

**M.Com I Semester Model Question Paper**  
**(2008-09 Admitted Batch)**  
**CP – 101 Management Theory and Practice**

Time: 3 Hours

Max.Marks: 70

Section – A ( 5 x 4 = 20 marks)

Answer any FIVE Questions not exceeding one page each

- I. a. Management Vs. Administration
- b. Management Functions
- c. Planning Premises
- d. Decision Tree Analysis
- e. Formal Vs. Informal Organisation
- f. Executive Development Programmes
- g. Managerial Grid
- h. PERT and CPM.

Section – B (5 x 10 = 50 Marks)

- II. a. Explain the nature, purpose and significance of Management  
Or  
b. Explain various approaches to Management
- III.a. Explain the significance of Planning ? How plans are helpful for decision making  
Or  
b. what do you mean by Management by objectives ? How they are useful to Management ?
- IV. a, What do you mean by Span of Control ? Explain the Graicunas' Theory of Span of Control.  
Or  
b. Distinguish between line and staff ? How you resolve line and staff conflict.
- V.a. What are the barriers of communication ?  
Or  
b. What is Motivation ? Explain Maslow and Herzberg theories of Motivation ?
- VI.a. Distinguish between Planning and Control ? Explain the process of control  
Or  
b. What are the different techniques of control.

**M.Com Degree Examination**  
**First Semester**  
**CP – 102 Business Environment**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 70 marks

1 Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

2 Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

Section A – (5x4 = 20 marks)

1. Write any Five of the following

- a) Euro Currency
- b) Public Sector
- c) Cyclical Disequilibrium
- d) Free trade Vs. Protection
- e) Foreign Exchange
- f) International Trade Business
- g) Micro Environment of Business
- h) Globalisation

Section B – (5x10 = 50 marks)

II a) Discuss the effect of cultural and Political factors on business decisions.

Or

b) What are the significant trends observed in the external factors over past decade ?

III a) Discuss the role of economic planning with special reference the economic liberalization.

Or

b) Discuss the structural changes brought about in Industrial Policy of 1991.

IV a) Write the trends of public and private sectors in the last five year plans.

or

b) What is BOP? Enlist the methods of correcting disequilibrium in BOP?

V a) Write the objectives and salient features of Competition Act 2002.

Or

b) Write your observations regarding social responsibility and business ethics.

VI) a) Discuss the origin, objectives and organization structure of WTO

Or

b) Explain in detail the process of foreign exchange market mechanism.

**Model Question Paper**  
**M.Com Degree Examination**  
**First Semester**  
**CP -103 Advanced Management Accounting**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 70 marks

1 Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

2 Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

Section A – (5x4 = 20 marks)

1. Write any Five of the following
  - a) Management Accounting Vs Financial Accounting
  - b) Cost Concepts for Decision making
  - c) CVP analysis
  - d) Special order pricing
  - e) Make or buy decisions
  - f) Price strategies
  - g) Product Mix
  - h) Zero based budgeting

Section B – (5x10 = 50 marks)

2. (a) Explain the role of Management Accountant in a modern Organisations.  
Or  
(b) Explain nature and scope of Management Accounting.
3. (a) Problem relating to CVP analysis  
Or  
(b) Explain the relationship among cost and profit at various levels of activity
- 4.(a) Problem relating to preparation of cost sheet.  
Or  
(b) What is meant by BEP? Explain the methods of calculation.
- 5.(a) Problem relating to Product- mix  
Or  
(b) Problem relating to make or buy decision.
- 6.(a) Problem relating to Cash budget  
Or  
(b) Problem relating to Flexible budget

**M.Com I Semester – Model Question Paper  
CP 104 Business Economics**

Time: 3 Hours

Max. Marks: 75

Section – A (5 x 4 = 20 Marks)

Answer any FIVE not exceeding one page each.

- I. a. Micro Economics Vs. Macro Economics
- b. Baumol's Sales Revenue Maximisation Model
- c. Law of Demand
- d. Law of Variable Proportions
- e. Cobb-Douglas Production Function
- f. Kinked Demand Curve
- g. Inflation
- h. Marginal costing

Section – B (5 x 10 = 50 Marks)

- II. a. Explain nature and significance of Business Economics  
    Or  
    b. Explain various methods of Demand Forecasting.
- III. a. What is Production Function ? In what way Production Function is useful for business decisions  
    Or  
    b. What are various Pricing Methods ? Explain four methods in brief.
- IV. a. How price is determined under Monopoly ?  
    Or  
    b. How Price is determined under Oligopoly ?
- V. a. Explain various Profit theories ? What is a criteria for standard profit ?  
    Or  
    b. Distinguish between Economic Profit and Accounting Profit.
- VI. a. What is National Income ? How it is measured ?  
    Or  
    b. What do you mean by Trade Cycles ? Write at least four theories of trade cycles.

**M.Com I Semester Model Question Paper  
(2008-2009 Admitted Batch)  
CP-105 :Business Communications**

Time: 3 Hours

Max.Marks: 70

Section – A (5 x 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

- I. a. Media of communication
- b. Graperine communication
- c. Process of communication
- d. Audio-visual communication
- e. Listening skills
- f. Kinds of Reports
- g. Formal or official letter structure
- h. Information Technology use in communication.

