Hall Ticket No: | | | | | | | | | | |

Question Paper Code: 25MCMBATC01

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(Deemed to be University under Section 3 of UGC Act, 1956)

MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

MANAGEMENT AND WORKPLACE BEHAVIOR

Time: 3Hrs **Max Marks: 100**

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

Q.No.	Question	Marks	CO	BL
Q.1(A)	Explain the evolution of management thought. Discuss how organizations use benchmarking and best practices to improve performance.	8+8	1	4
	OR			
Q.1(B)	"Management is an art, science, and profession." Examine this statement with suitable examples. Differentiate between Management and Administration.	10+6	1	4 & 2
Q.2(A)	Describe the planning process. Explain the relevance of Management by Objectives (MBO) in modern organizations.	8+ 8	2	2 & 3
	OR			
Q.2(B)	Explain the decision-making process. Discuss any four decision-making techniques used by managers.	6 +10	2	2 & 4
Q.3(A)	Explain the concept of personality. Discuss major personality traits influencing workplace behaviour.	6 +10	3	2 & 4
	OR			
Q.3(B)	Describe the perceptual process. Analyse how perceptual errors affect managerial decisions.	8+ 8	3	2 & 4
Q.4(A)	Explain group formation. Analyse the factors affecting group cohesiveness and effectiveness.	8+ 8	4	2 & 4
	OR			
Q.4(B)	Describe various leadership styles and explain Likert's System of Management with relevance to organizations.	8+ 8	4	2 & 3
Q.5(A)	Explain the sources and consequences of stress at the workplace. Suggest suitable stress management strategies.	8+ 8	5	2 & 3
	OR			
Q.5(B)	Differentiate between organizational culture. Organizational climate and explain their significance in organizations.	6 +10	5	2 & 4

Q.6	Case Study	10+10	1	5

Lehman Brothers was once a powerful global investment bank, known for its strong market presence and aggressive growth strategies. For years, the firm earned high profits from complex financial instruments tied to the U.S. housing market. As competition increased, senior executives pushed the organisation toward even riskier investments to maintain revenue and satisfy shareholders. Inside the company, a culture developed in which aggressive deal-making and high risk-taking were praised, while caution and ethical questioning were discouraged. Employees who generated large profits were celebrated as stars, and those who raised concerns often felt ignored or marginalised.

As the housing market began to weaken, Lehman Brothers faced rising financial losses. Instead of openly acknowledging the risks, the leadership team implemented accounting techniques such as "Repo 105," which temporarily moved large amounts of debt off the company's balance sheet. This made Lehman appear financially stronger than it really was. The firm's auditor was aware of these practices but did not challenge them. Internally, some employees suspected that the financial statements were misleading, but the dominant culture of pressure, loyalty to leadership, and fear of backlash prevented open discussion. Shareholders, regulators, and the public continued to believe the bank was stable.

Ultimately, when the true financial situation could no longer be hidden, Lehman Brothers collapsed in 2008 and filed for bankruptcy. The fallout triggered a massive global financial crisis, affecting millions of people worldwide. The event raised serious ethical questions about transparency, accountability, leadership integrity, and the responsibility financial institutions owe to society. Many observers argued that the failure was not only a financial problem, but also a failure of ethical culture and corporate governance. The Lehman story remains a powerful reminder that when profit becomes more important than integrity, the consequences can extend far beyond a single organisation.

Questions

i) How did Lehman Brothers' focus on profits and aggressive risk-taking lead to unethical decisions inside the company?

ii) In your opinion, was it ethical for Lehman Brothers to hide its debt using accounting tricks? Give simple reasons for your answer.

