



STUDENT HAND BOOK 2025-2026

MASTER OF BUSINESS ADMINISTRATION

I Year I Semester

AURORA'S PG COLLEGE(MCA)

NAMPALLY, HYDERABAD-500001

WELCOMENOTE

My Dear Student

The College has a clearly defined goal of evolving into one of the best institutes for Post Graduate education. To reach the envisaged goal, the college provides not only highly committed and qualified faculty but also infrastructure facilities for curricular, co-curricular and extra-curricular activities. The central concern of this institution is to strive for pedagogical and scholastic excellence ably provided by the faculty. Dynamism, experience and erudition characterize the teaching community at Aurora. Highly qualified with MBA, MCA, M.Phil and Ph.D. degrees, the faculty bring their expertise and application oriented attitude to the classroom.

One of the innovative features of Aurora is its novel teaching-learning process that synthesizes conventional mechanisms of learning such as lectures and laboratory sessions, with interactive sessions like Seminars, Guest Lectures, Case Studies Industry-Institute Interaction, Mini Project sand Assignments that enrich and make learning a pleasure. This handbook, a unique feature of this college, helps you as a ready reckoned giving day today and hour-to-hour lecture schedules, detailed institute interaction and assignment dates to prepare you well in advance. In addition, it also helps in creating a base for you to prepare for competitive examinations like GMAT, UGC-NET etc with its exhaustive material.

The College has produced 22 MBA batches and 20 MCA batches of students till now. Majority of the students have been placed in reputed Multinational Companies and many got admitted into renowned National and International Institutes of higher learning. Now it is time for you to emulate your exemplary seniors and to reach higher echelons of the society.

The college has been successful in getting very reputed organizations for placements and I am happy that preparations are made to see that all the students of this college would have their future clearly defined and secure.

From the Institute's side, we assure you that we leave no stone unturned to achieve the above goals. You too, as a student, have a crucial role to play in this arduous but exciting enterprise of making Aurora synonymous with learning and professionalism.

I invite you all to join us in our journey towards excellence. With all best wishes

Sd/-

Principal

CODE OF CONDUCT

1) DRESS CODE

Students must observe the following dress code:

Gents: Prescribed Dress Code - Formal Shirt of Light Cream Color, Jet Black Trousers & Tie.

Black, full Shoes, Belt and ID-Card.

Ladies: Formal Shirt of Light Cream Color, Jet Black Trousers, Full/Half Black Shoes /full Shoes and ID-Cards. Please note that jeans and T-shirts do not form part of the dress code. Those who are improperly dressed, and have a shabby appearance will not be allowed into the college premises.

2) ID CARDS

Students will be issued ID cards only after they fill up their details in a prescribed form that will be issued to them at the time of registration. Students are expected to come with their blood group details for this purpose. In case the card is lost, a duplicate ID card will be issued against a payment of Rs 100. Without the ID card, students will not be allowed into the college campus.

3) ATTENDANCE

The continuous evaluation system adopted by the OU and the college clearly expects every student to be responsible for regularity to class, internal tests and other tasks assigned to him/her in the course. As such, students are advised not to absent themselves without the prior submission of leave letter to the respective counselors.

1. A student has to put in a minimum of 75% attendance in aggregate of all the subjects in the year/semester
2. Condonation of shortage of attendance in aggregate upto 10% (between 65% to 75%) in a semester/ year may be recommended by the College Academic Committee to the OU with supporting evidence in genuine and valid cases.
3. A student will not be promoted to the next semester unless he/she satisfies the attendance requirement of the present semester/year.
4. Shortage of attendance below 65% in aggregate shall in no case be condoned.
5. Students whose shortage of attendance is not condoned are not eligible to take their examination of that class and their registration shall stand cancelled. They may seek re-admission for that semester year when offered next.
6. A stipulated fee shall be payable towards condonation of shortage of attendance.
7. Students coming out in the middle of a class or entering late into a class will be seriously viewed and attendance will not be given for that hour.
8. The monthly attendance of each student, along with the unit test marks,

will be displayed on the notice board in the first week of every month. Also a copy of that will be sent to the parents at the address registered with the college. Postage costs will be borne by the student.

9. Students will not be given lab attendance unless they submit practical records of the previous lab sessions.

10. In case of ill-health, a student has to submit a proof of evidence for absence and the leave application to the Principal/Head of the department, immediately on rejoining the college. Late submission of leave application will not be accepted for consideration at the time of condonation of shortfall of attendance.

4) RAGGING

Ragging is a cognizable and punishable offence. Any student found indulging in ragging will be dealt with severely as per the existing orders. It is

to be noted that ragging in professional colleges has been banned within or outside the college by the Government of AP, vide Act 26 1997. An extract of the Anti ragging act is given below. Ragging includes words either spoken or written, signs, sounds, gestures and visible representation meant to harass and torture. Ragging is an act which causes or is likely to cause

insult/annoyance or fear/apprehension/threat intimidation/outrage of modesty/injury to a student. The full text of Act 26 is placed in the college library

5) PUNCTUALITY

1. All students shall strictly observe the college timings. If any student comes late to college, he/she will not be allowed to the class and attendance will not be marked for that hour.

2. If anyone is found to be regularly late, administrative action shall be initiated, including suspension from classes.

3. All the students should strictly adhere to the deadlines specified for the submission of assignments, laboratory reports, seminar and project reports, failing which students will incur academic punishment(s).



AURORA'S PG COLLEGE (MCA)
NAMPALLY, HYDERABAD
(Affiliated to Osmania University)

MBA I SEMESTER HAND BOOK 2025 (SESSION PLAN)

CONTENTS:

- 1. PROGRAM OUTCOME**
- 2. MB101-MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**
- 3. MB102-ACCOUNTING FOR MANAGEMENT**
- 4. MB103- MARKETING MANAGEMENT**
- 5. MB104- STATISTICS FOR MANAGEMENT**
- 6. MB105- ECONOMICS FOR MANAGERS**
- 7. MB106- ITAPPLICATIONS FOR MANAGEMENT**
- 8. MB106- COMPUTER PRACTICAL**

PROGRAM OUTCOME:-

PO1. Team work An ability to function effectively on multi-disciplinary teams. An ability to analyze a problem identifies, formulate and use the appropriate managerial skills for obtaining its solution. Recognize and address ethical issues and values and apply them in organizational settings.

PO2. Professional integrity. An understanding of professional, ethical, legal, financial, marketing, sales, logistical security and social issues and responsibilities

PO3. Speaking/Writing skills An ability to communicate effectively, both in writing and orally.

PO4. Social awareness A knowledge of contemporary issues

PO5. Practical managerial analysis skills. An ability to use current techniques, skills, and tools necessary for managerial practice

PO6. Continuing education awareness .An integrated knowledge of and demonstrated ability to perform as management professionals, and will be prepared for continued learning throughout their career. Recognition of the need for, and an ability to engage in continuing professional development and life-long learning

PO7. Successful career and immediate employment. An ability to recognize the importance of professional development by pursuing postgraduate studies or face competitive examinations that offer challenging and rewarding careers in management

PO8. Reaching out to societal causes. An ability to address social causes and serving the society around by giving to the needy and engaging themselves to be good citizen

MBA Year-I Semester-I

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CCE+ESE)
MB101	Management & Organizational Behaviour	Core	5	4Th+1Tu	40+60
MB102	Accounting for Management	Core	5	4Th+1Tu	40+60
MB103	Marketing Management	Core	5	4Th+1Tu	40+60
MB104	Statistics for Management	Core	5	4Th+1Tu	40+60
MB105	Economics for Managers	Core	5	4Th+1Tu	40+60
MB106	IT Applications for Management	Core	5	3Th+2P	40+20P +40
Total credits at the end of I Semester			30		600

- **HPW–Hours Per Week**
- **CCE–Continuous and Comprehensive Evaluation**
- **ESE–End Semester Exam**
- **Th-Theory**
- **Tu– Tutorial**
- **P-Practical**

SUBJECT: MB 101: Management and Organizational Behavior

CONTENTS:

- **SYLLABUS**
- **SUGGESTED BOOKS**
 - **TEXT BOOKS**
 - **REFERENCE BOOKS**
- **WEBSITES**
- **JOURNALS**
 - **INTERNATIONAL**
 - **NATIONAL**
- **SESSION PLAN**
- **QUESTION BANK**

PAPER CODE – MB101

Course: MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Course Objectives:

1. Introduce the concepts and theories of management
2. Analyze human perceptions and behavior at work place.
3. Offer insights in contemporary situations for organizational settings.
4. Evaluate effective leadership strategies and functions
5. Enhance managerial and team works skills
6. Design workforce and build HR driven strategies

Course Outcomes:

1. Comprehensive understanding of management principles
2. Understanding of organizational functions in the irrespective settings
3. Gain insights into individual, inter-personal and group actions in organizations.
4. Demonstrate improved decision making skills
5. Develop and sustain winning organizations
6. Help deal effectively with people resourcing and talent

Unit-I: Management Philosophy and Approaches:

Management Principles, Process, Functions and Typology, 3D Model of Managerial Approach, Management thought-Classical, Human Relations, Systems and Contingency Approaches, Hawthorne's Experiments, Contributions of Henry Fayol, F. W. Taylor and Peter Drucker.

Unit-II: Organizational Design, Structure and Decision Making:

Basic and advanced Models of Organizational Designs, Main Approaches to Organization Structure - Decision making under Bounded Rationality, Certainty, Uncertainty, Risk, Conflict. Open and Closed Decision making models, QWL. Quality Circle. Emerging Organizational Architectures.

Unit-III: Organizational Behavior:

Personality Traits, Big 5 personality traits, MBTI, the Process of Perception and Attribution, Kelly's personal construct Theory, Cognitive Dissonance, Classical, Operant and Reinforcement Conditioning, Transactional Analysis, Johari Window, Attitudinal Genesis in Mentoring, Motivation - Content and Process Theories.

Unit -IV: Group Dynamics and Leadership:

Group Dynamics & Team Building, Kurt Lewin contribution, Conflict Resolution models,. Worklife balance. Trait and Behavioral Approaches to Leadership, Managerial Grid, Path - Goal Theory, Vroom's Decision Tree Approach to Leadership, Hersey and Blanchard Model.

Unit-V: Emerging aspects of OB:

Organization culture and Organization climate. Stress Management and Counseling, Management of change and Organization development. Communication Process. Organizational Citizenship Behaviour. Organizational Behaviour Modification. Behavioral Entropy in Learning Organization, Behavioral Metrics in Effective Organization.

