

PRINCIPLES OF MANAGEMENT

(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.

1. Define management. Explain the nature of management in brief.
2. State the importance of ethics in management.
3. Explain the basic tenets of contingency approach to management.
4. Enumerate the factors affecting decision making.
5. What are the factors affecting span of control?
6. State and explain the purposes of staffing.
7. Examine the various measures of job satisfaction.
8. Write a brief note on communication cycle.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Narrate the various elements of managerial control.
10. Discuss the different techniques of co-ordination.
11. Examine the importance of management to modern day business.
12. Explain the various principles propounded by Henry Fayol.
13. State and explain the sources of recruitment stating their relative merits and drawbacks.
14. Distinguish between formal and informal organisation.

MANAGERIAL ECONOMICS

(For those who joined in July 2006 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any **FOUR** questions.

1. Is managerial economics inter disciplinary? Comment.
2. State the assumptions of law of diminishing marginal utility.
3. State and explain elasticity of supply.
4. What are the implications of opportunity cost on business?
5. Write a note on production function.
6. Distinguish between pure competition and perfect competition.

7. Explain the utility of the concept of capitalisation of profit.

8. What are the anti inflationary measures? Explain.

PART B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. Explain the functions performed by money in modern economy.
10. Discuss the circular flow of income in a two sector economy.
11. Examine the various definitions of economics.
12. Why is short run average cost curve 'U' shaped? Explain.
13. Discuss how price and output are determined under monopoly.
14. State and explain the law of variable proportions.

(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.

1. Define and explain accounting and the functions of accounting.
2. Bring out the need for the study of risk return relationship.
3. Define dividend policy. Enumerate four factors which have bearing on dividend policy of a company.
4. What are the limitations of accounting ratios?
5. Following are extracts from the trial balance of a firm.

Trial Balance as on 31st December 2015.

Particulars	Dr. Amount	Cr. Amount
	₹	₹
Furniture and fixtures		10,000
Plant and machinery		40,000

Additional information :

- (a) Furniture of ₹ 5,000 was purchased on 1st July 2015 charge depreciation @ 10% p.a.
- (b) Plant of ₹ 10,000 was acquired on 1st July 2015. Charge depreciation at 20%.

Pass the necessary journal entries and show how the items will appear in the final accounts.

6. The budgeted and actual sales of a concern manufacturing and marketing a single product are furnished below :

Budgeted sales 10,000 units @ ₹ 4 per unit

Actual sales 5,000 units @ ₹ 3.5 per unit

8,000 units @ ₹ 4 per unit

Calculate :

- (a) Sales price variance and
- (b) Sales volume variance.

7. Prepare production budget for three months ended March 31, 2015 for a factory producing four products on the basis of the following information :

Type of product	Estimated stock on January 1, 2015	Estimated sales during Jan. Mar 2015	Desired closing stock Mar. 31, 2015
	(Units)	(Units)	(Units)
A	2,000	10,000	3,000

B	3,000	15,000	5,000
C	4,000	13,000	3,000
D	3,000	12,000	2,000

8. XY Ltd has an EBIT of ₹ 1 lakh. The cost of debt is 10% and the outstanding debt amounts to ₹ 4.00 lakhs. Presuming the over all capitalisation rate as 2.5%. Calculate the total value of the firm and the equity capitalisation rate.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. State and explain the various principles associated with accounting.
10. From the following balance sheets of Apple Ltd. on 31st December 2013 and 2014. You are required to prepare funds flow statement.

Liabilities	Balance Sheets		2013	2014
	2013	2014		
Share capital	1,00,000	1,00,000	12,000	12,000
General reserve	14,000	18,000	40,000	36,000
Profit and loss a/c	16,000	13,000	37,000	36,000
Sundry creditors	8,000	5,400	10,000	11,000
Bills payable	1,200	800	30,000	23,400
			2,000	3,200
			18,000	19,000

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Liabilities	2013	2014	Assets	2013	2014
Provision for taxation	16,000	18,000	Cash	6,600	15,200
Provision for doubtful debts	400	600			
	<u>1,55,600</u>	<u>1,55,800</u>		<u>1,55,600</u>	<u>1,55,800</u>

The following additional information has also been given :

- (a) Depreciation charged on plant was ₹ 4,000 and on building ₹ 4,000
- (b) Provision for taxation of ₹ 19,000 was made during 2014
- (c) Interim dividend of ₹ 8,000 was paid during 2014.

