

**MASTER OF BUSINESS ADMINISTRATION  
EXAMINATION – 2009-10**

**SEMESTER – I**

**P-103 : MANAGERIAL ECONOMICS**

TIME : Three Hours

Max. Marks : 70

Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 Define managerial economics. How it is helpful in taking business decisions? 7+7=14
- Q.2 Find out True and False statements. Give brief justification of each statement (30 words) 7x2=14
- (a) Where marginal utility is negative, total utility rises?  
 (b) Income consumption curve shows relation between price and increase in consumption.  
 (c) Indifference curves never touch X Axis & Y Axis.  
 (d) Perfectly inelastic demand is a real life situation. Name commodity.  
 (e) Giffin's Paradox reveals superior goods with increased income where law of demand does not operate.  
 (f) Non-price competition relates to competition other than price. What are those?  
 (g) Value added is National Income that avoids Double Counting.
- Q.3 Why demand forecasting is essential these days? What are different methods of forecasting demand. (14)
- Q.4 Write short notes on any four : (14)
- (i) Returns to Scale  
 (ii) Short term Cost Curves  
 (iii) Long Term Cost Curves  
 (iv) AVC  
 (v) TFC  
 (vi) ISO quants
- Q.5 What are the methods of pricing in practice? How transfer pricing is determined? (14)
- Q.6 What is Discriminative Monopoly? How prices are determined where monopolist is monopolist home market and a competition in the other market. (7+7)
- Q.7 What are cost push and demand pull inflation. How essential goods price rise can be checked? (7+7)
- Q.8(a) Define National Income. How it can be measured? Calculate value added by each sector with a suitable example.  
 (b) What is GDP, NNP and Per Capital Income?

**MASTER OF BUSINESS ADMINISTRATION  
EXAMINATION – 2009-10**

**SEMESTER – I**

**P-104 : STATISTICAL METHOD OF MANAGEMENT**

TIME : Three Hours

Max. Marks : 75

Note : Attempt any five questions in all including Q.No. 1 which is compulsory. All questions carry equal marks.

Q.1(a) An incomplete distribution is given below as follows :

Variable	10-20	20-30	30-40	40-50	50-60	60-70	70-80	Total
Frequency	12	30	?	65	?	25	11	229

You are given that the median value is 46.

- ( ) Using the median formula, fill up the missing frequencies.
- ( ) Calculate arithmetic mean of complete table.

(b) If the value of mean  $\bar{x} = 5$  and mode  $Z = 5$ , find the value of median. (12+2=14)

Q.2(a) Following results are available from the records of a partially destroyed laboratory.

Variance of x series = 9

Regression equations :  $8x - 10y + 66 = 0$

$40x - 18y = 214$

Find out the following values from the above information :

- ( ) mean value of x & y
- ( ) Coefficient of correlation between x & y

(b) From the following result of MBA examination find out in the coefficient of correlation between age & success in examination

Age of candidates	18	19	20	21	22	23	24	25	26	27
% of failures	38	40	35	32	34	37	42	46	52	56

Q.3(a) What is the probability that a card drawn at random from a pack of cards is either a card of heart or a King?

(b) A boxn contains 8 red, 3 blue & 9 green balls. If 3 balls are drawn at random, determine the probability that (a) call the three red, (b) all three are blue, (c) 2 are red & one is green, (d) at least one is blue, (e) 1 of each colour. (4+10=14)

Q.4(a) Fit a straight line trend by method of least squares. Find the estimated value for 2001

Year	1992	1993	1994	1995	1996	1997	1998	1999
Income	38	40	65	72	68	60	87	95

(b)What is F test? How is it used to test the significance of difference between two sample variance? (9+5=14)

## MASTER OF BUSINESS ADMINISTRATION EXAMINATION – 2009-10

### SEMESTER – I

### P-107 : INDIAN ETHOS AND VALUES

TIME : Three Hours  
Max. Marks : 70

Note : Attempt any five questions in all, including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 What is valuing process? Enumerate a list of values which are considered universal. Explain their meanings.
- Q.2 Describe the normative framework of ethical decision making. Enumerate Nash's twelve point prescription for an enquiry into ethical decision making.
- Q.3 What do you understand by "Business Ethics"? Explain why it is so important in today's business world?
- Q.4 Discuss ethical issues involved in marketing and advertising. Also suggest the expected response on these issues by business community.
- Q.5 Identify issues involved in ethics related to finance and accounting & business scams. Discuss reasons of Indian Banking Scam related to Harshad Mehta Case.
- Q.6 Describe the areas in the social life where you feel the business organizations should be visible and then assess the organizations in your reach and explain to what extent they are justifying social role.
- Q.7 'There is an ethical crisis in the Indian Business scene today', comment. Suggest some methods to overcome this crisis.
- Q.8 Case Study :

#### **Kick backs or commissions**

Kick backs and commissions have entered common man's vocabulary after the nation-wide debate involving the purchase of Bofors Guns for Indian Army.

