FACULTY OF MANAGEMENT
MBA (CBCS) / MBA (Technology Management) I - Semester Examination, February 2025
[Common Paper for MBA (CBCS) & MBA (TM)]
Subject: Accounting for Management
Paper : MB 102

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. Business Entity Concept
2. Income Statement
3. Networth
4. Tax Planning
5. Labour Variances

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 8 = 40 Marks)

6. (a) "Accounting is the yardstick to measure the performance of an organization" Discuss.

   (OR)

   (b) Present the Accounting equation for the transactions given below.
       a. Purchased goods and Paid to Mr. Ramesh Rs.1800 in full settlement of his account Rs.2,000.
       b. Sold goods and Received Rs.2,000 from Mr. Ramesh in full settlement of Rs.2,200.
       c. Received Rs.2,500 from salesman Mr. Ajay for the sales affected by him, after deducting his travelling expenses Rs.200
       d. Received from Amit one fourth of the proceeds out of Rs.5,000 on being declared insolvent

7. (a) Write a brief note on Revenue Expenditure with examples.

   (OR)

   (b) The following is the trial balance of X ltd for the year ending 31st march 2022. Prepare Final Accounts

Debit balances	Amount (Rs.)	Credit balances	Amount (Rs.)
Opening Stock	48,000	Sales	2,02,000
Returns Inwards	4,000	Commission	13,000
Salaries	30,000	Capital	2,00,000
Wages	4,000	Bank Loan	30,000
Carriage inwards	2,000	Creditors	20,000
Insurance	2,000	provision for doubtful debts	4,000
Debtors	50,000		
Cash in Hand	6,200		
Cash at bank	10,000		
Buildings	60,000		
Drawings	6,000		
Furniture	15,000		
Motor Van	80,000		
Interest on Bank Loan	1,800		
Purchases	1,50,000		
	4,69,000		4,69,000

Adjustments:
1. Closing stock was valued at Rs.54,000

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8. (a) What is Ratio? Discuss the advantages and limitations of Ration Analysis.

(OR)

   (b) Explain the following :

      (i) Leverage Ratio   (ii) Turn Over Ratio.

9. (a) From the following Balance Sheet prepare Cash Flow Statement

Balance Sheet

Liabilities	2016	2017	Assets	2016	2017
Capital	1,00,000	1,50,000	Land and Buildings	1,00,000	1,00,000
Share Premium	-	5,000	Plant and Machinery	1,00,000	1,04,000
General Reserve	50,000	60,000	Furniture	7,000	9,000
P&L A/c	10,000	17,000	Investments	60,000	80,000
6% Debentures	70,000	50,000	Stock	60,000	65,000
Acc. Depreciation	55,000	62,000	Debtors	30,000	70,000
Provn for taxation	20,000	30,000	Cash	30,000	45,000
Creditors	86,000	95,000			
	3,91,000	4,69,000		3,91,000	4,69,000

   Plant was purchased for Rs.4,000 was sold for cash of Rs.800. Prepare Cash flow statement.

(OR)

   (b) Explain the elements considered while preparing Cost Sheet.

10. (a) Define BEP. Explain the assumptions and Managerial uses of Breakeven Concept.

(OR)

   (b) From the following particulars compute Labour Variances
       Actual Hour-190, Actual Rate = 1.25 per hour, Standard Hours -200, Standard Rate for
       Actual Production= Rs.1.00 Per hour

PART – C   (10 Marks)
Case Study

11. A Company is thinking of depreciating its assets on Straight Line Basis. While the manager
    suggests follow W.D.V Method. In view of preparation of half yearly report, the manager
    suggests change in method. As a manager of the company, Suggest the right course of action
    to the company.

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FACULTY OF MANAGEMENT
MBA (CBCS) & MBA (Technology Management) I - Semester Examination, February 2025
[Common Paper for MBA (CBCS) / MBA (TM)]
Subject: Economics for Managers
Paper - : MB-105

Time: 2 ½ Hours   **Max. Marks: 60**

PART – A
(Short Answer Type)

Note: Answer all the questions.   **(5 x 2 = 10 Marks)**

1. Define Decision Making?
2. What is Marginal Utility?
3. Law of Returns to Scale.
4. What is Oligopoly?
5. Write a short note on Inflation?

PART – B
(Essay Answer Type)

Note: Answer all the questions.   **(5 x 8 = 40 Marks)**

6. (a) Explain role and functions of managerial economics.
   (OR)
   (b) Define managerial economics and list its fundamental concepts in detail.

7. (a) Explain Various theories of Utility.
   (OR)
   (b) Define Demand, and Discuss the determinants of demand.

8. (a) Discuss "types of costs" with suitable examples.
   (OR)
   (b) What is production function, explain any one theory of production.

9. (a) Differentiate between perfect vs imperfect competition markets.
   (OR)
   (b) Discuss strategies adopted by Oligopolist in competitive situations.

