

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBA I Year I Semester (R18) Supplementary End Semester Examinations – OCT 2020**  
**MANAGEMENT AND 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.1(A) Explain the principles and contributions of F.W.Taylor of scientific Management. 10 M

**OR**

Q.1(B) Discuss Ethics and Social Responsibilities of Business in present scenario. 10 M

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Q.2(A) Compare Line with line & staff organization structure. Explain the important principles of organizing? 10 M

**OR**

Q.2(B) Define Delegation? Explain about Centralization and De-centralization authorities with suitable examples. 10 M

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Q.3(A) Define Personality? Write about Traits and types of personality. 10 M

**OR**

Q.3(B) Analyse the factors which influence individual's behaviour at work? 10 M

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Q.4(A) List out five stages of group development? 10 M

**OR**

Q.4(B) Discuss about 2 D and 3D theories. 10 M

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Q.5(A) Explain about consequences and coping strategies. 10 M

**OR**

Q.5(B) Discuss the factors contributing towards creating sustainable culture? 10 M

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Q.6 **Case Study** 10 M

Anjali was working as a secretary in a leading software solution services organization. As a secretary, her work had been acknowledged by her supervisor as commendable. She would take responsibility of all activities that were under her influence. Once the project manager of the sales and marketing team had been to a client's place to sign a contract. In the meantime, some foreign clients made an unexpected visit to her office, requesting for a demonstration of a new product. Unfortunately, the person who was in charge of demonstrating the product was on leave. Anjali without panicking called up the person responsible at his residence and collected the details regarding the demonstration of the product. She then handled the demonstration successfully, and requested the clients to write down any clarifications they had regarding the product, so that the development team could get in touch with them regarding their comments and clarifications.

### Questions

1. Do you think what Anjali did on handling the customer is right?
2. According to your view, what kind of a personality does she possess?

**\*\*\*END\*\*\***

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**MBA I Year I Semester (R18) Supplementary End Semester Examinations – OCT 2020**  
**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.

Q.1(A) Explain in detail the relationship between Managerial Economics and Finance, Personnel, Marketing and Production management 10 M

**OR**

Q.1(B) What are the objectives of the firm and explain Optimization Techniques? 10 M

Q.2(A) Define the concept Elasticity of Demand. State different types of Price Elasticity of Demand with diagrams 10 M

**OR**

Q.2(B) Discuss different Demand forecasting techniques. 10 M

Q.3(A) Explain Internal and External economies. 10 M

**OR**

Q.3(B) Give an account on A) Short and Long Average Cost curves B) Risk and Uncertainty 10 M

Q.4(A) How Price and Output are determined under Oligopoly 10 M

**OR**

Q.4(B) Explain Different pricing Methods followed by firms. 10 M

Q.5(A) Write about 10 M  
i. Consumer price index  
ii. Employee Cost index

**OR**

Q.5(B) Define National Income? Explain various Concepts of National Income. 10 M

Q.6 **Case Study** 10 M

**Increased prices for drinks**

In 2010 the government's main medical adviser drew up plans for a minimum price for alcohol intended to double the cost of some drinks. Under the proposal no drinks could be sold for less than 50 pence per unit of alcohol they contain. This would mean most bottles of wine could not be sold for under £4.50. The proposal is aimed at reducing alcohol abuse. A spokesman for an opposition party said that it was more important to deal with peoples' attitudes and not just the price of alcohol.

The Portman Group, set up by drinks manufacturers to promote sensible drinking, argues that it would damage the majority of drinkers who behave responsibly in terms of their consumption. The NHS bill for alcohol abuse is an estimated £2.7bn a year. Recent figures show hospital admissions linked to alcohol use have more than doubled in England since 1995. Alcohol was the main or secondary cause of 207,800 NHS admissions in 2006/7, compared to 93,500 in

1995/96. The number of alcohol-related deaths in England has doubled since the early 1990s to nearly 9,000 a year.

**Questions**

1. What sort of product is alcohol in economic terms if the government wants to restrict consumption of it?
2. Analyze the social costs of alcohol consumption.
3. Analyze the factors that would determine the impact of a price increase on the consumption of alcohol
4. Is introducing a minimum price a better way of reducing consumption than trying to change peoples' attitudes?

**\*\*\*END\*\*\***

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**MBA I Year I Semester (R18) Supplementary End Semester Examinations – OCT 2020**  
**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.

