

1936/PMF01/ NOVEMBER 2016

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MANAGEMENT THEORY AND PRACTICE

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. What are the different functions of management?
2. Describe the various approaches in decision making.
3. Distinguish between Management and Administration.
4. Briefly explain the different Leadership styles with examples.
5. State the Line and Staff organisation structure.

6. What are the merits and demerits of departmentation?
7. Describe the recent trends in organisation structures.
8. What do you mean by communication? Explain the process of communication?
9. Explain the following:
 - (a) Wide span of control
 - (b) Delegation
 - (c) Break Even Analysis.
10. "Leaders are not born, They are made". Comment the-statement.

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ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2013)

Time: Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. State the various models of organisational behaviour.
2. Explain the different theories of personality.
3. Distinguish between judging type and perceptive type.
4. Explain the different types of leadership styles with examples.
5. What are the role and responsibilities of leader?

6. Enumerate the factors influencing perception.
7. Explain the various process of communication.
8. State the different dimensions of organisational climate.
9. What are the various approaches of organisational effectiveness?
10. What do you mean by organisational structure? Why do structures differ? - Discuss.

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8. State and explain the various methods of budgeting.

9. 7,500 units of a product are planned to be produced using 200 hrs of Skilled Labour/Labor @ 20 per hr, 400 hrs of Semi-Skilled Labour/Labor @ 15/hr and 150 hrs of Unskilled Labour/Labor 10 per hr at a total cost of 11,500. 7,200 units of the product were manufactured using 240 hrs of skilled labour/labor @ 22 per hr, 500 hrs of Semi-skilled labour/labor @ 14/hr and 220 hrs of Unskilled labour/labor @ 12 per hr. 20 hrs of Skilled Labour/Labor time, 36 hrs of Semi-Skilled Labour/Labor time and 34 hrs of Unskilled Labour/Labor time were lost due to break down which is abnormal.

Calculate price, usage and mix Labour Variances.

10. Elaborate the significance of computer based accounting system.

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ACCOUNTANCY FOR MANAGERS

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Briefly distinguish the difference between Financial accounting and cost accounting.
2. Explain the procedure in preparation of International Financial Reporting Standards in detail.
3. Calculate turnover ratios from the following figures

	Rs in lakhs	Rs in lakhs
Sales	17,874	Sales return 4
Other income	53	Cost of sales 15,440
Administration expenses	1,843	Depreciation 63

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Interest expense (non operating)	Rs in lakhs	Rs in lakhs
Purchase return	456	15,000
Bills receivable	5	10,000
Bills payable	2,000	5,000
Closing stock	3,000	4,000
	5,000	5,000

Factory on cost = 20% of prime cost
 General and administrative expenses = 4% of factory cost
 Selling and distribution expenses = 5% of production cost
 Profit 20% on sales

	Opening stock	Closing stock
Raw material	15,000	20,000
Work in progress	17,500	24,000
Finished goods	20,000	27,500

4. Bring out the difference between Cash flow statement and fund flow statement.

5. Discuss the steps followed in Activity Based costing Approach.

6. Prepare cost sheet from the following particular in the book of B. M. Rehman

Raw material purchased	= Rs.1,20,000
Paid freight charges	= Rs.10,000
Wages paid to laborers	= Rs.35,000
Directly chargeable expenses	= Rs.25,000

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7. V Ltd, presents the following results for one year.
 Calculate the PV ratio, BEP and Margin of Safety

	Rs.
Sales	2,00,000
Variable cost	1,20,000
Fixed cost	50,000
Net profit	30,000

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MANAGERIAL ECONOMICS

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Briefly explain the significance of national income.
2. Explain how managerial efficiency of capital determines investment.
3. "Why Keynesian economics is known as Revolutionary" – Explain.
4. State the relationship between income and consumption.
5. Explain the Law of demand and supply? With examples.

6. What are the role and responsibilities of managerial economics?
7. Enumerate the various factors affecting economic growth.
8. Discuss the role of fiscal policy in economic development.
9. State the role of technological progress in economic development of country.
10. Explain how marginal efficiency of capital determines the investment.

