

MAY 2011

**P/ID 77510/PMBK/
PMB1K**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the tasks of marketing.
2. What is E-marketing?
3. Define target audience.
4. Write short notes on : AGMARK, BIS.
5. What is product extension?
6. Define Remarketing.
7. What is labelling?
8. Define consumer protection Act.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss clearly the modern concept of marketing.
10. How will you measure the effectiveness of an advertising?

11. Briefly describe the functions of a wholesaler.
12. What is product life cycle and explain its various stages?
13. Explain the challenges associated with services marketing.
14. Explain the procedure involved in the recruitment and selections of salesman.
15. Narrate the factors affecting the channel choice.
16. What is pricing? Discuss the various pricing methods.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study.
Develop an advertisement for a mobile hand set company addressing the rural consumers using the direct market approach. Emphasize more on the issues of relationship marketing.

16. Describe the Kendal's notation for representing queueing models.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. The following failure rates have been observed for certain items :

End of month : 1 2 3 4 5

Probability of failure : 0.10 0.30 0.55 0.85 1.00

M

The cost of replacing an individual item is Rs. 1.25. The decision is made to replace all item simultaneously at fixed intervals and also replace individual item as they fail. If the cost of group replacement is 50 paise, what is the best interval for group replacement? At what group replacement per item, would a policy strictly individual replacement become preferable to the adopted policy?

1

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. State any two relationship between primal and dual LPP.
2. What is meant by "Degeneracy" in a transportation problem? *(minimize?)*
3. What do you mean by resource-smoothing?
4. State the relationship between three floats in network.
5. Distinguish between PERT and CPM.
6. What do you mean by 'Balking' and 'Reneging' in a queue?
7. Distinguish between pure and mixed strategies in Game.
8. What is meant by individual and group replacement?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Solve graphically the following L.P.P.
 Maximize $z = 3x + 2y$
 Subject to
 $-2x + 3y \leq 9$
 $x - 5y \geq -20$
 and $x, y \geq 0$.

10. Solve the following transportation problem.

		To			Availability
		A	B	C	
From	I	50	30	220	1
	II	90	45	170	3
	III	250	200	50	4
Requirements		4	2	2	

11. Solve the assignment problem.

		Job			
		P	Q	R	S
Machine	A	18	26	17	11
	B	13	28	14	26
	C	38	19	18	15
	D	19	26	24	10

2 P/ID 77508/PMBH/
PMB1H

12. A project schedule has the following characteristics.

Activity :	1-2	1-3	2-4	3-4	3-5	4-9
Time (Hrs.):	4	1	1	1	6	5
Activity :	5-6	5-7	6-8	7-8	8-10	9-10
Time (Hrs.):	4	8	1	2	5	7

Draw the network find the critical path and also total float.

13. A and B play a game in which each has three coins, a 5P, a 10P and a 20P. Each select a coin without the knowledge of the other's choice. If the sum of the coins is an odd amount, A wins B's coin; if the sum even B wins A's coin. Find the best strategy for each player and the value of the game.

14. A certain item costs Rs. 235 per ton. The monthly requirements are 5 tons and each time the stock is replenished, there is a set up cost of Rs. 1,000. The cost of carrying inventory has been estimated at 10% of the average inventory per year. What is the optimum order quantity? e

15. The cost of a machine is Rs. 6,100 and its scrap value is 100. The maintenance cost found from experience are as follows :

Year :	1	2	3	4	5	6	7	8
M/C cost (Rs.):	100	250	400	600	900	1200	1600	2000

When should the machine be replaced?

3 P/ID 77508/PMBH/
PMB1H

MAY 2011

**P/ID 77505/PMBE/
PMB1E**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe managerial economics. ✓
2. Describe probability analysis.
3. Elucidate optimization. ✓
4. Describe payback period in investment analysis. ✓
5. Describe cost analysis. ✓
6. Explain about the break even analysis. ✓
7. Write a short note on economic growth. ✓
8. Describe the features of MRTP Act. ✓

6.8
41.25
6

HowToExam.com

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain multivariate optimization.
10. Explain the long run and short run cost functions. ✓
11. Explain the methods of forecasting.
12. Explain the pricing methods. ✓
13. Explain input-output analysis. ✓
14. Explain the value chain model.
15. Explain the economic view of advertising. ✓
16. Explain the theory of income determination. ✓

PART C — (20 marks)

Compulsory.

