MBAC 1001


First Semester

General

MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

Time: Three hours Maximum: 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the social responsibilities of a business?

2. What is motivation? Discuss its types.

3. Define group dynamics. How it can be inculcated?

4. Explain the concept of management of innovation.

5. What is benchmarking?

6. Define organizational culture.

7. Explain management of diversity.

8. Define the term leadership.
16. Explain the concept of "Interpretation" management.

15. Why is upward communication necessary and how can we improve it?

14. Explain various elements of OD.

13. Explain the process of stress management.

12. Describe in some detail the determinants of your own personality, giving specific examples.

11. Briefly trace the different approaches and models.

10. Explain the functions of management.

9. What is NBO? State its principles and process.

Answer any FIVE questions.

PART B — (5 × 10 = 50 marks)
when he realized that drinking and worrying about the next day at work while sitting at home with the baby at night had become a pattern.

Case Questions:
(a) What signs of stress was Larry Field exhibiting?
(b) How was Larry Field trying to cope with his stress? Can you suggest more effective methods?

PART C — (20 marks)

Compulsory Case Study.

17. Stress Takes Its Toll
Larry Field had a lot of fun in high school. He was a fairly good student, especially in math, he worked harder than most of his friends, and somehow he ended up going steady with Alice Shiflett, class valedictorian. He worked summers for a local surveyor, William Loude, and when he graduated Mr. Loude offered him a job as number-three man on one of his survey crews. The pay wasn’t very high, but Larry already was good at the work, and he believed all he needed was a steady job to boost his confidence to ask Alice to marry him. Once he did, events unfolded rapidly. He started work in June, he and Alice were married in October, Alice took a job as a secretary in a local company that made business forms, and a year later they had their first child.

The baby came as something of a shock to Larry. He had come to enjoy the independence his own paycheck gave him every week. Food and rent took up most of it, but he still enjoyed playing basketball a few nights a week with his high school buddies and spending Sunday afternoons...
Two crew members that worked close together began to enjoy the work and competed with each other to see who could make a better job. They were very proud of their work and always tried to outdo each other.

The work was not easy, and they had to work hard every day. The days were long, and the nights were not much better. The crew members were always busy, and there was never a moment of rest.

One of the crew members was a former sailor, and he had a good eye for detail. He was also very good at mathematics, and he often helped to calculate the correct measurements. This helped to ensure that the work was done accurately.

The crew members worked together, and they were always trying to improve their skills. They were a close-knit group, and they did everything they could to make their work the best it could be.

Two months later, one of the crew members got a raise and much money. He asked Mr. Laury to come and see the work they had done. The work was not as good as before, but he still wanted to see it.

However, Mr. Laury's work had begun to mirror a bit. He was no longer the same sailor who used to work on the ship's deck.
MBAC 1002

First Semester
General
MANAGERIAL ECONOMICS

Time: Three hours Maximum: 100 marks

PART A — (5 x 6 = 30 marks)

Answer any FIVE questions.

1. Briefly explain the nature of Managerial Economics.

2. Briefly explain exceptions to downward sloping of demand curve.

3. Explain the Cobb Douglas Production function.

4. If 10,000 units are sold at Rs. 10 per unit, incurring variable cost of Rs. 6 per unit and fixed cost of Rs. 20,000, what shall be the BEP?

5. Distinguish between Perfect competition and Monopoly.

6. Briefly explain the different types of unemployment.
negetive points associated with the policy.

Explain the different types of monopoles

with examples and suitable diagrams.

Explain the law of diminishing returns to scale

Explain the objectives of price discrimination

What do you mean by price discrimination?

Explain the determinants of cost.

Long run in making these issues.

Explain the major issue confronted by a manager

in business decision-making.

Explain the different objectives of a firm.

Answer any PIVD question.

