

2010

Time: As in Programme

Full Marks:100

The questions are of equal value.

Answer any Five Questions.

1. Which factor ability motivation to manage or opportunity should be most heavily weighted in basic formula for managerial success?
Critically examine.

OR

What are the major findings of Hawthorne experiments? Examine their significance for the practicing manager.

2. Comment on the planning process and explain the various steps in the planning process.

OR

Whatever a manager does, he does through decision making. Critically examine the statement.

3. Define the term 'span of management'. How do you determine the optimum span of management in a given situation?

OR

Define delegation? What are the problems that are frequently encountered by a manager when he is indulging in delegating authority?

4. What do you mean by management by objectives? Explain the goal setting process through MBO.

OR

Briefly explain the major techniques of managerial control.

5. Discuss how competition plays an important role for the development of organization.

OR

How organization structure in the recent trend affects centralization and delegation?

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1. Write a note on the techniques of writing effectively.

OR

Write short notes on any two of the following :

- (a) E-filing
- (b) Concepts of business communication
- (c) File-movements

2. Wanted a Sales Manager for Polar Fans, Gaziabad, U.P. Fresh MBAs with good career are required to apply. Write a job-application letter along with a bio-data to the Area Manager, Gaziabad, P.O. Box 650, U.P.

OR

Discuss the ways of over-coming the common mistakes in an interview.

3. Discuss how meetings and group discussions are very important for growth of an organization.

OR

Write short notes on any two of the following:

- (a) Dining etiquettes.
- (b) Electronics etiquettes.
- (c) Elevator etiquettes.

4. As the Sales Director of Fitness plus Centre, Bhubaneswar, draft a sales letter to Business professionals selling them on your 3 wellness packages:

- (a) The 3-day fitness weekend.
- (b) The 7-day total fitness programme.
- (c) The individualized corporate well-being programme.

OR

As the Purchase manager of Satyam Computers, 9, Naidu Road, Hyderabad-500007, you had ordered two dozens Personal Computers from Hindustan Computers Limited(HCL), 140, M.G. Road, Bangalore-500001. When the consignment arrived, you found some of the pieces in damaged condition. Write a complaint letter to the Sales Manager of the company asking for repair, replacement or compensation.

5. Write a note on the techniques of making an effective group discussion.

OR

Write short notes on any two of the following :

- (a) Process of group discussion.
- (b) Types of group discussion.
- (c) Overcoming mistakes in group discussion.

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1. What is computer? What are the functions of computer? Why it is called as information processing system?

OR

Write short notes on

- (a) Micro computer
- (b) Mainframe computer
- (c) Mini computer
- (d) Super computer

2. What is computer organization? Give the details of different components of computer system.

OR

Write short notes on

- (a) Machine Language
- (b) Assembly Language
- (c) High Level Language
- (d) SQL / 4th General Language

3. What is networking? Give the details of different types of networking.

OR

Write short notes on

- (a) Internet
- (b) Intranet
- (c) Extranet
- (d) Multimedia

4. What do you mean by operating system? What are the functions of operating system.

OR

Write short notes on

- (a) Multi Programming
- (b) Multi Processing
- (c) Multi Tasking
- (d) Time Sharing

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1. Define the term Organizational Behaviour? Explain the features of OB.

OR

Explain the relationship between strategic management and organizational Behaviour.

2. Analysis various personality development theories?

OR

Define perception? Discuss its process and importance in Organizational Behaviour?

3. What is learning? Discuss the various learning theories?

OR

Define Attitude? Discuss the methods of measuring the attitude?

4. What is motivation? Discuss the nature and process of motivation?

OR

Discuss the BRG model and its limitations.

5. Define communications? What are the barriers to communication and how to overcome such barriers?

OR

What are the basic characteristics and styles of write? Explain with example.

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1. Write the important features of Human Resource Management highlighting on its emergence.

OR

Describe the role and functions of human resource managers in an organization.

2. Describe the HR planning process that is practiced in an organization.

OR

“Recruitment attracts manpower and selection rejects”, Describe.

3. Describe different methods of promotion adopted in an organization. How it is important for an employee.

OR

How performance appraisal is different from potential appraisal. Describe the practices of potential appraisal.

4. Describe the method of fixation of minimum wage highlighting on the concept of minimum wage.

OR

Describe and distinguish between minimum, living and fair wages with examples.