17. Calculate Internal Rate of Return and suggest a project.

Project	A	B
Initial Investment (Rs.)	18,00,000	18,00,000
Estimated life period (years)	6	6

2 P/ID 77505/PMBE/
PMB1E

EXP. AT

Project	A	B
Inflows		
First year (Rs.)	3 Lakhs	8 Lakhs
Second year (Rs.)	5 Lakhs	7.75 Lakhs
Third year (Rs.)	5 Lakhs	7.5 Lakhs
Fourth year (Rs.)	6.5 Lakhs	6 Lakhs
Fifth year (Rs.)	7 Lakhs	6 Lakhs
Sixth year (Rs.)	6 Lakhs	6 Lakhs

32 Lakhs
 $\frac{32}{6} = 5.33$

Contri. bud.

$\frac{18}{6} = 30000$
 $\frac{CP}{25}$

$\frac{24}{6} = 4$

Makur b.

Cashflow -
258

3 P/ID 77505/PMBE/
PMB1E

MAY 2011

P/ID 77506/
PMBF/PMB1F

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Distinguish between executed contract and executor contract.
2. Define the term offer. Distinguish between offer and acceptance.
3. Explain the features of negotiable instrument.
4. What is dishonor of an instrument?
5. Write short notes on memorandum.
6. Describe various meeting.
7. What are the leaves to which women are entitled in case of miscarriage or illness arising out of pregnancy?
8. Enumerate the scope of minimum wages act.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. What are the different modes of discharge of contracts? Explain the discharge of contract by performance or tender.
10. State the practices to negotiable instruments promissory note and bills of exchange.
11. Explain the powers, duties and liabilities of directors.
12. Explain the features of Factory's Act.
13. Discuss the defenses available to an employer against a claim for compensation made by a workman under the workmen's compensation act.
14. Explain industrial dispute Act.
15. Discuss resolution and winding up.
16. Explain articles of association in detail.

PART C — (20 marks)

Compulsory.

17. The Nelson & Co has two trade unions in its organisation. Both the unions are equally strength full. Employees of one trade unions demands more

bonuses for the festival and the other trade union settled with the announced bonus amount. On repeated gate meeting by the union members, the authorities decided to suspend some of the leaders of the rebelling trade union. On hearing the news, both the trade unions joint together and went on strike. If you were been appointed to negotiate with the trade union, explain the methods that you may adopt to solve the issue.

Questions :

- (a) If you were one of the directors, how would you answer the questions that the directors has raised?
- (b) What would you do to develop strong leaders?

MAY 2011

**P/ID 77503/PMBC/
PMB1C**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

- 1. What are the contributing fields of organisational behaviour?
- 2. Discuss the determinants of personality.
- 3. What is learning curve?
- 4. Narrate the stages of group development.
- 5. Distinguish between culture and values.
- 6. What is organisational development?
- 7. Why do people join groups?
- 8. Differentiate between functional and dysfunctional conflict.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the factors that determine an individual personality. What are the major determinants of personality that influence the study of organisational behaviour.
10. State the advantages and disadvantages of group decision making process.
11. What is managerial grid? Explain.
12. Explain the role of communication in an organisation.
13. Describe 'ERG' theory of motivation. Explain Need-Drive-Goal and defence mechanism.
14. How can stress be managed in organisations?
15. Critically examine the trait theory of leadership.
16. What is job design? Describe the factors affecting job design.

2

P/ID 77503/PMBC/
PMB1C

PART C — (1 × 20 = 20 marks)

(Compulsory)

Case Study :

17. In 2007, Mr. Anish, a chartered accountant was elected as the Chairman of ABC Life Insurance Company. During 2007, the business couldn't grow fast. This naturally perturbed Mr. Anish as it did to the board of director's of the company. The board concluded the lack of leadership in sales policies. It was concluded that two directors in charge of sales were competent executives and leaders but the regional and district managers working under them were not competent leaders.