PART B - (5 x 10 = 50 marks)

Population

National Income

Discuss the pros and cons of India's huge

Bring out the difficulties involved in measuring

CASE STUDY: COMPETITIVE

(20 marks)

PART C - (20 marks)
PART C — (1 x 20 = 20 marks)

Compulsory

17. Nijan company and Nandhu Company under the same management. These company's details are as under:

<table>
<thead>
<tr>
<th></th>
<th>Nijan Company</th>
<th>Nandhu Company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>3,00,000</td>
<td>3,00,000</td>
</tr>
<tr>
<td><strong>Less:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variable cost</td>
<td>2,40,000</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Fixed cost</td>
<td>30,000</td>
<td>2,70,000</td>
</tr>
<tr>
<td><strong>Profit</strong></td>
<td>30,000</td>
<td>30,000</td>
</tr>
</tbody>
</table>

You are required to:
(a) Calculate the break-even points for each company
(b) Calculate the sales volume at which each of the two companies will make a profit of Rs.10,000.
(c) State which company is likely to earn greater profits in condition of:
(i) Heavy demand for the product and
(ii) Low demand for the product. (Answers should support with reasons).

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MBAC 1003/MBLC 1001

First Semester
General/Marketing (Lateral Entry)

Paper III — ACCOUNTING FOR MANAGERS

Time: Three hours Maximum: 100 marks

PART A — (5 x 6 = 30 marks)
Answer any FIVE questions.

1. What is meant by Accountancy? What are the advantages of double entry system of book keeping?

2. What is meant by depreciation? State its objectives and various methods of computation of depreciation.

3. What are the differences between fund flow and cash flow statement?

4. Journalise the following transactions.
   
<table>
<thead>
<tr>
<th>Date</th>
<th>Transactions</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1</td>
<td>Prabu started a business with</td>
<td>10,000</td>
</tr>
<tr>
<td></td>
<td>4 Bought goods from Krishna</td>
<td>6,750</td>
</tr>
</tbody>
</table>
5. A machine purchased on 1st July 2006 at a cost of Rs. 1,000 and Rs. 1,400 was spent on its installation. The depreciation is charged at 10% on the straight line method. The books are closed for Rs. 9,700 on 31st March 2008. Show the Machinery account.

6. From the following information of The Mania Corporation Ltd., you are required to find out P/V ratio, B/P and Margin of safety.

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received cash from Mehta</td>
<td>200</td>
</tr>
<tr>
<td>Paid to Mehta</td>
<td>24</td>
</tr>
<tr>
<td>Paid to Krishna on account</td>
<td>12</td>
</tr>
<tr>
<td>Sold goods to Mehta</td>
<td>60</td>
</tr>
<tr>
<td>Paid to Krishna</td>
<td>16</td>
</tr>
<tr>
<td>Bought goods from Krisha</td>
<td>12</td>
</tr>
<tr>
<td>Paid cash to Krishna</td>
<td>8</td>
</tr>
<tr>
<td>Cash sales</td>
<td>10</td>
</tr>
<tr>
<td>Cash purchase</td>
<td>7</td>
</tr>
<tr>
<td>Transactions</td>
<td>7</td>
</tr>
</tbody>
</table>
13. From the following information, calculate Gross profit ratio, Net profit ratio, Operating ratio, Operating profit ratio and Current ratio.

<table>
<thead>
<tr>
<th>Description</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in hand</td>
<td>20,000</td>
</tr>
<tr>
<td>Debtors</td>
<td>20,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>10,000</td>
</tr>
<tr>
<td>Gross profit</td>
<td>2,01,000</td>
</tr>
<tr>
<td>Net sales</td>
<td>5,60,000</td>
</tr>
<tr>
<td>Net profit</td>
<td>80,000</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>3,59,000</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>1,09,000</td>
</tr>
</tbody>
</table>

6. From the following profit and loss account, compute the funds from operation.

<table>
<thead>
<tr>
<th>Item</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Salaries</td>
<td>5,000</td>
</tr>
<tr>
<td>By Gross profit</td>
<td>1,000</td>
</tr>
<tr>
<td>To Rent</td>
<td>2,000</td>
</tr>
<tr>
<td>By Discount</td>
<td>5,000</td>
</tr>
<tr>
<td>To Depreciation</td>
<td>1,000</td>
</tr>
<tr>
<td>By Interest on expenses</td>
<td></td>
</tr>
<tr>
<td>To Preliminary expenses</td>
<td>2,000</td>
</tr>
<tr>
<td>Investment</td>
<td>4,000</td>
</tr>
<tr>
<td>To Loss on sale of land</td>
<td>5,000</td>
</tr>
<tr>
<td>By Net loss</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>15,000</td>
</tr>
</tbody>
</table>

7. From the following information, find out P/V ratio, Fixed costs, Break-even point and Margin of safety at a profit of Rs.24,000.

