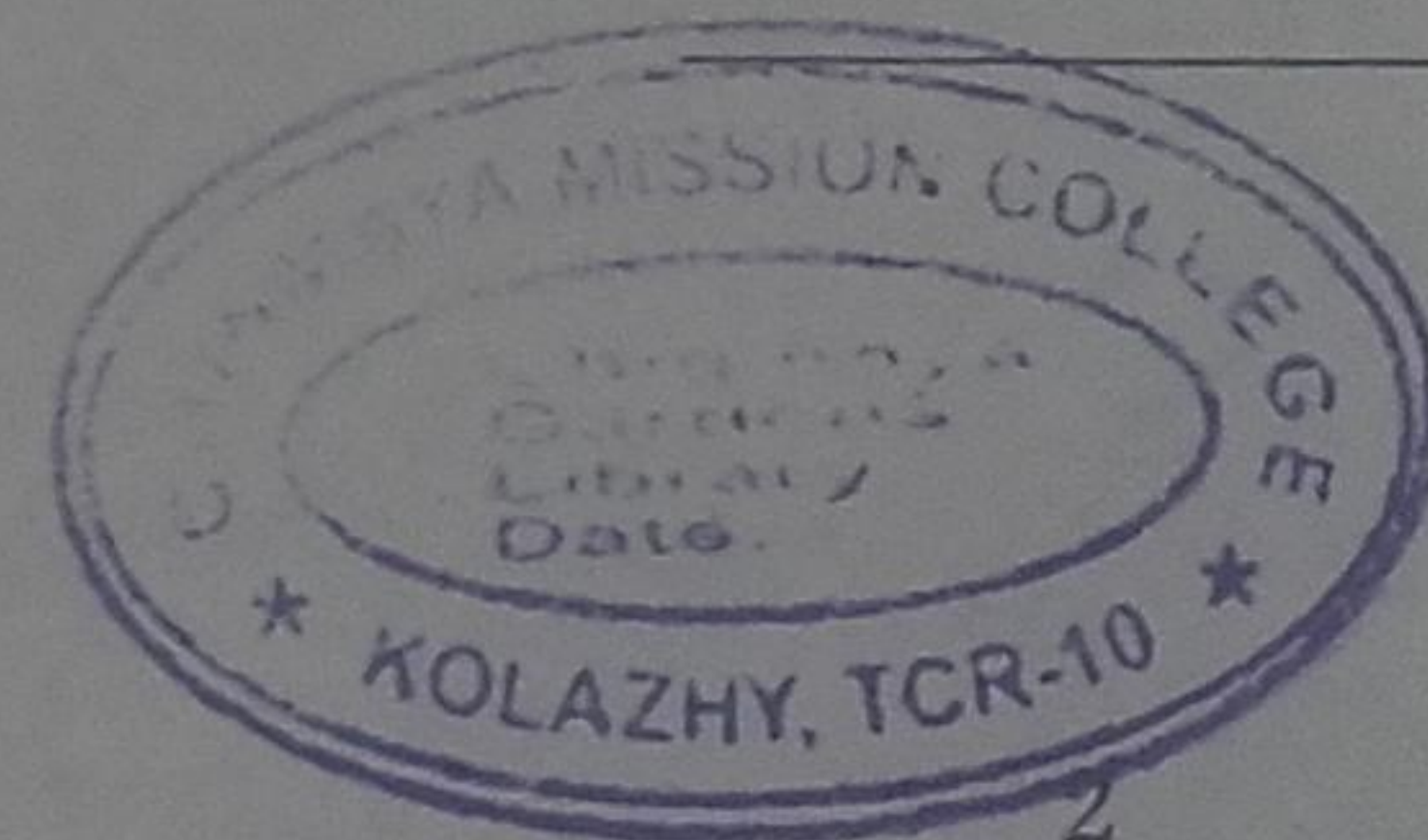
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What do you mean by research? Explain the scope and significance of research in recent context.
2. "Empirical research in India in particular creates so many problems for the researchers" – Discuss.
3. Describe some of the important research designs used in experimental hypothesis testing research study.

4. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.
5. "Processing of data implies editing, coding, classification and tabulation" – Elaborate.
6. At a certain date in a large city 400 out of a random sample of 500 men were found to be smokers. After the tax on tobacco had been heavily increased, another random sample of 600 men in the same city included 400 smokers. Was the observed decrease in the proportion of smokers significant? Test at 5 per cent level of significance.
7. The values in one sample are 53, 38, 69, 57, 46, 39, 73, 48, 73, 74, 60 and 78. In another sample they are 44, 40, 61, 52, 32, 44, 70, 41, 67, 72, 53 and 72. Test at the 10% level the hypothesis that they come from populations with the same mean. Apply U-test.
8. Explain the significance of a research report and narrate the various steps involved in writing such a report.



D 1539

Reg. No. :

D 1547

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013,

First Year

CORPORATE COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Management is the art of getting things done through others. What role does communication play in this?
2. Define culture and explain its effects on cross cultural, communication.
3. What is meant by media of communication? Broadly discuss the relative merits and demerits of any one medium of communication.
4. When do you think a strong drive for action is appropriate in a Brand Promotion Communication? When do you think a weak drive is appropriate?

5. What is a Report? State the main points to be considered in drafting a report.
6. Table, flow charts, organization charts etc are the visual aids which can make the report more effective. Discuss.
7. Explain various presentation skills under corporate communication.
8. A resume for a Job is a sales tool Comment.

Reg. No. : _____

D 1548

Q.P. Code : [11 DMB 16]

(For the candidates admitted from 2007 onwards)
M.B.A. DEGREE EXAMINATION, DECEMBER 2013.
First Year/First Semester
OPERATIONS MANAGEMENT

Time : Three hours

Maximum

100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What are the various functions of operations and how are they linked to other parts of an organization?
2. Explain process selection with a suitable example.
3. Explain the activities involved in long range capacity planning decision.
4. Discuss the information flow for planning and control with MRP.
5. A Carpet discount store in Coimbatore stocks carpet in its warehouse and sells it through an adjoining showroom. The store wants to determine the optimal order size and total inventory cost for the carpet, given an estimated annual demand of 10,000 yards of carpet, an annual earning cost of 7.5 per yard and an ordering cost of 1500. The

store would also like to know the number of orders that will be made annually and the time between orders, given that the store is open for 300 days in year.

6. Distinguish between P and Q systems of inventory and what are the cases that exist in each of the systems. Discuss.
7. What are the management principles in quality assurance? Explain.
8. A videogame manufacturer purchases a 4-inch plastic disk from a supplier. Where $\alpha = 0.30$ inch. The manufacturer wishes to design a sampling plan that limits the risk of accepting shipments with an average diameter of ≤ 3.900 inches to 0.01 and also limits the chance of accepting disks of ≥ 4.100 inches to 0.01. The sample size should also be large enough to limit the risk of rejecting a lot that really averages 4.000 inches to 0.10.
 - (a) Find the appropriate Sampling plan (i.e n and c values)
 - (b) Construct the OC curve for this sampling plan. What is the probability of accepting a lot that averages (i) 3.920 inches, (ii) 3.959 inches, (iii) 4.000 inches, (iv) 4.041 inches?

Reg. No. :

D 1534

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

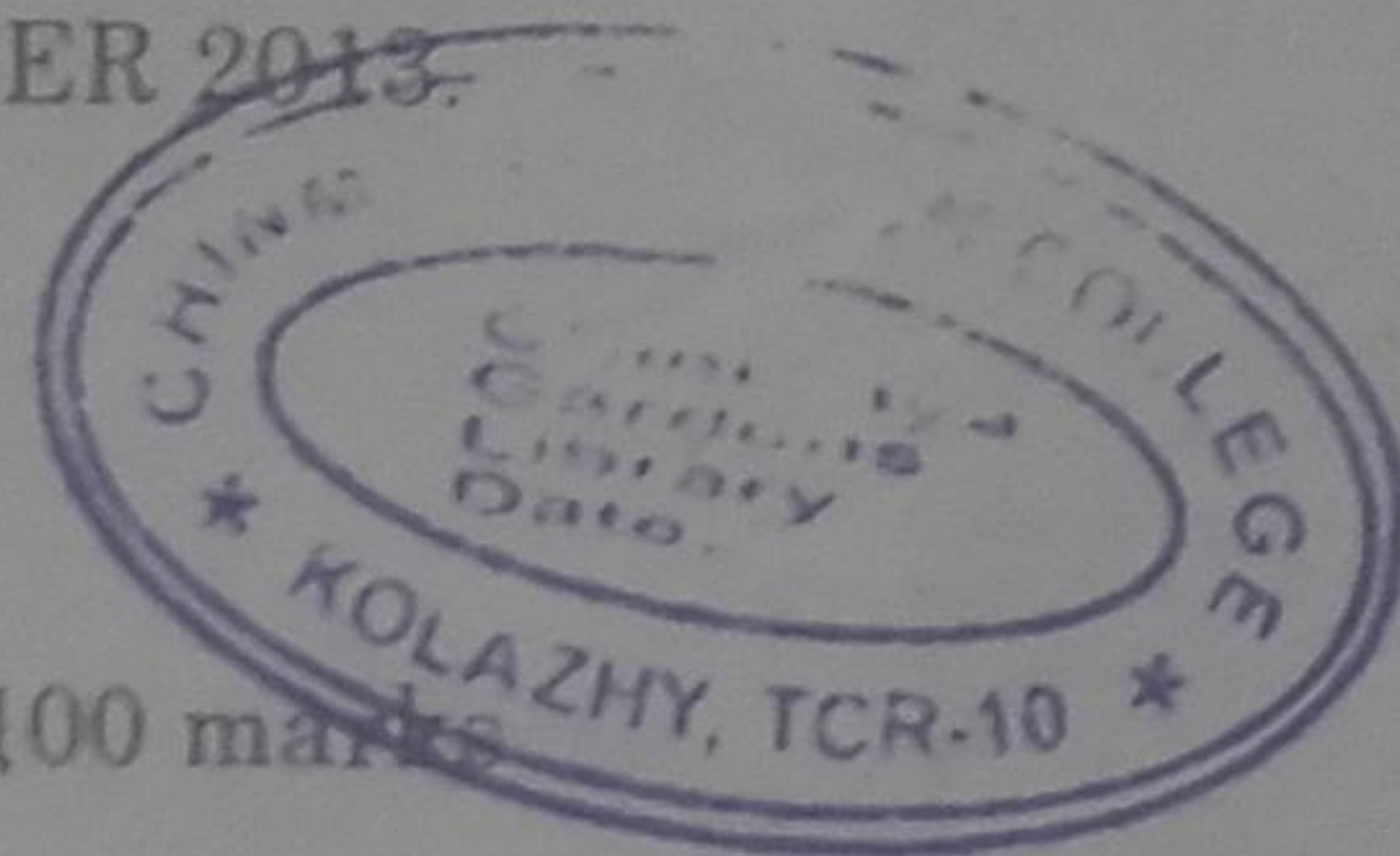
M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/ First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 100 marks



Answer any FIVE questions.