10. The following data relate to the age of 10 employees and the number of days on which they reported sick in a month :

Age :	20	30	32	35	40	46	52	55	58	62
Sick days :	1	2	0	3	4	6	5	7	8	9

Calculate Karl Pearson's coefficient of correlation and interpret its value.

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STATISTICS FOR MANAGERS

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the various probability distributions with suitable example.
2. One-fifth percent of the blades produced by a blade manufacturing factory turn out to be defective. The blades are supplied in packets of 10. Use Poisson distribution to calculate the approximate number of packets containing no defective, one defective and two defective blades respectively in a consignment of 1,00,000 packets. (Given $e^{0.02} = 0.0183$)

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3. Discuss the sampling distribution mean and proportion of populations.
4. Explain how to determine the sample size under population parameters.
5. Prices of shares of a company on the different days in a month were found to be : 66, 65, 69, 70, 69, 71, 70, 63, 64 and 68. Discuss whether the mean price of the shares in the month is 65. Apply *t*-test.

6. The following tables gives the number of good and bad parts produced by each of three shifts in a factory :

Shift	Good	Bad	Total
Day	900	130	1,030
Evening	700	170	870
Night	400	200	600
Total	2,000	500	2,500

Is there any association between the shift and the quality of parts produced? Apply Chi-square test.

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7. The following table shows the scores of a sample of 20 student pilots on their Federal Aviation Agency written examination arranged according to which method was used I their training: video cassette, audio cassette or classroom training. The FAA is interested in evaluating the effectiveness of these three training methods. Specifically, it wants to test at the 0.10 level of significance the hypothesis that the mean written examination scores of student pilots trained by each of these methods are equal use Kruskal-wallis test.

Video cassette : 74, 88, 82, 93, 55, 70

Audio cassette : 78, 80, 65, 57, 89

Class room : 68, 83, 50, 91, 84; 77, 94, 81, 92

8. Discuss the Baye's theorem of probability with suitable example.

9. Fit a straight line trend for the following data :

Year: 2002 2003 2004 2005 2006 2007 2008

Production in 62 70 75 81 89 93 104
 tonnes :

Also find the trend values for the given years and estimate the trend value for the year 2011.

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MARKETING MANAGEMENT

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is marketing? Discuss the modern Concept of marketing.
2. Explain the impact of environmental forces on marketing.
3. What are the various kinds of segmentation?
4. What is meant by Product Life Cycle? Explain its Concepts with example.

5. Explain briefly the Steps to be followed in new product Introduction.
6. Enumerate the various Pricing strategies.
7. Explain the different types of channels of distribution.
8. Discuss the Marketing Research Process.
9. Explain the reasons for the rapid growth of sales promotion.
10. What are the various features of online marketing?

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Amount for the
year

Average credit given	
Inland sales 6 weeks credit	6,24,000
Export sales 1.5 weeks credit	1,56,000
Average time lag in payment of wages and other outgoings	
Wages 1.5 weeks	5,20,000
Stock and materials 1.5 months	96,000
Rent and royalties 6 months	20,000
Clerical staff 0.5 months	1,24,800
Manager 0.5 month	9,600
Miscellaneous expenses 1.5 month	96,000
Payment in advance	
Sundry expenses (paid quarterly in advance)	16,000
Undrawn profits on an average throughout the year	22,000

Set up your calculations for the average amount of working capital required.

8. Elaborate the various forms of commercial paper finance an organization.
9. Describe the advantages and disadvantages of hire purchase system and project financing.
10. Discuss the various sources of short term finance in Indian money market.

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FINANCIAL MANAGEMENT

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks
Answer any FIVE questions. (5 × 20 = 100)

1. What are the difference between Financial accounting and Management accounting?
2. Discuss the significance of time value of money in detail.
3. From the following information calculate the net present value of the two projects and suggest which of the two projects should be accepted assuming a discount rate of 10%

	Project X	Project Y
Initial investment	Rs. 20,000	Rs. 30,000
Estimated life	5 years	5 years
Scrap value	Rs. 1,000	Rs. 2,000

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The profits before depreciation and after taxes are as follows :

Year	Project X	Project Y
	Rs.	Rs.
1	5,000	20,000
2	10,000	10,000
3	10,000	5,000
4	3,000	3,000
5	2,000	3,000

(d) Rs one lakh in common stock and Rs two lakh in preference capital with rate of dividend at 8%

The company's expected earnings before interest and tax (EBIT) are Rs. 1,50,000. The corporate rate of tax is 50%. Determine the earnings per share (EPS) in each plan and comment on the implications of financing leverage.