END

Hall Ticket No: | | | | | | | | | | | Question Paper Code: 25MCMBATC03

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(Deemed to be University under Section 3 of UGC Act, 1956)

MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

CORPORATE ECONOMICS AND DECISION MAKING

Time: 3Hrs **Max Marks: 100**

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

Q.No.	Question	Marks	CO	BL
Q.1(A)	Enumerate the role of Managerial Economist in the modern business World.	16	1	2
	OR			
Q.1(B)	Explain the nature and scope of managerial economics in business decision-making.	16	1	1
Q.2(A)	Examine the need for demand forecasting and also explain any three demand forecasting techniques in brief.	16	2	2
	OR			
Q.2(B)	Explain the law of supply and illustrate it with suitable diagrams.	16	2	2
Q.3(A)	Distinguish between short-run and long-run production functions.	16	3	4
	OR			
Q.3(B)	Explain the types of Isoquants and their properties with suitable diagrams.	16	3	2
Q.4(A)	Discuss the features and equilibrium of monopolistic competition.	16	4	2
	OR			
Q.4(B)	Analyze the assumptions, limitations and uses of break-even analysis in managerial decisions.	16	4	5
Q.5(A)	Explain the concept of national income and its methods of measurement.	16	5	4
	OR			
Q.5(B)	Explain the consumer price index and its uses in policy decisions.	16	5	2
Q.6	**Case Study** Based on the general features and facilities offered, the Ministry of Tourism Govt. of India classifies hotels into 7 categories: five star deluxe, five star, four star, three star, two star, one star and heritage hotels. These apart, there are hotels in the unorganized sector that have a significant presence across the country and cater primarily to economy tourists. Encouraged by the boom in tourism and increased spending on leisure, there has been an influx of globally renowned groups by way of joint ventures. The premium and luxury segment (high end 5-star deluxe and 5 star hotels) mainly cater to the business and up market foreign leisure travellers and offer a high quality and wide range of services. These constitute about 30 percent of the hospitality industry in India. The mid-market Segment (3 and 4 star hotels) offers most of the essential	20	4	3

services of luxury hotels without the high costs, since the tax component of this segment are lower compared with the premium segment. The budget segment comprises 1 and 2 star hotels, which provide Affordable accommodation to the highly price-conscious segment of travellers. Heritage Hotels are architecturally distinctive properties such as palaces and forts, built prior to 1950, that have been converted into hotels.

In the face of stiff competition, hotels in India have come up with ingenious ways to attract customers. These hotels distinguish themselves with beds, bathroom, amenities and complementary breakfast. Other facilities may include innovations in food and beverage products, spa, fitness centre or other lifestyle facilities. The ongoing revolution in cuisine has been accompanied by innovations such as free standing, niche restaurants.

Questions:

i) Do you think the hotel industry is monopolistically competitive?

ii) What are the features of industry which suggest the same?

iii) Comment on differentiation offered by the hotels in India.

END

Hall Ticket No: | | | | | | | | | | |

Question Paper Code: 25MCMBATC04

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(Deemed to be University under Section 3 of UGC Act, 1956)

MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

FINANCIAL ACCOUNTING AND ANALYSIS

Time: 3Hrs **Max Marks: 100**

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

Q.No.	Question	Marks	CO	BL
Q.1(A)	Examine various stages in accounting cycle with suitable formats.	16	1	2
	OR			
Q.1(B)	From the following transactions pass journal entries and prepare ledger accounts. 1. Jan 1 Ram Lal started business with cash 500000 2. Jan 2 Paid into Bank 20,0000 3. Jan 4 Goods purchased for cash 10,000 4. Jan 8 Machinery purchased and paid by cheque 150,000 5. Jan 12 Sold goods to Pranaya 12,000 6. Jan 15 Purchased goods from Gunakshi 16,000 7. Jan 18 Sold goods for cash 8,000 8. Jan 20 Received cash from Pranaya 11500 in full settlement. 9. Jan 22 Received cash towards interest Rs.2000 10. Jan 31 Withdrew cash for personal use 2,400 Jan 31 Rent Paid 2,000.	16	1	3
Q.2(A)	From the following Trial Balance of Lakshmi Narayana on 30th June 2025 prepare Trading and Profit and Loss Account and Balance Sheet as on that date.	16	2	3

