

**PRINCIPLES OF MANAGEMENT**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

**SECTION A — (3 × 20 = 60 marks)**

Answer any **THREE** questions.

All questions carry equal marks.

1. Which of the management functions appears to be growing in importance to the greatest extent? Why?
2. Enumerate the various policies and its features.
3. Describe the process of decision-making.
4. Discuss the methods for developing a sound organisation culture.
5. "Organisation development involves the development of an organisation in the light of its future expansion plans"-Discuss.

6. You are a number of the personnel department, and your boss, the department director asks you to draw up a questionnaire to be used in a salary survey. Prepare a portion of this survey covering four jobs, supervisor, secretary, receptionists and switchboard operator.

ORGANISATIONAL BEHAVIOUR

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(For those who joined in July 2000 and after)

Time : Three hours

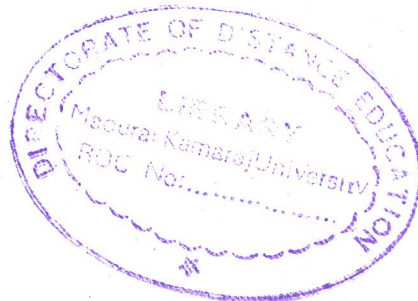
Maximum : 100 marks

PART A — (3 × 20 = 60 marks)

Answer any THREE questions

All questions carry equal marks.

1. What are the major perspectives and trends of organizational behaviour that have evolved historically?
2. What is job satisfaction? Describe its determinants.
3. “Most of the influences in organizational process like motivation, attitudinal change and development emanate from the leadership” – Discuss.
4. Describe culture, analyse the types of cultures described by various organizational specialists.
5. Discuss the significance of change management. Give your suggestions to deal with resistance to change.



Compulsory.

6. KIM Industries Ltd., in Coimbatore is a consumer durable manufacturing industry. The company has over 5,000 employees. Over a period, it has built up strong manpower. Mr. Guna joined the company in 2000, as Assistant Manager Training. He got training at a Multinational Company and performed his job well. The Managing Director, Mr. Navin was happy about his performance. By 2003, there was a vacancy for Senior Manager in HRD department, for which Mr. Guna has applied. To the surprise of everybody Ms. Rena, a post graduate in social work was appointed. This created mental strain to Mr. Guna. Mr. Guna resigned his job and left for Chennai. For sometime, his where about was unknown. Days passed on, By 2005, November, there was a vacancy in HRD for Assistant Manager Training. Of the many candidates applied to the great surprise of the MD, one applicant Mr. Guna. He expressed the various difficulties he faced in the organization at Chennai and his personal problems as he left his family at Coimbatore and lived alone at Chennai. As M.D. you are fully aware incase he selected means he has to work under Ms. Rena whose performance is not satisfactory. In this, answer the questions below :

(a) As M.D. how will you react to this situation?

(b) As Mr. Guna, how will you deal with Ms. Rena?

(c) As Ms. Rena, how will you face the situation?

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15. The cost of an article at a capacity level of 5000 units is given under A below. For a variation of 25% in capacity above or below this level, the individual expenses vary as indicated under B below :

Particulars	A	B
Material cost	25,000	(100% varying)
Labour cost	15,000	(100% varying)
Power	1,250	(80% varying)
Repairs and maintenance	2,000	(75% varying)
Stores	1,000	(100% varying)
Inspection	500	(20% varying)
Depreciation	10,000	(100% varying)
Admn. overheads	5,000	(25% varying)
Selling overheads	3,000	(25% varying)
	<u>62,750</u>	

Cost per unit Rs. 12.55

Find the unit cost of the product at production levels of 4000 units and 6000 units.

MANAGEMENT ACCOUNTING

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. What are the key role of a management accountant?
2. Briefly explain the going concern concept.
3. Differentiate the term cost from expenses.
4. State the features of morality products.
5. What are the salient features of marginal costing?
6. Listout the nature of responsibility accounting.

SECTION B — (4 × 8 = 32 marks)

Answer any FOUR questions.

7. Draw out the relationship of management accounting with other departments.
8. Write down the accounting concepts with elaborate sense.
9. Explain the different types of costs with suitable illustrations.

