

**Subject Code: MB925**

**MBA II Semester [R09] Regular Examinations June 2010**

**Organizational Behavior**

**Time: 3 Hours**

**Max Marks: 60**

---

**Answer any FIVE questions All questions carry EQUAL marks**  
**Question No: 8 is Compulsory (Case Study)**

---

1. Discuss the nature and scope of organizational behavior.
2. Explain the situation theory of leadership.
3. Define the term groups? What are the different types of groups?
4. Explain the values of organizational development moment and organizational development process.
5. Discuss various organizational cultural concepts.
6. Explain the personality traits. State in detail of big five personality traits.
7. Give some conflict resolution techniques .What are the strengths and weakness of each.

**8. CASE STUDY (Compulsory)**

Mr. Rajah , the manager of Suratmal Jewelers in Coimbatore, called the sales clerks , Mr. Singh, to his office on a bright sunny morning and said , “The annual audit is due and the chartered accountants will be coming next week to examine our accounts. I want you to organize all the sales and purchases receipts neatly. You simply cannot let your hair down on this. We must be perceived as a neat and tidy operation and I want things to proceed without any hitch”. Singh just mumbled, ”yes sir”, and walked out. After he returned to his seat he appeared very distracted and could not concentrate on his work all day. He remained absent the next day , and the day after he walked in with his letter of resignation which he handed over to his supervisor , Mr. Kiren . Kiren was stunned. “what is the problem? What is wrong ? why are you resigning ?, asked Kiren to which he could not elicit any answers from Singh. Kiren took Singh out to a nearby hotel and over a cup of coffee and some masala vadas he tried to explore the reasons for Singh’s sudden action.”Do you have another job which plays you more?”, he asked ,to which Singh replied: “The Manager wants me to have my beard shaved off by next week, and I can’t do it because it is against my religion. So I am resigning my job, Mr.Kiren”.

**Subject Code: MB925**

**Discuss the following with reference to the above case:**

1. What were the encoded and decoded messages?
2. What are the concepts relevant to the above communication problem?
3. What should Kiren do now? Why?

**Subject Code: MA205**

**MBA II Semester [R07] Supplementary Examinations June 2010**

**Marketing Management**

**Time: 3 Hours**

**Max Marks: 60**

---

**Answer any FIVE questions. All questions carry EQUAL marks**

---

1. Identify the main difference between sales concept and marketing concept and substantiate your answer with suitable examples.
2. What is marketing intelligence system? How marketing intelligence system enhances the organizational profitability? Explain with examples.
3. What are the bases for effective segmentation? Discuss with apt examples.
4. What are the various product line strategies?
5. Discuss the influence of imitating price increase by companies on the market with relevant examples.
6. What are the various functions of channel members and channel flows?
7. How does the sales force structure influence the sales force size? Discuss how to determine the sale force size?
8. Critically examine the factors that are required to be considered while designing the effective marketing organization.

**Subject Code: MA205**

**MBA II Semester [R05] Supplementary Examinations June 2010**

**Marketing Management**

**Time: 3 Hours**

**Max Marks: 60**

---

**Answer any FIVE questions All questions carry EQUAL marks**

---

1. Write about the scope and core concepts of marketing?
2. What is demand? What are the various types of demand that a marketing manager must consider for market planning?
3. Write a brief note on the demographic segmentation and various factors that are considered in demographic segmentation?
4. What are the stages of new product development? Discuss the challenges involved in developing new products?
5. Discuss the pros and cons of initiating price cuts in today's competitive markets
6. What do you understand by communication mix? Explain each tool with examples?
7. Write about the growth and trends in wholesaling?
8. What is annual plan control? Write about its significance in enhancing the overall performance of the organization