

Hall Ticket No: 

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Course Code: 14MBA11T01

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

**MBA I Year I Semester (R14) Regular &  
Supplementary End Semester Examinations – Dec/Jan- 2015-16**  
(Regulations: R14)

**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 I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) Discuss the principles of Scientific Management? Why the principles of Scientific Management have been criticized? 10M

OR

Q.1(II) What are human relations? Discuss the contributions to human relations? 10M

Q.2(I) Write short notes on 10M

- a. Functional structure
- b. Product structure
- c. Divisional structure
- d. SBU structure

OR

Q.2(II) How do you make delegation of authority effective? 10M

Q.3(I) People behave differently in different situations-Why? 10M

OR

Q.3(II) Explain factors affecting job satisfaction through Herzberg two factor theory? 10M

Q.4(I) Explain various types of groups? Write the relative merits and demerits of informal groups? 10M

OR

Q.4(II) Define leadership? Explain various leadership styles? 10M

Q.5(I) Define organizational culture? Write various types of organizational culture? 10M

OR

Q.5(II) What is occupational stress? Write how to cope with the stress?

10M

Q.6(I)

**Case Study**

10M

Dr. Ravi is a professor of Mechanical engineering in a reputed engineering institution. Once he was addressing the students gave a statement, "India buys low quality spare parts from Ukraine and East European countries. At times, it even buys spare parts that have outlived their utility, thus creating conditions for frequent MiG crashes," after giving the statement He questioned a student, how he can relate this example to his field of discipline. The student started by saying that, "if I produce some nuts/bolts, I should understand the consequences". The Professor immediately made a remark (on the lighter side) saying that, "*you are not studying 4 years of B.Tech Course just to produce nuts & bolts*". This statement made all the students laugh at him and the student's ego was hurt. From then on the student was silent till the end of the class.

1. Critically evaluate the case and find reasons for why the student's ego was hurt?
2. How the above situation impacts the learning of the student and class as a whole?

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

Hall Ticket No:

Course Code: 14MBA11T02

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

(UGC-AUTONOMOUS)

**MBA I Year I Semester (R14) Regular &**

**Supplementary End Semester Examinations – Dec/Jan- 2015-16**

(Regulations: R14)

**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 I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) Define Managerial Economics? Explain nature and scope of Managerial Economics. 10M

OR

Q.1(II) Describe the role of Managerial Economist in the modern business world? 10M

Q.2(I) What do you understand by Elasticity of Demand? Explain types of elasticity of demand. 10M

OR

Q.2(II) Define Demand forecasting? Explain various techniques of demand forecasting? 10M

Q.3(I) Define production? Explain cobb-Douglas production function with suitable example. 10M

OR

Q.3(II) What are economies of scale? Explain internal and external economies of scale? 10M

Q.4(I) Define market? Explain about the features of perfect and imperfect market competition. 10M

OR

Q.4(II) What is pricing? Explain different types of pricing methods. 10M

Q.5(I) Define National Income? Explain concepts and measurement methods of National income. 10M

OR

Q.5(II) Write the Following: 10M  
a. Gross Domestic Product  
b. Gross National Income

Q.6(I) **Case Study** 10M

Years	Sales (In Rs. Lacs)
2004	120
2005	140
2006	150
2007	140
2008	170

Q. Find out the estimated sales for next five years i.e. 2009 to 2013.

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



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**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 I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) Discuss the need for FDI in India. 10M

OR

Q.1(II) Explain the various factors of internal environment that influence the business policy of an organisation. 10M

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Q.2(I) What are the major causes for disequilibrium in Balance of payment? 10M

OR

Q.2(II) Explain the recent changes in the composition and direction of India's foreign trade. 10M

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Q.3(I) Budget approval is a big exercise because without it (a) no tax can be levied, (b) no expenditure can be incurred, and (c) Government can spend only approved items. - Comment 10M

OR

Q.3(II) Discuss various instruments of fiscal policy in brief. 10M

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Q.4(I) What do you mean by credit policy? Explain briefly the methods that RBI follow to maintain the monetary stability. 10M

OR

Q.4(II) What is monetary policy? State the measures of money stock? 10M

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Q.5(I) What is organized sector of the Indian money market? Explain call money market. 10M