Suggested Books:

T1: Organizational behaviour (LM Prasad)

T2: K. Aswattppa 2010

T3: Stephin Robbins & Mary (Management)

T4: B.R. Virmani, 2010, understanding organizational Behaviour, Oxford University Press

Reference Books:

R1: Principles & Practices of Mgt (LM Prasad)

R2: Stephen Robbin & TIMOTHYJUDEGE

R3: Fearn (crisis communication)

WEBSITES

1. www.hbs.com
2. www.allbusiness.com
3. www.wiley.com
4. www.wiziq.com
5. www.hrfolks.com

JOURNALS**INTERNATIONAL**

1. Sloan Management Journal
2. Harvard Business Review
3. Executive Excellence
4. New Competitive Edge
5. Fortune
6. Academy of Management Review

NATIONAL

1. Journal of Management Research
2. Osmania Journal of Management
3. ASCI Journal of Management
4. The Journal of IPE

SESSION PLAN

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT I				
Unit – I	Introduction to MOB, Principles Principles	L1,L2	T3-Ch1	
	Process, Functions and Typology	L3	T3-Ch1	
	3D Model of Managerial Approach,	L4	T3-Ch1	
	Management thought-Classical, Human Relations, Systems	L5,6	T3-Ch2 R1-Ch2	
	Contingency Approaches,Hawthorne's Experiments	L7,8	T3-Ch2 R1-Ch2	
	Contributions of Henry Fayol, F. W. Taylor and Peter Drucker	L9	T3-Ch2 R1-Ch2	
UNIT II				
Unit – II	Basic and advanced Models of Organizational Designs	L10	T1-Ch3	
	Main Approaches to Organization Structure	L11	T1-Ch4	
	Decision making under Bounded Rationality	L12	T1-Ch5	
	Certainty, Uncertainty	L13	T3-Ch14	
	Risk, Conflict	L14	T2-Ch7	
	Open and Closed Decision making models	L15,16	T1-Ch6	
	QWL. Quality Circle	L17	T1-Ch6	
	Emerging Organizational Architectures	L18	Lecture Notes	
UNIT III				
Unit-III	Personality Traits	L19	R1-Ch6	
	Big 5 personality traits, MBTI	L20	R1-Ch6	
	the Process of Perception and Attribution, Kelly's personal construct Theory	L21,22	T3- Ch 7	
	Cognitive Dissonance, Classical	L23,24	T1-Ch22	
	Operant and Reinforcement Conditioning, Johari Window,	L25,26	T1-Ch22	
	Johari Window, Attitudinal Genesis in Mentoring ,transactional analysis	L27	Lecture Notes	
	Motivation – Content Theories	L28	Lecture Notes	
	Process Theories	L29	R2-Ch17	
UNIT IV				
Unit – IV	Group Dynamics & Team Building	L30	T1-Ch8	
	Lewin contribution, Conflict Resolution models	L31,32	T1-Ch14	

	Worklife balance, Trait Approaches to Leadership	L33,34	T2-Ch14	
	Behavioral Approaches to Leadership	L35	T2-Ch15	
	Managerial Grid, Path - Goal Theory	L36,37	T2-Ch22	
	Vroom's Decision Tree Approach to Leadership	L38	T2-Ch15	
	Hersey and Blanchard Model	L39	T2-Ch15	
UNIT V				
Unit - V	Organization culture and Organization climate	L40,41	T2-Ch16	
	Stress Management and Counseling	L42	T1-Ch11	
	Management of change and Organization development	L43,44	T2-Ch17	
	Communication Process. Organizational Citizenship Behaviour	L45,46	T2-Ch16	
	Organizational Behaviour Modification	L47,48	T1-Ch13	
	Behavioural Entropy in Learning Organization	L49	T1- Ch15	
	Behavioural Metrics in Effective Organization	L50	T1- Ch15	

QUESTION BANK

UNIT- I

SHORT QUESTIONS:

1. Organizational Behavior (Mar 2023)
2. Human Relations (Mar 2023)
3. Management process (Mar 2022)
4. Controlling (Feb2021)
5. Organization Vs Firm (Feb2021)

ESSAY QUESTIONS:

1. Define Management and explain its functions and nature and scope (Mar 2023)
2. Define contributions of henry fayol in formulating management principles. (Mar 2023)
3. Examine the systems and contingency approach to management (Mar 2022)
4. Discuss the roots of contemporary management practices. (Mar 2022)
5. What disciplines contributed to the development of O.B? Explain. (Feb 2021)
6. Define the concept 'Management'. Highlight the changing role of management in the contemporary organizational context. (Feb 2021)

UNIT-II

SHORT QUESTIONS:

1. Define QWL and explain its importance (Mar 2023)
2. Quality circle (Mar 2022)
3. Decision making in bounded rationality (Feb 2021)
4. Classical Approach (Feb 2021)

ESSAY QUESTIONS:

1. Define organizational Design. Explain basics and advanced models of organizational designs (Mar 2023)
2. Define risk and explain what are the causes of conflicts (Mar 2023)
3. Define organizational structure. Explain the main approaches to organizational structure(Mar 2022)
4. Explain open and closed decision making models (Feb 2021)

UNIT-III

SHORT QUESTIONS:

1. Define cognitive Dissonance (Mar 2023)
2. Personality traits (Mar 2022)
3. Define MBTI (Feb 2021)
4. Define Transactional analysis (Feb 2021)
5. Johari Window (Feb 2021)

ESSAY QUESTIONS:

1. Explain in details about transactional analysis and its importance in OB (Mar 2023)
2. Explain the contribution of trait theory of personality to the study of organizational behaviour (Mar 2023)
3. Describe the process of perception. (May2022)
4. What factors influence perception? How to enhance perceptual accuracy? Explain. (Mar 2022)
5. Define Personality. What are the determinants of personality? Enumerate the personality traits that manager require in modern organizations. (Feb 2021)

UNIT-IV

SHORTQUESTIONS:

1. Explain different styles of leadership (Mar 2023)
2. Define Group dynamics (Mar 2022)
3. Define team building (Mar 2022)
4. Work life balance (Feb 2021)
5. Managerial grid (May2021)

ESSAYQUESTIONS:

1. Define leadership.Enumerate in detail the theories of leadership with example (Mar 2023)
2. Explain in details group dynamics and team building and its importance (Mar 2023)

3. Highlight the importance of leadership in the modern era. Discuss any two approaches with examples from the Indian context. (Mar 2022)
4. Is Motivation compulsory? Explain in detail about Victor Vroom's Theory of Motivation. (Mar 2022)
5. Explain what is meant by process theories of motivation. Is Vroom's Theory relevant today? Elucidate with examples in the modern organizational context. (Feb 2021)

UNIT-V

SHORT QUESTIONS:

1. What is Eustress (Mar 2023)
2. Define organizational climate (Mar 2022)
3. Communication Process (Feb 2021)
4. Define counseling (Feb 2021)

ESSAY QUESTIONS:

1. Enumerate the causes for stress in the modern organization. Explain the physiological and psychological consequences of stress (Mar 2023)
2. Define organizational culture. Explain the positive effects of organization culture and how it is related to organizational success. (Mar 2023)
3. Explain the causes of conflict and suggest measures to reduce the same. (Mar 2022)
4. Explain the barriers to communication and overcoming barriers to communication. (Mar 2022)
5. Explain any two strategies of conflict resolution. (Feb 2021)
6. Define "Conflict". Discuss different approaches to the management of conflict in a large organization. (Feb 2021)

SUBJECT: MB 102: ACCOUNTING FOR MANAGEMENT

CONTENTS:

- **SYLLABUS**
- **SUGGESTED BOOKS**
 - **TEXT BOOKS**
 - **REFERENCE BOOKS**
- **WEBSITES**
- **JOURNALS**
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PAPERCODE–MB102

Course: ACCOUNTING FOR MANAGEMENT

Course Objectives:

1. To gain knowledge of the process, principles and conventions of accounting
2. To develop skill for preparation of final accounts
3. To gain understanding of break even analysis and its use in management
4. To evaluate financial statements and their applications
5. To examine changes in financial position and operating cycle
6. To identify the accounting process based on current practices

Course Outcomes:

1. To compute Journal ,Ledger, Trial Balance and Final Accounts
2. Evaluate performance of companies using Ratio Analysis
3. Analyze Cash Flow position of companies and its applications
4. Make use of funds in assessing long term financial decisions
5. Choose optimum inventory valuation method as per requirements
6. Apply accounting principles to practical scenarios and study their implications

Unit-I:Introduction to Financial Accounting

Meaning, Definition and Scope of Financial Accounting; Accounting concepts and conventions, their implications on accounting system –Double Entry Accounting System – Accounting Process – Types of Accounts – Primary and Secondary Record – Preparation of Journal, Ledger Posting, Balancing and Preparation of Trial Balance (Including Numerical Problems) - Accounting Equation – Static and Dynamic view - Accounting standards – their rationale and growing importance in global accounting environment, International Financial Reporting Standards (IFRS).

Unit–II:Preparation of Final Statements

Distinction between capital and revenue expenditure; Depreciation concept and methods. Preparation and presentation of financial statements – Trading, Profit and loss account, Balance Sheet with adjustments for closing stock, outstanding expenses, accrued income, prepaid expenses, advance income, depreciation, loss/profit on sale, bad debts and provision for bad debts (Including Numerical Problems); provisions of the Indian Companies Act regarding preparation and presentation of financial statements; external auditor's report, the report of the Board of Directors, and voluntary disclosures

Unit–III:Financial Statement Analysis

Financial Statement analysis – Ratio analysis – Rationale and utility of ratio analysis – classification of ratios -calculation and interpretation of ratios-liquidity ratios, activity/turn over ratios, Profitability ratios, leverage and structural ratios (Including Numerical Problems)- Advantages and disadvantages; common size statement analysis.

Unit–IV:Cash Flow Statement

Cash Flow Statement – Advantages and Utility of Cash flow statement – Preparation of Cash flow statement (Including Numerical problems) - Tax planning – Tax Avoidance – Tax evasion; Cost concepts –Classification of Costs- –preparation of cost sheet (no numericals)

Unit–V:CVPAnalysis

CVP analysis – Break-even Point, concept of contribution and P/V Ratio, Margin of Safety (Including Numerical problems) - Managerial uses of Break-even concept – product mix, make or buy decision, capacity utilization, plant shut down decision, Standard Costing – Variance Analysis – Material

Variances – Labour Variances (Simple Problems Related to Material and Labour Variances Only)

Suggested Books:

T1.S.NMaheshwari,S.KMaheshwari

T2. Gupta Accounting for management – analytical
prospective

T3M. Y Khan & P. K Jain management accounting

T4ShashiK.Gupta,R.KSharma,managementaccounting

T5Dr.Jawaharlal,“Accounting forManagement”,2010,5thEd.HimalayaPublishing House

Reference Books:

R1GrewalT.S.IntroductiontoAccounting,2009,SChandPublishers

R2 Ramachandran,RamkumarKakani,FinancialAccounting forManagement, 2009,2nded, TataMcGraw Hill
Publishing , Pvt., Ltd.

R3ShahParesh,BasicFinancialAccountingformanagement,2009,5thEd,OxfordUniversityPress

R4ShashiK.Gupta&R.K.SharmaManagementAccountingPrinciplesandPracticeKalyaniPublishers,12th Revised . Ed.