10. How would prepare the BEP charts? Write down the procedures for preparing the BEP charts.

11. Bring out the real differences between marginal costing and absorption costing.

12. List out the problems and principles related to Budgeting.

**SECTION C — (2 × 24 = 48 marks)**

Answer any TWO questions.

13. From the following Trial Balance, prepare a trading and P & L A/c for the year ended 31.12.2004 and a B/S on that date :

Particulars	Dr. Rs.	Cr. Rs.
Capital	—	4,250
Drawings	710	—
Plant and machinery	950	—
Stock on 1 <sup>st</sup> Jan.	1,460	—
Purchases and sales	10,362	11,906
Purchases and sales returns	210	291
General expenses	440	—
Rent	120	—
Rates	200	—
Apprentice premium	—	80
Bank overdrafts	—	240
Baddebts	172	—

Particulars	Dr. Rs.	Cr. Rs.
Debtors and creditors	4,200	2,000
Cash on hand	48	—
Bad debts reserve	—	105
	<u>18,872</u>	<u>18,872</u>

Make provision for the following :

- Depreciate plant and machinery @ 10% p.a.
- Increase bad debts reserve to 5% on sundry debtors.
- Rent accrued is Rs. 40.
- Rates of Rs. 80 are paid in advance.
- Stock on hand as on 31st Dec. is Rs. 1,700.
- Apprentice premium received in advance is Rs. 20.

14. Assuming that the cost structure and selling prices remain the same in periods I and II find out :

- P/V ratio.
- B.E. sales.
- Profit when sales are Rs. 1,00,000.
- Sales required to earn a profit of Rs. 20,000.
- Margin of safety in IInd period.

Period	Sales	Profit
I	1,20,000	9,000
II	1,40,000	13,000

MANAGERIAL ECONOMICS

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the nature and scope of managerial economics.
2. Examine the role of price, income, and prices of related goods and advertising as factors determining demand.
3. Discuss the different cost concepts relevant to managerial decisions of planning and control.
4. Discuss the significance of profit management concept.
5. Describe the important types of production functions.
6. How would you forecast the demand for the (motor cycle) two-wheelers?

7. Explain price determination in perfect competition and in monopoly market structures.

8. How does the knowledge of national income help the businessman? - Explain.

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(7 pages)

**7539/M15/A15/D14**

**OCTOBER 2008**

**QUANTITATIVE METHODS**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) The data given below relate to the number of years that 50 workers of a small factory have worked for:

1.4 2.4 0.6 5.1 4.1 4.8 10.9 3.9 11.6 0.9 11.0 8.6  
4.4 0.8 5.7 2.3 1.3 7.6 9.3 14.4 5.4 6.9 8.6 3.2  
10.6 6.8 7.1 8.4 2.1 11.3 0.4 4.9 8.2 10.8 15.0 9.3  
2.3 0.7 3.9 6.2 2.2 5.7 13.8 10.1 0.7 3.2 4.6 9.8  
3.9 2.7

Construct a frequency distribution starting from 0 and under 2.0 i.e. having a class interval of 2 and having equal width in each class. (10)

(b) The following table gives the marks of 58 students in Statistics. Calculate the arithmetic mean (average marks) of this group by following any method. (10)

Marks	No. of Students
0-10	4
10-20	8
20-30	11
30-40	15
40-50	12
50-60	6
60-70	2
Total	<u>58</u>

2. (a) From the following data, calculate the mean deviation. (10)

Size of item	Frequency
2-4	20
4-6	40
6-8	30
8-10	10

(b) Given below are the weights of five persons :  
120 140 150 160 180 lbs

(i) Find the variance

(ii) Find the standard deviation

(iii) Subtract 30 lbs from each of the weights given above, and then calculate the variance and the standard deviation. (10)

3. (a) What is probability? Discuss the three types of probability. (10)

(b) For a binomial distribution, the mean is 4 and variance is 2. Find the probability of getting (i) at least 2 successes, (ii) at the most 2 successes. (10)

4. (a) A finite population consists of 5 elements : A, B, C, D and E. Enumerate all the possible samples of size 3 that can be drawn from this population. If each of these samples is assigned the probability  $1/10$ , find :

(i) the probability that any specific element (say, the element C) will be contained in such a sample.

