

12. The mean of Binomial distribution with parameters n and p is
(a) n/p (b) np (c) p/n (d) None of these
13. For the Poisson distribution
(a) $\text{Mean} > \text{Variance}$ (b) $\text{Mean} < \text{Variance}$ (c) $\text{Mean} = \text{Variance}$
(d) Mean and variance are not related
14. For the Normal distribution
(a) $\text{Mean} > \text{Median} > \text{Mode}$ (b) $\text{Mean} = \text{Median} = \text{mode}$ (c) $\text{Mean} > \text{Median} > \text{Mode}$
(d) None of these
15. The total area covered under the normal curve is
(a) more than one (b) Less than one (c) equal to one (d) None of these
16. The Standard deviation of the sampling distribution of a statistic is known as
(a) Sampling error (b) Unbiased error (c) Biased error (d) Standard error
17. Which of the following is considered as a large sample test
(a) Student t-test (b) F- test (c) Z-test (d) Kolmogrov- Smirnov test
18. Which of the following is a Non – parametric test
(a) Z-test (b) F-test (c) Chi – square test (d) None of these
19. The degrees of freedom for a single sample of size n is given by
(a) n (b) $n-1$ (c) $n-2$ (d) none of these
20. A Population divided into two mutually exclusive and exhaustive classes with respect to one or more attribute is called
(a) Dichotomous classification (b) Manifold classification (c) Threefold classification (d) None of these

PART II

(30)

- Q.2 For the following frequency distribution
- | | | | | | | |
|--------------|-----|------|-------|-------|-------|-------|
| Income (Rs): | 0-5 | 5-10 | 10-15 | 15-20 | 20-25 | 25-30 |
| Frequency: | 5 | 7 | 10 | 8 | 6 | 4 |

Find (a) Mean (b) median (c) Mode (d) Standard deviation (e) Coefficient of variation (C.V)
OR

Regression equations of two variables X and Y are as follows

$$3X + 2Y = 26 \text{ and } 6X + Y = 31$$

- Find (a) The means of X and Y
(b) Regression Coefficients of X on Y and Y on X
(c) Coefficient of correlation between X and Y (d) Estimated value of Y when $X=5$
(e) Ratio of variances of X and Y

- Q.3 A Company has two plants to manufacture scooters. Plant I manufactures 80 percent of the scooters and plant II manufactures 20 percent. At plant I , 85 out of 100 scooters are rated as of standard quality. At plant II , only 65 out of 100 scooters are rated as of standard quality. What is the probability that a scooter selected at random came from
(a) Plant I , if it is known that the scooter is of standard quality
(b) Plant II, if it is known that the scooter is of standard quality

OR

Out of a sample of 120 persons in a village, 76 persons were administered a new drug for preventing influenza and out of them, 24 persons were attacked by influenza. Out of those who were not administered the new drug, 12 persons were not affected by influenza:

Prepare;

- (a) 2x2 contingency table showing actual and expected frequencies.
- (b) Use Chi – square test for finding out whether the new drug is effective or not.
(At 5% level for one degree of freedom, the value of Chi square is 3.84)

PART III

(12½ x 4)

- Q.4 Differentiate between central tendency and dispersion. Mention the requisites of a good Average.. Lay down the merits and demerits of Mean, Median and Mode.

OR

Define the term Standard deviation. How it differs from Mean deviation. Why Standard deviation is considered as a better measure than Mean deviation, give reasons.

- Q.5 What do you mean by an index number. Describe the various uses of index numbers. Differentiate between fixed base and chain base methods for constructing index numbers.

OR

Below are given the figure of production (in thousands tons) of a sugar factory:

Year	:	1989	1990	1991	1992	1993	1994	1995
Production	:	77	88	94	85	91	98	90

- (i) Fit a straight line trend by the method of 'least squares' and show the trend values.
- (ii) What is the monthly increase in production?

- Q.6 Explain the Addition and Multiplication theorems of Probability with the help of various formulae. How the concept of probability is helpful in business decision making, explain.

OR

Describe the chief properties of Normal distribution with the help of its diagram.

Lay down some practical applications of normal distribution.

- Q.7 Differentiate between Census and sample survey method. Differentiate between probability and non – probability sampling methods in brief.

OR

Describe the term Statistical Hypothesis. Explain the hypothesis testing procedure in detail.