Section – B (5 x 10 = 50 Marks)

- II. a. Discuss the importance of communication in business organizations  
    Or  
    b. Differentiate between oral and written forms of communication.
- III.a. Discuss the application of Johari Window model of communication in organizations in detail.  
    Or  
    b. Differentiate between Intrapersonal and Interpersonal forms of communication ?
- IV. a. Describe various barriers of communication  
    Or  
    b. Discuss in detail about Gateways of communication for effective communication.
- V. a. Distinguish between formal and informal reports.  
    Or  
    b. Explain the precautions to be taken for writing good and bad news reports.
- VI.a. Explain the dos and don't's of oral presentations  
    Or  
    b. Discuss about the increasing use of computers in communication in the society and business as well.

**M.Com. Degree Examination**  
**I Semester**  
**CP: 106 SOFT SKILLS – 1(Business and Spoken English)**  
**(Effective from the admitted batch of 2008-2009)**

Time: 3 Hours

Maximum Marks: 70

- I. Section A consists of Eight short answer questions out of which the candidate has to answer any Five.
- II. Section B consists of Five questions. Each section shall consist of 'a' and 'b' choice.

SECTION-A (5 x 3 = 15 marks)

1. (a) What is meant by Functional language ?
  - (b) How many Polite phrases are there in Business Communication ?
  - (c) Write in detail about the feedback and evaluation techniques.
  - (d) Do you think questions are useful in self assessment elicitation. Illustrate with examples
  - (e) Elucidate the basic business presentation techniques which are useful for any business firm.
  - (f) What are the oral and written conventions which are useful for expressing numerical information in English ?
  - (g) Prepare a table showing the timings of departue and arrival of these trains at Secunderabad.

The Secunderabad Railway Station is a busy junction in the South Central Railway. The Madras-Hyderabad Express train (No.51) comes to Secunderabad at 7.30 A.M. while the Hyderabad-Madras Express train (No.52) leaves for Madras at 4.45 p.m. Likewise the Hyderabad-Bombay express train (No.83) leaves at 1.30 a.m. and the Bombay-Hyderabad express train (No.84) reaches Secunderabad at 6.30 p.m. The Rajadhani Express (No.101) which goes to Delhi leaves at 9.30 p.m. The Rajadhani express (No.102) from Delhi arrives at Secunderabad at 10.45 a.m. The Dakshin express (No.62) to Delhi departs at 8.45 p.m. while the Dakshin Express (No.61) from Delhi reaches Secunderabad at 6.45 p.m.

- (h) The University Grants Commission has given a building grant to your college for the construction of a library. Suggest a plan for the library building.

Write a paragraph and supplement it with a map or plan of the proposed building.

SECTION-B (5 x 10 = 50)

2. Write an application for the post of an Officer trainee in a firm.

or

Imagine that you are an Officer-in-charge of section of the clerks. Write a letter of appointment to one of the candidates offering a post.

3. What is meant by Communication ? How this term is used in business ?.

Or

Write any five effective techniques, which are used in Business English.

4. Elucidate the basic business presentation techniques which are useful for any business firm.

Or

What are the oral and written conventions which are useful for expressing numerical information in English.

5. Make a report on the flood or drought situation in your district and send to the editor of a News paper

or

You are a Project Officer at the District Adult Education Centre. Write a report on the literary activities conducted under your supervision during the current year.

6. What are the team building skills which are helpful for “team building” ?

or

Discuss the use of emphatic structures in English and discuss strategies for effective relationship.

**M.Com. II Semester (2008-09 Admitted batch)**

**CP – 202 I.T. for Business**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 50**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section **B**, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x2=10 marks)**

**Answer any FIVE of the Following not exceeding one page each**

- 1 (a) Elements of computer
- (b) Input – output devices
- (c) Software
- (d) Windows operating system
- (e) MS – office
- (f) Mail- merge
- (g) MS Access
- (h) Power point

**Section – B (5x8=40 marks)**

- 2 (a) Discuss in detail about the classification of computers?  
(Or)  
(b) Explain the characteristics of a computer?
- 3 (a) Describe about various softwares used in business in brief?  
(Or)  
(b) Explain various functions of windows operating systems?
- 4 (a) Explain various uses of MS-office in business?  
(Or)  
(b) Discuss the role of MS –word in business correspondence?
- 5 (a) How MS-power point is a better option for business presentation? Explain?  
(Or)  
(b) Discuss the context of animations in business applications
- 6 (a)“E-commerce” is a platform for business” Discuss?  
(Or)  
(b) Describe the role of Cyber money in E –payments?

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**M.Com. II Semester (2008-09 Admitted batch)**  
**CP – 201 Quantitative Techniques for Business Decisions**  
**Max. Time: 3 Hours                      MODEL PAPER                      Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section **B**, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x4=20marks)**

**Answer any FIVE of the Following not exceeding one page each**

- 1(a) Permutations and combinations
- (b) Measures of correlation tendency
- (c) Rank correlation
- (d) Joint and Marginal probability
- (e) Hypothesis
- (f) Sampling methods
- (g) ANOVA
- (h) Weighted Average

**Section – B (5x10=50 marks)**

- 2 (a) Problem from matrices  
(Or)  
(b) Discuss various types of measures of Dispersion?
- 3 (a) Discuss in detail various measures of Dispersion?  
(Or)  
(b) Problem in Regression analysis
- 4 (a) Discuss in brief about the Baye's theorem?  
(Or)  
(b) Problems in Binomial/Poisson/ Normal distributions.
- 5 (a) Problems in Hypothesis testing?  
(Or)  
(b) Distinction between one sample test and Multisampling tests
- 6 (a) Problems in Chi-Square test  
(Or)  
(b) Write about ANOVA?

