MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year I Semester (R20) Regular End Semester Examinations- SEPTEMBER 2021
MANAGEMENT PERESPECTIVESAND ORGANIZATIONAL BEHAVIOR

Time: 3Hrs   **Max Marks: 60**

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.No		Marks	CO	BL
Q.1(A)	Discuss in detail the general principles of management as laid down by Henry Fayol. Is his list of principles exhaustive?	10M	1	2
	OR			
Q.1(B)	Discuss why Corporate Social Responsibility important in India	10M	1	2
Q.2(A)	Distinguish between line and staff organizational structure and write its merits and demerits?	10M	2	4
	OR			
Q.2(B)	Explain the steps in Planning process and how does it assist the managers to overcome the problems?	10M	2	2
Q.3(A)	Critically evaluate the factors affecting Individual Behavior in an organization?	10M	3	5
	OR			
Q.3(B)	Define Motivation. Illustrate Maslow's Hierarchy of needs with examples.	10M	3	5
Q.4(A)	Explain in detail the stages of group development? How the group cohesiveness increases the employee productivity?	10M	4	5
	OR			
Q.4(B)	Critically analyze types of conflicts and Its consequences and explain the ways to manage conflicts?	10M	4	4
Q.5(A)	Discuss the factors contributing towards creating sustainable culture?	10M	5	2
	OR			
Q.5(B)	Examine the potential coping strategies in order to deal with stress?	10M	5	4
Q.6	**CASE STUDY**	10M	2	5

Ragni is a chief executive officer of Peak Electronics, faced a difficult decision. Her company was a leader in making parts for standard cassette and reel-to-reel tape recorders. **Ragni** had watched with some misgivings as digital technology hit the market in the form of compact disc players, and she had to decide whether to lead Peak into the digital age. Even though digital tape players were encountering legal hurdles in the American market, they were starting to take hold in Japan and Europe. Was America—and Peak—ready for them?

Ragni had plenty of help in making the decision. First she met with the company's marketing division. Everyone had an opinion. Some predicted that every audio component would be digital by the turn of the century; others believed the popularity of even compact disc players was already

waning. Everyone agreed that they needed time to conduct surveys, gather data, and find out what products the public really wanted and how much they would be willing to pay for them. The people in research and development had a different approach. They were tired of making small improvements in a mature and perfected product. They had been reading technical material about digital tape, and they saw it as an exciting new technology that would give an innovative company a chance to make it big. Time was of the essence, they insisted. If Peak was to become an important supplier of parts for the new decks, it had to have the components ready. Delay would be fatal to the product.

A meeting of the vice presidents produced a scenario with which **Ragni** was all too familiar. Years ago these executives had discovered that they could not outargue one another in these meetings, but they had faith in their staffs' abilities to succeed where they had failed. Before **Ragni** even walked into the room, she knew what their recommendation would be: to create a committee of representatives from each division and let them thoroughly investigate all aspects of the decision. Such an approach had worked before, but **Ragni** was not sure it was right this time. Desperate to make the decision and get it out of her mind, **Ragni** mentioned it to her fifteen-year-old son, who, it turned out, knew everything about digital tape. In fact, he told her, one of his friend—the rich one—had been holding off on buying a new tape deck so that he would be on the cutting edge of digital recording. "It's gotta happen, Mom," her son said. "People want it."

Intellectually, **Ragni** believed he was right. The past thirty years had shown that Americans had an insatiable appetite for electronic gadgets and marvels. Quadraphonic sound and video discs were the only exceptions she could think of to the rule that if someone invented an improved way of reproducing images or sound, someone else would want to buy it.

But intuitively, **Ragni** was not so sure. She had a bad feeling about the new technology. She believed the record companies, which had lost the battle to tape manufacturers, might get together with compact disc makers and audio equipment manufacturers to stop the digital technology from entering the American market. So far, no American company had invested substantially in the technology, so no one had an interest in funding the legal battle to remove the barriers to the new machines. Exhausted, **Ragni** went to bed. She hoped that somehow her subconscious mind would sort out all the important factors and she would wake up knowing the right decision.