Uttar Pradesh Technical University

Model Question Paper

(Based on Revised Syllabus)

MBA First Semester Examination, 2008-09

MBA 016 MARKETING MANAGEMENT

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

- 1) "Consumers may share a strong need that cannot be satisfied by an existing product"
The above mentioned statement indicates :
a) Nonexistent Demand
b) Latent Demand
c) Unwholesome Demand
d) Full Demand
- 2) "The concept that consumers will favour those products that offer the most quality , performance, or innovative features" is :
a) Product Concept
b) Production Concept
c) Selling Concept
d) Marketing Concept
- 3) "Many people want a BMW Sports Car but only a few of them are willing and able to buy one" , the statement indicates :
a) Needs
b) Wants
c) Demand
d) Desire
- 4) "Mr. Stephen Brown, an American needs a Veggie Burger for breakfast."
The statement indicates :
a) Wants
b) Bundle
c) Product
d) Price
- 5) " The _____ concept is based on the development , design and implementation of marketing programs , processes, and activities that activities that recognize their interdependencies."
a) Holistic Marketing
b) Relationship Marketing
c) B to B Marketing
d) B to C Marketing
- 6) Henry Ford offered Model -T Ford in one colour black. His offering is an example of _____ as in engages in mass production, mass distribution , and mass promotion.
a) Mass Marketing
b) Differentiated Marketing
c) Customised Marketing
d) Services Marketing
- 7) In _____ , consumer preference remain scattered throughout the market space and consumers vary greatly in their preferences .
a) Homogeneous Preferences
b) Heterogeneous Preferences
c) Diffused Preferences
d) Clustered Preferences

- 8) "Bajaj Wave DTS-I is a scooter targeted for women. It uses _____
Variable of Demographic Segmentation.
a) Income b) Age
c) Loyalty Status d) Gender
- 9) User Status, Usage Rate and Occasions are variables of _____
Segmentation.
a) Geographic b) Psychographic
c) Behavioral d) VALS
- 10) _____ involves three activities : market
segmentation, market targeting and market positioning.
a) Targeting b) Scanning
c) Distributing d) Designing
- 11) The various levels starting from Core Benefit and going up to Potential
Product are constituents of _____.
a) Distribution Levels b) Product Levels
c) Consumer Levels d) Manufacturing Levels
- 12) Harley Davidson Motorcycles, Montblanc pens, Apple Computers, American
Holidays are marketed on the basis on style. Which of the following concepts
of marketing is applied to sell them:
a) Differentiation b) Value Addition
c) Demand Forecasting d) Reminder Advertising
- 13) Product Line Stretching can be done in which of the following ways:
a) Down Market Stretch b) Up Market Stretch
c) Two Way Stretch d) All three Options
- 14) The slogan " Intel Inside, launched by many companies such as Dell, IBM,
Compaq, HCL is an application of concept of :
a) Ingredient Branding b) Consumer Affluence
c) Innovation Opportunity d) Labelling
- 15) The various stages of Product Life Cycle are :
a) Introduction b) Growth
c) Maturity and Decline d) All the three.
- 16) The various levels of distribution channels are :
a) 0 level b) 1 and 2 level
c) 3 level d) All options.
- 17) Retailing Operations in India are :
a) Very Highly Organized b) Highly Organized
c) Less Organized d) Not at all organized
- 18) Which of the following are methods of Advertising Budget Allocation:
a) Percentage of Sales Method b) All you can Afford Method
c) Competitive Parity d) All.

- 19) HUL excels in which of the following :
a) B to B Marketing
b) B to C Marketing
c) Rural Marketing
d) All
- 20) A Sales Manager undergoing Personal Selling should have which qualities:
a) Motivation
b) Negotiation skills
c) Product know how
d) All

PART II

(30)

Q.2 TOYOTA – ALWAYS AHEAD

Toyota may have gotten its start in automaking by being a fast follower, but it is now the innovator. In 1936, Toyota admitted following Chrysler's land-mark Airflow and patterning its engine after a 1933 Chevrolet engine. But by 2000, when it introduced the first hybrid electric-gasoline car, the Prius, Toyota was the leader. In 2002, when the second-generation Prius hit showrooms, dealers received 10,000 orders before the car was even available; GM followed with an announcement that it would enter the hybrid market with models of its own.