Assume that you have just been hired as sales representative at the Star Travel Agency in Mumbai. In this job, customers call to arrange travel plans. You look up airline times and fares on your computer and help your customers make travel reservations that work best for them. You also know that customers often want assistance in reserving rental cars or finding suitable hotel accommodations.

**MASTER OF BUSINESS ADMINISTRATION  
EXAMINATION – 2009-10**

**SEMESTER – I**

**P-101 : MANAGEMENT PROCESS**

TIME : Three Hours

Max. Marks : 70



Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 Comment on the statement "The functions of management make a network of inter-dependencies."
- Q.2 Bring out the emerging challenges of the Indian Managers today.
- Q.3 What do you mean by Divisional Organizational Structure? What are its advantages and disadvantages?
- Q.4 Differentiate between delegation and decentralization. What are the factors that determine the degree of centralization and decentralization?
- Q.5 Describe the different types of plans and their significance.
- Q.6 Critically examine the narrow and wide spans of management. What are the factors responsible for determining the same?
- Q.7 Write a note on informal organization. What is the managerial significance of the same.
- Q.8 CASE STUDY (Compulsory)

**CONCLUDING CASE I**

**XEROX WORKS TO MEET ENVIRONMENTAL CHALLENGES V**

After once holding a near monopoly in the photocopier business, the Xerox Corporation has been making significant changes to retain its position as a major player. Xerox's saga begins with founder and entrepreneur Joseph C. Wilson, who turned his tiny company, originally called Haloid, into a giant by purchasing exclusive world rights to inventor Chester F. Carlson's xerographic process in 1947. The company launched the first commercial plain-paper copier in 1959, and by 1972, Xerox's annual sales reached \$2.4 billion

Meanwhile, Wilson had named a successor, C. Peter McCoolough, who took over as CEO in 1968. order to cope with the rapid growth, McCoolough began instituting a variety of controls and procedures, coupled with increasing layers of management. Unfortunately, these efforts were somewhat excessive and turned the company into a slow-moving bureaucracy, in which product development was subject to long delays. Nevertheless, the company continued its massive growth. Its sales and service groups were among the best.

**MASTER OF BUSINESS ADMINISTRATION  
EXAMINATION – 2009-10**

**SEMESTER – I**

**P-102 : ACCOUNTING FOR MANAGEMENT**

TIME : Three Hours

Max. Marks : 75

Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 Explain the role of ratio analysis in the interpretation of financial statements. Examine the limitations of ratio analysis.
- Q.2 Explain the term 'Management Accounting' and state its objectives and functions.
- Q.3 What is Zero Base Budgeting? Discuss its process and significance.
- Q.4 Write short notes on :
- Common Size Balance Sheet
  - Separate Business Entity Concept
  - Cash Budget
  - Controllable and Uncontrollable Cost
- Q.5 Balance Sheet of M/s Mauli and Tolly as on 1<sup>st</sup> April 2008 and 31<sup>st</sup> March, 2009 were as follows:

Balance Sheet

Liabilities	1-4-2008	31-3-2009	Assets	1-4-2008	31-3-2009
Creditors	40,000	44,000	Cash	10,000	7,000
Mrs. Mauli's Loan	25,000	---	Debtors	30,000	50,000
Loan from P.N. Bank	40,000	50,000	Stock	35,000	25,000
Capital	1,25,000	1,53,000	Machinery	80,000	55,000
			Land	40,000	50,000
			Building	35,000	60,000
	2,30,000	2,47,000		2,30,000	2,47,000

During the year a machine costing Rs. 10,000 (accumulated depreciation Rs. 3000) was sold for Rs. 5,000. The balance of provision for depreciation against machinery as on 1<sup>st</sup> April 2008 was Rs. 25,000 and on 31<sup>st</sup> March 2009 Rs. 40,000. Net profit for the year 2008-09 accountable to Rs. 45,000.

Prepare a cash flow statement as per AS-3 (Revised). Also give necessary working notes.