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**M.Com. II Semester (2008-09 Admitted batch)**

**CP – 203 Financial Management**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section **B**, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x4=20marks)**

**Answer any FIVE of the Following not exceeding one page each**

- 1(a) Profit maximization VS. Wealth Maximization
- (b) Role of a Financial Manager
- (c) Risk-Return – Trade off
- (d) Cost of capital
- (e) Operating leverage
- (f) Stable dividend
- (g) Retained Earnings
- (h) Working capital cycle

**Section – B (5x10=50 marks)**

- 2 (a) Discuss the nature and scope of Financial Management?  
(Or)  
(b) Write in brief about various techniques of financial analysis?
- 3 (a) Problem from capital Budgeting  
(Or)  
(b) Discuss various techniques of project appraisal in brief?
- 4 (a) Define capital structure and discuss the determination of it?  
(Or)  
(b) Problem from cost of capital
- 5 (a) What factors do you consider in dividend policy formulation?  
(Or)  
(b) Describe various models of dividend policy?
- 6 (a) Discuss in brief about various types of working capital and their management?  
(Or)  
(b) Problem from working capital management

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**M.Com. II Semester (2008-09 Admitted batch)**

**CP – 204 Human Resource Management**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x4=20marks)**

**Answer any FIVE of the Following not exceeding one page each**

- 1 (a) Functions of HR manager
- (b) HRD
- (c) Placement
- (d) Training needs
- (e) Types of wage
- (f) Performance appraisal
- (g) Industrial dispute
- (h) Industrial Relations

**Section – B (5x10=50 marks)**

- 2 (a) Discuss the significance of HRM?  
(Or)  
(b) Define and discuss the nature of HRM?
- 3 (a) Describe the concept of Job Analysis in details?  
(Or)  
(b) What is HR planning and discuss various methods and techniques of it?
- 4 (a) Write in brief various employee training methods?  
(Or)  
(b) How do you evaluate the Training and development methods?
- 5 (a) What do you mean by “wage Differentials” and how they are practiced goal oriented?  
(Or)  
(b) Discuss the types of methods of performance appraisal?
- 6 (a) How do you resolve the Industrial disputes? Discuss in detail?  
(Or)  
(b) What is employee participation in management? Discuss in brief?

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**M.Com. II Semester (2008-09 Admitted batch)**

**CP – 205 Marketing Management**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section **B**, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x4=20marks)**

**Answer any FIVE of the Following not exceeding one page each**

- 1(a) Marketing Mix
- (b) External Environment
- (c) S-T-P-concepts
- (d) MIS
- (e) Product mix
- (f) Retailer
- (g) Retail management
- (h) Direct management

**Section – B (5x10 marks)**

2(a) Discuss in brief about the concept of marketing?

(Or)

(b) Describe the Importance of marketing in business?

3(a) Define and discuss the nature and scope of consumer Behaviour?

(Or)

(b) Discuss the role of MIS in marketing Research?

4(a) Discuss the role of Branding and packaging in marketing

(Or)

(b) What is new product planning? How do you execute it in present Globalised markets?

5 (a) What are various pricing strategies? Discuss in detail?

(Or)

(b) Write about channel selection under distribution mix of marketing?

6 (a) What is Integrated Marketing Communication (IMC)? Discuss in brief its importance in marketing?

(Or)

(b) Distinguish between Advertising, Personal selling and Publicity?

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**M.Com. II Semester (2008-09 Admitted batch)**

**CP – 206 Soft Skills**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x4=20marks)**

**Answer any FIVE of the Following not exceeding one page each**

- 1 (a) Career planning
- (b) Positive Thinking
- (c) Intra – personal skills
- (d) Body – Language
- (e) Listening skills
- (f) Stress and output of stress
- (g) Group Discussion
- (h) Negotiation

**Section – B (5x10=50 marks)**

- 2 (a) Discuss the process of career planning in detail?  
(Or)  
(b) Describe the factors of consideration for career planning? Between
- 3(a) Distinguish between verbal and non-verbal skills?  
(Or)  
(b) Discuss the importance of time management in Personality Development?
- 4 (a) Discuss about preparation of a resume as an important step of interview preparation?  
(Or)  
(b) Analyze the context of Dress code and Appearance as an important element in personality?
- 5 (a) Distention between written test and Group Discussion methods?  
(Or)  
Describe the process and types of an interview?
- 6 (a) Discuss the precautions to be taken by a candidate while negotiating compensation package with an employer  
(O)  
(b) What is Multi - skill Development and how it is achieved?

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**MODEL QUESTION PAPER**

**M.B.A (FT) DEGREE EXAMINATION  
First semester**

**CP – 101 PERSPECTIVES OF MANAGEMENT  
(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum: 70 marks

1. Section A consists of EIGHT short answers questions out of which the candidate has to answer any FIVE questions. Each answer shall not exceed 1 page each.
2. Section consists of five questions. Each question consists of either or choice and the candidate has to answer either (a) or (b) form each question. The answer shall not exceed 5 pages each.
3. Section C consists of case study and it is compulsory.