Toyota's strategy for the Prius was to build an environmentally friendly car that reduced the footprint on the environment by reducing energy consumption, greenhouse gas emission rates, and smog emission rates. Toyota president Fujio Cho sees environmental performance as essential to the future of cars.

Introducing such leading-edge products present marketing challenges. For example, the marketing messages must educate consumers that the Prius doesn't need to be plugged in, as an electric car does. The marketing messages must also communicate the value of fuel efficiency, not just for fuel savings for customers, but for the environment as well. "Every gallon of gas burned releases 20 pounds of carbon dioxide into the atmosphere. The general public still lags in appreciating the global warming significance of that", said Dave Hermance, executive engineer for environmental engineering at Toyota's Technical Centre in Los Angeles.

Toyota offers a full line of cars for the U.S. market, from family sedans to sport utility vehicles to trucks to minivans. Toyota also has products for different price points, from lower-cost Scions to mid-priced Camrys to the luxury Lexus. Designing these different products means listening to different customers, building the cars they want, and then crafting the marketing to reinforce each make's image. For example, Toyota spent four years carefully listening to teens before launching the Scion for first-time car buyers. It learned, for instance, that Scion's target age group of 16-21 years-olds wanted personalization. To meet that preference, Toyota will build the car mono-spec at the factory and let customers at dealerships choose from over 40 customization elements, from stereo components to wheels and even floor mats. Toyota markets the Scion at music events and will have showrooms where "young people feel comfortable hanging out and not a place where they just go to look at a car", said Scion vice president Jim Letz.

In contrast, Toyota's marketing strategy for the Lexus line focuses on perfection. The tagline for the global strategy is "Passionate Pursuit of Perfection". Dealerships offer white-glove treatment. Toyota markets Lexus globally and understands that each country defines perfection differently. In the United States, for example, perfection and luxury mean comfort, size and dependability. In Europe, luxury means attention to detail and brand heritage. Therefore, although the core of Lexus marketing is similar (a consistent Lexus visual vocabulary, logo, font and overall communication), the advertising varies by country.

A big reason behind Toyota's success is its manufacturing. Toyota's combination of manufacturing speed and flexibility is world class. Its plants can make as many as eight different models at the same time, which brings Toyota huge increases in productivity and market responsiveness. Toyota is in the midst of integrating its assembly plants around the world into a single giant network. The plants will customize cars for local markets and be able to shift production quickly to satisfy any surges in demand from markets worldwide. With a manufacturing network, Toyota can build a wide variety of models much more inexpensively. That build whole new assembly operations, "If there's a market or

market segment where they aren't present, they go there", said Tatsuo Yoshida, auto analyst at Deutsche Securities Ltd. And with consumers increasingly fickle about what they want in a car, such market agility gives Toyota a huge competitive edge.

Toyota's sales rose in every region of the world in 2003, and the company earned \$146 billion. It edged past Ford Motor Co., to become the world's second-largest carmaker, and its market cap of \$110 billion is more than that of GM, Ford and Daimler Chrysler combined. Toyota is now eyeing the top spot with a goal of surpassing GM as the world's largest carmaker by 2010.

Discussion Questions

1. What have been the key success factors for Toyota ?
2. Where is Toyota vulnerable ? What should it watch out for ? How should it go further forward ?

PART III

(50)

- Q.3 Procter and Gamble intends to launch a new range of detergents in India. Ideally it should undergo a process of Marketing Research.

With reference to above, discuss the process of Marketing Research.

OR

"Marketing Environment largely affects the profit of the company".

With reference to above statement explain the various factors which affect Marketing Environment.

- Q.4 "HUL is highly successful because of its strategy of proper segmentation". Do you agree with the above statement. Also discuss the various bases of segmentation.

OR

Explain Product and Service Differentiation with examples.

- Q.5 Elucidate the various stages of the New Product Development. Taking the example of 'Nano Car'.

OR

Explain Brand Management with reference to Brand Equity, Brand Resource and Brand Reinforcement. Give examples to support your answer.

- Q.6 Explain the various channels of distribution of Consumer Products. Also discuss the various factors which affect channel distribution.

OR

"A proper combination of elements of Promotion-Mix is necessary for success of an organization".

Elaborate the above statement and discuss the various elements of Promotion-Mix.