- Q.6 A factory is currently working at 50% capacity and produces 20,000 units and is earning a profit of Rs. 50 per unit selling its product at Rs. 250 per unit on which variable selling expenses are 4% of selling price. At 60% working, raw material price increased by 2% and selling price falls by 2% at 8% capacity raw material price increase by 5% and selling price falls by 8%. Variable selling

## MASTER OF BUSINESS ADMINISTRATION EXAMINATION – 2009-10

### SEMESTER – I

#### P-106: COMPUTER APPLICATION IN MARKETING

TIME : Three Hours

Max. Marks : 75

Note : Attempt any five questions in all including Q.No. 8 which is compulsory. All questions carry equal marks.

- Q.1 What is a computer system? Describe different components of a computer system. Discuss the characteristics of a computer. (2+8+4)
- Q.2 What do you mean by computer language? Discuss the various computer languages. Also discuss the characteristics of good programming language of computer. (2+6+6)
- Q.3(a) What is an operating system? Explain major functions of an operating system. (7)  
(b) What does multitasking mean to a computer user? Discuss the preemptive and co-operative multitasking. How does the user benefit from the multitasking capabilities of an operating system? (7)
- Q.4(a) What do you mean by the flow charts? Discuss the advantages and disadvantages of use of flow charts in computer programming. (7)  
(b) Draw the flow chart to find the greatest number from given three numbers. (7)
- Q.5(a) What is data communication? Describe the difference between analog and digital data communication. Also discuss the communication medium. (2+2+3)  
(b) What do you mean by Network topologies? Discuss the various Network topologies. (2+5)
- Q.6(a) What do you mean by mail merge? Discuss the procedure of mail merge with example. (2+5)  
(b) Name the different types of means available in MS-Word. Explain header and footer in MS-Word. (3+4)
- Q.7 What is graph in Excel? Write down the complete steps to create a stacked Bar Chart of following table for different cities in different years.

	A	B	C	D	E	F	G
1	Production in Quintals of Wheat						
2	City	2006	2007	2008	2009	Total	
3	Udaipur	200	250	230	300	?	
4	Kota	300	325	250	400	?	
5	Ajmer	150	180	125	250	?	
6	Jodhpur	100	90	110	175	?	
7	Total	?	?	?	?	?	

Also write steps to mention :

Chart Title : "Production of Wheat in Quintals"

Under McColough, the company decided in 1972 not to import a low-volume copy machine from Fuji Xerox, a Japanese affiliate. Instead, McColough wanted to develop a similar machine in the United States. Efforts in this direction have helped Xerox retail close 40 percent of the market at the mid- and high-volume ends.

Meanwhile, McColough began to acquire a variety of high-technology companies, particularly in the computer industry. Although most of them were not especially successful, they did produce a number of innovations. Xerox's Palo Alto research center developed much of the basic technology used in personal computers, yet Xerox did not capitalize on such advances. Instead, a "cold war" developed between the east coast copier faction at Xerox headquarters in Rochester, New York, and the west coast computer specialists. The cultures of these two groups were quite different: the headquarters culture was very bureaucratic, while the west coast group was more entrepreneurial.

By the time David T. Kearns came in as CEO in 1982, Xerox had discovered that its Japanese competitors' costs per machine were 40 to 50 percent less than its own, making it easy for competitors to undercut Xerox prices. Furthermore, Xerox's net income had declined almost 50 percent as the company gave up market share and lowered prices in order to compete. Kearns quickly began emphasizing cost cutting, a renewed dedication to customer service, and 100 percent quality (no defects) in manufacturing. In addition, he accelerated major efforts to develop innovative new products. The importance of emphasizing quality and meeting customers' requirements. In recognition of its great strides in quality, Xerox received the prestigious Malcolm Baldrige National Quality award in 1989. Moreover, Xerox's market share in copiers began to rise. The company also diversified by creating Xerox Financial Services, which did relatively well at first but suffered somewhat during the recession in the early 1990s.

When Paul Allaire took over as CEO in 1990, Xerox was unveiling its first entry in the digital-imaging market—an expensive DocuTech machine that could produce large-quantity copies of documents sent electronically from personal computers. The company also came out with a digital-technology color copier that could make color copies 50 percent faster than a machine offered previously by Xerox's chief Japanese rival, Canon. Due to the intense competition, Allaire has been reorganizing parts of the company and pushing product development decisions down to lower levels, where the day-to-day knowledge of technical issues and market developments resides. As a result, Xerox's new high-speed photocopying machine, designed to handle the delicate kanji language characters and the lightweight papers used in Japan, is making major inroads in Japan.<sup>71</sup>

Analyse the case and write case analysis.

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or six.