(5 × 20 = 100)

1. Explain demand curve and the determinates of demand.
2. Explain different types of production function.
3. Explain the different market structure and its characteristics.
4. Explain cost-volume-profit analysis with an example.
5. Describe the effects of inflation on output and distribution of income.
6. Explain the concept of Macro economic policy and discuss its various goals and objectives.

7. Explain the role of managerial economist in business economy.
8. Explain short run and long run cost function.

Reg. No. :

D 1540

Q.P. Code : [07 DMB 08]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year/First Semester

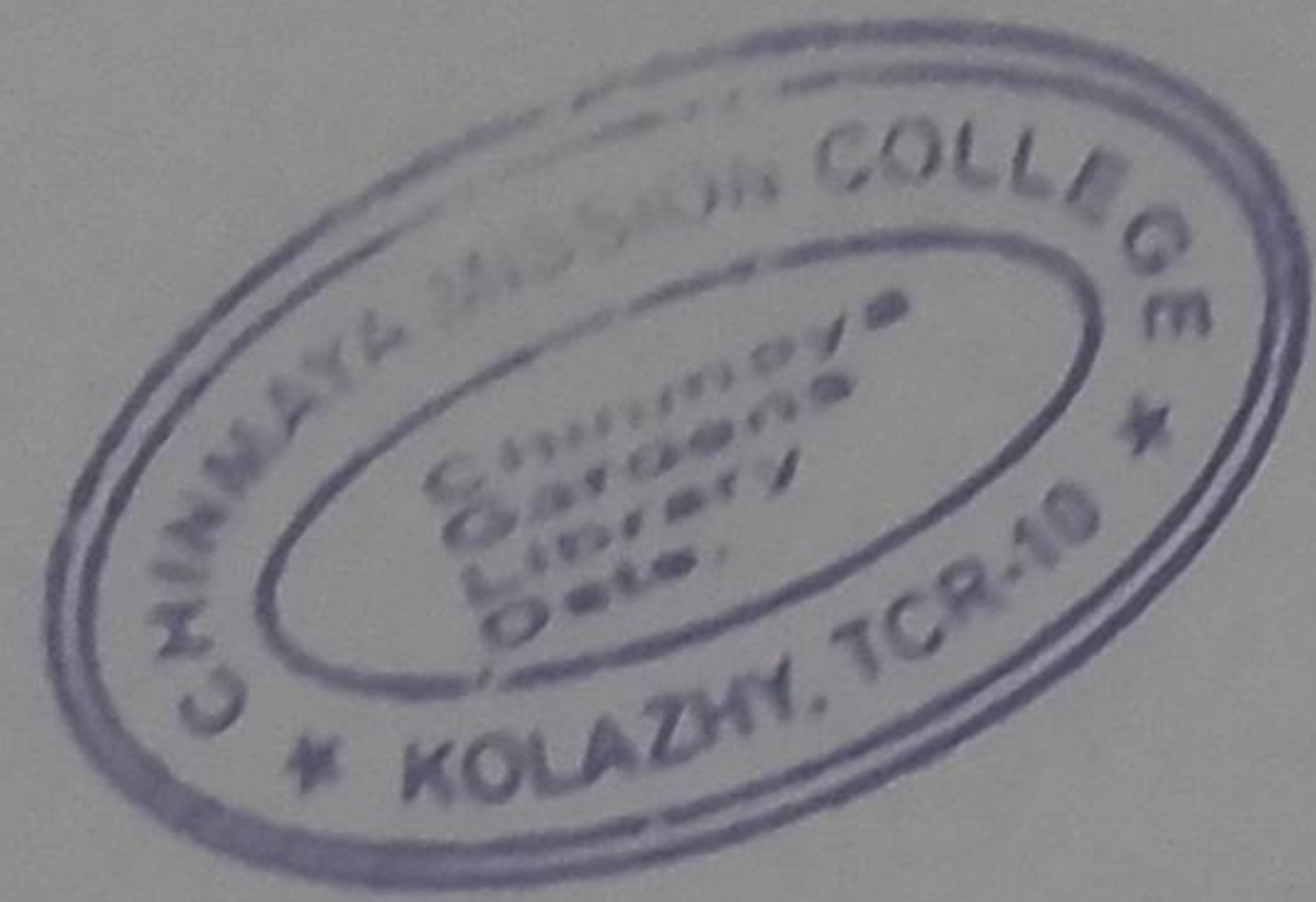
PRODUCTION AND OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. Describe the characteristics of a modern operations system.
2. Describe the relationship between process design and product design.
3. Describe the importance and functions of capacity requirements planning a manufacturing operation.
4. How does ERP supports Production Planning?



3. The annual demand for an item is 4800 units. The ordering cost is Rs. 500 per order. Inventory carrying cost is 24% of the purchase price per unit per year. The price breaks are as follows:

Quantity	Price (Rs.)
$0 \leq Q_1 < 1200$	10
$1200 \leq Q_2 < 2000$	9
$2000 \leq Q_3$	8

- (a) Find the optimal order size
- (b) If the order cost is changed to Rs. 800.00 per order, find the optimal order size
6. Explain basic EOQ model and derive the expression For EOQ and total optimal inventory cost.
7. Explain the concept of Six Sigma.
8. A QC supervisor at National Bakery has been asked to direct the receipt inspection of a cartload shipment of flour. Each bag is supposed to weight at least 50 kilograms and the CHICAGO Mill has

said that the standard deviation is 4 kilograms. Management wishes to limit the risk of rejecting a good lot to 2 percent. On the other hand, if true mean weight of the bags is only 48 kilograms, management wants to limit the chance of accepting the shipment to 5 percent.

- (a) Diagram the situation in terms of a sampling distribution showing α and β risks.
- (b) How large a sample size is required?
- (c) What is the critical value c of the sample mean that will satisfy the given conditions?

Reg. No. :

D 1534

Q.P. Code : [07 DMB 02]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/ First Year

MANAGERIAL ECONOMICS

Time : Three hours

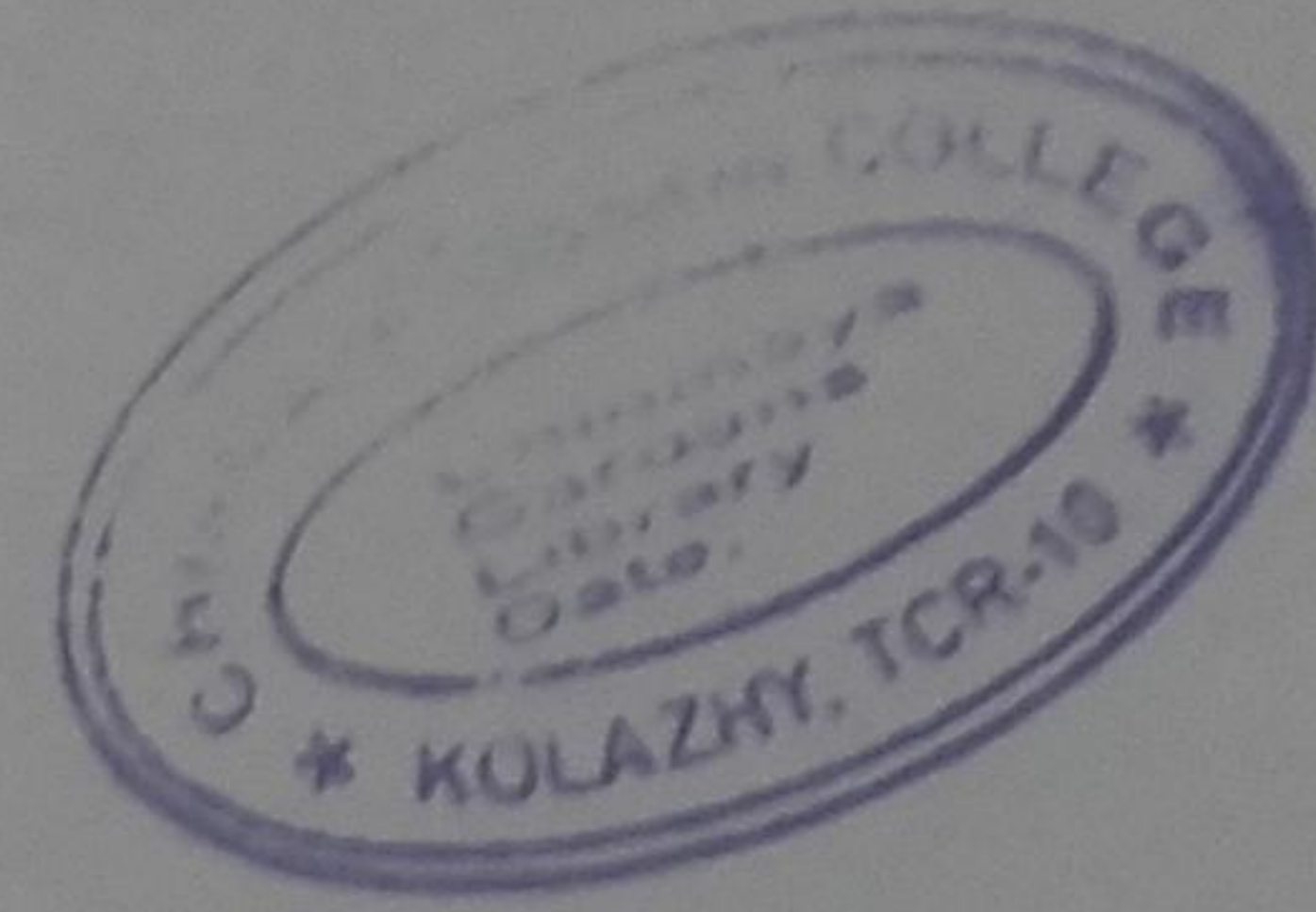
Maximum : 100 marks

Answer any FIVE questions.