Mr. Anish called the two directors and asked them to ensure strong leadership at the regional and district level or else quit their jobs. As these directors left the meeting with the Chairman, one director told other", Now just how do we make people leaders? How can we be sure whether or not a person is a leader? You know this is tough job. Read and analyse the above case and answer the following questions.

3

P/ID 77503/F

MAY 2011

**P/ID 77502/
PMBB/PMB1B**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the applications of probability in Industrial problems.
2. Describe the risk and uncertainty in decision-making.
3. Describe the uses of correlation in marketing research.
4. Discuss statistics and parameters.
5. Discuss average revenue and total revenue.
6. How the results of factor analysis can be used by marketers?
7. Describe the basic methods of clustering used in the marketing research.
8. How to write the business research report?

How To Exam

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

- 9. Explain the applications of differentiation and integration in business research.
- 10. When the marketing research should be done? Discuss.
- 11. Think of and list down some applications where qualitative methods are better than quantitative methods.
- 12. Explain the structured and unstructured, disguised and undisguised questions.
- 13. What are demographic variables? Why do we need to study them in marketing research?
- 14. Can nominal scale variables be used as independent variables in a regression analysis? If yes, explain how this is done?
- 15. Explain the format of a good research report.

- 16. Following all the weekly sale records (Rs.) of three salesmen, A, B and C of a company during 13 sale-calls.

A	300	400	300	500	-
B	600	300	300	400	-
C	700	300	400	600	500

Test whether the sales of three salesmen are different (F = 4.10 and 3.81)

PART C — (1 × 20 = 20 marks)

Compulsory

- 17. From the following data, obtain the two regression equations :

Sales :	91	97	108	121	67	124	51	73	111	57
Purchase :	71	75	69	97	70	91	39	61	80	47

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Bring out the contributions of Henry Fayol, Mary Parker Follet and Peter. F. Drucker to the management science.
10. What do you understand about pervasiveness of planning? Explain the various types of plans.
11. How to design an organisation structure? What are the various organisation structures in practice?
12. Explain the functions and components of staffing.
13. Explain the types of leadership styles and their functions.
14. What is control? Explain the integrated control system.
15. Comment on decision making process in Top level management.
16. Briefly explain the emerging management concepts, in the changing business situations.

2

P/ID 77501/PMBA/
PMB1A

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case Analysis.

Managers are important in setting the ethical tone for employees. If you work for an unethical manager chances is you may eventually feel some pressure to act in ways that you consider unethical. Suppose you suspect that your boss is not completely honest when reporting the sales figures for your unit. What should you do? How would you respond.

3

P/ID 77501/PMBA/
PMB1A

MAY 2011

P/ID 77501/PMBA/
PMB1A

F.W. Taylor
H.W. Fayol
Henry Fayol
1/4 Page

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Why has Fredric Winslow Taylor been called as “The Father of Scientific Management” and Henry Fayol as “The Father of modern management theory”.
2. How can you distinguish between strategies and policies?
- ~~3.~~ What factors determines the span of management?
4. Enumerate the merits and demerits of committee system of organisation.
5. Describe the communication process. State the need for feed-back in communication process.
6. What is meant by MBE? State its uses.
7. What are the qualities of a good leader?
8. Differentiate between formal and informal communication. Explain the types of organisational communication process.

How To Exam

MAY 2011

P/ID 77507/
PMBG/PMB1G

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the types of research? *Not Approach character*
2. Is hypothesis always necessary in research?
3. Enumerate the sources of data. ✓
4. What is sampling?
5. How diagram assists data analysis?
6. Write short notes on chi-square test. ✓
7. Describe circular letters and sales letters.
8. Explain seminar and conference.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain and discuss different types of scale.
10. Explain sampling methods.

11. Explain the central tendency measures used for analysis.

12. Discuss primary and secondary data collection methods in detail.

13. Explain any three parametric tests used in analysis of social research.

14. Explain the types of questions used in a questionnaire.

15. Discuss the rights and powers of a chairman.

16. Explain the criteria to evaluate oral presentations.

PART C — (20 marks)

(Compulsory)

17. Explain collection series in business letter writing. Draft one letter for each stage of collection. ✓

Sales Report

Report — reply