R5 Bhattacharyya Asish K, Financial Accounting for Business Managers, 2nd edition, PHI

WEBSITES:

1. www.beyondgeeypinstripes.org
 2. www.accountancyexperts.info
 3. www.universal-accounting-centre-com
 4. www.practicalecommerce.com
- www.pasbdc.org/events

JOURNALS

INTERNATIONAL

1. The Accounting Review
2. Journal of Accounting
3. Contemporary Accounting Research
4. Journal of Accounting & Economic
5. Auditing & Finance
6. Journal of Accounting & Research

NATIONAL

1. The Journal of Accounting & Finance
2. The Chartered Accountant
Journal of Applied Finance

SESSION PLAN

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT I				
Unit – I	Meaning, Definition and Scope of Financial Accounting	L1	T3-Ch1	
	Accounting concepts and conventions, their implications on accounting system	L2,L3	T3-Ch1	
	Double Entry Accounting System – Accounting Process	L4	T3-Ch1	
	Types of Accounts – Primary and Secondary Record – Preparation of Journal,	L5, L6	T3-Ch2	
	Ledger Posting, Balancing	L7	R1-Ch2	
	Preparation of Trial Balance (Including Numerical Problems)	L8	T3-Ch2	
	Accounting Equation – Static and Dynamic view	L9	R1-Ch2	
	Accounting standards – their rationale and growing importance in global accounting environment,	L10, L11	T3-Ch2	
	International Financial Reporting Standards (IFRS	L12	R1-Ch2	
UNIT II				
Unit – II	Distinction between capital and revenue expenditure; Depreciation concept and methods.	L13, L14	T1-Ch3	
	Preparation and presentation of financial statements – Trading, Profit and loss account	L15, L16	T1-Ch4	
	Balance Sheet with adjustments for closing stock,	L17, L18	T1-Ch5	
	outstanding expenses, accrued income	L19	T1-Ch6	
	prepaid expenses, advance income, depreciation, loss/profit on sale,	L20, L21	T3-Ch7	
	, bad debts and provision for bad debts (Including Numerical Problems)	L22, L23	T2-Ch8	
	provisions of the Indian Companies Act regarding preparation and presentation of financial statements	L24, L25	T1-Ch6	
	external auditor's report, the report of the Board of Directors, and voluntary disclosures	L26, L27	T1-Ch6	

UNIT III				
Unit-III	Financial Statement analysis	L28	R1-Ch6	
	Ratio analysis – Rationale and utility of ratio analysis	L29	R1-Ch6	
	classification of ratios -calculation and interpretation of ratios-liquidity ratios,	L30	T3- Ch 7	
	activity/turn over ratios, Profitability ratios,	L31	T1-Ch22	
	leverage and structural ratios (Including Numerical Problems)	L32	T1-Ch22	
	Advantages and disadvantages;	L33	T1-Ch22	
	common size statement analysis.	L34	T1-Ch22	
UNIT IV				
Unit – IV	Cash Flow Statement	L35	T1-Ch8	
	Advantages and Utility of Cash flow statement	L36	T1-Ch14	
	Preparation of Cash flow statement (Including Numerical problems)	L37	T2-Ch14	
	Tax planning	L38,L39	T2-Ch15	
	Tax Avoidance, Tax evasion	L40	T2-Ch22	
	Cost concepts	L41	T2-Ch15	
	Classification of Costs- – preparation of cost sheet (no numericals)	L42	T2-Ch15	
UNIT V				
Unit – V	CVP analysis – Break-even Point	L43	T2-Ch16	
	concept of contribution and P/V Ratio	L44	T1-Ch11	
	Margin of Safety (Including Numerical problems)	L45	T2-Ch17	
	Managerial uses of Break-even concept	L46	T2-Ch16	
	product mix, make or buy decision, capacity utilization	L47	T1-Ch13	
	plant shut down decision, Standard Costing	L48	T1- Ch15	
	Variance Analysis – Material Variances	L49	T1- Ch15	
	Labour Variances (Simple Problems Related to Material and Labour Variances Only)	L50		

QUESTION BANK

UNIT-I

SHORT QUESTION:

1. Types of Accounts (Mar 2023)
2. Suspense Account (Mar 2022)
3. Concept of conservation (Mar 2022)
4. Accounting cycle (Feb 2021)
5. Journal (Feb 2021)

ESSAY QUESTION:

1. Explain the significance of Accounting standards ? Mention few accounting standards (Mar 2023)
2. Prepare journal entries for the following transactions of a business called Pots for Pics in 2019:

Aug 01 Hashini Iyer, the owner, Invested Rs.57,500 cash and Rs.32,500 of photography equipment in the business

Aug 04 Paid Rs.3,000 cash for an insurance policy

Aug 07 Services are performed and clients are billed for Rs. 10,000 received in cash

Aug 13 Purchased office supplies for Rs. 1,400 with Cash

Aug 20 Received Rs.2,000 cash for interest

Aug 24 Paid Rs.15,000 towards salaries

Aug 29 In addition, the business acquires photography equipment. The purchase price is Rs.1,00,000, pays Rs.25,000 cash and signs a note for the balance

(Mar 2023)

3. Explain accounting as a business information system. (Mar 2022)
4. Explain the scope and importance of Financial Accounting (Mar 2022)
5. Explain the accounting concepts and conventions. (Feb 2021)
6. Define accounting and explain its nature and scope. (Feb 2021)

Unit-II:

SHORTQUESTION:

1. Outstanding Expenses (Mar 2023)
2. Business income (Mar 2022)
3. Good will (Feb 2021)
4. What do you mean by revenue expenditure? (Feb 2021)

ESSAYQUESTION:

1. What is Depreciation? Explain the types of Depreciation techniques. (Mar 2023)
2. The following balances were extracted from the books of Thomas as on 31st March 2019, (Mar 2023)

Particulars	Debit(Rs.)	Particulars	Credit(Rs.)
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Purchases	75000	Capital	60000
Return Inward	2000	Creditors	30000
Opening stock	10,000	Sales	1,20,000
Frieght Inwards	4000	Returns outward	1000
Wages	2000		
Investments	10,000		
Bank charges	1000		
land	30,000		
Machinery	30,000		
Building	25000		
Cash in bank	18,000		
Cashinhand	4000		
	2,11,000		2,11,000

Additional Information:

(I) Closing Stock Rs.9,000

(II) Provide Depreciation @ 10% on Machinery

(iii) Interest accrued on Investment Rs.2,000

3. On 1st January, 1988, a merchant purchased some furniture costing Rs.55,000. It is estimated that its working life is 10 years at the end of which it will fetch Rs.5,000. Additions are made on 1st January, 1989 and 1st July, 1991 to the value of Rs.9,500 and Rs.8,400 (residual values Rs.500 and value of Rs.400 respectively). Show the furniture account for the first four years, if is straight line method of depreciation.

(Feb 2022)

4. Explain the provisions of the Indian Companies Act regarding preparation and presentation of financial statements

(Feb 2022)

5. Explain the various provisions of Indian Companies Act regarding preparation and presentation of Financial Statements (Feb 2021)

Unit-III:

SHORT QUESTION:

1. Turn over ratios (Mar 2023)
2. Cost of goods sold (Mar 2022)
3. Liquidity Ratios (Feb 2021)
4. Explain about liquidity ratios (Feb 2021)

ESSAY QUESTION:

1. Describe the ratio analysis as a tool of financial analysis . (Mar 2023)
2. Gross Profit Rs.54,000
Shareholders equity Rs.6,00,000
G/P Margin 20%
Credit Sales to Total Sales 80%
Total assets turnover 4 times
Average Collection period 20 days
(360 day Year)
Current Ratio 1.8
Long term debt to equity 40%
Prepare the Balance Sheet. (Mar 2023)

3. Explain the classification of ratios. (Mar 2022)

4. What is meant by financial analysis and explain the need for and significance of financial statements analysis? (Mar 2022)

5. Mr. Krishna & Co. presents the following information for the (Feb 2022)
i. year ended 31 December 2016.

Credit Sales	Rs. 150,000	Cash sales	Rs. 250,000
Returns Inwards	Rs. 25,000	Opening stock	Rs. 28,000
Closing Stock	Rs. 35,000		

Find out inventory turnover ratio when gross profit is 20% on sales. Also calculate inventory holding period.

2. X co. has made plans for the next year. It is estimated that the company will employ total assets of Rs. 8,00,000; 50% of the assets being financed by borrowed capital at an interest cost of 8% per year. The direct costs for the year are estimated at Rs. 4,80,000 and all other operating expenses are estimated at Rs. 80,000. The goods will be sold to customers at 150% of the direct costs. Tax is 50%. Calculate : 1 Net profit margin 2 RoA 3 Assets turnover 4 Return on owner's Equity (Feb 2021)

3. What do you mean by Ratio Analysis? Explain the importance of Ratio Analysis. (Feb 2021)

Unit-IV:

SHORT QUESTION:

1. Tax planning (Mar 2023)
2. Funds from business Operations (Mar 2022)
3. Working Capital (Feb 2021)
4. Tax evasion (Feb 2021)

ESSAY QUESTION:

1. What are the different types of Cost? Describe the components of Cost Sheet (Mar 2023)
2. From the following calculate cash from operations (Mar 2023)
Profit and loss account for the year ended 31st March, 2016

particulars	Amt	particulars	Amt
To Salaries	5,000	By Gross Profit	25,000
To Rent	1,000	By Profit on Sale of Land	5,000
To Depreciation	2,000	By Income-tax refund	3,000
To Loss on Sale of Plant	1,000		
To Goodwill written off	4,000		
To Proposed Dividend	5,000		
To Provision for tax	5,000		
To Net Profit	10,000		
	33,000		

3. Explain the preparation of statement of changes in working capital. (Mar 2022)
4. What is Cash flow statement? What are the advantages of Cash flow statement. (Mar 2022)
Prepare Cash flow statement from the following: (June 2018)

Balance Sheet of Ramana Sree Ltd.

Liabilities	31-3-2015 Rs.	31-3-2016 Rs.	Assets	31-3-2015 Rs.	31-3-2016 Rs.
-------------	------------------	------------------	--------	------------------	------------------

ShareCapital	220000	220000	Land& Building	40000	37500
Sharepremium	30000	30000	Machinery	70000	100000
Secured loan	--	27000	Investment	90000	85000
Generalreserve	50000	30000	CurrentAssets	230000	60000
P&LA/c	32000	43000	Cash	10000	7500
CurrentLiabilities	98000	110000	Debtors	18300	167500
Proposed dividend	70000	40000	Bankbalance	41700	42500
	500000	500000		500000	500000

AdditionalInformation

- 1 DepreciationonbuildingisRs.10000
- 2 DuringtheyearmachinerycostingRs.9500(WDVRs.1700)wassoldforRs.3500
5. CompanyXYZhasitsbriefcashaccountstatementavailablefortheinvestors.Lookingatthecashaccount. Prepare cash flow statement. (Feb 2021)

CashaccountofcompanyXYZfortheyearended31.03.2010

particulars	Amt	particulars	Amt
Balanceason01-4-2009	200	Paymentofdiesel	10000
IssueofDebentures	8000	PurchaseofBoiler	5000
Collectionfromcustomers	12000	RentPaid	1900
SaleofPlantandmachinery	1000	SalariesPaid	2000
		taxation	300
		Dividend	700
		Redemptionofbonds	1000
		Balanceason31-03-2009	300
total	21200	Total	21200

- 6.Explain the various utilities of the cash flow statement analysis (Feb 2021)

Unit-V:

SHORT QUESTION:

1. Margin of Safety (Mar 2023)
2. Break even point (Mar 2022)
- 3.Make or Buy decision (Feb 2021)
- 4.Managerial uses of break-even concept (Feb 2021)

ESSAY QUESTION:

1. A firm can purchase a separate part from an outside source @ Rs.11 per unit. There is a proposal that the spare part can be produced in the factory itself. For this purpose, a machine costing Rs.1,00,000 with annual capacity of 20,000 units and a life of 10 years will be required. A foreman with a monthly salary of Rs.50 will have to be engaged. Materials required will be Rs.4 per unit and wages Rs. Variable Overheads are 150% of direct labour. The firm can easily raise funds 10% p.a. Advise the firm whether the proposal should be accepted. (Mar 2023)
2. Write the significance of CVP Analysis. How to calculate BEP? (Mar 2023)
3. Explain the growing importance of global accounting environment. (Mar 2022)

4. What is meant by CVP analysis? Explain the managerial uses of break even concept. (Mar 2022)
5. There are two similar plants under the same management. The management desires to merge these two plants. The following particulars are available. (Feb 2021)

	Plant-I	Plant-II
Capacityoperation	100%	60%
Sales	Rs.300lakhs	Rs.120lakhs
Variablecosts	Rs.220lakhs	Rs.90lakhs
Fixedcosts	Rs.40lakhs	Rs.20lakhs

SUBJECT: MB 103 MARKETING MANAGEMENT

CONTENTS:

1. SYLLABUS

2. SUGGESTED BOOKS

- **TEXT BOOKS**
- **REFERENCE BOOKS**

3. WEBSITES

4. JOURNALS

- **INTERNATIONAL**
- **NATIONAL**

5. SESSION PLAN

6. QUESTION BANK

PAPER CODE – MB103
Course: MARKETING MANAGEMENT

Course Objectives:

1. To impart the basic tools of marketing and selling
2. To analyze factors affecting business environment
3. To assess buyer perceptions
4. To analyze market and competition structure
5. To know value of culture in marketing of goods and services
6. To make the students imbibe the global changes in the area of marketing

Course Outcomes:

1. Students can equip with marketing and selling tools.
2. Students can learn about the competition levels in the market.
3. Buyer behavior and perceptions are key of any business; that can be thoroughly learnt.
4. Various market position skills can be obtained for competitive advantage.
5. Group Dynamics and Channel Dynamics involved in marketing can be assessed.
6. Better control of key resources and optimum utilization of resources can be attained.

