



Narasaraopeta Engineering College (Autonomous)
Kotappakonda Road, Yellamanda (P.O), Narasaraopet- 522601, Guntur District, AP.

Subject Code: R16MBA105

MBA - I Semester Regular & Supplementary Examinations, Dec- 2017.
BUSINESS ENVIRONMENT

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**
Answering the question in **Part-A** is Compulsory
Four Questions should be answered from Part-B

PART-A (CASE STUDY)

1 X 12 = 12

1. Case Study

Globalization has turned the world into a global village. The importance of maps and boundaries has reduced significantly and trade across international boundaries has increased more than ever. Thus, the importance of international integration has increased manifold. Among the most notable international and economic integrations are the North Atlantic Treaty Organization (NATO) and Association of Southeast Asian Nations (ASEAN). One such emerging group is the BRICS, consisting of emerging economies namely Brazil, Russia, India, China and South Africa. The countries have made their presence felt in the world economy in recent years and are gradually emerging as powers to reckon with.

The formation of BRIC and later BRICS holds immense implications for the world economy. On one hand, such a trade block consisting of fast growing economies means freeing of these nations from the hegemony of the west, and on the other, building of an alternative forum to trade among themselves.

Of course, this also poses a great threat to the World Bank since the BRICS nations are contemplating coming up with a BRICS bank. Further implications of the concept of BRICS bank could be floating their own currency. This would be in direct contrast with the World Bank or the Asian Development Bank (ADB). The formation of the BRICS bank is likely to help these countries have a steadier source of financing and having to depend less on other sources such as the World Bank or the ADB. Moreover, the establishment of the bank as well as the currency will obviously improve trade between these countries.

The BRICS bank is slated to start lending by 2016. It will initially have a start-up capital of \$50 billion and these loans though based on the finances of the borrowers will not be tantamount to opening up possibilities of intervening in the economies of borrowers. While the location of the bank's headquarter is yet to be decided, initial problems with the bank's share has been sorted out. The bank is likely to offer loans at very low rates to its members and countries other than the BRICS can also seek membership by buying a \$1,00,000 share. This way the bank aims to double its capacity by 2021 and thus become a major financier for projects for its member countries.

While experts have been of the opinion that creation of the BRICS will help in rebalancing of the world economy, some in the west have dismissed it as just a catchphrase. It is imperative that the concept of BRICS bank is a step ahead in economic

integration and will further strengthen relations between the emerging powers. Though its actual fallout cannot be commented upon till the time the bank becomes a reality, it is probable that such a financial institution is likely to reduce power wielding of the US and other Western countries over other countries, decrease the degree to which economic sanctions are imposed on nations for not adhering to the mandates of global bodies such as WTO and World Bank, and make the global power space less skewed, thereby giving other countries a chance to use alternative finances to fund their projects and come out of the clutches of Western hegemony.

1. What are the advantages of developing an organization like BRICS bank?
2. How will BRICS bank negate the monopoly of organizations such as World Bank and ADB?
3. How might Western powers try to abolish the creation of BRICS bank as an alternative source of finance for countries?

PART-B

4x12=48

2. Explain the role of five year plans in the economic growth of a country and its impact on the business environment.
3. Elaborate and Critically analyse the basic differences between Capitalism, Free market economy, Socialism and Mixed economy.
4. What is Balance of Payments? Explain the approaches to balance of Payments adjustment.
5. Bring out the essential points of differences between the GATT and the WTO.
6. What is Consumer Protection Act? Explain the role of Consumer protection act in protecting the consumer's interest and its salient features.
7. (a) What is corporate governance? Discuss its nature and purpose. (b) What are the basic issues making Corporate Governance a success in a country like India?



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Subject Code: R16MBA101

MBA - I Semester Regular Examinations, Dec-2017.

