

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Is management a science or an art? Explain.
2. How does management differ from administration?
3. State and explain the various approaches to management.
4. Define 'Decision making'. State its features.
5. Why there is conflict in Line and Staff organisation? How it can be resolved?
6. Enumerate the steps in manpower planning.
7. Explain the various techniques of direction.
8. What are the various theories of leadership?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Discuss the evolution of management thought in ancient days and that of forerunners of management.
10. What are the principles and steps in planning? How is planning classified?
11. State and explain the various steps in recruitment and selection of employees.
12. Enumerate the barriers to communication. How the barriers can be dealt with effectively?
13. Define control. Explain its features and steps.
14. How effective co-ordination can be achieved in organisation?

MANAGERIAL ECONOMICS

Answer any THREE questions.

Each questions carries 20 marks.

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each questions carries 10 marks.

1. Explain the scope of managerial Economics.
2. How does a consumer attain equilibrium under Indifference curve analysis?
3. Explain laws of returns to scale.
4. What are the determinants of price elasticity of demand?
5. Explain the terms consumer goods and intermediate goods.
6. Discuss the long run cost output relations.
7. Critically examine kinked demand curve analysis.
8. Enumerate major factors in competitive bidding.

9. 'No longer profit maximisation is considered as a desirable objective'—Discuss.
10. State and explain the causes and curative measures of trade cycle.
11. Explain the concept and measurement of national income.
12. Explain the modern approach to inflation in the economy.
13. Discuss in detail the objectives of fiscal policy.
14. What is monetary policy? Explain its scope.

(7 pages)

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OCTOBER 2011

ACCOUNTING AND FINANCIAL MANAGEMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What are accounting conventions? Explain them.
2. With imaginary figures write the proforma of P & L a/c of a business concern.
3. From the following particulars, calculate
 - (a) Net Profit and
 - (b) Cash from operations :Gross Profit Rs. 30,000 ; Expenses paid Rs. 10,000 ; Interest received Rs. 2,000 ; The expenses paid include Rs. 1,000 paid for the next year. Interest Rs. 500 has become due but not yet been received.

4. Draw a statement of cost from the following particulars :

	Rs.
Opening stock :	
Materials	2,00,000
Work in progress	60,000
Finished goods	5,000
Closing stock :	
Materials	1,80,000
Work in progress	50,000
Finished goods	15,000
Materials purchased	5,00,000
Direct wages	1,50,000
Manufacturing expenses	1,00,000
Sales	8,00,000
Selling and distribution expenses	20,000

5. X Industries furnish the following data for the month of January 2010 :

	Budgeted	Actual
No. working days	25	27
Production in units	20,000	22,000
Fixed overhead	Rs. 30,000	Rs. 31,000

Budgeted fixed overhead is Re. 1 per hour. In January 2010, the actual hours worked were 31,500. Calculate overhead variances.

6. What is budgetary control? Enumerate the essentials of a good budgetary control system.
7. Define 'Risk'. Distinguish it from uncertainty with appropriate examples.
8. Z Ltd is producing articles mostly by manual labour and is considering to replace it by a new machine. There are two alternative models X and Y of the new machine. Prepare a statement of profitability showing the pay back period from the following information ignoring taxation :

	Machines	
	X	Y
Estimated life of machine	4 years	5 years
Cost of machine (Rs.)	9,000	18,000
Estimated savings in scrap (Rs.)	500	800
Estimated savings in direct wages (Rs.)	6,000	8,000
Additional cost of maintenance (Rs.)	800	1,000
Additional cost of supervision (Rs.)	1,200	1,800

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. What basic principles will you advocate in the matter of deciding on a proper pattern of capital structure for a company? Explain and illustrate the impact of financial leverage.
10. Explain how working capital management policies affect the profitability, liquidity and structural health.
11. From the following Trial balance of Mr. X, prepare final accounts for the year ended 31st March 2010 :