Unit-I: Origin of Marketing:

Origin of Marketing, Barter systems, Marketing, Market, Marketing Management. Tasks, Company orientations towards market place, Marketing Mix-expanded Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Designing Global marketing, Marketing Environment – Company's Micro and Macro Environment – Interface other functional areas

Unit-II: Market Segmentation:

Segmentation process, Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Market Targeting – Evaluating Market Segments, Selecting Market Segments VALS Segmentation System – Differentiation, Product Positioning, Positioning Strategies, Building customer Value, Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand. Competitive strategies.

Unit – III: Designing Marketing Programme:

Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions, New Product development, Product Life Cycle, Pricing, Strategies, Distribution Channels, Channel Management Decisions, Network Marketing, Promotion Mix – Advertising, Social Media and Advertising, Sales Promotion, Public Relations, Personal Selling, Online Marketing.

Unit – IV: Consumer & Industrial Markets:

Classification of Products, Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Model of Buyer Behavior, Adoption Process, AIDA Model, Industrial Markets – Characteristics, Industrial Buyer Behavior, Services Markets - Characteristics, and Strategies, Emergence of Online Services. Use of I C T in Service Marketing.

Unit – V: Marketing Control & Consumerism:

Types of Marketing Organization Structures and Factors affecting Global marketing Organization, Changing practices of Marketing, Marketing Control, Annual plan Control, Efficiency Control. Profitability Control and Strategic Control, Marketing Audit, Consumerism, Consumer rights and Consumer forums.

Suggested Books:

● **TEXT BOOKS**

1. Ramaswamy V.S. Namakumari S, “Marketing Management”, The Global perspective Indian Context Macmillan India Ltd.
 1. Rajan Saxena, “Marketing Management”, Tata McGraw Hill.
 2. Ashwatappa , Principles of Marketing” Himalaya Publishing House, New Delhi
 3. Paul Baines, Chris fill, Kelly Page, “Marketing Management”, 2009, 1st Ed. Oxford University Press.
 4. Roger J. best, “Market-Based Management”, 2009, 1st Ed, PHI Learning Pvt. Ltd.
 5. Kurtz & Boone, “Principles of Marketing”, 2010, 12th Ed. Cengage Publications.

● **REFERENCE BOOKS**

- T1 Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2010, 13th Ed, Peason Education Prentice Hall of Indi.
- T 2 Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw Hill.
- T 3 Ramanswamy V.S. Namakumari S, “Marketing Management”, 2009, The Global perspective-Indian Context Macmillan India Ltd.

3 WEBSITES

1. www.inderscience.com
2. www.kotlermarketing.com/resources/philipkotler.html
3. www.cash-tech.com/versinontc/index.php
4. www.knowthis.com/management/trends-and-newmethods.htm
5. www.marketingprinciples.com/articles.asp?cat=419

4 JOURNALS

INTERNATIONAL

1. Journal of Marketing
2. International Journal of Internet Marketing and Advertising
3. Journal of Marketing Research
4. American Marketing Association

NATIONAL

1. Indian Journal of Marketing
2. The ICFAI Journal of Consumer Behaviou

SESSION PLAN

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT I				
Unit – I: Origin of Marketing:	Origin of Marketing, Barter systems, Markets	L1,	T1-Ch1 T2-Ch1 T3-Ch1	
	Marketing management	L2	T1-Ch1 T2-Ch1 T3-Ch1	
	Tasks, Company orientations towards market place	L3	T1-Ch1 T2-Ch1 T3-Ch1	
	Marketing Mix	L4	T1-Ch2 T2-Ch1 T3-Ch3	
	Expanded marketing mix	L5	T1-Ch2 T2-Ch1 T3-Ch3	
	Marketing program & Marketing strategy	L6	T1-Ch1 T1-Ch2 T3-Ch11	
	Managing marketing effort	L7	T1-Ch2	
	Designing Global marketing	L8	T1-Ch19 T2-Ch26	
	Marketing Environment – Company’s Micro and Macro Environment	L9	T1-Ch4 T1-Ch3 T3-Ch5	
	Interface with other function areas	L10	Lecture Notes	

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT II				
	Segmentation process, Levels and Bases for Segmentation	L11	T1-Ch7 T2-Ch8 T3-Ch18	
	Segmentation consumer markets	L12	T1-Ch7 T2-Ch8 T3-Ch18	
	Business markets	L13	T1-Ch7 T2-Ch8 T3-Ch18	
	International markets	L14	T1-Ch7 T2-Ch8	

Unit – II: Market Segmentation:			T3-Ch18	
	Market Targeting Evaluation of Market Segments	L15	T1-Ch7 T1-Ch7	
	Selecting market segments	L16	T1-Ch17	
	VALS Segmentation System Differentiation Strategies	L17	T3-Ch22 T1-Ch8 T2-Ch9	
	Product Positioning, Positioning strategies	L18	T1-Ch7 T1-Ch8 T2-Ch9	
	Building customer Value, Demand measurement	L19	T2-Ch9	
	Sales forecasting methods	L20	T2-Ch9	
	Estimating current and future demand	L21	T1-Ch17 T2-Ch19 T3-Ch40	
	Competitive strategies	L22	Lecture notes	

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT III				
Unit – III: Designing Marketing Programme	Decision involved in product	L23	T1-Ch8 T2-Ch11,12 T3-Ch21	
	Branding	L24	T1-Ch8 T2-Ch11,12,10 T3-Ch21	
	Packaging	L25	T1-Ch8 T2-Ch11,12,10 T3-Ch21	
	Product live & product mix decisions	L26	T1-Ch11 T2-Ch11 T3-Ch21	
	New product development	L27	T1-Ch9 T2-Ch11 T3-Ch24	
	Product life cycle	L28	T1-Ch9 T2-Ch10 T3-Ch24	
	Pricing, strategies	L29	T1-Ch12 T2-Ch13 T3-Ch37	
	Distribution channels	L30	T1-Ch12 T2-Ch20 T3-Ch27,29	
	Channel management decision	L31	T1-Ch12 T3-Ch30	

	Network Marketing, Promotion mix	L32	T1-Ch15 T2-Ch16 T3-Ch36	
	Advertising Sales Promotion Social Media	L33	T1-Ch15 T2-Ch16 T3-Ch36	
	Public relations & Public Selling	L34	T1-Ch16 T2-Ch18 T3-Ch41	
	Online marketing	L35	T3-Ch33	

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
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UNIT IV

Unit – IV: Consumer &Industrial Markets:	Classification of Products, Consumer behaviour	L36	T1-Ch5 T2-Ch6 T3-Ch16	
	Seven O's structure	L37	Lecture notes	
	Factors effecting consumer behaviour	L38	T3-Ch16	
	Model of Buyer Behavior, Adoption process	L39	T1-Ch5	
	AIDA Model, Industrial markets characteristics	L40	T1-Ch6	
	Industrial buying behaviour	L41	T1-Ch6	
	Services market characteristics and Strategies	L42	T2-Ch28 T3-Ch42	
	Emergence of Online Services. Use of ICT in Service Marketing.	L43	T2-Ch28 T3-Ch42	

UNIT V

Unit – V: Marketing Control & Consumerism:	Types of marketing organization structures	L44	T2-Ch24 T3-ch45	
	Factors effecting global marketing organization, Changing practices of Marketing	L45	T2-Ch26	
	Marketing Control, Annual Plan Control	L46	T2-Ch25	
	Efficiency control	L47	T2-Ch25	
	Profitability control	L48	T2-Ch25	
	Strategic control	L49	T2-Ch25	
	Marketing audit	L50	T3-Ch41	
	Consumerism, Consumer rights and Consumer forums.	L51	T2,T3	

QUESTION BANK:

UNIT –I

SHORT QUESTIONS:

1. Explain Marketing Mix (June 2024)
2. Marketing Management (Mar 2023)
3. What are the Marketing tasks? (Mar 2022)
4. Differentiate the terms Market and Marketing (Feb 2021)

ESSAY QUESTIONS:

1. What is Marketing Strategy? Briefly explain the company's orientations towards market place (June 2024)
2. What is Marketing Environment Discuss the company's Micro and Macro environments with suitable examples (June 2024)
3. Briefly explain the different philosophies which companies use to conduct their marketing activities. (Mar 2023)
4. Marketers are required to monitor a rapidly changing marketing environment, briefly discuss the major marketing environmental forces affecting business. (Mar 2023)
5. Define marketing concepts and discuss in detail the various philosophies of marketing. (Mar 2022)
6. Briefly explain the various marketing philosophies based on which organizations can choose to conduct their marketing activities. (Mar 2022)
7. Explain regarding the firm's Macro environmental factors. (Feb 2021)

UNIT –II

SHORT QUESTIONS:

1. Write a short note on Product Positioning. (June 2024)
2. Differentiation Strategy (Mar 2023)
3. Explain Trend Analysis (Mar 2022)
4. Explain Cost Leader. (Feb 2021)

ESSAY QUESTIONS:

1. Describe the STP strategies used by various organizations with examples. (June 2024)
2. Define Demand? Explain how organizations estimate the current and future demand for their products/services. (June 2024)
3. Target Marketing requires three major steps: Segmentation, Targeting and Positioning, using a suitable example explain the steps of target marketing. (Mar 2023)
4. How can the current and future demand be forecasted? (Mar 2023)
5. What is Market Segmentation? What are the levels and bases of segmentation? (Mar 2022)
6. Define the strategies pertaining to product positioning? (Mar 2022)
7. What are the various differentiation strategies available to marketer? Discuss. (Feb 2021)
8. What are the bases for segmenting consumer markets? Explain with suitable examples. (Feb 2021)

UNIT –III

SHORT QUESTIONS:

1. Explain Network Marketing. (June 2024)
2. Idea Generation Techniques (Mar 2023)

3. Define Brand (Mar 2022)
4. What is Cannibalization? (Feb 2021)
5. Sales Promotion (Feb 2021)

ESSAY QUESTIONS:

1. What is Pricing? Give a brief note on various Pricing Strategies. (June 2024)
2. Explain the various elements of Promotion Mix. (June 2024)
3. Explain the decisions involved in Product Branding? (Mar 2023)
4. Social Media has gained considerable prominence as a promotional tool, explain briefly how the various social media platforms are used to brand and sell products? (Mar 2023)
5. Define 'New Product'? Explain the New Product Development process. (Mar 2022)
6. Illustrate the importance of packaging and labeling strategies in marketing? (Feb 2021)
7. What are the different new product pricing strategies available to a marketer? (Feb 2021)