PRINCIPLES AND PRACTICE OF MANAGEMENT

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**
Answering the question in **Part-A** is Compulsory
Four Questions should be answered from **Part-B**

PART-A (CASE STUDY)

1 X 12 = 12

"I expect all the Managers in my department to act rationally in every decision they make" – declared Parusuram, Vice president of marketing for Amruthanjan company. "Every one of us, no matter what his position or her position, is hired to be professional rationalist, and I expect all of us not only to know what they are doing and why but to be right in their decisions. I know that someone has said that a good manager needs only to be right in more than half of his or her decisions but this is not good enough for me. I would agree that you may be excused for occasionally making a mistake, especially if it is a matter beyond your control, but I can never excuse you or not acting rationally".

"I agree with your idea, said Ramesh, Advertising Manager", and I always try to be rational and logical in my decisions. But would you mind helping me be sure of this by explaining just what "acting rationally is"?

Questions

1. What are rational decisions?
2. Explain how Mr Parusuram might describe what is involved in making rational decisions.
3. Why Parusuram said that he can excuse making a mistake but never excuse for not acting rationally.

PART-B

4X 12 = 48

2. (a) Discuss the contribution of F W Taylor to Management Discipline.
(b) "A manager Plans, organises, staffs, directs and controls." Discuss
3. (a) Explain the benefits of Planning and enumerate the steps in the Planning process.
(b) Explain the concept of MBO
4. (a) Explain different types of organisation structures.
(b) Explain the conflicts between Line and staff organisations.
5. (a) what do you mean by Job Analysis. Explain its purpose.
(b) what is recruitment. Discuss its sources.
6. (a) " Leaders are not born. But made" - comment
(b) "Communication is the Life blood of Organisation" - comment
7. (a) Explain the interrelationship between Planning and Control.
(b) "Co-ordination is the essence of Management" - Discuss



Subject Code: R16MBA102

Supply
MBA - I Semester Regular Examinations, Dec -2017.
MANAGERIAL ECONOMICS

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**
Answering the question in **Part-A** is Compulsory
Four Questions should be answered from Part-B

PART-A (CASE STUDY)

1 X 12 = 12

1. The Sales and Profit of a Company for the years 2015 and 2016 are
2015: Sales Rs. 1,00,000 and Profit Rs. 10,000
2016: Sales Rs. 1,50,000 and Profit Rs. 20,000 Based on this information
(a) Find out Break Even Point of Sales
(b) Sales required for getting a profit of Rs. 40,000
(c) Profit earned on a sale of Rs. 1,20,000

PART-B

4X 12 = 48

2. Meaning of Managerial Economics and find its relevance to Management
3. Briefly explain various Economic Theories of firm
4. Define Demand and enumerate the chief characteristics of the Law of Demand
5. Prepare a note on Laws of Returns to Scale in a Production Function
6. Meaning of Cost and its functions in Price Determination
7. Describe Profit as a consequence of Market imperfection and Monopoly



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Subject Code: R16MBA103

MBA - I Semester Regular and Supplementary Examinations, Dec – 2017.

ACCOUNTING FOR MANAGERS

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**
Answering the question in **Part-A** is Compulsory
Four Questions should be answered from Part-B

PART-A (CASE STUDY)

1 X 12 = 12

1. From the following trial balance prepare final accounts for the year ended 31st December 1989.

Particulars	Debit Rs	Credit Rs
Plant and machinery	80,000	
Purchases	1,25,000	
Sales		2,30,000
Sundry creditors		40,000
Opening stock	35,000	
Salaries	16,000	
Sundry debtors	50,000	
Bad debts reserve		750
Capital account		50,000
Bills receivable	20,000	
Rent and taxes	5,500	
Furniture	2,500	
Bank loan		20,000
Interest on loan a/c	600	
Discount	650	1,200
Bills payable		9,250
Wages	14,850	
Cash in hand	1,100	
	3,51,200	3,51,200

The following information is supplied

- Closing stock amounts to Rs 45,000
- Outstanding liabilities to be provided for rent Rs 500, interest Rs 1,400 Wages Rs 150.
- Depreciation on plant and machinery at 5%. Depreciation on furniture at 10%.