**SECTION A—(5x3=15 Marks)**

1. Answer any FIVE of the following:
  - (a) Importance of management
  - (b) Social responsibility of management
  - (c) Decision Tree
  - (d) Grapevine Communication
  - (e) Centralization of Authority
  - (f) Successful Leader
  - (g) Techniques of Control
  - (h) Delegation.

**SECTION B—(5x8=40 marks)**

2. (a) Define management. Outline the various functions of Management. How far they are successfully implemented in organization?  
(OR)  
(b) Examine the concept of American Style of Management. What are its advantage and disadvantages?

3. (a) Examine the significance of planning in a large Scale organization. Outline the various types of Planning.  
(OR)  
(b) Is decision making important in a large scale Organization? Explain clearly the process Involved in decision making.
4. (a) What do you understand by Span of Control? Examine the factors which are influencing span of control.  
(OR)  
(b) What is meant by structure of an organization? Distinguish between functional structure and Divisional structure.
5. (a) Identify the qualities of a successful Leader. Discuss the advantage and disadvantages of any one of the styles of leadership of your Choice.  
(OR)  
(b) Define 'Control'. What are the various Principles of control?
6. (a) Discuss some important typologies of Organizations. How are Organizations classified on the basis of primary beneficiary? Point out the problems which these Organizations have to face.  
(OR)  
(b) People sometimes resist change for the sake of Resistance." Comment.

SECTION C—(15 Marks)

7. Case Study  
(Compulsory)

**Model Question Paper**  
**M.B.A(FT) Degree Examination**  
**First Semester**  
**CP 102 Quantitative Techniques for Management**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 70 marks

Section A consists of Eight short answers questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

Section A – (5x3 = 15 marks)

1. (a) Define functions and state the different types of applications of functions?  
(b) Write about basic rules of counting permutations ?  
(c) Write about formulae of calculation of standard deviation – Discrete series?  
(d) What are progressions ?  
(e) Explain errors in hypothesis testing?  
(f) What are the degrees of freedom?  
(g) Explain about point and Interval Estimates of Average?  
(h) What is presentation of data?

Section B – (5x11 = 55 marks)

2. (a) Solve the following system of simultaneous equations using Cramer's rule.  
 $3x+4y = 5$  and  $3x - 4y = 2$   
Or  
(b) What is Maxima and Minima of functions? Write procedure for Maximum and Minimum?
3. (a) What do you mean by Central tendency? Explain different measures of central tendency?  
Or  
(b) Compute regression lines from the following data:  
X: 1 2 3 4 5 6 7 8 9  
Y: 20 18 21 19 23 22 25 27 23
4. (a) What is sampling ? Explain various methods of sampling with suitable examples.  
Or  
(b) Suppose that the number of births resulting in twins during a year has a Poisson distribution with parameter  $\lambda=1$ . Calculate the probability that during a year there (i) is no twin birth, (ii) exactly one twin birth (iii) less than 2 twin births, (iv) greater than 1 twin birth.
5. (a) What are sampling distribution ? Explain the functions usefulness of normal and binomial distributions .

(or)

(b) A random sample of 100 articles taken from a batch of 2696 articles contains 5 defective articles. Find 95 per cent confidence interval from the proportion of defective articles in the whole batch.

6. (a) Write about tests of difference between mean and proportion of small and large samples

or

(b) 2000 digits were selected at random from set of tables. The frequencies of digits were given below.

Digit:	0	1	2	3	4	5	6	7	8	9
Frequency:	180	190	230	210	160	250	220	200	210	150

Use the chi-square test to assess the correctness of the hypothesis that the digits were distributed in equal numbers in the tables from which these were chosen.

**M.B.A. (Full-Time) DEGREE EXAMINATION**  
**First Semester**  
**CP -103 MANAGERIAL ECONOMICS**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 85 marks

1. Section A consists of eight short answer questions out of which the candidate has to answer questions out of answer any FIVE questions. Each answer should not exceed 1 page each.
2. Section B consists of five questions. Each question shall consists of either (a) or (b) choice. The answer for each question shall not exceed 5 pages each.
3. Section C consists of Case Study which is compulsory.

SECTION A – (5 X 3 = 15 marks)

1. (a) Descriptive Economics  
(b) Managerial Utility  
(c) Derived Demand  
(d) Cross elasticity  
(e) Opportunity Cost  
(f) Duopoly  
(g) Trade Cycle  
(h) Constrained optimization.

SECTION B – (5 X 8 = 40 marks)

2. (a) Discuss the relationship between managerial economics and other branches of knowledge such as Microeconomics.  
Or  
(b) What is the theory of firm ? What assumptions are made by the economists under the theory of firm ?
3. (a) What is elasticity of demand ? Write the managerial decisions which require the elasticity of demand.  
Or  
(b) Describe the forecasting techniques used for estimating the demand for a new product.
4. (a) Show diagrammatically how optimum input combination is arrived for a two input and one output production situation with the help of isoquant cost and isoquant maps.  
Or  
(b) Write the various economies of scale. Show how optimum size of a firm is arrived.

5. (a) Describe the various theories of profit.  
Or  
(b) Show diagrammatically how price and output levels are determined in the perfect markets.
6. (a) What is Suboptimisation ? Describe how optimisation models are developed.  
Or  
(b) What is inflation ? Discuss the role of fiscal and monetary policies for controlling inflation.