Questions
1. What sources of information and opinion about the new technology seem most reliable? Which would you ignore?
2. If you were **Ragni**, what would your next step be?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year I Semester (R20) Regular End Semester Examinations – SEPTEMBER 2021
MANAGERIAL ECONOMICS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

		Marks	CO	BL
Q.1(A)	Define Managerial Economics. Explain the significance and scope of Managerial Economics in modern business world.	10M	1	5
	OR			
Q.1(B)	Explain about Economic Principles in Managerial Economics in detail.	10M	1	2
Q.2(A)	State the 'Law of Demand'. Analyze the various factors that determine the demand for a Mobile Phone.	10M	2	4
	OR			
Q.2(B)	Describe Elasticity of Demand. Explain the types of Elasticity of Demand.	10M	2	2
Q.3(A)	Explain Iso-quant and Iso-cost curves and state its characteristics.	10M	3	3
	OR			
Q.3(B)	Define cost concept. Distinguish between cost output relationship in short run and long run.	10M	3	4
Q.4(A)	Examine the price output determination under perfect competition with suitable diagrams.	10M	4	4
	OR			
Q.4(B)	A firm has declared the following details about its sales:	10M	4	4

Q.4(B)

	Year 1	Year 2
Sales (Rs.)	1,50,000	1,50,000
Profit (Rs.)	15,000	25,000

  a. Calculate PV Ratio.
  b. Find out the firm's BEP

How much should the company produce and sell to earn profit of Rs.50, 000?

		Marks	CO	BL
Q.5(A)	Analyze the significance of economic indicators in Business Decision Making.	10M	5	4
	OR			
Q.5(B)	How is Gross National Product being different from Gross Domestic Product? Explain.	10M	5	4
Q.6	**CASE STUDY**	10M	2	5

Until the 2006-07 season, ESPN Star Sports held the broadcast rights to the English Premier League (EPL) for Singapore. Then, in late 2006, StarHub bid an estimated US$160 million to beat incumbent ESPN Star Sports and telecommunications provider, SingTel, to win the rights for the next three seasons. The winning bid was reputedly several times the amount that ESPN Star Sports had paid for the previous rights. The Singapore government prohibits the reception of satellite TV. Integrated telecommunications and

cable TV provider, StarHub, is the only provider of cable TV in Singapore. The government did offer a second cable TV license, but no one applied. In 2007, StarHub's major source of revenues was mobile services, which accounted for 52% of revenues, with cable TV, broadband, fixed network services, and equipment sales accounting for 17%, 12%, 14%, and 5% respectively. In 2001, StarHub unbundled the basic cable TV package into thematic basic packages and reduced the price from $32.95 to $20 a month. Subsequently, it added new channels to the various basic packages without raising prices. The new channels included CCTV-9, Discovery Travel & Living and STAR Chinese Channel. In 2004, StarHub raised the price of the sports package by $7 to $15 a month. The sports package included ESPN Star Sports.

Typically, cable TV operators pay content providers such as ESPN a royalty based on the number of subscribers to the content. Following its acquisition of the English Premier League rights, StarHub announced price increases. It raised the price of basic packages by $4 to $24 a month with effect from July 11. It decided to broadcast the EPL on its own sports channel, which was included in the sports package. It raised the price of the sports package by $10 to $25 a month, with effect from October. Mr Thomas Ee, Senior Vice President of Cable, Fixed & IP Services, justified the prices increases, "Most pay-TV operators around the world increase prices periodically, and StarHub has not done so despite a steady rise in costs over the years". In 2007, StarHub's cable TV revenue grew by 9% from S$313 million to S$342 million. ARPU (average revenue per user) rose by 6% from S$48 to S$51, while the subscriber base increased by 4% to 504,000 as at end December 2007. Relative to the number of households in Singapore, the subscriber base amounted to a 45% penetration rate.

Questions

1. Identify changes in demand and costs (fixed and marginal costs relative to the number of subscribers) arising from StarHub's acquisition of the EPL rights.
2. Which of the changes in (a) would be relevant to StarHub's pricing of cable TV services?
3. Do you think that, prior to the 2007 price increases, StarHub's prices had maximized profits?
4. From the viewpoint of a content provider like ESPN which receives a percustomer royalty from a cable TV operator, explain the moral hazard to which the cable TV operator is subject.
5. From the viewpoint of EPL, explain how a lump-sum bid would resolve asymmetry of information between EPL and cable TV operators.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA I Year I Semester (R20) Regular End Semester Examinations – SEPTEMBER 2021
BUSINESS ENVIRONMENT