6. Explain the different forms of dividend policy with suitable example

4. Describe the factor determining in cost of capital in organization.

5. Beta Ltd company has equity share capital of Rs. 10,00,000 divided into shares of Rs. 10 each. It wishes to raise further Rs 1,50,000 for expansion cum modernization plans. The company plans the following financing schemes :

- (a) all common stock
 - (b) Rs one lakh in common stock and Rs two lakhs in debt @ 10% p.a
 - (c) all debts at 10% p.a
- | | |
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7. Loin Ltd is desirous to purchase a business and has consulted you and one point on which you are asked to advise them, is the average amount of working capital which will be required in the first year working. You are given the following estimate and are instructed to add 10 percent to your computed figure to allow for contingencies.

	Amount for the year
Average amount blocked up for stocks	10,000
Stocks of finished product	16,000
Stocks of stores and materials	3
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HUMAN RESOURCE MANAGEMENT

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Enumerate the recent trends in Human Resource Management.
2. Explain the various sources of Recruitment.
3. Describe the different methods of on-the job training.
4. How to make an Induction Programme Effective?
5. What is career development? Explain the steps involved in it.

6. Discuss various strategies of collective bargaining.

7. Explain the following:

- (a) Management games
- (b) Vestibule Training
- (c) Case study
- (d) Sensitivity Training

8. Explain the various functions of Trade Union.

9. Enumerate the grievance handling procedure.

10. Explain the different reasons for industrial conflict.

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OPERATIONS MANAGEMENT

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the various functions of Production Management.
2. Elaborate the different types of Facility Location Decisions.
3. What do you mean by forecasting? Explain the different types.
4. How to minimising the forecasting errors?
5. State the various uses of Material Management.

6. Explain the following:

- (a) Kanban
- (b) ABC Systems
- (c) ASRS.

7. What are the factors affecting the Plant location?
8. Discuss the various uses of trade operations and supply network applications.
9. Enumerate the Independent demand inventory models.
10. How can use of MRP contribute to productivity?

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RESEARCH METHODS FOR BUSINESS

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What do you mean by Business research? Explain its significance in modern times.
2. Describe the steps in research process with suitable example.
3. Discuss the different types of research design with illustration.
4. Explain the criteria of goodness of a measurement scale.

5. Enumerate the procedure for designing a questionnaire.
6. Explain the various sampling techniques briefly.
7. Briefly describe the different steps involved in a Data preparation process.
8. State and compare the Bivariate and Multivariate statistical techniques.
9. Discuss the steps involved in writing research report.
10. Explain the precautions for writing the research reports.

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OPERATIONS RESEARCH

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. What are the essential characteristics of operations research?
2. Discuss the significance and scope of operations research in modern management.
3. What is the difference between simplex solution procedure for maximization and minimization problem?
4. Describe individual replacement models (with and without time value of money).

5. Define the dual of the CP. model. What is the economic interpretation of the dual model?
6. Define the following :
 - (a) Dual simplex method
 - (b) Sensitivity analysis.
7. Give different practical applications of transportation problem.
8. List and explain the terminologies of dynamic programming problem.
9. Explain the following terminologies of same theory :
 - (a) Dominance property
 - (b) Minimax principle.
10. Discuss the group replacement models with suitable example.

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STRATEGIC MANAGEMENT

(For those who joined in July 2013-14)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define strategy. What are the different levels of strategy?
2. Explain the process of strategic management. What is the significance of environmental analysis in strategic planning?
3. What do you mean by a 'Mission Statement'? What are the contents of a good mission statement?
4. Explain the various social responsibilities of a business organization.