UNIT –IV

SHORT QUESTIONS:

1. Identify the usage of ICT in Services Marketing.(June 2024)
2. AIDA Model (Mar 2023)
3. Explain AIDA Model (Mar 2022)
4. Explain Services Mix. (Feb 2021)
5. 4 'C's structure (Feb 2021)

ESSAY QUESTIONS:

1. Define Consumer Behavior? Discuss the factors affecting consumer buying behavior (June 2024)
2. What are Services Markets? Explain the emergence of online services in present market conditions (June 2024)
3. What are Services Markets? Explain the emergence of online services in present market conditions(Mar 2023)
4. Explain the usage of ICT tools in the marketing of services? (Mar 2023)
- 5.Explain in brief how the products are classified? Discuss the levels of Product?(Mar 2022)
- 6.Discuss briefly various characteristics and strategies of service markets. (Mar 2022)
- 7.What are the characteristics of industrial markets? How are they different from consumer markets? (Feb 2021)
8. Explain the role of Maslow's hierarchy of needs in understanding the motives of consumer behaviour. (Feb 2021)

UNIT –V

SHORT QUESTIONS:

1. Write a short note on (i) Consumer Rights (ii)Consumer Forums (June 2024)
2. Global Marketing (Mar 2023)
3. Explain Marketing Audit (Mar 2022)
4. What is Matrix organization? (Feb 2021)
5. Efficiency control (Feb 2021)

ESSAY QUESTIONS:

1. Define Global Markets? Give a brief note on factors affecting Global Marketing Organizations.(June 2024)
2. Conceptualize (i) Annual Plan Control (ii) Profitability control (iii) Efficiency Control.(June 2024)
3. What are the tools available to help companies evaluate, control and improve their marketing activities? (Mar 2023)
4. Define Digital Marketing and explain the types? (Mar 2023)

5. What is a Marketing Organization? Discuss in brief various types of Marketing Organization Structures? (Mar 2022)
2. State the importance of Marketing Control? Discuss few techniques? (Mar 2022)
3. What is marketing audit? How is it carried out? State its uses (Feb 2021)
4. What are the factors affecting global marketing? Illustrate with suitable examples. (Feb 2021)

SUBJECT: MB 104: Statistics for Management

CONTENTS:

1.SYLLABUS

2.SUGGESTED BOOKS

- **TEXT BOOKS**
- **REFERENCE BOOKS**

3.WEBSITES

4.JOURNALS

- **INTERNATIONAL**
- **NATIONAL**

5.SESSION PLAN

6.QUESTION BANK

PAPERCODE–MB 104
Course: STATISTICS FOR MANAGEMENT

Course Objectives:

1. To introduce descriptive statistics to gain knowledge of business
2. Understand sampling theory for small and large samples
3. Study concepts related to Correlation and Regression
4. Analyze advanced statistical concepts and their utility
5. To discuss various data collection methods in statistics
6. Examine statistical methods to formulate and test hypotheses

Course Outcomes:

1. Gain a clear understanding of fundamental statistical concepts
2. Apply various statistical techniques to analyzed at a sets
3. Equip learners with quantitative tools and techniques
4. Enable learners to calculate and interpret descriptive statistics
5. Understand the significance of correlation and regression tools
6. Provide a clear idea of sampling theory

Unit-I:

1. Introduction to Statistics-Overview, origin and development and Managerial Applications of statistics, Measures of Central Tendency, Dispersion, Skewness and Kurtosis.
2. Introduction to Probability-Concepts and Definitions of Probability-Classical, Relative frequency, subjective and axiomatic. Addition and multiplication theorems, Statistical independence, Marginal, Conditional and joint Probabilities.
3. Baye's theorem and its applications.

Unit-II:

1. Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability distribution function, properties, Continuous and Discrete Probability distribution function.
2. Discrete Probability distributions: Binomial Distribution, Properties and application; Poisson distribution, Properties and applications.
3. Continuous Probability Distributions-Normal Distribution, Standard Normal Distribution- Probability, applications and importance of Normal Distribution.

Unit – III:

1. Sampling Theory-The basics of sampling-Sampling procedures-Random and Non-Random methods-Sample size determination-Sampling distribution, Standard Error, Central Limit Theorem.
2. Hypothesis Testing-Statistical Estimation, Point and Interval Estimation, Properties of a good estimator, confidential interval.
3. Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D&S.

Unit - IV:

1. Small Sample Test t-Distribution-properties and application, testing for one and two means, paired t-test.
2. Analysis of Variance-One way and Two Way ANOVA (with and without Interaction).

3. Chi-Square distribution. Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

Unit – V:

1. Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of correlation, Kari Pearson's coefficient of correlation, Spearman's Rank correlation, concept of multiple and partial Correlation.
2. Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.
3. Time Series Analysis-Components, Models of Time Series-Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods.

SUGGESTED BOOKS

TEXT BOOKS

- T1. Levin R.I., Rubin S. David, "Statistics for Management", 2000, 7th Ed. Pearson
- T2. Gupta S.C, "Fundamentals of Statistics", 2010, 6th Ed. HPH.
- T3. Keller, G, "Statistics for Managements", 2009, 1st Ed, Cengage Learning.
- T4. Amir D. Aczel and Jayavel Sounderpandian "Complete Business Statistics", TMH,
- T5. John C Lee, "Business and Financial statistics Using MS Excel", First edition, 2009, Cambridge.
- T6. J.K Sharma, "Business and Statistics", 2010, 2nd Ed. Pearson.
- T7. Aurora PN & other s, "Complete Statistical Methods", 2010, 3rd Ed. S. Chand.

REFERANCE BOOKS

- R1. Beri. GC,"Business and Financial Statistics", 2010, 3rd TMH.
- R2. Black ken, "Business Statstics for Contemporary Decision Making", 2006, 4th Ed. Wiley.
- R3. Levine, David M and others, "Statistics for Managers using MS. Excel", 2009, 5th Ed. PHI.
- R4. Davis, G & Pecar, B, "Business Statistics using Excel", 2010, 4th Ed. Macmillan.
- R5. Kanji K. Gppal, 2006, "100 Statistical Test", Sage Publications.
- R6. Haoda, R.P., Statistics for Business & Economic", 2010, 4th Ed. Macmillan.
- R7. Apte. D.P. "Statistical Tools for Managers – Using MS Excel", 2009, 1st Ed. Excel Books.

WEBSITES:

1. www.statistics.gov.uk
2. www.stat.uc.davis
3. www.amstat.org
4. www.stat.auckland.com
5. www.moveandstay.com

JOURNALS

INTERNATIONAL

1. International Journal of Statistics and Systems
2. Journal of Time series analysis.
3. International Statistical Review.
4. Journals of Theoretical Probability
5. Canadian Journal of Statistics.

6. International Journal of Probability and Stochastic Process.

NATIONAL

1. The Indian Journal of Statistics.
2. Journal of Sequential Analysis.
3. Journal of Multivariate Analysis.
4. Electronic Journal of Probability.
5. Electronic Communications in Probability.
6. Education Statistics Quarterly.
7. Population Trends.

SESSION PLAN

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT I				
Introduction to Probability	Over view, organization level of Managerial, Application of Statistics	L1,	T1-Ch1 T2-Ch1 T3-Ch1 (Part 1)	
	Measure of Central Tendency, Dispersion	L2, L3	T1-Ch2 T2-Ch2 T3-Ch1 (Part1)	
	Skewness and Kurtosis.	L4	T1-Ch2 T2-Ch2	
Introduction to Probability	Concepts and Definitions of probability	L5	T2 – Ch 5,4 T3-Ch1 R2- Ch 12	
	Classical, Relative frequency, Subjective and Axiomatic Probability			
	Additive and Multiplicative Theorems, statistical independence	L6	T2-Ch12 T2-Ch4 R2-Ch12	
	Marginal, Conditional Probabilities			
	Joint Probability	L7	T3- Ch 1 R2-Ch13	
	Problems on Multiplicative theorems	L8	T1-Ch 12 T2-Ch 4 R2- Ch12	
	Problems on Multiplicative theorems	L9	T1-Ch12 T3-Ch1 R2-Ch 13	
Baye's Theorem				
	Baye's Theorems and Its application	L10	T1-Ch12 T3-Ch1 R2-Ch13	
UNIT II				
Probability Distribution	Definitions of random variable expectation and variance of random variable, probability distribution, function , properties	L11	T2-Ch5 T3-Ch2 R1-Ch 6	
	Continuous & Discrete Probability Distribution, Probability functions	L12	T2-Ch5 T3-Ch2 R1-Ch 7	
	Binomial Distribution	L13	T2-Ch5 T3-Ch2 R1-Ch 7	
Discrete Probability	Problems on Expectations	L14	T2-Ch5 T3-Ch2 R1-Ch 6	

distributions	Problems on Binominal Distribution	L15	T2-Ch5 T3-Ch2 R1-Ch 7	
	Poisson Distribution	L16	T2-Ch5 T3-Ch2 R1-Ch 7	
	Problems on Poisson Distribution	L17	T2-Ch5 T3-Ch2 R1-Ch 6	
Continuous Probability Distributions	Normal distribution – Its properties	L18	T2-Ch5 R1-Ch7 R2-Ch15	
	Standard Normal Curve and Problems on Normal Distribution	L19	T1-Ch14 T3-Ch8 R2-Ch 15	
UNIT III				
Sampling Theory	Basics of Sampling	L20	T2-Ch5 R1-Ch8 R2-Ch 16	
	Sampling methods – Random and Non-random methods	L21	T2-Ch6 R1-Ch8 R2-Ch 16	
	Sample size determination, Sampling distribution	L22	T2-Ch6 R1-Ch8 R2-Ch 16	
	Standard error, Central limit theorem	L23	T2-Ch6 R1-Ch8 R2-Ch 16	
Hypothesis Testing	Statistical Estimation, Point and Interval Estimation, Properties of a good estimator, confidential interval.	L24	T2-Ch6 T1-Ch16 R2-Ch 17	
Large sample tests	One sample mean test	L25	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Two sample mean test	L26	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Problems on One sample and Two sample Mean test	L27	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Testing of one and two sample proportions	L28	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Problems on proportions tests	L29	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Test for two standard deviation	L30	T2-Ch9,8 T3-Ch6 R2-Ch 17	