SECTION C – (15 marks)

(Case Study) (Compulsory)

7.

**Model Question Paper**  
**M.B.A (FT) Degree Examination**  
**First Semester**  
**CP -104 Business Environment**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 70 marks

- 1 Section A consists of Eight short answers questions out of which the candidate has to answer any five questions not exceeding One page each.
- 2 Section B consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

Section A – (5x3 = 15 marks)

- 1.(a) Globalisation
- (b) Balance of Payments
- (c) Micro environment of business
- (d) Free trade vs. protection
- (e) Mixed economy
- (f) Trade barriers
- (g) Public sector
- (h) WTO

Section B – (5x8 = 40 marks)

- 2 (a) Discuss the effect of cultural and political factors on business decisions  
or  
(b) What are the significant trends observed in the external trade over the past decade
- 3 (a) Discuss the role of economic planning with special reference to Liberalisation ?  
or  
(b) Write the trends of Public and Private sectors in the last five year plans
4. (a) Discuss the structural changes brought about in the new Industrial Policy of 1991.  
Or  
(b) Discuss the concept of disequilibrium in BOP and enlist the methods of correction.
- 5.(a) Write the objectives and salient features of Competition Act 2002.  
Or  
(b) Write your observations on business ethics of Indian business
- 6 (a) Write the objectives, organization structure and functioning of WTO  
or  
(b) Explain in detail the mechanism of foreign exchange market.

Section – C (15 Marks)

Case Study Compulsory

**MBA(FT) Degree Examination**  
**First Semester**  
**CP -105 ACCOUNTING FOR MANAGERS**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three Hours

Maximum : 70 marks

1. Section A consists of eight short answer questions out of which the candidate has to answer any Five Questions.
2. Section B consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

SECTION A – 5 x 3 = 15 Marks

1. Write any FIVE of the following
  - a) GAAP
  - b) Accounting Cycle
  - c) Profit and Loss Account
  - d) Ratio Analysis
  - e) Marginal Costing
  - f) P/V ratio
  - g) Zero based budgeting
  - h) Budgetary control

SECTION B – 5 X 11 = 55 Marks

2. (a) Define 'Accounting' and explain its features and limitations.  
Or  
(b) Discuss the tools and techniques of cost accounting
3. (a) Explain the procedure for the preparation of Balance sheet and its limitations  
Or  
(b) What are the Accounting Principles and Accounting Standards in Accounting System ?
4. (a) Discuss the significance and preparation of funds flow statement  
Or  
(b) Problem relating 'Cost-Volume-Analysis'
5. (a) Explain Decision making and process of Decision Making  
Or  
(b) Problem relating to 'Make or buy decision'
6. (a) What are the different types of budgets ? Explain briefly.  
Or  
(b) Explain different types of budget ?

**M.B.A. (FULL-TIME) DEGREE EXAMINATION**  
**FIRST SEMESTER**  
**CP-106: CORPORATE COMMUNICATIONS**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum: 70 marks

- (1) Section A consists of eight short answer questions. The candidate has to answer any five questions. The answer shall not exceed one page each.
- (2) Section B consists of five questions of either or choice and the candidate has to answer either (a) or (b) from each question. The answer shall not exceed five pages each.
- (3) Section C consists of a case study, which is compulsory.  
Section—A—(5X3=15 marks)

1. Answer any FIVE from the following.

- a) Small group communication
- b) Non-Verbal communication
- c) Body language
- d) E-mail
- e) Types of reports
- f) Content listening
- g) Silence
- h) Hard negotiation

Section B – (5 x 8 = 40 marks)

2. (a) “The most significant characteristic of the human race is the ability to communicate.” Discuss.  
Or  
(b) Write a detailed note on communication.
3. (a) Compare and contrast Formal Vs. Informal communication, inter personal Vs. intra personal communication.  
Or  
(b) Write a note on Exchange theory, Johari window and Transactional analysis.
4. (a) Write a note on effective interpersonal communication.  
Or  
(b) What is motivation ? Discuss the role of communication in the employee motivation.
5. (a) Write a letter to a financial institution requesting for an advance of Rs.10,00,000 for your organization, with out a security ?  
Or  
(b) Write a letter to M/S A to Z electronics for a replacement of a “Fully automatic Washing Machine” of 7.5 kgs. Purchased recently which is

not working to your satisfaction. You need to bring in that the warranty is not expired for your machine.

6. (a) What are the characteristics of a good report ? How should reports be formatted and presented ?

Or

- (b) Draft a report after having surveyed company retirement practices and recommend retirement policies for a company which retained you.

Section – C (15 marks)  
Case Study (Compulsory)

7. The qualities of leadership of a manager are put to a real test in an emergency. Think of ten emergency situations in a factory and write the communication requirements on each of them.

**M.B.A. (Full-time) Degree Examination**  
**I Semester**  
**CP: 107 SOFT SKILLS – 1(Business English)**

**(Effective from the admitted batch of 2008-2009)**

Time: 3 Hours

Maximum Marks: 70

- III. Section A consists of Eight short answer questions out of which the candidate has to answer any Five.
- IV. Section B consists of Five questions. Each section shall consist of 'a' and 'b' choice.