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale</td>
<td>Rs.</td>
<td>Rs.</td>
</tr>
<tr>
<td></td>
<td>2,70,000</td>
<td>3,00,000</td>
</tr>
<tr>
<td>Profit</td>
<td>Rs.</td>
<td>6,000</td>
</tr>
</tbody>
</table>

8. From the following particulars, prepare a cost sheet.

<table>
<thead>
<tr>
<th>Item</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening stock of finished goods</td>
<td>9,750</td>
</tr>
<tr>
<td>Closing stock of finished goods</td>
<td>11,100</td>
</tr>
<tr>
<td>Raw materials purchased</td>
<td>36,100</td>
</tr>
<tr>
<td>Direct wages</td>
<td>18,450</td>
</tr>
</tbody>
</table>

MBAC 1003/MBLC 1001
(e) Depreciate Furniture and Buildings by 10%.

(f) Rent prepaid Rs 200

(g) Advances outstanding Rs 200

(h) Closing stock Rs 8,000

Adjustments:

Total
81,000

- Furniture
1,000
- General expenses
1,500
- Commission
500
- Rent
600
- Bills receivable
6,800
- sundry debtors
8,500
- Buildings
20,000
- Stock (on 1.4.1)
12,000
- Wages
2,000
- Purchases
4,000
- sundry creditors
9,000
- Drawings
7,000

Debit
Rs.
Credit
Rs.

Cash in hand
32,000

Cash at bank
3,400

Capital
40,000

Debit
Credit
Rs.
Rs.

As on that date, 31st March, 2016, and balance sheet year ended, prepare Trading, Profit and Loss account for the year and balance sheet.

Prepare Trading, Profit and Loss account for the year ended, 31st March, 2016, and balance sheet.

Debit
Credit
Rs.
Rs.

From the following "Trial Balance of Mr. Divyank,

12. Explain the merits and de-merits of Marginal costing.

11. Explain the merits and de-merits of Marginal costing.

10. Draw the merits and de-merits of Marginal costing.

9. Explain various accounting concepts and answer any five questions.

PART B (5 x 10 = 50 marks)

Sale of scrap
250

Sales
7,600

Office expenses
1,850

Selling expenses
4,450

Factory expenses
2,750
Tesco's business has grown during a period of unprecedented change in the retail sector. From a one-man market stall to a small chain of conventional stores during the first half of the twentieth century, Tesco adopted the self-service and supermarket formats during the 1960s and 1970s, followed by a succession or takeovers and new stores as the food market became dominated by the large supermarket chains in the 1980s and 1990s. By 1995, Tesco had become the UK retail grocery market leader. The company's international expansion was clearly a response to international developments such as the end of communism in Central and Eastern Europe, the rapid expansion of Asia's tiger economies, and the opening up of China. On the other hand, the world's more mature markets in Western Europe and North America have proved difficult to penetrate and time will tell whether the company's US ventures will turn out to be successful. Whilst there has been some concern over the company's dominant position in the UK and some of its other markets, Tesco is nevertheless regarded as one of the UK's most successful companies. Strong financial performance and opportunities for further diversification of product offering and international expansion suggest that the company's growth trajectory is likely to continue.

**PART C** — (1 × 20 = 20 marks)

(Compulsory)