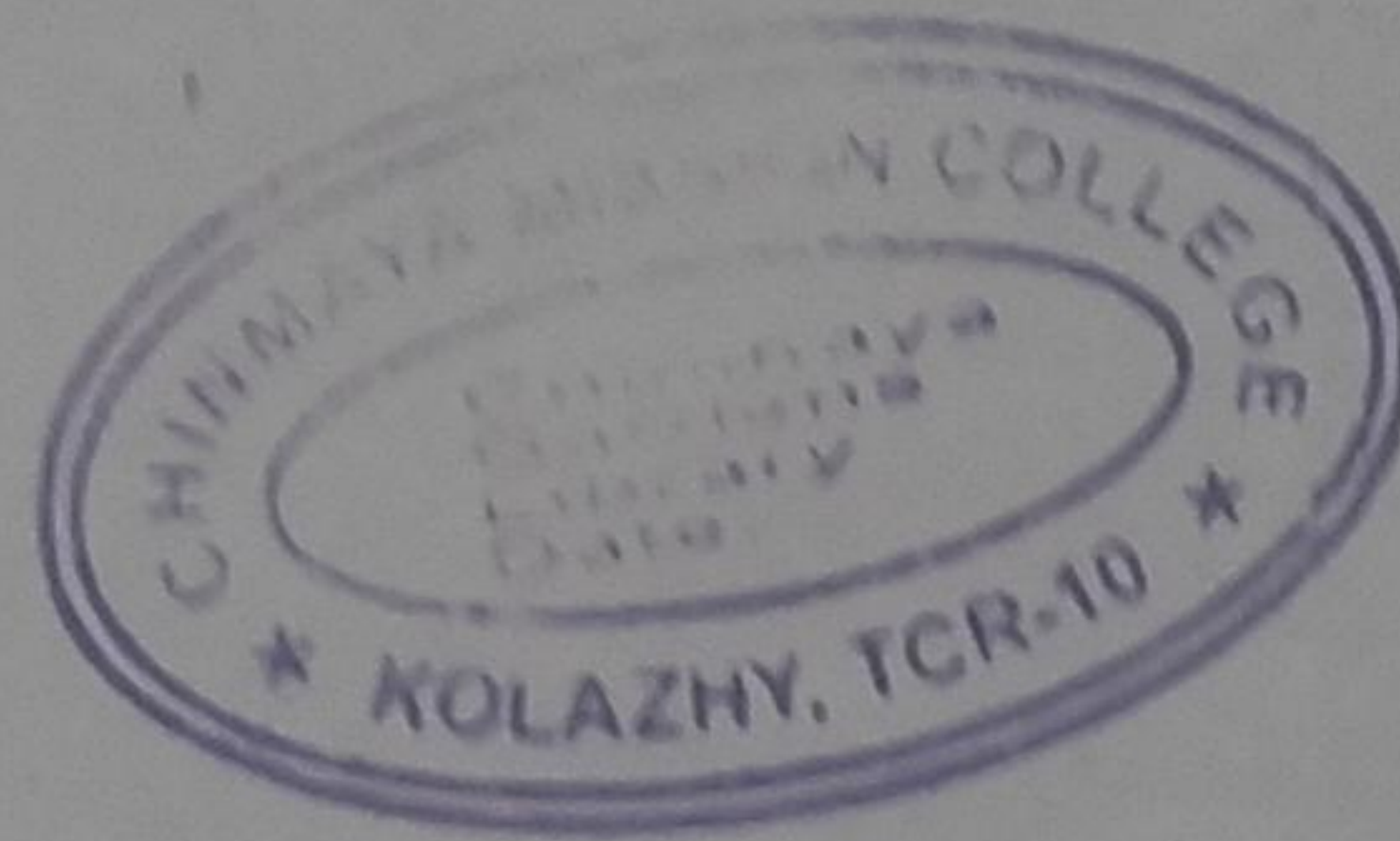
(5 × 20 = 100)

1. Explain demand curve and the determinates of demand.
2. Explain different types of production function.
3. Explain the different market structure and its characteristics.
4. Explain cost-volume-profit analysis with an example.
5. Describe the effects of inflation on output and distribution of income.
6. Explain the concept of Macro economic policy and discuss its various goals and objectives.

7. Explain the role of managerial economist in business economy.
8. Explain short run and long run cost function.



6. Define 'Normal distribution'. List out its characteristics.
7. What is EOQ model? What managerial information can be obtained by analysing the EOQ model? State the major assumptions of the EOQ model.
8. Explain the Monte-Carlo simulation with suitable example.



Reg. No. :

D 1538

Q.P. Code : [07 DMB 06]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

**QUANTITATIVE TECHNIQUES FOR
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. (a) From the frequency distribution given below. Find mean, mode and median.

Class Intervals : 50-52 53-55 56-58 59-61 62-64

Frequencies : 5 10 21 8 6

- (b) What are the basic characteristics and major assumptions of a linear programming model?

2. (a) Maximize $z = 4x_1 + 2x_2$
 Subject to the constraints :
 $2x_1 + 3x_2 \leq 18$
 $x_1 + x_2 \geq 10$
 $x_1, x_2 \geq 0.$

Solve this by graphical method.

- (b) "Each linear programming problem that has a feasible region has an infinite number of solutions". Discuss.

3. Find the optimum solution for the following transportation problem.

Investment made at the beginning of the year	Net return data (in paise) of selected investments				Amount available (lacs)
	P	Q	R	S	
1	95	80	70	60	70
2	75	65	60	50	40
3	70	45	50	40	90
4	60	40	40	30	30
Max. investment (lacs)	40	50	60	60	210/230

4. A firm produces four products. There are four operators who are capable of producing any of these four products. The processing time varies from operator to operator. The firm records 8 hours a day and 30 minutes for lunch. The processing time in minutes and the profit for each of the product are given below :

Operators	Products			
	A	B	C	D
1	15	9	10	6
2	10	6	9	6
3	25	15	15	9
4	15	9	10	10
Profit (Rs. per unit)	8	6	5	4

Find the optimal assignment of product to operators.

5. Write a note on ;
 (a) Critical path
 (b) Slack time
 (c) Total float
 (d) Free float
 (e) Independent float.

Reg. No. :

D 1537

Q.P. Code : [07 DMB 05]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

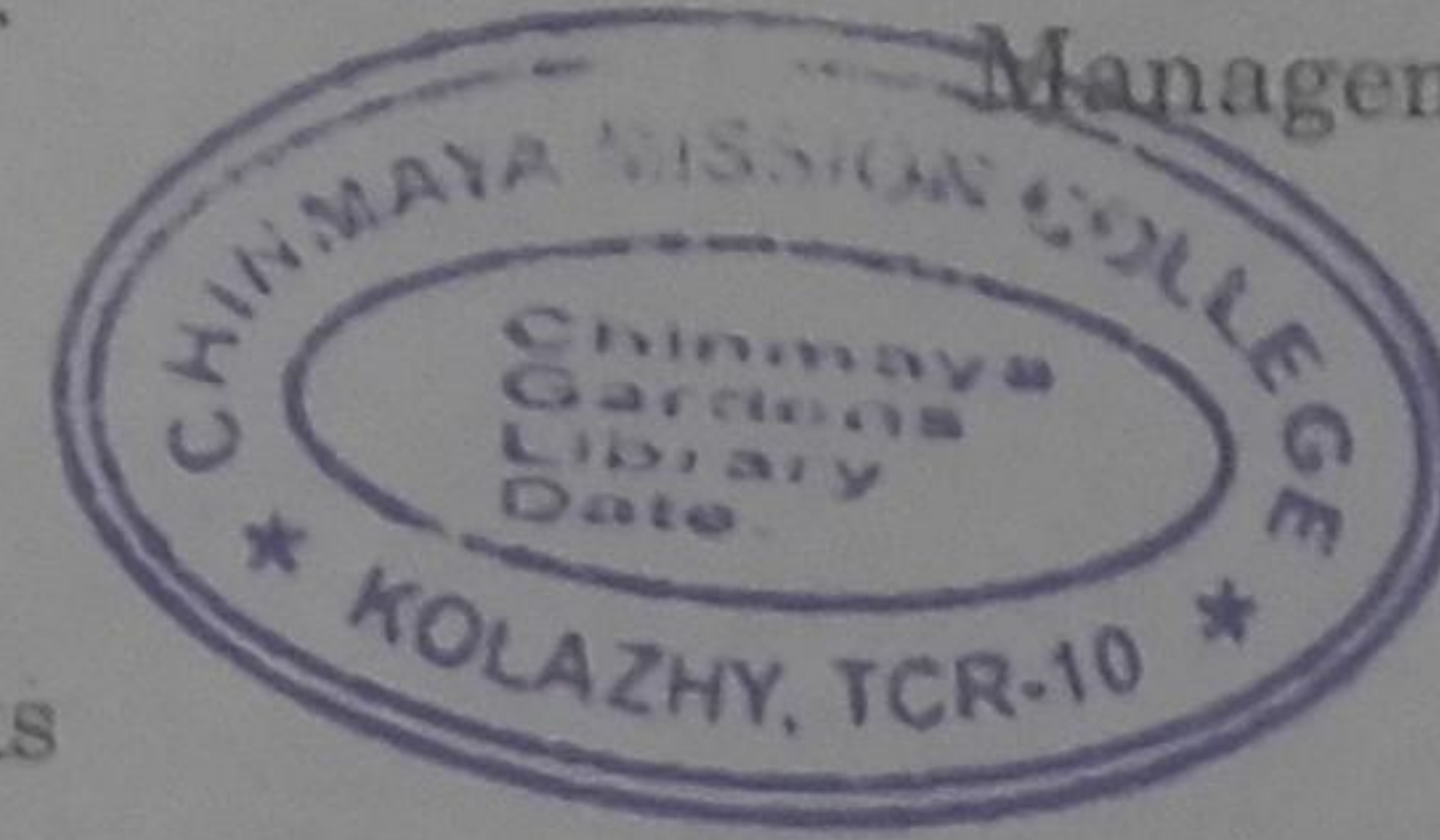
(5 × 20 = 100)

1. Outline the functions of Human Resource Management.
2. Explain the steps in selection process.
3. Describe the methods of performance appraisal.
4. What are the salient features of Factories Act, 1948?
5. List out the steps in collective bargaining.