	Rs.		Rs.
Purchases	15,000	Capital	40,000
Salaries	2,000	Sales	25,000
Rent	1,500	Creditors	1,000
Insurance	300		
Drawings	5,000		
Machinery	28,000		
Bank balance	4,500		
Cash	2,000		
Stock (1.4.2009)	5,200		
Debtors	2,500		
	<u>66,000</u>		<u>66,000</u>

Adjustments required :

	Rs.
(a) Stock on 31.3.2010	4,900
(b) Salaries unpaid	300
(c) Rent paid in advance	200
(d) Insurance prepaid	90

12. Prepare a production budget showing the production of each month and summarised production cost budget for the six months period ending 31st August 2009 from the following data of product 'X' :

(a) The units to be sold for different months are as follows :

March 2009	1,100
April 2009	1,100
May 2009	1,700
June 2009	1,900
July 2009	2,500
August 2009	2,300
September 2009	2,500

(b) There will be no work in progress at the each of any month.

(c) Finished units equal to half the sales for the next month will be in stock at the end of each month. (Including Feb 2009)

(d) Budgeted production and production cost for the year ending 31st August 2009 are :

Production units 22,000

Direct materials (per unit) Rs. 4

Direct wages (per unit) Rs. 10

Total factory overhead apportioned to product by 88,000

13. What is weighted average cost of capital? Examine the rational behind the use of weighted average cost of capital.

14. Assuming a year of 50 weeks of 5 days each, calculate the working capital requirements from the following data :

Sales : 1,50,000 units sold at Re. 1 per unit on credit. Customers are allowed 60 days credit.

Production cost : Raw material 0.50 paise

per unit Labour 0.20 paise

Expenses 0.25 paise

The production cycle is 20 days and all materials are issued at the commencement of each cycle.

Credit allowed by suppliers 50 days. Cash required :
one quarter of the remaining current assets.

Stock levels : Raw materials : 40 days of supply

Finished goods : 20 days of supply.

Ignore work in progress.

FUNDAMENTALS OF COMPUTERS

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write down the different steps for solving problems using computers.
2. Explain any two types of computers.
3. Write a short note on error detecting codes.
4. Write about VDU and MICR in detail.
5. What are the major facilities provided by a modern Operating System?
6. Describe the main components of network in detail.
7. Discuss satellite communication in detail.
8. What are the uses of Internet? Explain.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Draw the block diagram of a computer. Discuss its components.
 10. Discuss the assembly language with example.
 11. What are the functions of an Operating System? Explain.
 12. Explain the following in detail:
 - (i) Batch Operating System
 - (ii) Time sharing Operating System
 13. Write about the bounded media in detail.
 14. Explain the two types of LAN.
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MS OFFICE

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Write about any four menus in menu bar.
2. Explain the method for formatting pages with example.
3. Describe the method for inserting page breaks and page numbers in MS Word with example.
4. Explain the spell check concept in MS Word with example.
5. Explain the method for formatting text in Excel worksheet with example.
6. What are the features of MS Access? Describe.

7. Enumerate the different ways for sorting records in Forms of MS Access.
8. Explain the method for creating and modifying Reports in MS Access with example.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Explain the method for creating and editing Word document with example.
10. Discuss the following in MS Word with example:
(a) Find and Replace (b) Header and Footer.
11. Write about the method for creating worksheets and workbooks with example.
12. Explain the method for creating any three types of charts in Excel with example.
13. Describe the method for printing worksheet with various options.
14. Discuss the method for creating Queries in MS Access table with example.

	2008		2010	
	Price Rs.	Quantity Rs.	Price Rs.	Quantity Rs.
A	36	12	38	18
B	80	15	85	13
C	70	10	72	15
D	42	14	40	10
E	46	10	48	5

 BUSINESS STATISTICS AND MATHEMATICS

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

- What is meant by Break Even chart? Illustrate with an example.
- Differentiate the following with respect to x:
 - $3e^x + 2\log x + \frac{1}{x^2}$
 - $\left(x - \frac{2}{x}\right)^3$
- The cost function for producing x units of a product is $c(x) = x^3 - 12x^2 + 48x + 11$ (in rupees) and the revenue function is $R = 83x - 4x^2 - 21$. Find the output for which profit is maximum.

