

## FIRST SEMESTER

MBA110

MANAGEMENT SCIENCE

Maximum Time: 3 Hrs.

University Examination

: 70 Marks

Total Marks: 100

Continuous Internal Assessment

: 30 Marks

Minimum Pass Marks : 40%

### A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

### B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

### SECTION A

Management : Concept, Nature, Importance; Management process; Management principles, Levels of management, Managerial skills, Role and Responsibility of a Manager, Challenges before management, Evolution of Management thought.

### SECTION B

Managerial planning & Decision – making:

Planning : Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management By Objectives.

Forecasting : Need and techniques

Decision – Making : Process, Types, Decision – making under Risk and Uncertainty.

### SECTION C

Organising :

Process of organizing, Principles, Organisational structure, Span of Management, Departmentation, Authority and power, Responsibility and Accountability, Delegation of authority, Centralisation and Decentralisation.

### SECTION D

Coordination and Control:

Coordination : Concept, Significance, Techniques

Control : Meaning, Process, Requisites of effective control, Control techniques, Management Audit.

### References:

1. Essentials of Management – by Koontz.
2. Management – by Robbins & Coulter.
3. Principles and Practices of Management – by L.M. Prasad.

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## SECTION A

Introduction – Communication : Concept, Nature, Scope, types, Function, Communication process, communication Channels – Formal, Informal, Downward, Upward and Horizontal, Essentials of effective communication, limitations of communication, barriers of communication over coming the barriers of communication.

## SECTION B

Oral Communication, Effective oral communication, methods of oral communication, conversion skills, Presentation of skills; Non-verbal communication. Interview skills – Interview process & requirements of a successful interview. Resume preparation.

## SECTION C

Meetings; Notice, Agendas, Minutes, Resolution Written communication; Essentials of written communication.

Feedback; Effectiveness in feedback, Guidelines to improve feedback giving skills, Significance of feedback.

Report Writing.

## SECTION D

Business correspondence; Nature, structure and layout of business letters, Planning for business correspondence, Different types of business letters; Quotations and orders, Sales letters, Credit letters, Collection letters, Adjustment letters.  
E-mail and changing landscape of business communication.

## References:-

1. Lesikar , R.V. and J.D. Petitt , Jr. Business Communication : Theory and Application Homewood III ; Richard D. Irwin.
2. Michael, V.P. Communication and Research for management Himalaya Publishing House, Bombay.
3. Sharma , R.C & K. Mohan . Business Report writing and Correspondence (TMH)
4. Aggarawal, Rohini; Business Communication and organization & Management (Taxmann's)
5. Rao Nageshwar & Das R.P. – Communication skills Himalaya Publishing House, Delhi.

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## SECTION A

Nature and Scope of financial management, Objectives of financial management, Capitalization- Over capitalization and Under capitalization, Capital structure, Capital budgeting, Techniques of capital budgeting.

## SECTION B

Cost of capital ; Cost of debt, Preference share capital, Equity share capital, Retained earning and Weighted average cost, Sources of short term finance and long term finance.

## SECTION C

Financial analysis and planning : Financial statements, Ratio analysis, Break - even analysis; Operating, Financial and Combined leverage.

## SECTION D

Working capital management; Management of cash, receivables and inventory. Dividend policy; Dividend policy in practice, stability in dividend policy, Corporate dividend behaviour.

## References:-

1. M.Y. Khan & P.K. Jain : Financial Management : Text and Problems
2. I.M. Pandey : Financial Management
3. Kulkarni & Satyaprasad : Financial Management
4. V.K. Bhalla : Financial Management & Policy
5. P. Chandra : Financial Management

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## SECTION A

Application of computer in business, components of computer system. CPU, RAM, SSD, Operating Systems, System Software's, and Application Software.

Input-Output devices: Monitor, Keyboard, Mouse, System Unit, Printer, and Scanner.

Storage devices: Floppy disk, Hard disk, Cartridge tape, CD-ROM, DVD.

Printers : dot-matrix, Inkjet, LaserJet, Colour printer, High speed printer, Label printer, Plotters.

## SECTION B

Operating systems: DOS, Drives, Directories, Files

DOS commands : DIR, CD, MD, RD, COPY, RENAME, DELETE, FORMAT

Internal & external commands. DOS utilities.

Graphical user interface : Windows 3x, Program manager, Main & accessories program groups, Multiasking.

MS Word : Creating documents, Formatting, Auto text, Auto correct, Tables, Page setup, Printing, Spell check, Thesaurus, Mail merge, Word art, Clip art.

MS Excel : Creating workbooks & worksheets, Formulas & functions, Linking workbooks & worksheets, Cell references, Formatting, conditional formatting Creating charts, Data lists, Page setup, Printing.

MS Power Point : Creating slides with different layouts and templates, Inserting charts, Tables, Organisation charts, Pictures, Running a screen show, Presentation setup, Animation.

## SECTION C

Data Base Management System : Fox Pro creating, modifying & listing databases, Sorting & indexing, editing, appending & deleting records, browsing through databases, setting relationship between multiple databases, reports & labels.

Relational Data Base Management Systems : Tables, Relations, Joins, Query, Languages, Introduction to MS Access.

## SECTION D

Computer Networks : LAN, MAN, WAN, Client-Server Networks, Peer-to Peer networks.

Telecommunications: Commercial services, Internet, e-mail, World Wide Web, Bulletin Board Services.

Application Specific Software's: Financial accounting & Inventory control packages.

Multimedia : Sound cards, Audio & video files.

Computer Virus : Types of virus, Scanners & vaccines, Precautions to avoid virus.

## REFERENCES:

1. Alan Simpson - Your First Computer
2. Sinha – Computer Fundamentals
3. Stevens – Teach Yourself DOS
4. Harvey – Mastering Wordstar (Release 4)
5. Mueller – Illustrated Lotus 1-2-3 (Release 2.2)
6. Taxali – Foxpro 2.5 Made Simple
7. Mansfield – The Compact Guide To MS Office