UNIT IV				
Small Sample Test	One sample mean test and Two sample mean test	L31	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Problems on One sample and Two sample Means test	L32	T2-Ch9,8 T3-Ch6 R2-Ch 17	
	Paired t-test and problems	L33	T2-Ch9,8 T3-Ch6 R2-Ch 17	
Analysis of Variance	One way and Two Way ANOVA (with and without Interaction)	L34	T2-Ch9,8 T3-Ch6 R2-Ch 17	
Chi-square distribution	Chi-square goodness of fit	L35	T1-Ch18 T2-Ch11 R1-Ch 12	
	Chi-square test for Independence of attributes	L36	T1-Ch18 T2-Ch11 R1-Ch 12	
	Test for specified population variance	L37	T2-Ch11 T3-Ch6 R1-Ch 17	
UNIT V				
Correlation Analysis	Scatter Diagram, Positive, Negative Co-efficient of correlation, limits for coefficient of correlation	L38	T1-Ch8 R1-Ch14 R2-Ch 7,8	
	Karl Pearson's Co-efficient of correlation	L39	T1-Ch8 R1-Ch14 R2-Ch 7,8	
	Spearman's Rank Correlation Co-efficient	L40	T1-Ch8 R1-Ch14 R2-Ch 7,8	
	Concepts of Multiple and Partial correlative co-efficient	L41	T1-Ch8 R1-Ch14 R2-Ch 7,8	
Regression Analysis	Least square fit of a linear regression	L42	T1-Ch8 R1-Ch14 R2-Ch 7,8	
	Two lines of Regression	L43	T1-Ch8 R1-Ch14 R2-Ch 7,8	
	Properties of Regression Co - efficient	L44	T1-Ch8 R1-Ch14 R2-Ch 7,8	
	Problems on Regression	L45	T1-Ch8 R1-Ch14 R2-Ch 7,8	
Time Series Analysis	Time series analysis -its components	L46	T2 - Ch 15 R1-Ch 18 R2 - Ch 10	
	Time series Models	L47	T2 - Ch 15 R1-Ch 18 R2 - Ch 10	

	Freehand curve, Semi Averages	L48	T1 - Ch 11 T2-Ch 15 R2 - Ch 10	
	Moving Averages	L49	T1 - Ch 11 R1-Ch 18 R2 - Ch 10	
	Least Square Method	L50	T1 - Ch 11 T2-Ch 15 R2 - Ch 10	

QUESTION BANK:

UNIT- I

SHORT QUESTION:

1. Measures of Dispersion (June 2024)
2. What is a conditional probability? (Mar 2023)
3. Skewness (Mar 2022)
4. What is baye's theorem (Feb 2021)

ESSAY QUESTION:

1. Explain the different measures giving apt examples? central tendency and its application in Business by giving apt example (June 2024)
2. A company has two plant manufacture scooters. Plant I manufactures 70% of the scooters and plant manufactures 30%, At plant 1, 80% of the scooters produced are of standard quality and at Plant II, 90% of the scooters produced are of standard quality. A scooter is picked at random and found to be of standard quality. What is the chance that it has come from (i) Plant I and (ii) Plant II? (June 2024)
3. Explain the theorems of Addition and Multiplication theorems on probability? (Mar 2023)
4. Write the types of measures of central tendency and explain their properties? (Mar 2023)
5. Define 'probability' and discuss its applications in business and industry. Discuss silent features. (Mar 2022)
6. State various statistical techniques used in Managerial decisions. (Mar 2022)
7. A factory produces certain type of output by three machines. The respective daily production figure are Machine A – 3000 units, Machine B – 2500 units and Machine C – 4500 units. Past experience shows that 1 percent of the output produced by Machine A is defective. The corresponding fraction of defectives for other two machines respectively 12% and 2%. An item is drawn at random from the day's production run and is found to be defective. That is the probability that it comes from the output of three machines. (Feb 2021)
8. State addition and multiplication theorems. (Feb 2021)

UNIT- II

SHORT QUESTION:

1. Properties of Poisson distribution (June 2024)
2. What is random variable and its types? (Mar 2023)
3. Properties of Normal curve. (Mar 2022)
4. Standards error (Feb 2021)
5. Constants of Binomial distribution (Feb 2021)

ESSAY QUESTION:

1. According to technology mortality table, the probability that a technology aged 25 years will survive one year is 0.992 and that it will be declared outdated within a year 08. An insurance company offers to sell the user of such a technology a Rs. 1,00,000 one year term technology insurance policy for a premium of Rs. 1000. What is the expected gain for the insurance company on a policy of this type? (June 2024)
2. What is Binomial distribution, state its properties and also explain how is it different from Poisson distribution? (June 2024)
3. (i) Explain about binomial distribution?
(ii) Find the probability of getting at least 5 times head-on tossing and unbiased coin for 6 times by using the binomial distribution. (Mar 2023)
4. (i) What is Standard Normal Distribution?
(ii) The speeds of cars are measured using a radar unit, on a motorway. The speeds are normally distributed with a mean of 90 km/hr and a standard deviation of 10 km/hr. What is the probability that a car selected at chance is moving at more than 100 km/hr? (Mar 2023)
5. In a book the following frequency of mistakes per page was detected.

Fit a Poisson distribution to the data:

(Mar 2022)

NO. of mistakes per page :	0	1	2	3	4	
No. of pages	:	630	160	90	70	30

2. The average daily sales of 500 branch officials was Rs. 1,50,000 and the standard deviation was Rs. 15,000. Assuming the distribution to be normal, indicate how many branches have sales between:

(Mar 2022)

- Rs. 1,20,000 and Rs. 1,45,000
- Rs. 1,40,000 and Rs. 1,65,000
- More than Rs. 1,65,000.

3. Assume that half the population is vegetarian, so that the chance of an individual being a vegetarian is $\frac{1}{2}$. Assuming that 100 investigators each take sample of 10 individuals to see whether they are vegetarians, how many investigators would you expect to report that three or less are vegetarians? (Feb 2021)

4. Below are given the number of vacancies of Judges in a High Court over a period of 96 years. Fit a Poisson model. (Feb 2021)

No. of vacancies	0	1	2	3
No. of years	59	27	9	1

UNIT- III

SHORT QUESTION:

- Properties of Good Estimator (June 2024)
- What is Standard error? (Mar 2023)
- Properties of good estimator. (Mar 2022)
- Random variable (Mar 2022)
- Scatter diagram (Feb 2021)

ESSAY QUESTION:

- Explain the different Sampling methods in detail? (June 2024)
- A simple sample of the heights of 6,400 Englishmen has a mean of 170 cm. and a standard deviation of 6.4 cm. while a simple sample of heights of 1,600 Austrians has a mean of 172 cm. and a standard deviation of 6.3 cm. Do the data indicate that the Austrians are on the average taller than the Englishmen. (June 2024)
- What is sample size and how to determine the sample size? (Mar 2023)
- What is Hypotheses and explain its types with suitable examples? (Mar 2023)
- State and explain Central Limit Theorem (Mar 2022)
- In a random sample of 100 persons taken from village A, 60 are found to be consuming tea. In another sample of 200 persons taken form village B, 100 are found to be consuming tea. Do the data reveal significant difference between the two villages so far as the habit of taking tea is concerned? (Mar 2022)
- Explain various random and non-random sampling methods. (Feb 2021)
- In a random sample of 1000 persons from Town –A, 400 are found to be consumers of wheat. In a sample of 800 from Town – B, 400 are consumers of wheat. Is their any significant difference between Town – A and B in consumption of wheat? (Feb 2021)

UNIT- IV**SHORT QUESTION:**

1. Properties of t- Distribution (June 2024)
2. What are properties of the t-distribution? (Mar 2023)
3. Quota Sampling (Mar 2022)
4. Assumptions of ANOVA (Mar 2022)
5. Steps in testing of Hypothesis (Feb 2021)
6. t-test properties. (Feb 2021)

ESSAY QUESTION:

1. The demand for a particular spare part in a factory was found to vary from day to day. In a sample study the following information was obtained:

Day	mon	tue	wed	thu	Fri	sat
No. of parts demanded	2214	2215	2110	2120	2126	2115

Test the hypothesis that the number of parts demanded does not depend on the day of the week. (June 2024)

2. As a head of the department of a consumers research organization, you have the responsibility for testing and comparing lifetimes of four brands. The data is shown below, each entry representing the lifetime of an electric bulb, measured in hundreds of hours.

Brand A	Brand B	Brand C	Brand D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the four brands of electric bulbs are equal? (June 2024)

3. In an experiment to study whether smoking affects health, the following data were collected. Test the hypothesis that smoking does not affect health. (Mar 2023)

	Light smoking	Moderate smoking	Heavy smoking
Health Affected	16	29	35
Health not Affected	36	23	17

4. Calculate a paired test for the following data:

(Mar 2023)

Subject	Score 1	Score 2
1	3	20
2	3	13
3	3	13
4	12	20
5	15	29
6	16	32
7	17	23
8	19	20
9	23	25
10	24	15
11	32	30

5. The librarian of a public library gives you the following average number of books borrowed by its members for each working day. The average is based on 10 weeks:

(Mar 2022)

Mon	Tue	Wed	Thu	Fri	Sat
204	292	242	283	252	275

6. Two types of batteries are tested for their length of life and the following data are obtained:

(Mar 2022)

	Sample size	Mean life (hrs.)	Variance (hrs.)
Type-A	9	600	121
Type-B	8	640	144

Is there a significant difference in the two means?

7. Memory capacity of 9 students was tested before and after training. State whether the training is effective.

(Feb 2021)

Students	1	2	3	4	5	6	7	8	9
Before	10	15	9	3	7	12	16	17	4
	12	17	8	5	6	11	18	20	3

8. To assess the significance of possible variation in performance in a certain test between the grammar schools of a city, a common test was given to a number of students taken at random. From the following results, make out an analysis of variance.

(Feb 2021)

Schools			
A	B	C	D
8	12	18	13
10	11	12	9
12	9	16	12
8	14	6	16
7	4	8	15

UNIT- V

SHORT QUESTION:

1. Differentiate between Multiple and Partial Correlation. (June 2024)
2. Explain the concept of partial correlation? (Mar 2023)
3. Yate's correction (Mar 2022)
4. State types of correlation. (Feb 2021)
5. State properties of regression coefficients. (Feb 2021)

ESSAY QUESTION:

1. The following table gives aptitude test scores and productivity indices of 8 randomly

selected workers:

Aptitude Score	57	48	59	59	60	61	62	64
Productivity Index	67	68	65	68	72	72	69	71

Calculate the Karl Pearsons correlation coefficient between aptitude score and productivity scores and comment on the result? (June 2024)

2. The following table relate India. Ke tourist arrivals (in lakhs) during 2015 to 2021 in Year

Year	2015	2016	2017	2018	2019	2020	2021
Tourist arrivals(in thousands)	18	20	23	25	24	28	30

Fit a straight line trend by the method of least squares and estimate the number of tourist that would arrive in the year 2024. (June 2024)

3. State Bank of India recently established a new policy linking savings account Interest rates to Repo rates. Therefore, the auditor of the State Bank of India wants to conduct an independent analysis of the decisions taken by the bank regarding interest rate changes and whether those have been changed whenever there have been changes in the Repo rate. Therefore, the following is the summary of the Repo rate and Bank's savings account interest rate that prevailed in those months are below. (Mar 2023)

Month	Repo Rate	Banks Rate
January	6.25	4.03
February	6.50	4.02
March	6.50	4.02
April	6.00	4.04
May	6.25	4.03
June	6.25	4.03

Use the regression formula and determine whether the bank's rate changed as and when it changed the Repo rate.

4. Find the Pearson's coefficient of correlation between price and demand from the following data

(Mar 2023)

Price	11	13	15	17	18	19	20
Demand	30	29	24	24	21	18	15

5. The following data relate to marks obtained by 500 students in Accountancy and Statistics:

(Mar 2022)

Subject:	Arithmetic Mean	Standard Deviation
Accountancy	68	12
Statistics	75	15

Coefficient of correlation between marks in Accountancy and Statistics is 0.8. Estimate the marks obtained by a student in Statistics who secured 82 marks in Accountancy.

6. From the following data, fit a trend line equation of $Y=abx$:

(Mar 2022)

Year	:	2003	2004	2005	2006	2007	2008	2009
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Profits (Rs. Lakh) : 75 156 200 222 250 235 275

7. Obtain the lines of regression from the following data: (Feb 2021)

X	4	5	6	8	11
Y	12	10	8	7	5

Verify that the coefficient of correlation is the geometric mean of the two efficient of regression.