4. Evaluate $\int \frac{dx}{x(x^4+1)}$.

5. What are the merits and demerits of Graphic and Diagrammatic representation of data?

6. Calculate mean and median for the following

Marks below : 10 20 30 40 50 60 70 80

No. of Students : 15 35 60 84 96 127 198 250

7. Compute Quartile Deviation and its coefficient :

Height in inches : 68 69 70 71 72 73 74 75 76

No. of students 25 30 42 45 43 32 30 20 16

8. For a Binomial distribution with $n = 24$ and $p = \frac{1}{3}$, compute the mean and the mode.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Find the equation of the straight line perpendicular to $3x - 2y + 15 = 0$ and passing through the intersection of the lines $3x + 5y = 13$ and $4x + 2y = 8$.

10. Evaluate $\int \frac{5x+1}{5x^2-2x-35} dx$.

11. Using matrices solve the equations

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

$$2x - y + 3z = 9$$

$$3x - y - z = 2.$$

12. Define statistics. Discuss its uses and scope of statistics.

13. Find Karl Pearson's coefficient of correlation from the following data:

Sales 15 18 22 28 32 46 52

(Rs. '000)

Profit 52 66 78 87 96 125 141

(Rs. '000)

14. Calculate price index number by using

(a) Dorbish and Bowley method

(b) Fisher's ideal method.

BUSINESS COMMUNICATION

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. What is communication? Explain its process in detail.
2. How are barriers in communication overcome? Explain.
3. Explain how do you make oral communication effective.
4. Discuss the types of listening.
5. State the procedure in preparation of professional presentation.
6. Explain the advantages of written communication.
7. Explain the terms orders and tenders.
8. Write a collection letter with a mild note for the amount due.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Draft a format of memorandum with suitable illustration.
 10. Write a letter to Newspapers for publicity.
 11. Discuss the importance of business communication.
 12. Explain the factors that help in listening.
 13. Describe the uses of electronic communications systems.
 14. Under what circumstances circular letters are written? Explain in detail.
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ORGANISATIONAL BEHAVIOUR AND
PERSONALITY DEVELOPMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Trace the evolution and stages of organisational behaviour.
2. Explain the psychological factors affecting individual behaviour.
3. Bring out the relationship between personality and organisational behaviour.
4. Define learning. Discuss its nature.
5. Explain the terms values and attitudes.
6. What is motivation? Explain its unique features.
7. Define Group. Explain how it is grouped.
8. How is power acquired? Explain.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the theories of leadership briefly.
 10. Discuss the levels of change in an organisation.
 11. What is Human relations movement? Explain its evolution and growth.
 12. Define personality. Explain its determinants.
 13. Explain the types of values and their relevance in OB.
 14. What are small groups? Explain their managerial implications.
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VISUAL PROGRAMMING – VISUAL BASIC

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the different properties of a form.
2. Write about the Select case structure with example.
3. Describe the multi dimensional array with example.
4. Discuss any four string functions with example.
5. Explain the pop-up menus in detail.
6. Describe about the mouse buttons.
7. Write a brief note on database connectivity.
8. Discuss the methods of data control.

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the different forms of Do looping statements in VB with example.
10. Narrate the Sub procedure with illustrative program.
11. Discuss any ten math functions in VB with example.
12. Explain the following with example :
 - (a) Combo box
 - (b) MsgBox.
13. Write about the debugging tools in detail.
14. Discuss the ODBC concept in VB with example.