11. From the following data calculate :

- (a) P/V ratio
- (b) Profit when sales are ₹ 20,000
- (c) New break even point if selling price is reduced by 20%.

Fixed expenses	4,000
Break even sales	10,000

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[P.T.O.]

12. Anand wishes to commence a new trading business and gives the following information.

- (a) Total estimated sales p.a. ₹ 6,00,000
- (b) His fixed expenses are estimated at ₹ 1,000 per month and variable expenses equal to 5% of his turnover.
- (c) He expects to fix a sale price for each product which will be 25% in excess of his cost of purchase.
- (d) He expects to turnover his stock 4 times in a year
- (e) The sales and purchase will be evenly spread throughout the year. All sales will be for cash but he expects one month is credit for purchase.

Calculate :

- (i) his estimated profit for the year and
- (ii) his average working capital requirements.

13. R Ltd is considering the purchase of a new machine which will carry out the operations performed by labour. Damsel and Shylock are alternative models. From the following information, you are required to prepare a probability statement and work out the payback period in respect of each machine.

	Machine Damsel	Machine Shylock
Estimated life of machine (year)	10	12
Cost of machine	₹ 3,00,000	₹ 5,00,000
Cost of indirect materials p.a.	12,000	16,000
Estimated savings in scrap p.a	20,000	30,000
Additional cost of maintenance p.a	14,000	22,000
Additional cost of supervision p.a.	24,000	32,000

Estimated savings in direct wages :

Employees not required (number)	150	200
Wages for employee p.a.	1,200	1,200

Taxation is to be regarded as 50% of profit (ignore depreciation for calculation of tax). Which model would you recommend)?

14. Enumerate the factors affecting capital structure. Point out features of an appropriate capital structure.

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. Develop a Block diagram to solve the problem using computers with example.
2. Write a note on Analog systems.
3. What do you mean by Hexa decimal number? How is it converted into binary number system?
4. Describe about ALU.
5. Write a note on touch screen and light pen.
6. List out the functions of operating system.

7. Distinguish between a single user and multi user operating system.

8. Write a note on modems in detail.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Write and explain computing methods with example.
10. To convert octal to decimal number.
(a) $(1234)_8 = ()_{10}$ (b) $(256)_8 = ()_{10}$
11. What are the major problem in working in DOS operating system?
12. List out various I/O devices in detail.
13. Enumerate Local Area Network concepts.
14. Discuss protocol concepts in detail.

M.S. 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.

1. Explain briefly the various menus used in MS-Word.
2. State how a section is created in word.
3. How will you insert a page number? Explain.
4. Enumerate the points to be borne in mind while creating chart.
5. Narrate the different types of sheet under MS-Excel.
6. How will you create and save the worksheet?
7. Define and explain chart sheet.
8. How will you view object in the database?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Explain how table wizard is created with an illustration.
10. What are mailing labels? How are they created?
11. State and explain the steps involved in importing and exporting a file.
12. Discuss the provisions relating to speeding up printing job in MS-Access.
13. Examine the various parts of excel screen.
14. State and explain the various database concepts.

(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. Prove that the line $3x-4y+5=0$, $7x-8y+5=0$ and $4x+5y=45$ are concurrent.