Time: 3Hrs   Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

		Marks	CO	BL
Q.1(A)	Discuss different types of business environment? How are they affecting the business of today?	10M	1	3
	OR			
Q.1(B)	Explain various challenges faced by the business firms today?	10M	1	2
Q.2(A)	Discuss the various economic systems in detail.	10M	2	2
	OR			
Q.2(B)	Write about the role of Government for the growth of the business firms.	10M	2	3
Q.3(A)	Explain the importance of the fiscal policy.	10M	3	2
	OR			
Q.3(B)	What is the reason for globalization? Discuss various modes of Globalization.	10M	3	2
Q.4(A)	Describes the four measures of money supply.	10M	4	2
	OR			
Q.4(B)	Explain the significance and objectives of Monetary policy.	10M	4	2
Q.5(A)	Discuss the working of three tier machinery for the redressal of consumer grievances under the Consumer Protection Act.	10M	5	3
	OR			
Q.5(B)	"Consumer responsibility is critical for the growth of economy." Justify the statement.	10M	5	4
Q.6	**CASE STUDY**	10M	1	4

        XYZ Company Ltd has launched a new product line in home appliances market. A product line consists of different kitchen-wares. The company has made advertisements to cover the metro-cities only. Now the company wants to expand its market for the products to semi-urban araeas throught the country. As an advertisement manager you are require to suggest suitable advertising strategy for semi-urban consumers to introduce the kitchen appliances. And you are requested to answer the following questions also.

Questions
1. What are the factors influencing the selection of advertising channels for kitchen-wares?
2. What are the difficulties involved in bringing the advertisements in different regional languages?
3. How should you give the main message in the advertisement copy?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year I Semester (R20) Regular End Semester Examinations – SEPTEMBER 2021
ACCOUNTING FOR MANAGERS

Time: 3Hrs   **Max Marks: 60**

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

		Marks	CO	BL
Q.1(A)	Elucidate the concepts and conventions of accounting in detail.	10M	1	3
	OR			
Q.1(B)	Explain the Double entry book-keeping system with examples.	10M	1	2
Q.2(A)	Classify the Capital and Revenue expenses with examples.	10M	2	4
	OR			
Q.2(B)	From the following Trail Balance and additional information, you are required to prepare final accounts	10M	2	3

	Debit (Rs.)	Credit (Rs.
Capital		20,000
Sundry debtors	5,400	
Drawings	1,800	
Machinery	7,000	
Sundry creditors		2,800
Wages	10,000	
Purchases	19,000	
Opening stock	4,000	
Bank balance	3,000	
Carriage inwards	300	
Salaries	400	
Rent & Taxes	900	
Sales		29,000
Total	**51,800**	**51,800**

Additional information:
a) Closing stock Rs.1,200
b). Outstanding rent & taxes Rs.100
c) Charge depreciation on machinery by 10%
d) Wages prepaid Rs.400.

Q.3(A)	What is meant by issue of debentures as collateral security? Explain with the help of an example.	10M	3	1

OR

Q.3(B)	P Ltd. issued a prospectus inviting applications for 1,00,000 equity shares of Rs 10 each, payable as to Rs 2.50 p. with application, Rs 3.50 p. on allotment and the balance on first and the final call. Applications were received for 99,000 shares only. All the applications were accepted in full. The call was also made in due course of time. All amount were duly received. Journalize all the above transactions.	10M	3	3

Q.4(A)	Compare and contrast differential Marginal Costing.	10M	4	4

OR

Q.4(B) The following data is available from the records of VK Ltd.   10M   4   3

	31st March 2019	31st March 2020
Sales (Rs. in Lakhs)	150	200
Profit (Rs. in Lakhs)	30	50

Calculate:
a) The P/V ratio and total fixed expenses
b) The break-even level of sales.
c) Sales required to earn profit of Rs.90 lakh

Q.5(A)	List out the features of Computerized Accounting with its merits and demerits.	10M	5	4

OR

Q.5(B)	Compare Manual Accounting System and Computerized Accounting System.	10M	5	2

Q.6	**CASE STUDY**			
	From the following particulars of a manufacturing concern, ascertain the Prime Cost:	10M	4	3

Opening stock of Raw material	Rs 20000
Closing stock of Raw materials	Rs 30000
Purchase of Raw materials	Rs 105000
Import duty paid on raw material purchased	Rs 15000
Carriage inwards	Rs 5000
Primary packing materials	Rs 3000
Productive wages	Rs 95000
Opening stock of work in progress at prime cost	Rs17000
Closing stock of work in progress at prime cost	Rs 10000
Hire charges paid on plant	Rs 14000
Other chargeable expenses	Rs 600

END

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MBA I Year I Semester (R20) Regular End Semester Examinations – SEPTEMBER 2021
BUSINESS LAW & REGULATION