Particulars	**Dr. Rs.**	**Cr. Rs.**
Capital and drawings	10,550	1,19,400
Bills receivable	9,500	
Purchases and Sales	2,56,590	3,56,430
Returns inwards	2,780	
Stock on 01-07-2024	89,680	
Commission		5,640
Plant and Machinery	28,800	
Salaries	11,000	
Travelling Expenses	1,880	
Debtors	62,000	
Stationary	2,000	
Telephone charges	1,370	
Interest and Discounts	5,870	
Bad debts	3,620	
Fixture and Fittings	8,970	
Creditors		56,630
Loan		23,000
Wages	40,970	

Cash in hand	530	
Cash at Bank	18,970	
Insurance	400	
Rent and taxes	5,620	
	5,61,100	**5,61,100**

Adjustments:

(a) Stock in trade on 30th June 2025 was Rs.1,28,960.
(b) Create provision of bad debts at @ 5% on Debtors
(c) Manufacturing wages outstanding Rs.1,200
(d) Depreciate Plant and Machinery by 10% per year.
(e) Outstanding Insurance Rs.600/,
(f) Prepaid Rent Rs.500

OR

Q.2(B) Illustrate the Capital Expenditure and Revenue Expenditure with examples. 16 2 2

Q.3(A) Discuss the importance and objectives of financial statement analysis. In what way ratio analysis helps the managers? 16 3 1

OR

Q.3(B) The following is the Balance-sheet Supriya Limited 16 3 3

Liabilities	**2023**	**2024**	**Assets**	**2023**	**2024**
Share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
Debentures	1,50,000	1,00,000	Buildings	2,00,000	1,70,000
Reserves	40,000	70,000	Debtors	1,60,000	2,00,000
Profit & Loss Account	72,000	98,000	Bills Receivable	20,000	30,000
Creditors	55,000	83,000	Stock	1,57,000	3,09,000
Bills payable	20,000	16,000	Cash	25,000	18,000
Provision for tax	40,000	50,000			
	6,77,000	**8,17,000**		**6,77,000**	**8,17,000**

Additional Information :

You are required to prepare:

1. Statement of Changes in Working Capital.
2. Funds Flow Statement

Note: Provision for tax is to be treated as a non-current liability

Q.4(A) How absorption costing different from marginal costing? Bring out various application of marginal costing technics in decision making. 16 4 2

OR

Q.4(B) From the following data, you are required to calculate: 16 4 3

(a) P/V ratio
(b) Break-even sales with the help of P/V ratio.
(c) Sales required to earn a profit of Rs. 4,50,000
(d) When sales are 25,00,000 how much profits would be?

Fixed Expenses = Rs. 90,000

Variable Cost per unit: Direct Material = Rs. 5, Direct Labour = Rs. 2 Direct Overheads = 100% of Direct Labour, Selling Price per unit = Rs. 12.

Q.5(A)	Compare Manual Accounting System and Computerised Accounting System.	16	5	2
	OR			
Q.5(B)	Explain the feature and role of Tally as a Computerised Accounting Package.	16	5	2
Q.6	**Case Study**	20	4	5

Sahasra Company Ltd produces an electric Rice cookers. The following cost incurred in the previous month

Direct Materials: ₹2,00,000

Direct Labour: ₹1,50,000

Direct Expenses ₹ 1,00,000

Factory Overheads: ₹1,00,000

Administrative Overheads: ₹50,000

Selling & Distribution Overheads: ₹50,000.

The Company received a quotation for 10,000 electric cookers from the King -Kong Company Ltd.

The following expenses are estimated per unit of the Cooker

Material ₹350

Direct Labour ₹200

Direct Expenses ₹ 250

What price should the Company quote?

