

**MASTER OF BUSINESS ADMINISTRATION DEGREE EXAMINATION,
JULY/AUGUST-2026**

FIRST SEMESTER

PAPER-I: PRINCIPLES OF MANAGEMENT

(For C.D.O.E Students only)

(w.e.f. 2025-2026)

Max. Marks : 30

Write any Five questions. Each question carries Two marks.

1. Differentiate between 'Administration' and Management' in two distinct points.
2. State any two core objectives of Taylor's Scientific Management.
3. State any two characteristics of a sound plan.
4. What is meant by "Span of Management"?
5. Define the term 'Authority' in the context of an organization.
6. Distinguish briefly between Centralization and Decentralization.
7. Define 'Coordination' and state why it is considered the essence of management.
8. What is 'Pre-control'? Give one example.

5x6 = 30

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PAPER-II: ORGANISATIONAL BEHAVIOR

(For C.D.O. Students only)

(w.e.f. 2025-2026)

Max. Marks : 30

5x6=30

Write any Five questions. Each question carries Two marks.

1. State any Two major limitations of Organizational Behaviour.
2. Define the 'Interdisciplinary Approach' in Organizational Behaviour.
3. Differentiate between 'Emotions' and Moods' in the context of individual behaviour.
4. What are the three core needs identified in Alderfer's ERG Theory?
5. Define 'Group Cohesiveness' and mention one factor that influences it.
6. Define the basic premise of the 'Trait Theory' of leadership.
7. What is 'Force-Field Analysis' in the context of organizational change?
8. What is meant by 'Organizational Development Interventions'?

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PAPER-III:MANAGEMENT COMMUNICATION
(For C.D.O.E. Students only)
(w.e.f. 2025-2026)

Max. Marks : 30

5x6=30

Write any Five questions. Each question carries Two marks.

1. Differentiate between "hearing" and "listening" in a business environment.
2. What is meant by "groupthink," and how does it affect decision-making in teams?
3. State the core difference between the direct approach and the indirect approach in message writing.
4. What is the primary purpose of writing a persuasive message in business communication?
5. Define a business proposal and state its primary purpose.
6. Why is proper mechanics critical in managerial reports?
7. Mention any four types of visual aids that can enhance a business presentation.
8. State any two common methods used by a public speaker to perform an audience analysis before a presentation.

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PAPER-IV:MANAGERIAL ECONOMICS

(For C.D.O.E. Students only)

(w.e.f. 2025-2026)

Max. Marks : 30

Write any Five questions. Each question carries 2 marks.

5×6=30

1. State the equi-marginal principle.
2. What are the main objectives of a firm in modern business?
3. State the law of Demand.
4. What is Giffen's Paradox?
5. Distinguish between short-run and long-run cost functions.
6. What is an Isoquant?
7. What is Cost-Volume-Profit (CVP) analysis?
8. Name four distinct types of market competition.

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PAPER-V: RESEARCH METHODOLOGY AND BUSINESS ANALYTICS

(For C.D.O.E. Students only)

(w.e.f. 2025-2026)

Max. Marks : 30

5×6=30

Write any Five questions. Each question carries Two marks.

1. Define scientific method.
2. What is non-experimental research?
3. State the basic assumptions behind linear regression analysis.
4. What is an experimental group?
5. Define random sampling.
6. What is the difference between positive and negative correlation?
7. State any two APA ethical principles.
8. What is interpretation of data?

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FIRST SEMESTER

PAPER-VI: ACCOUNTING FOR MANAGERS

(For C.D.O.E. Students only)

(w.e.f. 2025-2026)

Max. Marks : 30

Write any Five questions. Each question carries Two marks.

5X6 = 30

1. Define Accounting.
2. What is Journal?
3. What is Trail Balance?
4. Define Capital Expenditure.
5. What is Marginal Costing?
6. Define Activity Based Costing.
7. What is Accounting Information System?
8. Mention two advantages of Tally.

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PAPER-VII: INFORMATION TECHNOLOGY FOR MANAGEMENT

(For C.D.O.E. Students only)

(w.e.f. 2025-2026)

Max. Marks : 30

5×6=30

Write any Five questions. Each question carries Two marks.

1. What is a computer?
2. State two limitations of computers.
3. Define secondary memory.
4. What is a toolbar in MS Word?
5. What is Find and Replace?
6. Define worksheet in Excel.
7. What is a slide transition?
8. What is a form in MS Access?