10. (a) Write a detailed note on Keynesian Theory.
    (OR)
    (b) Explain National Income concept and also how changes in GDP impact growth and employment opportunities in an economy.

PART – C (10 Marks)
Case Study

11. In a Constantly evolving technological landscape, businesses face increasing difficulty in adapting and innovating to meet both current and future customer demands. Our client a leading global provider of financial services technology solution, offers a range of products and services to various sectors, including banking, payments, capital markets and insurance.

A clear understanding of how their clients invest in technology is crucial for making informed decisions, aligning operations and strategies with market trends and better serving both their client's needs and their own.

The Challenge

Our client facilitates financial transactions for a diverse range of customers, including major banks, payment processors, investment firms and insurance companies. To effectively align their strategic planning and prioritise efforts, they are keenly interested in tracking both current and anticipated investments by their customers in the technology space.

How can our client, as a leader in the fintech industry, stay ahead by identifying the sectors that will make significant investments in technological products, particularly in light of recent developments around artificial intelligence (AI)? Additionally, how can they understand how firms are investing in AI-related projects and the infrastructure and equipment necessary to support these technologies?

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FACULTY OF MANAGEMENT
MBA (CBCS) I - Semester Examination, February 2025

Subject: IT Application for Management
Paper No. : MB-106

Time: 2 ½ Hours   Max. Marks: 40

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. List the components of computer
2. What is cloud computing?
3. What is password?
4. Define knowledge management system.
5. Write a short note on Firewalls

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 6 = 30 Marks)

6. (a) Differentiate between hardware and software.
                                    (OR)
   (b) Write about programming languages and their classification.

7. (a) Define and differentiate between the following

       (i) Artificial Intelligence and machine learning
       (ii) Datawarehouse and data mining.
                                    (OR)
   (b) Elaborate the concept of virtual reality and list its key components.

8. (a) Explain the differences between the Internet and the World Wide Web.
                                    (OR)
   (b) Mention any four network topologies alongwith its pro's and con's.

9. (a) Define ERP and list its core modules.
                                    (OR)
   (b) Discuss the different types of EFT systems at length.

10. (a) How can a company implement a multi-layered security approach to protect its network and data from cyberattacks?
                                    (OR)
    (b) Define the following terms: (i) Cryptography   (ii) Hacking.

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FACULTY OF MANAGEMENT
MBA (CBCS) / MBA (Technology Management) I - Semester Examination, February 2025
[Common Paper for MBA (CBCS) & MBA (TM)]
Subject: Marketing Management
Paper Code – MB-103

Time: 2 ½ Hours   Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.   (5 x 2 = 10 Marks)

1. Define Marketing Myopia
2. Define Target Marketing
3. What do you mean by Branding?
4. What is AIDA Model?
5. Write a note on Marketing Audit.

PART – B
(Essay Answer Type)

Note: Answer all the questions.   (5 x 8 = 40 Marks)

6. (a) Write in detail the concept of marketing mix.
   (OR)
   (b) Define Marketing Strategy. What are the factors influencing the company's marketing strategy?

7. (a) What is product positioning? Explain various positioning strategies with suitable example.
   (OR)
   (b) Elaborate on the "basis of segmentation" with suitable example.

8. (a) Define packaging, and explain importance of packaging strategies in marketing?
   (OR)
   (b) Spell out the objectives of pricing. Explain various pricing strategies with suitable examples.

9. (a) What are industrial markets? List its characteristics?
   (OR)
   (b) Discuss the characteristics of services with suitable examples.

10. (a) Explain various factors affecting global marketing organization.
    (OR)
    (b) Write a detailed note on various types of control in marketing.

PART – C (10 Marks)
Case Study

11. Mansi, a shoe manufacturer for school students, decided to maximize her profits by producing and distributing large scale and thereby reducing the average cost of production.

    Questions:
    (a) Elaborate on the marketing management philosophy adopted by Manasi and comment on it.
    (b) Do you think it is appropriate strategy in today's competitive scenario? Justify your answer.

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FACULTY OF MANAGEMENT

MBA (CBCS) / MBA (Technology Management) I - Semester Examination, February 2025
[Common Paper for MBA (CBCS) & MBA (TM)]
Subject: Management & Organisational Behaviour
Paper Code: MB-101

Time: 2 ½ Hours
Max. Marks: 60

PART – A
(Short Answer Type)

Note: Answer all the questions.
(5 x 2 = 10 Marks)

1. Peter Drucker Principles of Management

2. Define Quality circles

3. What is MBTI?

4. Recall the importance of work-life balance

5. Spell out the essentials of counseling

PART – B
(Essay Answer Type)

Note: Answer all the questions.
(5 x 8 = 40 Marks)

6. (a) Define the term Management? Discuss the functions of management?

(OR)

(b) Explain the contributions of F W Taylor to management?

7. (a) Define organisational design? Explain the basic and advanced models of organisational design?