END

Hall Ticket No: | | | | | | | | | | |

Question Paper Code: 25MCMBATC05

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(Deemed to be University under Section 3 of UGC Act, 1956)

MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

ENTREPRENEURSHIP AND DESIGN THINKING

Time: 3Hrs **Max Marks: 100**

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

Q.No.	Question	Marks	CO	BL
Q.1(A)	Examine the role of science and technology in driving innovation and economic development in the modern era?	16	1	4
	OR			
Q.1(B)	Explain the process of opportunity identification and evaluation. Explain the feasibility and viability of business ventures.	16	1	2
Q.2(A)	Use the cases of Naukri.com, Oyo and "In-motion" examples to explain the opportunity Identification in Business.	16	2	4
	OR			
Q.2(B)	Critically analyse ethical entrepreneurship and responsible innovation, covering privacy, data security, social impact.	16	2	5
Q.3(A)	Describe the Lean Start-up methodology and its iterative approach to business model refinement.	16	3	2
	OR			
Q.3(B)	Examine funding and investment strategies for ventures, covering grants, equity and debt financing.	16	3	4
Q.4(A)	Define empathy in Design Thinking and explain its components, steps in the empathy process, using relevant case studies.	16	4	1
	OR			
Q.4(B)	Describe the process of bringing ideas to life in Design Thinking, covering visualization, resource exploration, prototyping.	16	4	2
Q.5(A)	Discuss empathy and user-centric discovery in Design Thinking explaining interviews, observation, immersion, empathy maps.	16	5	3
	OR			
Q.5(B)	Analyse case studies and applications of Design Thinking, lessons from creative business leaders such as Microsoft, Facebook.	16	5	4
Q.6	**Case Study**	20	4	5

Apple Inc. and the Evolution of Design Thinking

Apple Inc. is widely recognized as a pioneer in applying Design Thinking to drive innovation and competitive advantage. The evolution of Design Thinking at Apple reflects a shift from purely engineering-driven design to a human-centered, open-minded approach, strongly influenced by IDEO principles and advanced design standards.Apple's Design Thinking mindset emphasizes curiosity, experimentation, and simplicity. Rather than starting with technology, Apple begins with the user experience, reflecting the core principles of Design Thinking—empathy, ideation, prototyping, testing, and iteration. This approach aligns with the Design Thinking primer and IDEO's standards such as bias toward action, collaboration, and learning from failure.

Empathy plays a central role at Apple. Empathy is defined as the ability to understand users' emotions, needs, and contexts. Apple's design teams conduct extensive user observation, interviews, and immersion to study how people interact with devices in real-life settings. The components of empathy—cognitive, emotional, and contextual—are captured using internal assessment tools such as user journey mapping and experience testing. A notable root of empathy case emerged during the development of accessibility features like VoiceOver, inspired by feedback from visually impaired users, demonstrating how empathy can drive inclusive innovation. In terms of innovation and creativity, Apple applies both divergent and convergent thinking models. During the early stages of product development, teams engage in brainstorming, role-play, and mind-mapping to explore multiple possibilities (flaring). This is followed by analysis, synthesis, and integration of ideas (focus), ensuring alignment with timelines, resources, and strategic goals. Strong emphasis is placed on the impact of visuals, such as sketches and prototypes, to communicate ideas clearly and inspire collaboration.

Apple builds artifacts ranging from low-fidelity mockups to high-fidelity prototypes, which are subjected to real-time evaluation and continuous refinement. Products like the iPhone and Apple Watch underwent extensive testing and feedback cycles, allowing teams to bring ideas to life while maintaining competitive uniqueness in design, usability, and ecosystem integration.

Questions

i. Discuss how Apple Inc. applies Design Thinking principles and empathy to drive innovation and competitive uniqueness.

ii. Analyse the role of divergent and convergent thinking, prototyping, testing, and feedback in Apple's product development process.

