

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

MBA I Year I Semester (R14) Supplementary End Semester Examinations – Dec 2017
MANAGEMENT & ORGANIZATIONAL BEHAVIOR

Time: 3Hrs

Max Marks: 50

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 Management? Explain the nature and features of Management?	8M
OR		
Q.1(B)	Explain various phases of Hawthorne Experiment and its implications to management?	8M
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Q.2(A)	What is decision making? Write the stages involve in decision making process.	8M
OR		
Q.2(B)	Define managerial control? Explain various types of control?	8M
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Q.3(A)	What is motivation? What are the implications of Maslow's theory for managers to motivate employees?	8M
OR		
Q.3(B)	What is organizational citizenship behavior? Explain the need for inculcating such behavior among employees in an organization?	8M
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Q.4(A)	What is group cohesiveness? Explain the factors those affect group cohesiveness?	8M
OR		
Q.4(B)	What is leadership? State the differences between a leader and a manager?	8M
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Q.5(A)	Discuss the causes and consequences of occupational stress?	8M
OR		
Q.5(B)	Differentiate organizational climate from organizational culture?	8M
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Q.6	Case Study	10M
<p>Sunny Beverages is a prominent business group in India. The company is doing well in the foods and beverages sectors in India. The company introduced a new product on test market basis a ready-to-drink natural fruit juice in India in July 2017. Within three months, the product received appreciations from its targeted segments. In fact the product posed a challenge to the existing local brands of soft drinks in India. Mr. K P Kamath, CEO of the company, celebrated the success of new product in the month of November 2016. To his surprise, CEO saw a piece of news in the next day newspaper that around 10 people were admitted in a hospital due to ill health consequent upon consuming the fruit juice made by Sunny Beverages.</p>		

The CEO formed a cross functional team to investigate to find the reasons for the down beaten incident. The team thoroughly investigated and found that preservatives used in the product are not as per the standards. After further enquiry, the team found that there was no checking and verification. The company realized the need for control and immediately established a quality control unit. The company took six months to gain customer confidence.

1. Justify the saying 'First impression is the best impression' by collecting inputs from the given case.
2. Explain the cost of poor managerial control?

END

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MBA I Year Semester (R14) Supplementary End Semester Examinations – Dec 2017
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)	What is Managerial Economics, and explain its Scope and Nature of Managerial economics?	10M
OR		
Q.1(B)	What are Managerial Utility models in managerial economics? Explain.	10M
Q.2(A)	Discuss income elasticity of demand and what is its relevance in business?	10M
OR		
Q.2(B)	Discuss in detail about the determinants for demand forecast?	10M
Q.3(A)	What is Production? Explain Law of variable Proportions and three stages of Production.	10M
OR		
Q.3(B)	What are ridge lines? What is their significance to a firm? Explain Slope of Iso-quant.	10M
Q.4(A)	What are the features of Oligopoly and Classify the Oligopoly Situation.	10M
OR		
Q.4(B)	What are various methods of pricing used in practice?	10M
Q.5(A)	How Gross National Product is different from Gross Domestic Product? Explain.	10M
OR		
Q.5(B)	What are various competition-oriented pricing methods? Explain.	10M
Q.6	Case Study	10M
	<p>The city of Pune has a hundred petrol pumps selling identical products, but owned by different owners. The total market demand is given by $Q = 50000 - 20000 p$. the total supply function is given by: $Q = 25000 P$. one of the oil companies decided to take over all of these pumps. There is no apparent cost advantage because the cost function remains the same, regardless of whether it is one large company or many small ones.</p> <p>The users of petrol are disturbed and annoyed at this because they anticipate exploitation. You are this required to calculate the following:</p> <p>(a) The price prior to the merger.</p> <p>(b) The price post-merger.</p> <p>Note that the supply function is nothing but the rising part of the relevant cost function. If the government steps in and decides to regulate the price, would you recommend a marginal cost pricing regulation? Why or why not? Discuss the ideal market structure, given the nature of the commodity.</p>	
END		

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(UGC-AUTONOMOUS)

MBA I Year ■ Semester (R14) Supplementary End Semester Examinations – Dec 2017**QUANTITATIVE TECHNIQUES**

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) The cost and revenue functions of a firm are 10M
 $C = 100 + 0.015 X^2$ and $R = 3X$

Where C = total cost, R= total revenue and X = the number of units of output.
Calculate the output at which profit is maximum, and ascertain such maximum profit.

OR

Q.1(B) Solve the following system of equations 10M
 $X - 2Y + 3Z = 1$
 $3X - Y + 4Z = 3$
 $2X + Y - 2Z = -1$

Q.2(A) Monthly salaries of a group of employees are given below. Calculate mean and mode of the distribution. 10M

Salary (in Rs '000)	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of persons	5	12	23	30	18	14	8

OR

Q.2(B) Calculate Bowley's co-efficient of Skweness for the following data. 10M

Annual sales (Rs.Lakhs)	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Number of firms	12	16	26	38	22	15	7	4

Q.3(A) Obtain the rank correlation coefficient between the variables X and Y from the following data 10M

X	50	55	65	50	55	60	50	65	70	75
Y	110	110	115	125	140	115	130	120	115	160

OR

Q.3(B) . You are given the following information about advertising expenditure and sales: 10M

	Adv.Exp (X) (Rs.Lakhs)	Sales (Y) (Rs.Lakhs)
Mean	20	100
S.D	5	12
Correlation co-efficient (r) = 0.8		

- Construct the two regression equations
- Find likely sales when advertisement expenditure is Rs. 25 Lakhs?
- What should be the advertisement expenditure if the company wants to attain the sales target of Rs. 130 lakhs.

- Q.4(A) i. From a bag containing 10 black and 20 white balls, two balls are drawn at random from the bag. What is the probability that drawn balls are black? 5M
 ii. One card is selected at random from a pack of playing cards. What is the probability that it is either a king or queen? 5M

OR

- Q.4(B) A Television manufacturing company produces 20%, 30% and 50% of LED TV sets in three plants X, Y and Z respectively. It is known that 2%, 4% and 3% of the TV sets produced from X, Y and Z are defective. If a TV set is purchased and is found to be defective, What is the probability that it was produced by (a) Plant X (b) Plant Y 10M

- Q.5(A) 10 % of the electric bulbs manufactured by a company are defective, Find the probability that out of 5 bulbs chosen at random (a) at least 2 (b) at most 3 will be defective. 10M

OR

- Q.5(B) A sample of 100 dry battery cells tested to find the length of life produced the following results: mean (μ) = 12 hours, standard deviation (σ) = 3 hours. Assuming the data to be normally distributed, how many number of batteries are expected to have life
 (a) between 10 and 14 hours (b) more than 15 hours 10M

- Q.6 **Case Study (Compulsory)** 10M

The personnel department of a company has records which show the following analysis of its 200 engineers:

Age (in Years)	Bachelor's degree	Master's degree	Total
Under 30	90	10	100
30-40	20	30	50
Over 40	40	10	50
Total	150	50	200

If one engineer selected at random from the company, find the probability that

- (a) He has only a bachelor's degree
 (b) He is over 40 years of age
 (c) He has a master's degree given that he is over 40 years
 (d) He is under 30 years given that he has only a bachelor's degree

END