- d) Bad debts reserve to be raised to 2 ½ % on sundry debtors.
- e) A discount reserve to be made at 1% on sundry creditors.

PART - B

- 2. What is meant by accounting? Explain the various concepts and conventions of accounting.
- 3. Journalize the following transactions in the books of Krishna.

2009

July,	1. Krishna started business with	Rs75,000
	2. Purchased goods for cash	Rs 16,000
	15. Deposited into bank	Rs 2700
	23. Withdraw from bank	Rs 2000
	29. Withdraw from bank for office use	Rs 300
	31. Withdraw from bank for personal use	Rs 100

- 4. What is meant by inventory? Explain the various tools and techniques of inventory management.
- 5. Define ratio? Explain the various importance and limitations of ratio analysis.
- 6. Define cash- flowstatement? Distinguishbetween funds- flow statement and cash- flowstatement.
- 7. Explain the advantages and various steps involved in zero base budgeting.



Subject Code: R16MBA104

MBA - I Semester Regular Examinations, Dec -2017.
MANAGERIAL COMMUNICATION & SOFT SKILLS

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**
Answering the question in **Part-A** is Compulsory
Four Questions should be answered from Part-B

PART-A (CASE STUDY)

1 X 12 = 12

1. There are several challenges in communication that take place in daily life. If we identify the challenges we can eliminate and ensure better understanding among the individuals. We shall take a case study on communication that helps in averting any misunderstanding among the people. Ken worked in a research department for a year as a researcher and he was laid off as the entire department was closed due to recession. He decided to meet the CEO for a possible outplacement as the organization had several other departments to accommodate him. However the secretary of the CEO, Diana did not permit Ken to meet by saying that CEO was busy. Ken returned without

meeting the CEO. He got better employment opportunity elsewhere and joined. Ken, being a researcher, wrote an article for an international journal while working in the research department. It was published after 9 months and received complimentary copies from the publisher. Therefore, Ken wanted to share the successful publication with his former CEO and went to meet him to gift the book as a complimentary copy. Below was the conversation Ken had with the secretary of CEO.

Ken: I would appreciate if you could arrange an appointment with CEO. I want.....

(Secretary interrupted)

Secretary: Why did you come? We had already handed over your resume to Jim for outplacement. You may go now.

Ken: I did not come for employment opportunity. Don't assume that people would come here for employment only. I have come to gift a complimentary copy where my article featured in international journal. The CEO would be glad to share the success.

Secretary: No, No, the CEO sees everything and knows everything as every article publication is known to him.

Ken: It is not departmental journal. It is a prestigious journal globally and I want to inform him and gift the book.

Secretary: You will not get appointment. The CEO is busy" said firmly.

Ken: I anticipated that CEO would be busy and I have already written the details of my name over the complimentary copy.

Secretary: Okay, leave it and go. (She said impolitely and started looking here and there) Ken handed over the complimentary copy to Secretary.

Ken: Fine, please hand over to CEO. I am leaving the place. However, I will send an email to CEO about my coming physically to gift the book. (Secretary probably worried as the Ken had already mentally prepared to send the email and keep the CEO informed. If Secretary had any intention to skip handing over the complimentary copy, CEO will know as Ken would send mail.) Ken handed over the complimentary copy to Secretary and departed the office. He sent an email to his ex-CEO about his coming and he could not meet as the latter was busy with his schedules. After 5 hours, the Secretary telephoned Ken and said firmly, "CEO told to return the book to you. You come and take the book back."

Ken replied, "It is the complimentary copy meant for the CEO only". Secretary insisted to take back the book immediately. Ken told Secretary to courier and he was about to give his address. Secretary interrupted Ken's conversation and replied, "No we don't send you through courier. You have to come and take." Ken responded politely, "Right now, I am far away from that place. When I come to that area I would take back the book." The very next day, Ken received email from his ex-CEO congratulating Ken for the publication and thanked for coming all the way to gift the book. Ken felt excited that his exCEO was pleased with publication.