5. “Training is a part of development”. Describe with examples.

OR

Why training is important? Describe the scope of training.

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1. What is the implications of increasing marketing activities today? Describe the benefits and limitations of this.

OR

Clearly explain the marketing management process and state the importance of each elements of management process.

2. What is a 'Market' and how is a market classified? Describe features of different types of markets.

OR

How does study of consumer behaviour help the marketing managers strategic marketing planning? What are the personal and behavioral forces influence consumers' decision making process?

3. What is "Product Life Cycle" (PLC) and what is the importance of this in effective product planning as well as planning of other elements of marketing?

OR

What are the objectives of pricing and what are the different methods of pricing? Describe in detail any one method of pricing with a suitable example.

4. What is the recent trend of promotion? How and why different organizations are adopting different techniques of promotion?

OR

Who is a wholesaler and what are his functions? Introduce different types of wholesalers.

5. How far the principles and techniques of marketing have been adopted by Service organizations in marketing of services? Illustrate your answer with suitable example.

OR

What is the importance of rural marketing and what were the problems and limitations of this? How modern philosophy and techniques of marketing have solved all such problems and limitations.

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1. Discuss the features of various long term sources of finance.
2. What are the various steps in Capital Budgeting process? Explain the discounting methods of appraisal of capital projects.
3. Define and explain the concept of weighted average cost of capital. Give a hypothetical example how WACC is calculated given the cost of the components.
4. State various methods of Dividend policies and examine how do they affect value of a firm.
5. Differentiate between operating and financial leverage. How are they calculated? How do they measure risk?
6. Discuss the irrelevance theory of capital structure. How is the logic of arbitrage used in the theory?
7. Define and classify working capital. Which factors are considered as determinants of working capital?
8. Explain different credit policy variables and state how they are analyzed in credit decisions.
9. Write short notes on: (any TWO)
 - a. Shareholders wealth maximization.
 - b. Pay back method
 - c. PV and FV of annuity
 - d. Operating cycle

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1. (a) In how many ways can the letters of the word ARTICLE be arranged so that the vowels never come together?

(b) Solve by Cramer's rule:

$$2x-3y+4z = 3$$

$$x+4y-5z = 0$$

$$5x-y+z = 5$$

2. (a) Using properties prove that:

$$\begin{vmatrix} 1 & a & a^2 \\ 1 & b & b^2 \\ 1 & c & c^2 \end{vmatrix} = (a-b)(b-c)(c-a)$$

(b) Find the inverse of:

$$A = \begin{vmatrix} 2 & 3 & 4 \\ 4 & 3 & 1 \\ 1 & 2 & 4 \end{vmatrix}$$

1. 3x3

3. (a) Define Statistics and discuss the scope and limitation of statistics.

(b) Obtain the value of Mean and Median of the following data:

X	f
0-15	
15-30	3
30-45	
45-60	9
60-75	12

2. 10

3.

4. (a) Determine the missing frequencies from the following data when median and mode are known to be 33.5 and 34 respectively and the total frequency is 100:

X	f
0-10	4
10-20	16
20-30	-
30-40	-
40-50	-
50-60	6
60-70	4

(b) From the following data find the combined standard deviation of the two series:

Factors	Group-I	Group-II
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Mean	63	54
Standard Deviation	9	6
No. of items	50	40

5. (a) Write short notes on: Dependent event, Independent event, Mutually exclusive event, Overlapping event and Complementary event.
 (b) State and prove Baye's Rule of probability.
6. (a) Distinguish between correlation and regression analysis.
 (b) From the following data find out the regression lines:

x	y
10	32
20	20
30	25
40	35
50	40
60	28
70	38
80	45

7. (a) Calculate the Spearman's rank correlation coefficient:

x	y
39	47
65	53
62	58
90	86
82	62
75	68
25	60
98	91
36	51
78	84

- (b) Define time series analysis and discuss its four important components.

8. (a) Fit a straight line by the method of least square and compute the trend values:

Year	Sales (in '000 Rs.)
1995	120
1996	130
1997	135
1998	125
1999	145
2000	150
2001	140

- (b) Find the initial Basic feasible solution for the following transportation table by VAM:

	D1	D2	D3	D4	Supply
O1	11	13	17	14	250
O2	16	18	14	10	300
O3	21	24	13	10	400
Demand	200	225	275	250	950