E-COMMERCE AND INTERNET TECHNOLOGY

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write about Electronic commerce frame work.
2. Explain the regional level ISP services in detail.
3. Write about electronic cash briefly.
4. Describe the financial EDI in brief.
5. Write about the digital copyright basics briefly.
6. Write about SLIP in detail.
7. Discuss the method for passing arguments to subroutines in PERL with example.
8. Write a short description for CGI.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the Anatomy of E-commerce applications in detail.
 10. State and explain the credit card- based electronic payment systems in brief.
 11. Discuss the Internet protocol suite briefly.
 12. Explain the different built-in functions in PERL with example.
 13. Explain the mobile computing in detail.
 14. Discuss the different call center services in detail.
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WEB DESIGN

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Write about the Internet domains.
2. Explain about the World Wide Web.
3. What are the two types of HTML tags? Describe with illustration.
4. Explain the <HR> tag and its attributes with example.
5. Explain the ordered list and its attributes with example.
6. Write about <caption> tag and its attributes with example.

7. Describe the <FRAMESET> tag and its attributes with example.
8. Explain the Multiple choice select list with example.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Write about the five layers in TCP/IP and Web server.
10. Explain the HTML document head, body and its attributes with example.
11. State and explain any five attributes of <TABLE> tag with examples.
12. Write a HTML document to create frames with your own example.
13. (a) Discuss the different Font attributes in <STYLE> tag with illustration.
(b) What are the uses of class in a style sheet?
14. Explain the external style sheets with illustrative HTML document.

CLIENT SERVER COMPUTING WITH ORACLE

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the hardware trends in client server computing.
2. Write about the transaction models.
3. Describe the data concurrency concept.
4. Write about sub-queries in SQL with example.
5. Discuss the general form of SELECT and UPDATE statements with example.
6. Write about the history of PL/SQL.
7. Explain the method for creating functions with example.
8. Write about the objects in database.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Write about the transaction management standards in detail.
 10. Explain the general form of 'CREATE TABLE' command with suitable example.
 11. Discuss the composite data types in PL/SQL with example.
 12. Explain the general form of triggers with examples.
 13. (a) State the uses of SQLCODE and SQLERRM functions with example.
(b) Discuss the types of exceptions with example.
 14. Explain the different types of locks with example.
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BUSINESS INFORMATION SYSTEM

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the sorting and indexing concept in DBMS.
2. Describe the feasibility study and implementation stages of System Development Life Cycle.
3. Write about the bases for planning in System analysis.
4. Explain the structured design methodology with figure.
5. Explain the different tasks of system development briefly.
6. Write about the system maintenance in brief.

7. Write about the file system in brief.
8. What are the elements of Management Information System? Describe them.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. (a) Discuss the functional area in data processing.
(b) What are the advantages of DBMS? Explain.
10. State any explain any three information gathering tools briefly.
11. Discuss the method for testing system performance.
12. Explain the client/server system in detail.
13. Enumerate the different controls for transaction processing in detail.
14. Discuss the Payroll application in detail.

PROGRAMMING IN C

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Explain the different types of constants in C with example.
2. Write about the arithmetic expression with example.
3. Describe the single character input and output functions with example.
4. State the uses of 'break' and goto statements with illustration.
5. Explain the recursion concept with illustrative program.
6. Describe the static and global variables with example.

7. Write about one-dimensional array with example.
8. Explain the array of pointers concept with illustration.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the most general form of 'scanf' and 'printf' statements with example.
10. Enumerate the different forms of loop statements in C with example.
11. Discuss the multifile program concept with example.
12. Explain the memory allocation functions with example.
13. (a) Explain the method for passing structures to functions with example.
(b) Discuss the general form of union with illustration.
14. Explain the general form for opening and closing a file with illustration.

MARKETING MANAGEMENT

(For those who joined in July 2007 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

Each question carries 10 marks.

1. Explain the company orientation towards market place.
2. How is marketing related to other departments? Explain.
3. Discuss briefly the process of marketing management.
4. Narrate the techniques of sales forecasting.
5. What are target markets? How are they selected?
6. Explain how existing products are managed.
7. Mention any five pricing methods in practice.
8. What are the benefits of retailing?

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Explain the various methods of sales promotion.
 10. Discuss the nature and scope of international marketing.
 11. Write an essay on the expanding scope of marketing.
 12. Enumerate the factors influencing marketing environment.
 13. Explain the stages involved in product life cycle. Point out strategies to be adopted.
 14. What is personal selling? Discuss its importance.
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