8. The sales of a company for the last eight year are given below: (Feb 2021)

Year	2003	2004	2005	2006	2007	2008	2009	2010
Sales(Rs 000)	52	45	98	92	110	185	175	220

Estimate the sales for 2021 using Least Square method.

SUBJECT: MB 105: Economics For Managers

CONTENTS:

- **SYLLABUS**
- **SUGGESTED BOOKS**
 - **TEXT BOOKS**
 - **REFERENCE BOOKS**
- **WEBSITES**
- **JOURNALS**
 - **INTERNATIONAL**
 - **NATIONAL**
- **SESSION PLAN**
- **QUESTION BANK**

PAPER CODE : MB105
Course: ECONOMICS FOR MANAGERS

Course Objectives:

- To make students familiarize with Economic behavior of a person
- To let managers know the market behavior
- To understand the environment of Business firms.
- To know the demand conditions of various products
- To know the contemporary economic policies

Course Outcomes:

- Students can learn micro factors of Economic behavior of a consumer.
- Would be Managers needs market dynamics and the same is imparted.
- Students can assess opportunities and threats of business.
- Students can better understand nature of the products and demand conditions.
- It is also provided through this paper the decision making tools and investment avenues.

Unit – I:

Introduction to managerial functions, nature and scope of managerial economics, relation with other subjects, fundamentals concepts of Managerial Economics, Decision Making Process, Decision making under certainty, uncertainty and Risk, Role and Functions of Managerial Economist, Use of Econometric Models.

Unit – II:

Theory of Utility & Demand utility, Marginal Utility, Law of Marginal Utility, Demand concepts, determinants of demand, Law of Demand, Elasticity of demand, Types of Elasticity, Measurement of Elasticity (Numerics), Demand Estimation for Firm & Industry, Demand Forecasting Methods.

Unit – III:

Production & Cost structure, production function, Determinants of Production, Theories of Production, Benham Theory, Law of Two Variable proportions, Law of Returns to Scale – Cost Concepts, Types of Costs, Short-term and Long-term Cost Curves, Learning Curve, Iso- cost Curve – Equilibrium – BEP Analysis (Numeric).

Unit – IV:

Markets & Market Behavior, Classification of Markets, Virtual Markets, Perfect Competition Market, Imperfect Competition Markets, Monopolistic Competition Market, Monopoly, Oligopoly, Strategies of Oligopolists, Agriculture Markets & Overview of Market Laws, Overview of Agriculture Market Committees (AMCs), Price Determination under different market structures.

Unit – V:

Macro Economics: National Income concepts and Measurement Income, Employment and Investment, Keynesian Theory & Employment and Investment, Inflation: Types of Inflation, Control Technique of Inflation. Fiscal policies – Budget – Current Budget.

Suggested Books:

- Dominik Salvatore, “Managerial Economics”, 2016, 8th Ed. Oxford University Press.
- H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain, “Managerial Economics”, 4th Edition, Pearson Publication.
- D.M. Mithani, “Managerial Economics” 2008, Himalayan Publishing House.
- Joel Dean, “Managerial Economics”, Tata Mcgraw Hill.
- R.L. Varshney, K.L. Maheshwari, “Managerial Economics”, Sultan Chand Publications.
- P L Mehatha, “Managerial Economics”, 8th Ed S. Chand Publishing.

WEBSITES:

- www.economicssurvey.com
- www.macrosan.com
- www.epw.org.in
- www.rbi.org
- www.cmie.com

JOURNALS

INTERNATIONAL

- Academia Economic Papers
- Acta Economica
- Global Economic Review
- Macro Economic Dynamics
- Pacific Economic Bulletin

NATIONAL

- Analyst
- Economic and Political Weekly
- “Margin” Published by National Institute of Applied Economic Research
- Economic Challenger

SESSION PLAN

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT I				
UNIT I	Introduction to managerial functions, nature and scope of managerial economics	L1,	T1-Ch1 T2-Ch1 T4-Ch1	
	relation with other subjects, fundamentals concepts of Managerial Economics	L2	T1-Ch2,4 T2-Ch1 T4-Ch1	
	Decision Making Process,	L3	T1-Ch2 T2-Ch1 T4-Ch1	
	Decision making under certainty, uncertainty and Risk	L4	T1-Ch2 T2-Ch1 T4-Ch1	
	Role and Functions of Managerial Economist	L5	T1-Ch2 T3-Ch2	
	Use of Econometric Models.	L6	T6-Ch2	
UNIT II				
UNIT II	Theory of Utility & Demand utility	L7	T1-Ch5 T2-Ch3 T4-Ch2	
	Marginal Utility, Law of Marginal Utility	L8	T1-Ch4,5 T2-Ch3 T3-Ch3	
	Demand concepts, determinants of demand, Law of Demand	L9,L10	T1-Ch4	
	Elasticity of demand, Types of Elasticity, Measurement of Elasticity (Numerics)	L11,L12,L13,L14	T1-Ch4 T6-Ch3	
	Demand Estimation for Firm & Industry	L15	T3-Ch 3	
	Demand Forecasting Methods.	L16,L17	T6-Ch 9,11	
UNIT III				
UNIT III	Production & Cost structure, production function	L18,L19	T1-Ch10 T2-Ch8 T3-Ch6	
	Determinants of Production	L20	T1-Ch10 T2-Ch8 T3-Ch6	
	Theories of Production	L21,22	T1-Ch10 T2-Ch8	
	Benham Theory	L23	T1-Ch11	
	Law of Two Variable proportions	L24	T1-Ch10	
	Law of Returns to Scale	L25	T1-Ch11	
	Cost Concepts, Types of Costs	L26,27	T1-Ch11	
	Short-term and Long-term Cost Curves	L28,29	T1-Ch20	

	Learning Curve, Iso- cost Curve – Equilibrium	L30	T3-18	
	BEP Analysis (Numeric).	L31,L32,L33	T3-16	
UNIT IV				
UNIT IV	Markets & Market Behavior	L30	T1-Ch13	
	Classification of Markets, Virtual Markets	L31	T7-Ch12	
	Perfect CompetitionMarket	L32	T1-Ch13	
	Imperfect Competition Markets	L33	T1-Ch14	
	Monopolistic Competition Market	L34	T1-Ch14	
	Monopoly	L35	T3-Ch11	
	Oligopoly, Strategies of Oligopolists	L36,	T1-Ch34 T6-Ch13	
	Agriculture Markets & Overview of Market Laws	L37	T3-Ch11	
	Overview of Agriculture Market Committees (AMCs)	L38	T6-Ch13	
	Price Determination under different market structures.	L39	T1-Ch15	
UNIT V				
UNIT V	Macro Economics: National Income concepts and Measurement Income	L40,L41	T1-Ch26	
	Employment and Investment	L42		
	Keynesian Theory & Employment and Investment	L43,L44	T3-ch28	
	Inflation: Types of Inflation	L45,L46	T3-29	
	Control Technique of Inflation	L47,L48	T1-Ch26 T2-Ch29	
	Fiscal policies	L49	T2-Ch29	
	Budget – Current Budget.	L50	T1-ch14	

QUESTION BANK:

Unit – I:

SHORT QUESTION:

1. Scope of Managerial Economics (Mar 2023)
2. Distinguish between Risk and Uncertainty (Mar 2022)
3. Equi-marginal Principle (Mar 2022)
4. Micro and Macro Economics (Feb 2021)
5. Bench marking (Feb 2021)

ESSAY QUESTIONS:

1. Define Economics. Discuss its relation with other subjects in detail. (Mar 2023)
2. What is Decision Making? Explain Decision Making Process. (Mar 2023)
3. How is Managerial Economics different from Traditional Economics? (Mar 2022)
4. Explain the Role and Functions of Managerial economist. (Mar 2022)
5. Define Managerial Economics and state its chief characteristics. (Feb 2021)
6. Define Econometrics? Describe types of Econometrics? (Feb 2021)

Unit – II:

SHORT QUESTION:

1. Demand and Utility (Mar 2023)
2. Arc Elasticity of Demand (Mar 2022)
3. Sunk cost (Mar 2022)
4. Giffen Goods (Feb 2021)
5. Consumer Surplus (Feb 2021)

ESSAY QUESTIONS:

1. What is Law of Demand? Discuss determinants of demand. (Mar 2023)
2. Explain Elasticity of Demand and its types along with suitable examples. (Mar 2023)
3. Utility analysis helpful in studying Consumer Behavior? Discuss. (Mar 2022)
4. What are different methods of Demand Forecasting Techniques? Explain. (Mar 2022)
5. Explain the various types of Price Elasticity of Demand. (Feb 2021)
6. What is price elasticity of demand? Explain with relevant examples. (Feb 2021)

Unit – III:

SHORT QUESTION:

1. Production Function (Mar 2023)
2. Learning curves (Mar 2022)
3. Production indifference curve (Feb 2021)
4. Isoquants (Feb 2021)

ESSAY QUESTIONS:

1. What are the types of Costs? Explain briefly Short term and Long term Cost Curves. (Mar 2023)
2. What is Equilibrium? Discuss about BEP Analysis in detail. (Mar 2023)
3. Explain Law of Variable Proportion and give a note on the decision making analysis. (Mar 2022)
4. Discuss in detail about Break Even Analysis. (Mar 2022)
5. What is Iso Quant curve? Write properties of Iso Quant? (Feb 2021)
6. What are the economies and diseconomies of scale? (Feb 2021)

Unit – IV:

SHORT QUESTION:

1. Monopoly (Mar 2023)
2. Virtual Market (Mar 2022)
3. Psychological pricing (Feb 2021)
4. Prisoner's Dilemma (Feb 2021)

ESSAY QUESTIONS:

1. What is meant by Market? Write about classification of Markets. (Mar 2023)
2. How do you determine price under Perfect Competition Market? Discuss. (Mar 2023)
3. What do you mean by Monopoly? What are its causes? (Mar 2022)
4. Explain with diagrams Price determination under Perfect Competition. (Mar 2022)
5. What is oligopoly market? Write different strategic moves open to firms in oligopoly market. (Feb 2021)
6. Outline the reasons of objectives of price rigidity in oligopoly. (Feb 2021)

Unit – V:

SHORT QUESTION:

1. National Income Concepts
2. Fiscal policy (May 2022)
3. Prisoner's dilemma (Sep 2021)
4. Two person Zero sum game (Sep 2021)
5. Stagflation (May 2018,2011)
6. Inflation (Jun 2017,2010)

ESSAY QUESTIONS:

1. Explain briefly Keynesian Theory of Employment and Investment. (Mar 2023)
2. What is Budget? Discuss about Current Budget with sectoral allotments. (Mar 2023)
3. Explain the concept of National Income and discuss its relevance to business. (Mar 2022)
4. What are the types and causes of Inflation? (Mar 2022)
5. Write the importance of game theory in business decisions (Feb 2021)
6. Explain about John Nash Equilibrium (Feb 2021)

SUBJECT: MB 106: IT APPLICATIONS FOR MANAGEMENT

CONTENTS:

1.SYLLABUS

2.SUGGESTED BOOKS

- **TEXT BOOKS**
- **REFERENCE BOOKS**

3.WEBSITES

4.JOURNALS

- **INTERNATIONAL**
- **NATIONAL**

5.SESSION PLAN

6.QUESTIONBANK

PAPERCODE–MB106
Course: I.T APPLICATIONS FOR MANAGEMENT

Course Objectives:

1. Provide real-time insights into the fundamentals of computers as a business tool
2. Study the role and value addition of Information Technology in business
3. Enable students to develop proficiency in using certain components of the package like MS Excel and MS Access
4. Develop critical thinking skills to analyze complex IT management challenges
5. Stay up-to-date with the latest trends and innovation in information technology
6. Develop learning and understanding of changing IT scenarios

Course Outcomes:

1. Students can work in IT field to make positive contribution to the organization.
2. Students can take professional responsibilities and make informed judgments in the organization.
3. Students can streamline work processes and improve e-business process in the organization.
4. Enhance decision making to cater to the field of IT and management
5. Manage organizational change related to IT initiatives
6. Helps develop Key Performance Indicators in the field of IT

Unit–I:Information Systems and Management

Computers – Definition, Characteristics, Components of Computers, Hardware, Software; Application and System Software, programming Languages and their Classification, Role of IT in Business, Opportunities and Challenges in IT, Importance of IT in Business

Unit–II: Emerging Trends in IT

Categories of IS, Management Information System (MIS), Decision Support System (DSS) - Types and architecture of DSS, Data Warehouse and Data Mining, Artificial Intelligence, Intelligent Systems, Cloud Computing, Mobile Apps and Computing, Big Data, Robotics, Virtual Reality, Internet of Things (IoT), 5G,

Unit–III:Communications and Networks:

Definition, Introduction to Networks, Overview of Networks, Types of Networks, Network Topologies, Components of Networks, Computer Network Models, Applications of Communications: Definition, Internet- Overview of Internet, Architecture and Functioning of Internet, WWW, FTP, Telnet, Gopher, Browsers and Search Engines, Teleconference, Web Conferencing platforms.