END

Hall Ticket No: | | | | | | | | | | |

Question Paper Code: 25MCMBATC06

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

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MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

HUMAN CAPITAL MANAGEMENT

Time: 3Hrs **Max Marks: 100**

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

Q.No.	Question	Marks	CO	BL
Q.1(A)	The evolution of HRM is often described as a shift from "labour control" to the strategic management of human capital. Critically examine this statement by mapping at least three historical phases of HRM to changes in managerial mindset and worker expectations.	16	1	4
	OR			
Q.1(B)	An organization that was traditionally managed through strict supervision and rules is now facing low morale and declining productivity. As an HR manager, explain how applying modern Human Resource Management concepts can transform managerial practices and employee attitudes in such an organization.	16	1	4
Q.2(A)	A growing organization experiences frequent manpower shortages and surplus at different levels despite carrying out Human Resource Planning. As an HR manager, identify the key internal and external factors affecting HRP in this situation and suggest brief measures to improve the effectiveness of HR planning.	16	2	3
	OR			
Q.2(B)	An organization plans to introduce automation and digital systems over the next three years. As an HR consultant, assess how Human Resource Planning should be carried out at different levels of the organization to manage this transition. In your answer, analyse the prerequisites for effective HRP, the advantages and limitations of HRP, and the role of HRP in aligning workforce planning with organizational change.	16	2	4
Q.3(A)	With the rise of unconventional recruitment methods, organizations face new selection challenges. Compare traditional and modern recruitment approaches and assess their impact on selection accuracy and employee placement effectiveness.	16	3	2
	OR			
Q.3(B)	A mid-sized company notices that employees are often confused about their roles and responsibilities. As an HR manager, explain the meaning of job analysis and briefly outline the process you would follow to clarify roles. Also, suggest two practical methods to collect job analysis data in this scenario.	16	3	6
Q.4(A)	Compensation is not merely a pay issue but a behavioural tool. Examine how job evaluation and pay structure design in India can influence employee motivation, internal equity, and retention, using relevant examples.	16	4	3

OR

Q.4(B)	A new manager is unsure whether to organize a workshop or a formal training program for junior employees. Explain the difference between training, development, and education, and recommend which approach would be most suitable in this scenario. Justify your choice briefly and suggest one method of training that could be used.	16	4	3
Q.5(A)	Employee welfare measures are often viewed as statutory obligations rather than strategic investments. Assess how welfare initiatives can act as a preventive mechanism for grievances and indiscipline in Indian organizations.	16	5	4
	OR			
Q.5(B)	An organization is facing repeated tardiness and non-compliance with rules in one department. As an HR manager, explain the meaning of discipline and identify two approaches you would adopt to correct these issues. Suggest briefly how you would manage difficult employees in this situation.	16	5	2
Q.6	Case Study	20	4	4

Nova Pvt Ltd is a mid-sized IT services company in India that has grown rapidly over the past three years, increasing its workforce from 150 to 600 employees. While revenue and client base have expanded, several human capital challenges have emerged:

- Many employees are unclear about their roles and responsibilities, resulting in overlapping tasks, missed deadlines, and conflicts within teams.
- Training programs are irregular and often do not align with the new skills required for upcoming projects.
- Performance appraisals and promotions are inconsistent across departments, causing dissatisfaction and a perception of unfairness.
- Compensation structures are perceived as non-transparent, contributing to low morale and attrition.
- Employees frequently raise grievances related to unclear policies, lack of recognition, and managerial favouritism.
- Supervisors find it challenging to manage difficult employees, and minor conflicts often escalate without resolution.
- Employee engagement surveys show declining scores, and attrition among skilled employees is increasing, threatening project delivery and client satisfaction.

Nova's management is now seeking expert advice to revamp its Human Capital Management practices to improve clarity, engagement, and overall performance.

Questions

i) Identify the key HR failures at Nova and explain their impact on employee performance and engagement.

ii) As an HR manager, suggest practical interventions in job roles, training, appraisal, compensation, and discipline to address these issues.

*****END*****

Hall Ticket No: | | | | | | | | | | |

Question Paper Code: 25MCMBATC07

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

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MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

STATISTICAL ANALYSIS FOR BUSINESS

Time: 3Hrs **Max Marks: 100**

All parts of a question must be answered in one place only.

Answer one question from each of Units I to V. Q.no 11 which is a case study is compulsory.