5. Explain how the strategic management varies between multinational companies and domestic companies.
6. Choose any industry and outline the factors that could either create opportunities or threats for companies within that industry in the near future. Is it possible that the same factor could be an opportunity for one company and a threat for another? How?
7. Elaborate the BCG Portfolio Matrix and how is it different from GE Spotlight Matrix.
8. Explain the various business level strategies available for any organization.
9. What are the cultural issues in implementation of a strategy?
10. Explain the various techniques of strategic control.

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DECISION SUPPORT SYSTEM

(For those who joined in July 2013-14)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

7. What is User Interface of a DSS? With suitable example explain various types of user interface in DSS.
8. Explain the factors considered for Designing User Interface of a DSS.
9. What is DSS development? Explain the various Stages of DSS development.
10. What is end User Training? Explain its relevance for Successful DSS implementation.

1. Define Decision Support Systems (DSS). With appropriate example explain its functional components.

2. What is Group Decision Support Systems (GDSS)? Explain its various components.

3. What is Model Management Subsystems in DSS? Explain with suitable example.

4. What is Heuristic Algorithm? Explain its utility in DSS.

5. What is Real time Data source for a DSS? Explain with suitable example.

6. What is Data Definition Language? Explain a few DDL deployed in a typical DBMS.

MANAGEMENT INFORMATION SYSTEM

(For those who joined in July 13-14)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

7. Discuss the role of information system.
8. Critically evaluate the types of IS-HRIS.
9. Describe the types of problems in DSS.
10. Narrate IS control.

1. Discuss the changing environments of HRM.
2. Describe line and staff functions.
3. Explain the recruitment and selection process.
4. Critically evaluate the different methods of training.
5. How labour relations are managed in an organisation.
6. Explain grievances handling.

**Paper V – INFORMATION TECHNOLOGY FOR
MANAGEMENT**

(For those who joined in July 2013-2014)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Elaborate evolution of IT management.
2. Indicate and explain in detail the different types of Information Systems
3. Elaborate input and output Technologies.
4. Explain the signification of operating systems.
5. How will you carryout communication networks? Describe.
6. Explain the role of application service providers in communication technology.

7. What do you mean by data mining? Describe.
8. Explain the various challenges in supply chain management systems.
9. Explain intellectual synergy in detail.
10. Elaborate hardware and software buying.

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ENTREPRENEURSHIP

(For those who joined in July 2013-14)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the role and functions of an Innovator and as the developer of the Economy.
2. State the qualities and the characteristic features of a Successful Entrepreneur.
3. Discuss how far the legal Environment affects the Entrepreneurship.
4. State and elaborate the internal and the External Factors affecting the Entrepreneurship.
5. Explain the important criteria for the Selection of a Product and the project.

6. State the need, importance of the Feasibility Report and what are the advantages of it?
7. Discuss the Product Launching Steps / Process.
8. State and explain the role of Venture Capitalists, in the promotion and development of Entrepreneurs.
9. What are the ways and means by which one can have effective Management of Small Business?
10. Explain in detail the various problems faced by the Start-up Entrepreneurs. What are your suggestions?

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E-COMMERCE TECHNOLOGY AND MANAGEMENT

(For those who joined in July 2013-14)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the advantages and myths of e-commerce.
2. Describe physical commerce.
3. Explain FTP and intranet.
4. Write about information publishing technology.
5. Discuss marketing on web.
6. Explain the role of SCM in e-commerce.
7. Describe the protocols.

8. Write the impact of micro payment systems in e-commerce.

9. Describe the privacy issues in e-commerce.

10. Discuss the consumer protection in e-commerce.

DATABASE MANAGEMENT SYSTEM

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Define DBMS. Explain the characteristics and importance of DBMS.
2. Explain the organization of database with a neat block diagram.
3. Explain the network data model with its advantages and disadvantages.
4. Explain the various components of an E-R model.
5. Explain the DDL and DCL commands with example.
6. Explain various concurrency control schemes.
7. Explain the functions of distributed DBMS.
8. Explain the functions and advantages of Object oriented database.

9. Write a brief note on the following :

- (a) Visual database
- (b) Knowledge based database

10. What are the various professional certifications available? Explain its significance.

SOFTWARE DEVELOPMENT

(For those who joined in July 2013-2014)

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions.