Time: 3Hrs   Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

		Marks	CO	BL
Q.1(A)	Explain the meaning & Rules of Offer and Acceptance.	10M	1	2
	OR			
Q.1(B)	Outline the circumstances under which a contract can be discharged.	10M	1	2
Q.2(A)	Explain the essential elements of Partnership.	10M	2	2
	OR			
Q.2(B)	Elaborate the different Modes of dissolution of "Partnership Firm".	10M	2	2
Q.3(A)	Compare and Contrast between Public and Private Limited Company.	10M	3	4
	OR			
Q.3(B)	Examine the Characteristics of a company, according to Companies Act, 2013.	10M	3	4
Q.4(A)	Summarize the benefits of GST to Consumers, Traders and Government.	10M	4	2
	OR			
Q.4(B)	Illustrate the Procedure for Revocation of cancellation of GST Registration.	10M	4	2
Q.5(A)	Explain the establishment and Composition of Cyber Regulations Appellate Tribunal.	10M	5	4
	OR			
Q.5(B)	Explain the objectives and functions of CERT-In.	10M	5	2
Q.6	**CASE STUDY**	10M	1	5

Q.6 **CASE STUDY**

Josephine Mary received a circular from Beauty and the Beast Hair Salon advertising massages and manicures for Rs. 500. Realizing that this was an exceptionally good deal, but not surprised because she knew that they had only just opened and were running a number of good opening specials, she rang and made a booking. When Josephine Mary arrived at the salon she was told that there had been a mistake on the circular and it should have said Rs. 800. The manager of the salon explained that this was still a good price because normally a massage and manicure would have cost Rs. 1600 - 1700. Josephine Mary was furious, as it had taken her 30 minutes to get to the shop by car and if she had known it would cost Rs.800, she would never have made the booking.

Questions:

Q.1 Analyze the case and briefly explain the problem presented here.

Q.2 Can Josephine Mary bind the salon for misrepresentation?

Q.3 Can she claim compensation for her loss as she moved from her place relying on the offer made by the salon?

END

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year I Semester (R20) Regular End Semester Examinations – SEPTEMBER 2021
BUSINESS STATISTICS FOR MANAGERS

Time: 3Hrs

Max Marks: 60

> Attempt all the questions. All parts of the question must be answered in one place only.
> **In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.**

		Marks	CO	BL
Q.1(A)	Find Karl Pearson's Co-efficient of Skewness for the following data.	10M	1	3

Class Interval	10-15	15-20	20-25	25-30	30-35	35-40	40-45	45-50
Frequency	6	18	24	38	22	9	6	2

OR

Q.1(B)	During the 10 weeks of a session, the marks scored by two engineers, Mr.Sharma and Mr. Saxena, taking the business statistics program course are given below	10M	1	3

Sharma	65	69	60	58	65	62	58	75	65	68
Saxena	85	80	75	71	78	89	68	65	60	58

Compute the Mean and Standard Deviation

Q.2(A)	The probabilities of A, B and C for getting promoted to next level are 4/9, 2/9, 1/3 respectively. The probabilities that the bonus scheme will be introduced if A, B and C becomes managers are 3/10, ½, and 4/5 respectively. (a) What is the probability that the bonus scheme will be introduced? (b) If the bonus scheme has been introduced what is the probability that the manager appointed was C?	10M	2	3

OR

Q.2(B)	(i) Define conditional probability	2M	2	1
	(ii) An professional graduate applies for a job in two firms XYZ and PQR. The probability of his being selected in firm XYZ is 0.65 and being rejected is 0.5. The probability of at least one of his applications being rejected is 0.45. What is the probability that he will be selected in one of the firms?	8M	2	3

Q.3(A)	The incidence of COVID-19 disease in an industrial area, the workers have a 20% chance of suffering from 'Black fungus'. What is the probability that out of 8 workers who had the COVID-19 chosen at random (i) No one (ii) at most 2 (ii) at least 6 will suffer from Black Fungus.	10M	3	4

OR

Q.3(B)	Given that a random variable, X, has a normal distribution with mean 6.4 and standard deviation 2.7, find (a) P(4.0 < x < 5.0) (b) P(x > 7.0) (c) P(x < 7.2) and (d) P((x < 5.3) or (x > 8.0))	10M	3	3

Q.4(A)	A random samples of 400 men and 600 women were asked whether they would like to have a flyover near their residence. 200 men and 325 women were in favour of the proposal. Test the hypothesis that proportions of men and women in favour of the proposal are same, at 5% l.o.s?	10M	4	3