6. What are the types of interview? Explain.

7. Discuss the importance of Job analysis and Job specification.

8. Explain the recent trends in Human Resources Management.



Reg. No. :

D 1547

Q.P. Code : [11 DMB 15]

(For the candidates admitted from 2011 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Year

CORPORATE COMMUNICATION

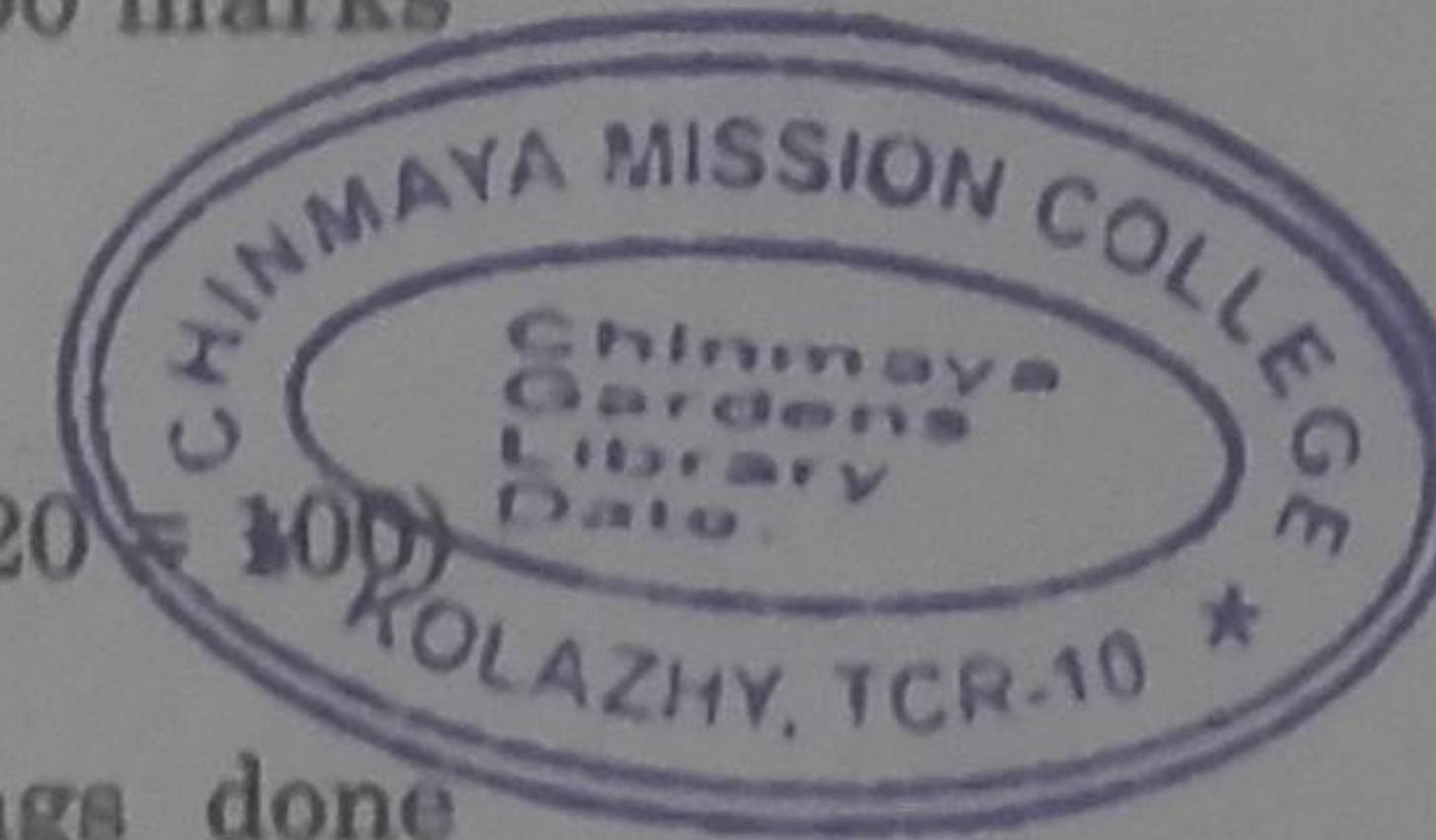
Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)



1. Management is the art of getting things done through others. What role does communication play in this?
2. Define culture and explain its effects on cross cultural, communication.
3. What is meant by media of communication? Broadly discuss the relative merits and demerits of any one medium of communication.
4. When do you think a strong drive for action is appropriate in a Brand Promotion Communication? When do you think a weak drive is appropriate?

5. What is a Report? State the main points to be considered in drafting a report.
6. Table, flow charts, organization charts etc are the visual aids which can make the report more effective. Discuss.
7. Explain various presentation skills under corporate communication.
8. A resume for a Job is a sales tool Comment.

Reg. No. : _____

D 1534

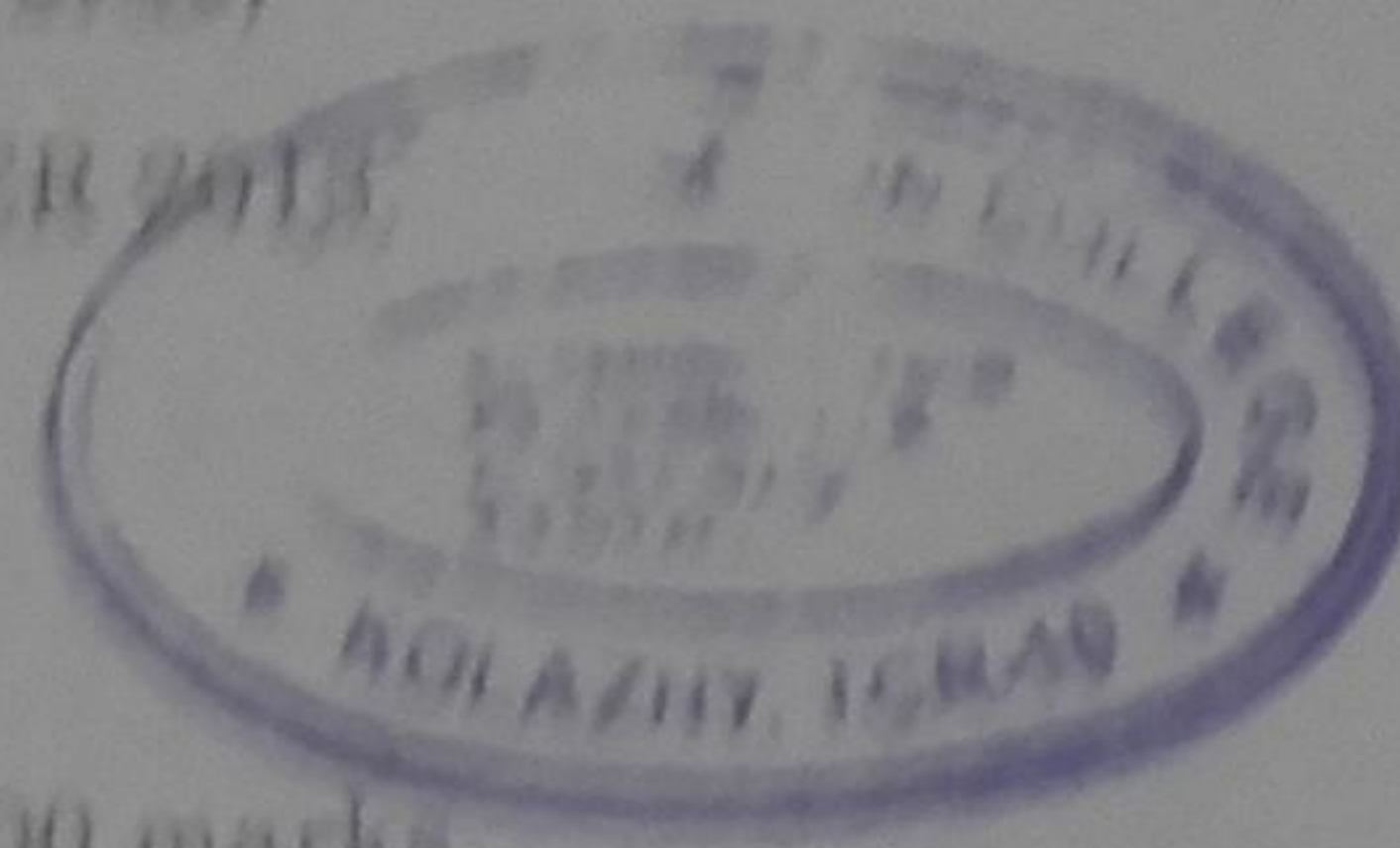
Q.P. Code : [97 DMB 92]

(For the candidates admitted from 2007 onwards)

M B A DEGREE EXAMINATION, DECEMBER 2013

First Semester/ First Year

MANAGERIAL ECONOMICS



Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain demand curve and the determinates of demand.
2. Explain different types of production function.
3. Explain the different market structure and its characteristics.
4. Explain cost-volume-profit analysis with an example.
5. Describe the effects of inflation on output and distribution of income.
6. Explain the concept of Macro economic policy and discuss its various goals and objectives.

7. Explain the role of managerial economics in business economy.

8. Explain short run and long run cost function.

Reg. No. : _____

D 1539

Q.P. Code : [07 DMB 07]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013

First Year

RESEARCH METHODS FOR MANAGEMENT/
RESEARCH METHODS AND STATISTICAL
ANALYSIS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

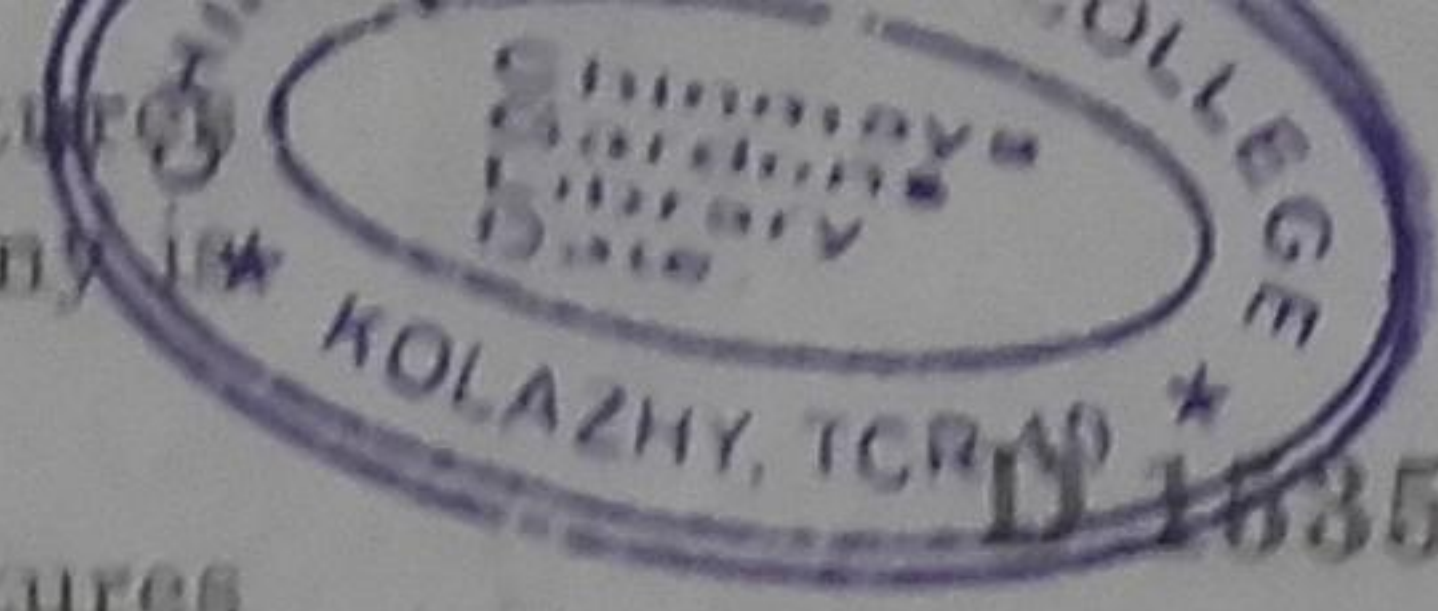
1. What do you mean by research? Explain the scope and significance of research in recent context.
2. "Empirical research in India in particular creates so many problems for the researchers" – Discuss.
3. Describe some of the important research designs used in experimental hypothesis testing research study.