2. Find $\frac{d}{dx} \left(\frac{x+x^2-x^3}{\sqrt{x}} + \log x \right)$.

3. Investigate the maximum and minimum values of the function $x^5 - 5x^4 + 5x^3 - 1$.

4. Evaluate $\int \left(x + \frac{1}{x} \right)^2 dx$.

5. Find the rank of $\begin{bmatrix} 1 & 0 & -1 \\ 3 & 4 & 5 \\ 0 & -6 & -7 \end{bmatrix}$.

6. Explain the functions of statistic.
7. Calculate the Arithmetic mean and median from the following data:
- | | | | | | | |
|------------|-------|-------|-------|-------|-------|--------|
| Marks: | 10-25 | 25-40 | 40-55 | 55-70 | 70-85 | 85-100 |
| Frequency: | 6 | 20 | 44 | 26 | 3 | 1 |
8. Calculate mean deviation from median from the following data.
- | | | | | | | | |
|---------------|------|-------|-------|-------|-------|-------|-------|
| Size: | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 |
| No. of Items: | 7 | 12 | 18 | 25 | 16 | 14 | 8 |
11. Solve the following system of linear equations by inverse method.
- $$3x + 3y + 4z = 20$$
- $$-2x + 4y - 2z = -6$$
- $$4x - 2y + 3z = 16.$$
12. Calculate the Quartile Deviation from the following data.
- | | | | | | |
|----|---------|---------|---------|---------|----------|
| x: | 351-500 | 501-650 | 651-800 | 801-950 | 951-1100 |
| f: | 48 | 189 | 88 | 47 | 28 |
13. Define Normal distribution. What are the characteristics of Normal distribution?
14. Fit a straight line trend by the method of least square of the following data.
- | | | | | | | |
|----------------------|------|------|------|------|------|------|
| Year: | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
| Production (Tonnes): | 24 | 25 | 29 | 26 | 22 | 24 |
- Estimate the production in 2010.

- SECTION B — (3 × 20 = 60 marks)
- Answer any THREE questions.
- Each question carries 20 marks
9. A company expects fixed cost of Rs. 37,500 and variable cost of Rs. 50,000 on sales of Rs. 80,000
- Write down the equation relating the cost and sales.
 - Find the break-even point.
 - What will be the profit for sales of Rs. 90,000?
10. If the marginal cost function is $2 - 4x + 3x^2$ and the cost of 10 items is Rs. 850, evaluate the cost and average cost function.

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.

1. What are the merits and demerits of formal communication?
2. Write note on realities of communication.
3. Differentiate oral communication from written communication.
4. How to secure effective listening?
5. Analyse the limitations of oral presentation.
6. Discuss the principles of letter writing.
7. What are the contents of execution of an order letter?
8. Explain the features of credit letters.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. What is communication? Briefly mention the essentials of communication.
10. What is grapevine? What are its merits and demerits?
11. Explain with illustrations the various parts of a business letter.
12. M/S Rajendran & Co. Madurai write a letter to M/S King of Kings Company, Chennai enquiring to what extent the letter can reduce the catalogue price of their King of Kings pens orders above one thousand dozens.
13. Draft a representation to be sent by your local residents association to the municipal authorities protesting against the garbage collected constantly in your locality.
14. A manufacturing company proposes to start a welfare centre for its employees. The personal officer has been asked to make a report presenting a plan for the centre. Write the report.

**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.

1. Outline the historical perspectives of 'organisational behaviour'.
2. Specify few indicators of positive individual behaviour.
3. State the personality traits influencing organisational behaviour.
4. Describe how the 'laws of learning' are applied to learning games.
5. How attitude and consistency are correlated?
6. Compare theory χ with Maslow's theory of motivation.

7. Explain the role of small groups in managerial decisions.

8. Define 'power'. What are its indicators?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9. Enumerate the various stages in the evolution of organisational behaviour.
10. Discuss the importance of communication to organisation. How the barriers to communication arise and how they can be effectively countered?
11. Explain the meaning of 'Resistance to change'. How is the change implemented?
12. Define Job satisfaction. How is it measured?
13. "Leader behaviour varies from one situation to another". Discuss with reference to situational approach to leadership.
14. State and explain healthy responses and unhealthy responses to conflict.

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. Write about the important parts in initial VB screen.
2. Describe the Select case structure with example.
3. Explain the 'Function Procedure' with example.
4. State any five math functions in VB with example.
5. Enumerate the different string functions for comparing strings in VB with example.
6. Narrate the method for building submenu and Popup menu with example.
7. Describe the MouseDown() and MouseMove() events with example.
8. Write down the steps for setting break points.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Discuss the different forms of 'Do' looping statement in VB with examples.
10. Explain the two-dimensional array in VB with illustrative program.
11. Enumerate the properties of the following controls:
(a) Text Box (b) Combo Box
12. Narrate the database connectivity concept in VB with example.
13. Discuss the different methods and properties of Data control.
14. Write about 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.

