

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — ($3 \times 20 = 60$ marks)

Answer any THREE questions.

All questions carry equal marks.

1. Discuss the contribution of Fredrick W. Taylor to the theory of management.
2. What is planning? Discuss its importance and point out the various steps necessary in planning process.
3. Attempt a brief note on Formal and Informal organisation.
4. What do you mean by human needs? Explain the classification and hierarchy of needs as given by Maslow.
5. "Planning is looking ahead and controlling is looking behind". In the light of this statement critically examine the concept of managerial control.

PART B — (40 marks)

Case Study

6. Ramoji Rao is incharge of a bindary in Vijayawada, which employs fifteen people, five of whom work in the factory. Three of these employees run machines, one supervises and the fifth moves the blank paper and finished print by handcar. This fifth position, which demands no skill other than driving a handcar, need to be filled, and three applicants have responded.

The first is Mr. Matti Anjaiah who is thirty-five, unmarried, and a Navy Veteran. Anjaiah has poor work record. During his five years in Vijayawada he has worked only as a seasonal labourer on occasional odd jobs. He drove a forklift in the Navy, while working at Visakhapatnam. He has strong build, which could help, although the work is generally light.

Mr. Nehal Singh, age twenty-two, came to vijayawada two years back from punjab. He has done from labour for many years and assembly line work for one year. His command of English is poor (but can speak the regional language, Telugu, fluently). He resides with his mother and seems certain to remain in the area for some time. After having run form equipment he should have no trouble steering a handcar.

Mr. Vandaveeti Raja is a local boy who finished high school two years ago. Subsequently he got a diploma from a local institute and is currently employed as an assistant in Savani Transport company, Vijayawada. His character references are excellent. Mr. Raja is small, but he seems quick and was track star in high school.

(a) How much consideration should be given to Mr. Anjaiah's poor work record? Should Mr. Ramoji Rao check to verify it?

(b) How important is a command of English to the job? How quickly could Mr. Nehal singh learn enough English to be effective?

(c) Should Mr. Nehal Singh be passed over because of his status as a recent migrant?

(d) Should Mr. Raja get the job? Should his excellent character references be given more weight than his experience?

(e) Who should be hired? Why?

ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — (3 × 20 = 60 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Describe the behavioural approach and quantitative approach to management.
2. Discuss the nature and significance of perception. What factors play important role in perceptual organisation?
3. What is power? Describe different types of power in work organisations.
4. What is organizational culture? How does it affect the behaviour of the employees?
5. What is meant by organisational development? What are its goals? How far it is relevant in India?

Case Study

6. Ram Singh is a long-term employee of the pilot corporation. He is the financial manager of the firm's manufacturing unit. He is loyal and works hard to follow the policies and procedures. He always follows the orders of managers above him. He is considered dependable and liked by the top management.

His subordinates in the financial section have the opposite view of him. They think, he is not concerned with the needs of the department. He never works hard to get bigger budget sanctioned for the department and the employees of his department feel that they are underpaid and overworked compared to other departments. He never encourages ideas from subordinates and turns them down. His subordinates feel that he is a puppet of the top management.

The performance of the department has suffered and top management seems to be unaware.

- (a) How do you explain Ram Singh's leadership style?
- (b) What advice would you give to Ram Singh to improve his approach?
- (c) What is the nature of training Ram Singh should have?

(6 pages)

9560/M13/A13/D12

OCTOBER 2009

MANAGEMENT ACCOUNTING

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Define management accounting.
2. What is balance sheet?
3. Give the meaning of fixed cost and variable cost with examples.
4. What is meant by cost volume profit analysis?
5. Define marginal costing. What are its main features?
6. What is Zero-Base Budgeting (ZBB)?

SECTION B — (4 × 8 = 32 marks)

Answer any FOUR questions.

7. Distinguish between Financial Accounting and Management Accounting.
8. Explain the various accounting concepts briefly.
9. Explain different types of costs.
10. Write a short notes on :
 - (a) Contribution and
 - (b) Margin of safety.
11. Discuss the advantages and limitations of budgetary control.
12. Distinguish between standard costing and budgetary control.

SECTION C — (2 × 24 = 48 marks)

Answer any TWO questions.