Questions

1. What were the communication challenges in the above case study?
2. Was the Secretary right in avoiding the Ken who came all the way from long distance to gift the complimentary copy?
3. Was it right for Secretary in insisting to come and take the complimentary copy back physically instead of couriering?
4. Was Secretary a good listener?
5. Did Secretary empathize with Ken?
6. What were the other challenges prevented smooth communication between Ken and Secretary?

PART-B

4x12=48 M

2. List and explain the most important types of communication that exist in your institution. Discuss the strategies for making them more effective.
3. Discuss the factors influencing interpersonal communication.
4. Describe the different elements of the structure of a business letter.
5. Illustrate the etiquettes needed for business communication.
6. Define report. Elucidate how a report can be helpful in improving the existing conditions of an organization.
7. "Computers and Electronic transmission systems have revolutionized the way we communicate in business". Expand the idea into an essay



Subject Code: R16MBA106

MBA - I Semester Regular Examinations, Dec-2017.

QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time: 3 hours

Max Marks: 60

Question Paper Consists of Part-A and Part-B
Answering the question in Part-A is Compulsory
Four Questions should be answered from Part-B

PART-A (CASE STUDY)

1 X 12 = 12

1. A company has factories at A, B and C which supply warehouses at D,E,F and G. Monthly factory capacities are 250, 300 and 400 units respectively for regular production. If overtime production is utilised, factories A and B can produce 50 and 75 additional units respectively at overtime incremental costs of rs.4 and Rs.5 respectively. The current warehouse requirements are 200, 225, 275 and 300 units respectively. Unit transportation costs in rupees from factories to warehouses are as follows:

		Destination			
		D	E	F	G
Source	A	11	13	17	14
	B	16	18	14	10
	C	21	24	13	10

Determine the optimum distribution for this company to minimise costs.

PART-B

4X 12 = 48

2. (a) Write the properties of the correlation.
(b) The monthly profits (000'Rs) of 100 shops are distribution as follows:

Profit per shop	0-100	100-200	200-300	300-400	400-500	500-600
No.of shops	12	30	27	17	04	10

Calculate standard deviation.

3. (a) Solve the following L.P.P
Minimize $Z = 2x_1 + 9x_2 + 9x_3$
S.T.C $x_1 + 4x_2 + 2x_3 \geq 5$
 $3x_1 + x_2 + 2x_3 \geq 4$
 $x_1, x_2, x_3 \geq 0$
4. (a) Differentiate between pure strategies and mixed strategies.
(b) Solve the following game by using matrix method.

		Player A		
		I	II	III
Player A	I	1	7	2
	II	6	2	7
	II	6	1	6

5. (a) What is transportation problem?
 (b) How the transportation problem is special case of L.P.P?
 (c) Explain the steps involved in VAM to calculate IBFS.
6. A computer contains 10,000 resistors. When any resistor fails, it is replaced. The cost of replacing a resistor individually is re.1 only. If all the resistors are replaced at the same, the cost per resistor would be reduced to 35 paise. The percent surviving at the end of month t is given below.

Month	0	1	2	3	4	5	6
Percent of t	100	97	90	70	30	15	0

What is the optimum replacement plan?

7. The project schedule has the following characteristics:

Activity	t_o	t_m	t_p
1-2	1	2	3
2-3	1	2	3
2-4	1	3	5
3-5	3	4	5
4-5	2	3	4
4-6	3	5	7
5-7	4	5	6
6-7	6	7	8
7-8	2	4	6
7-9	4	6	8
8-10	1	2	3
9-10	3	5	7

- (a) Construct the project network.
 (b) Find the critical path and expected project length.
 (c) What is the probability of completing the project in 30 days?