(ii) the probability that any specific pair of elements (say, the elements D and E) will be contained in such a sample. (10)

(b) A random sample of  $n = 500$  observations from a binomial population produced  $x = 240$  successes.

(i) Find a point estimate for  $p$ , and place a 95% confidence interval.

(ii) Find a 90% confidence for  $p$ . (10)

5. (a) Fit a Poisson distribution to the following data and calculate the theoretical frequencies.

$x$	0	1	2	3	4
$f$	123	59	14	3	1

(b) An insurance agent has claimed that the average age of policyholders who insure through him is less than the average for all agents, which is 35 years. A random sample of 40 policyholders who have insured through him gave an average of 32 years with a standard error of 2 years. Using  $\alpha$  at 5% level of significance, ascertain whether the insurance agent's claim is justifiable. (10)

6. (a) Two hundred bolts were selected at random from the output of each of the five machines. The numbers of defective bolts found were 4, 8, 12, 6 and 5. Is there a significant difference among the machines? Use 0.05 levels of significance. (10)

(b) Given the following information :

	X	Y
Mean (Rs.)	6	8
Standard Deviation (Rs.)	5	40/3

Karl Pearson's correlation coefficient ( $r$ ) =  $8/15$ .

Find :

(i) the regression coefficient of X on Y

(ii) the regression coefficient of Y on X

(iii) the most likely value of Y when  $X = \text{Rs. } 100$ . (10)



7. (a) Find out Spearman's coefficient of correlation between the two kinds of assessment of postgraduate students' performance in a college: (10)

Name of students :	A	B	C	D	E	F	G	H	I
Internal marks (out of 100) :	51	63	73	46	50	60	47	36	60
External marks (out of 100) :	49	72	74	44	58	66	50	30	35

(b) In a trivariate distribution, the simple coefficients of correlation are as follows :

If  $r_{12} = 0.86$ ;  $r_{13} = 0.65$  and  $r_{23} = 0.72$  calculate the coefficient of partial correlation  $r_{12..3}$ . (10)

8. (a)

Year X	1996	1997	1998	1999	2000
Y	270	285	295	315	330

You are required to fit a trend to these data, using the method of least squares. (10)

(b) Fit a straight line trend by the method of least square to the following data:

Year :	1991	1992	1993	1994	1995	1996
Production (in tonnes) :	24	25	29	26	22	24

Estimate the likely production for the year 1998. (10)

9. (a) Construct weighted relative price indices, using the data given below : (10)

Price and Quantity Data for some products

Commodity	Base Year Values (Rs.)	Current Year Price (Rs.)	Current year quantity
Bread	300	Rs. 10 per loaf	500
Milk	500	Rs. 15 per litre	600
Butter	240	Rs. 100 per kg.	4

(b) Calculate price index number for the year 1996 with 1986 as the base year from the following data using : (10)

- (i) Laspeyres index,
- (ii) Paasche index and
- (iii) Fisher's index.

Commodity	Unit	1986		1996	
		Price (Rs.)	Value (Rs.)	Quantity consumed	Value (Rs.)
A	kg.	10	1,500	160	1,760
B	kg.	12	1,080	100	1,300
C	Metre	15	900	60	960
D	Packets	9	450	40	480

10. (a) What is decision theory? What are the steps involved in the decision theory approach? (10)

(b) The following data indicate the lifetime (in hours) of samples of two kinds of light bulbs in continuous use:

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Brand A 603 625 641 622 585 593 660 600 633 580

615 648

Brand B 620 640 646 620 652 639 590 646 631 669

610 619

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You are required to use the Mann-Whitney test to compare the lifetimes of brands A and B light bulbs. (10)

## RESEARCH METHODOLOGY

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — (3 × 20 = 60 marks)

Answer any THREE questions.

1. “Creative management, whether in public administration or private industry depends on the methods of inquiry that maintain objectivity, clarity, accuracy and consistency.”—Discuss this statement and examine the significance of research.

2. Describe the procedure for hypothesis testing with a flow diagram.

3. What is Scaling? Explain the various scaling techniques.

4. Describe the various data collection methods.

5. Briefly explain steps in writing research reports.

PART B — (1 × 40 = 40 marks)

6. (a) Write a note on content analysis.  
(b) Calculate the correlation coefficient and interpret.