13. Prepare trading, profit and loss A/c and Balance Sheet from the following Trial Balance of Mr. Mani.

Debit Balances	Rs.	Credit Balances	Rs.
Sundry debtors	92,000	Mani's capital	70,000
Plant and machinery	20,000	Purchase returns	2,600

Debit Balances	Rs.	Credit Balances	Rs.
Interest	430	Sales	2,50,000
Rent, Rates, Taxes		Sundry creditors	60,000
and Insurance	5,600	Bank overdrafts	20,000
Conveyance charges	1,320		
Wages	7,000		
Sales returns	5,400		
Purchases	1,50,000		
Opening stock	60,000		
Mani's drawings	22,000		
Trade expenses	1,350		
Salaries	11,200		
Advertising	840		
Discount	600		
Bad debts	800		
Business premises	12,000		
Furniture and fixtures	10,000		
Cash in hand	2,060		
	<u>4,02,600</u>		<u>4,02,600</u>

3

9560/M13/A13/D12

Adjustments :

- (a) Stock on hand on 31.12.2006 Rs. 90,000
- (b) Provide depreciation on premises at 2.5%; Plant and machinery at 7.5% and furniture and fixtures at 10%
- (c) Write off Rs. 800 as further bad debts
- (d) Provide for doubtful debts at 5% on sundry debtors
- (e) Outstanding rent was Rs. 500 and outstanding wages Rs. 400
- (f) Prepaid insurance Rs. 300 and prepaid salaries Rs. 700.

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

	Per unit
	Rs.
Material	70
Labour	25
Variable overheads	20
Fixed overheads (Rs. 1,00,000)	10

4

9560/M13/A13/D12
[P.T.O.]

	Per unit Rs.
Variable expenses (Direct)	5
Selling expenses (10% fixed)	13
Distribution expenses (20% fixed)	7
Administration expenses	5
	<hr/>
	155
	<hr/>

Prepare a budget for production of

- (a) 8,000 units
- (b) 6,000 units
- (c) Indicate cost per unit at both levels.

Assume that administration expenses are fixed for all levels of production.

15. Assuming that the cost structure and selling prices remain the same in periods I and II find out :

- (a) P/V Ratio
- (b) B.E. sales
- (c) Profit when sales are Rs. 1,00,000

- (d) Sales required to earn a profit of Rs. 20,000
- (e) Margin of safety in II period.

Period	Sales Rs.	Profit Rs.
I	1,20,000	9,000
II	1,40,000	13,000

(b) The following data are given regarding expenditure on advertising and sales of a particular firm

	Advertisement expenditure (X)	(Rs. Lakhs) sales (Y)
Mean	10	90
S.D	3	12

Correlation coefficient

$$r^{xy} = 0.8.$$

(i) Calculate the regression equation of Y on X.

(ii) Estimate the advertising expenditure required to attain a sales target of Rs. 120 lakhs.

10. (a) Calculate five – yearly moving averages of number of students studying in a college from the following figures :

Year :	1981	1982	1983	1984	1985
No. of students :	332	317	357	392	402
Year :	1986	1987	1988	1989	1990
No. of students :	405	410	427	405	438

(b) Compute Laspeyre's, Paasche's, Fisher's and Kelly's price index numbers for 2005 from the following data :

Commodity	2000		2005	
	Price Rs.	Quantity	Price Rs.	Quantity
A	15	15	22	12
B	20	5	27	4
C	4	10	7	5

9562/M15/A15/D14

OCTOBER 2009

QUANTITATIVE METHODS

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Obtain the derivative of

$$y = \frac{1}{\sqrt{x+1} - \sqrt{x-1}}.$$

(b) Show that the curve $y = x + \frac{1}{x}$, has one maxima and one minima.

2. (a) Describe the various types of graphs and their uses.

(b) Construct a histogram and frequency polygon for the following data

0-150	150-200	200-250	250-300	300-350
4	6	13	5	2

3. (a) Calculate median and mode for the following distribution :

Production per day (in tons)	21-22	23-24	25-26	27-28	29-30
No. of days	7	13	22	10	8

(b) There are 50 students in a class of which 40 are boys and rest girls. The average weight of the class is 44 kg and the average weight of the girls is 40 kg. Find the average weight of the boys.

4. (a) Find the standard deviation for the following distribution :

Marks :	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of the students :	5	12	15	20	10	4	2

(b) Compute coefficient of quartile deviation from the following data :

Marks :	10	20	30	40	50	60
No. of students :	4	7	15	8	7	2

5. (a) A bag contains 5 red and 7 green balls.

(i) One ball is drawn from the bag and then replaced another ball is drawn after the replacement. Find the probability that both drawings are of red balls.

(ii) Assume that the first ball is not returned to the bag when the second ball is drawn. Find the probability that both balls of the two drawings are red.

