2205N114   Candidate's Seat No :_____

M.B.A.-I (Sem.-1) Examination
Organizational Structure and Dynamics
(OSD)

Time : 2-30 Hours]   May 2019   [Max. Marks : 70

Instructions
1. The questions paper contains five questions. Question 1 and 5 are compulsory.
2. All the questions carry marks as mentioned against them.Be precise and to the point in the answers. Give examples wherever possible.

Q 1	Write short notes on a) Horizontal differentiation b) Chandler's Thesis c) Roles performed by the managers d) Theories of management	14
Q 2 (a)	Discuss in detail the strategic management process.	7
Q 2 (b)	What are the benefits of entrepreneurship to the society and nation? Explain the difference between entrepreneurs and managers and barriers to entrepreneurship	7
	OR	
Q 2 (a)	Discuss in detail with an example the 'Rational Model of Decision Making'.	7
Q 2 (b)	Write a note on the 'BCG Matrix.'	7
Q 3 (a)	What are types of growth strategies? Explain with examples	7
Q 3 (b)	Differentiate between 'Scientific Management' and 'Management Science' Schools of Management.	7
	OR	
Q 3 (a)	Write a note on the McKinsey's 7S Model.	7
Q 3 (b)	Discuss the different 'Corporate Level Generic Strategies' and sub-strategies.	7
Q 4 (a)	Explain with a diagram, how the 'SWOT' analysis can help an organization define its strategies.	7
Q 4 (b)	How does Technology and environment have impact on power control view. Power delegation/decentralization affects the size of organization – discuss with illustrations	7
	OR	
Q 4 (a)	Bring out the various issues related to structure and size of organizations giving suitable examples of Manufacturing and service sector industries.	7
Q 4 (b)	Explain functional, product, geographical, process and customer departmentalization in organization with suitable examples.	7
Q 5	Mr. Reddy. recently took over as CEO of an consulting firm. He finds that there is need for redesigning of functions of the organization along with staff curtailment. How should he manage the change in organization and what method of decision making should he adopt? Make your assumptions and provide reasons for the same.	14

2105N113

Candidate's Seat No :_____

M.B.A.-I (Sem.-1) Examination
Information Systems for Management (ISM)
May 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q.: 1 Do as per instructions.
1. What are the key components of an ideal Telecommunication System? Explain. **(07)**
2. **Write a note on** Components of ERP software. **(07)**

Q.: 2
(a) Explain the business use of collaborative SCM software in Today's era. **(07)**
(b) Differentiate between MIS and DSS with example. **(07)**

OR

(c) Explain client/ server, network computer and Peer-to-peer model of Computing. **(07)**
(d) Explain the E-commerce Success factors with example. **(07)**

Q.: 3 (a) Write a note on System Development strategies with example. **(07)**
(b) Explain several e-business applications that you might recommend to a MSMEs' firm to help it survive and succeed in challenging economic times? **(07)**

OR

(c) List and explain the factors consider in the evaluation of proposed Information System in an organization. **(07)**
(d) What are the key components of e-commerce procedure architecture? Explain **(07)**

Q.: 4   Write as per instructions. (Any TWO) **(14)**
1. Should companies install e-business software suits or "Best of breed" e-business software components? Why?
2. **Write a note on** e-commerce transaction models.
3. What is Information System Security? List and explain any five security measures for an IS in an organisation.

Q.: 5 (a) Explain the importance of Internet, Internet2, Intranet, Extranet and VPN for the development of business organization. **(07)**
   (b) What do mean by Artificial Intelligence in business? List any five AI applications and explain the importance of it in business. **(07)**

2005N112   Candidate's Seat No :_____

M.B.A.-I (Sem.-1) Examination
Economics for Managers (EFM)

Time : 2-30 Hours]   **May 2019**   [Max. Marks : 70

All the questions carry equal marks and there are total 5 questions. Q-1 is compulsory and the other questions have options.

Q1. Write short notes on: (14 marks)

(a) Crowding out effect

(b) Productivity and Growth

(c) Neutrality of money

(d) Money multiplier

Q2 (a). What are the components of national income? How foreign income is treated in national income?
                                                            (7 marks)

Q2(b). What is inflation? Discuss the impact of inflation on consumers and producers? (7 marks)

OR

Q2 (a). What is liquidity preference? What are its determinants?   (7 marks)

Q2 (b). Discuss equilibrium in the context of trade flows and capital flows?   (7 marks)

Q3 (a). Explain how higher rate of saving leads to a higher standard of living? What might deter a policymaker from trying to raise the rate of saving?   (7 marks)

Q3 (b). What distinguishes money from other assets in the economy? Which factors are responsible for increase in money supply and how do they affect the economy?   (7 marks)

OR

Q3. Give reasons for the following (any two):   (14 marks)

(a) Why the aggregate demand curve slopes downward?