- (b) In a normal distribution 2.275 units are below 32 and 15.8661 % above 44. find out the mean & standard deviation of the distribution. The table value of Z to P (0.02275) is (-2) and at P (0.15866) is (+1)

Q.6(a) A coin was tossed 400 times and the head turned up 216 times. Test the hypothesis that the coin is unbiased.

- (b) In 324 throws of six faced dice. Odd points appeared 180 times. Would you say that the dice is fair at 5% level of significance (8+6=14)

Q.7 Write short notes on the following :

- (a) Parameter & Statistics  
(b) Chi Square Test  
(c) Null & Alternative Hypothesis (5+5+4=14)

Q.8 What do you mean by non-parametric test? How they are interpreted for the purpose of crucial decision making in an organization? (5+9=14)

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Most car rental agencies and hotels frequently run contests for the sales representatives who reserve most cars or book the most clients for a particular hotel. The reward for doing so are very attractive. So you 'steer' your customers toward those companies even though it might not be the best or cheapest for them. Your supervisor does not discourage your participation in these programmes. In fact, the programmes are viewed as a bonus for your hard work.

Questions :

- 1 Do you believe that there is anything wrong with doing business with those companies who offer 'Kickbacks'? Explain.
- 2 What ethical issues do you see in this case for you, your employer and your customers?
- 3 How could your organization design a performance reward system that would encourage to give high number of bookings while at the same time not compromise good ethical practices.

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Unit cost of material and labour at current 50% level of activity are Rs. 100 and Rs. respectively. At this level of activity per unit factory overheads are Rs. 24 (50% fixed) and administration overheads are Rs. 20 (50% fixed). Ascertain Budgeted profit at above mentioned three (50%, 60% and 80%) levels of capacities.

Q.7 From the following information, calculate material variances :

Material	Standard	Rs.	Actuals	Rs.
A	120 Kg @ Rs. 5	600	112 Kg @ Rs. 5	560
B	80 Kg @ Rs. 10	800	88 Kg @ Rs. 10	880
	<u>200</u>	<u>1400</u>	<u>200</u>	<u>1440</u>
Loss	<u>60</u>		<u>50</u>	
Output	<u>140</u>		<u>150</u>	

Q.8 Anubhooti Limited furnishes the following data relating to the year 2008 :

	First 6 Months (Rs.)	Last 6 Months (Rs.)
Sales	1,35,000	1,50,000
Total Cost	1,20,000	1,29,000

Assuming that there is no change in selling price and variable cost throughout the year 2008 and that fixed costs are incurred uniformly in the two half year periods, calculate the following for the year 2008 :

- (i) P/V Ratio
- (ii) Fixed Costs
- (iii) Break Even Sales
- (iv) Margin of Safety
- (v) Sales required to earn profit of Rs. 50,000
- (vi) Profit earned when sales are Rs. 5,00,000

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X axis Title : City Name

Y axis Title : Quintals

(2-8+4)

- Q.8 Write short notes on (any three)
- (a) Report Generation and Label Generation
  - (b) Program Development Cycle
  - (c) Modes of Data Processing
  - (d) Data Base Management System
  - (e) Power Point Presentation

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City	Quintals
A	150
B	200
C	250
D	300
E	350
F	400
G	450

**MASTER OF BUSINESS ADMINISTRATION  
EXAMINATION – 2009  
Semester – I**

**105: MARKETING MANAGEMENT**

Time : Three Hours

Max Marks : 70

Note : Attempt any five questions. Question No. 8 is compulsory. All questions carry equal marks.

- Q.1 "Marketing is creation and delivery of standard of living." Critically evaluate different philosophies of marketing in the light of this statement.
- Q.2 Discuss the process and importance of marketing research. What is the relation between marketing research and marketing information system?
- Q.3 What are the differences in nature of industrial and consumer markets? What major factors influence the behaviour of consumer markets?
- Q.4 a). Discuss the process of new product development.  
b). Discuss cost based pricing strategy.
- Q.5 What functions are performed by marketing intermediaries? Also discuss channel co - operation and channel conflict.
- Q.6 Discuss in detail different tools of promotion highlighting their respective advantages and limitations. What considerations have to be kept in mind while designing promotional strategy for a brand?
- Q.7 Why consumerism is said to be a shame on marketing? Why marketers must not let it happen? What can be the consequences of consumerism?
- Q.8 Write short notes on the following:
- (i). Brand positioning
  - (ii). Branding decisions
  - (iii). Marketing audit
  - (iv). Impact of globalization on Indian markets
  - (v). Green marketing
  - (vi). Product life cycle
  - (vii). Marketing ethics.