4. Under what circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.

"Processing of data implies editing, coding, classification and tabulation" – Elaborate.

At a certain date in a large city 400 out of a random sample of 500 men were found to be smokers. After the tax on tobacco had been heavily increased, another random sample of 600 men in the same city included 400 smokers. Was the observed decrease in the proportion of smokers significant? Test at 5 per cent level of significance.

7. The values in one sample are 53, 38, 69, 57, 46, 39, 73, 48, 73, 74, 60 and 78. In another sample they are 44, 40, 61, 52, 32, 44, 70, 41, 67, 72, 53 and 72. Test at the 10% level the hypothesis that they come from populations with the same mean. Apply U-test.
8. Explain the significance of a research report and narrate the various steps involved in writing such a report.



Reg. No. :

Q.P. Code : [07 DMB 03]

5. (a) X Co Ltd; issues Rs. 50,000, 8% debentures at par, tax rate applicable to the company is 60%.
- (b) A Co Ltd; issues Rs. 50,000, 8% debentures at a premium of 10% tax rate applicable to the company is 50%
- (c) B Co Ltd; issue Rs. 50,000, 8% debentures at a discount of 5%, the tax rate applicable for the company is 35%
- Compute cost of debt capital for the above cases.

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

6. Discuss the various methods used for risk factor in capital budgeting decisions.
7. Explain the various tools and techniques used for inventory management.
8. Critically analyze the functions of financial manager in a large scale industrial establishment.

1. From the following Trial balance as on 31.12.2010 prepare Trading and Profit and Loss account and a Balance sheet as on that date :

Particulars	Amount	Particulars	Amount
Stock on 1.01.2010	5,840	Capital	17,000
Cash in hand	192	Discount received	320
Drawings	2,840	Bank overdraft	960
Rent	480	Provision for bad debts	420
Machinery	3,800	Sales	47,624
Tax paid	600	Creditors	8,000
Bad debts	888	Purchase returns	1,164

Particulars	Amount	Particulars	Amount
General expenses	1,760		
Purchases	41,448		
Debtors	16,800		
Sales returns	840		
	<u>76,488</u>		<u>76,488</u>

Adjustments :

Provide depreciation on machinery 10% p.a. Rent outstanding Rs. 500. Closing stock Rs. 3,500. Tax prepaid Rs. 100.

2. From the Balance sheets of Ayesha Co Ltd. Prepare funds flow statement including a schedule of changes in working capital for the ended 31.12.2011.

Liabilities	2010	2011	Assets	2010	2011
Share capital	70,000	74,000	Cash	9,000	7,800
Debentures	12,000	6,000	Debtors	14,900	17,700
Reserve for bad debts	700	800	Stock	49,200	42,700
Trade creditors	10,360	11,840	Land	20,000	30,000
Profit and loss a/c	10,040	10,560	Goodwill	10,000	5,000
	<u>1,03,100</u>	<u>1,03,200</u>		<u>1,03,100</u>	<u>1,03,200</u>

Additional information :

- (a) Dividend paid Rs. 3,500 and
 (b) During the year land purchased was for Rs. 10,000.

3. The following cost data are available from the books for the year ended 31.12.2011 :

Direct material	Rs. 9,00,000
Direct wages	Rs. 7,50,000
Profit	Rs. 6,09,000
Selling and distribution overheads	Rs. 5,25,000
Administrative overheads	Rs. 4,20,000
Factory overheads	Rs. 4,50,000

Prepare a cost sheet indicating the prime cost; works cost; cost of sales and sales value.

4. The sales turnover and profit during two years were as follows :

Year	Sales (Rs.)	Profit (Rs.)
2010	1,50,000	20,000
2011	1,70,000	25,000

Calculate :

- (a) Profit volume ratio
 (b) Break even point sales
 (c) Sales required to earn a profit of Rs. 40,000 and
 (d) Profit made when sales are Rs. 2,50,000.

5. (a) X Co Ltd; issues Rs. 50,000, 8% debentures at par, tax rate applicable to the company is 60%.
- (b) A Co Ltd; issues Rs. 50,000, 8% debentures at a premium of 10% tax rate applicable to the company is 50%
- (c) B Co Ltd; issue Rs. 50,000, 8% debentures at a discount of 5%, the tax rate applicable for the company is 35%

Compute cost of debt capital for the above cases.

6. Discuss the various methods used for risk factor in capital budgeting decisions.
7. Explain the various tools and techniques used for inventory management.
8. Critically analyze the functions of financial manager in a large scale industrial establishment.

Reg. No. :

D 1535

Q.P. Code : [07 DMB 03]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

First Semester/First Year

ACCOUNTING AND FINANCE FOR MANAGERS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. From the following Trial balance as on 31.12.2010 prepare Trading and Profit and Loss account and a Balance sheet as on that date :

Particulars	Amount	Particulars	Amount
Stock on 1.01.2010	5,840	Capital	17,000
Cash in hand	192	Discount received	320
Drawings	2,840	Bank overdraft	960
Rent	480	Provision for bad debts	420
Machinery	3,800	Sales	47,624
Tax paid	600	Creditors	8,000
Bad debts	888	Purchase returns	1,164

Particulars	Amount	Particulars	Amount
General expenses	1,760		
Purchases	41,448		
Debtors	16,800		
Sales returns	840		
	<u>75,488</u>		<u>75,488</u>

Adjustments :

Provide depreciation on machinery 10% p.a. Rent outstanding Rs. 500. Closing stock Rs. 3,500. Tax prepaid Rs. 100.

2. From the Balance sheets of Ayesha Co Ltd. Prepare funds flow statement including a schedule of changes in working capital for the ended 31.12.2011.

Liabilities	2010	2011	Assets	2010	2011
Share capital	70,000	74,000	Cash	9,000	7,800
Debentures	12,000	6,000	Debtors	14,900	17,700
Reserve for bad debts	700	800	Stock	49,200	42,700
Trade creditors	10,360	11,840	Land	20,000	30,000
Profit and loss a/c	10,040	10,560	Goodwill	10,000	5,000
	<u>1,03,100</u>	<u>1,03,200</u>		<u>1,03,100</u>	<u>1,03,200</u>

Additional information :

- (a) Dividend paid Rs. 3,500 and
 (b) During the year land purchased was for Rs. 10,000.

3. The following cost data are available from the books for the year ended 31.12.2011 :

Direct material	Rs. 9,00,000
Direct wages	Rs. 7,50,000
Profit	Rs. 6,09,000
Selling and distribution overheads	Rs. 5,25,000
Administrative overheads	Rs. 4,20,000
Factory overheads	Rs. 4,50,000

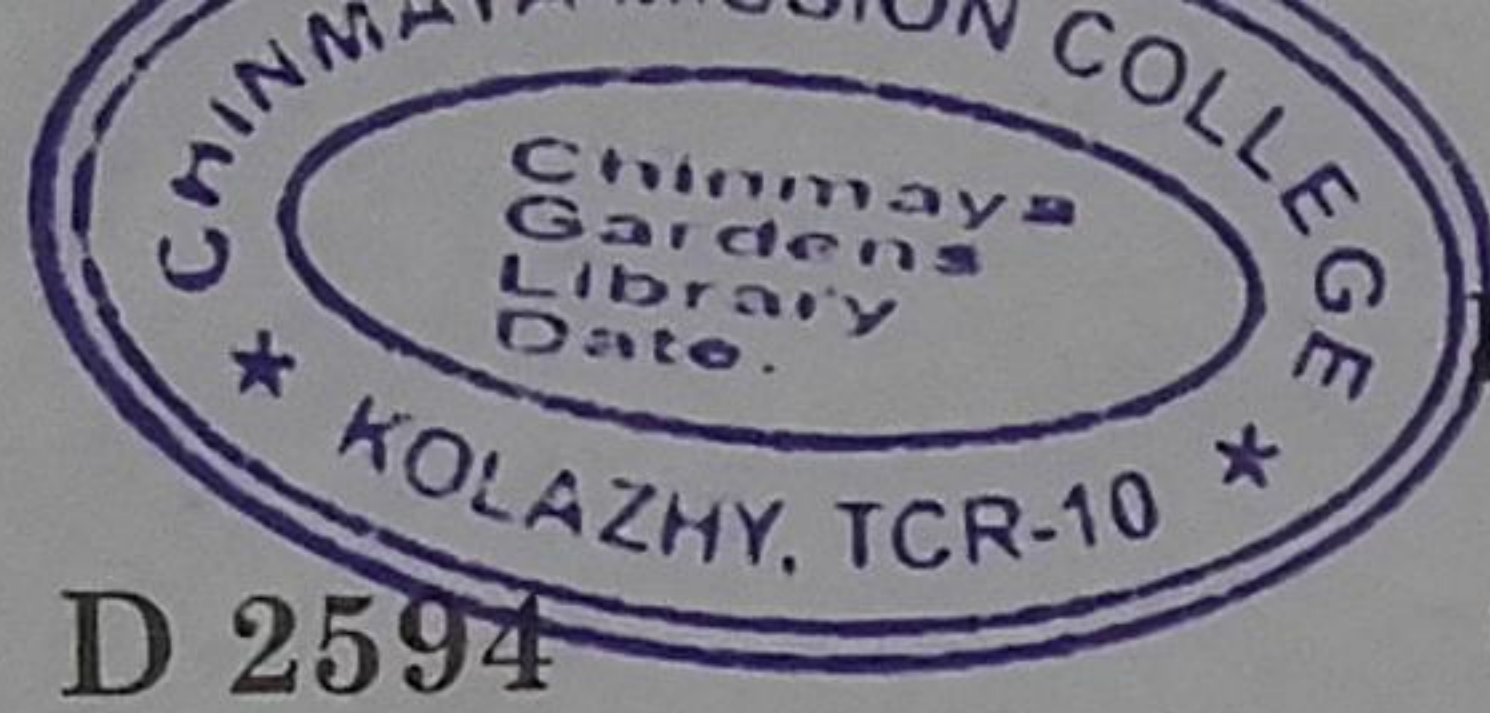
Prepare a cost sheet indicating the prime cost; works cost; cost of sales and sales value.

4. The sales turnover and profit during two years were as follows :

Year	Sales (Rs.)	Profit (Rs.)
2010	1,50,000	20,000
2011	1,70,000	25,000

Calculate :

- (a) Profit volume ratio
 (b) Break even point sales
 (c) Sales required to earn a profit of Rs. 40,000 and
 (d) Profit made when sales are Rs. 2,50,000.