MBA First Semester Examination, 2008-09

Max. Marks : 100

Part I

1. The address of the cell at 27th column and 30th row in a worksheet will be:
a) 27,30
b) AB27
c) AD27
d) AA30
2. An application receiving data is called
a) Server application
b) Client application
c) Both (a) & (b)
d) None of the above
3. To paste text from the clipboard in the document being edited, press the key(s):
a) Ctrl X
b) Ctrl V
c) Ctrl A
d) Ctrl P
4. Indicate which, of the following best describes the term SOFTWARE
a) Operating system program only
b) Application program only
c) Both (a) & (b)
d) None of the above
5. A typical materials management system contains following transaction files:
a) Receipts from vendors
b) Issues to shop floors
c) Rejected materials returned to vendors
d) All the above
6. is volatile memory.
a) RAM
b) ROM
c) both (a) & (b)
d) None of the above
7. The language that the computer understands, without requiring any translation, is called
a) Assembly Language
b) High Level Language
c) Machine Language
d) None
8. PARAM is an example of computers.
a) Mainframe computer
b) Super computer
c) Micro computer
d) None of the above
9. After a table has been created, which of the following operations cannot be performed?
a) Insert rows in a table
b) Delete & Insert columns
c) Split the table into two tables
d) None of the above

10. Creating form letters using MailMerge involves
a) Creating the main document
b) Creating the main document & data source
c) Inserting merge fields in the main document and merging the main document with the data source.
d) Both (b) and (c)
11. Dot matrix printer speed is specified in terms of
a) BPS
b) CPS
c) BPI
d) CPI
12. In files records are stored one after the other serially.
a) Serial files
b) Sequential files
c) Random Access files
d) None of the above
13. SQL is a language.
a) Assembly language
b) Machine language
c) Query language
d) Both (a) & (c)
14. A tuple is equivalent to a:
a) record
b) File
c) database
d) data Item
15. Which of the following is not a logical database structure:
a) tree
b) relational
c) network
d) chain
16. The process of converting analog signals into digital signals so they can be processed by a receiving computer is referred as:
a) modulation
b) demodulation
c) synchronization
d) None of the above
17. TCP/IP are an example of :
a) service available on Internet
b) Protocols
c) Both (a) & (b)
d) None of the above
18. Individuals who intend to pursue career as an Information System Manager should have :
a) technical expertise in information systems
b) human relation skills
c) ability to communicate in written form
d) All of the above
19. EDI stands for
a) Electrical Data Interchange
b) Electronic Data Interchange
c) Both (a) & (b)
d) None of the above
20. indiamarkets.com is an example of
a) B2B E-commerce
b) B2C E-commerce
c) C2C E-commerce
d) None of the above

PART II

(3)

Q.2 How you create a chart, using the chart wizard. After you have created a chart, how do you modify it?
List down the various types of charts that you can create in Excel.

OR

- a) How will you copy data in the range A1:B6 to F1:G6 (5+1)
b) It is required to enter a series – 1, 3, 5, 7,, 51 in column A starting from row 1. How will you enter this series using the minimum number of steps? How will you enter the name of months (January through December) in Column B starting from cell B1 using the minimum number of steps.

Q.3 a) Explain the use of the following with reference to MS-Word: (5+10)

- i. Header & Footer
- ii. Template
- iii. Page Setting
- iv. Font size
- v. Bullets & Numbering

- b) i. Write all steps required in Windows to install new application software.
ii. Write all steps required to change screen saver in Windows. What settings you will have to set to activate screen saver, if the system remain idle for 5 minutes.

PART III

(12½ x 4)

Q.4. Explain B2C e-commerce of a customer reserving airline tickets from his home or place of work.

OR

Write in detail about the use of Information Technology in Finance.

Q.5 What do you understand by the term ISP? What services does an ISP provide?

OR

What is URL? Why is it an essential part of world wide web.

Q.6 What are Computer Languages? Differentiate in between Machine Language and High Level Language.

OR

What is an Operating System? Distinguish in between Single user and multi-user operating system.

Q.7 What is DBMS? What are its components? Discuss in detail.

OR

What is MS-Access? Discuss in detail about the features of MS-ACCESS.

Uttar Pradesh Technical University

Model Question Paper

(Based on Revised Syllabus)

MBA First Semester Examination, 2008-09

MBA 018 COMMUNICATION FOR MANAGEMENT

Time : 03 Hours

Max. Marks : 100

Note : The Question Paper contains three parts, All questions are compulsory.