1. Describe the several factors influencing in E-commerce.
2. Explain the growth of internet.
3. Describe the various layers of EDI.
4. State the legal and security issues in EDI.
5. Explain the logical structure of internet protocol suite.
6. Explain the properties of software agents.
7. Describe the built in functions of PERL.
8. Explain the various types of PERL variables.

Answer any THREE questions.

9. State and explain 'E-commerce functional areas'.
10. What is credit card? Explain the various types of payments through credit cards.
11. Discuss the desktop TCP/IP with examples.
12. Write a Perl program to perform string copy and string length functions.
13. Discuss the mobile computing framework with suitable depictions.
14. Explain the role of call centre in modern 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. How will you resolve Domain name? Explain.
2. Write about the transmission control protocol in detail.
3. Describe the document head section with example.
4. Narrate the <HR> tag and its attributes with illustration.
5. Enumerate the definition list with example.
6. Explain the **WIDTH** and **BORDER** attributes of <TABLE> tag with illustration.
7. Describe the password element on a HTML form with example.
8. Write about the Cascading style sheet in brief.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. How does a Browser communicate with a Web server? Explain.
10. Discuss the different heading and text styles in HTML with illustration.
11. Enumerate the method for creating an image map with examples.
12. Narrate the <FRAME> tag and its attributes with illustration.
13. Discuss the Multi choice select list element on a HTML form with illustrative HTML document.
14. Explain the use of External style sheets with illustrative HTML document.

7. Narrate the general form of 'CREATE FUNCTION' with illustration.

8. Describe the package structure with example.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Discuss any four categories of Client/Server applications.

10. Write about the data integrity concept with illustration.

11. Explain the three transaction control statements with example.

12. Enumerate the different forms of 'if' statement in PL/SQL with suitable illustrations.

13. Narrate the different types of exception in PL/SQL with example.

14. (a) Explain the method for partitioning tables with illustration.

(b) Write about the general form of 'CREATE VIEW'.

(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 any three myths surround client / server computing.

2. Briefly describe about the TP monitor.

3. Write about the concurrency concept with example.

4. Enumerate the sub queries in SQL with illustration.

5. Write about the following with example :

(a) revoke

(b) set role.

6. What are the benefits of PL/SQL? Explain.

(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 variable? Explain in detail.
2. Discuss the uses of input statements.
3. Write a syntax of "printf()" statement with programming example.
4. Narrate the functions of if...else statement.
5. What is function? Explain how it can be accessed in C.
6. Enumerate the functions of bitwise operation.
7. Describe the array concepts in C.
8. Illustrate the uses of one dimensional array in pointers.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

Each question carries 20 marks.

9. Narrate the function of scalar data type in C.
10. Sketch the syntax of "scanf()" verb. Illustrate with suitable example.
11. Enumerate how to pass arguments to a function in C.
12. Discuss the strings functions in C.
13. What is structure? Narrate with an programming example.
14. Illustrate the usages of unformatted data file.

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.

1. Explain the terms market, marketing and marketing management.
2. Examine the kinds of market organisation.
3. State the significance of marketing strategy.
4. Explain how demand for a commodity is estimated.
5. What is a target market? Mention how it is selected?
6. Explain the sources of new product ideas.
7. Enumerate the factors affecting pricing decisions.
8. What is retailing? State its features.

SECTION B — (3 × 20 = 60 marks)

Answer any **THREE** questions.

9. What is personal selling? Distinguish it from advertising. Explain the significance of personal selling.
10. What are the salient features of international marketing? Explain in detail.
11. Explain the importance of marketing research. State the areas of marketing research.
12. Analyse the role of marketing in Indian economy.
13. On what basis, market is segmented? Explain with an illustration.
14. Analyse the factors affecting buyer behaviour.