(OR)

(b) Outline the steps in rational decision making process?

8. (a) Explain the Big 5 personality traits also explain how Big 5 personality traits helps in recruitment.

(OR)

(b) Discuss any two content theories of motivation.

9. (a) Elaborate Kurt Lewin Contribution?

(OR)

(b) Explain Managerial grid theory of leadership.

10. (a) Define stress, list the sources of stress for an individual.

(OR)

(b) Explain the barriers in communication process.

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PART – C
Case Study - 10 Marks
11) Analyze the case presented in the section and answer all the questions given below.

One morning Mr. Sanjay, a recent recruit from a reputed Management Institute in Chennai walked into the sales office at Manipal as a new sales trainee. Mr. Raghavan the Zonal Sales Manager for a large computer hardware firm was there to greet him. Mr. Raghavan's job consists of overseeing the work of sales officers, field executives and trainee salesman numbering over 50 of three areas namely Manipal, Bangalore and Trivandrum. The sales growth of computers, parts and other office equipments in his area was highly satisfactory, especially in recent years – thanks to the developmental initiatives taken by respective State government in spreading computer education in office, schools, college, banks and other institutions. Mr. Raghavan had collected several sales reports, catalogues, and pamphlets describing in detail the types of office equipment sold by the company. After a pleasure chat about their backgrounds, Mr. Raghavan gave Mr. Sanjay the collected material and showed him to his assigned desk. Thereafter Mr. Rahavan excused himself and did not return. Mr. Sanjay spent the whole day scanning the material and at 5.00 P.m. he picked up his things and went home.

Questions:

(a) What do you think about Mr. Raghavan's approach for training Programme?

(b) What would you do if you were Mr. Sanjay?

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FACULTY OF MANAGEMENT

MBA (CBCS) / MBA (Technology Management) I - Semester Examination, February 2025
[Common paper for MBA (CBCS) & MBA (Technology Management)]
Subject: Statistics for Management
Paper - IV

Time: 2 ½ Hours   **Max. Marks: 60**

PART – A
(Short Answer Type)

Note: Answer all the questions.   **(5 x 2 = 10 Marks)**

1. Conditional Probability
2. Poisson probability function
3. Non probability sampling
4. Two-way ANOVA
5. Rank correlation

PART – B
(Essay Answer Type)

Note: Answer all the questions.   **(5 x 8 = 40 Marks)**

6. a) What are measures of central tendency? Write in detail about Mode.

(OR)

b) Calculate mean and standard deviation:

Breaking strength	No. of pieces
44-46	3
46-48	24
48-50	27
50-52	21
52-54	5

Also, calculate the percentage of observations lying between mean ± 2δ.

7. a) Explain the managerial applications of Binomial and Poisson distributions.

(OR)

b) The average daily sales of 500 branch offices was Rs.1,500 with a standard deviation of Rs.150. Assuming the distribution to be normal, indicate how many branches have sales between (i) Rs.1,200 and Rs.1,450 (ii) Rs.1,400 and Rs.1,650.

8. a) Explain the methods of probability sampling with examples.

(OR)

b) A ball pen manufacturer makes a lot of 10,000 refills. The procedure requires some control over these lots so that no lot will contain an excess number of refills. He decides to take a random sample of 400 refills for inspection from a lot of 10000 and finds 9 defectives. Obtain a 90% confidence interval for the number of defectives in the entire lot.

9. a) Three varieties of coal were analysed by five chemists and the ash content in the varieties was found to be as under:

Chemists

Variety	I	II	III	IV	V
A	9	7	6	5	8
B	7	4	5	4	5
C	6	5	6	7	6

Do the varieties differ significantly in their ash content?

(OR)

b) A production supervisor is interested in knowing if the number of breakdowns on four machines is independent of the shift using the machines. Test this hypothesis based on the following data.

Machine

Shift	A	B	C	D	Total
Morning	15	10	18	12	55
Evening	12	8	15	10	45
Total	27	18	33	22	100

10. a) The following data relate to the age of ten employees and the number of days on which they reported sick in a month.

Age:	20	30	32	35	40	46	52	55	58	62
Sick days:	1	2	0	3	4	6	5	7	8	9

Calculate Karl Pearson's coefficient of correlation and comment on the relationship between the two.

(OR)

b) Fit a straight line trend by the method of least squares to the following data on sales (in lakhs):

Year:	2013	2014	2015	2016	2017	2018	2019	2020
Sales:	76	80	130	144	138	120	174	190

What will be the predicted sales for 2024?

PART – C
Case Study - 10 Marks

11. In a post office, three clerks are assigned to process incoming mail. The first clerk A, processes 40%, the second clerk B, processes 35% and the third clerk C, processes 25% of the mail. A has an error rate of 0.04, B has an error rate of 0.06 and C has an error rate of 0.03. A mail selected at random from a day's output is found to have an error. The postmaster wishes to know the probability that the mail was processed by C. Find out and suggest.

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