(b) Why the long run Phillips Curve is vertical?

P. T. O.

(c) Why real variables are used to determine the economic performance?

Q4 (a). How is market price determined in a monopoly?.   (7 marks)

Q4 (b). Explain Gossen's first law of utility.   (7 marks)

<div align="center">OR</div>

Q4 (a). Why do you call LAC curve an envelope curve?   (7 marks)

Q4 (b). Explain the production possibility frontier economic model.   (7 marks)

Q5. Write short notes on (any 4):   (14 marks)

    (1) Law of demand
    (2) Breakeven analysis
    (3) Kinked demand curve
    (4) Consumer surplus
    (5) Price elasticity

1705N111   Candidate's Seat No :_____

M.B.A.-I (Sem.-1) Examination
Financial Accounting (FA)
Time : 2-30 Hours]   **May 2019**   [Max. Marks : 70

All questions are carrying equal marks

Q-1   What is Financial Accounting? What are the advantages of financial accounting?   14
Who are the users of financial Accounting?

Q-2   Journalise the following Transactions   14
1) Start a Business with cash Rs 500000
2) Purchase Goods 300000
3) Purchase Goods from KanajiRs 15000
4) Sold Goods for RS 10000
5) Sold Goods to Sachin for Rs 20000
6) Sold goods to Amit for Rs 30000 against current dated cheque
7) Sold goods to Atul of the list price of Rs 30000 at a trade discount of 10%
8) Sold goods to sunil of the list price of rs 125000 less: 20% trade discount and received a current dated cheque under the 2 % cash discount
9) Sold goods to sahil of the list price of Rs 125000 less : 20% trade discount and 2 % Cash discount and paid 40% by cheque
10) Sachin rejected and returned 10% goods
Or

Q-2   Solve the above transaction in accounting equation Approach   14

Q-3   The following are the balances extracts from the books of Mr. Ganesh as on 31,   14
march 2018

Particular	Debit	Credit
Drawing / Capital	1400	10000
Cash	1500	
Bank Overdraft @ 5%		2000
Purchase and sales	12000	15000
Returns	1000	2000
Establishment charges	2500	
Taxes and Insurance	500	
Provision for doubtful debt		1000
Bad Debts	500	
Sundry Debtors and creditors	5000	1850
Commission		500
Investment	4000	
Opening stock	3000	

P. T. O.

Furniture	600	
Bills Receivable and Bills Payable	3000	2500
Collected Sales Tax		150
	35000	35000

Further you are required to take into consideration the following information:
1) Salary Rs 100 and taxes Rs 400 are outstanding but insurance Rs 50 Prepaid
2) Interest accrued on investment Rs 210
3) Provision for doubtful debt is to be maintained 20%
4) Depreciation on furniture to be charged @ 10 % p.a.
5) Closing stock is valued at rs 4500
6) A fire occur on 25 th march 2018 in the godown and stock of the value of rs 1000 was destroyed . It was fully insured and insurance company fully admitted the claim.

Prepare Trading, Profit and Loss Account and Balance sheet as on that date.

Or

Q-3 The beginning inventory of merchandise at N.I. Ltd and data on purchases and sales for a three month period are as follows :   14

Date	Transaction	No. of units	Price per unit
March 1	Inventory	60	1500
8	Purchase	120	1600
15	Sale	80	5000
30	Sale	50	5000
April 7	Purchase	100	2000
12	Sale	60	5000
21	Sale	30	5000
29	Purchase	100	2100
May 5	Sale	60	5200
16	Sale	80	5200
21	Purchase	180	2300
30	Sale	90	5200

Required : (1) Record the inventory, purchases and cost of merchandise sold using the FIFO method. (2) Determine ending inventory cost. (3) Determine the total sales and gross profit for the period.

Q-4 A) Calculate the depreciation for Madhur industry, Machinery purchased   7
Rs.2600000 and it will useful for five years it is expected to earn scrap of Rs 130000 after five year.
Determine the Depreciation for five years as per SLM and WDV method.
Recommend which method is best if Madhur industry expecting that utility of the current machine is absolute in near future with reason and explanation

B) Discuss Income Recognition & Accrual Income (AS-9) and When can   7
revenue be recognized as per AS – 9, in the case of transaction of sale of

Or

Q-4 What do you understand from GAAP ? what are the features and utility of   14
GAAP? What are the basic concepts behind the accounting?