OR

Q.5(II) What is the objective of consumer protection act? Discuss consumer dispute redressal agencies under consumer protection act 1986. 10M

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Q.6(I) **Case Study - Whose Basmati is it?** 10M

In late 1997, an American company RiceTec Inc, was granted a patent by the US patent office to call the aromatic rice grown outside India 'Basmati'. RiceTec Inc, had been trying to enter the international Basmati market with brands like 'Kasmati' and 'Texmati' described as Basmati-type rice with minimal success. However, with the Basmati patent rights, RiceTec will now be able to not only call its aromatic rice Basmati within the US, but also label it Basmati for its exports. This has grave repercussions for India and Pakistan because not only will India lose out on the 45,000 tonne US import market, which forms 10 percent of the total

Basmati exports, but also its position in crucial markets like the European Union, the United Kingdom, Middle East and West Asia. In addition, the patent on Basmati is believed to be a violation of the fundamental fact that the long grain aromatic rice grown only in Punjab, Haryana, and Uttar Pradesh is called Basmati. According to sources from the Indian Newspaper, Economic Times, "Patenting Basmati in the US is like snatching away our history and culture."(1)

#### The Rice Patent

RiceTec Inc, was issued the Patent number 5663484 on Basmati rice lines and grains on September 2, 1997.

In abstract, "the invention relates to novel rice lines and to plants and grains of these lines. The invention also relates to a novel means for determining the cooking and starch properties of rice grains and its use in identifying desirable rice lines. Specifically, one aspect of the invention relates to novel rice lines whose plants are semi-dwarf in stature, substantially photoperiod insensitive and high yielding, and produce rice grains having characteristics similar or superior to those of good quality Basmati rice. Another aspect of the invention relates to novel rice lines produced from novel rice lines. The invention provides a method for breeding these novel lines. A third aspect...relates to the finding that the starch index (SI) of a rice grain can predict the grain's cooking and starch properties, to a method based thereon for identifying grains that can be cooked to the firmness of traditional Basmati rice preparations, and to the use of this method in selecting desirable segregants in rice breeding programs." (2)

According to the WTO Agreement, Geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunately thing is that Government of India has not taken timely steps for protecting our Geographical indications and bio-diversity. Although a Geographical Indication of Goods Bill was introduced in Indian parliament in 1999, even at the end of 2001 it had not become an Act.

#### References

1. <http://www.economictimes.com/today/12home1.htm>
2. [http://www.sciweb.com/home/eddyjake/patents/patents\\_800\\_10\\_2\\_97.html](http://www.sciweb.com/home/eddyjake/patents/patents_800_10_2_97.html)

#### Question

Evaluate the role played by Government of India in Preventing the misuse of the name basmati.

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Hall Ticket No: 

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Course Code: 14MBA11T04

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
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**MBA I Year I Semester (R14) Regular &  
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(Regulations: R14)

**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 I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) Without accounting concepts and conventions objectivity, reliability, consistency 10M  
and comparability of accounts cannot be maintained” – comment.

OR

Q.1(II) From the following Trial Balance of Sri Sainadha, prepare Trading and Profit and 10M  
Loss Account for the year ending 31<sup>st</sup> March. 2013 and Balance Sheet as on that  
date after taking into account the adjustments at the bottom of the Trial Balance.

<i>Particulars</i>	<i>Debit Rs.</i>	<i>Particulars</i>	<i>Credit Rs.</i>
Sainadha's Drawings	4,500	Sainadha's Capital	24,000
Purchases	20,000	Sales	30,500
Returns inwards	1,500	Discount	1,900
Stock (01.04.2012)	8,000	Sundry Creditors	10,000
Salary	4,200	Bills payable	2,500
Wages	1,200		
Rent	350		
Bad debts	400		
Discounts	700		
Sundry debtors	14,000		
Cash in hand	260		
Cash at bank	5,940		
Insurance	400		
Trade expenses	300		
Printing	150		
Furniture	2,000		
Machinery	5,000		
	68,900		68,900

**Adjustments:**

1. Closing stock was valued at Rs.7,000
2. Insurance was prepaid to the extent of Rs.600.
3. Outstanding liabilities were: Salary Rs.200, wages Rs.200.
4. Make provision for doubtful debts at 5% on sundry debtors.
5. Calculate interest on Capital at the rate of 5% p.a.
6. Depreciate machinery at 5% and furniture at 10%.
7. Provide for discount on creditors at 1%.