D 2594

Reg. No. :

Q.P. Code : [07 DMB – IS
66]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Information Systems

E – COMMERCE

Time : Three hours

Maximum : 100 marks

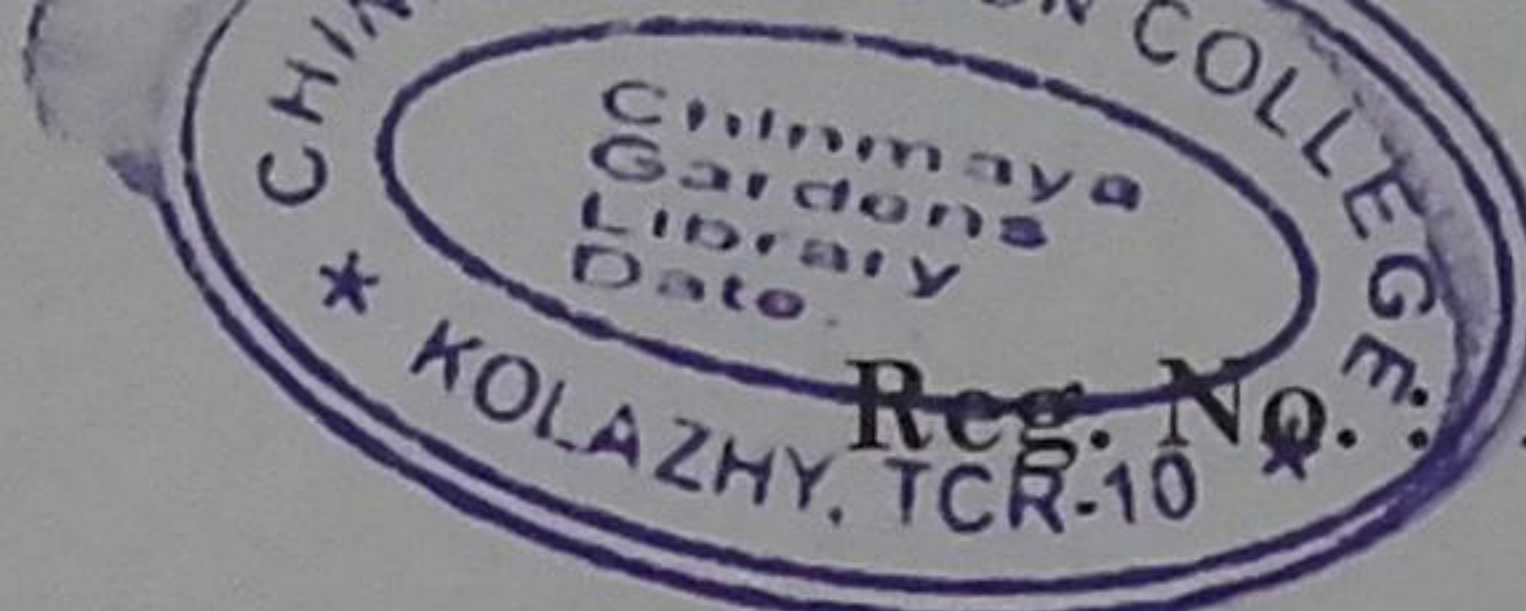
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is E — Commerce? Explain its types, Pros and Cons.
2. What is WWW? Explain the Unique benefits of Internet.
3. Explain the technology and Concepts of WWW. Discuss the method of creating web pages.
4. What is Electronic Payment Systems? Discuss its Technology and its requirements

5. What is Electronic Payment Media? Relate Electronic commerce and Banking.
6. What is Supply Chain Management? Explain it in detail with a cement manufacturing company.
7. Write notes on TCP/IP, DNS, HTML, Intranet and extranet?
8. Explain in detail the Legal and Ethical issues in E-Commerce technology.



D 2595

Q.P. Code : [07 DMB – IS 67]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Information Systems

ENTERPRISE RESOURCE PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.
All questions carry equal marks.

(5 × 20 = 100)

1. What is ERP? Explain its benefits to the modern business world.
2. Define Business Engineering. Explain its principle and relate it with Information technology.
3. What Business Modelling for ERP? Explain the procedure for building a model for ERP and the Role of Consultant.
4. What is ERP implementation? Explain its technology and Guidelines for it.

5. What is Competitive Advantage of ERP? Explain ERP domain MPGPRO and IFS / Avalon.
6. Discuss the Commercial ERP Package Description. Discuss Multi server solution and Open technology.
7. Explain the Basic Architectural Concepts. What is application Integration?
8. What is user interface? Discuss the database, System control and Services presentation interface.

Reg. No. :

D 2598

Q.P. Code : [07 DMB-IS 70]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Information System

INFORMATION SECURITY SYSTEMS CONTROL
AND AUDIT

Time : Three hours

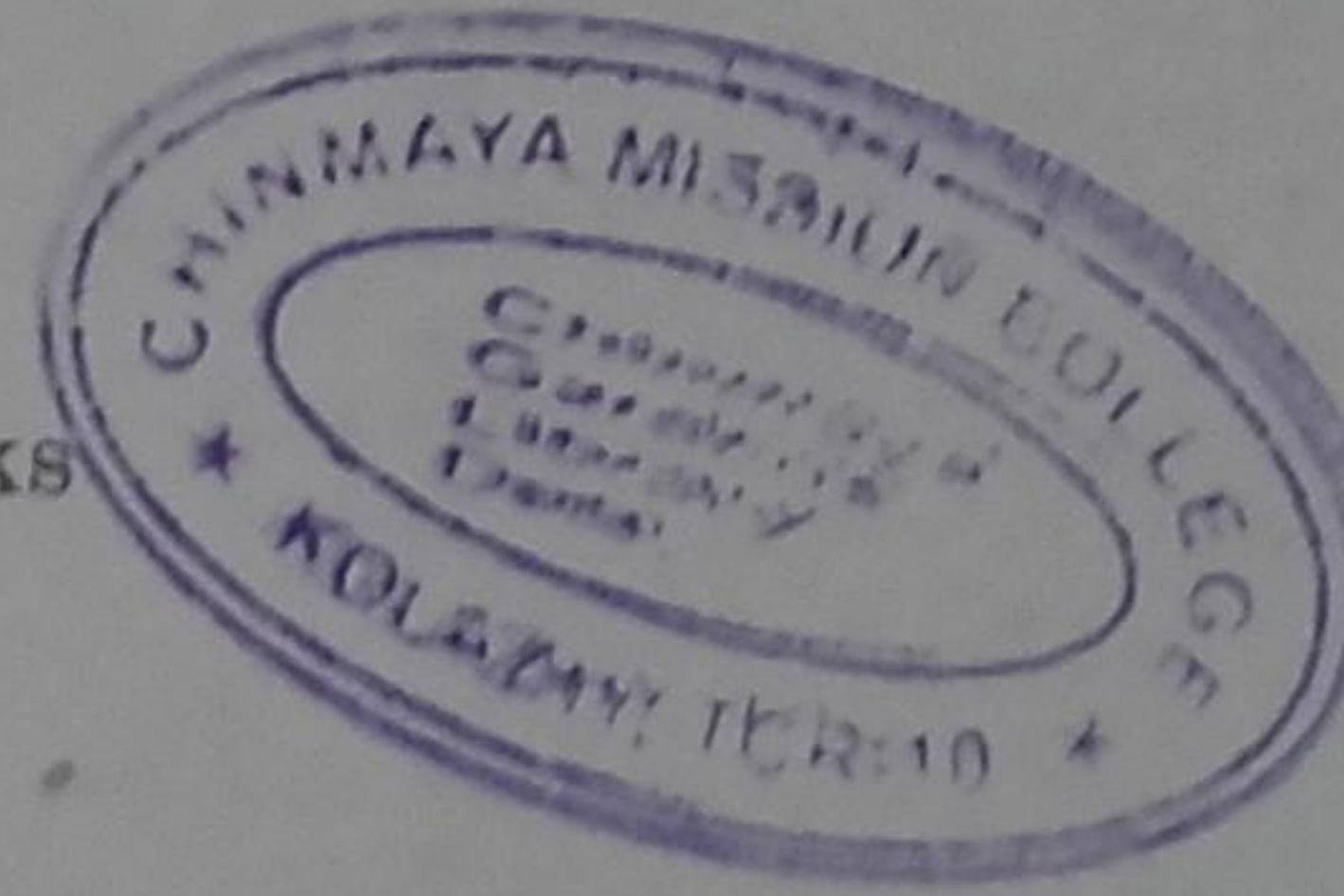
Maximum : 100 marks

Answer any FIVE questions.
All questions carry equal marks.

(5 × 20 = 100)

1. Define IS. Discuss secrecy and confidentiality in IS.
2. Explain security threats and counter measures.
3. Explain the information security assessment process.
4. Elaborately explain ethical hacking of computer networks.

5. Briefly explain security policy and awareness.
6. What is access control system? Explain.
7. Explain the methods of attacks in IS and how it is monitored?
8. Explain IT act- the cyber regulations appellate.



Reg. No. :

D 2596

Q.P. Code : [07 DMB-IS 68]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014