Q-5 Write down short note (Any two)   14
A) IFRS
B) Foreign accounting
C) Operating Activity
D) AS 17
E) Going concern Concept
F) Business Entity concept

1605N110 Candidate's Seat No :_____

M.B.A.-I (Sem.-1) Examination
Managerial Communication (MC)

Time : 2-30 Hours] May 2019 [Max. Marks : 70

Q1. (A) Write short notes on: (10)

i. Oculesics
ii. Teleconferencing
iii. Chronemics
iv. Communication networks
v. Prewriting

(B) What are the characteristics of human voice? Discuss any three. (04)

Q2. What is behavioral job interview? Increased complexities in jobs have also affected the role of interviewers to an extent that their role and linkage to the success of the whole process has become very critical. Answer with suitable examples. (14)

Q3. (A) Content is more important than the container. How far do you agree with the above statement with regards to the GD exercise? (07)

(B) Why has the interview gradually become a very strategic tool of professional human resource management on the part of the organization. Do you think this change is good? Give reasons. (07)

Q4. A) Discuss in detail the types of Interviews with suitable examples. (07)

B) Discuss a handy and convenient method of evaluating meetings? Consider both Internal as well as external evaluations. (07)

Q5. (A) Which are the various types of corporate reports? (07)

(B) It has been proposed that the working hour of your bank branch be changed to morning and evening hours, for the convenience of the customers. As a convener of the committee, formed to look into the feasibility of implementing the proposal, prepare a report with recommendations. (07)

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M.B.A.-I (Sem.-1) Examination
Quantitative Analysis (QA)
May 2019

Candidate's Seat No :_____

Time : 2-30 Hours]

[Max. Marks : 70

Instructions : 1) This is a closed book examination.
2) Make any assumptions, if required and show necessary calculations.
3) Please start your answer to next question on a new page.

Q1.   Answer the following questions:
  a) Importance of measures of central tendency in decision-making
  b) Applications of statistics in business

14)

Q2a)   How can quantitative data graphs be used for analysing statistical data ? Explain with examples.

07)

Q2b)   Calculate mean and median for the given data and suggest, which is better measure.

Groups	5-7	7-9	9-11	11-13	13-15	15-17	17-19
No. of Observations	4	7	11	5	3	2	1

OR

07)

Q2a)   A new car on average, has three defective parts. In case of buying a new car, what is probability that car will have: i) No defective parts ii) Atleast two defective parts.   07)

Q2b)   Explain different methods of assigning probabilities.

07)

Q3a)   Discuss types of non-random sampling with their importance for research studies. 07)

Q3b)   Customer accounts at a certain departmental store have average balance of Rs. 480 and standard deviation of Rs. 160. Assuming that account balances are normally distributed:
i)   What proportion of accounts is over Rs. 600
ii)   What proportion of accounts is below Rs. 240

07)

OR

Q3a)   Explain meaning of regression analysis. What are assumptions of regression model and how are they relevant ?

07)

Q3b)   A sales clerk in departmental store claims that 60% of shoppers entering store leave without making purchases. Random sample of 50 shoppers shows that 35 of them, leave without buying anything. Should sales clerk's claim be accepted or rejected, at 2% level of significance ?

07)

Q4a)   What is hypothesis testing ? Explain different steps involved in hypothesis testing.07)

P. T. O.

— 1 —

Q4b) Manager of company wants to be certain that enough drivers and vehicles are available to deliver orders promptly and that they have adequate inventory in stock. Therefore manager wants to be able to forecast the demand for deliveries during the next month, data is given:

Month	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct
Orders	120	90	100	75	110	50	75	130	110	90

Compute the monthly demand forecast for April through November using a 3-month moving average. Compute the monthly demand forecast for April through November using a 3-month weighted moving average. Use weights of 0.5 for latest month, 0.33 for middle month and 0.17 for farther value.

07)

OR

Q4a) Visa card USA studied, how frequently, consumers of various age groups use plastic cards while making purchases. Sample data for 300 consumers is as under:

Payment	Age Group			
	18-24	25-34	35-44	45 and over
Plastic	21	27	27	36
Card or Check	21	36	42	90

a) Test, whether, method of payment and age group are independent or not ? Using Chi-square test at 5% level of significance, provide conclusion.

07)

Q4b) What is analysis of variance study? How it is useful in statistical analysis ?

07)

Q5. In a manufacturing process, it appeared that assembly line speed affects number of defective parts found, during inspection process. Following data was collected to test this theory.

Line speed	20	20	40	30	60	40
No. of defective parts	21	19	15	16	14	17

a) Develop estimated regression equation to relate two variables.

b) Find coefficient of determination and interpret, whether equation is good fit to data.

14)