17. Case Study:

Tesco's founder, Jack Cohen, started the business as a market trader in the East End of London in 1919 and opened his first Tesco shop in 1929. From these humble beginnings Tesco has now become the UK market leader with a market share in the UK grocery market of 30.4 per cent in March 2009. Tesco was also the third largest retailer in the world measured by annual sales in 2008, though at $95 billion it was still considerably smaller than the world's largest retailer, Wal-Mart Stores, with sales of $379 billion. Wal-Mart is also the owner of Tesco's nearest UK rival, Asda, which had a market share of 17.5 per cent, closely followed by Sainsbury at 16.1 per cent and Morrison at 11.8 per cent. Although well ahead of its competitors in terms of UK market share and profitability, Tesco's three
the UK operation in 2003. 70% of the company's sales still came from convenience stores there in 2007. Although it is 2003 and opened its first fresh and easy store, and extended its internet business to linked stores in 2002, Tesco's efforts have been focused on convenience stores. Tesco's customers are very demanding, and different from Tesco's UK market is highly competitive and difficult. The UK market is much more cautious. The experience of other markets has given Tesco the confidence to attempt overseas expansion into the UK market, where expansion has been slow. Tesco has expanded into Poland, the Czech Republic, Ireland, and South Korea. Tesco also has stores in China, and its recent acquisition of the northern French chain, Carrefour, has increased its presence in Europe. Tesco has pursued a strategy of rapid growth in the UK which has included the opening of new stores, organic growth through the opening of new stores, and the launch of new retail formats. Tesco's recent growth strategy has included the launch of the UK's first ever high-street chain, the opening of new stores, and the acquisition of the northern French chain, Carrefour. Tesco has pursued a strategy of rapid growth in the UK market, with a number of years' worth of significant growth. Tesco has pursued a strategy of rapid growth in the UK market, with a number of years' worth of significant growth. Tesco's strategic objective is to become more equally balanced across its businesses, including the supermarket business, the store business, and the convenience store business. Tesco's strategic objective is to become more equally balanced across its businesses, including the supermarket business, the store business, and the convenience store business. Tesco has pursued a strategy of rapid growth in the UK market, with a number of years' worth of significant growth. Tesco's strategic objective is to become more equally balanced across its businesses, including the supermarket business, the store business, and the convenience store business. Tesco has pursued a strategy of rapid growth in the UK market, with a number of years' worth of significant growth. Tesco's strategic objective is to become more equally balanced across its businesses, including the supermarket business, the store business, and the convenience store business.
MBAC 1005/MBLC 1002

First Semester
Marketing
General/(Lateral Entry)
RESEARCH METHODOLOGY

Time: Three hours                     Maximum: 100 marks

PART A — (5 x 6 = 30 marks)

Answer any FIVE questions.

1. Define exploratory and descriptive research.
2. When is secondary data better than primary data?
3. Mention the characteristics of a good research report.
4. Why should research be scientifically done?
5. Define multiple regression analysis.
6. What do you mean by stratified random sampling?
7. Enumerate the criteria for a good research.
8. Explain null hypothesis and alternative hypothesis.
Explain central tendency: mean or median?

(iii) Which is a better representation of the

(1) Compute the standard deviation

(ii) Compute the mean

(1)

93, 79, 7, 3, 16, 61, 93, 39, 137, 48, 33, 14,
6, 9, 28, 27, 47, 76, 30, 16, 22, 60, 14, 52

The following sample data of the number of

students: Communication with Distance Education

appropiate in comparison to others?

When one measure is considered relatively

when one measure is considered relatively

important measures

Which does a measure of central tendency

(Complementary)

PART C — (1) x 20 = 20 marks

9. Answer any T/F questions out of the following.

PART B — (6 x 10 = 60 marks)
7. Accident arising out of employment is deemed to have occurred in the course of employment. Discuss.

8. State the three classified types of occupational diseases with illustrations.

   PART B — (5 × 10 = 50 marks)
   Answer any FIVE out of the following.


10. Define ethics. Explain the types of ethics.

11. What are the legal consequences, if the goods are not delivered in time and the payment is not made in time?

12. What are the fundamental principles of Insurance? Explain the losses in life Insurance.

13. What is Doctrine of Ultravires? What are the effects of Ultravires transactions?

14. State the procedure prescribed under the Act for claiming and disbursing compensation under the Workmen’s compensations Act.

15. State the grounds on which court can order winding up of a company.

16. What is Agency by ‘Ratification’? What are the essential conditions to make a valid ratification?

Answer the following Question.

(a) How would you describe Tesco’s competitive environment in the UK market?

(b) How is this environment likely to differ in the markets for food, clothing, electronic goods and financial services respectively?

(c) Why do you think UK retailers were generally slow to venture abroad until the 1990s?

(d) How would you describe Tesco’s competitive environment in its international markets?
6. What is Articles of Association? What are its advantages?
5. List out different kinds of companies.
4. Every contract is an agreement but every agreement is not a contract. Do you agree with this statement?
3. Explain the growth and future perspective of Indian industries.
2. Define Business and state its nature.

Answer any FIVE out of the following:

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three Hours