

Hall Ticket No:

Course Code: 14MBA11TO1

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year I Semester (R14) Supplementary End Semester Examinations – June 2018
MANAGEMENT & 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 Process of Management. Discuss the significance of studying management as a discipline. 10M
- OR
- Q.1(B) Explain the role of ethics and social responsibilities in doing profitable business. 10M
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- Q.2(A) Why are planning and controlling called significant functions of management?
How do they both differ in their implementation? 10M
- OR
- Q.2(B) Explain the various types of controlling. Explain why predetermined standards are necessary for effective managerial control? 10M
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- Q.3(A) Critically examine and explain Maslow's Hierarchy of needs with examples. 10M
- OR
- Q.3(B) Discuss the organization application of social learning theory. 10M
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- Q.4(A) Explain Managerial grid Model and discuss which leadership style brings about win-win situation in organization. 10M
- OR
- Q.4(B) Explain the 2 dimensional and 3 dimensional leadership theories with examples. 10M
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- Q.5(A) Define Stress. Explain the Stress Coping Mechanisms organisations can implement. 10M
- OR
- Q.5(B) Distinguish between organizational culture and climate? Discuss the factors contributing towards creating sustainable culture 10M
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- Q.6 **CASE STUDY**
- Sri Radhakrishna Jute Mills Pvt Ltd is established in 1992 at Kakinada, Andhra Pradesh. The company manufactures jute bags for packing of food grains and sugar and a small quantity of jute twine and yarn, that are mostly sold in the domestic market across India. The company enjoys a strong reputation as a reliable manufacturer and supplier of quality jute goods all over the country more particularly in South India, where most of its products are marketed. Mr. Radhakrishna, the founder of the firm has been serving as Managing Director since its inception. Mr. Jayakanth is founder- General Manager of the company. GM is the only direct report to the MD. All other managerial staff report to GM. Organizational structure inform us the paramount role of Mr. Jayakanth. Very recently Mr. Radhakrishna departed at the age of 65 years. Mr. Hitesh, son of Mr. Radhakrishna is a professional management graduate with a reasonable industry experience is forced to occupy MD position in the company. In a few months Mr. Hitesh has come to know that the ideology is inconsistent between GM and him. Mr. Hitesh always wants to be very strategic in Marketing. Hence he took the control over the marketing function. GM is asked to look after other operations. Now Marketing Manager directly reports to the MD. This gesture of Hitesh was not welcome by Mr. Jayakanth. He resisted the change in the
- 10M

structure, stating that he felt that he was degraded by the move. A few senior managers also support the opinion of Jaykanth.

Answer the following questions

1. Who do you think is right in this case- Mr. Jayakanth or Mr. Hitesh? Why?
2. Make out the reasons for poor mismatch of ideology between Jayakanth and Hitesh ?
3. Suggest a remedy to solve this conflict.

Hall Ticket No:

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Course Code: 14MBA11TO2

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

MBA I Year I Semester (R14) Supplementary End Semester Examinations – June 2018
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)	Define Managerial Economics? Explain the role of managerial economist.	10M
OR		
Q.1(B)	Explain the nature and scope of managerial economics.	10M
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Q.2(A)	Define law of demand and its exceptions of law of demand.	10M
OR		
Q.2(B)	Write a note on elasticity of supply.	10M
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Q.3(A)	Define Production? Explain the law of returns to scale in production analysis.	10M
OR		
Q.3(B)	Discuss about the cost output relationship in short and long run.	10M
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Q.4(A)	Explain the price output determination under perfect competition.	10M
OR		
Q.4(B)	What are the various methods of pricing strategies used in practice.	10M
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Q.5(A)	Define national income? Explain the concepts of national income.	10M
OR		
Q.5(B)	How Gross National Product is differ from Gross Domestic Product? Discuss.	10M
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Q.6	Case Study	10M

Shri Siddhartha Roy, an Economist, Hindustan Lever Ltd., has estimated that if there is one percent increase in the prices of textiles, the demand for textiles would come down by 1.4 percent. Similarly, if the food prices go up by one percent, the demand for textiles would decline by 0.98 percent. Finally, if there is one percent increase in the share of agriculture in the national income, then the final demand for textiles would go up by 0.3 percent. Price elasticity is an area where active interventions by the mills can contribute to the expansion of demand. The margins in textile business as shown by NCAER and Anubhais and Bijapurkar study vary from 28 percent to 48 percent. (This includes margins of manufacturers, wholesalers, semi-wholesalers and retailers). If the distribution system could be rationalized so as to bring down the final price of cloth, then by exploiting price elasticity alone, demand can go up.

Questions:

1. Identify the various types of demand elasticities relevant to textiles demand in India.
2. What role has been visualised for price-elasticity of demand for textiles in India?
3. If price of cloth is reduced by 15%, how much will the demand increase?

END

Hall Ticket No:

Course Code: 14MBA11TO6

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

MBA I Year I Semester (R14) Supplementary End Semester Examinations – June 2018
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) i. Explain the concept of minima and maxima. 10M
ii. Find the output, which maximizes the profit P given by the relationship
 $P = 5000 + 1200Q - Q^2$

OR

- Q.1(B) Solve the following system of equations. 10M
$$2x_1 - x_2 + 3x_3 = 9$$
$$x_2 - x_3 = -1$$
$$x_1 + x_2 - x_3 = 0$$

- Q.2(A) Calculate Arithmetic mean and Median for the following distribution: 10M

Sales (in Rs 'ooo)	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No of shops	10	20	35	40	20	15	10

OR

- Q.2(B) Goals scored by two teams in football session were as follows. 10M

No. of goals Scored	0	1	2	3	4	5
Team-A	15	10	7	5	3	2
Team-B	20	10	5	4	2	1

Calculate Coefficient of variation and state which team is more consistent.

- Q.3(A) Find Correlation coefficient to the following data: 10M

X	44	46	46	48	52	54	54	56	60	60
Y	36	40	42	40	42	44	46	48	50	52

OR

- Q.3(B) You are given the following data 10M

	X	Y
Mean	36	85
Standard Deviation	11	8
Correlation Coefficient between X and Y is 0.66		

Find the two regression equations and estimate the value of X when Y=75

- Q.4(A) i. One card is drawn from a standard pack of 52. What is the probability that it is either a king or queen card? 5M
ii. A bag contains 5 white and 3 black balls. Two balls are drawn one after another without replacement. Find the probability that both balls are black. 5M

OR

- Q.4(B) A business man goes to hotels X, Y, Z, 20%, 50%, 30% of the time respectively. It is known that 5%, 4%, 8% of the rooms in X, Y, Z hotels have faulty plumbing. What is the probability that business man's room having faulty plumbing is assigned to (i) Hotel-X (ii) Hotel -Y 10M

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- Q.5(A) It is given that 3% of electric bulbs manufactured by a company are defective. Using Poisson approximation, Find the probability of a sample of 100 bulbs will contain (i) Exactly 2 bulbs (ii) at most 2 bulbs (iii) at least 2 bulbs defectives. 10M

OR

- Q.5(B) In a sample of 1000 cases, the mean of a certain test is 15 and standard deviation is 3. Assuming the distribution to be normal, find 10M
(i) How many score above 18 marks?
(ii) How many score between 12 and 15 marks?
How many score below 15?

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- Q.6 **Case Study** 10M

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

Shift	Good	Bad
Day	900	130
Evening	700	170
Night	400	200

Is there any association between the shift and quality of parts produced?

(Given for $v = 2$, $\chi_{0.05}^2 = 5.991$)

END