Q.2(I) Mallika Engineering Co. purchased a machinery costing Rs.90,000 on 1<sup>st</sup> January 2010. On 30.6.2010 additional machinery was purchased for Rs.10,000. On 31.12.2010, machinery costing Rs.2,000 purchased on 1.1.2010 was sold for Rs.2,100. On 31.12.2011, machinery costing Rs.6,000 originally purchased on 1.1.2010 was sold for Rs.4,000. You are required to prepare Machinery Account for two years ending 31<sup>st</sup> December by charging 10 per cent depreciation under diminishing balance method. 10M

OR

Q.2(II) State the various methods of pricing the issue of materials. Mention a method to be adopted for the issue of materials for an industry where their cost is fluctuating constantly. 10M

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Q.3(I) ABC Co. Ltd., invited applications for 10,000 shares of Rs.100 each at a discount of 6% payable as follows: 10M

On Application Rs.25

On Allotment Rs.34

On First and Final Call Rs.35

Applications were received for 9,000 shares and all these applications were accepted. All money due were received except the first and final call on 20 shares, which were forfeited. These 20 shares were re-issued @ Rs.90 fully paid.

Pass entries in the cash book and journal of the company. Also show how these transactions will be reflected in the company's balance sheet.

OR

Q.3(II) Explain (a) redemption of debentures out of capital, and (b) redemption of debentures out of profits. 10M

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Q.4(I) What do you mean by financial statement analysis? Discuss the objectives of it. 10M

OR

Q.4(II) The following are the ratios relating to the activities of Indian Traders Ltd: 10M

Debtors velocity – 3 months

Stock velocity - 8 months

Creditors velocity - 2 months

Gross profit ratio - 25%

Gross profit for the current year ended 31<sup>st</sup> December amounted to Rs.4,00,000.

Closing stock of the year is Rs.10,000 above the opening stock.

Bills Receivables amount to Rs.25,000 and bills payable to Rs.10,000.

*Find out:* (a) Sales; (b) Sundry Debtors; (c) Closing Stock; (d) Sundry Creditors.

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Q.5(I) Explain the features of Computerized Accounting. Compare and contrast between accounting and computerized accounting. 10M

OR

Q.5(II) What are the general features of Tally ERP? Discuss the steps to computerize the accounts of a company through Tally ERP. 10M

Q.6(l)

**CASE STUDY**

10M

From the following Balance Sheets as on 31<sup>st</sup> Dec.2011 and 31<sup>st</sup> Dec.2012, you are required to prepare a Schedule of Changes in Working Capital and Funds Flow Statement taking the provision for tax and proposed dividends as non-current liabilities.

<i>Liabilities</i>	<i>31.12.11</i>	<i>31.12.12</i>	<i>Assets</i>	<i>31.12.11</i>	<i>31.12.12</i>
Share Capital	10,000	15,000	Fixed Assets	10,000	20,000
Profit and Loss A/c	4,000	6,000	Current Assets	13,000	14,500
Provision for Tax	2,000	3,000			
Proposed Dividend	1,000	1,500			
Sundry Creditors	4,000	6,000			
Outstanding Exp.	2,000	3,000			
	23,000	34,500		23,000	34,500

*Additional Information:*

1. Tax paid during 2012 Rs.2,500.
2. Dividends paid during 2012 Rs.1,000.

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**BUSINESS LAW AND REGULATIONS**

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 I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) What is a Contract? Explain the essentials of Valid Contract. 10M

OR

Q.1(II) Define 'Quasi Contract'. Explain types of Quasi Contract. 10M

Q.2(I) 'Sale is an executed contract and an agreement to sell is an executory agreement', 10M  
Discuss with illustrations.

OR

Q.2(II) Who is an unpaid seller? What are the rights of an unpaid seller over the goods 10M  
sold by him under the Sale of Goods Act?

Q.3(I) Define Partnership. Explain the steps need to be taken to form a partnership firm. 10M

OR

Q.3(II) Discuss the powers and duties of a director in a company. 10M

Q.4(I) What is a negotiable instrument? Explain various types of negotiable instruments. 10M

OR

Q.4(II) Explain negotiation of a negotiable instrument. How is negotiation different from 10M  
assignment?