Year	Advertisement (Rs. in lakhs)	Sales (Rs. in lakhs)
1999	10	100
2000	15	200
2001	20	300
2002	20	500
2003	30	300

**FUNDAMENTALS OF COMPUTERS**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain about various storage types in a computer.
  2. Define Operating system. Explain any two types of operating system.
  3. What are the applications of UNIX system?
  4. Discuss about the basic utilities of DOS.
  5. List and explain various types of programming languages.
  6. Explain in detail about system software and application software.
  7. Explain the features of menus in windows operating system.
  8. Describe why windows are more user-friendly than other operating systems.
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MANAGEMENT INFORMATION AND DATA  
PROCESSING SYSTEM

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "It is said that an information system will avail you nothing unless it is backed by a management system". Do you agree? Explain.
2. Discuss the role of computer in management information system.
3. Explain decision support system. Discuss the components of DSS.
4. Give examples of how information system can support the five functions of management, the ten roles of management and the three levels of management activities.
5. Detail the various phases of system development life cycle. Highlight the use of computers in every phase of it. Give examples.
6. Explain the problems faced in development and maintenance of management systems.

7. Develop a MIS for the inventory management and control system. (Assume you are working as inventory manager for an MNC).

8. Describe the procedure adopted in carrying out system audit. Highlight the role of system analyst in streamlining the audit procedure. Give examples.

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MARKETING MANAGEMENT

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(For those who joined in July 2000 and after)

Time : Three hours

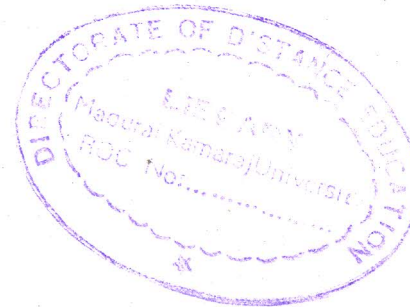
Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the role of marketing in the economic development of a country.
2. Explain briefly the functions of marketing.
3. Discuss the various factors which affect the marketing environment of a product.
4. Explain the various stages in the buying decision process.
5. Discuss the alternative strategies towards market segmentation.
6. Explain the different methods used in sales forecasting.
7. Discuss the various steps involved in development of a new product.

8. Explain the different criteria used to select a suitable channel for distributing consumer goods.
9. List out the important characteristics of a good advertising copy.
10. Discuss the emerging trends in retailing.



**BUSINESS ENVIRONMENT AND LAW**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the historical background of Indian business and its present situation.
2. Explain the Indian political philosophy towards business enterprises since independence.
3. Discuss the micro and macro environmental factors affecting the survival of a business.
4. 'Stable Central Govt. and State Govts. are essential for industrial development in India' – Elucidate this statement.
5. When SEBI was established? What steps have been taken by SEBI towards investors protection?

6. Describe briefly the essentials of a valid contract.
7. Discuss the Trade Barriers and Non-Trade Barriers in International Trade.
8. What is meant by cultural adaptation by business firms? Explain its role in the Indian context.
9. What is the need for technology upgradation? Explain its role in the Electronics Industry in India.

FINANCIAL MANAGEMENT

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

1. Define the scope of Financial management. What role should the Financial manager play in a Modern enterprise?
2. Explain the merits and demerits of ratio analysis.
3. List out the reasons for deploying short-term financing by the companies.
4. Why are capital investment decisions, the most important decisions in the field of financial management?
5. What is the “indifference point”? What is the usefulness of it?
6. In what situation might the dividend be eliminated?



SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

7. The assumptions underpinning the irrelevance hypothesis of Modigliani and Miller are unrealistic. "Explain and illustrate".
8. Bring out the various sources of funds for lease financing.
9. Calculate the funds from operation from the following details as on 31<sup>st</sup> March 2005.
- (a) Net profit for the year ended 31<sup>st</sup> March 2005 Rs. 6,50,000.
  - (b) Gain on sale of building Rs. 35,500.
  - (c) Written off of goodwill 10% from the book value of Rs. 1,80,000.
  - (d) Old machine sold for Rs. 6,500 was Rs. 8,000.
  - (e) Rs. 1,25,000 have been transferred to the general reserve fund.
  - (f) Rs. 1,30,000 is provided for depreciation.