Q.1(A)	Explain the concept of competitor analysis in business environment?	10 M
<b>OR</b>		
Q.1(B)	Discuss about the internal and external environments?	10 M
Q.2(A)	Discuss the role of Government for the growth of the business firm?	10 M
<b>OR</b>		
Q.2(B)	Write a note on classification of functions of state?	10 M
Q.3(A)	“Privatization has many drawbacks.” Explain the statement with suitable examples?	10 M
<b>OR</b>		
Q.3(B)	Bring out the impact of globalization on Indian economy?	10 M
Q.4(A)	Do you think that clean environment and economic development are inconsistent? Discuss	10 M
<b>OR</b>		
Q.4(B)	What is corporate governance and explain the factors influencing corporate governance?	10 M
Q.5(A)	Explain the rights of Consumers under the Consumer Protection Act, 1986?	10 M
<b>OR</b>		
Q.5(B)	“Consumer protection is essential for a healthy economy.” Elucidate the statement with suitable examples?	10 M
Q.6	<b>Case Study</b>	10 M

**Globalization of Pop Culture**

Cultural barriers are one of the most talked about in international business problems. It is, however, very interesting to note that cross-border transmission of culture is very rampant. Many politicians, sociologists and others are highly critical of the invasion of the western culture in the developing countries. The export of American culture is interpreted as means to spread American imperialism. The Coca Cola culture or the corn flakes culture or the pop culture are terms which have come to be very broadly used to include, besides the pop music and associated things, the Western products and styles such as foreign jeans, cola drinks, fast foods, Hollywood movies and the like the youth, particularly, are crazy about. They have fast spread to the developed and developing countries.

The emergence of culture as economic goods that can be traded—crafts, music, films, TV programs, software, books, tourism etc. – has contributed very substantially to the globalization of culture.

A UNESCO study shows that world trade in goods with cultural content-printed matter, literature, music, visual arts, cinema and photographic, radio and television equipment has grown tremendously. For the United States, the largest single export industry is not aircraft, computers, or automobiles – it is entertainment, in films and television programs. Hollywood films grossed more than \$30 billion worldwide in 1997 and in 1998 a single movie Titanic grossed more than \$1.8 billion.

As the Human Development Report 1999 points out, the vehicles for this trade in cultural goods are the new technologies. Satellite communications technology from the mid-1980s gave rise to a powerful new medium with a global reach and to such global media networks as CNN. The development of the Internet is also spreading culture around the world, over an expanded telecommunications infrastructure of fiber optics and parabolic antennas.

The report referred to above points out that the global market for cultural products is becoming concentrated, driving out small and local industries. At the core of the entertainment industry—film, music and television—there is growing dominance of US products and many countries are seeing their local industries wither. Although India makes the most films each year, Hollywood reaches every market, getting more than 50 percent of its revenues from overseas, up from just 30 percent in 1980. It claimed 70 percent of the film market in Europe in 1996, up from 56 percent in 1987 and 83 percent in Latin America and 50 percent in Japan. By contrast, foreign films rarely make it big in the US, taking less than 3 percent of the market there.

**Questions:**

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1. In the light of the above account, evaluate the view that culture is a highly difficult barrier to international business.
  2. What is the implication of the spread of pop culture for business?
  3. What could be the reasons for the adoption, particularly by the youth, of the pop culture.
  4. Can pop culture encourage achievement motivation.
  5. Discuss the social implications of the pop culture.

**\*\*\*END\*\*\***

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**MBA I Year I Semester (R18) Supplementary End Semester Examinations – OCT 2020**  
**FINANCIAL 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.

Q.1(A) Define Accounting? Explain its importance, objectives and users of accounting information. 10 M

OR

Q.1(B) In 2008 March 1st M/S Vinay & Co. commenced business. Journalize the following transactions and post them into ledger. 10 M

Mar. 1 Capital brought into the business	Rs. 50,000
Mar. 4 Sold goods to Ajay	Rs. 12,000
Mar. 6 Purchases from Sanjay	Rs. 10,000
Mar. 7 Sold goods to Paul for cash	Rs. 8,000
Mar. 9 Bought goods from John	Rs. 2,000
Mar. 10 Paid for freight	Rs. 500
Mar. 12 Cash received from Richards	Rs. 5,000
Mar. 15 Paid salaries to Rao	Rs. 2,500
Mar. 18 Loan given to Ramana	Rs. 1,000
Mar. 22 Sales	Rs. 1,500
Mar. 24 Rent	Rs. 2,000

Q.2(A) Explain about Classification of capital and revenue expenses. Briefly discuss about Final Accounts. 10 M

OR

Q.2(B) From the following Trial balance of Mr, Ramesh prepare final accounts for the year ended 31-3-2009 10 M

Dr.

Cr.