**SECTION-A (5 x 3 = 15 marks)**

1. (a) What is meant by Functional language ?
  - (b) How many Polite phrases are there in Business Communication ?
  - (c) Write in detail about the feedback and evaluation techniques.
  - (d) Do you think questions are useful in self assessment elicitation. Illustrate with examples
  - (h) Elucidate the basic business presentation techniques which are useful for any business firm.
  - (i) What are the oral and written conventions which are useful for expressing numerical information in English ?
  - (j) Prepare a table showing the timings of departure and arrival of these trains at Secunderabad.

The Secunderabad Railway Station is a busy junction in the South Central Railway. The Madras-Hyderabad Express train (No.51) comes to Secunderabad at 7.30 A.M. while the Hyderabad-Madras Express train (No.52) leaves for Madras at 4.45 p.m. Likewise the Hyderabad-Bombay express train (No.83) leaves at 1.30 a.m. and the Bombay-Hyderabad express train (No.84) reaches Secunderabad at 6.30 p.m. The Rajadhani Express (No.101) which goes to Delhi leaves at 9.30 p.m. The Rajadhani express (No.102) from Delhi arrives at Secunderabad at 10.45 a.m. The Dakshin express (No.62) to Delhi departs at 8.45 p.m. while the Dakshin Express (No.61) from Delhi reaches Secunderabad at 6.45 p.m.

- (h) The University Grants Commission has given a building grant to your college for the construction of a library. Suggest a plan for the library building.

Write a paragraph and supplement it with a map or plan of the proposed building.

SECTION-B (5 x 10 = 50)

1. Write an application for the post of an Officer trainee in a firm.

or

Imagine that you are an Officer-in-charge of section of the clerks. Write a letter of appointment to one of the candidates offering a post.

2. What is meant by Communication ? How this term is used in business ?.

Or

Write any five effective techniques, which are used in Business English.

3. Elucidate the basic business presentation techniques which are useful for any business firm.

Or

What are the oral and written conventions which are useful for expressing numerical information in English.

4. Make a report on the flood or drought situation in your district and send to the editor of a News paper

or

You are a Project Officer at the District Adult Education Centre. Write a report on the literary activities conducted under your supervision during the current year.

5. What are the team building skills which are helpful for “team building” ?

or

Discuss the use of emphatic structures in English and discuss strategies for effective relationship.

**M.B.A.(FT) II Semester (2008-09 Admitted batch)**

**CP – 201 Financial Management**

Max. Time: 3 Hours

MODEL PAPER

Max. Marks: 70

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x3=15marks)**

Answer any FIVE of the Following not exceeding one page each

1 Answer any Five of the following:

- (a) Objectives of Financial Management
- (b) Finance Functions
- (c) Financial Leverage
- (d) Cost of Capital
- (e) DCF Techniques
- (f) Stock Splits
- (g) Working Capital
- (h) Cash Budget

**Section – B (5x8=40 marks)**

- 2 (a) Discuss the role of a financial manager in detail  
(Or)  
(b) What is ratio analysis and discuss various types of ratios in brief?
- 3 (a) Discuss the role of financial leverage in EBIT-EPs analysis?  
(Or)  
(b) Describe about various factors affecting capital structure ?
- 4 (a) Problem on capital Budgeting?  
(Or)  
(b) Explain the process of capital Budgeting ?
- 5 (a) What are various Determinants of a dividend policy ? Explain?  
(Or)  
(b) Write M-M theory of Dividend Decision ?
- 6 (a) What is TQM and explain its role in Inventory management?  
(Or)  
(b) Problem on cash Budgeting

**Section – C**

Case study Compulsory (marks 15)

**M.B.A. (FT)II Semester (2008-09 Admitted batch)**

**CP – 202 Marketing Management**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x3=15 marks)**

**Answer any FIVE of the Following not exceeding one page each**

- (a) Marketing Mix
- (b) Concepts of Marketing
- (c) Buying Decision making process
- (d) Market segmentation
- (e) Product life cycle
- (f) Packaging
- (g) Penetration Pricing strategy
- (h) Value Networks

**Section – B (5x8=40 marks)**

2 (a) Discuss the importance and scope of marketing?

(Or)

(b) Distinguish between products and services marketing?

3 (a) Discuss the role of MIS in marketing research?

(Or)

(b) Explain the concept of organizational Buying Behaviour?

4 (a) What are the phases in New Product planning and development ? Discuss?

(Or)

(b) Explain the phases in product life cycle and discuss the use of various strategies to counter the affects of these stages?

5 (a) What pricing strategies are considered by marketers in general ? Discuss?

(Or)

(b) Discuss the types in channels of Distribution in detail ?

6 (a) What is Integrated Marketing Communication? How it became essential today? Discuss?

(Or)

(b) Distinguish between Personal Selling, Advertising and Direct marketing in detail ?

**Section – C (15 marks)**

**Case study Compulsory**

**M.B.A.(FT) II Semester (2008-09 Admitted batch)**

**CP – 203 Human Resource Management**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x3=15 marks)**

**Answer any FIVE of the Following not exceeding one page each**

- (a) Scope of HRM
- (b) Functions of HRM
- (c) Job Analysis
- (d) Training Types
- (e) Fringe benefits
- (f) Wage types
- (g) Industrial dispute
- (h) Collective bargaining

**Section – B (5x8=40 marks)**

2 (a) Define and Discuss the principles of HRM

(Or)

(b) Write about the challenges and Ethical aspects of HRM

3 (a) What is HR planning ? Discuss the process of HR Planning?