Second Year

Information Systems

DATA WAREHOUSING AND DATA MINING

Time : Three hours

Maximum : 100 marks

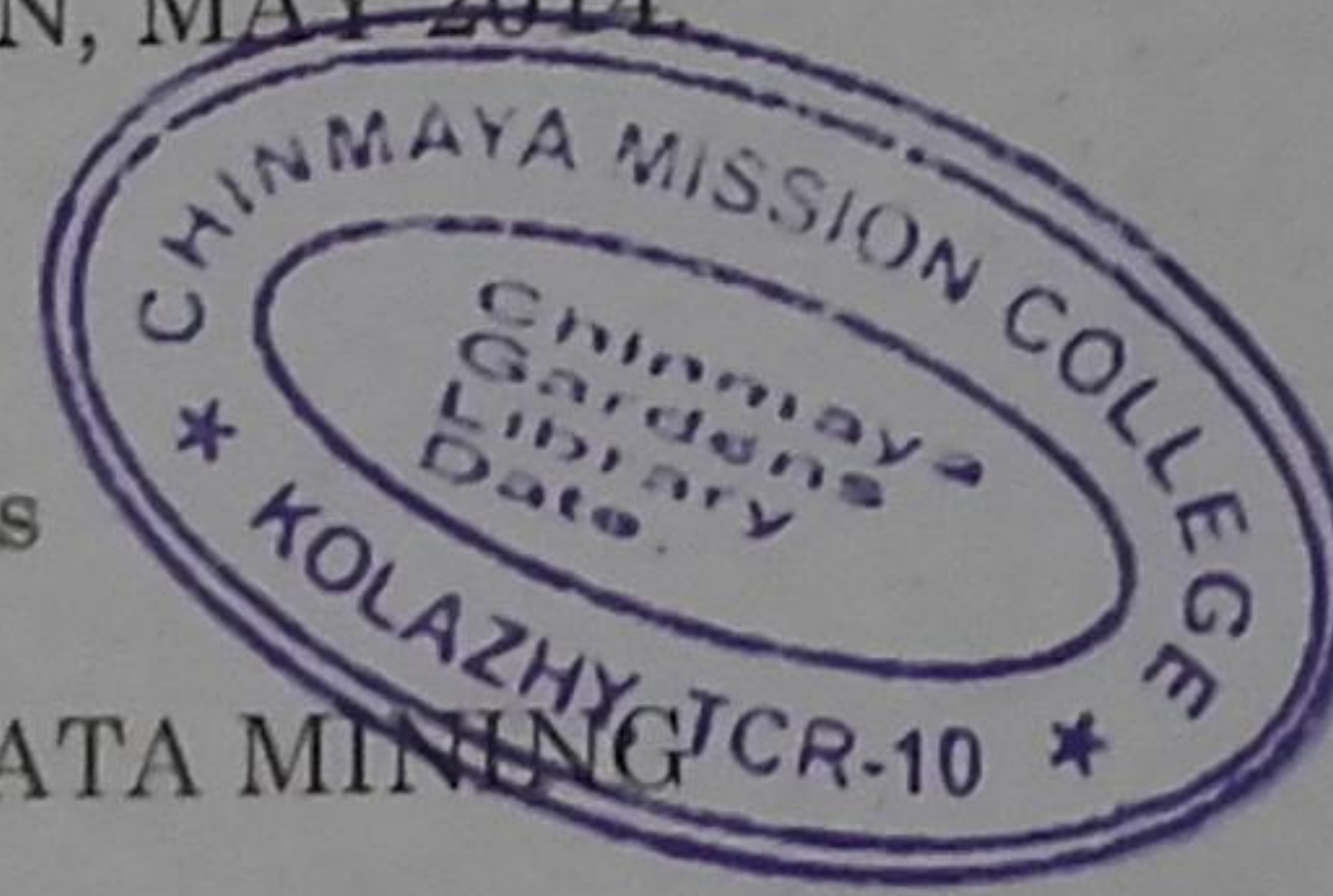
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is data Mining? Discuss its Functionalities and classification?
2. What is data warehouse? Discuss its Architecture and Multi dimensional model.
3. Explain Data preprocessing, Data cleaning, Data integration and transformation and Data reduction.

4. What is Mining Association in Large Databases? Discuss Association rule mining and Data mining primitives ?
5. What is Classification? Explain the issues regarding classification and classification by decision tree induction?
6. Explain the Bayesian classification with illustration?
7. What is cluster analysis? Explain the techniques of with examples.
8. Discuss Categorization of major clustering methods ? Discuss the Partioning and Hierarchical methods?



Reg. No. :

D 2593

Q.P. Code : [07 DMB-IS 65]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Information Systems

DATABASE MANAGEMENT SYSTEMS

Time : Three hours

Maximum : 100 marks

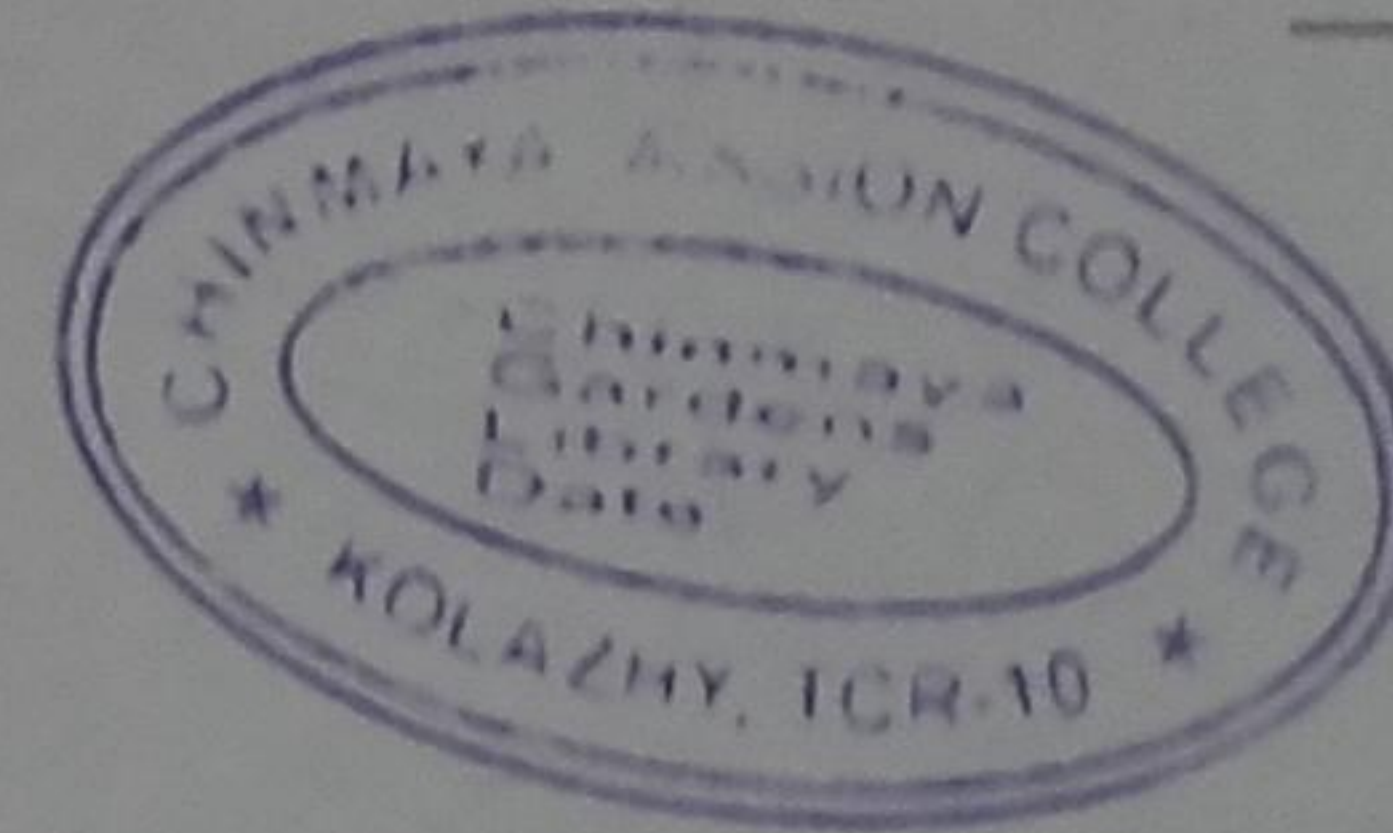
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Draw E-R Diagram for University Information System.
2. Explain the concept of mapping constraints between distinct data models.
3. Explain relational algebra with illustrations.
4. What are the nested queries in SQL? Illustrate.
5. Explain functional dependency and trivial functional dependency with examples.

6. What is query processing? Explain the various steps involved in it.
7. Explain the architecture of client-server databases in detail.
8. What are the main differences between parallel and distributed systems? Explain.



Reg. No. :

D 2593

Q.P. Code : [07 DMB-IS 67]

(For the candidates admitted from 2007 onwards)

M.B.A DEGREE EXAMINATION, MAY 2013

Second Year

Information Systems

ENTERPRISE RESOURCE PLANNING

Time : Three hours

Maximum : 100 marks

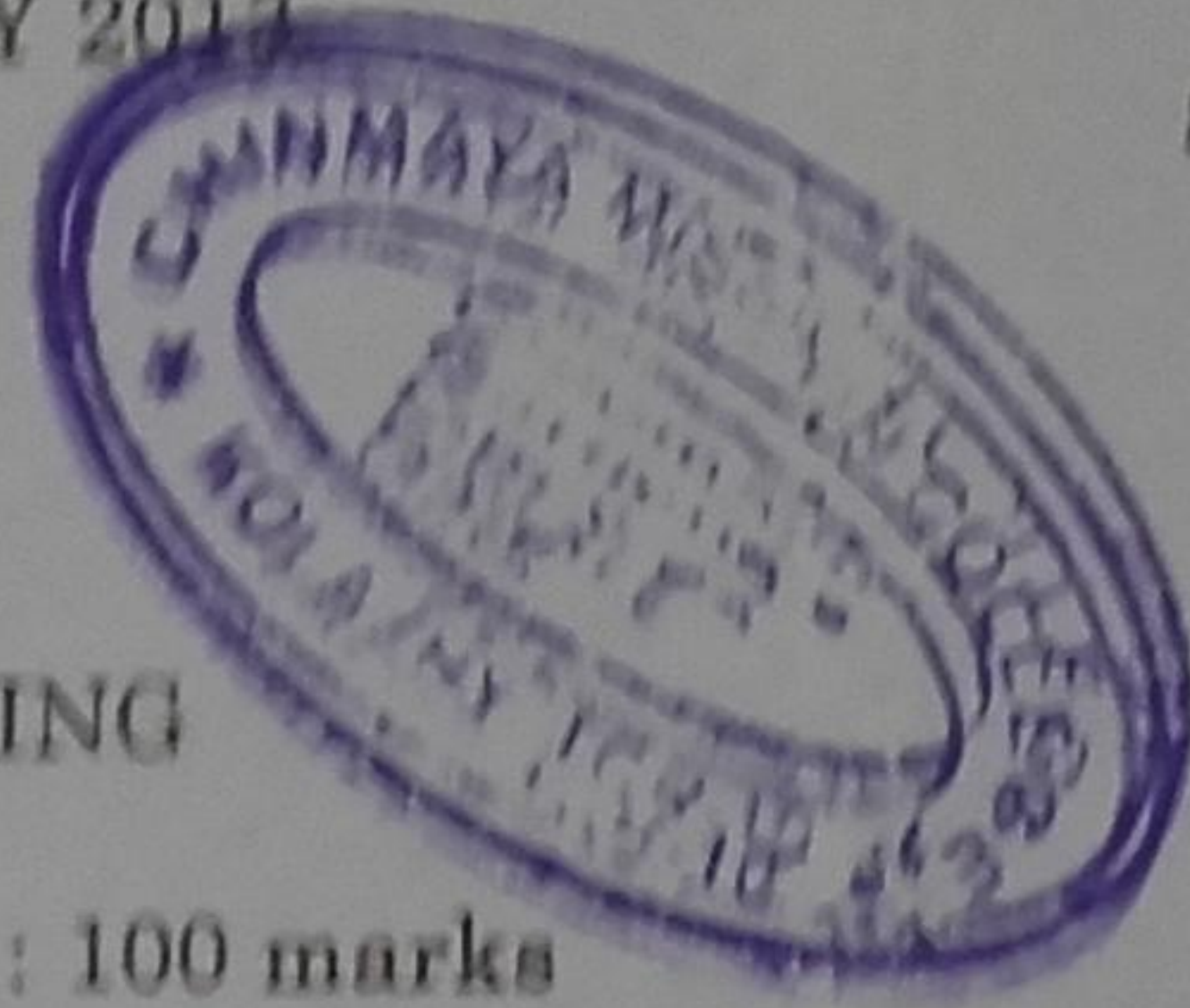
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is an ERP system? Mention the strategies benefits of ERP.
2. What are the factors to be considered in ERP product selection criteria?
3. Mention important Guidelines in ERP implementation.
4. What are the important traits to be considered while selecting ERP vendor? List down some important ERP vendors.