Q.4(B) Greatyear tires currently produces tires at their Chennai plant during two 12-hour shifts. The night-shift employees are planning to ask for a raise because they believe they are producing more tires per shift than the day shift. "Because Greatyear is making more money during the night shift, those employees should also make more money" according to the night-shift spokesman. The Greatyear production supervisor randomly selected some daily production runs from each shift with the results given below (in 1,000s of tires produced). Do these data indicate, at a = 0.05, that the night shift is producing more tires per shift? | 10M | 4 | 4 |

Shift Production (in 1,000s)

DAY	107	118	124	101	113	119	120	109	105
NIGHT	115	109	121	12	136	125	121	108	117

Q.5(A) Find rank correlation for the following data. | 10M | 5 | 2 |

BSM Marks	92	89	86	87	83	71	86	63	53	60
Accounts Marks	86	83	77	91	68	52	68	85	57	60

OR

Q.5(B) Bank of Lincoln is interested in reducing the amount of time people spend waiting to see a personal banker. The bank is interested in the relationship between waiting time (Y) in minutes and number of bankers on duty (X). Customers were randomly selected with the data given below: | 10M | 5 | 3 |

No. of bankers on duty	2	3	5	4	6	1	3	4	3	2
Waiting time	12.2	11.3	3.2	6.4	3.2	8.7	10.1	8.2	9.4	12.8

(a) Calculate the regression equation that best fits the data
(b) Calculate the sample coefficient of correlation and coefficient of determination.

Q.6 **CASE STUDY** | 10M | 4 | 5 |

An advertising firm is trying to determine the demographics for a new product. They have randomly selected 75 people in each of 5 different age groups and intrc the product to them. The results of the survey are given in the following table:

Future Activity	Age Group			
	Teenage	Young Age	Middle Age	Old Age
Purchase Frequently	12	18	17	22
Seldom Purchase	18	25	29	24
Never Purchase	45	32	29	29

Test for the association between these two attributes.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year I Semester (R20) Regular End Semester Examinations – SEPTEMBER 2021
DESIGN THINKING

Time: 3Hrs   Max Marks: 60

> Attempt all the questions. All parts of the question must be answered in one place only.
> **In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.**

		Marks	CO	BL
Q.1(A)	Explain the various components of design thinking.	10M	1	2
	OR			
Q.1(B)	List and explain the various design thinking tools.	10M	1	2
Q.2(A)	What makes design a decision making process? Explain in detail.	10M	2	2
	OR			
Q.2(B)	What is "Empathy"? "Without Empathy there is no Design Thinking Process". Elaborate using the types of Empathy.	10M	2	6
Q.3(A)	Explain the steps involved in Synthesizing and Integrating the ideas	10M	3	2
	OR			
Q.3(B)	Identify one real problem in your life. "The best way to solve a problem is to eliminate, or resolve, its root cause." Through 5 whys how can you go deep into your own problem and write the insights how to overcome. Suggest ways how might you improve your life by applying the root cause analysis.	10M	3	6
Q.4(A)	Explain the underlying hypotheses of business prototype models.	10M	4	2
	OR			
Q.4(B)	Categorize the differences and similarities between innovation and design thinking.	10M	4	4
Q.5(A)	Apply reflective thinking to a real-life problem in your surroundings.	10M	5	2
	OR			
Q.5(B)	What is reflection? Explain the reflective thinking.	10M	5	2
Q.6	Case study of real life:**"Is Change needed to make our life better?"** Mnujunath is an engineering student. He is a studious and hardworking guy since child hood. He scored 9.8% in Class X and 9.5 % in Intermediate. His parents are very caring and he got a convener seat and joined in an engineering college. Manjunath is the only child and parents love him a lot. Right from childhood he dreams to do his research program in IIT. After joining the hostel, he was fine in first semester. He is not an outgoing person and confines himself to the room always. His roommates talk a lot and force him to join them to watch the movies. He got addicted to Youtube and Amazon Prime movies. Then on he had no time to study and lost all the subjects in the first semester. His parents are worried about this unexpected turn.	10M		5

Manjunath himself is also worried about his backlogs. But not knowing how to go about. He is depressed but not able to come out of his comfort zone.

Why is this happening to him now? He knows he has to manage this. He cannot let this type of addiction to take over him in forth coming three years—or could he?

a. What problems Manjunath might have faced, due to watching films?(3M)
b. Empathize with the parents and write the worries of parents. (3M)
c. How might we help Manjunath to come out of his problem? Can he realize his childhood dream? What solutions you would like to offer him to stay focused to his aim? (4M)

END