(Or)

(b) What is Recruitment ? Discuss various steps of Recruitment in details?

4 (a) “Training is provided in various forms” Justify?

(Or)

(b) Discuss the need for career development and counseling?

5 (a) Describe various factors influencing compensation in detail?

(Or)

(b) What are the current trends in compensation payment?

6 (a) How Trade unions are affecting Industrial relations? Discuss?

(Or)

(b) “ Collective Bargaining is a tool for Industrial dispute settlement” Justify?

**Section – C (15 marks)**

**Case study Compulsory**



**M.B.A.(FT) II Semester (2008-09 Admitted batch)**

**CP – 205 Operations Research**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 70**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x3=15 marks)**

**Answer any FIVE of the Following not exceeding one page each**

- (a) Scope of OR.
- (b) Linear Programming
- (c) Various models of Transportation
- (d) Integer programming
- (e) Pure Strategies
- (f) Waiting Lines
- (g) PERT & CPM
- (h) Project Management

**Section – B (5x8=40 marks)**

- 2 (a) Explain the uses of O.R.. in Business management?  
(Or)  
(b) problem on linear Programming.
- 3 (a) Problem on Assignment?  
(Or)  
(b) Problem on Queuing theory ?
- 4 (a) “Applications of D.P. in O.R. is very complex” Justify?  
(Or)  
(b) Problem on Dynamic Programming (D.P).
- 5 (a) Describe the concept of Game Theory?  
(Or)  
(b) Problem on Simulation Inventory & waiting Lines
- 6 (a) Problem on PERT & CPM  
(Or)  
(b) Problem on Non-linear Programming model formulation

**Section – C (15 marks)**

**Case study Compulsory**

**M.B.A. (FT) II Semester (2008-09 Admitted batch)**

**CP – 206 I.T. for Management**

**Max. Time: 3 Hours**

**MODEL PAPER**

**Max. Marks: 50**

Section A consists of Eight short answer questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

**Section – A (5x2=10 marks)**

**Answer any FIVE of the Following not exceeding one page each**

- (a) Classification of the following
- (b) Software Vs. Hardware
- (c) MS-Word
- (d) MS-PowerPoint
- (e) Auto content wizard
- (f) Network
- (g) Network Protocols
- (h) ERP

**Section – B (5x8=40 marks)**

- 2 (a) Discuss in brief about various Input-output devices of a computer system?  
(Or)  
(b) Write about Windows Operating system?
- 3 (a) Discuss various Applications of MS – word in Business correspondence?  
(Or)  
(b) Write about MS-Access and its applications?
- 4 (a) Describe the usage of MS-power point in business?  
(Or)  
(b) Distinguish between MS-Word, MS-PowerPoint in business?
- 5 (a) Write about communications media indetail?  
(Or)  
(b) Describe about network architecture with illustrations ?
- 6 (a) Describe about Financial Information system of any Financial services provider ?  
(Or)  
(b) Discuss the marketing information system of a multinational corporation of your choice?

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**MODEL QUESTION PAPER**

**M.B.A(PT) DEGREE EXAMINATION**

**First semester**

**CP – 101 PERSPECTIVES OF MANAGEMENT**

**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum: 70 marks

1. Section A consists of EIGHT short answers questions out of which the candidate has to answer any FIVE questions. Each answer shall not exceed 1 page each.
2. Section consists of five questions. Each question consists of either or choice and the candidate has to answer either (a) or (b) form each question. The answer shall not exceed 5 pages each.
3. Section C consists of case study and it is compulsory.

**SECTION A—(5x3=15 Marks)**

1. Answer any FIVE of the following:
  - (a) Importance of management
  - (b) Social responsibility of management
  - (c) Decision Tree
  - (d) Grapevine Communication
  - (e) Centralization of Authority
  - (f) Successful Leader
  - (g) Techniques of Control
  - (h) Delegation.

**SECTION B—(5x8=40 marks)**

3. (a) Define management. Outline the various functions of Management. How far they are successfully implemented in organization?  
(OR)  
(b) Examine the concept of American Style of Management. What are its advantage and disadvantages?

7. (a) Examine the significance of planning in a large Scale organization. Outline the various types of Planning.  
(OR)  
(b) Is decision making important in a large scale Organization? Explain clearly the process Involved in decision making.
8. (a) What do you understand by Span of Control? Examine the factors which are influencing span of control.  
(OR)  
(b) What is meant by structure of an organization? Distinguish between functional structure and Divisional structure.
9. (a) Identify the qualities of a successful Leader. Discuss the advantage and disadvantages of any one of the styles of leadership of your Choice.  
(OR)  
(b) Define 'Control'. What are the various Principles of control?
10. (a) Discuss some important typologies of Organizations. How are Organizations classified on the basis of primary beneficiary? Point out the problems which these Organizations have to face.  
(OR)  
(b) People sometimes resist change for the sake of Resistance." Comment.

SECTION C—(15 Marks)

7. Case Study  
(Compulsory)

**Model Question Paper**  
**M.B.A (PT) Degree Examination**  
**First Semester**  
**CP 102 Quantitative Techniques for Management**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 70 marks

Section A consists of Eight short answers questions out of which the candidate has to answer any five questions.

