PRODUCTION MANAGEMENT AND MATERIALS
MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours   Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

Each answer not to exceed 1 page.

1.   What are production systems?

2.   Explain the essentials of a good plant layout.

3.   How will you organise plant maintenance?

4.   Define production planning and control. State its objectives.

5.   Describe the importance of work study.

6.   In what way cost reduction can be effected for material management?

7.   Write a note on "Ethics in purchasing".

8.   What is inventory control? State its objectives.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

Each answer not to exceed 3 pages.

9.   How a building can be designed for plant location? Explain.

10.   Discuss the various steps in the production planning and control.

11.   Define 'materials management'. Discuss its functions.

12.   Explain the functions performed by a storekeeper on account of storekeeping.

13.   Define quality control. "Inspection and quality control are two sides of production". Discuss.

14.   Write the meanings of 'Material handling'. Highlight the basic principles of material handling.

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MARKETING MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours   Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1.   State and explain the importance of marketing.

2.   Define 'package'. What are the functions of package?

3.   Describe the three main pricing policies of the marketer.

4.   What are the services rendered by the wholesalers to the retailers?

5.   State and explain the various kinds of advertising.

6.   Explain the nature and scope of marketing research.

7.   What are the advantages of primary data?

8.   Define Random sampling. Mention the merits of random sampling.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9.   Discuss the various theories of 'Buyer Behaviour'.

10.   What are the alternative pricing strategies available to the marketer who wants to introduce a new product in a highly competitive market? – Discuss

11.   Elucidate the various sales promotional activities undertaken at the dealer's consumer's and salesman's levels.

12.   Why is probability sampling generally preferred to non-probability sampling? Explain the procedure of selecting a simple random sample.

13.   What do you understand by product research? Outline the various steps involved in it. Explain in detail :

   (a) Product Testing and

   (b) Product life cycle research

14.   Explain the importance of customer motivation and techniques of motivation research. Do you consider these relevant in the context?

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9156/BC3

OCTOBER 2009

HUMAN RESOURCE MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours   Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1.   What are the qualities of personnel manager?

2.   What are the causes for industrial unrest?

3.   State the objectives of grievances handling machinery.

4.   What are the nature of collective bargaining?

5.   Bring out the objectives of wages and salary administration.

6.   List out the various types of incentive plans.

7.   What are the powers of enquiry officer?

8.   What are the characteristics of trade union?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

9.   Explain the various internal and external sources of recruitment.

10.   Discuss the procedure for dealing with the cases of misconduct.

11.   Define Job Evaluation. What are different methods of Job Evaluation?

12.   What are the financial and non-financial incentives?

13.   Discuss the duties and liabilities of a trade union.

14.   Enumerate the welfare activities of government of India.

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9157/BC4

FINANCIAL MANAGEMENT

(For those who joined in July 2003 and after)

Time : Three hours   Maximum : 100 marks

SECTION A — (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. Describe the functions of financial management.

2. What is funds from operations? How is it calculated?

3. Explain the following :

    (a) Inventory Turnover Ratio

    (b) Average Collection Period

    (c) Fixed Assets Turnover Ratio

    (d) Average Payment Period.

4. From the following particulars, calculate

    (a) current ratio

    (b) quick ratio

    (c) debt equity ratio

    (d) capital gearing ratio.

Liabilities	Rs.	Assets	Rs.
5000 Equity shares of	5,00,000	Land and	6,00,000
Rs. 100 each		Building	
2000 8% Preference shares of	2,00,000	Plant and	5,00,000
Rs. 100 each		Machinery	
4,000 9% Debentures of	4,00,000	Stock	2,40,000
Rs. 100 each		Debtors	2,00,000
Reserves	3,00,000	Cash and Bank	55,000
Creditors	1,50,000	Pre-paid expense	5,000
Bank Overdraft	50,000		
	16,00,000		16,00,000

5. Write short notes on

    (a) Break Even Point

    (b) Margin of Safety

    (c) P.V. Ratio

    (d) Marginal Cost.

6. Define budgetary control. State its advantages.

7. Details regarding project I and II are given below.

   Calculate

   (a) Pay back period

   (b) Post pay-back profitability

   for project I and project II

   Project I : Initial outlay   Rs. 1,00,000

              Annual cash inflows Rs. 20,000

              Estimated life   8 years

   Project II : Initial outlay   Rs. 60,000

              Annual cash inflows

              Fist 3 years   Rs. 15,000

              Next 5 years   Rs. 5,000

              Estimated life   8 years.

8. Explain the different methods of calculating the cost of equity capital.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Batcha Ltd. supplies you the following balance sheets on 31st December 2007 and 2008.

Liabilities	2007 Rs.	2008 Rs.	Assets	2007 Rs.	2008 Rs.
Share capital	70,000	74,000	Bank	9,000	7,800
Bonds	12,000	6,000	Bills Receivable	14,900	17,700
Bills payable	11,060	12,640	Inventories	49,200	42,700
Reserves and surplus	10,040	10,560	Land	20,000	30,000
			Goodwill	10,000	5,000
	1,03,100	1,03,200		1,03,100	1,03,200

Additional Information :

(a) A dividend of Rs. 3,500 was paid during 2008

(b) Land was purchased for Rs. 10,000

(c) Goodwill written off Rs. 5,000

(d) Bonds of Rs. 6,000 were repaid during the year prepare cash flow statement.

10. Give a description of various ratios used for analysing, liquidity, solvency and profitability of a company.

11. The expenses for budgeted production of 10,000 units in a factory are given below :

	P.u. Rs.
Material	70
Labour	25
Variable overheads	20
Fixed Overheads (Rs. 1,00,000)	10
Variable expenses (Direct)	5
Selling expenses (10% fixed)	13
Distribution expenses (20% fixed)	7
Administration expenses	5
	155

Prepare a budget for production of

(a) 8,000 units

(b) 6000 units

Indicate cost per unit at both the levels. Assume that administration expenses are fixed for all levels of production.

12. Discuss the salient features, advantages and draw backs of

(a) Pay back method

(b) Average rate of return method

(c) Net present value method.

13. Explain the basic propositions and assumption of

(a) Net Income Approach

(b) Net Operating Income Approach.

(c) Traditional Approach.

14. What is Working Capital? Discuss the determinants of Working Capital requirements of a firm.

COMPUTER APPLICATIONS IN BUSINESS

(For those who joined in July 2003 and after)

Time : Three hours   Maximum : 100 marks

PART A — (4 × 10 = 40 marks)

Answer any FOUR questions.

1.   What are the differences between digital and analog computers?

2.   Explain how to avoid deadlock.

3.   Write about DOS and its features.

4.   Write about any four available icons on 'My Computer'.

5.   Write about paint program.

6.   Convert $(6318)_{10}$ into binary and octal numbers.

7.   What are the functions of E-Mail? Explain.

8.   Describe the business-to-consumer E-commerce application.

PART B — (3 × 20 = 60 marks)

Answer any THREE questions.

9.   Draw the block diagram of a computer. Discuss its various parts.

10.   Explain the available folder operations when you are working with folder.

11.   (a)   Describe any four logic gates with truth table.

    (b)   What are the different types of translator? Discuss them.

12.   What are the important services available through Internet? Explain.

13.   Define EDI. List out and explain the importance of EDI.

14.   (a)   Describe the problem definition and feasibility study stages of system development life cycle.

    (b)   Discuss the data dictionary and entity relationship.

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