Unit–IV:Functional Areas of Information Systems

Management Levels and Functional Systems, Manufacturing, Production, Sales and Marketing Systems, Accounting, Finance and HR Systems, **Enterprise Systems and Applications:** Concepts of ERP, SCM, CRM, CPFR, Knowledge Management Systems, System Development Life Cycle (SDLC), Electronic Fund Transfer (EFT).

Unit–V:Security and Ethical challenges in IT

Need for Security - Security Threats and Attacks, Malicious Software, Hacking, Security Services - Security Mechanisms - Cryptography, Digital signature, Firewall - Types of Firewalls - Identification & Authentication - Biometric Techniques - Security policies - Need for legislation, cyber laws, cyber security issues, salient features of IT Act.

SUGGESTED BOOKS:

- T1. Turban, Rainer and Potter, "Introduction to Information Technology", John & Wiley Sons.
- T2. Anita Goel, "Computer Fundamentals", Pearson.
- T3. Ralph M. Stair & George W. Reynolds, "Principles of Information Systems, Thomson Course Technology".
- T4. Ramesh Behi, "Information Technology for Management", McGraw-Hill Companies.
- T5. Ken Laudon, Jane Laudon & Rajnish Dass, "Management Information System", 11nd Ed. Pearson.
- T6. B. Muthukumaran, "Information Technology for Management", 2010, Oxford.
- T7. Alex Leon & Mathew Leon, "Fundamenetals of Information Technology", 2009, Leon Vikas, 2nd Ed.
- T8. S. Sudalaimuthu & S. Anthony Raj, "Computer Applications of Business", 2010, HPH.
- T9. Arpita Gopal & Chandrani Singh, "E – World – Emerging Trends in Information Technology".

WEBSITES:

- 1. www.iit.net
- 2. www.iitdevelopers.net
- 3. www.dci.in
- 4. www.techtutorials.com

JOURNALS:

INTERNATIONAL

- 1. Journal of Information technology education.
- 2. HCLP research issues in E-commerce
- 3. Foundation of Computer Science.
- 4. Journal of Research and Practice in information technology

NATIONAL

- 1. Indian Journal of Computing Technology
- 2. National Journal Group Resources on BNET
- 3. CSI Communication.

SESSION PLAN

Topic	Modules & Sub Modules	Lecture No	Suggested Books	Remarks
UNIT I				
Information Systems and Management	Computers – Definition, Characteristics	L1,L2	T3-Ch1	
	Components of Computers	L3	T3-Ch1	
	Hardware ,Software	L4	T3-Ch1	
	Application and System Software,	L5,6	T4-Ch2	
	Programming Languages and their Classification, Role of IT in Business	L7,8	T3-Ch2	
	Opportunities and Challenges in IT, Importance of IT in Business	L9	T3-Ch2 T4-Ch2	
UNIT II				
Emerging Trends in IT	Categories of IS, Management Information System (MIS),	L10	T1-Ch3	
	Decision Support System	L11	T1-Ch4	
	(DSS) - Types and architecture of DSS	L12	T1-Ch5	
	Data Warehouse and Data Mining	L13	T3-Ch14	
	Artificial Intelligence	L14	T2-Ch7	
	Intelligent Systems, Cloud Computing	L15,16	T1-Ch6	
	Mobile Apps and Computing Big Data, Robotics,	L17	T1-Ch6	
	Virtual Reality, Internet of Things (IoT), 5G	L18	Lecture Notes	
UNIT III				
Communications and Networks	Definition, Introduction to Networks	L19	T5-Ch6	
	Overview of Networks, Types of Networks,	L20	T4-Ch6	
	Network Topologies, Components of Networks	L21,22	T3- Ch 7	
	Computer Network Models	L23,24	T1-Ch22	
	Applications of Communications: Definition, Internet - Overview of Internet	L25,26	T1-Ch22	
	Architecture and Functioning of Internet, WWW, FTP	L27	Lecture Notes	
	Telnet, Gopher, Browsers and Search Engines,	L28	Lecture Notes	
	Teleconference, Web Conferencing platforms	L29	T6-Ch17	
UNIT IV				
Functional Areas of Information Systems	Management Levels and Functional Systems	L30	T1-Ch8	
	Manufacturing, Production, Sales and Marketing Systems	L31,32	T1-Ch14	
	Accounting, Finance and HR Systems	L33,34	T2-Ch14	

	Concepts of ERP, SCM, CRM, CPFR	L35	T2-Ch15	
	Knowledge Management Systems,	L36,37	T2-Ch22	
	System Development Life Cycle (SDLC)	L38	T2-Ch15	
	Electronic Fund Transfer (EFT).	L39	T2-Ch15	
UNIT V				
Security and Ethical challenges in IT	Need for Security - Security Threats and Attacks	L40,41	T2-Ch16	
	Malicious Software, Hacking, Security Services	L42	T1-Ch11	
	Security Mechanisms - Cryptography	L43,44	T2-Ch17	
	Digital signature, Firewall - Types of Firewalls	L45,46	T2-Ch16	
	Identification & Authentication - Biometric Techniques	L47,48	T1-Ch13	
	Security policies - Need for legislation, cyber laws ,cyber security issues	L49	T1- Ch15	
	salient features of IT Act.	L50	T1- Ch15	

QUESTION BANK:

Unit I

SHORT QUESTIONS

1. What is System Software? (Mar 2023)
2. What is Operational Support System (Mar 2022)
3. Need for Information systems (Mar 2022)
4. Management support systems (Feb 2021)
5. Strategic information system (Feb 2021)

ESSAYQUESTION:

1. Write about role of IT in business, opportunities and challenges. (Mar 2023)
2. What is a block diagram of computer? Discuss the characteristics. (Mar 2023)
3. What is the need for Information Systems in Business (Mar 2022)
4. Discuss the main categories of Information System. (Mar 2022)
5. Explain the categories of Information System. (Feb 2021)
4. Define the following terms (Feb 2021)
 - a)Operational Support System b)Management Support System c)Strategic Information System

Unit II

SHORT QUESTIONS

1. Discuss the architecture of DSS (Mar 2023)
2. What is intranet? (Mar 2022)
3. What is Data Communication? (Feb 2021)
4. Applications of the hardware and systems software (Feb 2021)

ESSAY QUESTIONS:

1. What is Information System? Explain Its Importance in business by taking suitable examples. (Mar 2023)
2. Explain the architecture of data warehouse and Its applications. (Mar 2023)
3. Explain Artificial Intelligence (Mar 2022)
4. Explain the computer hardware devices and Memory devices. (Mar 2022)
5. Describe the multimedia Applications (Feb 2021)
6. Describe about the Network Topologies. (Feb 2021)

Unit III

SHORT QUESTIONS

1. Explain WWW and Internet (Mar 2023)
2. Explain Network (Mar 2022)
3. Applications of Communications (Feb 2021)
4. FTP (Feb 2021)

ESSAY QUESTIONS

1. What is computer network? Explain network topologies (Mar 2023)
2. What Is Data Communication? Discuss its applications. (Mar 2023)
3. Explain about the types of Networks. (Mar 2022)
4. Web Conferencing platforms (Mar 2022)
5. Description about the types of intelligent systems. (Feb 2021)

Unit IV

SHORT QUESTIONS

1. EFT (Mar 2023)
2. SDLC (Mar 2022)
3. Sales and Marketing Systems (Feb 2021)

4. Cloud Computing (Feb 2021)

ESSAY QUESTIONS

1. Discuss (1) ERP (II) CRM. (Mar 2023)

2. Explain the stages of SDLC. (Mar 2023)

3. Explain about the Functional Systems (Mar 2022)

4. What is ERP? (Feb 2021)

5. Describe about E-commerce Applications. (Feb 2021)

Unit V

SHORT QUESTIONS

1. Cryptography (Mar 2023)

2. What is Hacking? (Mar 2022)

3. Encryption (Feb 2021)

4. Firewall (Feb 2021)

ESSAY QUESTIONS

1. Explain the cyber security Issues. (Mar 2023)

2. Explain the terms (1) Firewall (II) Biometric techniques (III) Digital signature. (Mar 2023)

3. Explain about the Biometric Techniques (Mar 2022)

4. Discuss about the cyber security issues (Mar 2022)

5. Explain Security Threats and Attacks (Feb 2021)

PAPERCODE–MB106
Course: COMPUTER PRACTICAL

Unit–I: MICROSOFT EXCEL

Microsoft Excel: Introduction to Excel, Introduction to data, Cell address, Cell reference; Excel Data Types; Introduction to formatting, number, text and date formatting; Concept of worksheet and workbook; Understanding formulas, Operators in Excel; Understanding Common Excel Functions such as sum, average, min, max, date, transpose, In, And, Or, Square Root, Power, Upper, Lower; Introduction to charts and different types of charts; Concept of print area, margins, header, footer and other page set up options.

Advance Excel: Creating Pivot tables, Macros-Relative & Absolute Macros.

Unit–II: MICROSOFT ACCESS

Creating a data base and tables by different methods-Datatypes-Inserting and Modification of Data
-Sorting, Filtering and Displaying data; Creating and querying forms; Creating & Printing Reports and labels.

Unit–III: DBMS

Macros – Functions of a DBMS, Transfer of data between Excel & Access; SQL Queries in Access.

Suggested Readings:

- T1: David Whigham, "Business Data Analysis Using Excel", Oxford University Press, Indian Edition.
- T2: Paul Cornell, "Accessing & Analyzing DATA with MS-EXCEL".
- T3: R&D, "IT Tools and Applications", Macmillan India Ltd.
- T4: Sanjay Saxena, "A First Course in Computers - Based on Windows Office XP", Second Edition - Vikas Publishing House.
- T5: P. Sudharsan & J. Jeyalan, "Computers Systems & Applications", Jaico Student Edition
- Jaico Publishing House.
- T6: D.P. Apte, "Statistical Tools for Managers- Using MS Excel", Excel Books