(b) Write a note on Binomial Distribution.

6. Explain various methods of sampling.

7. (a) A random sample of 900 items is taken from a normal population whose mean and the variance are 4. Can the sample with mean 4.5 be regarded as truly random one at 1% level of significance? (Table value at 1% level is 2.58).

(b) Samples of two types of electric bulbs were tested for length of life and the following data were obtained :

	Type I	Type II
Number in the sample	8	7
Mean of the sample (in hrs)	1134	1024
Standard deviation of the sample in hours	12	25

Is the difference in the means sufficient to warrant that type I bulbs are superior to type II bulbs?

8. (a) In a sample survey of public opinion, answer to the questions

(i) Do you drink?

Question (1)

	Yes	No	Total
Yes	56	31	87
No	18	6	24
Total	74	37	111

(ii) Are you in favour of local option on sale of liquor? Are tabulated below :

Can you infer whether or not the local option on the sale of liquor is dependent on individual drink.

(b) Set up an analysis of variance of the following data :

A	B	C
20	20	12
10	14	18
18	16	20
8	14	22

9. (a) Calculate Karl Pearson's correlation coefficient between the marks in English and Hindi obtained by 10 students.

Marks in English :	10	25	13	25	22	11	12	25	21	20
Marks in Hindi :	12	22	16	15	18	18	17	23	24	17

RESEARCH METHODOLOGY

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any THREE questions in Part A which carry 20 marks each.

Part B is compulsory and carries 40 marks.

PART A — ($3 \times 20 = 60$ marks)

1. Explain the classifications of social research. State its objectives.
2. What are the characteristics of a good sample? How would you test the reliability of the sample?
3. Explain the various types of hypothesis? How is it tested?
4. Explain the points to be considered in the process of identifying the research problem.
5. Describe briefly the various steps involved in the research process.

PART B — ($1 \times 40 = 40$ marks)

6. (a) What are the various types of sampling errors? Describe the various methods to reduce sampling errors.

(b) A random sample of 10 boys has the following IQ's 70, 120, 110, 101, 88, 83, 95, 107, 100, 98. Do these data support the assumption of a population mean of IQ of 100?

FUNDAMENTALS OF COMPUTERS

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain about Auxiliary Storage Device. Is it essential in the present environ.
2. Explain the process of operating and functions of operating system.
3. Explain the applications of Unix operating system.
4. Explain the importance of system software.
5. Write short notes on :
 - (a) Cross compilers
 - (b) Cross Assemblers
 - (c) Translators.

6. Explain the importance of Icons in windows.
7. Explain the contents of any 5 Icons in window.
8. Explain the importance of GUI in windows.

9565/M21/A21/D17

OCTOBER 2009

**MANAGEMENT INFORMATION AND DATA
PROCESSING SYSTEM**

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain in detail about MIS needs keeping in view a Manufacturing Organisation.
2. Explain the various Information system Resources and the Products.
3. Explain the stages of Transaction Processing cycle.
4. Explain the various Applications of DSS.
5. Explain the future perspective of MIS.
6. Explain the various Data Base structures.

7. Could you use the systems approach to problem solving as a way to solve a marketing problem? A Human Resource Management Problem explain.

8. Do you think that Network Computers (NCs) will Replace Personal Computers (PC's) in many Applications?

MARKETING MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

All questions carry equal marks.

1. What is Marketing Management? Discuss its objectives and significance.
2. Bring out the role of marketing in the economic development of our country.
3. Explain the concept of marketing mix and its implications.
4. What are the major stages in the consumer buying decision process? Are all these stages used in all consumer purchase decisions?
5. Discuss the scope of marketing research.

6. Enumerate the concept of 'Product Life Cycle' and its implications for marketing management.
 7. What factors influence the choice of a channel distribution?
 8. Define international marketing. Distinguish it from domestic marketing.
-

BUSINESS ENVIRONMENT AND LAW

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. "Management education and professionalism of management have developed the quality of administration in India" — Comment.
2. "Stable business policies and political stability assure consistent development of economy and its sustenance" — Substantiate the statement.
3. Explain the essential elements of a valid business contract.
4. Outline the labour laws which an administrator has to apply in his/her firm.
5. Narrate the relevant provisions of Environment Protection Act.

6. Highlight the role of I.M.F. in Indian economic development.

7. Discuss the draft functions of W.T.O.

8. How do R & D and laws regarding patents influence the technological environment in India?

9. Describe the impact of socio cultural environment on business.