Q.No.	Question	Marks	CO	BL

UNIT-I

Q.1. A retail store collected data regarding the daily sales (₹ in thousands) for 15 days: — 16 M, CO 1, BL 3

22, 25, 24, 28, 32, 27, 29, 31, 26, 24, 30, 35, 33, 29, 28

a) Compute Mean, Median and Mode. (6M)

b) Calculate Range, Variance and Standard Deviation. (6M)

c) Interpret the variability in sales using Coefficient of Variation. (4M)

OR

Q.2. The ages of 60 employees are summarized below: — 16 M, CO 1, BL 3

AGE GROUP	FREQUENCY
20-25	8
25-30	12
30-35	18
35-40	14
40-45	6
45-50	2

a) Determine class midpoints. (4M)

b) Calculate relative and cumulative frequencies. (6M)

c) Draw Histogram and Frequency Polygon and interpret the distribution. (6M)

UNIT-II

Q.3. A quality control manager states that 40% of products manufactured in a plant are exported. — 16 M, CO 2, BL 3

If 12 products are selected randomly:

a) Find the probability that exactly 5 products are exported. (6M)

b) Find the probability that at least 4 products are exported. (5M)

c) Perform the same analysis using SPSS and report the output. (5M)

OR

Q.4. Customers arrive at a service center at an average rate of 6 customers per hour. — 16 M, CO 2, BL 3

a) Find the probability that exactly 4 customers arrive in one hour. (5M)

b) Find the probability that more than 5 customers arrive in one hour. (6M)

c) Demonstrate the solution using SPSS and interpret the results. (5M)

UNIT-III

Q.5.	A researcher wants to test whether employee satisfaction is associated with participation in training programs.	16 M	3	4

TRAINING	SATISFIED	NOT SATISFIED
YES	72	28
NO	48	52

a) State the null and alternative hypotheses. (3M)
b) Conduct Chi-square test of independence using SPSS. (8M)
c) Interpret the results at 5% significance level. (5M)

OR

Q.6.	The following productivity scores were recorded before and after a training programme for 12 employees.	16 M	3	4

BEFORE	AFTER
56	62
58	65
61	69
55	63
59	67
57	64

a) State the hypotheses. (3M)
b) Perform an appropriate paired t-test using SPSS. (8M)
c) Interpret the results. (5M)

UNIT-IV

Q.7.	A company wishes to examine the relationship between advertising expenditure and sales revenue.	16 M	4	4

ADVERTISING(Rs)	SALES(Rs)
10	110
15	140
18	170
22	210
25	245
30	290

a) State the hypotheses. (3M)
b) Compute Pearson correlation using SPSS. (6M)
c) Interpret the strength and significance of the relationship. (7M)

OR

Q.8.	A researcher investigates whether employee experience predicts monthly sales performance.	16 M	4	4

a) State the hypotheses. (3M)
b) Perform simple linear regression using SPSS. (6M)
c) Examine significance of predictor. (3M)
d) Develop the regression equation and interpret. (4M)

UNIT-V

Q.9.	Three different marketing strategies were tested for sales performance. **Strategy A:** 82, 85, 88, 84, 90 **Strategy B:** 76, 79, 80, 81, 78 **Strategy C:** 92, 95, 91, 94, 96 a) State hypotheses. (3M) b) Conduct One-Way ANOVA using SPSS. (7M) c) If significant, perform post-hoc analysis. (6M)	16 M	5	5
	OR			
Q.10.	A researcher investigates the effect of Gender (Male/Female) and Work Mode (Office/Remote) on employee productivity. a) State hypotheses for main and interaction effects. (4M) b) Conduct Two-Way ANOVA using SPSS. (6M) c) Interpret the results. (6M)	16 M	5	5
	Case Study (Compulsory Question)			
Q.11.	A retail bank collected responses from 500 customers on 12 service quality attributes such as responsiveness, reliability, assurance, empathy, convenience, digital services, complaint handling, security, pricing, accessibility, staff behaviour, and trust. Using SPSS: 1. Identify the underlying latent dimensions using Factor Analysis. (8M) 2. Explain the criteria used for factor extraction and rotation. (6M) 3. Interpret the extracted factors and suggest managerial implications. (6M)	20 M	5	6