Section B, consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

Section A – (5x3 = 15 marks)

5. (a) Define functions and state the different types of applications of functions?
- (b) Write about basic rules of counting permutations ?
- (c) Write about formulae of calculation of standard deviation – Discrete series?
- (d) What are progressions ?
- (e) Explain errors in hypothesis testing?
- (f) What are the degrees of freedom?
- (g) Explain about point and Interval Estimates of Average?
- (h) What is presentation of data?

Section B – (5x11 = 55 marks)

6. (a) Solve the following system of simultaneous equations using Cramer's rule.  
 $3x+4y = 5$  and  $3x - 4y = 2$

Or

- (c) What is Maxima and Minima of functions? Write procedure for Maximum and Minimum?
7. (a) What do you mean by Central tendency? Explain different measures of central tendency?

Or

- (b) Compute regression lines from the following data:

X:	1	2	3	4	5	6	7	8	9
Y:	20	18	21	19	23	22	25	27	23

8. (a) What is sampling ? Explain various methods of sampling with suitable examples.

Or

- (b) Suppose that the number of births resulting in twins during a year has a Poisson distribution with parameter  $\lambda=1$ . Calculate the probability that during a year there (i) is no twin birth, (ii) exactly one twin birth (iii) less than 2 twin births, (iv) greater than 1 twin birth.

5. (a) What are sampling distribution ? Explain the functions usefulness of normal and binomial distributions .

(or)

- (b) A random sample of 100 articles taken from a batch of 2696 articles contains 5 defective articles . Find 95per cent confidence interval from the proportion of defective articles in the whole batch.

6. (a) Write about tests of difference between mean and proportion of small and large samples

or

(b) 2000 digits were selected at random from set of tables. The frequencies of digits were given below.

Digit:	0	1	2	3	4	5	6	7	8	9
Frequency:	180	190	230	210	160	250	220	200	210	150

Use the chi-square test to assess the correctness of the hypothesis that the digits were distributed in equal numbers in the tables from which these were chosen.

**M.B.A. (Part-Time) DEGREE EXAMINATION**  
**First Semester**  
**CP -103 MANAGERIAL ECONOMICS**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 85 marks

4. Section A consists of eight short answer questions out of which the candidate has to answer questions out of which the candidate has to answer any FIVE questions. Each answer should not exceed 1 page each.
5. Section B consists of five questions. Each question shall consist of either (a) or (b) choice. The answer for each question shall not exceed 5 pages each.
6. Section C consists of Case Study which is compulsory.

SECTION A – (5 X 3 = 15 marks)

1. (a) Descriptive Economics  
(b) Managerial Utility  
(c) Derived Demand  
(d) Cross elasticity  
(e) Opportunity Cost  
(f) Duopoly  
(g) Trade Cycle  
(h) Constrained optimization.

SECTION B – (5 X 8 = 40 marks)

2. (a) Discuss the relationship between managerial economics and other branches of knowledge such as Microeconomics.  
Or  
(b) What is the theory of firm ? What assumptions are made by the economists under the theory of firm ?
3. (a) What is elasticity of demand ? Write the managerial decisions which require the elasticity of demand.  
Or  
(b) Describe the forecasting techniques used for estimating the demand for a new product.
4. (a) Show diagrammatically how optimum input combination is arrived for a two input and one output production situation with the help of isoquant cost and isoquant maps.  
Or  
(b) Write the various economies of scale. Show how optimum size of a firm is arrived.

7. (a) Describe the various theories of profit.  
Or  
(b) Show diagrammatically how price and output levels are determined in the perfect markets.
8. (a) What is Suboptimisation ? Describe how optimisation models are developed.  
Or  
(b) What is inflation ? Discuss the role of fiscal and monetary policies for controlling inflation.

SECTION C – (15 marks)

(Case Study) (Compulsory)

7.

**Model Question Paper**  
**M.B.A(PT) Degree Examination**  
**First Semester**  
**CP -104 Business Environment**  
**(Effective from the admitted batch of 2008-2009)**

Time: Three hours

Maximum : 70 marks

- 1 Section A consists of Eight short answers questions out of which the candidate has to answer any five questions not exceeding One page each.
- 2 Section B consists of Five questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question.

Section A – (5x3 = 15 marks)

- 1.(a) Globalisation
- (b) Balance of Payments
- (c) Micro environment of business
- (d) Free trade vs. protection
- (e) Mixed economy
- (f) Trade barriers
- (g) Public sector
- (h) WTO

Section B – (5x8 = 40 marks)

- 2 (a) Discuss the effect of cultural and political factors on business decisions  
or  
(b) What are the significant trends observed in the external trade over the past decade
- 3 (a) Discuss the role of economic planning with special reference to Liberalisation ?  
or  
(b) Write the trends of Public and Private sectors in the last five year plans
4. (a) Discuss the structural changes brought about in the new Industrial Policy of 1991.  
Or  
(b) Discuss the concept of disequilibrium in BOP and enlist the methods of correction.
- 5.(a) Write the objectives and salient features of Competition Act 2002.  
Or  
(b) Write your observations on business ethics of Indian business
- 6 (a) Write the objectives, organization structure and functioning of WTO  
or  
(b) Explain in detail the mechanism of foreign exchange market.

Section – C (15 Marks)

Case Study Compulsory