Part I

Q.1 This question contains 20 objective type questions. Choose the correct answer and write its serial order. (1x20)

1. The act of translating symbol of communication into their ordinary meanings.
a) Acting b) Receiving
c) decoding d) Encoding
2.communications take place between people who work in different departments and at different levels within an organization.
a) Horizontal b) Diagonal
c) Upward d) Downward
3. Intentionally screening the information and passing only such information which will look favourable to the receiver :
a) Editing b) Hiding
c) Filtering d) Distorting
4.refers to transmission of information concerning the effect of any act of communication:
a) Two-way traffic b) Clarity
c) Speed d) Feedback
5. An interview conducted to express rebuke or disapproval :
a) Reprimand b) Stress
c) Grievance d) Orientation
6.listening takes place when the listener on receiver is constrained by various physiological and psychological factors :
a) Selective b) Active
c) Comprehending d) Passive
7.means the study of the role of body movements such as winking, shrugging in communication.
a) Kinesics b) Proxemics
c) Chronemics d) Posture
8.is a self introduction to promote yourself and to be able to sell yourself successfully.
a) Sales letter b) Goodwill letter
c) Report d) Curriculum vitae

9. It is a form of oral communication in which a person shares factual information with a particular audience.
 a) Lecture b) Discussion
 c) Presentation d) Explanation
10.is a mental process of evaluation of thought content in terms of relative importance of ideas in the context of total message.
 a) Halo effect b) Cognitive Dissonance
 c) Slant d) Abstracting
11. A report which analyses the facts, draws conclusions and make recommendations is
 a) Investigative b) Informative
 c) Special reports d) Routine reports
12. A concise and accurate official record of the decision taken at the meeting of the company:
 a) Notice b) Agenda
 c) Memo d) Minutes
13. Is the optional section at the end of the report, and includes highly specialized information that may still be of interest to the reader.
 a) Bibliography b) Appendix
 c) Conclusion d) Footnotes
14. Ais properly dated, is written in a direct style and is as brief as possible
 a) Short report b) Agenda
 c) Notice d) Memo
15. It is used in presentations to show the comparison between work that has been scheduled and work that has actually been accomplished in relation to time.
 a) A single line graph b) Gantt chart
 c) Pictograms d) Pie charts
16. A non-verbal message conveyed through bodily movements is known as:
 a) Conscious movement b) Kinesics
 c) Leakage d) Meta communication
17.consists of very informal words, phrases or meanings not regarded as standard and often used by a specific profession, class and so on:
 a) Colloquialism b) Slang
 c) Regional words d) Semi-formal tones
18. The process of communication passes through.....stages:
 a) Seven b) Four
 c) Five d) Six
19. A.....is a written account of real or simulated managerial problems, dilemmas and situations calling for solutions :
 a) Letter b) Report
 c) Case d) Notice
20. Case studies which describe and illustrate an organizations experience and efforts to overcome different problems and situations are.....cases.
 a) Cases in detail b) Factual cases
 c) Theoretical cases d) Identical cases

PART II

(30)

- Q.2 Write a letter to a candidate who has appeared for an interview and has been short listed to report ?

Or

You have arranged a dinner for your important clients in connection with the visit of your general manager. Draft a suitable invitation letter.

- Q.3 As the accountant of your company you have been asked by your director to prepare a report to examine the desirability of introducing accounting machines in your department. State the purpose of such machines and their advantages which you will put before your director.

Or

Write a formal report as a marketing manager to your company's Vice-President marketing on the reasons you have investigated for the sudden fall in demand for your products. You can assume the place, company and product

PART III

(12½ x 4)

- Q.4 In business communication courtesy and clarity are as important as conciseness and completeness. Discuss ?

Or

What is the objective of interviews ? List out the various types of interviews relevant to a business organization ?

- Q.5 "When you lack confidence in a situation that your body language will shout out to others that you are unsure of yourself !" Discuss some of the ways in which your body language will betray your lack of confidence?

Or

Our normal conversation is filled with error. Typically it is crude and awkward. So why make out writing sound conversational. Discuss ?

- Q.6 Discuss the various forms of a business letter and state with reasons which one of them is most desirable ?

Or

What are the academics benefit of a case study and what abilities are involved in analyzing a case ?

- Q.7 Often it is difficult to know where to begin when you are preparing a presentation. what do you think is the first thing you should consider and why ?

Or

Why do we need meeting ? What are the necessary steps to be taken before calling a meeting ?