End

Hall Ticket No: | | | | | | | | | | |

Question Paper Code: 25MCMBATC02

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

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MBA I Year I Semester (R25) Supplementary End Semester Examinations - July 2026

BUSINESS AND REGULATORY ENVIRONMENT

Time: 3Hrs **Max Marks: 100**

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

Q.No.	Question	Marks	CO	BL
Q.1(A)	Discuss the components of the business environment with relevant examples.	16	1	2
	OR			
Q.1(B)	Explain the techniques of environmental analysis used by business firms.	16	1	2
Q.2(A)	Define economic systems. Outline the different types of economic systems with their merits and demerits.	16	2	2
	OR			
Q.2(B)	Explain the role of the Indian Economy in promoting business growth and industrial development.	16	2	2
Q.3(A)	Describe the concepts of Offer and Acceptance. Identify the legal rules governing a valid offer and a valid acceptance.	16	3	3
	OR			
Q.3(B)	Distinguish between Misrepresentation and Fraud with suitable examples.	16	3	3
Q.4(A)	Examine the procedure for formation and registration of a partnership firm. Analyse the consequences of non-registration.	16	4	4
	OR			
Q.4(B)	Analyse the rights and duties of an agent and a principal. How do these reciprocal obligations ensure smooth functioning of agency contracts?	16	4	4
Q.5(A)	Distinguish between the Consumer Protection Act, 1986 and the Consumer Protection Act, 2019. Analyse the need for reforms in consumer law.	16	5	4
	OR			
Q.5(B)	Analyze the role of the IT Act, 2000 in ensuring cyber security and examine the challenges in its effective implementation.	16	5	4
Q.6	**Case Study**	20	5	5

Data Protection & IT Regulation-WhatsApp Privacy Policy

WhatsApp is one of the most widely used digital communication platforms in India, with millions of users relying on it for personal and business communication. In 2021, WhatsApp announced changes to its privacy policy, stating that certain user data would be shared with its parent company, Meta, to improve business services and advertising-related features. This announcement immediately triggered widespread concern among users, policymakers, and regulatory authorities regarding data privacy, consent, and user rights.

Many users feared that acceptance of the new policy was mandatory and that refusal could result in loss of access to the platform. Civil society groups and digital rights activists questioned whether users had meaningful choice and informed consent, which are core principles of data protection. The issue gained further attention as India was in the process of strengthening its data protection and IT regulatory framework to address the challenges of the digital economy.

Regulatory bodies examined whether WhatsApp's policy violated provisions of the Information Technology Act, 2000, and the associated IT Rules relating to data security and user consent. The Competition Commission of India also initiated an inquiry to assess whether data sharing practices could lead to abuse of dominant position by integrating messaging data with other Meta platforms. Courts were approached to ensure that users' fundamental right to privacy was not compromised.

As a result of regulatory and judicial scrutiny, WhatsApp was required to clarify its policy, delay implementation, and assure users that personal chats would remain encrypted and would not be used for advertising purposes. The controversy highlighted the growing importance of data protection, transparency, and accountability in digital platforms. This case demonstrates how the regulatory environment directly influences technology companies' policies, business models, and user trust in the digital ecosystem.

Questions

i) Assess the data protection issues raised by WhatsApp's revised privacy policy and examine the ethical and legal challenges involved in obtaining user consent for data sharing.

ii) Examine the role of Information Technology Act 2000 in safeguarding user privacy on digital platforms like WhatsApp.

iii) Evaluate how regulatory scrutiny influences the business strategies and operational decisions of technology companies.

iv) Suggest suitable regulatory and managerial measures to balance technological innovation, business interests, and user privacy in digital platforms.

*****END*****