

Madras University

M.B.A Question Papers 2008

-Principles & Practices of Management

Time : 3 hours

Marks : 100

Section A

I Answer all questions. Each question carries 2 marks :-

1. Definitions of Management.
2. Mention the five activity levels of Business Management.
3. What is the Behavior School Theory of Management?
4. What is Strategic Planning?
5. What is the purpose of planning in Management?

5x2=10 marks

Section B

II Answer all questions. Each question carries 6 marks :-

1. What are the top management's actual operation according to Livingston?
2. What are the elements of management?
3. Which are the steps in Planning?
4. Give the fundamentals of Staffing.
5. What is Matrix or Grid method of Departmentalization – Give the advantages. 5x6=30 marks

Section C

III Answer any three questions. Each question carries 20 marks :-

1. What is Manpower Planning? Explain its process.
2. Explain F.W. Taylor's teachings in Management.
3. Explain the manager's job and his duties.
4. Explain briefly recruitment and sources of manpower supply.
5. Write about the off-the-job training methods.

3x20=60 marks

Subject : Organizational Behaviour

Time : 3 hours

Marks : 100

Section A

I Answer all questions. Each question carries 2 marks :-

1. What is Organizational Behaviour?
2. What is Declining Loyalty?
3. What is Personality?
4. What is Authoritarianism?
5. What is the definition of Learning?

5x2=10 marks

Section B

II Answer all questions. Each question carries 6 marks :-

1. What is Operand Conditioning?
2. Which are the methods of shaping behaviour?
3. What is Stereotyping?
6. What is Motivation?
7. Explain briefly Attitudes and Individual.

5x6=30 marks

Section C

III Answer any three questions. Each question carries 20 marks :-

1. Which are the functions of Attitudes and what has it to do with behaviour?
6. Explain with illustration the importance of attitudes in Organizational Behaviour.
7. Define Motivation and give the importance of the same.
8. Enumerate the role of Management and Motivation in Organizational Behaviour.
9. What is Stress? Explain Work Stress and Stressed out.

3x20=60 marks

Subject : Marketing Management

Time : 3 hours Marks : 100

Section A

I Answer all questions. Each question carries 2 marks :-

1. Give two relevant definitions of Marketing.
2. Which are the four basic functions of Marketing?
3. What is Integrated Marketing?
4. What are the objectives of Marketing Strategy?
5. What is Marketing Planning?

5x2=10 marks

Section B

II Answer all questions. Each question carries 6 marks :-

1. What are the Planning Procedures that happen at various levels?
2. What are the elements of Marketing Planning?
10. What is Marketing Mix and Marketing Planning?
11. What is the role of Advertising in Marketing Mix?
12. What are the unique characteristics of Service Marketing?

5x6=30 marks

Section C

III Answer any three questions. Each question carries 20 marks :-

1. Explain products in Service Marketing.
8. Explain what is Market Segmentation.
9. What is pricing? Illustrate with example.
10. Which are the basic principles of Organization Design?
11. Which are the various parameters affecting Consumer Behaviour?

Subject : Human Resources Management

Time : 3 hours Marks : 100

Section A

I Answer all questions. Each question carries 2 marks :-

1. Which are the functional areas of Human Resources Management?
2. How do you determine Human Resources requirements?
3. What is Monitoring and Control?
4. What is Career Planning and Succession Planning?
5. Which are the major techniques of Recruitment?

5x2=10 marks

Section B

II Answer all questions each question carries 6 marks :-

1. What is Staffing and Employment?
2. Write about Wage and Salary Administration.
13. What is the significance of Human Resources?
14. What is Demand Forecasting?
15. Why Career Planning?

5x6=30 marks

Section C

III Answer any three questions. Each question carries 20 marks :-

1. Outline the major functional areas of Human Resources Management.
12. What is the emerging role of Personnel Management?
13. Explain the reasons for current interest in Human Resources.
14. What is evaluation in training and explain the different types of training evaluation?
15. Explain the importance of Performance Appraisal and enumerate its different steps.

3x20=60 marks

Subject : Financial Management

Time : 3 hours Marks : 100

Section A

I Answer all questions. Each question carries 2 marks :-

1. What is Business Finance?
2. Which are the forms of organisation?
3. Which are the different categories of international sources of finance?
4. What is the meaning of Cash?
5. What is the meaning of Receivables?

5x2=10 marks

Section B

II Answer all questions. Each question carries 6 marks :-

1. What are the benefits of holding inventories?
2. Which are the three methods for assessing the working capital requirement?
3. Which are the motives for holding Cash?
16. Which are the internal sources of Cash?
17. What is overall Profitability Ratio?

5x6=30 marks

Section C

III Answer any three questions. Each question carries 20 marks :-

1. Explain the functions of Finance.
16. Enumerate the Indian Financial System.
17. What is equity share capital? What are the advantages and disadvantages from the firm's point of view and the shareholder's point of view?
18. What is a financial statement? What are its limitations?
19. Explain Funds Flow Analysis. Illustrate with a figure.

3x20=60 marks