Q.5(I) Define 'income' and explain the concept of total income under Income Tax Act. 10M

OR

Q.5(II) Explain the significance of e-governance. 10M

Q.6(I) Ms. Rekha and Ms. Hema have recently quit their city banking jobs and are looking 10M  
to establish a designer children's clothing shop in Bangalore. They have already  
placed orders for the forthcoming seasons' fashions and have rented premises on  
Brigade Road.

They are now looking to setup their business as a limited company. Mr. Bachedra  
at Fab Furnishing Limited has suggested that they buy an 'off the shelf' company  
but Ms. Rekha is keen to do the registration herself.

What will Ms. Rekha need to do to set up the company and what will be the status  
of the pre-incorporation contracts?

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(Regulations: R14)

## 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 I or II only. Q.no 6 which is a case study is compulsory.

- Q.1(I) Explain the concept of minima and maxima. Let the cost function of a firm be given by the equation  $C=300X-10X^2+(1/3)X^3$ , where C stands for cost function and X for output 10M

Calculate the output at which

- (a) Marginal cost is Minimum.  
(b) Average cost is Minimum.  
(c) Average cost is equal to marginal cost.

OR

- Q.1(II) Differentiate the function Y with respect to 'X' for the following 10M
- (a)  $Y=(X^2+1).(X^3+2)$   
(b)  $Y=2X/(X^2+1)$

- Q.2(I) Find the mean and median from the data given below: 10M
- |                  |      |       |       |       |       |       |  |
|------------------|------|-------|-------|-------|-------|-------|--|
| Marks obtained:  | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 |  |
| No. of students: | 12   | 18    | 27    | 20    | 17    | 6     |  |

OR

- Q.2(II) Scores at an aptitude test by 100 candidates are given below. You are required to calculate Karl Pearson's Coefficient of Skewness. 10M
- |                   |      |       |       |       |       |       |       |
|-------------------|------|-------|-------|-------|-------|-------|-------|
| Marks             | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 |
| No. of candidates | 10   | 15    | 24    | 25    | 10    | 10    | 6     |

- Q.3(I) Calculate Karl Pearson's coefficient of correlation between expenditure on advertising and sales from the data given below. 10M
- |                        |    |    |    |    |    |    |    |    |    |
|------------------------|----|----|----|----|----|----|----|----|----|
| Advertising expenses : | 39 | 65 | 62 | 90 | 82 | 75 | 25 | 98 | 36 |
|                        | 78 |    |    |    |    |    |    |    |    |

('000 Rs.)

Sales (Lakhs Rs.)	47	53	58	86	62	68	60	91	51	84
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OR

- Q.3(II) Obtain the line of regression of Y on X for the following data: 10M
- |                  |     |     |     |     |     |     |     |     |     |     |
|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Age (yrs.) X     | 66  | 38  | 56  | 42  | 72  | 36  | 63  | 47  | 55  | 45  |
| Blood Pressure Y | 145 | 124 | 147 | 125 | 160 | 118 | 149 | 128 | 150 | 124 |
- Estimate the blood pressure of a man whose age is 50 years

- Q.4(I) 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
- (a) Hotel x 5M  
(b) Hotel Y 5M

OR

- Q.4(II) An urn contains 8 white and 3 red balls. If two balls are drawn at random, find the Probability that 10M
- (a) both are white  
(b) both are red  
(c) one is of each colour

- 
- Q.5(I) The weekly wages of 1000 workers are normally distributed around a mean of Rs.70 and S.D of Rs. 5. Estimate the number of workers whose weekly wages will be 10M
- (a) between Rs 70 and Rs 72  
(b) between Rs.69 and Rs. 72

OR

- Q.5(II) Fit a binomial distribution to the following data:

X	:	0	1	2	3	4
f	:	28	62	46	10	4

- 
- Q.6(I) **CASE STUDY (COMPULSORY)** 10M

A sample of 12 fathers and their sons are given in the following table about their height in inches

Father : 65 63 67 64 68 65 70 65 62 69 67 68

Sons : 68 66 68 65 69 66 68 65 71 67 68 70

Compute Spearman's Rank correlation coefficient

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