5. Explain intangible benefits of ERP.
6. Explain different modulus of SAP.
7. What are the Application Integration measures used in commercial ERP package?
8. How will you deal with Employee resistance in ERP implementation?



Reg. No. :

D 2591

Q.P. Code : [07 DMB-IS 65]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Information Systems

DATABASE MANAGEMENT SYSTEMS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain Entity-Relationship model.
2. What are the features of DBMS?
3. Differentiate between first normal form and second normal form.
4. What is query processing? Explain various steps involved in it.
5. Explain the role of integrity constraints.

6. Discuss various types of join operations? Why are these operations required.
7. What do you understand by distributed databases? Give one various advantages and disadvantages of distributed DBMS.
8. Briefly describe about client server model.

Reg. No. :

D 2591

Q.P. Code : [07 DMB-IS 65]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Information Systems

DATABASE MANAGEMENT SYSTEMS

Time : Three hours

Maximum : 100 marks

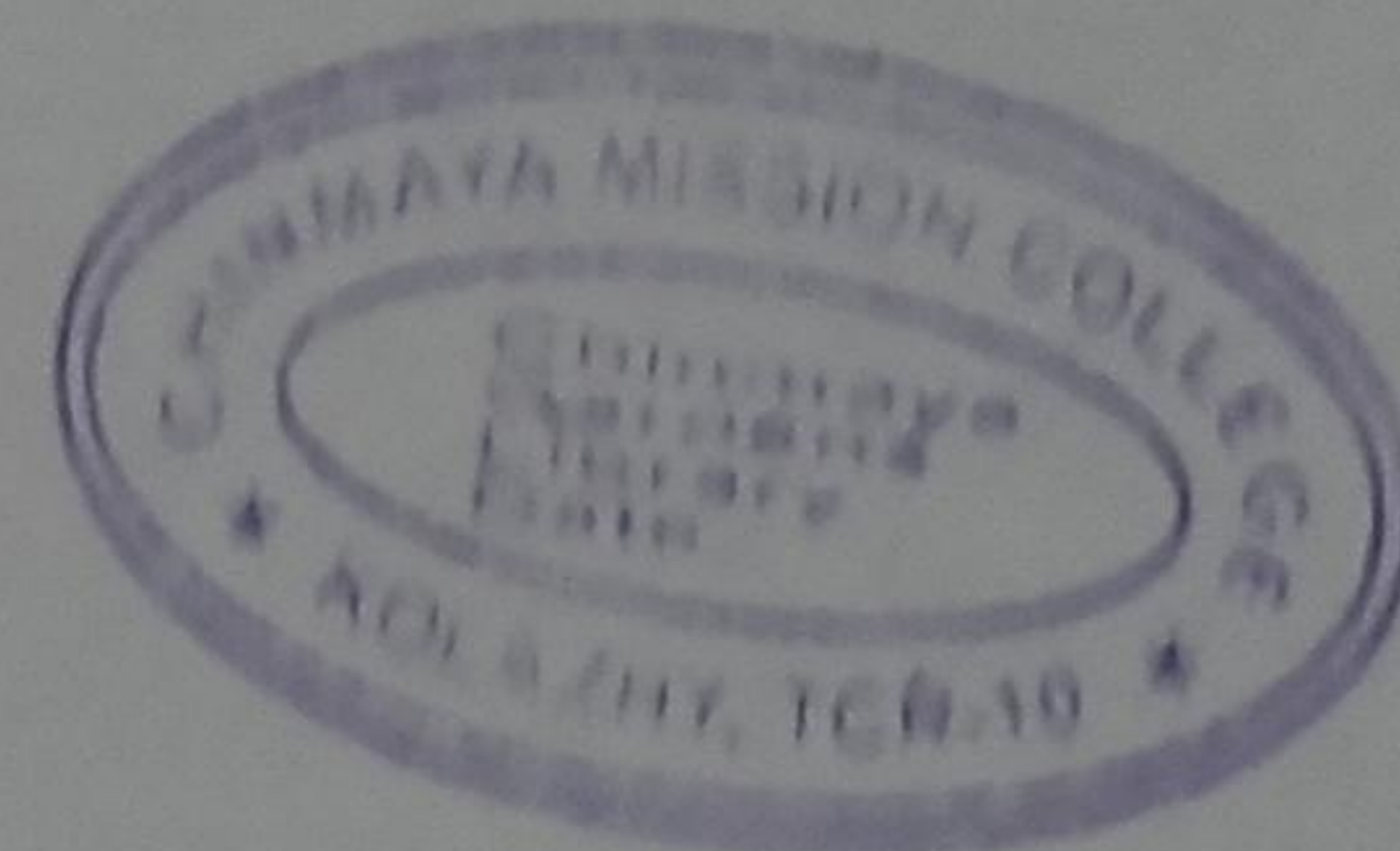
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain Entity-Relationship model.
2. What are the features of DBMS?
3. Differentiate between first normal form and second normal form.
4. What is query processing? Explain various steps involved in it.
5. Explain the role of integrity constraints.

6. Discuss various types of join operations? Why are these operations required.
7. What do you understand by distributed databases? Give one various advantages and disadvantages of distributed DBMS.
8. Briefly describe about client server model.



Reg. No. :

D 2590

Q.P. Code : [07 DMB - IS 64]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Information Systems

SOFTWARE PROJECT MANAGEMENT

Time : Three hours

Maximum : 100 marks

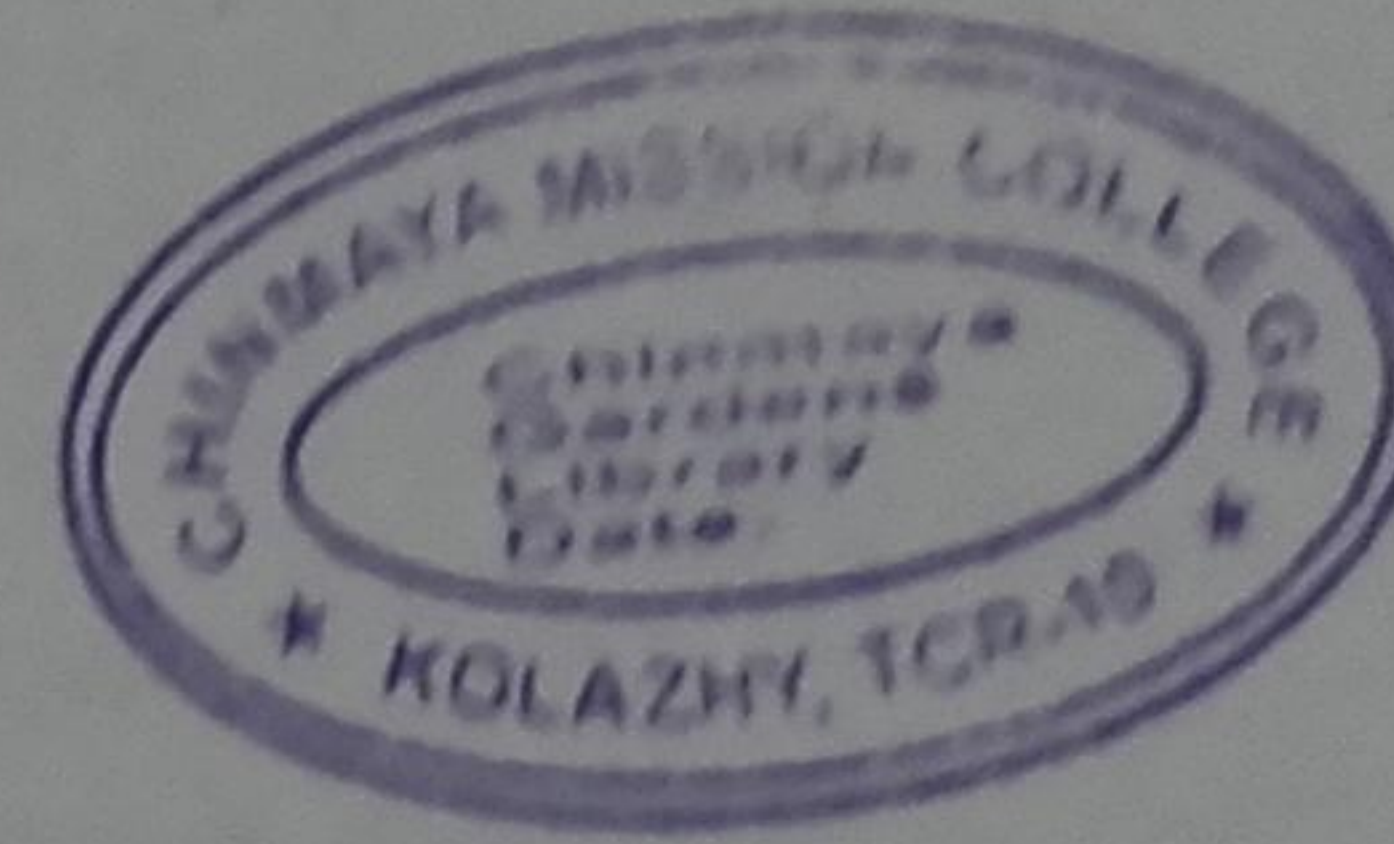
Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the stages involved in software project development.
2. Explain the methods of cost estimation.
3. How will you construct and analyze the project Network Diagram?
4. What are the characteristics of software quality?
5. Explain adaptive project frame work in detail.

6. Write down the advantages of using APF.
7. Write down the procedure involved in modeling software reliability.
8. What are one main activities of project portfolio management?



Reg. No. :

D 2595

Q.P. Code : [07 DMB - IS 69]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2013.

Second Year

Information Systems

**KNOWLEDGE MANAGEMENT AND INFORMATION
SYSTEMS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Knowledge Management? Discuss the various method of generation of knowledge?
2. Discuss the Designing the KM team, its blueprint and Implementation.
3. Explain the need for a database and Utilization of models?

4. Discuss the MIS structure based on management activity and organizational functions.
5. Write short note on Transaction processing, communication network and distributed systems.
6. What is Lifecycle development stage, its installation and operations?
7. Explain the organizational subsystem and various activities of subsystems?
8. Write a note on:
 - (a) Role of CKO
 - (b) Articulation
 - (c) Evaluation and
 - (d) Strategic Alignment