10. 'X' Ltd has the following capital structure :

Equity shares (2,00,000 Nos)	Rs. 40,00,000
6% preference shares	Rs. 10,00,000
8% Debentures	Rs. 30,00,000
	<hr/>
	80,00,000

The shares of the company sell at Rs. 20 per share. It is expected that the company will pay next year a dividend of Rs. 2 per share which will grow at 7% forever. Assume a 50% tax rate.

You are required to calculate :

- (a) Weighted average of cost of capital based on the existing capital structure.
- (b) The new weighted average cost of capital if the company raises an additional Rs. 20,00,000 debt by issuing 10% debentures. This would result in increasing the expected dividend to Rs. 3 and leave the growth rate unchanged but the price of the share will fall to Rs. 15 per share.

## OPERATIONS MANAGEMENT

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Compare manufacturing sector and service sector from the point of view of investment inoperational planning and operations control.
2. Compute the adjusted exponential forecast for the first week of March for a firm with the following data. Assume the forecast for the first week of Jan ( $F_0$ ) as 600 and corresponding initial trend ( $T_0$ ) as 0. Let  $\alpha = 0.4$  and  $\beta = 0.2$ .

	Month							
	January				February			
Week:	1	2	3	4	1	2	3	4
Demand:	650	600	550	650	625	675	700	710

3. Discuss the various factors involved in the location of plant, with an emphasis on a sugar plant.

4. Explain the various factors influencing a plant layout.

5. What are the different classification of material handling systems? State their applications.

6. Define Inventory control. Bring out the functional classification of Inventories.

7. Distinguish between MRP – I and MRP – II.

8. Enumerate the various steps involved in method study. List out the factors that indicate the need for method study.

9. XYZ company produces devices on an assembly line basis. Six basic tasks are performed along an assembly line. The time to perform each task and the tasks that must immediately proceed each task are shown with the following table.

Task	Task that immediately proceed	Time to perform task (in minutes)
A	-	5.40
B	A	3.20
C	-	1.50
D	BC	2.80
E	D	17.10
F	E	12.80

If 10 pumps per hour must be produced by the assembly line, 45 minutes per hour is productive and all the tasks are compatible except for precedence relationship and a maximum of two tasks can be combined into each work station.

(a) Compute the cycle time per pump in minutes.

(b) How would you combine the tasks into work stations to minimize employee idle time? Evaluate your proposal.

10. Explain the 9 (nine) fundamental factors affecting quality.

**PERSONNEL MANAGEMENT AND INDUSTRIAL  
RELATIONS**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define strategic human resource management. List the benefits it offers.
2. Discuss the international environment of HRM.
3. How is HRIS useful in HRP? Discuss.
4. Explain the various methods of training.
5. State briefly the distinguishing features of job analysis, job description, job specification and job evaluation.
6. Write a note on social security measures in India.

7. Discuss the various steps involved in performance appraisal process.

8. Write an essay on managerial remuneration.

(b) Using the principle of dominance, solve the following game. (8)

	Player B		
Player A	3	-2	4
	-1	4	2
	2	2	6

7. (a) Discuss possible behaviour of customers in a queueing system. (8)

(b) A manufacturing company keeps stock of a special product previous experience indicates the daily demand as given below. (12)

Daily demand : 5    10    15    20    25    30

Probability : 0.01   0.20   0.15   0.50   0.12   0.02

Simulate the demand for the next 10 days. Also find the daily average demand for that product on the basis of simulated data.