Particulars	Amount	Particulars	Amount
Purchase	25,200	Sales	61,604
Furniture	1,600	Capital	35,000
Wages	3,500	Purchase returns	225
Machinery	20,000	Creditors	3,900
Opening stock	17,525	Bank overdraft	3,000
Sales returns	1,200	Bills payable	2,000
Debtors	1,0400		
Carriage on purchase	200		
Salaries	1,0600		
Carriage on sales	503		
Rent & taxes	2,001		
Cash at bank	8,000		
Drawings	5,000		
	105729		
			105729

- 1) Outstanding salaries Rs.400
- 2) Prepaid rent & taxes Rs. 201.
- 3) Write off Rs. 400 as Bad debts and create 5% Reserve for Bad debts.
- 4) Depreciate machinery by 10%.

- 5) Interest on capital 5% and interest on drawings 10% is to be provided.  
6) Provide 2% as Reserve for discount on creditors.

Closing stock 16800

Q.3(A) Discuss about issue of shares at Discount and premium. Explain about issue and Redemption of Debentures. 10 M

OR

Q.3(B) Facebook Ltd. issued 5 million shares of 100 \$ each on 1st April, 2006. The amount payable on these shares was as under: 10 M  
30 \$ per share on application.  
20 \$ per share on allotment.  
50 \$ per share on first and final call.  
Applications were received for 5.2 million shares. 0.2 million shares applications were rejected. The remaining shares were duly allotted, calls made and money realised except on 50 shares on call. These 50 shares were forfeited. Journalize the transactions.

Q.4(A) From the following balance sheet of Ashok Leyland calculate liquidity ratio. 10 M

Liabilities	Amount Rs.'000	Assets	Amount Rs.'000
Preference share capital	100	Land & Buildings	225
Equity share capital	150	Plant & Machinery	250
General Reserves	250	Furniture & Fittings	100
Debentures	400	Stock	250
Creditors	200	Debtors	125
Bills Payable	50	Cash at Bank	250
Outstanding Expenses	50	Cash in Hand	125
Bank Loan	300	Prepaid Expenses	50
		Marketable Securities	125
	1500		1500

OR

Q.4(B) Define Fund flow statement and cash flow statement. Explain the objectives of them. 10 M

Q.5(A) Describe the features, merits and demerits of Computerized Accounting 10 M

OR

Q.5(B) Distinguish between manual accounting and computerized accounting 10 M

Q.6 Case Study 10 M

From the following Balance Sheet and Trading and Profit & Loss Account of XYZ Co. Ltd., calculate the relevant ratios:

Balance Sheet of XYZ Co. Ltd as on March 31, 2018

(Rs. in Crore)

Liabilities	Amount	Assets	Amount
Share Capital (1,00,00,000 equity shares of Rs.10 each)	10.00	Fixed Assets (net)	34.00
Reserves & Surplus	15.20	Current Assets:	23.40
Secured Loans	14.30	Cash & Bank	0.20
Unsecured Loans	16.90	Debtors	11.80
Current Liabilities & Provisions	10.50	Inventories	10.60
		Pre-paid expenses	0.80
		Investments	10.50
Total	67.90	Total	67.90



Trading and Profit & Loss Account of XYZ Co. Ltd  
for the year ending March 31, 2018

(Rs. in Crore)

Dr.

Cr.

Particulars	Amount	Particulars	Amount
Opening Stock	8.00	Sales (net)	70.10
Purchases	44.70	Closing Stock	10.60
Wages and Salaries	6.80		
Other Mfg. Expenses	6.30		
Gross Profit	14.90		
Total	80.70	Total	80.70
Administrative & Personnel Expenses	1.20	Gross Profit	14.90
Selling & Distribution Expenses	1.80		
Depreciation	3.00		
Interest	2.10		
Net Profit	6.80		
Total	14.90	Total	14.90
Income Tax	3.50	Net Profit	6.80
Equity Dividend	2.00		
Retained Earning	1.30		
Total	6.80	Total	6.80

Market price per equity share - Rs. 20.00

Find out : 1. Earnings Per Share, 2. Return on Equity, 3. Quick Ratio,  
4. Inventory Turnover Ratio, 5. Average Collection period.

\*\*\*END\*\*\*

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**

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**MBA I Year I Semester (R18) Supplementary End Semester Examinations OCT 2020****BUSINESS LAW AND 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.

Q.1(A) What are the sources of Indian law? Discuss any one important source of law and justify why it is important. 10 M

**OR**

Q.1(B) Enumerate some of the contracts which are expressly declared to be void by the Indian Contract Act, 1872. 10 M

Q.2(A) Enumerate the different types of partners and briefly explain the extent of their liabilities. 10 M

**OR**

Q.2(B) What is meant by dissolution of a firm under what circumstances a firm is compulsorily dissolved. 10 M

Q.3(A) "As per company act 2013 there are different types of company" Explain them in detail? 10 M

**OR**

Q.3(B) Discuss Registration and Incorporation of companies under companies act 2013. 10 M

Q.4(A) Explain the concept of CGST and SGST with suitable examples. 10 M

**OR**

Q.4(B) "Filing return is mandatory", Explain the forms associated with the filing of returns. 10 M

Q.5(A) Analyze the need for digital signature along with the procedure for obtaining digital Signature. 10 M

**OR**

Q.5(B) Explain the procedure and power associated with the appellate tribunals? 10 M

Q.6 **Case Study** 10 M

A minor, broke his right leg in a football match. He engaged B, a doctor, for the treatment. Does the doctor have a valid claim for his services? Support your answer with the provisions of Indian Contract Act, 1872 dealing with the minor's agreements.