All questions carry equal marks.

8. What is design documentation? Explain its significance in Software development process.
9. What is Software Quality Assurance (SQA)? Explain various activities associated with it.
10. What is Software Maintenance? Explain software maintenance activities.

1. What is Software Development Cycle? Explain.
2. What is Project Planning? Explain it with reference to a Software development project.
3. What is Software Prototyping? Explain the three genetic classes of software prototyping methods and tools.
4. What is Domain Analysis? Explain with appropriate example.
5. What is Procedural Design? Explain.
6. What is an Object model? Explain its elements and their functions.
7. What is Software Configuration Management? Explain.

ENTERPRISE RESOURCE PLANNING

(For those who joined in July 2013-14)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is planning for ERP system Implementation? Explain the issues to be considered during such planning process.
2. Explain the various benefits associated with Implementing ERP systems.
3. What is Business Process Management (BPM)? Explain the gap analysis in BPM.
4. What are Modular systems in ERP packages? Explain the utility of a few modules in ERP systems.
5. What is organizational suitability for ERP systems? Explain its significance on ERP system selection.
6. Explain the human centric Challenges in Implementing ERP systems in organizations.

7. Does Implementation of ERP systems results in loss of employment or enhances productivity in organizations? Discuss from ethical perspectives.

8. What are the organizational necessities that forces ERP system adoption? Explain.

9. What is Integration of ERP Systems in mobile computing devices? Explain the potential benefits of such Integration.

10. What is Online Analytical Processing (OLAP)? Explain its scope and significance.

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss in detail about different types of operators in C.
2. With an example, explain the concept of structured arrays.
3. (a) What is dynamic memory allocation? Write and explain the different dynamic memory allocation functions in C.
(b) What is a pointer? Explain how the pointer variable declared and initialized.
4. (a) Discuss the principles of Object Oriented Programming with illustrations.
(b) Enumerate the applications of OOPS.
5. (a) Compare procedure oriented programming and object oriented programming with suitable examples.
(b) Discuss in detail about Control Structure in C++.

6. (a) Write a brief note on standard Input / Output streams in C++.
(b) Differentiate between defined data types and derived data types.
7. What is the need of Operator Overloading? Write a C++ code to overload C++ operator.
8. Discuss about the various types of inheritance in C++ with neat sketches and examples.
9. Explain briefly about the Virtual Functions in C++.
10. Define Class. With an example, discuss the various types of classes.

COMPUTER NETWORKS.

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the various layers present in OSI model and their functions.
 2. (a) Write short notes on CSNET and TOP.
(b) Discuss in detail about different network topology.
 3. Explain how guided media differ from unguided media. Briefly explain any two methods used for data transmission using guided media and unguided media.
 4. (a) Distinguish between LAN, MAN and WAN.
(b) Explain in detail about the principles and functioning of Line of Sight.
5. (a) Explain the functioning of wireless LAN in detail.
(b) Briefly explain the concept of Internetworking with examples.
 6. (a) Explain the architecture of TCP/IP with neat diagram.
(b) Explain in detail about various Routing Algorithms.
 7. Explain in detail about SMTP and HTTP. Give their merits and demerits.
 8. (a) Explain the various services provided by security.
(b) Briefly discuss the techniques used to improve the quality of service.

MODELLING AND SIMULATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Briefly explain about starchiest activities.
(b) Write short notes on modeling.
2. (a) Explain discrete system modeling with suitable examples.
(b) Discuss about the analysis of output.
3. (a) Discuss the concept of system postulation.
(b) Briefly describe different types of system study.
4. (a) Describe Monte Carlo method with suitable illustrations.
(b) Briefly explain about Cobb-Douglas models.

5. (a) Describe the progress of cobweb models in simulation study.
(b) Describe about the analog methods in continuous system model.
6. (a) Explain about digital analog simulators.
(b) Write short notes on CSSLS.
7. (a) Explain about exponential models in system dynamics.
(b) Discuss about the measures of probability function.
8. (a) Write about discrete simulation language model of telephone system study of GPSS.
(b) Explain about the modeling of multitasking computer systems.