8. Write short notes on :

- (a) Traveling salesman problem.
- (b) Branch and bound method.
- (c) Maximin and minimax principle.
- (d) Monte-Carlo simulation. (5 + 5 + 5 + 5)

**OPERATIONS RESEARCH**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Explain the steps involved in the mathematical formulation of a L.P.P. (8)

(b) Use graphical methods to solve the L.P.P. (12)

$$\text{Maximize } Z = 5x_1 + 3x_2$$

$$\text{Subject to } 4x_1 + 5x_2 \leq 1000$$

$$5x_1 + 2x_2 \leq 1000$$

$$3x_1 + 8x_2 \leq 1200$$

$$\text{and } x_1, x_2 \geq 0$$

2. (a) Explain the different criteria in sensitivity analysis. (8)

(b) Use dual simplex method to solve the L.P.P. (12)

$$\text{Max } Z = -3x_1 - 2x_2$$

$$\text{Subject to } x_1 + x_2 \geq 1$$

$$x_1 + x_2 \leq 7$$

$$x_1 + 2x_2 \geq 10$$

$$x_2 \leq 3$$

$$x_1, x_2 \geq 0$$

3. (a) Describe any one method of finding initial basic feasible solution for a transportation problem. (8)

(b) A company is producing a single product and is selling it through five agencies situated in different cities. All of a sudden, there is a demand for the product in another five cities not having any agency of the company. The company is faced with the problem of deciding on how to assign the existing agencies to despatch the product to need cities in such a way that the total traveling distance is minimised. The distance between the surplus and deficit cities (in kilometers) is given below. (12)

Surplus City	Deficit City				
	A <sup>1</sup>	B <sup>1</sup>	C <sup>1</sup>	D <sup>1</sup>	E <sup>1</sup>
A	10	5	9	18	11
B	13	19	6	12	14
C	3	2	4	4	5
D	18	9	12	17	15
E	11	6	14	19	10

Determine the optimum assignment schedule.

4. Solve the integer programming problem

$$\text{Max } Z = 7x_1 + 9x_2$$

$$\text{Subject to } -x_1 + 3x_2 \leq 6$$

$$7x_1 + x_2 \leq 35$$

$$x_1, x_2 \geq 0 \text{ are integers.}$$

5. A company has 6 salesmen and 3 market areas A, B, C. It is desired to determine the number of salesmen to allocate to each market area to maximize profit. The following table gives the profits from each market area as a function of the number of sales men allocated

Area	Salesmen						
	0	1	2	3	4	5	6
A	38	41	48	58	66	72	83
B	40	42	50	60	66	75	82
C	60	64	68	78	90	102	109

Use dynamic programming technique to solve the above problem.

6. (a) Explain the terms. (4 + 4 + 4)

(i) Pay off matrix.

(ii) Pure and mixed strategies.

(iii) Two person zero sum game.

**STRATEGIC MANAGEMENT**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the need and importance of strategic management in modern business firms.
2. In what way the practice of strategic management of MNCs differ from domestic companies? Explain.
3. How do mission and objectives differ? How are they formulated? Give some real examples.
4. Explain the concept of portfolio analysis.
5. Explain the strategies involved in value chain analysis.
6. Explain the various generic competitive strategies used in the tissues.
7. Discuss the different growth strategies.

8. Explain the various environmental forecasting techniques.

9. Explain SWOT analysis and its relevance to strategy formulation.

10. Discuss the suitability of matrix structure in complex organisation and its disadvantages.

**RELATIONAL DATABASE MANAGEMENT SYSTEM**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the possible relationships between entities? Explain with example.
2. Describe the system structure of a database system.
3. Explain tree structure diagram. Discuss the data retrieval and updation.
4. Explain the various types of dependencies with examples.
5. Describe the axioms for inclusion dependencies.
6. What is ERNF? Explain ERNF and weak ERNF in detail.

7. Discuss the basic concepts of concurrency control in a data base.

8. What are the basic parts of SQL statements? Explain how to create reports in SQL plus.

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**ENTREPRENEURSHIP AND MANAGEMENT OF  
SMALL BUSINESS**

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(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the role of entrepreneurship development in the economic development of a country.
2. Describe the main stages in the entrepreneurial process.
3. List out the qualities of a successful entrepreneur.
4. "Small-Scale industries save as seedbed of entrepreneurship development" – Explain.
5. Explain the product planning and development process.
6. Describe the various pricing principles to be followed in small scale industries.
7. Explain the process of developing a business plan.

8. Discuss the different stages in new product development.

9. Discuss entrepreneurial development in backward regions in India.

10. Discuss the reasons for some groups succeeding as entrepreneurs and several others not doing so in a given industry.

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