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**MBA I Year I Semester (R18) Supplementary End Semester Examinations – OCT 2020**  
**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.

- Q.1(A) i. Define Matrix. Explain the operations of Matrices. 5M  
ii. What is Cramer's rule? explain 5M

OR

- Q.1(B) i. Explain the concept of minima and maxima. 10 M  
ii. Find the second order derivative of the following function.  
 $Y=4x^5 + 7x^4 + 2x^2 + \log x$

- Q.2(A) A) Describe how statistics is useful for managerial Decision making. 10 M  
B) Explain the functions of statistics.

OR

- Q.2(B) The following table gives the frequency distribution of expenditure on education per family per month among middle class families in two towns. 10 M

Expenditure	Town -A	Town -B
3-6	28	34
6-9	292	284
9-12	389	401
12-15	212	202
15-18	59	48
18-21	18	21
21-24	2	5

- Find the arithmetic means and S.D .of the expenditure at both the towns
- Find out which of the towns shows greater variability.

- Q.3(A) Define 'correlation' Explain positive and negative correlation diagrammatically. 10 M

OR

- Q.3(B) Find the coefficient of correlation by Karl Pearson's method between the two variables x and y 10 M

x	57	42	40	33	42	45	42	44	40	40	56	43
y	10	60	30	41	29	27	27	19	18	18	19	29

- Q.4(A) State and prove Bayes theorem and write a note on its importance in statistics. 10 M

OR

- Q.4(B) i. Two cards are drawn at random from the pack of playing cards. What is the probability that the drawn cards are either king cards or diamond cards? 5 m  
ii. A bag contains 6 white and 4 black balls, 2 balls are drawn one after another without replacement. What is the probability that these balls are white and black? 5 M

Q.5(A) Define Normal distribution. What are the characteristics of a normal distribution 10 M

OR

Q.5(B) Ten unbiased coins are tossed simultaneously Find the probability of obtaining. 10 M  
a) Exactly 6 heads b) at least 8 heads c) no head d ) at least one head

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Q.6 **Case Study** 10 M

From the following data, obtain the two regression equations

sales	91	97	108	121	67	124	51	73	111	57
Purchases	71	75	69	97	70	91	39	61	80	47

\*\*\*END\*\*\*

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**MBA I Year I Semester (R18) Supplementary End Semester Examinations – OCT 2020**

**INDIAN ETHOS AND BUSINESS ETHICS**

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.1(A) Explain a few management lessons learnt from the Bible. 10 M

OR

Q.1(B) "Indian scriptures are the foundation of Management." Justify the statement with suitable examples. 10 M

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Q.2(A) Discuss in difference between Indian v/s Western Management? 10 M

OR

Q.2(B) Discuss in difference between Secular v/s Spiritual Values? 10 M

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Q.3(A) Discuss the contemporary approaches of leadership in the present modern management. 10 M

OR

Q.3(B) Justify the statement of "Corporate Karma Leadership". 10 M

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Q.4(A) Distinguish between Absolutism verses Relativism. 10 M

OR

Q.4(B) Discuss about teleological approach and the deontological approach briefly? 10 M

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Q.5(A) Explain about ethics and ethos? Discuss about ethical and value based leadership? 10 M

OR

Q.5(B) Elaborately discuss on "Indian wisdom & Indian approaches towards business ethics". 10 M

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Q.6 **Case Study** 10 M

Ramu is an entrepreneur; he is performing his business ventures under ethical act. Gagan is friend of Ramu, but he has envious nature and jealous from Ramu. Ramu also aware that his friend jealous from him, as one more friend of Ramu, whose name is Sanju misguided Gagan vs Ramu. Ramu is visiting a temple closer to his area and provide a small food package to five hungry peoples every day. Gagan is visiting same temple just after Ramu to snatch those packets from those hungry peoples. Apart from this, Gagan is also planning with his friends to injure the Ramu. Ramu is not taking any action against Gagan.

**Questions:**

1. Provide a brief note about Gagan and Ramu as per the law of karma?
2. What should Ramu do under ethical act?

\*\*\*END\*\*\*